



Board of Trustees
Enrollment Management & Student Affairs Committee

April 22, 2025

11:00 a.m.

Location: President's Boardroom, Horace Mann Center

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>

-
- | | |
|---|------------------------------------|
| 1. Call to Order | Trustee William Reichelt |
| 2. Approval of Minutes
a. February 20, 2025 | Trustee William Reichelt |
| 3. Items for Information
a. Review of initial Student Affairs KPI report
b. Update on Marketing | Dr. Kevin Hearn
Dr. Kevin Hearn |
| 4. Open Discussion
a. Review of Spring 2025 undergraduate events
b. Fall 2025 undergraduate admissions projections | Dr. Kevin Hearn
Dr. Kevin Hearn |
| 5. Items for Action
a. Motion – Free Speech / Picketing / Demonstration Policy | |
| 5. Adjournment | |

Attachments:

- a. Minutes February 20, 2025
- b. BOT Powerpoint
- c. March 2025 KPI Report
- d. Free Speech Demonstration and Picketing Policy (2030) CLEAN
- e. Free Speech Demonstration and Picketing Policy (2030) TRACK CHANGES



BOARD OF TRUSTEES
Enrollment Management & Student Affairs Committee
February 20, 2025
Minutes
12:45 – 1:45 PM
Owl's Nest, Ely Campus Center

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

MEMBERS PRESENT:

- Committee Chair William Reichelt
- Vice Chair Tessa Lucey
- Secretary Jason Queenin
- Trustee Daniel Currier
- Trustee George Gilmer

Also present and participating were;

- Westfield State University President, Dr. Linda Thompson
- Vice President of Enrollment Management and Student Affairs, Dr. Kevin Hearn
- Director of Admissions, Mike Mazeika
- Director of Career Center, Junior Delgado

Trustee Reichelt called the meeting to order at 12:45 PM. A roll call was taken of the Trustees participating as listed above and it was announced that the meeting was being livestreamed and recorded.

MOTION made by Trustee Currier seconded by Trustee Gilmer, to approve the minutes of the December 9, 2024 meeting. There being no discussion, a roll call was conducted, **motion passed.**

Spring 2025 Review

- Dr. Hearn presented the spring 2025 undergraduate enrollment numbers.
- Enrollment goals were met for the third consecutive enrollment cycle, after 10 years of decline.
 - Target of 20 first-year students enrolled 26.
 - Target of 75 transfer students was met.
- 175% increase in completed applications for first-year students and a 108% increase for transfer students.
- The enrollment model will take into account admissions entry points and year-over-year retention data to build a three-year enrollment projection for budget purposes.
- Admissions criteria have not changed, and GPA expectations are being met.
- Retention initiatives are being re-examined, with academic performance as a primary indicator of success.
- Partnership with Holyoke Community College (HCC) through the Aspen Institute to serve transfer

students.

Fall Enrollment Preview

- A more aggressive goal of 857 first-year students has been set for the fall, a 22% increase over the last two years.
- There are decreases in inquiries and applications, but this is not a major concern due to a more strategic admissions approach.
- Deposits are up 75 year over year.
- Challenges include a large portion of deposits from families who have not filled out the FAFSA and concerns about data privacy.

Market Opportunities and Investments

- Need to capture back the market and be strategic about local options (Worcester, Fitchburg, Framingham).
- Need to invest in markets like they haven't been able to in many years.
- Doing better with the Hartford market, but there's still room for improvement.
- Growing East and South helps.

Current Efforts and Improvements

- Continued integration of the student information system.
- Texting is now used as a format of communication to students.
- Improving communications to both students and parents through a new newsletter.
- Continuing the development and improvement of campus programs.

Accepted Student Day Data

- First accepted student day is close to selling out with 220 registered out of a limit of 230.
- 180 registrants are from Massachusetts.
- Top inquiries: Criminal Justice (32), Education (28), Psychology (23), and Undeclared/Exploratory (20).

Initiatives to Improve Admissions:

- Working with Marcomm and Dr. Rice to redesign the University website.
 - 80% of prospective student audience comes through the website.
- Creating a series of digital assets for the University.
 - High-value video resources for deployment in various places, including campus events.
- Strategic focus on the value proposition and outcomes.
- Striving for exceptional customer service as a differentiator.
- Aiming to be a one-stop shop for inquiries.
- Training sessions for faculty members to help with accepted student days.

Enrollment Success

- The secret to enrollment success is retention.
- It is critical to retain current students before focusing solely on customer growth.
- The demographic cliff starts this fall.
- The University will be aggressive and unapologetic about the student experience.
- Will work aggressively to capture market share and talk large in secondary markets, building tertiary markets.
- The demographic study indicates a five-year decline, followed by a two-year growth period.

Opportunities for Growth

- Focus on graduate students and adult students needing additional education.

- Identify opportunities for new degrees or certificates and position the university as the best in class.
- Explore more fast-track programs where students can get an undergraduate and graduate degree simultaneously.
- Share and repost university activities on social media platforms.

Update on Strategic Enrollment Planning

- Establishing a Strategic Enrollment Planning Committee with membership from all divisions and departments.
- Committee will be chaired by administrators but staffed by faculty, staff, and students.
- Three subcommittees: undergraduate admissions, graduate admissions, and student retention.
- Responsible for the development and implementation of a three-year strategic plan.
 - Includes assessment and development of specific short-term and strategic long-term initiatives.
- The plan will be flexible and continuously updated.

