



## Board of Trustees

Advancement, Marketing, and External Relations Committee

February 8, 2024

Minutes

President's Boardroom, Horace Mann Center

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

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**MEMBERS PRESENT:** Committee Chair Dr. Gloria Williams, Vice Chair Chris Montemayor, Secretary Daniel Currier, Trustee Madeline Landrau, Trustee Melissa Alvarado, and Board Chair Ali Salehi, ex-officio member

**MEMBERS EXCUSED:** NONE

**TRUSTEE GUESTS PRESENT:** Trustee Dr. Robert Martin, Trustee William Reichelt

Also present and participating were Westfield State University President Dr. Linda Thompson; Institutional Advancement Vice President Lisa McMahon; Interim Director of Advancement and Major Gifts William Hynes; Executive Director of Communication, Marketing and Branding Dr. Leslie Rice

The meeting was called to order at 10:07 AM by Committee Chair Dr. Gloria Williams and it was announced that the meeting was being livestreamed and captured as recorded.

**MOTION** made by Trustee Landrau, seconded by Trustee Currier, to accept the minutes from the 12/13/23 meeting. There being no discussion, **Motion passed unanimously.**

Integrated Marketing and Communication. Dr. Leslie Rice shared a PowerPoint presentation with the board on Integrated Marketing and Communications/Shared Goals.

Dr. Rice introduced three key goals of Integrated Marketing & Communications:

- Refreshed University branding that is understood, accepted and implemented.
- Reliable and high performing website
- Internal and external customer satisfaction

Essential goals for FY24 include rebranding under Integrated Marketing and Communications and implement all efficiency measures; be "brilliant at the basics" at addressing concerns with the University website and printed promotional materials; developing a dashboard for Return on Investment/decision making that engages with the campus community; develop and implement clear and cohesive brand identity and prioritize the development of Alumni and Advancement materials, including the relaunch of the University magazine, in addition to fundraising and outreach materials used by Advancement and the President's office.

She identified Strategic Investments including digital, billboards, radio/tv, mail and Spanish language campaigns; brand placement in high schools; content marketing and website development and lastly, reputational investments to drive organic social media reach and public perception of brand value. We also need to track our success by building a dashboard and track based on national average stats. In review, Dr. Rice quoted Teresa Flannery, How to Market a University “A brand only builds value when it is leveraged at every opportunity, with harmony and redundancy that is evident in decisions, experiences and communication.”

Advancement – Fundraising/Engagement. Ms. Lisa McMahon shared that the Board of Directors approved the Foundation’s name change to the Westfield State University Foundation, Inc. By adding “University” to the name, it widens the pool of grants we are eligible to receive. The new name went in to effect officially on December 18, 2023.

She provided a review of the FY24 2<sup>nd</sup> Quarter Dashboard. Some of the key points from the Dashboard include a 6.4% increase in gifts and grants over the last Q2.

Ms. McMahon shared that the new Conference and Event Services Department is focused on residential summer conferences in addition to non-residential conferences. Joanne Bigelow and Ryan Begin have been busy looking at other event/conference systems that will replace our current EMS system. She went on to say that summer conferences may be a challenge as the campus will be experiencing power grid outages this summer.

Ms. McMahon talked about the 185<sup>th</sup> year-long celebration and the three signature events beginning with the Keeper of the Dream event honoring Dr. Martin Luther King, Jr on February 22<sup>nd</sup>. This event is a collaboration with the cities of Westfield and West Springfield honoring individuals who continue to carry on Dr. King’s legacy. The year will culminate with the 185<sup>th</sup> Blue Diamond Ball during Homecoming week.

Ms. McMahon said we continue to identify, engage and cultivate our donors and alumni in many ways including a small reception at the UMASS Club in Boston on January 16<sup>th</sup> as we have many alumni in the eastern part of the state and it continues to be a focus area of engagement. The WSAA is hosting a multi-year reunion in Marlborough, MA on Saturday, February 24<sup>th</sup>. In addition to Boston, we will be engaging our alumni in Naples, Florida during Spring Break with various events including a St. Patrick’s Parade and Golf Tournament/Reception. This trip with President Thompson will be a very busy week with many meetings with alumni in that area.

In addition to all of our scheduled alumni events, the Alumni Association is launching a new alumni travel program with the first trip going to Tuscany, Italy on September 24, 2024.

Ms. McMahon stated that as we build off these engagement events, our IA Team has been having ongoing meetings to finalize our fundraising plan for the 185<sup>th</sup> and outreach for opportunities for sponsorships, endowment growth and using the match that we have with the state up until 6/30/24.

IA is hosting is Give-A-Hoot our Annual Giving Day from March 27<sup>th</sup> until the 28<sup>th</sup>. We hope to have 100% participation from all three volunteer boards. Also, conversations have begun with Dr. Thompson around the possibility of a capital campaign. The assessment done by consultants, Marts & Lundy in 2020 identified the need to make investments in IA to get ready for a capital campaign. Ms. McMahon added that when it comes to fundraising, the second gift is always harder to receive than the first gift as it requires keeping the donor engaged. She said we need 8-10 more positions in IA if we are to embark on a \$10M campaign.

**MOTION** made by Trustee Currier, seconded by Trustee Landrau, to adjourn the meeting. There being no discussion, **Motion passed unanimously**

Meeting adjourned at 10:57 AM.

Attachments presented at this meeting:

PowerPoint Presentation from Dr. Rice “Integrated Marketing and Communications”

Institutional Advancement’s FY24 2<sup>nd</sup> Quarter Dashboard

Flyer for Annual “Give A Hoot” Day of Giving

Flyer for “Owls in Florida” in March 2024

Flyer for Alumni’s Travel to Italy

**Secretary’s Certificate**

I hereby certify that the foregoing is true and correct copy of the approved minutes of the Westfield State University Board of Trustees Advancement, Marketing, and External Affairs Committee meeting held on October 11, 2023.

\_\_\_\_\_  
Daniel Currier, Secretary

\_\_\_\_\_  
Date

# CONFERENCE AND EVENT SERVICES UPDATES

Joanne Bigelow

Ryan Begin



# OVERVIEW

- General Department Updates
- Vision & Mission
- Summer Conferences
- Future Plans

# VISION & MISSION

## Vision:

Westfield State University's Conference and Event Services program strives to be recognized for its people, core values, partnerships, and excellent hospitality services both in the Northeast region and across the collegiate conference industry to advance goals of the institution

## Mission:

In support of the University's mission, Westfield State CES is focused on providing memorable hospitality to all guests of the University through industry-leading event and conference support services that reinforces the economic, social, and cultural growth for the Northeast region while generating non-tuition revenue for Westfield State University.

# GENERAL DEPARTMENT UPDATES

- Envision Strategies (Consultant)
- Hiring for Coordinator Position
- New Scheduling Software
  - Members Include: Alan Blair (IT), Monique Lopez (Registrar), Chris Hirtle (IT), Chris Willenbrock (Residence Life), Averie Bye-Dickerson (Emergency Preparedness), Matt Dellea (SAIL), Nancy Bals (Athletics), Josh Hettrick (Facilities), Tony Santos (Facilities), Alyssa Goodreau (Marketing), Bill Connor (Dining)
- Acced-i National Conference (Association of Collegiate Conference and Event Directors International)
  - Revenue generating Trends-Internship Housing
  - Industry updates-Leveraging your campus
  - Software



ACCED-I • MARCH 10-13,

# Providence

## RHODE ISLAND



# SUMMER CONFERENCES

- 6 External Groups for 2024
  - Running from June 23 – July 26
    - Massachusetts Foreign Language Association (MaFLa): June 23-26
      - ~100 participants
    - Western Wind: June 23 – June 30
      - ~50 participants
    - Elite Throws Coaching: June 26 – June 29
      - ~75 participants
    - Heaven Musical Group: June 30 – July 7
      - ~50 participants
    - North East Regional Law Enforcement Association NERLEEA: July 13 – July 20
      - ~300 participants
    - George N. Parks Drum Major Academy: July 22 – July 26
      - ~300 participants

