



Board of Trustees

Advancement, Marketing, and External Relations Committee
9:30 AM

April 25, 2024
Minutes

Loughman Living Room, Scanlon Hall

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

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

MEMBERS EXCUSED: Trustee Madeline Landrau

TRUSTEE GUESTS PRESENT: Paul Boudreau, George Gilmer, Theresa Jasmin, Dr. Robert Martin, William Reichelt

Also present and participating were Westfield State University President Dr. Linda Thompson; Institutional Advancement Vice President Ms. Lisa McMahon; Director of Advancement and Major Gifts Mr. William Hynes; Executive Director of Communication, Marketing and Branding Dr. Leslie Rice, Director of Conference and Event Services Ms. Joanne Bigelow, and Assistant Director of Conference and Event Services Mr. Ryan Begin.

The meeting was called to order at 9:30 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 Montemayor, seconded by Trustee Alvarado, to accept the minutes from the February 8, 2024 meeting. There being no discussion, **Motion passed unanimously.**

Advancement

Ms. Lisa McMahon thanked the board for the strategic investment from Dr. Thompson's innovation fund to create a Conference and Event Services (CES) Office on campus. She introduced the staff of CES, Joanne Bigelow and Ryan Begin. Ms. Bigelow again thanked Dr. Thompson and the Board for their vision and trust by providing the funding necessary to create the CES office to address the strategic initiative of generating non-tuition revenue to offset student fees and support the University community. She added that she has drafted a policies and procedures manual that is currently being reviewed by Cabinet.

Mr. Begin presented the PowerPoint slides. Highlights include the vision and mission of the Conference & Event Services office, the work done with consulting firm Envision Strategies who assisted in hiring one additional staff for CES office, and an explanation of the need and benefit of replacing the current EMS

system with a new event/conference system scheduling software. He also shared that there are six groups contracted to be on campus this summer and he provided the estimates of projected revenue.

Discussion was had regarding campus capacity for groups; slowly expanding summer events; the limited number of weeks available during the summer; where extra charges could be added; food cost; and day programs versus overnight programs. A follow-up will be provided.

Fundraising/Engagement/Alumni

Ms. McMahon shared that there have been a number of engagement events as part of our 185th anniversary celebrations. In February, as part of Black History Month, there was a *Keeper of the Dream* dinner to honor those who continue to carry on Dr. King's legacy. The City of Westfield, the City of West Springfield, as well as Westfield State, each selected two members of their communities who exemplify Dr. King's commitment to justice, equality and social change. In March in celebration of Women's History Month there were two events. We hosted General Clara Adams-Ender for a book presentation and signing of her memoir, *My Rise to the Stars: How a Sharecropper's Daughter Became an Army General* and followed that event with the inaugural Dora Robinson Speaker Series *Supporting our Superwomen* featuring a panel discussion. All three events were successful. On May 16, part of Commencement festivities, we will have a reception to honor our Commencement Speaker, Mary Lou McDonald, President of the Sinn Féin Party in Ireland. In addition to these signature events, Alumni Relations celebrated the Alumni Criminal Justice Hall of Fame inductees, two of whom, young men, were honored posthumously, with a breakfast. This event is one of the most honoring and highlight what Westfield State is all about. Also in April was the annual Interfaith Breakfast which is always a full house and was once again a success.

Ms. McMahon shared that at the Foundation board meeting yesterday, the board spoke about ways members can support the University and Foundation, especially during this year of celebratory signature events. One method is the circle of influence model, to think about people you know who you can invite to an event, ask to be a sponsor, buy a ticket or simply speak to about the University and let them know all the good work being done here. Any money raised is about creating access and removing barriers to student opportunities.

Ms. McMahon announced that the Westfield State University Foundation board voted to pass their letter of support to the University for FY25 in the amount of \$1.4 Million.

Mr. William Hynes shared Institutional Advancement staff traveled to Florida with the President in March to connect with alums. He related the various engagement events including attending a Red Sox spring training baseball game, the Naples St. Patrick's Day Parade and reception following, and the Hogan Classic annual golf outing. Each year more and more Florida alums come out to engage with the University. Connections continued at home through the Alumni Criminal Justice Hall of Fame breakfast and out of state through a visit to DC to meet with the DC alumni chapter and current WSU interns working in DC through The Washington Center.

Moving on to the Give A Hoot campaign, he shared they had 100% participation from the volunteer boards and he thanked the board. They reached 397 donors who participated in raising a total \$102,000.

Mr. Hynes related that in March 2023, Professor Pat Romano, a long-time chemical and physical science professor at the University, passed away. His family, friends, faculty and staff are coming together on May 11 to honor him and launch the Dr. Patrick Romano Scholarship and kickoff a fundraising campaign for this scholarship in his memory and to name a lab the *Professor Patrick Romano Memorial Laboratory*. Thus far

they have raised \$14,000. Mr. Hynes stated that this is an example of how when we partner with faculty staff and family, we open new doors to donors and these connections grow our endowment.

Integrated Marketing and Communication Update

Dr. Leslie Rice discussed the strategic investments around advertising initiatives. Tracking our success, what's working?

- Westy Wednesdays, wearing your WSU gear on Wednesdays. This is working, it shows our pride and is driving engagement.
- "Merch Drop" is a surprise event where people get free WSU gear but it is only announced on social media a few minutes before it happens. Students love it.
- Trends over social media is currently being tracked. We are tracking to find the best methods, which are people engaging with through likes and comments.
- The campaign with PVTA leads us to say should we increase our investment with them or place dollars somewhere else. Anecdotal commentary has been less than expected with this campaign.
- Dr. Rice updated the Board on the detailed faculty/staff profiles, which the community seems to enjoy.
- She also handed out an envelope that they mailed to school counselors, and accepted students to promote enrollment. She partnered with admissions on this, it was costly and they will evaluate if the cost is worth the return.
- They created selfie stations around campus designed to have the students take photos and post on their social media, thereby doing some advertising for us.

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

Meeting adjourned at 10:33 AM.

Attachments:

- a. Draft Minutes of February 8, 2024
- b. Conference & Event Services Overview
- c. 185th Anniversary Sponsorship Packet
- d. Going Global Poster
- e. Alumni Update Slide
- f. CJHOF Program
- g. Integrated Marketing & Communication Update

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 April 25, 2024.

Daniel Currier, Secretary

Date

185

1839 2024

Celebrating
WESTFIELD STATE

As Westfield State University looks beyond our 185th year as an institution of higher education, our students will have opportunities to participate in innovative practices and social and emotional learning that have potential to lead to positive changes in our government, businesses, legal, medical, educational systems, and others.



visit
www.westfield.ma.edu/185
for more information on how
to get involved.



President Linda Thompson is looking to our donors and alums to join her in making a real impact in the lives of students directly influencing student success. Whether by prioritizing fundraising for scholarships, mentorship programs, experiential opportunities like internships, study abroad and research opportunities or by providing more immediate assistance through student emergency funds to students facing financial hardships, help her foster the longterm academic growth of our students.

Westfield State University develops leaders. Help us continue to spread our impact today.



