



## **Board of Trustees**

Enrollment Management and Student Affairs Committee

**February 8, 2024**

**Minutes**

Horace Mann Building  
President's Boardroom

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

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**MEMBERS PRESENT:** Committee Chair William Reichelt, Vice Chair Dr. Robert Martin, Trustees Daniel Currier, George Gilmer, and Board Chair Ali Salehi, ex-officio member

**MEMBERS PARTICIPATING REMOTELY:**

**MEMBERS EXCUSED:**

**TRUSTEE GUESTS PRESENT:** Trustees Melissa Alvarado, Chris Montemayor

**TRUSTEE GUESTS PARTICIPATING REMOTELY:**

Committee Chair Reichelt called the meeting to order at 9:00am. It was announced that the meeting was being livestreamed and captured as recorded.

**MOTION** made by Trustee Daniel Currier, seconded by Trustee Robert Martin, to approve the minutes of the December 13, 2023, meeting.

**Motion passed unanimously.**

## 1. Update on Fall 2024 Admissions

- As of 31 December very little change in our position
- we are 5 deposits behind for first year students
- Completion of applications has been great
- Question from Bob Martin about financial aid-How will we manage/deal with the FAFSFA delay-how might it impact these numbers?
  - 3-month delay in FASFA – This will be challenging for the board
  - Families will probably not be able to make a decision for another 6 to 8 weeks
  - Meeting with senior enrollment directors in the state about every two months as well as weekly emails and WSU is in the same spot as every other institution
  - This affects anyone who is applying for aid, high school, future students, students that are already here
- Question from Trustee Salehi – Past couple of years we have had higher accept rates, do we have any reason that those accept rates would yield a higher deposits and enrollments?
  - Dr. Hearn spoke - We are yielding applications from similar markets in the past, how those markets respond is an uncertainty. Outreach and service has been key to keep families informed
  - About 6 weeks ago our strategy was to let people know that they should not worry about the FASFA at this time to give parents an opportunity to breath
- Question from Trustee Salehi - do we think we have bottomed out? Dr. Hearn – No, the FASFA has transformed the marketplace and how people will choose. Optimistic we will hit that 704 number
  - we have changed are strategy and are in a stronger position
  - A lot of information the Board would have gotten today is now 6 to 8 weeks out due to the delay of the FASFA
- Running ahead at the top of the funnel and slightly behind in deposits
- Add spring events to the schedule – fall events have over performed
- Action Items moving forward
  - Improvements in all communication to students and parents
  - Improvement in our yield activities – yield went down 2% last year
  - Continued execution of excellence regarding on-campus events
  - Flexibility in education around financial aid
  - Stacking out claim regarding outcomes in career readiness as a part of our brand

## 2. Student Affairs Fall 2024

- Continued and increase support for student programs
  - Additional programs, better attendance at programs
- Support of SGA efforts to improve campus spirit through branding and other activities
- Providing programmatic and personnel support for multicultural programming
- Continued development of strategic plan for residence life-making sure that current and prospective students know the value of living on campus
- Piloting program for extension of health and counseling service for our residential graduate students – in prior years graduate students could not access these services – this will give us an opportunity to understand expense and resources needed

### 3. CGCE Presentation

- Introduction of Jessica Tansey
- What is a DCGE student-who are they?
  - Undergraduate
    - part time is one class to 3 classes per semester
    - Non matriculated – anyone who wants to take a class but not fulltime
    - noncredit side – students not getting credit but still considered CGCE students
    - Second bachelor's degree
    - Dual enrollment and Westfield Promise student
  - Graduate
    - Teacher licensure certificate – not formal degree
    - Graduate degrees and Graduate certificates
    - Non-matriculated – coming back for professional development reasons
  - Non-credit
    - Students that are not getting credit for a class
- What does DCGE offer
  - 9 master's degrees, 3 may now be completed on line- 2 of these are our Masters in Social Work and Masters in Science and Criminal Justice – these are on-line and in-person programs as well as Masters of Education in Physical Education
    - Under these umbrellas fall 2 concentrations Public Administration added the health care administration concentration as well as counseling program has forensic mental health and adjustment counseling
  - 4 Graduate certificate -Spanish Certificate, completely online
  - 10 online undergraduate completion programs
  - 3 undergraduate certificates
  - Non-credit programing – Certificates, test prep, EMT, Phlebotomy
- Who does DGCE support
  - Service the adult, post-traditional student
  - Typically 25 years or older – at WSU average age is 32 for graduate, undergrad is 29 – but we have 19 year olds as well as students 20 years after graduation
  - Typically working full time or part time
  - Taking care of families or parents
  - Undergraduate side, about 90% are transfers
  - These students are looking for flexibility - students have changed their pathways or majors to graduate earlier
  - Affordable tuition, most are independent
  - Graduate side looking for career development
  - Looking for good customer service very important to these students– timely information
  - About 3800 adult learners were surveyed by EAB and about 80% identified as stealth shoppers – they are just using our website for information – one of the goals is making sure that our pathways and website is updated
- Enrollments

- Undergraduate
  - Optimistic about hitting last year's numbers – we are ahead of FY22 even with a lower inquiry pool
  - Working on RFP for marketing to roll out to focus on this population
- Graduate
  - We do expect this number to grow
  - FY25 social work program has an additional 35 to 40 applications from last year that are currently being reviewed
- Opportunities in DCGE
  - Flexibility with the state which allows quicker approval process
  - Growing market – current learners are Gen Z – Gen Z expected to grow by 60% by 2031 – which tells us we need to be a premier and know spot
  - Able to expand on relevant credentials, skills, micro-credentials
  - Expand and grow partnerships to develop pipelines into existing and new programming creating programming specifically for organizations

#### 4. Questions

- Trustee Martin
  - Seems like to me for CGCE the success is ultimately going to depend on program development, stability and recruitment. All of these things depend on other divisions not just people in CGCE office – they depend on faculty, Deans, chairs to think about new ways of offering those programs – can you speak to that kind of work and are you getting support from them?
    - Jessica Tansey - already departments working on programs, we have always worked well across divisions. Very positive that this will be a collaborative experience. There to support and guide these initiatives through the process
- Trustee Martin
  - When you go out and market to community colleges is DCGE apart of this marketing?
    - Dr. Hearn - the language is being used as Westfield State University as a whole. There is a lot of work in admission transfer that moves to CGCE
- Trustee Martin
  - boundary of students who are part time and full timeline gets blurrier and blurrier. How does this affect things at the college?
    - Dr. Hearn - We think there is a great awakening at school. A lot of students who live on campus take online courses. We don't use the term traditional student anymore. We have a long way to go but there is a general awareness that students are different now, but we are moving very quickly. At cabinet level there are a lot of conversations on how things can be handled with the overall students
- Trustee Salehi
  - Every state including MA provides workforce training grants, this is worth looking into – using this at his company right now. The State gives company the money the company gives the manhours – a great avenue to look into.
  - Can we offer international students online programing?
    - Jessica Tansey - We have international students looking at WSU.

Committee Chair Reichelt ...

There being no further business,

**MOTION** made by Trustee Daniel Currier, seconded by Trustee Robert Martin, to adjourn.  
**Motion passed unanimously.**

Meeting adjourned at 9:49am.

Attachments presented at this meeting:

- a. Draft Minutes of December 13, 2023
- b. 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 Enrollment Management and Student Affairs Committee meeting held on \_\_, 2024.

\_\_\_\_\_  
Dr. Robert Martin, Secretary

\_\_\_\_\_  
Date