# SUMMER CONFERENCES-ESTIMATES

Group Name	Projected Profit	Projected Expense	Projected Revenue
MaFLa	\$21,300	\$10,605.20	\$10,694.80
Western Wind	\$21,445	\$9,256.48	\$12,188.52
Elite Throws Coaching	\$22,500	\$11,358	\$11,142
Heaven Musical Group	\$36,337	\$15,777.81	\$20,559.19
NERLEEA	\$178,335	\$76,030.20	\$102,304.80
Drum Major Academy	\$89,000	\$32,854.20	\$56,145.80
TOTAL	\$368,917	\$155,881.89	\$213,035.11

Expenses include: Payback to Dining, Turnover of Rooms, 13% University Overhead, and Energy Usage



# SUMMER CONFERENCES

- Internal Groups
  - LEAD Scholars Program Summer Program
  - Alumni Association Retreat
- Day Events
- Athletic Events
- Early Arrivals
- Key Performance Indicators (KPIs)
  - Bed nights, Space utilization, Revenue, Full time/Full year employment opportunities, Return Clients, Customer Satisfaction, Mission Driven, Discounts Given, Admission Recruitment
- Monthly Meetings
  - Facilities, Public Safety, Media Services, IT, Athletics, Lead Scholars, Residence Life, Alumni, Dining, SAIL, Marketing

# SUMMER CONFERENCES

- Enrollment Opportunities
- Future of Summer Conferences
  - All 6 groups have potential of returning
  - Working on signing 3-year contracts (planning for 2025-27)
  - Large group coming in 2025 – New England Weavers Seminar (NEWS)
    - July 8 to July 13
    - ~250 participants



# FUTURE PLANS

- Internship Housing
- Day Groups
- Internal Camps
- Host a Drive In with Regional Members
- Become One-Stop Certified
- Bulk up Marketing
- Surveying participants not only leadership
- Create "add-ons" revenue (i.e.: linens, registration, toiletries, etc.)

INFINITE POSSIBILITIES

185

1839 ★ 2024

— Celebrating —  
WESTFIELD STATE

*Sponsorship Opportunities*



Westfield State University

# INFINITE POSSIBILITIES



[westfield.ma.edu/185](http://westfield.ma.edu/185)

Dear Supporter of Westfield State,

We, at Westfield State University, are thrilled to invite you to join us in our **185<sup>th</sup> Anniversary Celebration**. Over 184 years ago, Westfield State welcomed our first students to experience the importance of being part of a whole that is greater than any of us as individuals. For generations Westfield State University graduates have settled in the Western Mass region (and beyond), taught our children and grandchildren, served our cities and towns, opened businesses, and contributed to the quality of life in their communities through service and civic participation. As a supporter of Westfield State University, you have been an integral part of the fabric of the University's history.

The Westfield State University 185<sup>th</sup> Anniversary Celebration will benefit the University's initiatives around access and removing economic barriers to our student's education. This will provide them with **"Infinite Possibilities"** in their lives and careers and further the University's founding mission of a learning institution open to all regardless of race, gender and economic status.

We will begin celebrating with our first signature event in February and culminate in October during Homecoming Weekend with our Blue Diamond Ball.

We ask that you consider joining us as a sponsoring partner during our 185<sup>th</sup> Anniversary Celebration. The positive impact of your support creates infinite possibilities for our students and communities.

Enclosed please find an information sheet and sponsorship form. If you would like to discuss the possibilities or have any questions, please contact **Bill Hynes, Director of Institutional Advancement**, at **(413) 572-8647** or **whynes@westfield.ma.edu**.

We look forward to seeing you as we lay out the blue carpet and toast to another 185 years of educating the next leaders of our communities.

Sincerely,



Dr. Linda Thompson  
*President*



# Sponsorship Levels

## 185<sup>TH</sup> CELEBRATION PRESENTING SPONSOR - \$50,000

- ★ Premier recognition as the Presenting Sponsor of Westfield State's 185<sup>th</sup> Anniversary Celebration, encompassing four prestigious events
- ★ Prominent exposure on Westfield State University's social media platforms, reaching over 30,000 followers
- ★ Highlighted inclusion in all event email communications, reaching over 20,000 subscribers with clickable links
- ★ Comprehensive brand visibility across print promotional materials, the 185<sup>th</sup> Anniversary website, event signage, and digital and television advertising
- ★ 2 tables of 8 at the Blue Diamond Ball, held on October 18, 2024, at MGM Springfield
- ★ Exclusive access for 16 guests to the President's VIP Cocktail Reception
- ★ Opportunity to address attendees at the Blue Diamond Ball
- ★ Tickets and/or table at all 185<sup>th</sup> Anniversary Signature events
- ★ Recognition as a sponsor on the online auction platform
- ★ Inclusion in the 1839 Society

## BLUE DIAMOND BALL LEAD SPONSOR - \$25,000

- ★ Distinctive recognition as the lead sponsor of the Blue Diamond Ball
- ★ Prominent signage as the "Blue Diamond Lead Sponsor" at the Blue Diamond Ball
- ★ Table for 8 guests at the Blue Diamond Ball, held on October 18, 2024, at MGM Springfield
- ★ Access for 8 attendees to the President's VIP Cocktail Reception preceding the Blue Diamond Ball
- ★ Opportunity to address guests during the VIP Cocktail Reception
- ★ Featured exposure on Westfield State's social media platforms and event email communications
- ★ Brand visibility across print, website, community signage, and digital advertising
- ★ Complimentary tickets and/or table at all 185<sup>th</sup> Anniversary Signature events
- ★ Sponsor acknowledgment on the online auction platform
- ★ Inclusion in the 1839 Society

## AUCTION SPONSOR - \$18,500

- ★ Acknowledgment as the sponsor of the 185<sup>th</sup> Anniversary Celebration Auction
- ★ Logo placement and clickable link as the Auction Sponsor on the event's dedicated website, held on October 14–18, 2024
- ★ Table for 8 at the Blue Diamond Ball, held on October 18, 2024, at MGM Springfield
- ★ Access for 8 guests to the President's VIP Cocktail Reception before the Blue Diamond Ball
- ★ Prominent signage as the "Auction Sponsor" at the Blue Diamond Ball
- ★ Inclusion in event email communications
- ★ Brand visibility across various promotional channels
- ★ Tickets and/or table at all 185<sup>th</sup> Anniversary Signature events
- ★ Inclusion in the 1839 Society

## VIP COCKTAIL RECEPTION SPONSOR - \$15,000

- ★ Recognition as the Blue Diamond Ball “Cocktail Reception Sponsor”
- ★ Table for 8 at the Blue Diamond Ball, held on October 18, 2024, at MGM Springfield
- ★ Access for 8 guests to the President’s VIP Cocktail Reception before the Blue Diamond Ball
- ★ Opportunity to address guests during the VIP Cocktail Reception
- ★ Opportunity to have a named signature drink at the cocktail reception
- ★ Signage as the “VIP Cocktail Reception Sponsor” as guests enter the Blue Diamond Ball
- ★ Comprehensive sponsorship information on all print promotional advertisements, website, display signage in the community, and on any digital advertising
- ★ 4 tickets to all 185<sup>th</sup> Anniversary Signature events
- ★ Inclusion in the 1839 Society

## BLUE CARPET SPONSOR - \$10,000

- ★ Recognition as the Blue Diamond Ball “Blue Carpet” Sponsor
- ★ Table for 8 at the Blue Diamond Ball, held on October 18, 2024, at MGM Springfield
- ★ Tickets to the President’s VIP Cocktail Reception before the Blue Diamond Ball
- ★ Signage as the “Blue Carpet Sponsor” as guests enter the Blue Diamond Ball
- ★ Sponsorship information on all print promotional advertisements, website, display signage in the community, and on any digital advertising
- ★ 4 tickets to all 185<sup>th</sup> Anniversary Signature events
- ★ Inclusion in the 1839 Society

