



BOARD OF TRUSTEES

University Success Committee

Minutes

April 28, 2026 10:30 a.m.

Loughman Living Room, Scanlon Hall

MEMBERS PRESENT:

- Committee Chair William Reichelt
- Vice Chair Tessa Lucey
- Secretary Dr. Gloria Williams
- Trustee Melissa Alvarado
- Trustee Barney Garcia
- Trustee Jay Queenin

MEMBERS ABSENT:

- Trustee George Gilmer

Also present and participating were;

- Westfield State University President, Dr. Linda Thompson
- Vice President of Enrollment Management, Marketing and Student Affairs, Dr. Kevin Hearn
- Provost and Vice President of Academic Affairs, Dr. William Salka
- Senior Executive Director, Westfield Worldwide, Dan Forster
- Director of Marketing, Alyssa Goodreau
- Director of Undergraduate Admissions, Michael Mazeika

Committee Chair William Reichelt called the meeting to order at 10:30 a.m. A roll call was taken of the Trustees participating as listed above and it was announced that the meeting was being livestreamed and recorded.

MOTION made by Trustee Garcia and seconded by Trustee Lucey, to approve the University Success Committee minutes of February 19, 2026 meeting. There being no discussion, a roll call was conducted, and **motion passed**.

Strategic Enrollment Plan Overview

- Three main goals: growing enrollment, improving retention, enhancing student experience.
 - Year one: foundational data review.
 - Year two: focus on growth and maintaining numbers in a declining market.
 - Year three: optimization of recruitment strategies and partnerships.

Brand Update

- Modifications to the website for ADA compliance and live video on homepage.
- Over 15,000 followers on social platforms.

- Brand launch scheduled for the fall semester with multiple programs from April to August.

Video Production Shoot/ Anthem Video

- Kicked off a three-day video production shoot after over eight weeks of preparation.
- An 11-person video crew is on campus to capture real moments and experiences at Westfield State. Focus on highlighting energy, support, opportunities, and skills, all centered on outcomes.
- Creating roughly two and a half minutes of high production value content for the University.
- Content will be used by the president at various events and for future campaigns.
- Anticipated to be cut into shorter segments for social media and campus events.
- The project is a result of the Board of Trustees' strategic investment in marketing in 2023.
- Concerns raised about unspent strategic investment funds; detailed expenditure was provided to the finance committee.
- Expect to spend allocated funds to zero by the end of the fiscal year.

Undergraduate Admissions Update

- Mike Mazieka joins to discuss the current status of undergraduate admissions.
- Previous report indicated a 25% decline in deposits year over year.
- Recent progress has closed that gap; current status is ahead of previous year.
- Admissions office has successfully reduced the decline in deposits over the last three weeks.

Residence Life:

- 6% increase in housing applications year over year.
- Positive indicator of returning students' interest in residential community.

Key Achievements

- As of the latest update:
 - 699 first-year deposits.
 - 130 transfer deposits.
- Year over year comparisons show:
 - Up 7.2% in applications for first years.
 - Up 5.8% in completed applications.
 - Up 6.4% in accepted applications.

Strategies Implemented

- Robust communication strategy via email, phone, and text.
 - Phone calls are still effective; voicemails are transcribed for easier follow-up.
- Personalized connections made with students during events.
- Four successful events hosted, along with daily tours.

Community Engagement/ Significant Events

- Show rates are nearly 80%.
- Fresh Check Day:
 - National day to measure student suicide and mental health organized by the counseling office. 400 students participated.
 - Flight Fest: Second annual event celebrating the end of the semester.
 - Owl Ball: Successful event organized by the SGA.
 - Veteran Military Services: Graduation ceremony and MRE Day event.
- Future Owl Flight Tours conducted at local high schools.
 - Celebrated student admissions with certificates and goodie bags.
- Increased requests for lawn signs, indicating community visibility.
- Efforts to assist students from Anna Maria College due to its closure.

- 34 inquiries collected at a recent college fair, with a focus on nursing students.

Enrollment Goals and Progress

- Current enrollment is at approximately 700 with a goal of 804 for first-year students.
- Anticipation of exceeding enrollment goals based on current trajectory.
- Previous years' enrollment totals were 834 first years and 232 transfer students.
- Anticipated demographic decline starting in fall 2028.
- Current enrollment model shows stable numbers but highlights challenges with transfer data variability.
 - Incoming class projections for fall 2022 at 796 and fall 2029 at 804.
- New data ecosystem being developed to improve reliability in enrollment models.

Marketing and Brand Awareness

- Acknowledgment of ongoing marketing and brand issues despite 200 years of history.
- Development of a special landing page for Anna Maria students on the website.
- "Our new brand platform says outcomes are our responsibility."
- Transfer information is available on the website through undergraduate admissions.
- Marketing office will provide information on out-of-home digital billboard purchases.

Faculty Development Update

- Importance of faculty development emphasized for teaching effectiveness.
 - Many faculty lack pedagogical training despite advanced degrees.
 - Students today expect skills-based, high-impact teaching practices.
- Need for improved assessment practices highlighted for student learning outcomes.
 - Current lack of assessment data hampers understanding of teaching effectiveness.
- Goal to measure teaching of crucial skills and identify areas for improvement.

Funding and Support for Faculty Development

- Majority of faculty development funded by grants, notably from the Davis Educational Foundation.
 - Current grant totals \$499,980 for two years.
- Faculty center re-established to support teaching and learning initiatives.
- Grant funds used for course development stipends for faculty.
 - Professional development conferences held annually for skill enhancement.
- New certificate programs introduced for faculty specialization in teaching areas.
- Initiatives to improve faculty advising capabilities.
 - Dual advising model implemented for better student support.
- Peer mentors funded to enhance first-year student experiences and resources.
- Shift in perception of assessment from compliance to valuable teaching tool.
 - Assessment aims to measure student mastery of critical skills.
- Aggregate data used to evaluate overall teaching effectiveness without individual faculty evaluation.

Professional Development

- Importance of continuous professional development emphasized.
- Encouragement for ongoing training and development.
- Discussion on the "train the trainer" model for faculty development.
 - Cost-effective compared to hiring external consultants. Encourages ongoing support and collaboration among faculty.

- Faculty involved in AI pedagogy project sponsored by the AAC.
 - Positive feedback on faculty collaboration and discussions about AI.

MOTION made by Trustee Garcia, and seconded by Trustee Alvarado, to adjourn. There being no discussion, a roll call was conducted, **motion passed.**

Meeting adjourned at 11:48 a.m.

Attachments:

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University Success PPT

Secretary's Certificate

I hereby certify that the foregoing is a true and correct copy of the approved minutes of the Westfield State University Board of Trustees University Success Committee meeting held on April 28, 2026.

Dr. Gloria Williams, Secretary

Date