HOMECOMING
Celebrations
★ ★ OCTOBER 17-20, 2024 ★ ★



Blue Diamond
BALL
Save the Date
Friday, October 18, 2024
MGM Springfield



*Infinite
Possibilities.*





Blue Diamond BALL

Save the Date

Friday, October 18, 2024

MGM Springfield

Celebrating
WESTFIELD STATE **185** 1839 ★ 2024



Westfield State Alumni



Sunset Cruise The Lady Bea

1 Alvord St., South Hadley, MA
Saturday, July 13 6:30-8:00pm

Early bird pricing (until 6/14)

\$30 per person
\$25 Lifetime Owls
On 6/15 and after
\$35 for all

Relax on our private charter cruising the Connecticut River!
Enjoy complimentary appetizers and soft drinks.
Cash bar on the Lady Bea.



Westfield State Alumni at the Worcester Red Sox Red Sox vs Lehigh Valley IronPigs

Polar Park 100 Madison St, Worcester, MA 01608
Saturday, August 17 - 4:05 start

Gates open at 2:35
Exclusive area reserved in the *Triple Decker Garden*
2-hour buffet (3:00-5:00)
\$46 per ticket

Tickets must be purchased by August 2nd!

For more information about **parking** click [here](#)



[Westfieldalumni.org/events/sof24](https://www.westfieldalumni.org/events/sof24)

Institutional Advancement

FY24 4th Quarter to date (July 1, 2023-June 12, 2024)



(413) 572-8645



westfield.ma.edu

Executive Summary



\$2,211,334
Total Gifts & Grants
 \$1,464,402 Gifts
 \$ 746,931 Grants

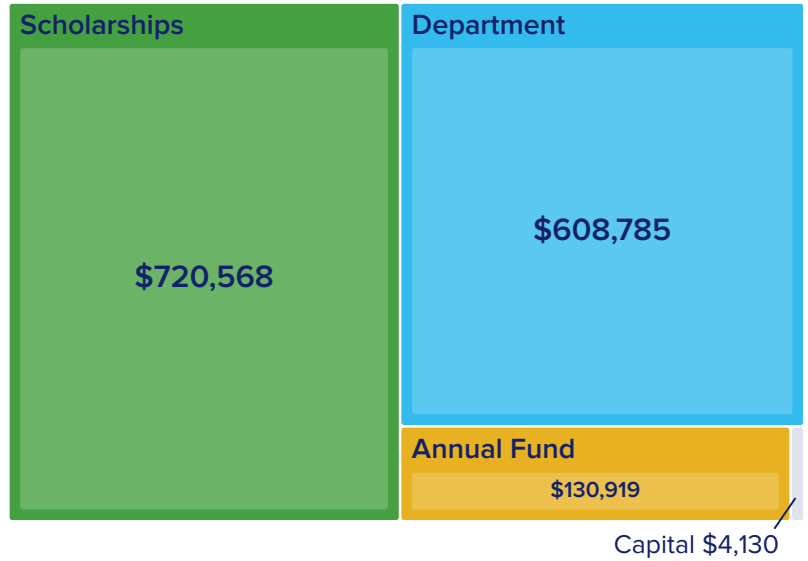


1,286 Donors
 684 Alumni & Students*
 147 Employees*
 493 Friends & Organizations
 * A donor may be both an alumni and employee



\$229.62 Average Gift**
 ** minus three Paul W. Dower Revocable Trust gifts, otherwise average gifts are \$512.97

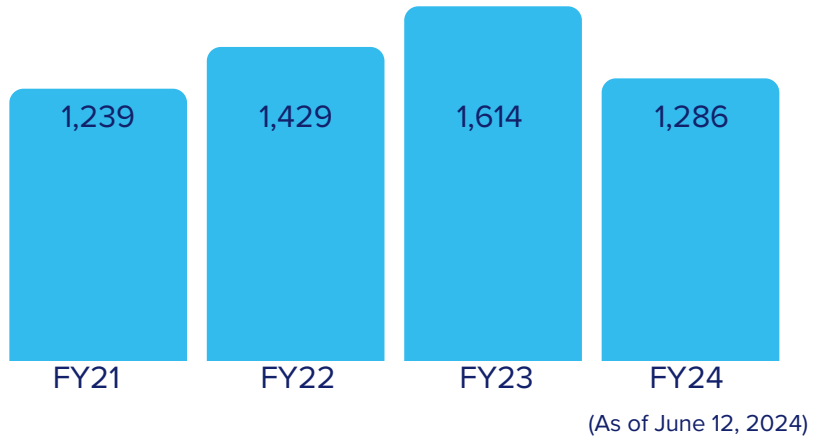
FY24 Gifts by Giving Area, totaling \$1,464,402



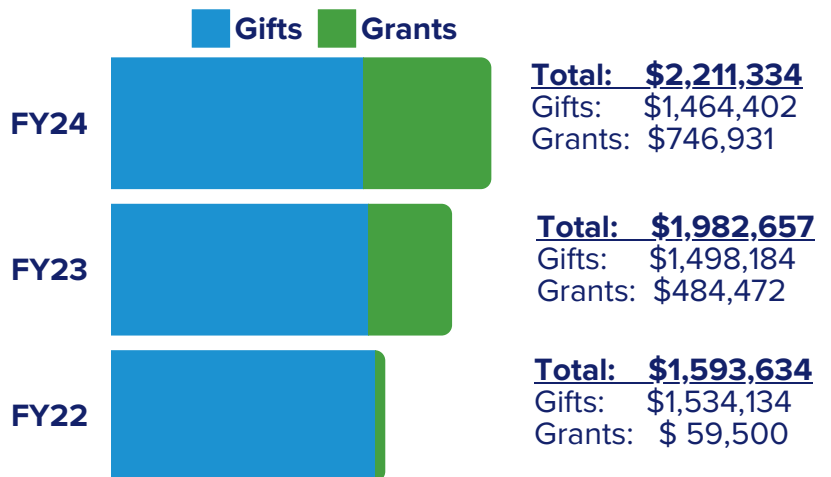
Highlights

- **11.5% increase in Total Gifts & Grants** (\$2,211,334 to date vs. \$1,982,657 last year)

Donors over Time



Gifts & Grants over Time, as of June 12, 2024



GIVE A HOOT
 1839 * 2024
 ★ ANNUAL GIVING DAY ★
 Celebrating Westfield State's 185th Anniversary

MARCH 27-28

AS OF JUNE 12, 2024

- \$103,590 received
- 453 gifts received from 399 donors

Preparing for a Campaign

Westfield State University



Kathy
Howrigan
CONSULTING



Preparatory Work, 2019-2024

- In 2019-2020, WSU worked with a consulting firm to prepare the University for a campaign. This included:
 - an Internal Assessment of Advancement,
 - Benchmarking showing that WSU was an emerging giving program ranking below the cohort for most measures,
 - A Feasibility Study that included 1;1 interviews with 10 donors and an online survey with nearly 400 responses,
 - Analytics indicating that WSU could raise between \$7 and \$11M from individual donors of \$10K *with additional FTE.*,
 - A Case for Support for a \$10 million campaign titled "Experience. The Westfield State Difference" with three main priorities: Student Success (Center for Student Success and Engagement, scholarships), Expanding Undergraduate Research Opportunities (CURCA), Real-World Partnerships through CoLab.
- Since that time there have been shifts in leadership at all levels of WSU. This has led to a pause in in preparing for a campaign. With new leaders, team members and the current strategic process, WSU is ready to "take the pause button" off preparations for a campaign.
- Some of work done in 2019-2020 is still relevant, and some will need be updated.
- WSU is currently working with Kathy Howrigan Consulting to assess the current situation, develop some initial campaign priorities, and build a plan for preparing and launching a campaign; this roadmap will be ready this fall,.