Department Spotlight: Career Center

- Director of the Career Center, Junior Delgado has been at Westfield State University for almost 25 years and director for 16 years.
- The Career Center team includes Giselle Frechette, Dino Innarelli, Jennifer Dobiecki, Sharon Welch, Lori Putnam, Rachel Gelina, and student workers. The advisors have over 80 years of career development experience.

Career Center Outcomes

- A study showed that 58% of adults choose higher education for job and career outcomes.
- Career plays a significant role in retention.
- They have reached over 500 students this past year, met with over 1200 students, has about a 10% participation rate in career fairs and did 175 classroom visits impacting over 3,500 students.
- Most graduates find employment within six months.
- Securing full-time employment during graduate school is continually increasing.
- The postgraduate survey report is done for graduate classes each year.
- Team Connect shows administration page views, active users, and top community pages.
- Labor market insights provide students with real-time information on jobs, salaries, and skills.

Improving the Campus Career Ecosystem

- Create additional work-study opportunities to build experience for students.
- Work with faculty to highlight existing internship opportunities and create new ones.
- Use experiential learning opportunities to differentiate units.

Integrating Career Learning into the Student Life Cycle

- Continue engagement with admissions and orientation activities.
- Explore the feasibility of a Career Champions Network.
- Integrate the postgraduate survey.

Collaborative Efforts for Increased Response Rate

- The goal is to work collaboratively with departments to increase the postgraduate survey response rate.
 - The last graduating class had a 24% response rate.
 - Out of approximately 650 graduates, only 150 took the survey.
- Faculty relationships are valuable for reaching students.

Target and Invest in Employer Relationships

- Solicit new corporate partnerships to leverage relationships for support and funding.
 - This includes financial support, student visits, internships, and full-time jobs.
- Engage partners in the development of new programs and credentials.
 - Explore new credential certificates that align with the employer community.
 - The employer community has requested additional credentials outside of degrees.
- Forge is a company that partners with large U.S. corporations to produce courses that students can take self-paced.
 - The credential can be shared on their resume and LinkedIn profile.

Questions and Answers

- Postgraduate Survey:
 - The survey asks if graduates are securing employment in their major.
 - The postgraduate survey has been conducted for approximately 30 years.
- Employer Interactions:
 - Employers have expressed interest in programs the University doesn't offer.
 - Examples include actuarial science, logistics/supply chain management, and sales programs.
- Industry Needs and Opportunities:
 - There are many opportunities to work with industries, including internships.
 - Suggested programs include environmental health and safety and healthcare.
- Early College Programs:
 - The Commonwealth of Massachusetts is pushing for early college and professional development for young people.
- Sharing Information with Students:
 - It's important to share information about fields students may not know about.
 - Example: A manufacturer is looking for chemistry majors to mix dyes.
 - Educate students on the diverse opportunities within companies beyond their initial perceptions.

MOTION made by Trustee Currier, and seconded by Trustee Lucey, to adjourn. A roll call was completed, motion passed **unanimously**.

Meeting adjourned at 2:24 PM

Attachments:

- a. Minutes December 9, 2024
- b. EMSA Presentation PPT

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 meeting held on February 20, 2025.

Jason Queenin, Secretary

Date

STUDENT AFFAIRS: MA

Department			
Counseling	Risk Data	# Students	Outreach
	Suicide Risk	7	Skills coaching
	Violence Risk	0	Case Management
	Suicide Attempt	0	Psychiatric (in-person)
	After-Hours Crisis	5	Psychiatric (telehealth)
	Referred for Crisis Assessment	0	Nutrition
	Partial Hospitalizations	0	Light Therapy
	Hospitalized	0	Massage Therapy
			Non-Client off campus therapy Room (psychotherapy)
			Medical Telehealth
			UWILL Ongoing Sessions
			UWILL Encounters
			Total Outreach Programming
Conduct	Cases Referred	47	Department Highlights
	Cases Closed	8	
	Off campus Incident Referrals	0	
	No contact orders issued	1	
	Repeat Offenders	2	
	Parental Notifications	4	
	Non students Banned	0	
Res Life	Res Life Programs	22	*Assisted with Admissions Accepted *Held 5 days of tabling hours totaling 100 *Prepared for and began implementing new chat feature for students *Implemented new chat feature for students
	Number of Attendees	685	
	Number of Unique Attendees	489	
SAIL	Holistic Programing Areas		*New Coordinator of Student Activities *New Administrative Assistant hired *Relay for Life was successful in raising \$1000 *SGA election season opened *Orientation Leader Selection process
	Environmental Events	7	
	Intellectual Events	5	
	Physical Events	16	
	Professional Events	91	
	Social Events	35	
	Total Number of Events	154	
Health Services	Number of Visits	243	*Director attended the Diversity in Health Services students wished to discuss *Director attended Community Nursing student's questions as well as providing support
	Number of ER follow-ups	11	
	Number of Rx's	61	
	Number of Outreach Events	6	