## SIGNATURE EVENT SPONSOR - \$5,000

**Recognized as the Signature Sponsor for one of the following events:**

- ★ **Keeper of the Dream Dinner**  
February 22, 2024, in honor of Black History Month
- ★ **Supporting Our Superwomen: Dora Robinson Speaker Series**  
March 28, 2024, in honor of Women’s History Month
- ★ **Going Global: Internationalizing the Westfield State Experience**  
May 16, 2024, recognizing the importance of internationalization on campus

**As a Signature Event Sponsor, you will receive:**

- ★ Recognition as the “Signature Event Sponsor”
- ★ Full-page advertisement in the Signature Event Program Book
- ★ Sponsorship visibility on all print promotional materials, website, community signage, and digital and television advertising for the specific event
- ★ Table for 8 at the Blue Diamond Ball, held on October 18, 2024, at MGM Springfield
- ★ Tickets to the President’s VIP Cocktail Reception before the Blue Diamond Ball
- ★ Inclusion in the 1839 Society

## BLUE DIAMOND BALL TABLE SPONSOR - \$2,500

- ★ Table for 8 at the Blue Diamond Ball, held on October 18, 2024, at MGM Springfield
- ★ Recognition as a “Table Sponsor” at the Blue Diamond Ball
- ★ Signage displayed at the entrance of the Blue Diamond Ball, showcasing your sponsorship to all guests as they arrive
- ★ Inclusion in the 1839 Society

*Celebrating Westfield State's*

INFINITE POSSIBILITIES

# SIGNATURE EVENTS



**FEBRUARY 22, 2024**

## KEEPER OF THE DREAM DINNER

Join us for an evening of inspiration and reflection as we pay tribute to the remarkable contributions of Dr. King and honor those who continue to carry on his legacy.



**MARCH 28, 2024**

## SUPPORTING OUR SUPERWOMEN

**DORA ROBINSON SPEAKER SERIES**

The symposium will discuss the impact on women who choose to serve our community and explore the relationships between personal well-being and health, Superwomen Syndrome, and professional expectations with a focus on the challenges of working for a more equitable world.



**MAY 16, 2024**

## GOING GLOBAL: INTERNATIONALIZING THE WESTFIELD STATE EXPERIENCE

Join us in honoring Mary Lou McDonald, our 2024 Commencement speaker and the first female president of Ireland's Sinn Fein party. Known for addressing Ireland's challenges, from housing and economic crises to healthcare and climate change, she inspires positive change. Support our global initiatives for expanded study abroad and academic exchanges.



**OCTOBER 18, 2024**

## BLUE DIAMOND BALL

**MGM SPRINGFIELD**

Join us for a night of celebration at the Blue Diamond Ball! As we commemorate Westfield State University's 185th Anniversary, your participation will support initiatives aimed at enhancing access and removing economic barriers to education for our students and empowering them with "Infinite Possibilities" for their future endeavors.

*Save the Date*



HOMECOMING CELEBRATIONS

October 17-20, 2024





# Sponsorship Order Form



*Register now*

We encourage you to use our online form at [westfield.ma.edu/Sponsorship185](http://westfield.ma.edu/Sponsorship185)

I wish to support the Westfield State University Foundation's Premier Fundraising event

As a Sponsor at the following level:

\_\_\_ 185<sup>th</sup> CELEBRATION  
PRESENTING SPONSOR  
\$50,000

\_\_\_ BLUE DIAMOND BALL  
LEAD SPONSOR  
\$25,000

\_\_\_ AUCTION SPONSOR  
\$18,500

\_\_\_ VIP COCKTAIL  
RECEPTION SPONSOR  
\$15,000

\_\_\_ BLUE CARPET SPONSOR  
\$10,000

\_\_\_ SIGNATURE EVENT SPONSOR  
\$5,000

\_\_\_ BLUE DIAMOND BALL  
TABLE SPONSOR  
\$2,500

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Business Name

Contact Name

---

Address

City/State/Zip

---

E-mail

Cell Phone

Business Phone

---

Signature

Date

**Completed form, payment and company logo are dependant upon receipt.**

Please make your check payable to "The Westfield State University Foundation" and mail with this form to:

Westfield State University Foundation, P.O. Box 1630, Westfield, MA 01086-1630





INFINITE POSSIBILITIES

185  
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—Celebrating—  
WESTFIELD STATE

[westfield.ma.edu](http://westfield.ma.edu)



# GOING GLOBAL

*Internationalizing the*  
WESTFIELD STATE EXPERIENCE

FEATURING **MARY LOU MCDONALD**,  
*PRESIDENT, SINN FÉIN PARTY.*

*WESTFIELD STATE'S 2024  
COMMENCEMENT SPEAKER*

RECEPTION AND FUNDRAISER TO SUPPORT  
STUDENT STUDY ABROAD OPPORTUNITIES

All proceeds benefit our students as we internationalize the Westfield State experience.

**THURSDAY, MAY 16, 2024 | 6-9 P.M.**

Westfield State University  
Tim & Jeanne's Dining Commons  
577 Western Avenue, Westfield, MA



*Scan me*

For event details and to purchase tickets,  
visit [westfield.ma.edu/GoingGlobal](https://westfield.ma.edu/GoingGlobal) or  
call (413) 572-5580

**185**  
1839 \* 2024  
*- Celebrating -*  
WESTFIELD STATE



# Westfield State Alumni :Updates



Westfield State University

CRIMINAL JUSTICE ALUMNI

HALL *of*  
FAME

April 6, 2024

11 a.m.–2 p.m.

Scanlon Banquet Hall

185  
1839 \* 2024

—Celebrating—  
WESTFIELD STATE

[westfield.ma.edu/CJHOF](http://westfield.ma.edu/CJHOF)

# Criminal Justice Alumni Hall of Fame

The Westfield State Criminal Justice Alumni Hall of Fame honors alumni who have excelled in their chosen field. Six alumni will be honored today and this year's inductees represent distinction in diverse fields of law enforcement. Westfield State has a long-standing reputation for the excellence of curriculum and the quality of graduates, who have found success in criminal justice and law on a local, national and international level. Students work with experienced and committed faculty and an impressive internship program that offers a wide range of field placements at the federal, state and local levels.

## History of the Westfield State Criminal Justice Program

The Westfield State Criminal Justice program began in 1969 as a concentration within the Sociology department. The program was created in response to a recommendation made by the President's Commission on Law and Administration of Justice in a report titled, "The Challenge of Crime in a Free Society" (1967). In this report, the Commission recommended the creation of "programs to encourage college education for police in liberal arts and sciences...and curriculum development to guide college police-science programs away from narrow vocational training."

Interest in this concept among students grew so quickly that the college officially created the Westfield State Criminal Justice department in 1974. From its inception, the department focused on the Commission's emphasis on a liberal arts foundation for criminal justice programs in higher education.

Over the past 50 years, the program has expanded to become one of the most recognized and popular majors offered by the University. The majority of students are full-time undergraduates; however, the program has expanded over the years to include a part-time evening undergraduate program offered through the Division of Graduate and Continuing Education and also a graduate program leading to a Master of Science degree.

At its inception, there was a single faculty member. The department has now grown to twelve full-time faculty members and many adjunct professors representing a variety of criminal justice and law enforcement areas.





