



## **Board of Trustees**

### **Enrollment Management, Marketing & Student Affairs Committee**

June 11, 2025

11:15 PM

Conference Rooms A & B, University Hall

Committee Members: Chair William Reichelt, Vice Chair Tessa Lucey, Secretary Jason Queenin, Daniel Currier and George Gilmer

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 William Reichelt |
| <b>2. Approval of Minutes</b>                   | Trustee William Reichelt |
| 1. April 22, 2025                               |                          |
| <b>3. Items for Information</b>                 | Dr. Kevin Hearn          |
| a. Fall 2025 Undergraduate admission projection |                          |
| b. DGCE Admissions                              |                          |
| c. New Student Orientation Overview             |                          |
| d. Marketing update                             |                          |
| a. Social media strategy                        |                          |
| b. LinkedIn Tutorial                            |                          |
| <b>4. Open Discussion</b>                       |                          |
| <b>5. Adjournment</b>                           |                          |