Definition of a Campaign

A campaign is defined as a fundraising program with a specific goal for identified objectives conducted within a specific timeframe.

The University campaign is:

- Special (over and above ongoing fundraising)
- Highly intensive (requiring more time, energy and resources than ongoing fundraising)
- Multi-year (usually, depending on goals)
- Strategic (Funding goals framed by vision)



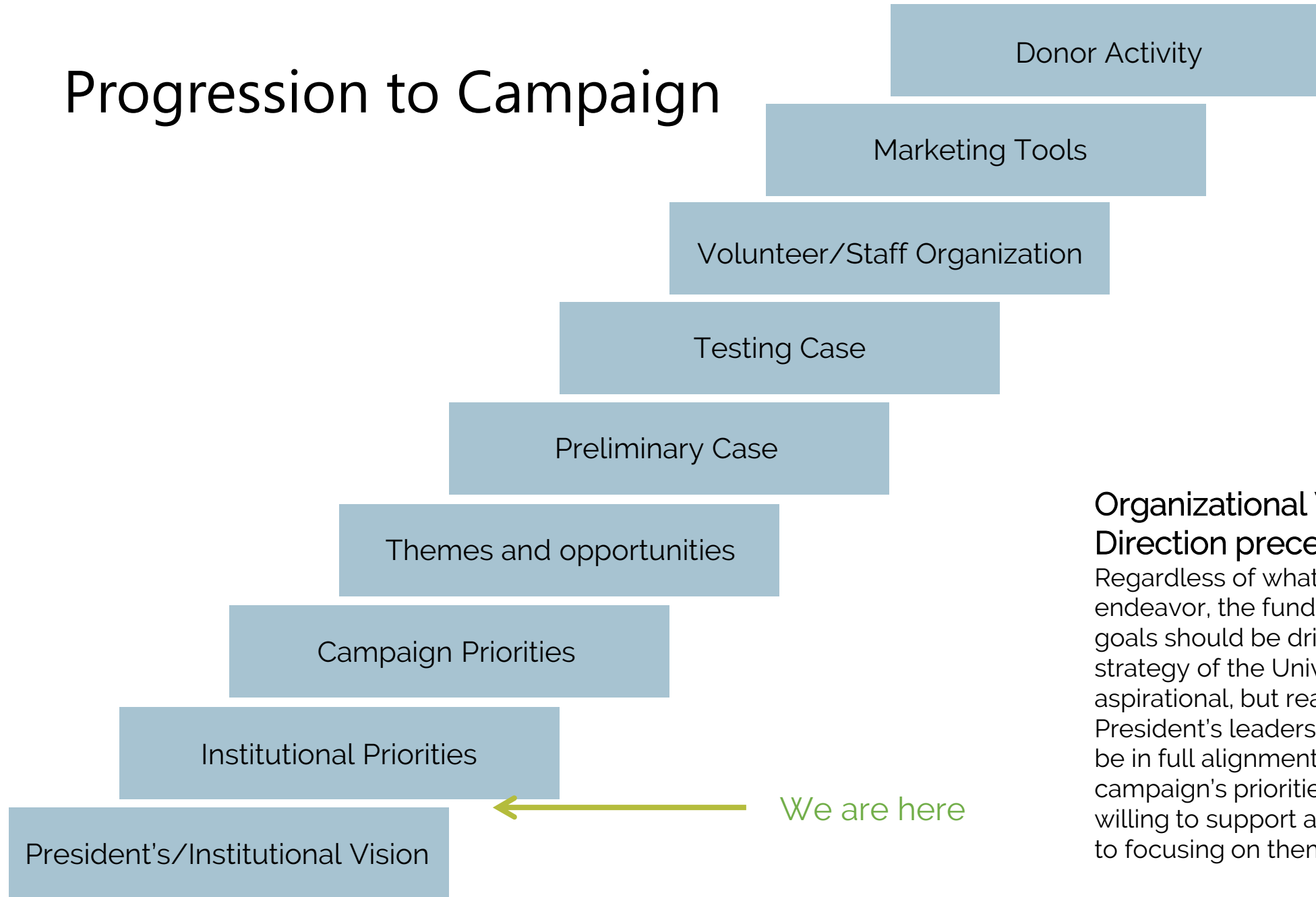
A campaign is:

- A collective aspiration to achieve optimal near-term and long-term impact, while preparing for tomorrow's unseen challenges and successes.
- An opportunity to compose and share the songbook with the whole orchestra, so that every instrument is playing their part in a shared symphony.
- Dynamic and evolving.

A campaign **goal** is defined by what *could* be accomplished if it can be conceived of, designed, funded, and implemented. Campaign goals are supported by a table of gifts that sets aspirations for the level and breadth of gifts over the course of a campaign.



Progression to Campaign



Organizational Vision and Direction precede fundraising

Regardless of what WSU calls this endeavor, the fundraising priorities and goals should be driven by the vision and strategy of the University (and an aspirational, but realistic goal). The President's leadership team will need to be in full alignment regarding the campaign's priorities and will need to be willing to support a disciplined approach to focusing on them.



Phases of a Campaign (Phase 1)

- Phase 1 – Pre-Planning
- Phase 2 – Silent Phase Leadership or Nucleus
- Phase 3 – Public or Community
- Phase 4 – Post-campaign assessment



Institutional Vision & Direction

Now thru
Dec. 2024



Advancement Optimization and Enhancement

Now thru
June. 2025



External Testing
(Case, Interviews, Survey)

Jan 2025 thru
June. 2025



Campaign



Next Steps

- Some of work done in 2019-2020 is still relevant, and some will need be updated.
- WSU is currently working with Kathy Howrigan Consulting to assess the current situation, develop some initial campaign priorities, and build a plan for preparing and launching a campaign; this roadmap will be ready this fall
- Next Steps for Clarifying Aspirations (Priority Setting & Case for Support)
 1. Creation of “master priority list”
 - Assigning dollar amounts to each item (ideally focusing on \$1M+ opportunities)
 - Adding any missing potential priorities
 2. Working with leadership team (potential workshop/s) to prioritize and finalize priorities
 3. “Package” priorities into categories (ex. “Student Support”, “Research”) & develop case for support
 4. Test case for support through updated feasibility testing.
- Campaign Investment



Campaign Investment (\$XXM)

Campaign budgets depend on several factors, such as the size and scope of the institution, the goals and objectives of the campaign, the length of the campaign, the prospect pool, and the existing resources available for fundraising activities.

Campaign expenses fit alongside the annual Advancement Program budget expense (and the resulting goals are connected). So, it will be important to look at the two together and propose a multi-year budget for each in tandem. The campaign budget varies by the phase of campaign and is heavily weighted to the pre-planning and early stages.. That said, 8%-12% is common, so **10% is a good starting place**. For very large campaigns, it may be closer to 5%-6%. These costs include:

- **Staffing** – depending on your situation, new positions may or may not be included in a campaign budget. Generally, I recommend that these are included in the operational budget of Advancement, though they many need to be initially funded from the campaign budget.
- **Fundraising Consultants/Outside Help**
 - communications consultants
 - training of deans/fundraising staff
 - brand development
 - campaign counsel
- **Marketing and Communications** – Video, photography, printing, postage, publications, advertising, prospectus
- **Technology & Analytics** – Wealth screening, gift officer technology, business intelligence, dashboard.
- **Cultivation and Stewardship** – Travel for staff/volunteers, events (including cultivation events, launch, investitures, etc), signage, gifts, promotional items, etc.



