



Board of Trustees

Advancement and Enrollment Management Committee

8:30 AM
June 28, 2022

Loughman Living Room, Scanlon Hall

A live stream of the meeting for public viewing will also take place on YouTube at the following link: <https://www.westfield.ma.edu/live>

For information about Westfield State's COVID-19 procedures, visit: <https://www.westfield.ma.edu/spring-2022covid/fag>

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Call to Order | Trustee Martinez-Alvarez |
| 2. Approval of Minutes
a) April 27, 2022 | Trustee Martinez-Alvarez |
| 3. President's Remarks | Dr. Linda Thompson |
| 4. Items for Information
a) Institutional Advancement Metrics, May 31, 2022
b) Public Higher Ed Endowment Incentive Program (EIP) Match
FY22 and FY23
c) Alumni Update
d) Class Profile
e) Open House, Survey Results
f) CGCE Summer Enrollment
g) Effectiveness of Financial Aid Awarding and Policy | Ms. Lisa McMahon
Ms. Lisa McMahon
Mr. Ryan Meersman
Mr. Daniel Forster
Mr. Daniel Forster
Mr. Daniel Forster
Mr. Daniel Forster |
| 5. Items for Discussion
a) Texting Platform | Mr. Daniel Forster |

Attachment(s):

- a) Draft Minutes of April 27, 2022
- b) IA Metrics May 31, 2022
- c) EIP Guidelines 2022
- d) Alumni Relations Update
- e) Class Profile, Funnel, Open House, Survey Results Presentation
- f) Financial Aid Profile 3 Presentation



Board of Trustees

Advancement and Enrollment Management Committee

April 27, 2022

Minutes

Loughman Living Room, Scanlon Hall

And via Zoom in accordance with Massachusetts Gov. Charlie Baker's Executive Order Suspending Certain Provisions of the Open Meeting Law, G.L. c. 30A, § 20 dated March 12, 2020.

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

MEMBERS PRESENT: Trustees Chloe Sanfacon and Chris Montemayor

MEMBERS PARTICIPATING REMOTELY: Committee Chair Lydia Martinez-Alvarez and Vice Chair Melissa Alvarado

MEMBERS EXCUSED: Secretary Theresa Jasmin and Trustee William Reichelt

TRUSTEE GUESTS PRESENT: Trustees Dr. Robert Martin and Dr. Gloria Williams

TRUSTEE GUESTS PARTICIPATING REMOTELY: Trustee Ali Salehi

Dr. Linda Thompson, President, as well as Daniel Forster, Vice President for Enrollment Management, Lisa McMahon, Interim Vice President for Institutional Advancement, Courtney Blajda, Senior Annual Giving Coordinator, William Hynes, Interim Director of Advancement and Major Gifts, and Ryan Meersman, Associate Director of Alumni Relations, of Westfield State University were also present.

The meeting was called to order at 8:36 AM by Committee Chair Martinez-Alvarez.

MOTION made by Trustee Sanfacon, seconded by Trustee Montemayor, to approve the minutes of the February 27, 2022, meeting.

There being no discussion, ROLL CALL VOTE taken:

Trustee Alvarado	Yes
Trustee Martinez-Alvarez	Yes
Trustee Montemayor	Yes
Trustee Sanfacon	Yes

Motion passed unanimously.

It was announced that the meeting is being livestreamed and captured as recorded.

President's Remarks. President Thompson needs everyone on campus and the community to think about enrollment strategies. The prevalence of depression and mental health is at its highest point,

and we all need to encourage our students and give them hope. She thanked the Institutional Advancement team for working hard to secure funds for the campus and finding new ways to engage alumni.

Recruitment Numbers and Enrollment Events. Mr. Forster shared that there were record numbers of prospects and engagement from February through April with significant applications completed at a higher rate than ever. However, deposits are still lagging even though we hosted over 1,000 people on campus in over 22 events. Outreach continues with 4,000 texts sent out this week with language that help can be offered if they have issues with the deposit or finances. A recent meeting of the Enrollment Management Advisory Board focused on getting juniors and seniors on campus in the spring. In the context of statewide numbers, we are on a similar track with deposits and are comparing to 2019 for the benchmark since we have not broken from all COVID practices yet. The yield would have to drop 10% to dip below 2020-2021 figures. The entire year is lagging in communication from families. Last year more students stayed local with twenty-five percent of last year's commuters being within 45 minutes of the University. For new students who want to live on campus, a \$300 deposit is requested. Accepted Student Days (ASD) surveys receive a 15-20% response rate and the yield from ASDs is fifty percent. In addition to collaborating with academic departments, it was suggested to incorporate student life events at Accepted Student Days. It was requested to see survey results at the June meeting from those attending Accepted Student Days on why they chose not to attend Westfield.

Institutional Advancement Update. Ms. McMahon reported the Take a Seat Dever Auditorium fundraiser received a \$10,000 donation and \$9,500 was received toward student initiatives in honor of President Thompson's Investiture. The Interfaith Center breakfast was well attended.

Quarterly Dashboard. Ms. McMahon stated a grant from the state had been awarded for \$100,000. She also shared the dashboard, showing a significant increase in donors in the last quarter with 202 new donors, 568 retained donors year after year, and 423 reactivated donors. All three volunteer boards of Trustees, Foundation, and Alumni Association had contributions in the Give A Hoot campaign, and it is expected to have 100% participation from all the Boards by year end.

Give A Hoot Campaign. Ms. Blajda shared results of the Give A Hoot fundraising campaign. Outreach took place through giveCampus and included emails and posts on Facebook, Instagram, Twitter, and LinkedIn. Through sharing posts, the online presence reached 1,637 users. Hustle, a texting platform, created 5,000 text messages responding back and forth raising \$6,000 from one text message. Seventeen challenges and matches logged \$20,050. Donor information will be dissected from the campaign. The goal was 350 donors and we have currently received \$72,897.30 in funds or pledges through 459 gifts from 411 donors.

Hogan Classic Wrap up. Mr. Hynes shared information on the week in Florida with donors and alumni culminating with the Hogan Classic golf event. Thirty-four golfers participated followed by a reception of 45-50 people who came to meet President Thompson and hear about University programs. This event is being explored as a recruitment tool in addition to raising funds.

Alumni Update. Mr. Meersman presented the following alumni updated:

- The April 8 Washington, DC trip connected local alumni there with students interning at the Washington Center, an event that should take place every semester we have students enrolled. It also presents an opportunity to support and engage high-profile alums in the area.

- The Summer of Fun events start June 3 in Boston.
- It was suggested to encourage alumni groups in Florida to host dinners on their own leading up to the St. Patrick's Day Parade and then culminate on the weekend in Naples to bring all the groups together, creating more traction in the state.
- A California alum is working to bring groups together. President Thompson met two alums in California who want a similar Washington Center model there so students can do a semester there and see about the careers available. Our alumni need to be engaged in the success of our campus.
- It was questioned whether alumni relations should be a subcommittee of the Board with one representative in every state to be a liaison to the Board to assist affiliates alums and help and mentor students.

There being no further business, **MOTION** made by Trustee Sanfacon, seconded by Trustee Montemayor, to adjourn.

There being no discussion, **ROLL CALL VOTE** taken:

Trustee Alvarado	Yes
Trustee Martinez-Alvarez	Yes
Trustee Montemayor	Yes
Trustee Sanfacon	Yes

Motion passed unanimously.

Meeting adjourned at 9:28 AM.

Attachments presented at this meeting:

- Draft Minutes of February 17, 2022
- Enrollment Funnel Report
- Admission Events
- Dashboard-22-Q3 V2 04.21.2022
- Give a Hoot FY22 Results
- Alumni 4-2022

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 and Enrollment Management Committee meeting held on April 27, 2022.

Theresa Jasmin, Secretary

Date

Institutional Advancement DASHBOARD

July 1, 2021–May 31,2022

Westfield State Foundation Metrics 2022

FY22 Foundation Metrics - continue with our FY'21 Metrics through June 30, 2022

The Westfield State Foundation's FY23 Metrics align with the University and the President's Fundraising Initiatives. (July 1, 2022 to June 30, 2023)

Westfield State Foundation Goals 2022				
			YTD	Goal
1. Grow alumni participation from 1.43% to 2%	YTD: 812	Goal: 865 alumni donors	1.72%	2.00%
2. Grow average donation from \$239 to \$250			\$224.38	\$250.00
3. Grow new (first-time) donors from 28.4% to 29%	YTD: 273 New donors	Goal: 375 new donors	20.50%	29.00%
4. Conduct estate planning conversations with prospects by the end of the fiscal year			12	25
5. 10% growth in non-restricted fund contributions			\$102,795	\$135,000
6. 10% growth in restricted funds contributions			\$255,836	\$767,097
7. Complete Dever Stage Fundraising (awaiting \$100,000 grant payment to be received)			\$183,408	\$200,000
8. Provide support for student success initiatives (including internships)			\$118,415	\$100,000
9. Secure five new endowed scholarships			12	5