# Event Schedule

## WELCOME

Hon. Michael McCabe '84, G'94, *Mayor, City of Westfield*

## MOMENT OF SILENCE FOR OUR FALLEN CRIMINAL JUSTICE ALUMNI

## GREETINGS

Dr. Linda S. Thompson, *President, Westfield State University*

Dr. Kimberly Tobin, *Acting Chair, Department of Criminal Justice*

Nicholas Smith '24, *President, Student Government Association*

## BRUNCH

## PRESENTATION OF HONOREES

Hon. Michael McCabe '84, G'94

Professor Alice Perry

## DR. VICTOR ASCOLILLO LIFETIME ACHIEVEMENT AWARD

## WESTFIELD STATE CRIMINAL JUSTICE SCHOLARSHIPS

Mrs. Lisa McMahon, *Interim Vice President of Institutional Advancement*

Ms. Kaitlyn Egan '24, *President of the Senior Class*

Mr. Seamus Mitchell '24

### Recipients

#### FREDERICK S. "JOE" KARETA SCHOLARSHIP

Kilie Bazinet

Jernette Cavalieri

Destiny Mercado

Mekhi Bowen

Iyana Gordon

Daniel Shea

#### K-9 SGT. SEAN GANNON '07 SCHOLARSHIP FOR CRIMINAL JUSTICE

Seamus Mitchell

#### PAUL AUDETTE SCHOLARSHIP

Kaitlyn Egan

#### SPEARS/HANDY SCHOLARSHIP

Madison Hurlburt

#### CRIMINAL JUSTICE ALUMNI SCHOLARSHIP

#### THE DR. VICTOR "VIC" ASCOLILLO CRIMINAL JUSTICE SCHOLARSHIP

## CLOSING REMARKS

Hon. Michael McCabe '84, G '94

*Honorees, please stay for photos following the program. Thank you!*



# 2024 Criminal Justice Alumni Hall of Fame Honorees



Benjamin Campbell '11  
(Posthumous)



David Campbell '84



Cheryl Clapprood '92



John Kotfila, Jr. '08  
(Posthumous)



Kenneth O'Connor '87



Jeffrey Trask '02



Kim Tobin,  
Distinguished Service



# Benjamin Campbell '11 (Posthumous)



Benjamin James Campbell, born on April 8, 1987, grew up in Easthampton, Massachusetts. He graduated from Smith Vocational and Agricultural High School in Northampton and pursued degrees in criminal justice at both Holyoke Community College and Westfield State University. In 2012, Campbell joined the Maine State Police, serving as a trooper in Penobscot County for 6½ years.

Campbell was known for his outstanding contributions both on and off the field. As a former standout baseball player, he led his team to victory in the Eastern Regional Tournament in 2001. He also continued his success at Westfield State, holding the season hits record and helping the team reach the NCAA Tournament.

In his role as Detective with the Maine State Police, he demonstrated exemplary dedication and professionalism. From his training in the Basic Law Enforcement Program to his promotion as a licensed polygraph examiner, Campbell was known for his helpfulness, care, and approachability within the community. He also contributed significantly as an instructor for various training programs, including Emergency Vehicle Operation and Control (EVOC) and interview and interrogation techniques.

Campbell's commitment to public service and his impact as a dedicated member of the Maine State Police will be remembered with deep gratitude and respect.



# David Campbell '84



David Campbell retired from the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) in 2018 after a distinguished career serving in law enforcement for 31 years. Beginning with the Clinton Police Department in 1987, he served as a patrolman before transitioning to the United States Marshals Service in 1995. Campbell then joined ATF in 1999, specializing in investigations of federal firearms violations.

During his ATF tenure, Campbell's roles expanded to include membership in ATF's Special Response Team, where he led high-risk operations nationwide. He also served as an instructor, sharing his expertise in firearms, arrest tactics, and tactical operations with law enforcement agencies.

Throughout his career, Campbell received numerous commendations for his contributions to successful investigations and training programs, including involvement in high-profile cases like the DC Sniper investigation, post-Hurricane Katrina efforts in New Orleans, and the Boston Marathon Bomber investigation.

In addition to his law enforcement career, Campbell earned an MBA from Anna Maria College in 1998. Since retirement, he has enjoyed spending time with his family, traveling, and staying active in sports like golf, softball, cycling, and powerlifting.

Campbell credits much of his success to the support of his wife, Colleen, and their children, Caitlin and Patrick. He also acknowledges the role of Westfield State in providing him with a solid education and lifelong friendships.

With a wealth of experience and a commitment to excellence, David Campbell continues to be a respected figure in law enforcement circles. His dedication to service, coupled with his leadership skills and expertise, has left an indelible mark on the field of criminal justice.

# Cheryl Clapprood '92



Cheryl Clapprood, Springfield's Police Superintendent, boasts over 40 years of dedicated service to the city. Initially appointed Acting Commissioner by Mayor Domenic J. Sarno '93 in February 2019, she earned the permanent position in September of the same year, later being sworn in during a ceremony at Symphony Hall in October 2019. Her title transitioned to Superintendent in 2022.

Commencing her law enforcement journey as a Springfield Police Cadet in April 1979, Clapprood officially became a sworn officer after completing the Police Academy in October 1981. Throughout her career, she steadily climbed the ranks, earning promotions to Sergeant in September 1987, Lieutenant eleven years later, and eventually Deputy Chief in July 2017.

Clapprood's academic credentials include a Master's degree in Criminal Justice Administration from Western New England College, a Bachelor's Degree in Criminal Justice from Westfield State College, and an Associate Degree in Law Enforcement from Springfield Technical Community College. She also served as an adjunct professor at Western New England College from 2000 to 2009.

Before her tenure with the Springfield Police Department, Clapprood served in the United States Air Force from 1978 to 1984. Throughout her career, she has undertaken diverse roles, including undercover narcotics officer, Special Victims Unit supervisor, and street supervisor.

Beyond her professional duties, Clapprood's community impact extends through her volunteerism and mentoring. She founded the Springfield Police Youth Athletic Association in 1994, coached numerous teams, and oversees the Stephen O'Brien Memorial Learn to Skate program.

Proudly hailing from Springfield, Clapprood holds the esteemed position of Superintendent of the Springfield Police Department, marking a significant milestone as the city's first female Superintendent.

# John Kotfila, Jr. '08 (Posthumous)



Deputy Sheriff John Robert Kotfila, Jr. dedicated six years of service to the Hillsborough County Florida Sheriff's Department, operating out of District 5. He played a pivotal role in the Accident Investigation Unit and was instrumental in establishing the agency's Safety Net program. This initiative utilized helicopters equipped with GPS locators to locate missing elderly patients and children with disabilities.

A standout achiever from an early age, Kotfila was named Student of the Year at Lawrence Junior High School in Falmouth, Massachusetts, in 1999. He graduated from Falmouth High School in 2003 before earning his bachelor's degree in science from Westfield State University. During his time at Westfield State, he also worked at the Westfield State Public Safety Unit.

Outside of his professional pursuits, Kotfila was an avid enthusiast of mountain biking, triathlons, Tough Mudders, and spent cherished moments with his loyal German Shepherd, Dexter.

On March 12, 2016, Kotfila protected innocent lives while traveling on the Selmon Expressway in Tampa, Florida, from a wrong-way drunk driver. His heroic act resulted in the ultimate sacrifice, and resulted in the saving of two civilians. His valorous actions are commemorated on several esteemed memorial walls, including the Law Enforcement Memorial Wall in Washington DC, the Police Hall of Fame in Titusville, Florida, and the Florida Sheriff's Association Wall.

Kotfila hailed from a family deeply rooted in law enforcement. His father serves as a Sergeant in the Massachusetts State Police, his maternal grandfather was a Lieutenant in the same force, and his paternal grandfather served as a Holyoke Police Officer. Moreover, Kotfila's siblings, uncle, and cousin all followed the path of law enforcement, with his sister Katelyn Grace Kotfila joining the Hillsborough County Sheriff's Department in 2017, eventually earning a promotion to Corporal in 2024.

# Kenneth O'Connor, Jr. '87



Kenneth M. O'Connor, Jr. dedicated 37 years to serving the Massachusetts Trial Court, demonstrating unwavering commitment and leadership across various roles. His journey began as a Probate Court Officer, steadily advancing to the position of Chief Court Officer in 1994, a role he held until 2014. Subsequently, O'Connor assumed the role of Regional Assistant Director of Security for the four Western Counties of Courts until his retirement in 2016.

