



**Board of Trustees**  
**Advancement, Marketing and External Relations Committee**  
**October 23, 2024**  
President's Boardroom, Horace Mann Building

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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| <b>1. Call to Order</b>                 | Trustee Gloria Williams              |
| <b>2. Approval of Minutes</b>           | Trustee Gloria Williams              |
| a. June 20, 2024                        |                                      |
| <b>3. Items for Information</b>         |                                      |
| a. Introductions & Discussion           | Atty. Melinda Phelps                 |
| b. Advancement KPI's                    | Ms. Lisa McMahon                     |
| c. 185 <sup>th</sup> Anniversary Update |                                      |
| d. Conferences & Event Services (CES)   | Ms. Joanne Bigelow<br>Mr. Ryan Began |

**Attachments:**

- a. Draft Minutes of June 20, 2024