**Public Higher Education Endowment Incentive Program Guidelines:
FY2022 and FY2023**

Purpose	Encourage private fundraising and endowment growth by Commonwealth public higher education institutions and foundations.
Funding available	<p>\$25 million</p> <p>University of Massachusetts - \$15 million</p> <p>State Universities: \$5 million or \$555,555 per university</p> <p>Community Colleges: \$5 million or \$333,333 per college</p>
Matching Schedule	<p>\$1 match for every \$2 pledged from any private endowment donor and accepted in accordance with the Case Reporting Standards and Management Guidelines for Educational Fundraising after on or after January 1, 2022 through June 30, 2023, subject to the criteria established in the guidelines below for Donations Eligible for Match.</p>
Donations Eligible for Match	<p>Private contributions to the endowment (permanently restricted funds) for the purposes of this program shall be permitted for capital outlay programs for the academic facilities of those institutions; endowed scholarship funds; endowed professorships; endowed STEM programming; endowed research positions; endowed programming in the arts and humanities; endowed funds to increase diversity and inclusion on public higher education campuses; endowed funds that increase persistence and completion rates; endowed early college programs; and endowed funds that encourage innovative financial aid strategies, including income share arrangements, provided that the terms of any said income share agreements shall be pre-approved by the Board of Higher Education.</p> <p>In addition, the Board of Higher Education may, at its discretion, approve such other purposes that may be proposed by a public institution of higher education, provided that the institution can demonstrate that the proposed purpose is: 1) consistent with system-wide goals and campus mission statements; and 2) the campus proposal is supported by measurable goals and metrics.</p>

FY2022 and FY2023 Endowment Incentive Program Guidelines

Background Information

In June 2006, the Massachusetts Legislature amended Chapter 15A, Section 15E entitled the "Public Higher Education Endowment Incentive Program." The program was originally authorized in FY1996 and expired at the end of FY2001. In FY20, Massachusetts Legislature re-established a program, through supplemental budget language in Chapter 142 of the Acts of 2019 to provide state matching support to encourage private fundraising by foundations of the University of Massachusetts, State Universities, and Community Colleges, or by the institutions themselves through June 30, 2021.

In FY22, the "An Act Relative to Immediate COVID-19 Recovery Need" (H.4269) appropriated \$25M in Federal American Rescue Plan Act (ARPA) funds for the Endowment Incentive Program. The appropriation allocated the \$25 million as follows: University of Massachusetts, \$15 million; State Universities, \$5 million; and Community Colleges, \$5 million. The effective date of the legislation was December 13, 2021, and the legislation provides that expenditures can be made through June 30, 2027.

The responsibilities of the Board of Higher Education under the statute are to establish the guidelines defining the matching ratio for funds raised; identifying the allowable purposes for the funds raised; and ensuring that each institution shall have an equal opportunity to secure matching funds. M.G.L. c. 15A, section 15E; (H.4269, Line Item 1599-2046.) The Board is also responsible for disbursing the Commonwealth's appropriation according to the guidelines, and reporting to the legislature on the allocations of matching dollars.

Consistent with the legislation, the proposed Guidelines confirm that the Commonwealth will match private donations based on a ratio of \$1 in state funds for each \$2 raised by an institution or foundation.

In terms of the timeframe for allowable donations, the proposed Guidelines provide that contributions to an institution's endowment that are consistent with the requirements in the Guidelines and are pledged and accepted on or after January 1, 2022 through June 30, 2023 shall be eligible for the purposes of this program.

The Commissioner will monitor the progress of the Endowment Incentive Program and periodically will report to the Board on the status of the program and, as may be necessary, suggest any modifications to these guidelines that will ensure the optimal use of the appropriated funds.

Process for Campus Participation	Consistent with M.G.L. c. 15A, § 15E, for each institution the program shall be administered by its foundation, as defined in M.G.L. c. 15A, § 37, in accordance with procedures adopted by the institution's board of trustees by June 15, 2020. Such procedures shall include the method for each board of trustees to certify to the house and senate committee on ways and means the actual amount received in private contributions to the endowment in each fiscal year. Such procedures shall also include safeguards for protecting the anonymity of donors who indicate their desire not to be identified.

Alumni Update

- Summer of Fun 2022 Events are underway:
 - Tia's: 63 alumni & guests
 - Woo Sox: July 9, up to 100
 - Sunset Cruise: Aug. 6, up to 49
 - [Westfieldalumni.org/events/sof22](https://westfieldalumni.org/events/sof22)
- Homecoming Set for October 22, 2022



Commencement Challenge

westfieldstatealumni



View insights

Boost Post



Liked by westfieldstate and 185 others

westfieldstatealumni Welcome to all of our newest Westfield State University Alumni! At yesterday's undergraduate commencement, Class President... more

View 1 comment

May 14

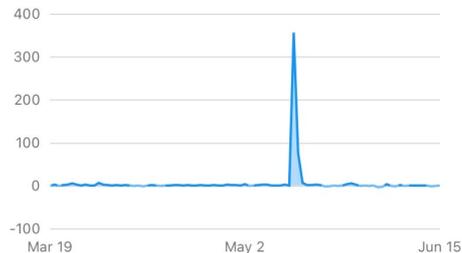
1,337

Followers

+54.7% vs Mar 18

Growth

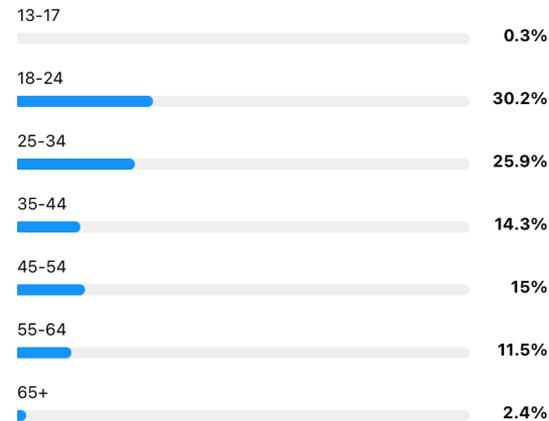
Overall	473
Follows	532
Unfollows	59



Age Range

of your followers

All Men Women



Recent Engagement

Teacher Appreciation

- 1st week of May
- 50+ participants
- Random drawing for Apple Air Pods
- Thousands reached and engaged with posts

Westfield State Alumni
Published by Buffer · May 7 ·

Our #TeacherAppreciationWeek contest ends tonight at midnight! If you are an alumni educator, you can still enter to win AirPods here: <https://buff.ly/3kxr5u4>

Physical education and wellness teachers Shaun Stannard '91, Colleen Doyle '00, Matt Capeless '20, & Nate Robarge '21; kindergarten teacher Kim Colbert '91; first grade teacher Emily Johnson '13; & 4th grade teacher Katie Ford '05

*We appreciate all alumni educators, so counselors and administrators are encouraged to participate!



2,741
People reached

212
Engagements

Boost post

Westfield State Alumni
Published by Buffer · May 3 ·

Happy National Teacher Day! To share our appreciation, alumni educators could win AirPods by completing the form and submitting a photo with our sign <https://buff.ly/3kxr5u4>

Thank you to all who have entered the contest so far!

Jessica Majkowski '17 - third grade teacher; Brian Winslow '05 - special education teacher; Karen Miele '06 - English teacher; Stephen Trombley '93 - music teacher; Kathy Egan '93 - school counselor; Laurie Rohan '03 - school counselor; Matthew B... See more



3,035
People reached

430
Engagements

Boost post

Westfield State Alumni
Published by Buffer · June 2 at 1:45 PM ·

This morning, Nestor & Alumni Relations surprised Emily Johnson's 1st grade classroom to bring her the Teacher Appreciation Week prize she won back in May. Emily graduated in 2013, and Principal Donna Calabrese (Right) is class of '84! The whole school got high fives from Nestor as he left the building! #westfieldstatealum



Boost post

News & Spotlights

James Jackson, Jr. '97 in Tony Award winning Broadway Musical *A Strange Loop*.

Westfield State Alumni
Published by Buffer · June 13 at 10:00 AM · 🌐

James Jackson, Jr. '97 performed at last night's 2022 Tony Awards (third from right in photo) with the cast from 'A Strange Loop,' which won Best Musical!! #westfieldstatealumni



NYTIMES.COM
'A Strange Loop' Wins Best Musical as Tonys Celebrate Broadway's Return
"The Lehman Trilogy" won best play, "Company" won best musical revival and "Take Me Out" ...

2,552 People reached 277 Engagements ↑ +1.7x higher Distribution score [Boost post](#)

👍 76 13 Comments 3 Shares

👍 Like 💬 Comment ➦ Share

Most relevant ▼

Comment as Westfield State Alumni

Doreen Jamieson
Congratulations, James!
Like Reply Hide Send Message 3d

View 10 more comments

Prof. & Swimming, Diving Coach Dave Laing honored for 40+ year career with over 100 alumni.