Number of Outreach hours	8
Number of Outreach Attendees	190

MARCH 2025 MONTHLY REPORT 3

# Students	Appointments	# Students	Department
7	In-person Appointments	233	*Outreach C
0	Tele counseling Appointments	3	conference i
16	Substance Assessments	2	*Interviewer
2	Crisis	5	
3	Consults	0	*Director co
0	Total Hours of Counseling Sessions <i>vary in length</i>	186	
0	Total CC Staff Clinical Appts	243	
16	Total Appointments (Clinical, Nutritionist, Psych Nurse Practitioner, Grad Intern, UWILL Massage, etc.)	291	
0	Waitlist	3	
2			
2			
14			

ed University Policies

d Students Days (3/1 and 3/21) by leading tours in the Apartments, Courtney, Dav
ng 45 hours, 4 roommate meet and greets totaling 6 hours, 4 info sessions totalin
tation of Housing Selection using new StarRez software for 1,142 students registe
room selection week

ties hired
d
ing \$7,500

ess is ongoing

Health Care Club monthly meeting on 3/25/25 and had very interactive discussion

sing Class to watch group presentation about opioid crisis and Narcan awareness
ded Narcan and rescue masks

31 DAYS

Highlights

Coordinator had 2 presentations accepted for the annual outreach in June (AUCCCO)

and hired two clinical interns for the 2025-2026 academic year

Completed a live webinar on “Complex PTSD”

is, and University while also tabling during the Resource Fair
g 6 hours
erd that took place in April.

ns with focus on reproductive health care and any health topics

and administration- served as guest expert in class answering





Enrollment Management & Student Affairs (EMSA) Committee

Board of Trustees Meeting
April 2025

Westfield State University



Explore ~ Experience ~ Excel

Committee Agenda

1) Call to Order

2) Approval of minutes from February 20, 2025

3) Items for Information

A. Introduction of the Student Affairs KPI Report

B. Update on Marketing

4) Items for Review

A. Review of Spring 2025 undergraduate events

B. Fall 2025 undergraduate admissions projections

5) Motion: Approval of the Free Speech Policy

6) Open Discussion

7) Adjournment





Introduction of the Student Affairs Key Performance Indicator (KPI) Report

Westfield State University



Explore ~ Experience ~ Excel

Student Affairs KPI Report

March 2025 Report Highlights

Counseling	Clinical appointments	243
Conduct	Cases	47
Residence Life	Number of programs / attendees	22 / 685
SAIL	Number of programs	154
Health Services	Number of visits	243

- **Residence Life began housing selection for 2025-2026**
 - 45 hours of tabling and outreach, 4 information sessions, and 4 roommate Meet-and-Greet events
- **SAIL hosted the annual Relay for Life event**
- **Class of 2025 - 50 Days to Graduation Celebration**
- **Directors from health and counseling attending additional PD training sessions**
 - Complex PTSD, Diversity in Health Care, and Narcan/Opioid Crisis



Update on Marketing

Westfield State University



Explore ~ Experience ~ Excel

Update on Marketing

At present, reviews are being conducted of:

- 1) All marketing contracts, including
 - a. EAB – undergraduate marketing
 - b. VisionPoint – DGCE marketing
- 2) Re-investment projects, including
 - a. Website re-design
 - b. Creation of a new digital suite of assets
- 3) Branding study/initiative, previously being led by BVK.
- 4) Existing projects, previously managed by MarCom



Spring 2025 Undergraduate Admissions Events

Westfield State University



Explore ~ Experience ~ Excel

Spring 2025 Undergraduate Events

	Spring 2025 (January 2025 – April, 11, 2025)	Spring 2024 (January 2024 – April 12, 2024)	^
Daily Tours / Individual Visits	255	297	(42)
Saturday Tours	81	21	60
TOTALS	336	318	18

Spring 2025 Undergraduate Events

Accepted Student Days (ASD)

	Spring 2025	Spring 2024	^	Goal	% to Goal
ASD 1	183	182	1	182	101
ASD 2	203	209	(6)	209	97
ASD 3	204	221	(17)	221	92
ASD 4 / OPD*	0	96	130	96	
TOTALS	590	708	(22)	708	83

* OPD -Owl Preview Day

- Data as of 4/15/25

Registrations



Fall 2025 Undergraduate Admissions Preview

Westfield State University



Explore ~ Experience ~ Excel

Fall 2025 Undergraduate Admissions Preview

First-year Students

	Fall 2025	Fall 2024	^	%	Goal	% to Goal
Prospects	152,419	142,075	10,344		152419	100.0%
Inquiries	19,302	61,197	(41,895)	(68.5%)	62689	30.8%
Applications	6,221	6,493	(272)	(4.2%)	6905	90.1%
Complete Applications	5,773	5,437	336	6.2%	6077	95.0%
Accepts	5,473	5,063	410	8.1%	5713	95.8%
Deposits (Total)	577	454	123	27.1%	971	59.4%
Deposits	569	452	117	25.9%	857	66.4%
Denied	200	263				

- Year-over-year comparisons are problematic due to the 2024 FAFSA Delay
- All MA state universities report being up/ahead, none by this much
- Revisiting projections mid-May, after impact of May 1st deadline

- Data as of 4/15/25

Fall 2025 Undergraduate Admissions Preview

Transfer Students

	Fall 2024	Fall 2025	^	%	Goal	% to Goal
Inquiries	677	659	(18)	(2.7%)	890	74.0%
Applications	429	399	(30)	(7.0%)	650	61.4%
Complete Applications	276	275	(1)	(0.4%)	470	58.5%
Accepts	270	238	(32)	(11.9%)	440	54.1%
Deposits (Total)	101	96	(5)	(5.0%)	257	37.4%
Deposits	99	90	(9)	(9.1%)	220	40.9%
Denied	2	4				

- Streamlining registration process, with focus on community college partners (HCC & STCC)
- Reviewing new marketing proposal for Springfield market
- Communicating with other state universities to assess similar declines in their TR funnels



Motion: Free Speech Policy

Westfield State University



Explore ~ Experience ~ Excel



Westfield State University



Explore ~ Experience ~ Excel



Board of Trustees

April 22, 2025

MOTION

The Enrollment Management and Student Affairs Committee recommends to the full Board:

To approve the revised Free Speech Demonstration and Picketing Policy (2030) as presented.