Throughout his tenure, O'Connor undertook numerous initiatives to enhance security and community engagement within the Trial Court system. He established the Trial Court Honor Guard, representing Western Massachusetts, and secured participation in the City's Emergency Notification System from Springfield. Additionally, O'Connor pioneered a tactical team to address detainee conflicts and collaborated closely with law enforcement agencies and correctional facilities on security matters.

Beyond his security responsibilities, O'Connor actively engaged with local schools, offering courthouse tours and speaking at college career days. He served on committees addressing substance abuse and gang-related issues and played a vital role in training new recruits at the Court Officer Academy.

O'Connor's exemplary leadership during the 2011 Springfield tornado garnered recognition and an award for overseeing the response efforts of his court officers. In May 2018, he was honored with the prestigious John M. Greaney Award for his significant contributions to the Hampden County Legal Community.

Married to Anne for forty-three years, O'Connor credits his family's unwavering support as the cornerstone of his success. He cherishes his three children, daughter-in-law, and two grandchildren, acknowledging their encouragement throughout his distinguished career.

# Jeffrey Trask '02



Jeffrey Trask is a highly accomplished professional with a diverse background in criminal justice, emergency management, and insurance risk management. Graduating with a Bachelor of Science in Criminal Justice from Westfield State University in 2002, he went on to earn a Master of Science in Management from The Catholic University of America in Washington D.C.

Since 2018, Trask has served as the Head of Business Continuity, Emergency Management, and Insurance Risk Management at ISO New England, where he has played a pivotal role in developing and implementing policies to enhance management and emergency notification systems.

Prior to his current role, Trask spent three years as the Senior Director in the Office of Enterprise Resilience and Global Operations at Massachusetts Mutual Life Insurance Company. There, he established the MassMutual Global Operations Center, receiving the 2016 Winners Circle Award for his contributions in improving major IT outages.

Trask's career also encompasses law enforcement experience, including roles as a Correctional Officer, Instructor for the Municipal Police Training Council, and Deputy Sheriff in various Massachusetts municipalities.

Certified by both the Massachusetts Institute of Technology and Harvard University in crisis leadership and emergency management, Trask has demonstrated his expertise in leading teams and divisions across multiple cities in Western Massachusetts, including Ludlow, Agawam, Chicopee, Framingham, Cambridge, Springfield, and Holyoke.

Throughout his illustrious career, Trask has shown unwavering dedication to planning and managing emergency situations, implementing safety-enhancing policies, and fostering collaborative business partnerships. His wealth of experience and commitment to excellence make him a respected leader in his field.

# **Kim Tobin, Dr. Victor Ascolillo Lifetime Achievement Award**



Dr. Kimberly Tobin has been a dedicated member of Westfield State University (WSU) since 1998, initially serving as a faculty member in the criminal justice department before transitioning to administrative roles. She also served as the Dean of Graduate and Continuing Education and later as the Interim Vice President of Administration and Finance until December 2016. Returning to a faculty position in January 2017, Dr. Tobin teaches in the criminal justice and Master of Public Administration programs, specializing in areas like diversity in criminal justice, applied ethics, juvenile delinquency, group process, and criminological theory and methods.

With numerous published works, including a co-authored work that received the Michael J. Hindelang Outstanding Book Award, Dr. Tobin is highly regarded in her field. She teaches courses on criminal justice planning, comparative criminal justice, and public policy analysis, maintaining a strong commitment to student success as a teacher, advisor, and mentor in various programs.

Beyond academia, Dr. Tobin actively engages in public service, serving on departmental, university, and community committees and boards. She provides research support for community-based grants and offers planning and grant support to her local municipal government. In her personal life, Dr. Tobin enjoys spending time with her husband, engaging in activities like gardening, cooking, homesteading, reading, traveling, and visiting family.

# Scholarship Information

The Westfield State University Criminal Justice Alumni Hall of Fame was an idea created by Dr. Alice Perry who recognized the truly significant contributions of our alumni in the fields of criminal justice and law. Paired with the Hall of Fame, the Westfield State University Alumni Group was initiated by alumna and Superintendent Colonel (Ret.) Marian McGovern '88 of the Massachusetts State Police, who also noticed Westfield State's strong presence in the criminal justice field during her 33-year career. With the start of the Criminal Justice Alumni Hall of Fame, the group created a scholarship fund to benefit students pursuing a degree in Criminal Justice. With the cost of higher education rising, it is the hope of the group to encourage alumni to give back to support our Criminal Justice students. If you are interested in giving a gift for the Westfield State University Criminal Justice Alumni Scholarship or are interested in serving on the Criminal Justice Alumni Group, please contact Alumni Relations at [alumni@westfield.ma.edu](mailto:alumni@westfield.ma.edu) or (413) 572-8652.



[westfieldalumni.org/donate](https://westfieldalumni.org/donate)

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## Mark Your Calendars for Next Year!

Saturday, April 5, 2025

Please send your nomination to:

Westfield State University Criminal Justice Alumni Hall of Fame  
Alumni Relations  
577 Western Avenue  
Westfield State University  
Westfield, MA 01086

Or online at: [westfieldalumni.org/awards](https://westfieldalumni.org/awards)



**Westfield**  
STATE UNIVERSITY





# Integrated Marketing and Communications

**Dr. Leslie Rice**

*Executive Director of Communication, Marketing, and Branding*





# INTEGRATED MARKETING AND COMMUNICATIONS: Shared Goals

- **Refreshed University Brand that is Understood, Accepted, and Implemented**
- **Reliable and High-Performing Website**
- **Internal and External Customer Satisfaction**