Westfield State Alumni
Published by Ryan Meersman · June 15 at 9:26 AM · 🌐

Congrats to coach Dave Laing on his 40-year career as head women's swimming and diving coach! Last Friday, over 100 alumni, friends, and family gathered to celebrate and support the team moving forward! #GoOWs #westfieldstatealumni #Westfieldstate



Westfield State Athletics
June 13 at 12:13 PM · 🌐

THANK YOU: To coach Dave Laing, whose career we celebrated on Friday night, after a 40-year career as head women's swimming and diving coach at Westfield State... See more

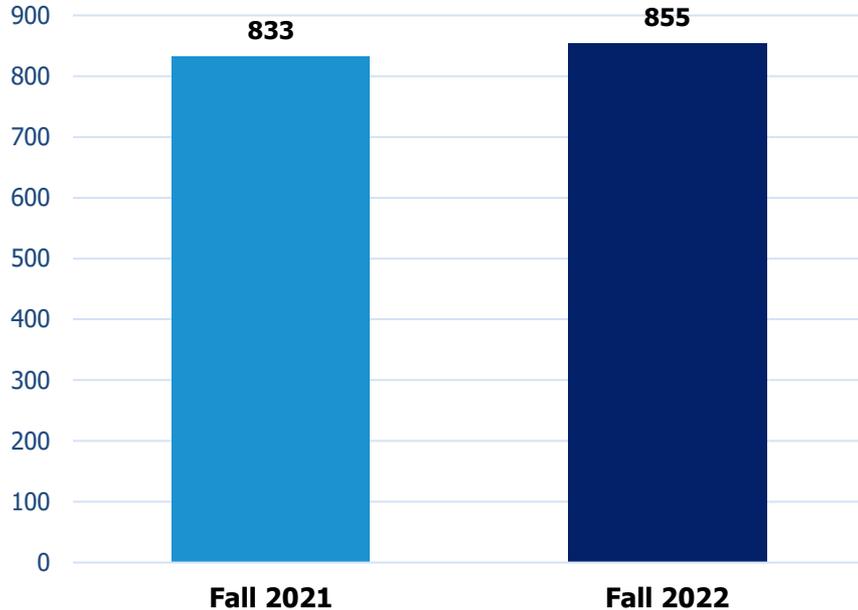
2,567 People reached 314 Engagements — Distribution score [Boost a post](#)

👍 113 13 Comments 2 Shares

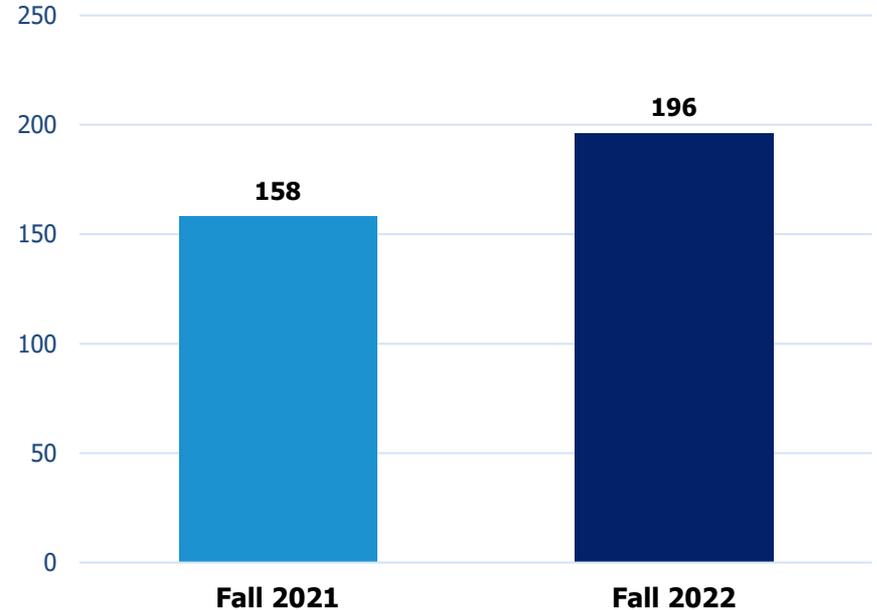
Westfield
STATE UNIVERSITY

Fall 2022 Deposits (as of June 15, 2022)

