



Board of Trustees
Advancement, Marketing and External Relations Committee

June 20, 2024

8:30 AM

Conference Room A & B, University Hall

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

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| 1. Call to Order | Trustee Gloria Williams |
| 2. Approval of Minutes | Trustee Gloria Williams |
| a. April 25, 2024 | |
| 4. Items for Information | |
| a. Advancement/Fundraising/Engagement/Alumni | Ms. Lisa McMahon |
| • 185 th Anniversary Celebrations | |
| • Dashboard/KPI | |
| • Capital Campaign Conversation | |
| • Research, Innovation, Design, and Entrepreneurial Center (RIDE) | |
| b. Integrated Marketing and Communication Update | Dr. Leslie Rice |

Attachments:

- a. Draft Minutes of April 25, 2024
- b. 185th Anniversary Rack Card
- c. Save the Date-Blue Diamond Ball
- d. Alumni Update
- e. Q4 Dashboard to 6-12-24
- f. WSU Campaign Presentation
- g. RIDE Rack Card (1)
- h. RIDE Rack Card (2)
- i. RIDE Annual Report 2023-24
- j. MarComm BoT June 24