



Board of Trustees

Advancement, Marketing, and External Relations Committee
December 13, 2023
Minutes

Conference Room 107, Parenzo Hall

A live stream of the meeting for public viewing also took place on YouTube.

MEMBERS PRESENT: Committee Chair Dr. Gloria Williams, Vice Chair Chris Montemayor, Secretary Daniel Currier, and Trustees Melissa Alvarado, and Board Chair Ali Salehi, ex-officio member

MEMBERS EXCUSED: Madeline Landrau

TRUSTEE GUESTS PRESENT: Trustees George Gilmer and Dr. Robert Martin

Also present were Westfield State University President Dr. Linda Thompson; Institutional Advancement Vice President Lisa McMahon; Director of Advancement and Major Gifts William Hynes; Executive Director of Communication, Marketing and Branding Dr. Leslie Rice

Committee Chair Williams called the meeting to order at 10:15 AM. It was announced that the meeting was being livestreamed and recorded.

MOTION made by Trustee Currier, seconded by Trustee Montemayor to approve the minutes of the October 11, 2023, meeting.

Discussion:

There being no discussion, **Motion passed unanimously.**

Items for Information

a. Advancement

Ms. McMahon shared the Q1 dashboard has been shared with the committee. Ms McMahon shared presently we have \$187,000 in grant applications. Strategic funds have been used to create the new Conferences and Events Services office to generate non-tuition revenue. Advancement's fundraising focus this year will be around the 185th Anniversary Year and fundraising for the new CoLab.

b. Fundraising/Engagement/Alumni

Mr. Hynes presented a PowerPoint highlighting the Fall Appeal, Giving Tuesday and the calendar year-end campaign, 12 Days of Giving. He spoke about events that were held as part of Homecoming week. Looking forward he shared that in March they will travel to Florida for the Hogan Golf Tournament and the St. Patrick's Day parade. Also in March will be the Give A Hoot campaign and noted appreciation for the Boards support and participation in the past.

c. Integrated Marketing and Communication

Dr. Rice shared a PowerPoint presentation on the progress being made on the rebranding effort. She said they received 15 very strong proposals in response to the RFP, they narrowed that number down to four finalists and ultimately selected BVK, a firm known in higher education and they also have a focus in hospitality and tourism. BVK is full service and will find and promote, create our brand stickiness. At this point we are in the planning and discovery phase. Our brand has to be leveraged at every opportunity.

Items for Action

a. Motion - Staff Emerita

Ms. McMahon presented the names and read the nomination for each candidate.

MOTION made by Trustee Alvarado, seconded by Trustee Montemayor to approve the granting of staff emerita status, effective December 13, 2023 to the following individuals:

- Barbara Hand
- Bette Jemilio

Discussion:

There being no discussion, **Motion passed unanimously.**

There being no further business,

MOTION made by Trustee Currier, seconded by Trustee Montemayor to adjourn. **Motion passed unanimously.**

Meeting adjourned at 11:16 AM.

Attachments presented at this meeting:

- a. Draft Minutes of October 11, 2023
- b. Advancement – Q1 FY24 IA Quarterly Dashboard
- c. Fundraising-Engagement-Alumni PowerPoint
- d. 2024 Hogan Classic
- e. Give A Hoot Advocate
- f. Save the Dates
- g. MarComm BoT Pres Dec 23.pptx
- h. Motion – Staff Emeriti
- i. Staff Emeriti Biographies

Secretary's Certificate

I hereby certify that the foregoing is true and correct copy of the approved minutes of the Westfield State University Board of Trustees Advancement, Marketing, and External Affairs Committee meeting held on December 13, 2023.

Daniel Currier, Secretary

Date