Westfield State University

Policy concerning:

Section Public Safety

Number 3020

Page 1 of 6

APPROVED: April 22, 2025
2023

REVIEWED: June

FREE SPEECH / DEMONSTRATION / PICKETING POLICY

PURPOSE

Westfield State University (hereinafter “University”) supports the constitutional right of free speech, demonstration, and picketing (collectively referred to as “Expressive Activity” or “Expressive Activities”). Exposure to a wide array of ideas, viewpoints, opinions, and creative expression is an integral part of the University education as it prepares students for life in a diverse global society. The rights of freedom of speech, expression, petition, religion, and public assembly are basic and essential to an individual’s intellectual and social development. However, Expressive Activities and speech must be considered in the context of the University’s educational mission and commitment to allowing students and members of the University community access to the University’s services and resources. This Free Speech/Demonstration/Picketing policy (“Policy”) seeks to protect the rights of speakers and non-speakers and to respect the rights of faculty, staff, and students to ensure fair access for those who wish to engage in Expressive Activities, while maintaining a safe campus environment.

Westfield State University supports the right of individuals to free expression, including, but not limited to, political, symbolic, and artistic speech, provided that such expression does not materially disrupt University operations and programs, create a clear and present danger of the commission of unlawful acts, or infringe upon the rights of others so as to limit or deny a person’s ability to participate in or benefit from the University’s operations and programs. Expressive Activities must be carried out so as not to inflict bodily injury, obstruct physical movement to, from, or within any place on the campus, create a hostile environment, or disrupt activity on campus. Moreover, Expressive Activities must be conducted in accordance with the reasonable, non-discriminatory, and content-neutral time, place, and manner restrictions set forth in this Policy.

It shall not be inferred or implied that the University sanctions or endorses the Expressive Activities addressed in this Policy, unless expressly stated by the University.

POLICY

EXPRESSIVE ACTIVITIES DEFINED

This Policy applies to Expressive Activities, including, but not limited to: Activities undertaken by an individual or individuals who seek to orate, distribute literature, engage in sequential, incidental, brief, and transitory verbal or non-verbal interactions with passersby, or conduct an event or assembly of any size that contemplates individuals gathering to communicate a message or messages.

USE OF THE UNIVERSITY CAMPUS FOR EXPRESSIVE ACTIVITIES AT WESTFIELD

Westfield State University

Policy concerning:

Section Public Safety

Number 3020

Page 2 of 6

APPROVED: April 22, 2025
2023

REVIEWED: June

STATE UNIVERSITY

The right to engage in Expressive Activities in particular locations on the Westfield State University campus is a function of the character and location of the property where such Expressive Activity occurs. Individuals have a right to engage in Expressive Activity on the University's campus as provided herein; however, no such Expressive Activity is permitted which materially disrupts University programs and operations including, but not limited to, classes, final examinations, orientation sessions, designated University-wide quiet hour periods, the opening and closing of campus, the traversing of student, faculty, and staff to or on the University campus, or any other University business. Further, no Expressive Activity is permitted that threatens substantial disorder on campus or invades the rights of other members of the Westfield community.

The University acknowledges that public discourse may include the discussion of controversial ideas, and the University will not limit public discourse based solely on its communicative content.

1. Traditional Public Forums shall be available to people, but members of the campus community and their organizations shall have preference in the use of these areas. Traditional Public Forums include the University's lawns, such as the Globe area, sidewalks, malls, and similar common areas traditionally open to Expressive Activities. Reasonable time, place, and manner restrictions are permissible.
2. Limited and/or Designated Public Forums are parts of the University's campus that do not fall within the definition of a Traditional Public Forum, but which are designed by the University and may be occasionally used as appropriate for Expressive Activity. These spaces include auditoriums, lobbies, parking lots, and athletic fields. Limited and/or Designated Public Forums may be used by faculty, staff, contract employees, students, and volunteers. All others, including individuals, third-party organizations, and groups who seek to use such space, must be sponsored by a student group or academic or administrative office. Sponsorship does not mean that the views are endorsed by the sponsoring group or the University, unless expressed otherwise. Reasonable time, place, and manner restrictions are permissible, but content-based and communicative content-based restrictions are proscribed.
3. Non-Public Forums are those areas of the University's campus that are not defined as Traditional Public Forums or Limited and/or Designated Public Forums; these areas are restricted to use for their intended purposes and are not available for Expressive Activities. Examples include, but are not limited to, interior spaces within academic buildings; administration buildings, including faculty, administrative and student offices; libraries; cafeterias and other eateries; computer labs, residence halls, areas that prohibit the flow of traffic or egress, and areas that are prohibited by Commonwealth or local building fire codes.
4. City of Westfield sidewalks and streets that are about the campus are not addressed by this policy, as these areas fall under the jurisdiction of the City of Westfield and are likewise controlled by the City of Westfield.