**HOOT A LITTLE  
LOUDER!**

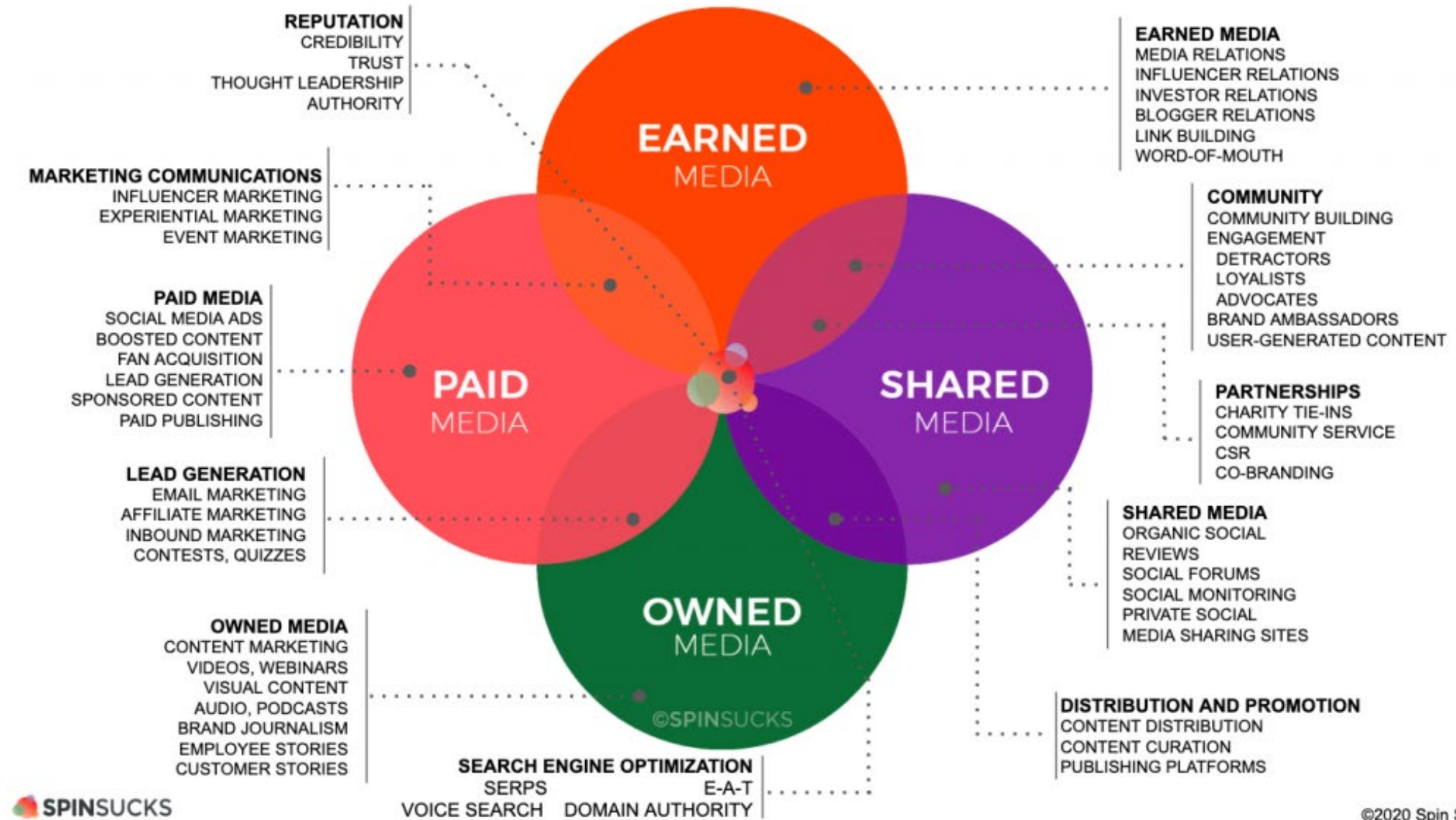
**STRATEGIC INVESTMENTS**



# **STRATEGIC INVESTMENTS**

Multiple advertising initiatives including digital, billboards, radio/TV, mail, and Spanish-language campaigns; brand placement in high schools; content marketing and website development; and reputational investments to drive organic social media reach and public perception of brand value.

# PESO MODEL



# OUR LEGACY

**WESTFIELD STATE UNIVERSITY**  
**185<sup>th</sup> Anniversary Celebration**







INFINITE POSSIBILITIES

*Celebrating*

WESTFIELD STATE

185

1839 ★ 2024

# TRACKING SUCCESS AND ADAPTING

INTEGRATED MARKETING AND  
COMMUNICATIONS



**#Westy**  
**WEDNESDAY**







# Follower Growth (%)

3.8% industry average

Leaderboards  
Q1 2024

		Follower Growth	Followers			Follower Growth	Followers
	#1 mit	17.2%	715k		#11 currycollege	4.6%	7.81k
	#2 csi_now	9.2%	2.49k		#12 seeroburycc	4.5%	2.10k
	#3 stccspringfield	7.4%	1.96k		#13 gordonconwell	4.3%	5.02k
	#4 capecodcc	6.0%	2.79k		#14 umassboston	4.3%	20.2k
	#5 wentworthinstitute	5.4%	8.68k		#15 westfieldstate	4.3%	11.8k
	#6 bostoncollege	5.1%	150k		#16 wneuniversity	4.3%	10.1k
	#7 bhccboston	5.0%	4.12k		#17 fitchburgstate	4.1%	6.01k
	#8 framinghamstateu	5.0%	5.47k		#18 worcesterstate	4.1%	10.6k
	#9 nbssboston	4.9%	16.7k		#19 goannamaria	4.1%	3.10k
	#10 merrimackcollege	4.7%	19.3k		#20 gccgreenfield	3.9%	2.13k



# Engagement Rate

2.5% industry average

Leaderboards  
Q1 2024

			Engagement rate (# posts)	Followers			Engagement rate (# posts)	Followers
	#1	wneuniversity	6.0% (34)	10.1k		#11	currycollege	4.2% (42) 7.81k
	#2	emmanuelcollege	5.6% (31)	8.33k		#12	mtholyoke	4.1% (35) 17.5k
	#3	massmaritime	5.1% (13)	9.37k		#13	nichols_college	4.1% (47) 6.90k
	#4	assumptionuma	4.9% (53)	9.30k		#14	olincollege	4.1% (72) 3.53k
	#5	smithcollege	4.8% (62)	27.5k		#15	framinghamstateu	4.0% (26) 5.47k
	#6	deancollege	4.8% (45)	6.92k		#16	collegeoftheholycross	4.0% (58) 26.3k
	#7	lasell_u	4.4% (22)	5.66k		#17	merrimackcollege	3.7% (49) 19.3k
	#8	bridgestateu	4.4% (27)	16.9k		#18	hampshirecollege	3.7% (66) 7.29k
	#9	wheatoncollege	4.4% (31)	11.3k		#19	finemortuarycollege	3.6% (6) 993
	#10	endicottcollege	4.2% (88)	19.1k		#20	westfieldstate	3.6% (68) 11.8k



Engagement Rate = (Likes + Comments) ÷ (Follower Count)



# Reels Reach Rate

20.2% industry average

Leaderboards  
Q1 2024

		Reach Rate (# reels)	Reach			Reach Rate (# reels)	Reach
	#1 emmanuelcollege	90.9% (2)	7.49k		#11 helleniccollegeholycro...	29.8% (3)	1.60k
	#2 bay_path	82.5% (31)	3.67k		#12 simmonsuniversity	29.6% (8)	3.36k
	#3 elmscollege	47.1% (5)	1.31k		#13 wneuniversity	29.3% (16)	2.92k
	#4 massmaritime	43.4% (4)	4.02k		#14 mghinstitute	27.5% (1)	1.07k
	#5 lasell_u	33.3% (11)	1.85k		#15 westfieldstate	26.5% (16)	3.06k
	#6 olincollege	32.1% (18)	1.12k		#16 endicottcollege	26.4% (32)	4.98k
	#7 wheatoncollege	31.9% (9)	3.59k		#17 merrimackcollege	26.3% (9)	5.00k
	#8 fitchburgstate	31.8% (21)	1.87k		#18 smithcollege	26.0% (17)	7.13k
	#9 assumptionuma	30.8% (17)	2.83k		#19 wpi	25.9% (17)	6.17k
	#10 nbssboston	30.1% (8)	4.83k		#20 usmma	25.8% (17)	491



Reels Reach Rate = (Actual number of users to view a Reel) ÷ (Follower count).



# Reels Impressions Rate

96.8% industry average

Leaderboards  
Q1 2024

Impressions Rate (# reels)				Impressions							
	#1	bay_path	1286%	(31)	57.3k		#11	helleniccollegeholycro...	104%	(3)	5.59k
	#2	emmanuelcollege	355%	(2)	29.3k		#12	endicottcollege	104%	(32)	19.7k
	#3	elmscollege	157%	(5)	4.34k		#13	wneuniversity	102%	(16)	10.1k
	#4	olincollege	145%	(18)	5.03k		#14	williamscollege	99.2%	(3)	26.9k
	#5	massmaritime	134%	(4)	12.4k		#15	westfieldstate	97.1%	(16)	11.2k
	#6	assumptionuma	124%	(17)	11.4k		#16	bentleyu	93.4%	(11)	24.5k
	#7	fitchburgstate	117%	(21)	6.86k		#17	mghinstitute	92.8%	(1)	3.60k
	#8	lasell_u	113%	(11)	6.31k		#18	regis_ma	92.8%	(18)	4.10k
	#9	wheatoncollege	107%	(9)	12.0k		#19	currycollege	92.5%	(6)	7.13k
	#10	simmonsuniversity	107%	(8)	12.1k		#20	gordoncollege	90.7%	(30)	8.75k



Reels Impressions Rate = (Reel views) ÷ (Follower count). A user who watches a Reel can count multiple times.