First Years

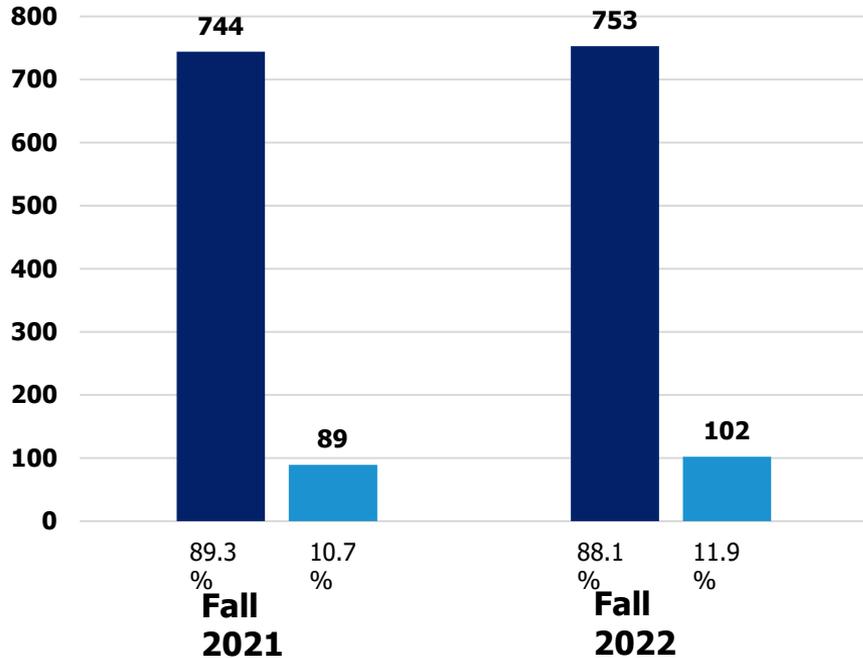


Transfers

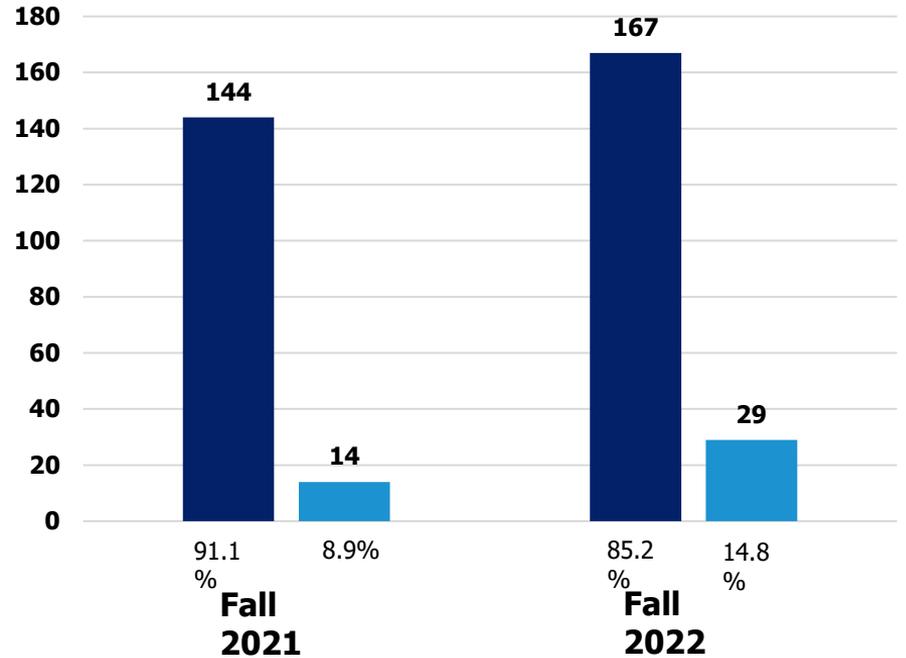


Fall 2022 Deposits - Location

First Years In State vs Out of State

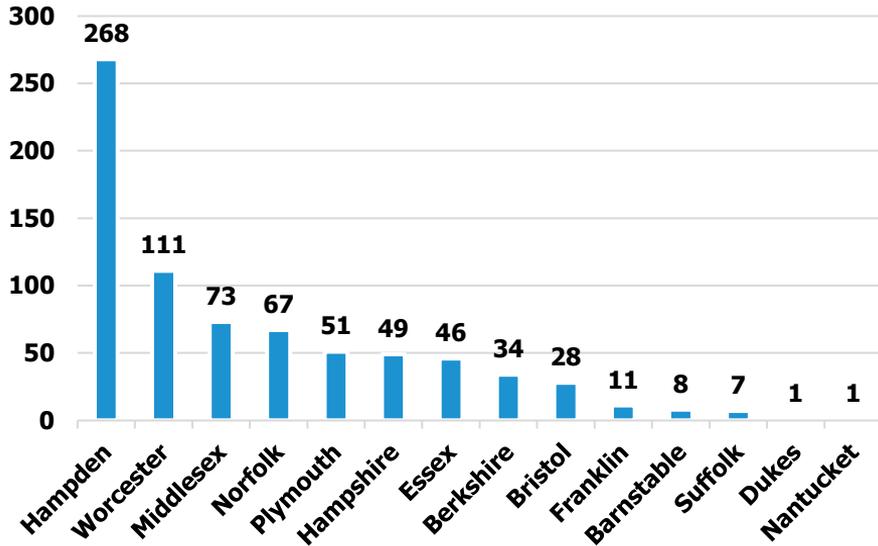


Transfers In State vs Out of State

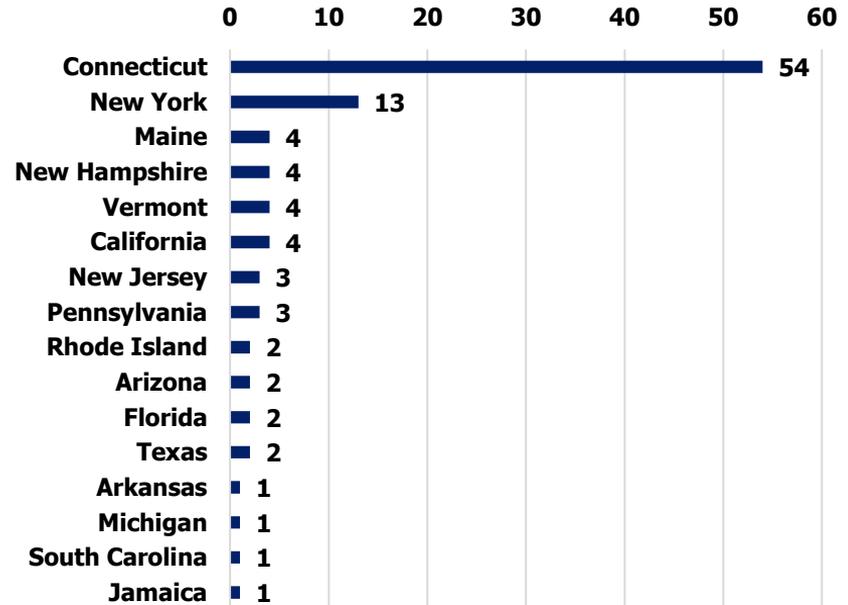


Fall 2022 Deposits – First Years

Massachusetts by County

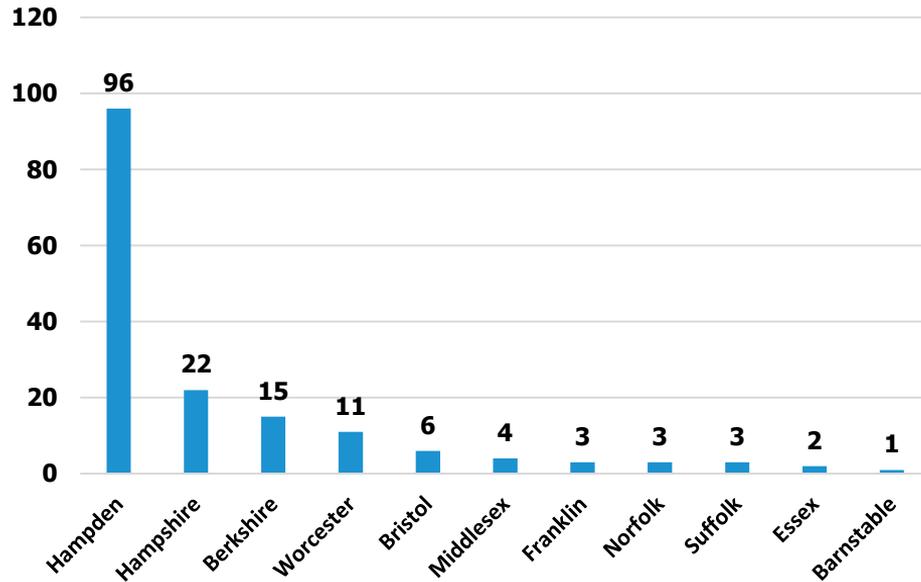


Out of State by State

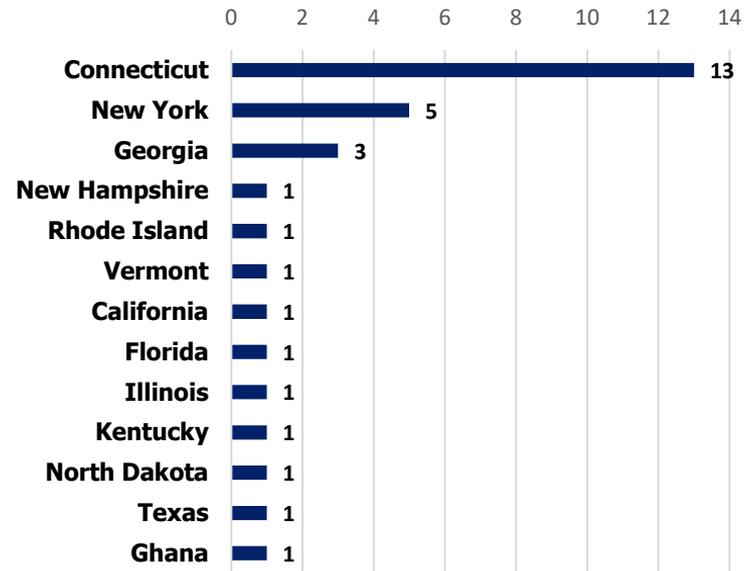


Fall 2022 Deposits – Transfers

Massachusetts by County

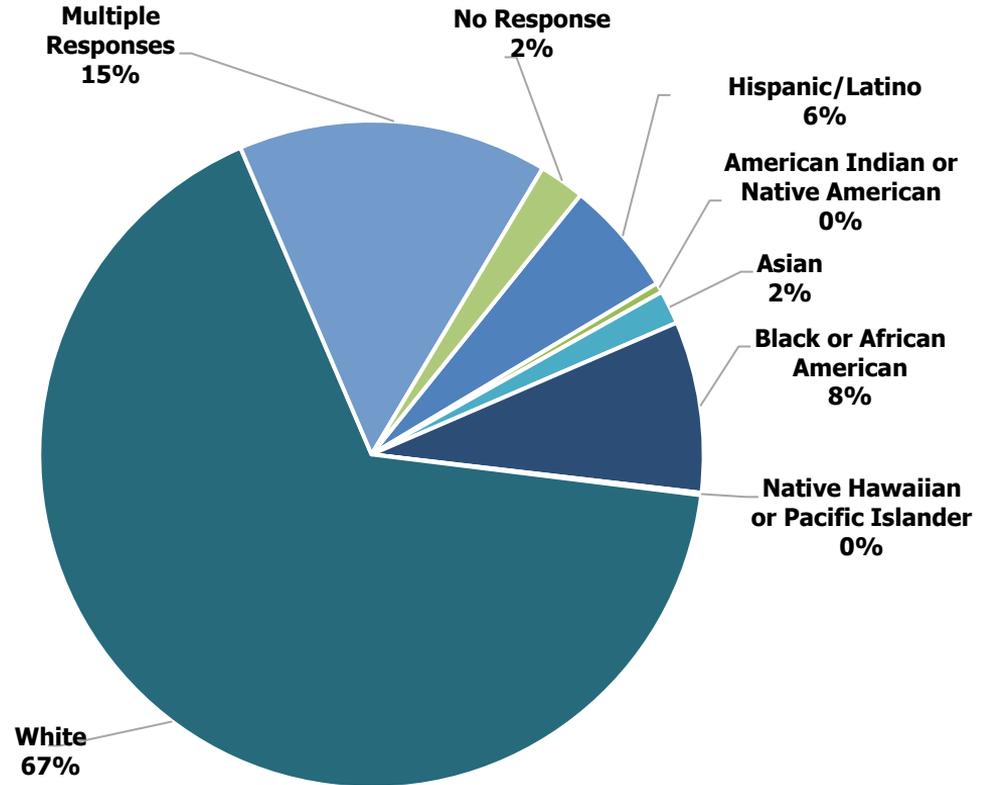


Out of State by State



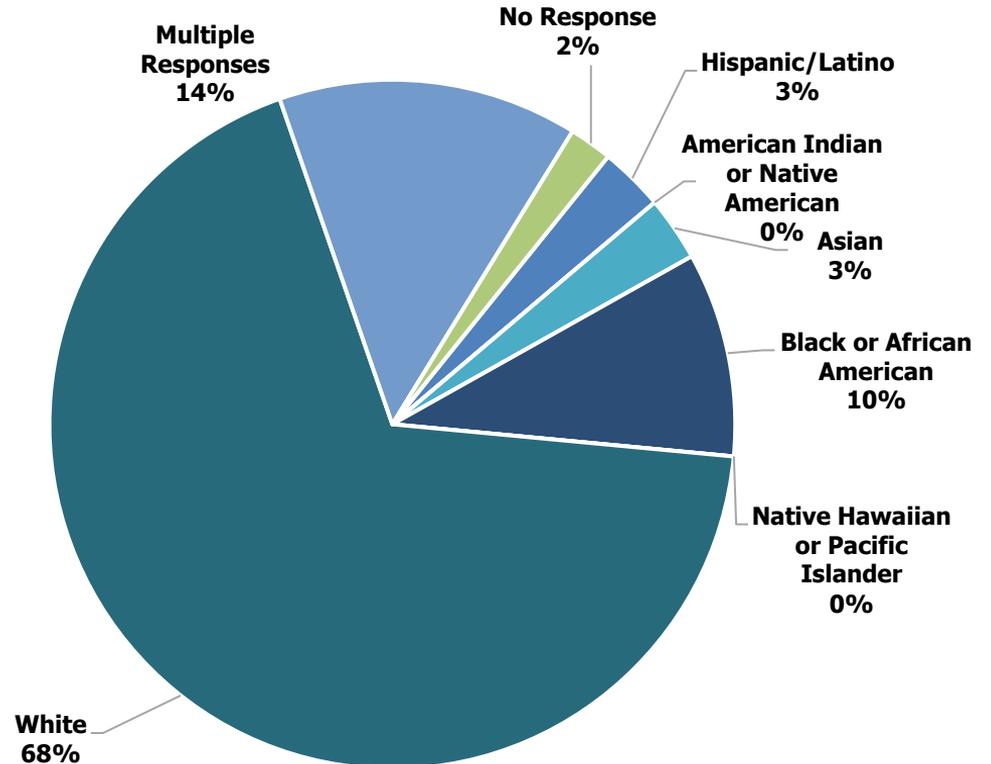
Fall 2022 Deposits – First Years

Race/Ethnicity Breakdown	Total
Hispanic/Latino	48
American Indian or Native American	4
Asian	14
Black or African American	71
Native Hawaiian or Pacific Islander	1
White	570
Multiple Responses	129
No Response	19