Westfield State University

Policy concerning:

Section Public Safety

Number 3020

Page 3 of 6

APPROVED: April 22, 2025
2023

REVIEWED: June

-
5. Public safety considerations may affect the availability of spaces that would otherwise be available for Expressive Activities.
 6. Spaces owned or leased by the University that are occupied by unaffiliated entities are excluded from this Policy.

PROCESS FOR REQUESTING USE OF SPACE FOR EXPRESSIVE ACTIVITIES

1. Individuals, organizations and third-parties seeking to engage in Expressive Activities on University property where such Expressive Activities are permitted (Traditional Public Forums and Limited and/or Designated Public Forums), must provide written notice ("Notice") to, meet with, and obtain approval from the appropriate office (i.e. Dean of Students, Event Management, Human Resources, Provost or the appropriate office designee) at least 72 business hours in advance of any proposed Expressive Activity. University Police will be consulted by the appropriate office/designee.
2. Such Notice must provide the appropriate office (i.e., Dean of Students, Event Management, Human Resources, Provost, or the appropriate office designee) with the date and time of the proposed Expressive Activity, as well as the approximate number of attendees involved or expected, and contact information. Approval will not be given if this information is not provided.
3. The appropriate office (i.e, Dean of Students, Event Management, Human Resources, Provost, or the appropriate office designee), will determine whether additional information will be needed prior to approving the Expressive Activity. Additional information may also be used to determine whether there is a need for additional University support.
4. Individuals, organizations, and third parties reserving University Traditional Public Forum or Limited and/or Designated Public Forum space where such Expressive Activities are permitted shall be limited to use for three (3) proposed Expressive Activities per semester, none of which shall exceed four (4) hours in duration per Expressive Activity. This does not apply to registered clubs and organizations that are scheduled to meet weekly through the Student Activities Involvement and Leadership Office (SAIL).
5. Failure to request and obtain approval for a proposed Expressive Activity pursuant to this Policy and its regulations may result in the denial of the use of University Traditional Public Forum or Limited and/or Designated Public Forum space for such Expressive Activity.

REGULATIONS FOR EXPRESSIVE ACTIVITIES AT WESTFIELD STATE UNIVERSITY

1. University space where such Expressive Activities are permitted (Public Forums and Limited and Designated Forums) may not be used during the hours outlined in the Access to Academic and Administrative Buildings Policy. Regardless of the forum, any Expressive Activity that interferes with the central educational mission of the University,

Westfield State University

Policy concerning:

Section Public Safety

Number 3020

Page 4 of 6

APPROVED: April 22, 2025
2023

REVIEWED: June

the primary uses of its campus, or normal University programs and operations, including, but not limited to, business in offices, classes in classroom spaces, or previously scheduled programs and operations, is not permitted.

2. In no circumstances is picketing with stakes, posts, pipes, or similar devices that could be used as a weapon, as defined in the University Student Handbook, permitted. There shall be no hand-held signs or picketing permitted inside any building. Westfield State University limits amplified sound equipment to not exceed 55 decibels at 50 feet from the source of amplification.
3. Open flames and burning objects are prohibited.
4. No alcoholic beverages or controlled substances of any kind shall be in the possession of, or consumed by, individuals at any event held under the provisions of this Policy.
5. Individuals engaged in Expressive Activity are prohibited from blocking free entry to, or free exit, from buildings, interfering with the free movement of people on campus, or creating obstacles to normal University programs and operations. Interference with free movement includes, but is not limited to, any denial or restriction, physical or otherwise, of a person's ability to freely reach or leave a given geographical area, or that prevents them from engaging in normal movement around the Westfield State University campus. Obstacles include, but are not limited to, physical devices, encampments, temporary structures, bodies, or signs that cause interference with free movement, or sounds that prevent normal communication.
6. Individuals who seek to distribute literature or solicit communication with pedestrians on campus may offer literature to pedestrians and are required to respect a person's declination of the literature. In no circumstance may the distributor follow a person who declines the literature.
7. With the approval of the appropriate office (i.e. Dean of Students, Event Management, Human Resources, Provost, or the appropriate office designee) within 24 hours in advance of distribution, noncommercial pamphlets, handbills, circulars, newspapers, magazines and other handwritten materials may be distributed on a person-to-person basis in open areas on campus that are at least 20 feet from the entrances or exits of buildings. Outdoor recreation areas, such as playing fields, courts, and grounds adjacent to private residences, and residence halls, are not considered open areas for the distribution of materials.
8. Postings, signs, banners, and flyers must be reviewed and approved by the appropriate office (i.e., Dean of Students, Event Management, Human Resources, Provost, or the appropriate office designee). The University reserves the right to remove any sign, poster, flyer, or banner that has not been reviewed and approved by the appropriate office.
9. The following Expressive Activity is not to be considered protected under the First Amendment, and is therefore prohibited: a solicitation or threat to commit a crime or crimes; a clear and present danger; is physically assaultive; destroys or threatens to destroy property; harasses, threatens, or defames; is used to engage in blackmail; is

Westfield State University

Policy concerning:

Section Public Safety

Number 3020

Page 5 of 6

APPROVED: April 22, 2025
2023

REVIEWED: June

obscene or involves child pornography, or satisfies the legal definition of a true threat, fighting words, incitement of imminent violence, creates a hostile environment or lawless action.

