



Board of Trustees

Enrollment Management and Student Affairs Committee

June 6, 2023

Minutes

Via Zoom in accordance with Massachusetts Executive Order Suspending Certain Provisions of the Open Meeting Law, G.L. c. 30A, § 20 dated March 12, 2020.

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

MEMBERS PARTICIPATING REMOTELY: Committee Chair William Reichelt, Secretary Paul Boudreau, Trustees Chloe Sanfacon, and Board Chair Dr. Robert Martin, ex-officio member

MEMBERS EXCUSED: Vice Chair Melissa Alvarado and Trustee Gilmer

TRUSTEE GUESTS PARTICIPATING REMOTELY: Trustee Ali Salehi [joined at 3:37 PM]

Also participating remotely were Westfield State University President Dr. Linda Thompson, Enrollment Management Vice President Daniel Forster, Dean of Students Maggie Balch, Director of Admissions Mike Mazeika, and Associate Registrar/Director of Graduate Program Admission Jessica Tansey, and Director of Financial Aid Simone Backstedt.

The meeting was called to order at 3:30 PM by Committee Chair William Reichelt. A roll call was taken of the committee members participating as listed above and it was announced that the meeting was being livestreamed and recorded.

MOTION made by Trustee Martin, seconded by Trustee Sanfacon, to approve the minutes of the April 25, 2023, meeting. **There being no discussion, ROLL CALL VOTE** passed motion unanimously with Trustees voting in the affirmative: Boudreau, Sanfacon, Reichelt and Board Chair Martin.

Enrollment Update. Mr. Forster stated the goal this year was to improve yield and we had the second highest application total ever, being the third highest in sister schools and second highest in accepts. Based on the yield, it has been a disappointing trend downward in the last few years with the number of students deposited versus the number accepted. We are doing well in collecting applications and maintaining visits, but students are not committing. Typical reasons they do not choose Westfield is that we were never their first choice and the location – most want to be closer to home.

Mr. Mazeika shared the funnels showing an increase in inquiries, but decreases in applications, accepts, and deposits. It is not expected to have a large incoming class this year. Eighty percent of students will be living on campus, which is in line with past years. A new CRM is being implemented. In-state, first-year students have dropped from 2022. There is a good number of international students and deposited student demographics were shared. Business has become the top major for the University.

Ms. Tansey shared the part-time undergraduate/second bachelors fall 2023 funnel, showing inquiries and applications up 22% from last year. For the graduate and post-baccalaureate fall 2023 funnel, inquiries were up 8% from last year.

Student Affairs – A Year in Review. Ms. Balch provided an update on events held through Student Affairs throughout the year, including health services, counseling center, and through the JED Foundation. They are working on a comprehensive approach to their strategic plan for an equitable implementation of policies and programs to support students’ emotional well-being and to help prevent suicide and substance abuse. Residential Life recorded 6,600 students in attendance at 243 programs, plus 540 student athletes. The Presence app will provide data to help focus on students who are not attending any activities.

Revisions to Policies. Ms. Balch brought forward revisions to the following policies. Legal counsel reviewed and provided redlined edits to all the policies as requested in the April meeting.

MOTION made by Trustee Martin, seconded by Trustee Sanfacon, to approve the changes to the Residence Hall Policy (0590) as presented and to approve the change of the policy’s name to Housing Policy (0590).

Discussion: The title changed because when students live on campus, it is more of a housing policy. **There being no further discussion, ROLL CALL VOTE** passed motion unanimously with Trustees voting in the affirmative: Boudreau, Sanfacon, Reichelt and Board Chair Martin.

MOTION made by Trustee Sanfacon, seconded by Trustee Martin, to approve the changes and accept the newly revised Free Speech, Demonstration and Picketing Policy (3020), as presented.

Discussion: This policy applies to students, faculty, and staff. Policies are uploaded to the University’s policy webpage and an email is sent to the campus community notifying of policy changes. On the rights and responsibilities page, it explains what free speech really means and is an example of how it can be used in a constructive way. Since this policy may involve faculty as well as students, Academic Affairs will be asked to inform faculty of the policy and discuss academic freedom with them. **There being no further discussion, ROLL CALL VOTE** passed motion unanimously with Trustees voting in the affirmative: Boudreau, Sanfacon, Reichelt and Board Chair Martin.

MOTION made by Trustee Martin, seconded by Trustee Sanfacon, to approve the changes and accept the newly revised Alcohol and Other Drug Policy (4010), as presented.

Discussion: This policy applies to students, not faculty or staff. The amnesty clause at the end of the policy creates an opportunity for students to report a concern if they see someone in a health crisis due to substance abuse. **There being no discussion, ROLL CALL VOTE** passed motion unanimously with Trustees voting in the affirmative: Boudreau, Sanfacon, Reichelt and Board Chair Martin.

MOTION made by Trustee Sanfacon, seconded by Trustee Martin, to approve the changes to the Involuntary Medical Withdrawal of Student for Physical or Mental Health Reasons Policy (4060), as presented and to approve the change of the policy’s name to Administrative Medical Leave of Absence (4060). **There being no discussion, ROLL CALL VOTE** passed motion unanimously with Trustees voting in the affirmative: Boudreau, Sanfacon, Reichelt and Board Chair Martin.

Enrollment Management and Student Affairs Committee Charter. Committee Chair Reichelt shared the revisions to the committee charter.

MOTION made by Trustee Boudreau, seconded by Trustee Sanfacon, to approve and adopt the Westfield State University Board of Trustees Enrollment Management and Student Affairs Committee Charter, as presented. **There being no discussion, ROLL CALL VOTE** passed motion unanimously with Trustees voting in the affirmative: Boudreau, Sanfacon, Reichelt and Board Chair Martin.

There being no further business,

MOTION made by Trustee Sanfacon, seconded by Trustee Martin, to adjourn. **There being no discussion, ROLL CALL VOTE** passed motion unanimously with Trustees voting in the affirmative: Boudreau, Sanfacon, Reichelt and Board Chair Martin.

Meeting adjourned at 4:43 PM.

Attachments presented at this meeting:

- a. Draft Minutes of 4/25/23
- b. Enrollment Update-PowerPoint
- c. Student Affairs – Year in Review PowerPoint
- d. Motion – 0590 Residence Hall-Housing Policy
- e. 0590 Residence Hall-Housing Policy Redline with Legal Edits
- f. 0590 Residence Hall-Housing Policy Clean
- g. Motion – 3020 Free Speech/Demonstration/Picketing Policy
- h. 3020 Free Speech/Demonstration/Picketing Policy Redline with Legal Edits
- i. 3020 Free Speech/Demonstration/Picketing Policy Clean
- j. Motion – 4010 Alcohol & Other Drug Policy
- k. 4010 Alcohol & Other Drug Policy with Legal Edits
- l. 4010 Alcohol & Other Drug Policy Clean
- m. Motion – 4060 Involuntary Medical Withdrawal of Students for Physical or Mental Health Reasons-Administrative Medical Leave of Absence
- n. 4060 Involuntary Medical Withdrawal of Students for Physical or Mental Health Reasons Redlined
- o. 4060 Proposed New Administrative Medical Leave of Absence Policy Redline with Legal Edits
- p. 4060 Proposed New Administrative Medical Leave of Absence Policy-Clean
- q. Motion – Enrollment Management & Student Affairs Committee Charter Approval
- r. Draft Enrollment Management & Student Affairs Committee Charter

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 Enrollment Management and Student Affairs Committee meeting held on June 6, 2023.

Paul Boudreau, Secretary

Date