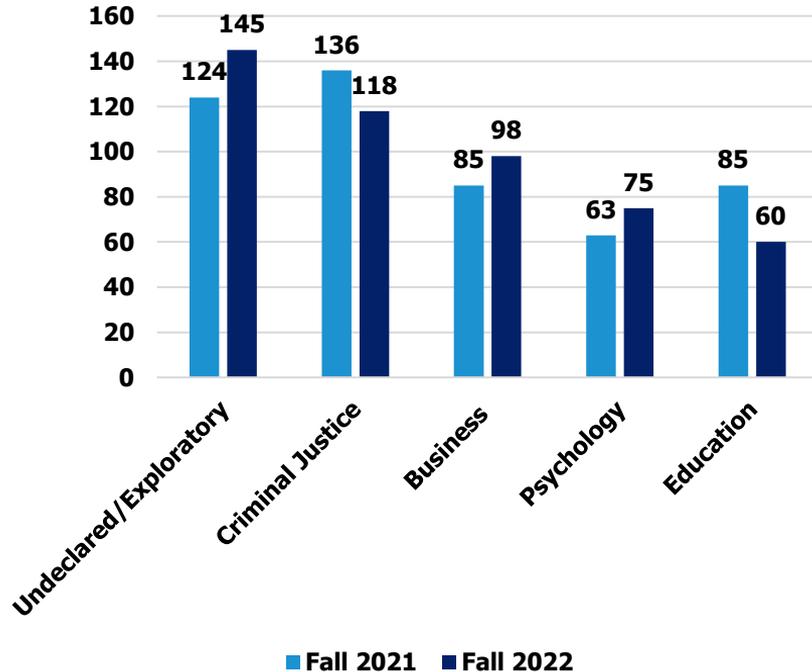
Fall 2022 Deposits – Transfers

Race/Ethnicity	Total
Hispanic/Latino	6
American Indian or Native American	0
Asian	6
Black or African American	19
Native Hawaiian or Pacific Islander	0
White	135
Multiple Responses	28
No Response	4

