



Board of Trustees

Advancement and Enrollment Management Committee

10:30 AM
October 12, 2022

Arno Maris Gallery, Room 201, Ely 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: www.westfield.ma.edu/covid

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| 1. Call to Order | Trustee Martinez-Alvarez |
| 2. Approval of Minutes | Trustee Martinez-Alvarez |
| a) June 28, 2022 | |
| 3. Items for Information | |
| a) Tuition Discount Modeling | Mr. Daniel Forster/Ms. Simone Backstedt |
| b) Class Profile | Mr. Daniel Forster/Mr. Mike Mazeika |
| c) CGCE Update | Ms. Jessica Tansey |
| d) Recruitment Plan for 2022-23 | Mr. Daniel Forster/Mr. Mike Mazeika |
| e) Marketing and Communication Investment | Mr. Daniel Forster/Dr. Leslie Rice |
| f) Institutional Advancement Update/Quarterly Dashboard | Ms. Lisa McMahon |
| g) Student Philanthropy | Ms. Courtney Blajda |
| h) Planned Giving Website | Mr. William Hynes |
| i) Alumni Update/Homecoming | Mr. Ryan Meersman |