Discussion



Innovation awaits.

Discover our dynamic learning hub, fostering collaboration, industry partnerships, and hands-on experiences.

RIDE Center, Parenzo Hall Room 110

Rapid Prototyping

- 3D printers
- Laser cutter
- Woodworking tools
- Glass fusion kilns... and much more!

Electronics & Connected Devices

- Arduino and Raspberry Pi coding software
- Soldering equipment
- Wearable sensors

Mold Making & Fluid Management

- Vacuum formers
- Fluid management tools
- Mold making station

Textiles & Wearables

- Sewing machines
- Embroidery machines
- Cricut smart cutting machines
- Smarthealth devices



Scan to find out more and to see some of our newest projects!



Westfield State University



Research
Innovation
Design
Entrepreneurial

PARENZO HALL | ROOM 110

Lamis Z. Jarvinen, Ph.D.

Executive Director, RIDE

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(413) 572-8681

Grace S. Templeton

Coordinator, RIDE

gtempleton@westfield.ma.edu

(413) 572-8703



Innovation awaits.



The Research, Innovation, Design & Entrepreneurial (RIDE) Center is not just a fabrication lab—it's a place for developing innovative ideas and entrepreneurial practices in Western MA. We're dedicated to getting students involved by partnering with external stakeholders and community leaders to address complex problems. We use fabrication and design tools that encourage creativity and innovation, engaging and preparing our students to be thought leaders for jobs of the future.



(413) 572-8681



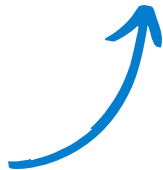
ride@westfield.ma.edu



westfield.ma.edu/academics/RIDE



Parenzo Hall 110,
Westfield State University



Scan to
learn more!



*Westfield State University
Research, Innovation, Design &
Entrepreneurial Center*

Westfield
STATE UNIVERSITY

Annual Report
2023-2024

R I
D E Research
Innovation
Design
Entrepreneurial

westfield.ma.edu/academics/RIDE



Discover our dynamic learning hub, fostering collaboration, industry partnerships, and hands-on experiences.

- ✓ *Addressing complex problems.*
- ✓ *Encouraging creativity and innovation.*
- ✓ *Preparing students to be thought leaders for the workforce of the future.*



Lamis Z. Jarvinen, Ph.D.

Executive Director,
RIDE Center

When I proposed the idea of creating the Research, Innovation, Design, & Entrepreneurial Center (RIDE) to President Thompson, it was with the shared intent of creating a vibrant, creative, and innovative space able to flex and meet academic needs while focusing on diversity and inclusion through on-campus real-world commerce, health, and community projects. The intent is to provide students with opportunities to be creative entrepreneurs designing, managing, and growing campus businesses that engage various stakeholders, generate revenue, and growth of an impressive student portfolio. It's also an opportunity to creatively intersect disciplines through research, design, and development of spaces on campus that facilitate peer-mentorship, a sense of belonging, legacies, and creation of marketable innovations. It's an opportunity for WSU to establish itself as an innovative campus.

It has been impressive to witness how students and faculty have embraced the RIDE Center, embedding projects into courses, watching students develop their own ideas, and creating a sense of belonging and community across disciplines and expertise. This inaugural "End of the Year Report" is really just two months of operation. It has been an exciting beginning with a great deal of promise and momentum for the years to come.

Summer 2023: Formative Stages



Outfitting the RIDE Center: July-September, 2023

In summer of 2023, Dr. Lamis Jarvinen worked to design the flow and overall function of the space, while establishing collaborations to outfit the space with state-of-the-art equipment and modules. The opening of the RIDE Center positioned Westfield State as a programmatic leader, augmenting the University's educational efforts to equip students with the collaborative, creative, and entrepreneurial skills needed to succeed in the future workforce. Working with Laura Blockel, Director of Corporate and Foundation Grants at WSU, several grants were submitted to support equipment purchase and consumables. The RIDE Center team was awarded \$30,000 by the Beveridge Family Foundation to purchase state-of-the-art equipment from MakerHealth, a Massachusetts Institute of Technology-based company. Funding supports faculty, staff and students across multiple disciplines to utilize equipment and curriculums to learn the skills needed to lead in a challenging and rapidly evolving innovation-based economy. Additionally, the RIDE Center also received \$1,000 from the Peckham Foundation, a nonprofit organization committed to providing job training opportunities.



RIDE Center Awarded Grants:

Beveridge Family Foundation
of Western Massachusetts:
\$30,000

Westfield State University
President's Innovation Fund:
FY '23 and FY '24

Dr. Jarvinen was awarded \$12,000 through the President's Innovation Fund to support student exploration of glass as a medium, and President Linda Thompson also generously committed initial innovation funds to support the opening of the RIDE Center. Equipment purchases included a laser cutter, rapid prototyping, smart health, textiles and wearable sensors, mold making/fluid management, 3D printers, vacuum formers, soldering tools, sewing/embroidery machines, wood working tools, sensors, software for virtual reality and AI, robotics, and much more. Installation began on September 28th, 2023, and the RIDE Center was unveiled to the public on Homecoming Weekend, October 13th.

'23-'24 Academic Year: Grand Opening & First Events



Leveraging the Community:

Speaker panels & discussions to encourage community businesses and stakeholders to become involved



Interdisciplinary Collaboration:

RIDE Center-sponsored events held within Parenzo Hall to accelerate interdepartment partnerships



Welcoming Students:

RIDE Center workshops and regular “Drop In” hours throughout Spring 2024 semester to foster student, faculty and staff innovation and creativity



Executive Director Dr. Lamis Jarvinen teaching local 5th graders how to make LED greeting cards using basic electrical circuits



Cultivating an Entrepreneurial Mindset

- 1st Annual Entrepreneurial Speaker Series Panel & Discussion - “Food & Drink”: Featuring local businesses Circuit Coffee, Hot Oven Cookies and Bueno Y Sano
- 1st Annual “Developing an Entrepreneurial Mindset” workshop for Westfield State University faculty, staff, and students: lead by RIDE Center Executive Director Dr. Lamis Jarvinen



Reaching a Broader Campus Audience

- RIDE Center “Maker Tuesdays” workshops to introduce attendees to basics of prototyping: textile design, Cricut smart cutting machine, laser cutting
- 1st Annual “Nonprofit Innovators Forum”: Co-sponsored with Westfield State University Masters of Public Administration, Policy, and Civic Engagement Program



Local business owners share their insights at the RIDE Center's 1st Annual Entrepreneurial Speaker Series.