10. All persons participating in an Expressive Activity must comply with applicable state, local, and federal laws and University policies, rules and regulations including, but not limited to, laws prohibiting discrimination on the grounds of race, color, creed, religion, national origin, gender, age, disability, sexual orientation, gender identity, genetic information, marital/parental status, or veteran status.
11. All campus community members, including students, employees, and volunteers, must have their University identification on them and present their identification to a University official upon request. University officials shall not invoke this provision to stifle expression because of its content or its communicative content.
12. All persons shall comply with the directions of University officials lawfully acting in the performance of their duties. Failure to cease any Expressive Activity in violation of this Policy or other University policies immediately following either written or oral notice by a University official shall also be a violation of this Policy.
13. Any violation of this Policy will subject the violators to denial of future request for use of the University campus and applicable disciplinary actions as defined in the Student Handbook, Equal Opportunity, Diversity and Affirmative Action Plan, Title IX Sex or Sexual Harassment Policy, Title VI Policy, and/or collective bargaining agreements. Failure to adhere to this Policy may also result in legal action or criminal charges.
14. All persons engaged in Expressive Activity must respect the right of other members of the community to dissent. Dissenters, however, may not disrupt the rights of the speakers to speak or the audience to listen. Preventing expression from occurring by disruptive University programs and operations is prohibited and may create a hostile environment.
15. Persons or organizations responsible for Expressive Activity must remove all resulting structures, signs, and litter from the area at the end of the event. The individuals responsible for such Expressive Activity and any sponsoring organization(s) will be held financially responsible for any subsequent cleanup by the University.
16. If Expressive Activity otherwise approved under this Policy, creates or threatens to create an unsafe environment on campus, participants may be relocated to another location.
17. The University reserves the right to close the campus or cancel an Expressive Activity if circumstances warrant doing so. Examples of circumstances that could warrant such action include, but are not limited to, threats to the safety of the community or individual members of the community, inclement weather, creation of a hostile environment, or physical limitations of the space.
18. Reckless conduct may subject organizers to personal liability.

Westfield State University

Policy concerning:

APPROVED: April 22, 2025
2023

Section Public Safety

Number 3020

Page 6 of 6

REVIEWED: June

REVIEW

This Policy will be reviewed every three years and revised as needed by the Director of Public Safety, Dean of Students, Event Management, Human Resources, and Provost.

Westfield State University

Policy concerning:

Section Public Safety

Number 3020

Page 1 of 26

APPROVED: ~~June 8, 2006~~ April 22, 2025
2023

REVIEWED: June

FREE SPEECH / DEMONSTRATION / PICKETING POLICY

PURPOSE

Westfield State University (hereinafter "University") supports the constitutional right of free speech, demonstration, and picketing (collectively referred to as "Expressive Activity" or "~~Expressive Activities~~") ~~and protected Expressive Activities~~. Exposure to a wide array of ideas, viewpoints, opinions, and creative expression is an integral part of the University education as it prepares students for life in a diverse global society. The rights of freedom of speech, expression, petition, religion, and public assembly are basic and essential to an individual's intellectual and social development. However, even Expressive Activities and speech must be considered in the context of the University's educational mission and commitment to allowing students and members of the University community access to the University's services and resources. This Free Speech/Demonstration/Picketing policy ("Policy") seeks to protect the rights of speakers and non-speakers and to respect the rights of faculty, staff, and students to ensure fair access for those who wish to engage in Expressive Activities, while maintaining a safe campus environment.

Westfield State University supports the right of individuals to free expression, including, but not limited to, political, symbolic, and artistic speech, provided that such expression does not materially disrupt University ~~Activities~~ operations and programs, create a clear and present danger of the commission of unlawful acts, or infringe upon the rights of others so as to limit or deny a person's ability to participate in or benefit from the University's operations and programs ~~and Activities~~. Expressive Activities must be carried out so as not to inflict bodily injury, obstruct physical movement to, from, or within any place on the campus, create a hostile environment, or disrupt activity on campus. Moreover, Expressive Activities must be conducted in accordance with the reasonable, non-discriminatory, and content-neutral time, place, and manner restrictions set forth in this Policy.

It shall not be inferred or implied that the University sanctions or endorses the Expressive Activities addressed in messages expressed in accordance with this Policy, unless expressly stated by the University.

POLICY

EXPRESSIVE ACTIVITIES DEFINED

This Policy applies to Expressive Activities, including, but not limited to: Activities undertaken by an individual or individuals who seek to orate, distribute literature, engage in sequential, incidental, brief, and transitory verbal or non-verbal interactions with passersby, or conduct an event or assembly of any size that contemplates individuals gathering to communicate a message or messages.

Westfield State University

Policy concerning:

Section Public Safety

Number 3020

Page 2 of 26

APPROVED: ~~June 8, 2006~~ April 22, 2025
2023

REVIEWED: June

USE OF THE UNIVERSITY CAMPUS FOR EXPRESSIVE ACTIVITIES AT WESTFIELD STATE UNIVERSITY

The right to engage in Expressive Activities in particular locations on the Westfield State University campus is a function of the character and location of the property where such Expressive Activity occurs. Individuals have a right to engage in Expressive Activity on the University's campus as provided herein; however, no such Expressive Activity is permitted which materially disrupts University programs and operations including, but not limited to, classes, final examinations, orientation sessions, designated University-wide quiet hour periods, the opening and closing of campus, the traversing of student, faculty, and staff to or on the University campus, or any other University business. Further, no Expressive Activity is permitted that threatens substantial disorder on campus or invades the rights of other members of the Westfield community.

