

Board of Trustees

Advancement, Marketing and External Relations Committee

October 21, 2025 Time 10:45 p.m.

Committee Members: Chair Dr. Gloria Williams, Vice Chair Chris Montemayor, Secretary Barney Garcia, Michael O'Rourke, Jason Queenin

President's Boardroom

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

1. Call to Order Trustee Gloria Williams

2. Approval of Minutes Trustee Gloria Williams

a. June 11, 2025

3. Items for Information

a. Fundraising/Engagement/Alumni Ms. Lisa McMahon

Dashboard KPIs

• Homecoming/Online Auction

b. Advancement Ms. Lisa McMahon

• Fundraising Campaign Planning Update

4. Adjournment Trustee Gloria Williams