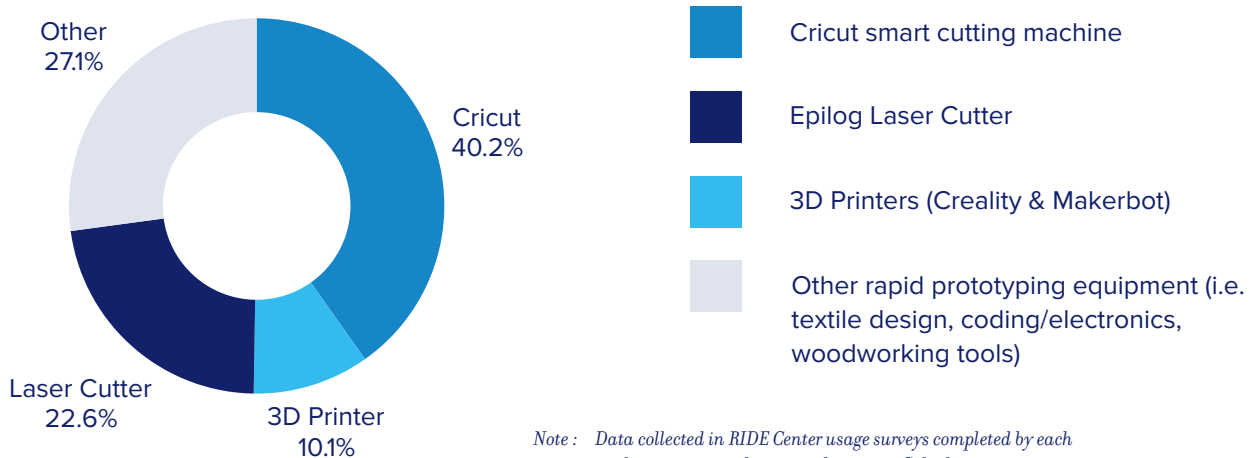
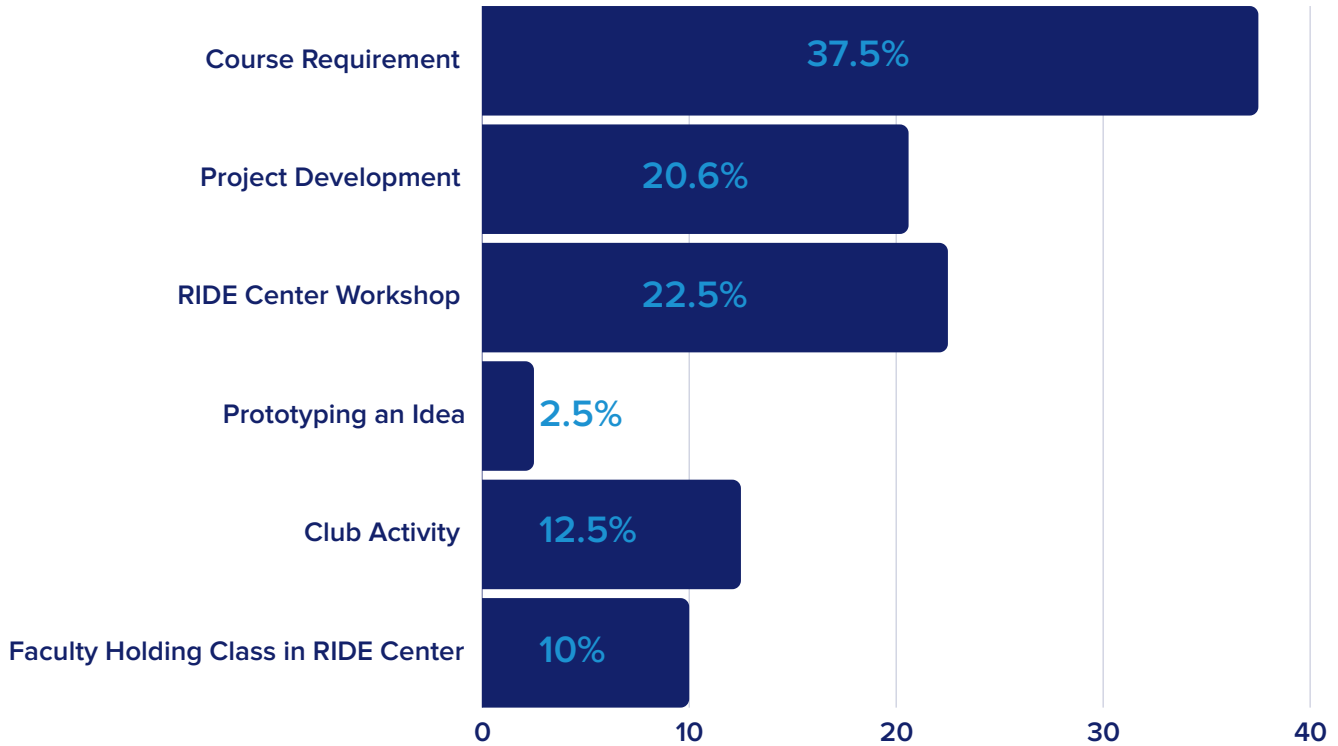


Commissioner of Higher Education Ortega, Deputy Jose Luis Santos, and WSU President Linda Thompson join HCC/STCC students for a tour of the RIDE Center.

Spring 2024: Growth & Development

State-of-the-art equipment for one-of-a-kind ideas.

Throughout the RIDE Center's first operating Spring 2024 semester, faculty, staff and students have been utilizing equipment for a vast array of reasons, and creating fascinating projects of all scopes. Data reflects 160 attendees between from March through April 2024.

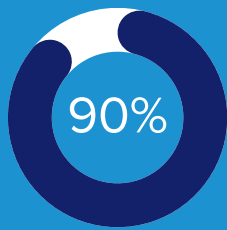


Note : Data collected in RIDE Center usage surveys completed by each student every time they enter the center. Calculations are generalized. n=160

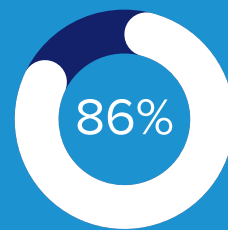


Community Involvement

Through the Junior Discover program, 81 eleventh grade students from five Springfield and Holyoke high schools visited the RIDE Center to experience a day in the life of a WSU student. They were asked to build a nebulizer for an apocalyptic scenario to address poor air quality, using a foot bike pump and various tools they would find in their garage. Following this challenge, they were surveyed about their experience.



Of visiting high school students said their time spent in the RIDE Center changed their assumptions about college, and helped them consider attending Westfield State University one day.



Of visiting high school students were able to construct a working nebulizer by the end of their workshop session: many of whom had never seen one in real life.



I thought this was a very cool and beneficial experience overall and I would definitely consider coming to Westfield State University. Everyone is very welcoming and I love the energy in this space.

I think this was very fun, and has impacted me to probably attend here in the future.

-Junior Discover students



RIDE Faculty Fellows

Fostering applied experience in and out of the classroom.

Innovation in the RIDE Center thrives on the dedication of faculty members committed to translating classroom concepts into tangible experiences. At the forefront of this transformative endeavor are the 'Faculty Fellows.' RIDE Center Faculty Fellows come from diverse disciplines, each bringing their unique perspective to the table. Moreover, they are provided with opportunities for professional development throughout the semester, enabling them to exchange ideas, forge new partnerships, and embrace novel approaches to teaching and learning. Our inaugural Faculty Fellows included 10 educators who were committed to utilizing the RIDE Center to create teaching tools or to bring their students to demonstrate complex theories by democratizing the usage of design and fabrication tools.



Before the January workshops I had never considered an electronics/computer programming lab activity for my intro physics courses. And now at the end of the semester, I am ready to trial a lab introducing students to these valuable skills.

