



## **Board of Trustees**

### **Advancement, Marketing and External Relations Committee**

June 11, 2025

10:45 AM

University Hall, Conference Rooms A & B

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

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. December 9, 2024  |                         |
| b. February 20, 2025                                       |                         |
| <b>3. Items for Information</b>                            |                         |
| a. Advancement   | Ms. Lisa McMahon        |
| • Fundraising Campaign Planning Status                     |                         |
| b. Fundraising/Engagement/Alumni                           | Ms. Lisa McMahon        |
| • Dashboard KPIs   |                         |
| • Research Innovation Design Entrepreneurial (RIDE) Center |                         |
| <b>4. Adjournment</b>                                      | Trustee Gloria Williams |