The University acknowledges that public discourse may include the discussion of controversial ideas, and the University will not limit public discourse based solely on its communicative content.

1. Traditional Public Forums shall be available to persons, but members of the campus community and their organizations shall have preference in the use of these areas. Traditional Public Forums include the University's lawns, such as the Globe area, sidewalks, malls, and similar common areas traditionally open to eExpressive Activities speech. Reasonable time, place, and manner restrictions are permissible.
2. Limited and/or Designated Public Forums are parts of the University's campus that do not fall within the definition of a Traditional Public Forum, but which are designed by the University and may be occasionally used as appropriate for Expressive Activity. These spaces include auditoriums, lobbies, parking lots, and athletic fields. Limited and/or Designated Public Forums may be used by faculty, staff, contract employees, students, and volunteers. All others, including individuals, third-party organizations, and groups who seek to use such space, must be sponsored by a student group or academic or administrative office. Sponsorship does not mean that the views are endorsed by the sponsoring group or the University, unless expressed otherwise. Reasonable time, place, and manner restrictions are permissible, but content-based and communicative content-based restrictions are proscribed.
3. Non-Public Forums are those areas of the University's campus that are not defined as public Traditional Public Forums or Limited and/or Designated Public Forums; these areas are restricted to use for their intended purposes and are not available for Expressive Activities. Examples include, but are not limited to, interior spaces within academic buildings; administration buildings, including faculty, administrative and student offices; libraries; cafeterias and other eateries; computer labs, residence halls, areas that prohibit the flow of traffic or egress, and areas that are prohibited by violate Commonwealth or local building fire codes.
4. City of Westfield sidewalks and streets that abut the campus are not addressed by this policy, as these areas fall under the jurisdiction of the City of Westfield and are likewise controlled by the City of Westfield.

Westfield State University

Policy concerning:

Section Public Safety

Number 3020

Page 3 of 26

APPROVED: ~~June 8, 2006~~ April 22, 2025
2023

REVIEWED: June

5. ~~Public safety c~~ Considerations ~~of the public's safety~~ may affect the availability of spaces that would otherwise be available for Expressive Activities.
6. Spaces owned or leased by the University that are occupied by unaffiliated entities are excluded from this ~~p~~Policy.

Commented [MP1]: What does this mean?

PROCESS FOR REQUESTING USE OF SPACE FOR EXPRESSIVE ACTIVITIES

1. Individuals, organizations and third-parties seeking to engage in Expressive Activities on University property where such Expressive Activities are permitted (~~Traditional~~ Public Forums and ~~Limited and/or Designated~~ Public Forums), must provide written notice ("~~Notice~~") to, meet with, and obtain approval from the appropriate office (i.e. Dean of Students, Event Management, Human Resources, Provost or the appropriate office designee) at least 72 business hours in advance of any proposed Expressive Activity. University Police ~~will participate in such a meeting or~~ will be consulted ~~with~~ by the appropriate office/designee.
2. Such ~~a~~Notice must provide the appropriate office (i.e., Dean of Students, Event Management, Human Resources, Provost, or the appropriate office designee) with the date and time of the proposed Expressive Activity, as well as the approximate number of attendees involved or expected, and contact information. ~~No a~~Approval ~~will not~~may be given if this information is not provided.
3. ~~At the meeting with t~~The appropriate office (i.e, Dean of Students, Event Management, Human Resources, Provost, or the appropriate office designee), ~~the appropriate office~~ will determine whether additional information will be needed prior to approving the Expressive Activity. Additional information may also be used to determine whether there is a need for additional University support.
4. Individuals, organizations, and third parties reserving University ~~Traditional Public Forum or Limited and/or Designated Public Forum~~ space where such Expressive Activities are permitted shall be limited to use for three (3) proposed Expressive Activities per semester, none of which shall exceed four (4) hours in duration per Expressive Activity. This does not apply to registered clubs and organizations that are scheduled to meet weekly through the Student Activities Involvement and Leadership Office (SAIL).
5. Failure to request and obtain approval for a proposed Expressive Activity pursuant to ~~this Policy and these regulations~~its regulations may result in the denial of the use of University ~~Traditional Public Forum or Limited and/or Designated Public Forum~~ space for such Expressive Activity.

REGULATIONS FOR EXPRESSIVE ACTIVITIES AT WESTFIELD STATE UNIVERSITY

1. University space where such Expressive Activities are permitted (Public Forums and Limited and Designated Forums) may not be used during the hours outlined in the

Westfield State University

Policy concerning:

Section Public Safety

Number 3020

Page 4 of 26

APPROVED: ~~June 8, 2006~~ April 22, 2025
2023

REVIEWED: June

Access to Academic and Administrative Buildings Policy. Regardless of the forum, any Expressive Activity that interferes with the central educational mission of the University, the primary uses of its campus, or normal University programs and operations, including, but not limited to, business in offices, classes in classroom spaces, or previously scheduled programs and operations, is not permitted.