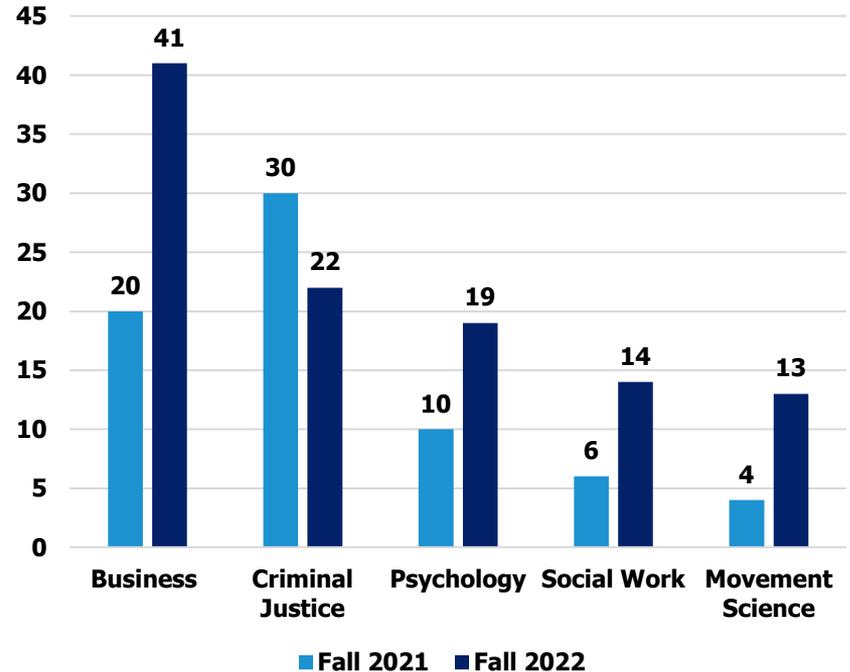


Fall 2022 Deposits - Majors

Top 5 Majors - First Years

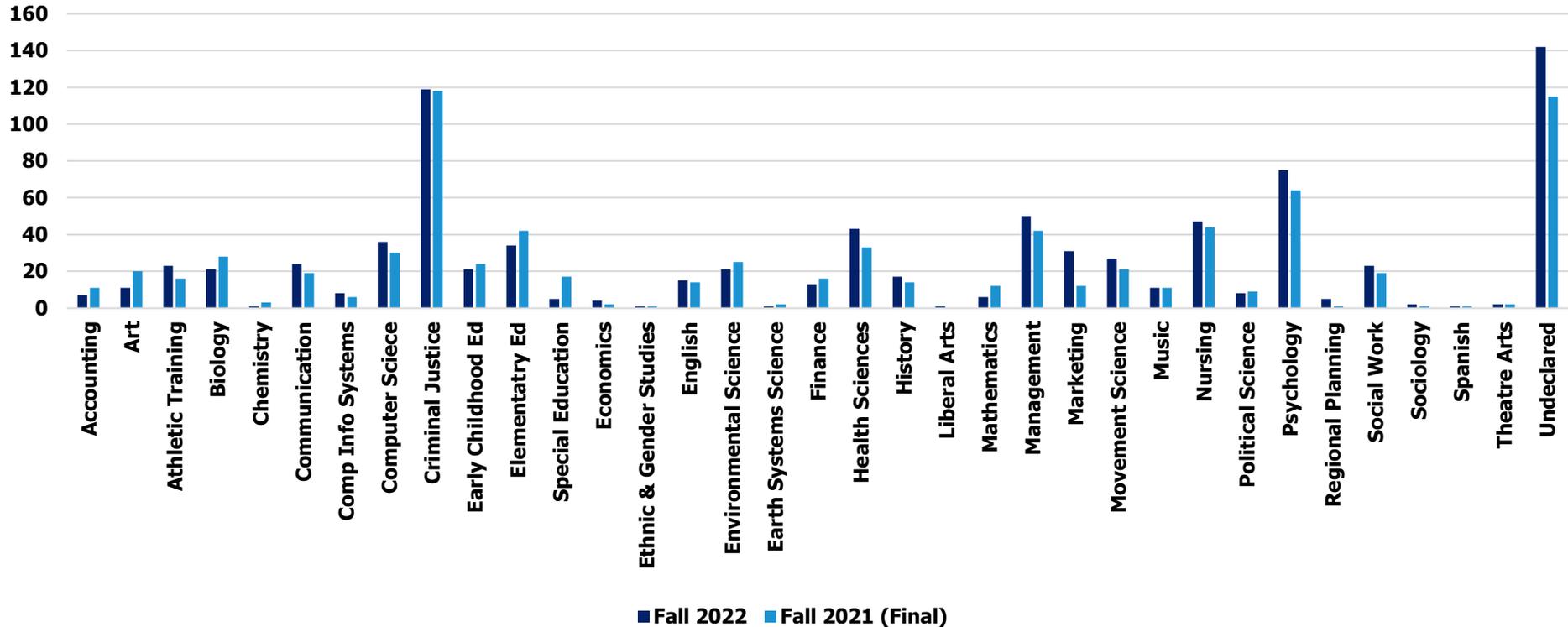


Top 5 Majors - Transfers



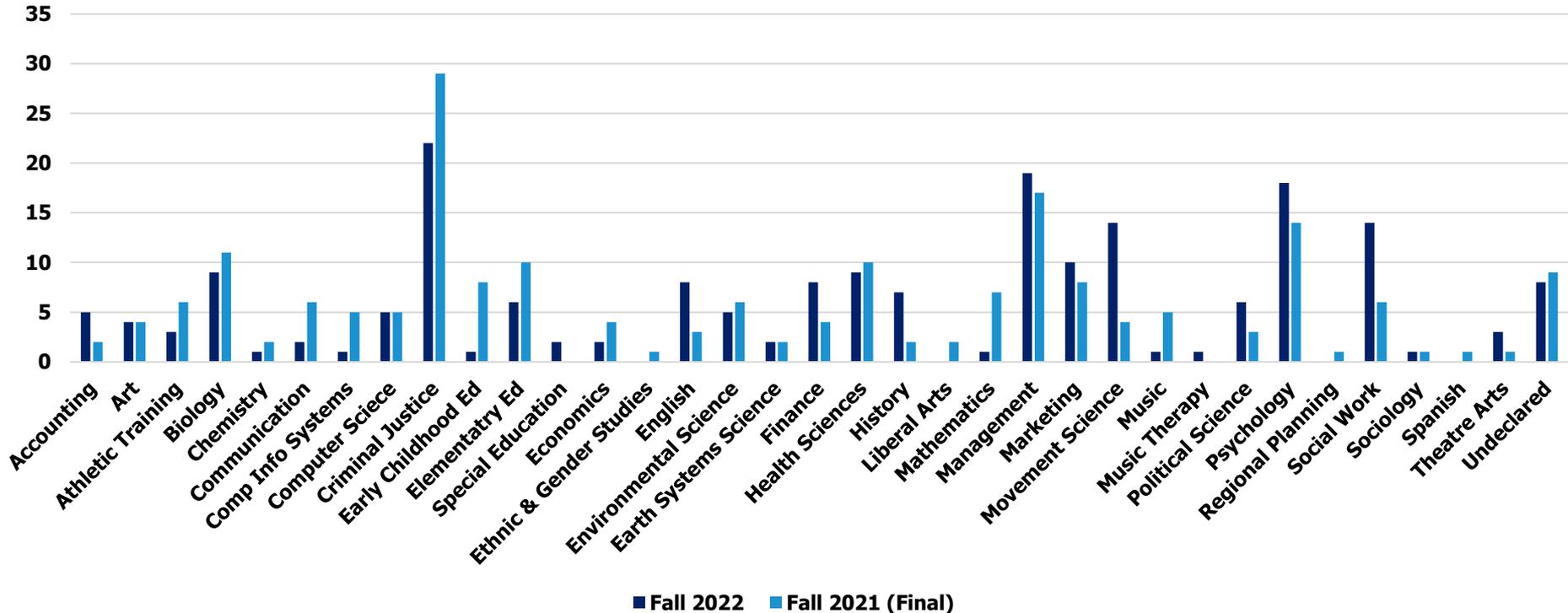
Fall 2022 Deposits – First Years

Deposits by Major



Fall 2022 Deposits – Transfers

Deposits by Major



Open House – Survey Results

OPEN HOUSE

Compiled Results

	Excellent	Good	Fair	Poor
Academic Department Fair	94	71	12	1
	52.8%	39.9%	6.7%	0.6%
Breakout Tours	90	50	4	0
	62.5%	34.7%	2.8%	0.0%
Academic Presentations	73	55	6	2
	53.7%	40.4%	4.4%	1.5%
Student Panel	70	41	2	0
	61.9%	36.2%	1.8%	0.0%
Urban Education Banacos Honors	64	37	2	0
	62.1%	35.9%	1.9%	0.0%
Campus Tours	92	59	3	1
	59.4%	38.1%	1.9%	0.6%

POSITIVE COMMENTS

- **Tours were awesome!**
- **This was such a great event – thank you!**
- **English academic presentation was better than excellent!**
- **Out of all the college open houses, we enjoyed the dining hall with the different food choices. No other college did this.**

NEEDS IMPROVEMENT

- **Would like to see smaller tour groups.**
- **Department Fair was too crowded; hard to hear with masks on.**
- **More information on clubs/intramurals.**
- **Signage could have been better.**

Accepted Student Day – Survey Results

ACCEPTED STUDENT DAY

Compiled Results

	Excellent	Good	Fair	Poor
Welcoming Remarks & Greetings	234	71	5	2
	75.0%	22.8%	1.6%	0.6%
Academic Department Meetings	237	69	4	1
	76.2%	22.2%	1.3%	0.3%
College Fair	134	138	32	0
	44.1%	45.4%	10.5%	0.0%
Financial Aid & Admission	128	92	10	1
	55.4%	39.8%	4.3%	0.4%
Campus & Residence Hall Tours	169	103	18	3
	57.7%	35.2%	6.1%	1.0%
Urban Education Banacos Honors	56	30	4	0
	62.2%	33.3%	4.4%	0.0%
Lunch	197	96	9	2
	64.8%	31.6%	3.0%	0.7%

POSITIVE COMMENTS

- Positive energy everywhere
- Westfield put a lot of effort into welcoming us
- Great experience. Very welcoming faculty and staff
- The food is delicious
- So happy my son made Westfield his choice!
- The faculty and administrators we spoke with gave us a great understanding of the programs

NEEDS IMPROVEMENT

- Student experiences - would be helpful to hear about what student culture is like.
- There were empty tables at the college fair.
- I couldn't find the Financial Aid area

EdSights

Spring 2022 Update

- 20+ text messages sent between February & May
- 17% of Admitted & Paid students actively engaged with the Chatbot feature
- Only 5% opted out of the messages

Informational Text

Hi, {{student.first_name}}! I'm SO excited you may join us for Fall 2022 🥳

If you haven't yet had a chance to attend an Accepted Students Day, we have more coming up on March 24th and March 31st 📅

It's the perfect chance to meet with faculty, hear from students, and learn more about being an Owl 🦉

Click here to register 📍

<https://www.westfield.ma.edu/accepted>

P.S. If you have any questions for our admissions counselors, you can text them back here and I will pass them along 📍

If "any"

Got it, {{student.first_name}}! I will be sure to pass this along to a human helper 🦉

In the meantime, you can continue to ask me questions about Westfield State, and I will do my best to answer!

Engagement Text

Hi {{student.first_name}}! We're SO excited to welcome you to campus for the Fall 2022 semester and I wanted to see how you are feeling!

Will you be attending Westfield State this fall?

[1] Yes! Can't wait 🥳

[2] I'm not sure yet? 🤔

[3] I have decided to attend another school (sad face emoji?) 😞

If "1"

Awesome. Is there anything we can do to help you confirm your attendance for Fall 2022?

[1] Yes! 🦉

[2] Not yet 😞

Please reply with ONE NUMBER ONLY (e.g. 2)

EdSights

Summer Campaign

- Will be checking in with students – want to know how they are feeling about attending
- Invite students to ask the Chatbot questions
- Reminders on Bills/Outstanding items
- Community Building messaging
 - Check out our Spotify Playlist
 - Roomate Tips
 - How to get involved on campus
- Will send approximately 10 messages throughout June, July, August

June Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3 Deposits Academic Orientation/Summer Socials Nudge	4
5	6 First Time Engagers Introduction Text	7	8	9	10	11
12	13	14	15	16	17 Deposits Summer Social Registration	18
19	20	21	22 Deposits Spotify Campaign	23	24	25
26	27 Deposits Ask me questions	28	29 Deposits How do you feel about attending?	30		

Report Date: June 9, 2022 Meeting

Fall 2022 First-Year Students (Point-in-Time) Fall 2021 First-Year Students (Point-in-Time) Number Difference (Fall 22 vs 21)

INSTITUTION	Applications	Accepts	Gross Deposits	Applications	Accepts	Gross Deposits	Applications	Accepts	Deposits
Bridgewater State	9087	7577	1700	9112	7582	1560	-25	-5	140
Fitchburg State	4147	2585	475	5100	2825	551	-953	-240	-76
Framingham State	4466	3911	535	5051	4246	626	-585	-335	-91
Mass Art	3291	2041	452	2894	1912	412	397	129	40
MCLA							0	0	0
Mass Maritime	1018	917	359	1115	992	390	-97	-75	-31
Salem State	6737	4645	904	8054	5503	979	-1317	-858	-75
Westfield State*	6549	5356	871	4159	3373	852	2390	1983	19
Worcester State*	4906	4110	845	3646	3041	785	1260	1069	60

*New to Common App

Fall 2022 Transfer Students (Point-in-Time) Fall 2021 Transfer Students (Point-in-Time) Number Difference (Fall 22 vs 21)

INSTITUTION	Applications	Accepts	Gross Deposits	Applications	Accepts	Gross Deposits	Applications	Accepts	Deposits
Bridgewater State	1017	681	422	1129	778	512	-112	-97	-90
Fitchburg State	520	257	112	559	247	106	-39	10	6
Framingham State	485	285	147	482	320	196	3	-35	-49
Mass Art	287	195	105	288	204	91	-1	-9	14
MCLA							0	0	0
Mass Maritime	51	29	41	58	49	29	-7	-20	12
Salem State	905	392	202						
Westfield State	598	330	197	523	282	164	75	48	33
Worcester State	598	326	202	865	473	285	-267	-147	-83

6-28-22 Handout at Advancement + Enrollment Management mtg.