# Top Posts (1/2)

Top Content  
Q1 2024



**score** 71 Feb 13  
BACK-TO-BACK BEANPOT CHAMPIONS 🍷🏆...  
@modoonphoto and



**score** 71 Feb 13  
❄️ SNOW DAY GIVEAWAY!  
We're giving away this #WestfieldState prize pack..



**score** 70 Jan 15  
Today, we honor the memory of Grace Rett '22 and reflect on the heartbreaking..



**score** 70 Jan 18  
As we mourn the tragic loss of Flordan "Flo" Bazile, we invite you to come..



**score** 70 Jan 24  
It's a winter wonderland in South Hadley today! We're loving this incredible..



**score** 70 Jan 7  
The first ❄️ of 2024 captured by @\_\_ohmaygod\_\_...  
#LikeAHusky #Northeastern..



# Trending Keywords: Top Posts (1/2)

Trends  
Q1 2024

community  
make  
awesome  
**actively**  
learn  
student



**score** 57 Mar 20  
..For over two years, she's been **actively** engaged in research at the Fanny..



**score** 54 Feb 15  
..Dr. Demetri Katos, has been **actively** engaging with students, faculty,..



**score** 54 Feb 5  
..and connection? "When you listen **actively**, you obviously don't just listen..

feel  
happy  
**leap** art  
extra  
people



**score** 63 Feb 29  
Taking a **leap** back in time at Westfield State! Drop a 🐾 if you're feeling..



**score** 60 Feb 29  
..@CityofWorcester Worcester took the **leap** and became a city. Happy birthday,..



**score** 59 Feb 29  
🎉 Happy **Leap** Day! 🎉  
Today, we get an extra 24 hours and all the..





*Follow me to*  
Westfield State University!

→ [westfield.ma.edu/followme](https://westfield.ma.edu/followme)

# Mark Abate

Chair of the History Department

History Bates Hall Room 211 mabate@westfield.ma.edu 413-572-5345 413-572-2323

## Biography

Mark Abate joined Westfield State University in 2001. Newton's laws of motion and universal gravitation, the laws of conservation of energy and momentum, the laws of thermodynamics, and **Maxwell's equations** for electricity and magnetism were all more or less nearly complete at the end of the 19th century.

They describe a universe consisting of bodies moving with absolute clockwork predictability on a stage of absolute space and time. Newton thought that light was made up of particles, but then it was discovered that it behaves like a wave.



[Personal Website](#)

[Lab Website](#)

*By clicking on the links above, you will leave the Westfield State University website and all content should be considered that of the author and not the school (placeholder).*

## Education

- Ph.D. History, Boston University (2000)
- Massachusetts College of Art

## Courses Taught

### Course Group Name

- HIST101: Western Experience I
- HIST102: Western Experience II
- HIST202: Introduction to Historical Research and Analysis
- HIST289: Modern Middle East

### Course Group Name

- HIST290: Topics in Comparative History (Courses vary by semester, including Archaeology, History of Warfare, Comedy & Social Change, Film & History, The Vampire Myth, Haunted History: Ghosts & Demons, Zombies & Pop Culture, and Magic & Witchcraft)
- HIST315: The Crusades
- HIST640: Readings: Topics in World History (Graduate)
- HIST698: Thesis Research I (Graduate)

## Areas of Research

- Q Medieval Europe
- Q World History

## Publications

- Convivencia and Medieval Spain, (Edited) Palgrave Macmillan, 2019
- History in Dispute: The Crusades, 1095-1291. London, UK, Cengage Gale, 2002.

## Community Engagement

This would be a place where we talk about town/gown relationships or ways people are involved in the region. Examples might include Kim Berman's work with PVSTEM or Nick Areta's engagement with area historical societies, Vanessa Diana's Westfield work, etc.

- Community engagement item one
- [Community engagement item two](#)

## Campus Engagement

This would be a good place for listing advising of clubs and organizations or doing extra student support or tutoring.

- Campus engagement item one
- [Campus engagement item two](#)

## Professional Service

This would be for those who engage with professional organizations or do editing for academic journals – things that are not necessarily Westfield but are good connections for our students to see.

- Professional service item one
- [Professional service item two](#)

## Volunteerism

Things that may be more personal in nature such as volunteering with fostering animals or soup kitchens; goal here is to help prospective students see faculty and staff as people outside of professional setting.

- Volunteerism item one
- [Volunteerism item two](#)



# Directory

Search by keyword



Department

FILTER BY DEPARTMENT/UNIT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

## A

**Mark Abate**  
Chair of the History Department  
Bates Hall Room 211  
mabate@westfield.ma.edu 413-572-8345



**Mohammed Abdelaal**  
Campus Facilities Planner and Project Manager  
mabdelaal@westfield.ma.edu

**Alia Abdulh Mattar**  
aalabdulh@westfield.ma.edu

**E Abercrombie**  
eabercrombie@westfield.ma.edu

**Samuel Abora**  
sabora@westfield.ma.edu

**Tyrene Abrahamian**  
Tyrene Abrahamian  
Scarleton Hall Room 264  
tabrahamian@westfield.ma.edu 413-572-8472

**Janara Abramsen**  
jabramsens@westfield.ma.edu

**Ziblim Abukari**  
Academic Affairs  
Scarleton Hall Room 114  
zabukari@westfield.ma.edu 413-572-8345



Back to top

## B

**Tucker Bachand**  
Athletics  
Woodward Center, Room 118  
tbachand@westfield.ma.edu 413-572-8292

**Heather Bachmann Baez**  
hbachand@westfield.ma.edu

**Simone Backstedt**  
Financial Aid  
Horace Mann Center, Room 102  
sbackstedt@westfield.ma.edu 413-572-8636



**Cynthia Baecher**  
Nursing  
cbaecher@westfield.ma.edu

**Nicole Baginski**  
Student Accounts  
Horace Mann Center, Room 112  
nbaginski@westfield.ma.edu 413-572-8944

**Erol Bailey**  
Education  
Scarleton Hall  
ebailey@westfield.ma.edu 413-572-9270



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# FEATHERING THE NEST

INTEGRATED MARKETING AND  
COMMUNICATIONS



## Audiences:

- School Counselors
- Accepted Students
- Donors (Forthcoming)

## Analysis:

- 7500 (3274 SC, 4126 AS)
- Feb distribution
- \$6.44/pc

## Measurement:

- ASD: 145 TY vs 77 LY
- Deposit: 42 TY vs 35 LY
- Qualitative Response

As of 3/5/24



# Selfie Station – Social Content / Engagement

## SELFIE STATION CONCEPT

Can be used for selfies/normal photography from either our photographer or their Champions



without silhouette placeholder



## WESTFIELD STATE SELFIE STATION

### Future Owls!

We've prepared a bunch of stickers and filters for you to use on Instagram and Snapchat. Snap your "Owl-fie" and share in the fun with us!

#WESTYACCEPTED @WESTFIELDSTATE

## INSTRUCTIONAL SIGNAGE

Very quick mockup, something to let our future Owls know about our social media stickers/filters and how to directly share them with us.

## SELFIE STATION INSPIRATION



## PHOTOBOOTH ACCESSORIES CONCEPT

Interactive/fun items for any backdrop (can create new one and/or reuse what we have)

I'm going to  
*Westfield State!*

*#WestyAccepted*

## MORE SAMPLES

#WESTYACCEPTED

*Hoot Hoot!*

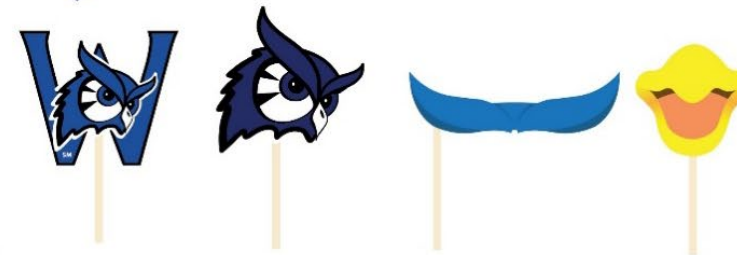


MY STUDENT IS GOING TO  
*Westfield State*

I AM COMMITTED TO  
*Westfield State*

## CUT OUTS

Spirit Marks and Nestor's beak and signature eyebrows they can hold up in front of their face.