2. In no circumstances is picketing with stakes, posts, pipes, or similar devices that could be used as a weapon, as defined in the University Student Handbook, permitted. There shall be no hand-held signs or picketing permitted inside any building. Westfield State University limits amplified sound equipment to not exceed 55 decibels at ~~a distance of 50~~ 50 feet from the source of amplification.
3. Open flames and burning objects are prohibited.
4. No alcoholic beverages or controlled substances of any kind shall be in the possession of, or consumed by, individuals at any event held under the provisions of this Policy.
5. Individuals engaged in Expressive Activity are prohibited from blocking free entry to, or free exit, from buildings, interfering with the free movement of ~~persons~~ people on campus, or creating obstacles to normal University programs and operations. Interference with free movement includes, but is not limited to, any denial or restriction, physical or otherwise, of a person's ability to freely reach or leave a given geographical area, or that prevents them from engaging in normal movement around the Westfield State University campus. Obstacles include, but are not limited to, physical devices, encampments, temporary structures, bodies, or signs that cause interference with free movement, or sounds that prevent normal communication, ~~unless related to academic instruction.~~
6. Individuals who seek to distribute literature or solicit communication with pedestrians on campus may offer the literature to pedestrians and ~~is~~ are required to respect a person's declination of the literature. In no circumstance may the distributor follow a person who declines the literature.
7. With the approval of the appropriate office (i.e. Dean of Students, Event Management, Human Resources, Provost, or the appropriate office designee) within 24 hours in advance ~~of distribution~~, noncommercial pamphlets, handbills, circulars, newspapers, magazines and other handwritten materials may be distributed on a person-to-person basis in open areas on campus that are at least 20 feet from the entrances or exits of buildings. Outdoor recreation areas, such as playing fields, courts, and grounds adjacent to private residences, ~~such as~~ and residence halls, are not considered open areas for the distribution of materials.
8. Postings, signs, banners, and flyers must be reviewed and approved by the appropriate office (i.e., Dean of Students, Event Management, Human Resources, Provost, or the appropriate office designee). The University reserves the right to remove any sign, poster, flyer, or banner that has not been reviewed and approved by the appropriate office.
9. The following Expressive Activity ~~is not to be considered protected under the First~~

Westfield State University

Policy concerning:

Section Public Safety

Number 3020

Page 5 of 26

APPROVED: ~~June 8, 2006~~ April 22, 2025
2023

REVIEWED: June

~~Amendment, and is therefore prohibited: that qualifies as a~~ solicitation ~~or threat~~ to commit a crime or crimes; ~~creates~~ a clear and present danger; is physically assaultive; destroys or threatens to destroy property; harasses, threatens, or defames; is used to engage in blackmail; is obscene or involves child pornography, or satisfies the legal definition of a true threat, fighting words, incitement of imminent violence, creates a hostile environment or lawless action. ~~is not to be considered First Amendment protected expression under this Policy and is prohibited.~~

10. All persons participating in an Expressive Activity must comply with applicable state, local, and federal laws and University policies, rules and regulations including, but not limited to, laws prohibiting discrimination on the grounds of race, color, creed, religion, national origin, gender, age, disability, sexual orientation, gender identity, genetic information, marital/parental status, or veteran status.
11. All campus community members, including students, employees, and volunteers, must have their University identification on them and present their identification to a University official upon request. University officials shall not invoke this provision to stifle expression because of its content or its communicative content.
12. All persons shall comply with the directions of University officials lawfully acting in the performance of their duties. Failure to cease any Expressive Activity in violation of this Policy or other University policies immediately following either written or oral notice by a University official shall also be a violation of this Policy.
13. Any violation of this Policy will subject the violators to denial of future request for use of the University campus and applicable disciplinary actions as defined in the Student Handbook, Equal Opportunity, Diversity and Affirmative Action Plan, Title IX Sex or Sexual Harassment Policy, Title VI Policy, and/or collective bargaining agreements. Failure to adhere to this Policy may also result in legal action or criminal charges.
14. All persons engaged in Expressive Activity must respect the right of other members of the community to dissent. Dissenters, however, may not disrupt the rights of the speakers to speak or the audience to listen. Preventing expression from occurring by disruptive University programs and operations is prohibited and may create a hostile environment.
15. Persons or organizations responsible for Expressive Activity must remove all resulting structures, signs, and litter from the area at the end of the event. The individuals responsible for such Expressive Activity and any sponsoring organization(s) will be held financially responsible for any subsequent cleanup by the University.
16. If Expressive Activity otherwise approved under this Policy creates or threatens to create an unsafe environment on campus, participants may be relocated to another location.
17. The University reserves the right to close the campus or cancel an Expressive Activity if circumstances warrant doing so. Examples of circumstances that could warrant such action include, but are not limited to, threats to the safety of the community or individual members of the community, inclement weather, creation of a hostile environment, or

Westfield State University

Policy concerning:

Section Public Safety

Number 3020

Page 6 of [26](#)

APPROVED: ~~June 8, 2006~~[April 22, 2025](#)
2023

REVIEWED: June

physical limitations of the space.

18. Reckless conduct may subject organizers to personal liability.

REVIEW

This [pP](#)Policy will be reviewed every three years and revised as needed by the Director of Public Safety, Dean of Students, Event Management, Human Resources, and Provost.