



BOARD OF TRUSTEES
Enrollment Management & Student Affairs Committee
October 23, 2024
Minutes
9:30 AM

President's Boardroom, Horace Mann Center

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

MEMBERS PRESENT:

- Committee Chair William Reichelt
- Vice Chair Tessa Lucey
- Secretary Paul Boudreau
- Trustee Daniel Currier
- Trustee George Gilmer

MEMBERS ABSENT: Trustee Paul Boudreau

Also present were;

- Westfield State University President Dr. Linda Thompson
- Vice President of Enrollment Management and Student Affairs Dr. Kevin Hearn
- Director of Admissions, Mike Mazeika
- Senior Executive Director, Westfield World Wide, Dan Forster
- Director of Student Activities, Involvement, and Leadership, Matt Dellea
- Provost, Dr. William Salka
- Vice President of Administration & Finance, Stephen Taksar
- Vice President of Institutional Advancement, Lisa McMahon
- General Counsel, Melinda Phelps.

Trustee Reichelt called the meeting to order at 9:30 AM. 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 Currier seconded by Trustee Gilmer, to approve the minutes of the June 20, 2024 meeting. There being no discussion, a roll call was conducted, Trustee O'Rourke abstained, motion passed by **majority**.

Review of Fall 2024 admission Success

Director of Admissions, Mike Mazeika presented the Board with good news. An increase of 26% of first year admissions and 28% of transfer students; numbers Westfield State University hasn't seen in ten years. Mike Mazeika presented with what made this increase possible and what's needed to sustain this trend. How Westfield State University compared to other sister universities was discussed along with student aid packages from Westfield State University versus private schools. Covid impacted students in various ways, including how students' study and not going to universities far from home. There was some discussion on Lammers Hall "super singles" but still seeing students engaging in social events. Training sessions for faculty were distributed regarding "seeing the Westfield experience."

Update on DGCE admissions program review

Senior Executive Director, Westfield World Wide, Dan Forster talked about the Division of Graduate and Continuing Education admissions program review. He opened with an analysis of customer data, where there has been a rapid increase of career changers with less adults wanting in-person classes. Adults want to know how much the program will cost and how long it will take. Strengths and weaknesses regarding the program with improvements needed in our website, marketing, and streamlining the application. A website researcher, VisionPoint, will be contracted to work with Westfield State University.

Making the Case for Student Affairs - Summer and Fall 2024

Director of Student Activities, Involvement, and Leadership, Matt Dellea spoke about the strategic points of emphasis for Summer Orientation. Student Affairs focused on brand affinity where there was a sense of belonging during summer orientation. There were vibrant social experiences to stop that "melt" through redesigned summer and fall orientation. Fall orientation was focused on community engagement and offered students multiple events to bring them together.

Introduction of the Strategic Enrollment Planning Process –

Vice President of Enrollment Management and Student Affairs, Dr. Kevin Hearn spoke on the the strategic enrollment plan (SEP) moving forward. SEP process will have 3 committees to focus on the enrollment stream analysis. With a final draft for the Board in June 2025.

There was one goal for all events on campus, to focus on telling their "Why Westfield story."

MOTION made by Trustee Currier, and seconded by Trustee Gilmer, to adjourn. A roll call was completed, motion passed **unanimously**.

Meeting adjourned at 10:54 AM

Attachments:

June 20, 2023 Meeting Minutes
PowerPoint Presentation

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 meeting held on October 23, 2024.

Jason Queenin, Secretary

Date