Information provided by: John Miarecki

Design by: Andrea O'Brien



# Lawn Signs Accepted Students

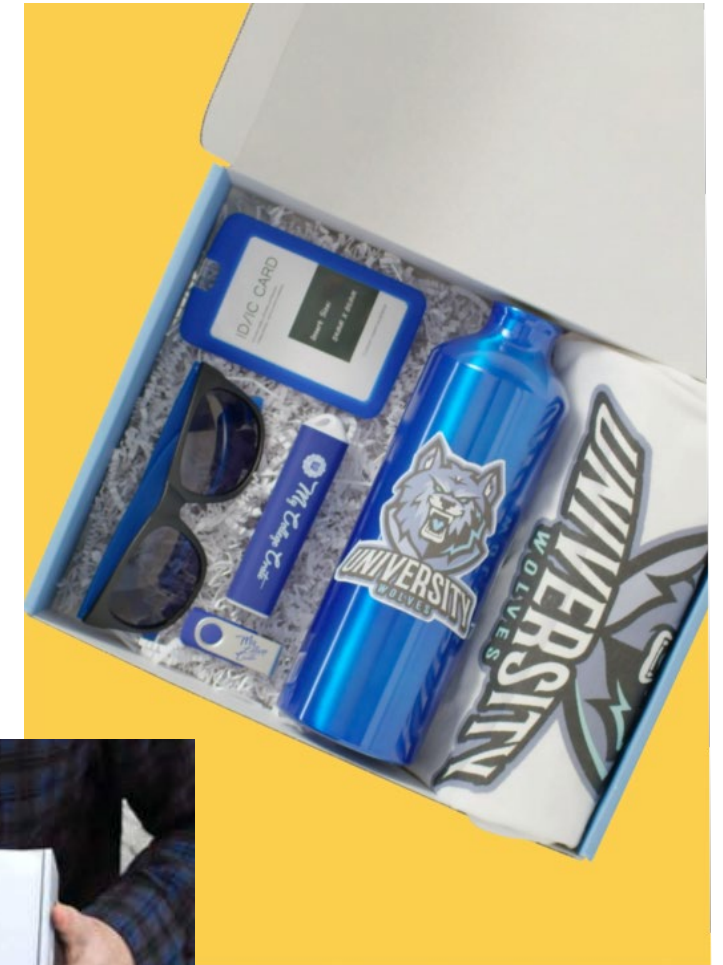
Information provided by: John Miarecki  
Design by: Andrea O'Brien

- Lawn Signs – Accepted / Deposited Students
  - Objective: Engage with all accepted students to continue to nurture the relationship, drive NSO registrations and enrolled students guide traffic to continue nurturing to increase enrollment, yield and reduce melt
  - Opportunities: Free brand advertising + opportunity to identify engaged accepted students who haven't deposited for additional communications
  - Audience: Deposited Students
  - Quantity: 5,000 (Postcard) = \$2,219
  - Anticipated Lawn signs (600) = \$14,400 (\$24)
  - Total Cost: \$16,619
  - Timing: 4/15 (Postcard) / Lawn Signs (Late May)
    - Deadline for submission: 5/10



# Welcome Box

- Deposit Box Opportunity
  - Objective: Engage with deposited students to continue nurturing to increase enrollment, yield and reduce melt.
  - Audience: Deposited Students
  - Quantity: 1,000
  - Cost / Cost per: \$42,821/ \$42.82
  - Measurement: Yield/Melt
  - Timing: 5/15 (Tentative)



Information provided by: John Miarecki

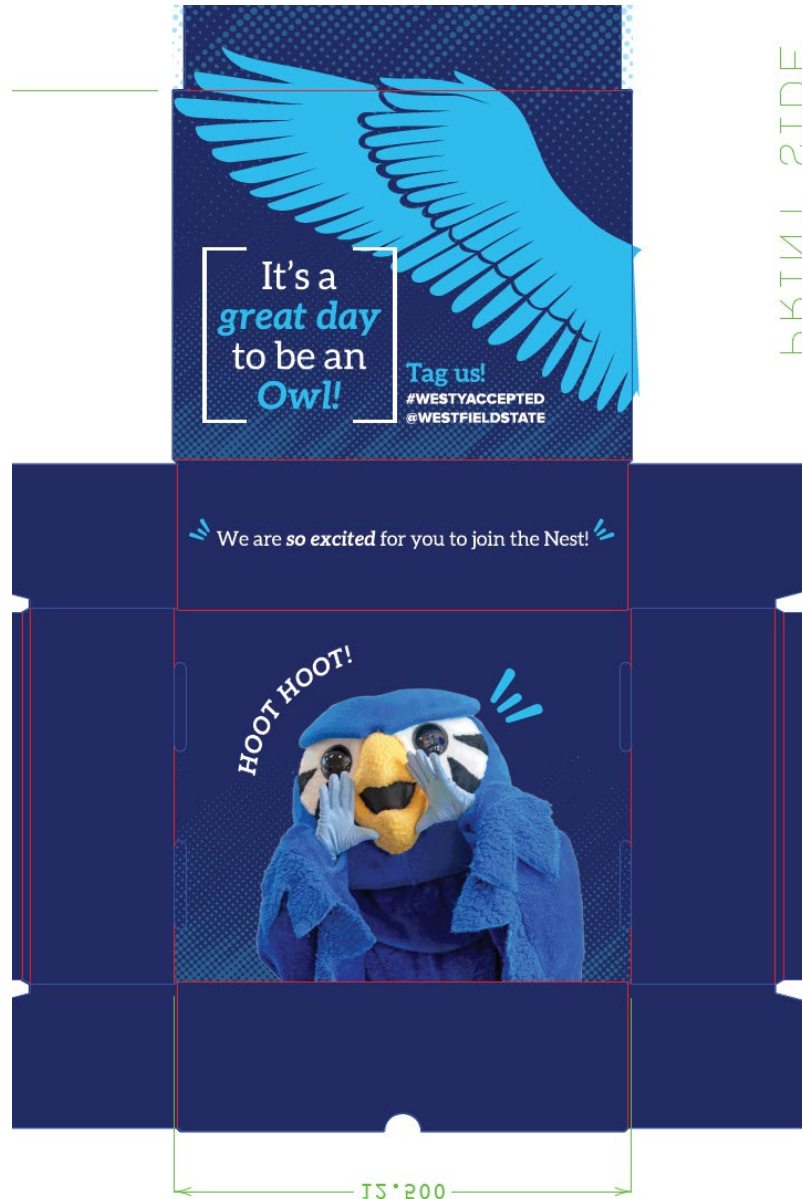


# Welcome Box

Information provided by: John Miarecki  
 Design by: Andrea O'Brien



PRINT SIDE  
 11.5/2



# Welcome Box

Information provided by: John Miarecki  
Design by: Andrea O'Brien

# THE NEST AWAITS YOU!

We can't wait to see the *incredible impact* you'll make during your time with us.

Please enjoy this gift and have a great summer!  
We are looking forward to seeing you this fall!

 **Get your camera ready!**  
Share your unboxing experience with us.  
@westfieldstate



## Sign up for New Student Orientation!

Ready to connect with fellow classmates, find comfort at the Nest, and have all your questions answered? At New Student Orientation (NSO), you'll hear from enthusiastic student leaders and discover exciting ways to dive into your new experience!

 **Don't miss out!**  
*Reserve your spot today!*

*Scan me*



## What's next? Take advantage of our New Student Guide!

We are excited to welcome you to our Nest for the upcoming semester! This comprehensive New Student Guide is your key to becoming an official Westfield State Owl.

 **Let us help guide you!**

*Scan me*



# INTEGRATED MARKETING AND COMMUNICATIONS

“A brand only builds value when it is leveraged at **every** opportunity, with **harmony** and **redundancy** that is evident in decisions, experiences, and communication.”

Teresa Flannery, *How to Market a University*



# Questions?

*Thank you!*