Recruit Funnel by level report from Summer II 2017 to Summer I 2022
Summer I 2022 Enrollment Report pulled June 7, 2022

LEVL	SOURCE	Summer I 2017		Summer I 2018		Summer I 2019		Summer I 2020		Summer I 2021		Summer I 2022		Summer I 2021 as of May 25, 2021	
		COUNT	RATIO	COUNT	RATIO										
GR	RECRUITED	33	.00%	48	.00%	46	.00%	81	.00%	96	.00%	89	.00%	96	.00%
	APPLIED	20	60.61%	37	77.08%	18	39.13%	49	60.49%	50	52.08%	52	58.43%	50	52.08%
	ACCEPTED	6	30.00%	28	75.68%	15	83.33%	41	83.67%	36	72.00%	46	88.46%	36	72.00%
	ENROLLED	2	33.33%	9	32.14%	10	.00%	29	.00%	26	.00%	30	.00%	26	.00%
PB	RECRUITED	3	.00%	6	.00%	3	.00%	4	.00%	3	.00%	7	.00%	3	.00%
	APPLIED	3	100.00%	5	83.33%	3	100.00%	4	100.00%	0	.00%	1	14.29%	0	.00%
	ACCEPTED	2	66.67%	4	80.00%	1	33.33%	2	50.00%	0	#DIV/0!	1	100.00%	0	#DIV/0!
	ENROLLED	0	.00%	1	25.00%	0	.00%	1	.00%	0	.00%	0	.00%	0	.00%
SB	RECRUITED	9	.00%	7	.00%	13	.00%	5	.00%	8	.00%	9	.00%	8	.00%
	APPLIED	8	88.89%	4	57.14%	7	53.85%	5	100.00%	2	25.00%	4	44.44%	2	25.00%
	ACCEPTED	4	50.00%	4	100.00%	5	71.43%	1	20.00%	1	50.00%	3	75.00%	1	50.00%
	ENROLLED	3	75.00%	2	50.00%	3	60.00%	0	.00%	0	.00%	1	33.33%	0	.00%
UG	RECRUITED	35	.00%	36	.00%	67	.00%	60	.00%	43	.00%	38	.00%	43	.00%
	APPLIED	25	71.43%	24	66.67%	38	56.72%	33	55.00%	22	51.16%	23	60.53%	22	51.16%
	ACCEPTED	17	68.00%	18	75.00%	28	73.68%	25	75.76%	17	77.27%	11	47.83%	17	77.27%
	ENROLLED	1	6.67%	5	.00%	13	46.43%	17	68.00%	8	47.06%	4	36.36%	6	35.29%
TOTAL RECRUITS		80		97		129		150		150		143		150	
TOTAL APPS		56		70		66		91		74		80		74	
TOTAL ACCEPTS		29		54		49		69		54		61		54	
TOTAL ENROLL		6		17		26		47		34		35		32	

Recruit Funnel by level report from Summer II 2017 to Summer I 2022
Summer I 2022 Enrollment Report pulled June 14, 2022

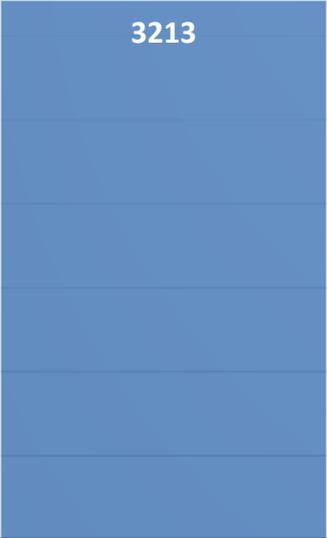
LEVL	SOURCE	Summer I 2017		Summer I 2018		Summer I 2019		Summer I 2020		Summer I 2021		Summer I 2022		Summer I 2021 as of May 25, 2021	
		COUNT	RATIO	COUNT	RATIO										
GR	RECRUITED	33	.00%	48	.00%	46	.00%	81	.00%	96	.00%	89	.00%	96	.00%
	APPLIED	20	60.61%	37	77.08%	18	39.13%	49	60.49%	50	52.08%	52	58.43%	50	52.08%
	ACCEPTED	6	30.00%	28	75.68%	15	83.33%	41	83.67%	36	72.00%	46	88.46%	36	72.00%
	ENROLLED	2	33.33%	9	32.14%	10	.00%	29	.00%	26	.00%	30	.00%	26	.00%
PB	RECRUITED	3	.00%	6	.00%	3	.00%	4	.00%	3	.00%	7	.00%	3	.00%
	APPLIED	3	100.00%	5	83.33%	3	100.00%	4	100.00%	0	.00%	1	14.29%	0	.00%
	ACCEPTED	2	66.67%	4	80.00%	1	33.33%	2	50.00%	0	#DIV/0!	1	100.00%	0	#DIV/0!
	ENROLLED	0	.00%	1	25.00%	0	.00%	1	.00%	0	.00%	0	.00%	0	.00%
SB	RECRUITED	9	.00%	7	.00%	13	.00%	5	.00%	8	.00%	9	.00%	8	.00%
	APPLIED	8	88.89%	4	57.14%	7	53.85%	5	100.00%	2	25.00%	4	44.44%	2	25.00%
	ACCEPTED	4	50.00%	4	100.00%	5	71.43%	1	20.00%	1	50.00%	3	75.00%	1	50.00%
	ENROLLED	3	75.00%	2	50.00%	3	60.00%	0	.00%	0	.00%	1	33.33%	0	.00%
UG	RECRUITED	35	.00%	36	.00%	67	.00%	60	.00%	43	.00%	38	.00%	43	.00%
	APPLIED	25	71.43%	24	66.67%	38	56.72%	33	55.00%	22	51.16%	23	60.53%	22	51.16%
	ACCEPTED	17	68.00%	18	75.00%	28	73.68%	25	75.76%	17	77.27%	12	52.17%	17	77.27%
	ENROLLED	1	6.67%	5	.00%	13	46.43%	17	68.00%	8	47.06%	4	33.33%	6	35.29%
TOTAL RECRUITS		80		97		129		150		150		143		150	
TOTAL APPS		56		70		66		91		74		80		74	
TOTAL ACCEPTS		29		54		49		69		54		62		54	
TOTAL ENROLL		6		17		26		47		34		35		32	

FINAL Comparisons: CGCE Summer I 2020, Summer I 2021, Summer I 2022		DISTINCT STUDENT COUNT					SEAT COUNT					CREDITS				
COLLEGE	STUDENT_TYPE	Summer I 2020	Summer I 2021	Summer I 2022	D2D Variance	Final 202150	Summer I 2020	Summer I 2021	Summer I 2022	D2D Variance	Final 202150	Summer I 2020	Summer I 2021	Summer I 2022	D2D Variance	Final 202150
Evening Undergraduate (UCE)	MATRIC	237	220	226	2.73%	220	334	311	226	-27.33%	311	1,117	1,033.0	741.0	-28.27%	1,033
	NON-MATRIC	114	48	44	-8.33%	45	140	62	44	-29.03%	59	494	206.0	148.0	-28.16%	196
*TOTAL COLLEGE Evening Undergraduate (UCE)		351	268	270	0.75%	265	474	373	270	-27.61%	370	1,611	1,239.0	889.0	-28.25%	1,229
Graduate (GCE)	MATRIC	169	204	198	-2.94%	215	219	265	198	-25.28%	280	656	796.0	594.0	-25.38%	841
	NON-MATRIC	30	27	20	-25.93%	27	33	32	20	-37.50%	32	107	101.0	60.0	-40.59%	101
*TOTAL COLLEGE Graduate (GCE)		199	231	218	-5.63%	242	252	297	218	-26.60%	312	763	897.0	654.0	-27.09%	942
*TOTAL COLL_TYPE CGCE		550	499	488	-2.20%	507	726	670	488	-27.16%	682	2,374	2,136.0	1,543.0	-27.76%	2,171
Undergraduate Day School	MATRIC (XRG)	1	17	3	-82.35%	15	2	23	3	-86.96%	20	6	73.0	9.0	-87.67%	64
	MATRIC (non-XRG)	403	448	441	-1.56%	443	518	614	593	-3.42%	606	1,610	1,906.0	1,832.0	-3.88%	1,887
Grand Total		954	964	932	-3.32%	965	1,246	1,307	1,084	-17.06%	1,308	3,990	4,115.0	3,384.0	-17.76%	4,122
CGCE Summer II 2020 on 6.16.2020, Summer II 2021 Comp as of 6.14.2021. Summer II 2022 as of 6.17.2022		DISTINCT STUDENT COUNT					SEAT COUNT					CREDITS				
COLLEGE	STUDENT_TYPE	Summer II 2020	Summer II 2021	Summer II 2022	D2D Variance	Final 202170	Summer II 2020	Summer II 2021	Summer II 2022	D2D Variance	Final 202170	Summer II 2020	Summer II 2021	Summer II 2022	D2D Variance	Final 202170
Evening Undergraduate (UCE)	MATRIC	140	114	110	-3.51%	123	198	152	143	-5.92%	157	560.0	469.0	439.0	-6.40%	484
	NON-MATRIC	70	43	34	-20.93%	52	79	47	39	-17.02%	61	401.0	155.0	132.0	-14.84%	196
*TOTAL COLLEGE Evening Undergraduate (UCE)		210	157	144	-8.28%	175	277	199	182	-8.54%	218	961.0	624.0	571.0	-8.49%	680
Graduate (GCE)	MATRIC	121	129	126	-2.33%	152	123	142	140	-1.41%	169	294.0	427.0	420.0	-1.64%	508
	NON-MATRIC	17	11	5	-54.55%	17	18	12	5	-58.33%	18	71.0	38.0	15.0	-60.53%	56
*TOTAL COLLEGE Graduate (GCE)		138	140	131	-6.43%	169	141	154	145	-5.84%	187	365.0	465.0	435.0	-6.45%	564
*TOTAL COLL_TYPE CGCE		348	297	275	-7.41%	344	418	353	327	-7.37%	405	1,326.0	1,089.0	1,006.0	-7.62%	1,244
Undergraduate Day School	MATRIC (XRG)	2	6	2	-66.67%	7	3	9	2	-77.78%	8	9.0	28.0	6.0	-78.57%	25
	MATRIC (non-XRG)	242	258	254	-1.55%	288	314	330	321	-2.73%	375	869.0	1,014.0	1,001.0	-1.28%	1,159
Grand Total		592	561	531	-5.35%	639	735	692	650	-6.07%	788	2,204.0	2,131.0	2,013.0	-5.54%	2,428

*NonMatriculated CE does not include dual-enrollment. Summer I has 49 Dual Enrollment students enrolled and Summer II has 20.