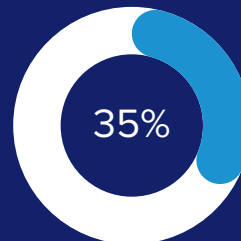
-Subramaniam Vaitheeswaran, Ph.D.
Associate Professor of Physical and Chemical Sciences

I really like that we have a creative aspect that is being brought back into education. Because having a creativity outlet really helps people to understand what they're working on.

-Student of RIDE Faculty Fellow



Aiding in Retention



Over 1/3 of the students who have visited the RIDE Center since its opening have at least 2 years left at Westfield State, showcasing the importance of retaining students and showing them their available resources at all academic levels.



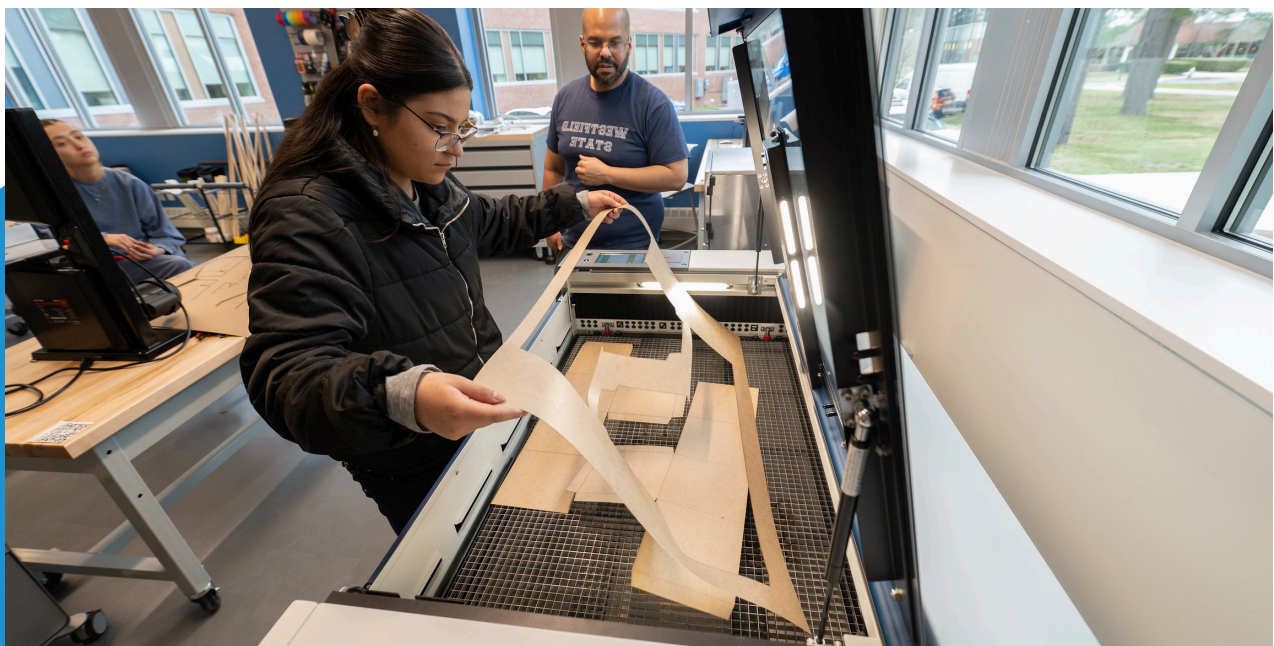
“Maker Tuesdays” training workshops



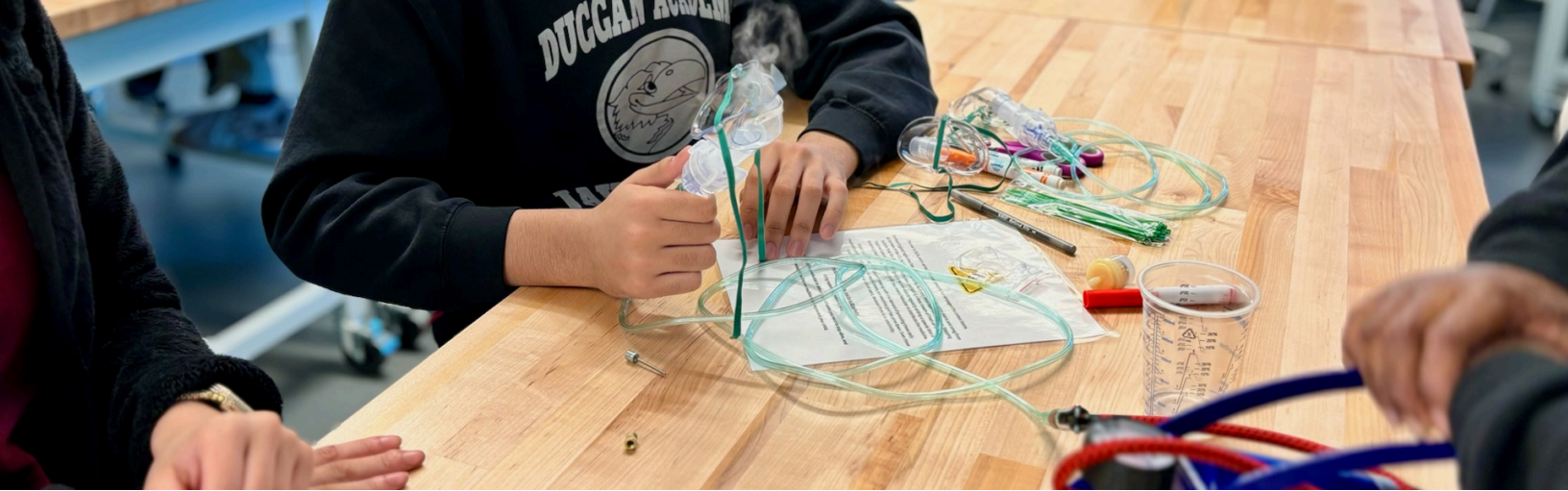
Supporting entrepreneurial practices



1-on-1 project prototyping with students



Above: Professor George Ramirez (Art) working with a student to laser cut original packaging designs for the typography course he teaches.

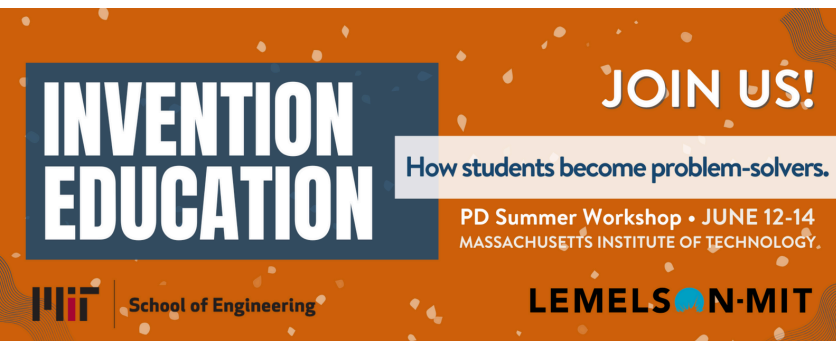


Partners & Collaborators

RIDE Center Executive Director Dr. Lamis Jarvinen has worked tirelessly to establish relationships with several outside organizations to help better prepare our students to bring their innovative ideas to life.