WSU Financial Aid Profile-FY22

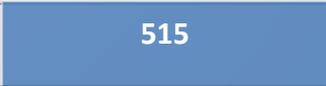
4042 AID RECIPIENTS



DAY DIVISION



CGCE

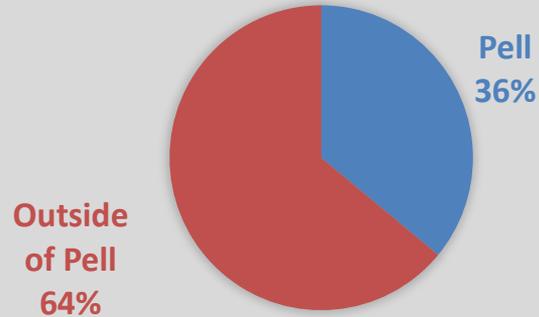


GRADUATE STUDENTS

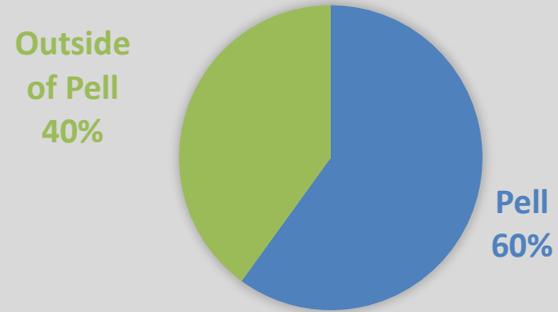
■ 4042 AID RECIPIENTS

Percentage of Pell Recipients 2021-2022

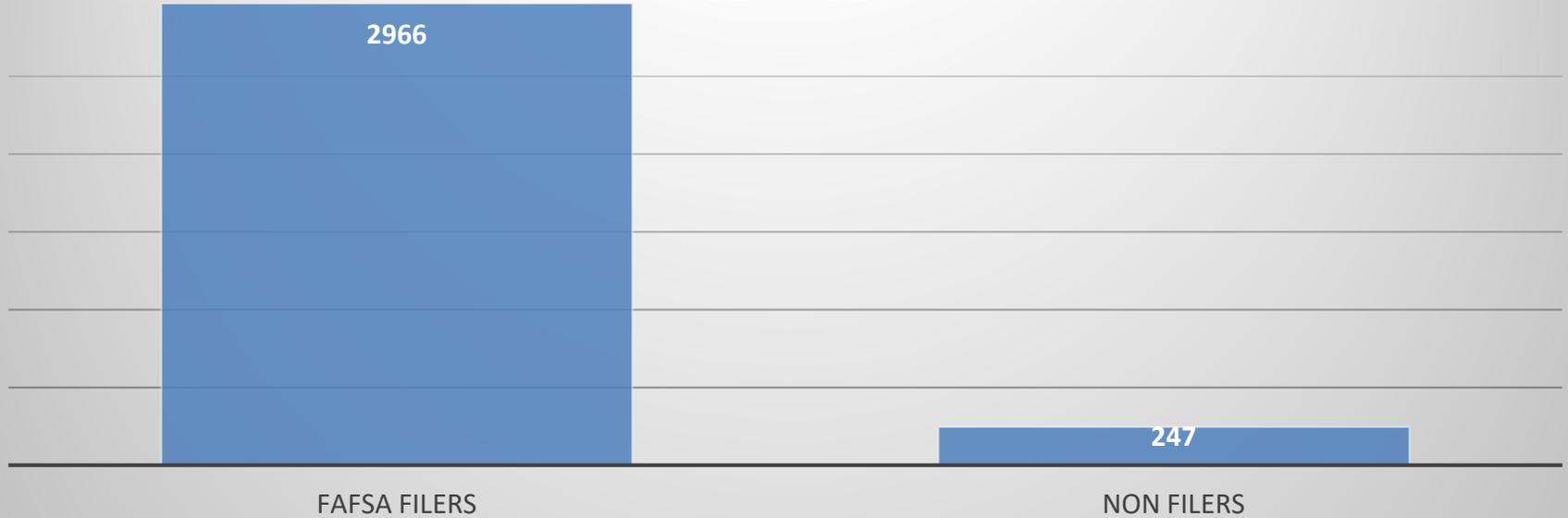
DAY DIVISION PELL GRANT
RECIPIENTS 36% OF
POPULATION



CGCE PELL GRANT
RECIPIENTS
60% OF POPULATION

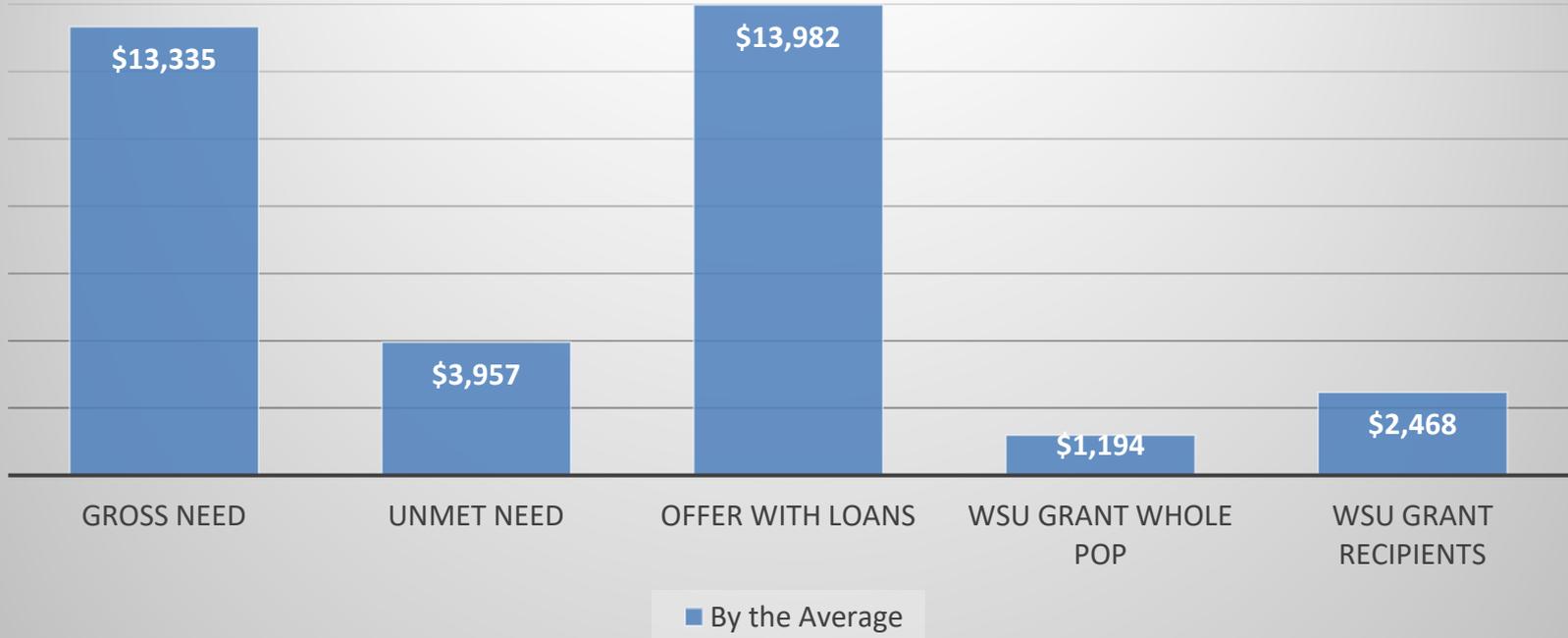


Day Division



■ Day Division

By the Average Day Division



Massachusetts Residents On-Campus, Pell

Day Division:

In-State, On-Campus Direct Billed Cost (average): \$23,336.00

Pell Grant Eligible:

- Average Gross Need \$26,616
- Average Unmet Need \$7,005 (based on full Cost of Attendance)
- Average aid offer **with loans**: \$20,468.00
 - Average Federal Direct Subsidized Loan (borrowers only): \$3,962
 - Average Federal Direct Unsubsidized Loan (borrowers only):\$2,437
 - Average Federal Direct Parent Plus Loan (borrowers only):\$1,762