“ Our mission is to inspire young people to pursue creative lives and careers through invention, and to support their development as inventors and creative problem solvers through invention education opportunities. ”



Lemelson-MIT: Invention Education Pathways

Dr. Jarvinen has been invited to attend the Invention Education training at MIT from June 12-14, 2024. This will help provide her with tools and partnerships to support our WSU students towards becoming inventors, while working with local Western Massachusetts high schools to start their own invent teams.

Providing Entrepreneurial Opportunities Through Partnerships



Massachusetts Founders Network (Lever Foundation):

Bridging the gap, giving startup founders equitable access to resources that will help their companies grow.



EforALL:

Partnering with communities nationwide to help under-represented individuals successfully start and grow a business through intensive business training, mentorship and an extended professional support network.



RIDE Center outside partnerships allow for extensive mentoring opportunities, entrepreneurial speaker series panels & discussions, and student, faculty, and staff challenges held onsite.



RESEARCH, INNOVATION, DESIGN & ENTREPRENEURIAL (RIDE) CENTER

STUDENT SCHOLARS



Eri'yan Baker, 2027 (she/her/hers)

Eri'yan Baker first came to the RIDE Center in the Spring 2024 semester when she had to make stickers for a marketing course using the Cricut machine. Interested in management and marketing, she was impressed with the technology available to first-year students like herself and immediately began brainstorming how she could get more involved.

Eri'yan has an extensive family background of nonprofit work and volunteering, and has already established her own independent practices for giving back to the Western Massachusetts community by hosting backpack drives. She was able to stuff 80 backpacks during the Spring 2024 semester to drop off to Springfield Rescue Mission and the Samaritan Inn in Westfield, relying solely on donations to help fund this project. She sees the RIDE Center not only as a future internship site, but as a resource to sponsor her backpack project in various ways and allow her to reach a broader audience of those in need in the Western Massachusetts area.

By sponsoring this project, RIDE will allow Eri'yan to utilize the sewing machines to create her own socks, hats and mittens out of donated fabric, and will also introduce her to a wider network of individuals who will be able to help support and advocate for her various humanitarian projects either through donations or spreading her mission throughout campus. Eri'yan hopes to pursue a career in marketing, and understands thoroughly how imperative the RIDE Center will be for her to learn the fundamentals of having an idea, bringing it to life through prototyping, and then introducing it in marketable form to a broader audience.



Kobe Parker, 2025 (he/him/his)

As a student athlete, Kobe's involvement thus far at Westfield State has oftentimes been limited to focusing on his academics and excelling on the basketball court. But all along, he has still maintained a passion for personalizing clothing and bringing his fashion concepts to life, outfitting his dorm room with airbrushing equipment, a Cricut cutting machine, heat presses, and anything else needed to give his friends' clothing the one-of-a-kind touch they desired.

Since visiting RIDE in the Spring 2024 semester, Kobe has already been networking with other WSU professors who specialize in operating their own art studios, and also in screen printing: a process he was previously unfamiliar with but looking to learn more about. He has also been introduced to many new functions of some of the equipment he thought he already had a thorough understanding about, learning every day from our staff just how many things one machine can do. This has helped his ideas of fashion design to flourish, recognizing not only how different he can now design, but how to complete his apparel requests in a more time-efficient or more durable nature. Interested in interning with the RIDE Center before his time at WSU ends and also being a formative member of the "RIDE Center Club" scheduled to open during the 2024-2025 academic year, Kobe hopes the RIDE staff will continue to refine his understanding of entrepreneurship and prepare him for owning his own successful apparel business one day.



Fabian Morales, 2027

(he/him/his)



As a freshman, Fabian has already cemented his place on the WSU campus in terms of student involvement. Becoming heavily involved with SAIL and SGA from the very beginning, Fabian has been able to learn firsthand just what it means to have a say in your student experience when you attend college. And although he is a commuter, he has fully immersed himself in the opportunities presented to him to get involved and make a difference, oftentimes never saying no to a chance to have his voice heard.

Fabian arrived in the RIDE Center after deciding on a mission to bring “Hackathons” to Westfield State, looking for support and guidance to plan an event of this nature. With RIDE’s knowledge of prototyping and our connections to various institutions focusing on hacking and entrepreneurship, Fabian knew that RIDE was the place at WSU which could help bring his ideas to life. He had done extensive research on other Hackathons both in Massachusetts and around the world and decided that an elongated format spread throughout an academic semester would be best, providing a unique opportunity to give students access to the prototyping equipment needed to come up with solutions to their everyday problems. In the Spring of 2024, he co-authored a President Innovation Fund proposal with the Coordinator of RIDE, Grace Templeton, in hopes of finding funds to support a year-long hackathon. Although Fabian’s schedule will not allow him to serve as an intern or a federal work study student with RIDE, he relies heavily on our support as both a resource and sponsorship for his Hackathon plans and hopes these innovative visions will bring more clubs and student organizations to RIDE as well.



Joseph Scott, 2025

(he/him/his)



After hearing about the RIDE Center from other students who had visited for workshops, Joey arrived ready to learn more about fashion and textile design and how he could eventually start his own business upon graduation. He has already been searching for his own art studio to set up his clothing personalization business, but networking with other WSU professors through RIDE has been incomparable in terms of providing feedback and insight that he otherwise would not have access to.

RIDE has given Joey the ability to learn more about screen printing, and he has hopes to learn the process and teach other students through RIDE workshops or club events. Much like other students, Joey had no understanding of the many functions that a lot of equipment can actually have, and how his social media presence could be helpful to promote the RIDE Center and garner club support. He has enjoyed spending his time coming to the center to learn more about the various machines he can use, brainstorm for prototypes, and even just to do research – knowing that there are always staff members close by who can answer his questions with full transparency.





westfield.ma.edu/academics/RIDE



Research
Innovation
Design
Entrepreneurial



Integrated Marketing and Communications

Dr. Leslie Rice

Executive Director of Communication, Marketing, and Branding

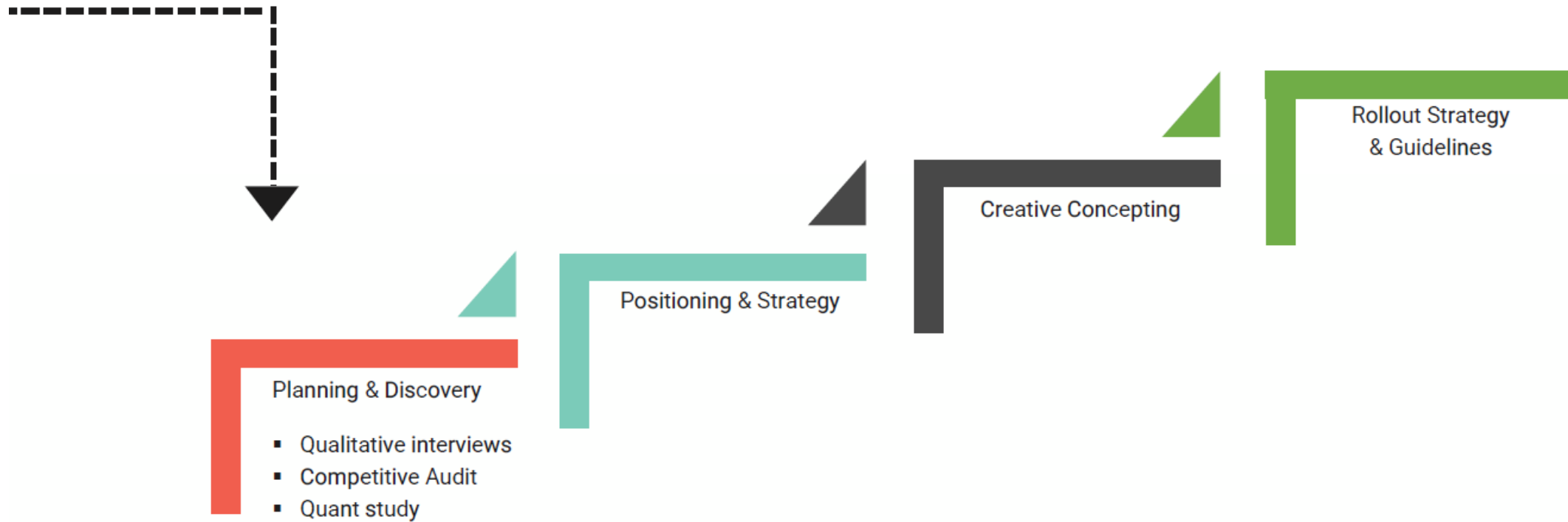


WHOOOOO ARE WE?

WESTFIELD STATE UNIVERSITY
REBRANDING



The BVK Approach



**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.

INTEGRATED MARKETING AND COMMUNICATIONS: PVTA OOH



Follow me to
Westfield State University!

→ westfield.ma.edu/followme



Explore

AT Westfield State University



→ westfield.ma.edu/explore
EXPLORE. EXPERIENCE. EXCEL.

INTEGRATED MARKETING AND COMMUNICATIONS : Billboards



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AT Westfield State University



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Experience

AT Westfield State University



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INTEGRATED MARKETING AND COMMUNICATIONS: Digital Advertising



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FEATHERING THE NEST

INTEGRATED MARKETING AND
COMMUNICATIONS



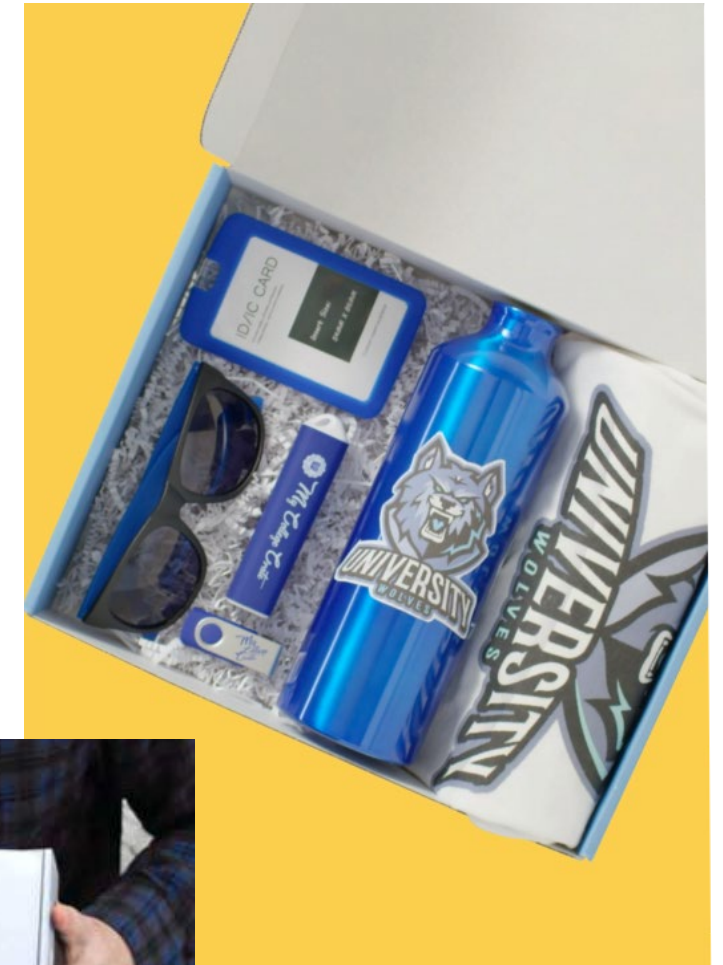
Lawn Signs Accepted Students

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



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)



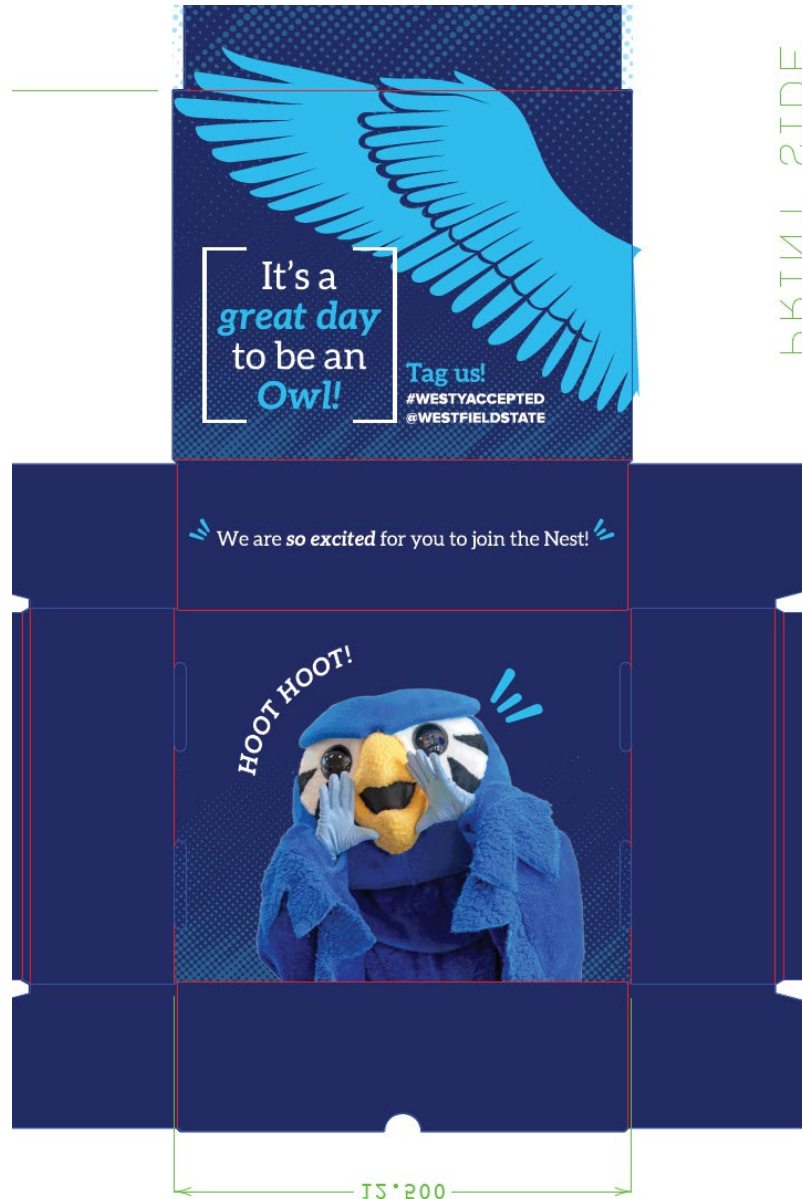
Information provided by: John Miarecki

Welcome Box

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



PRINT SIDE



PRINT SIDE

13" x 200

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

Questions?

Thank you!

