



Board of Trustees
Advancement, Marketing and External Relations Committee

February 8, 2024
10:10 AM

President's Boardroom, Horace Mann Center

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

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| 1. Call to Order | Trustee Gloria Williams |
| 2. Approval of Minutes | Trustee Gloria Williams |
| a. December 13, 2023 | |
| 3. Items for Information | |
| a. Integrated Marketing and Communication | Dr. Leslie Rice |
| • Marketing Engagement and Data Reporting: | |
| b. Advancement | Ms. Lisa McMahon |
| • New Name: Westfield State University Foundation, Inc. | |
| • FY24 Q2 Institutional Advancement Dashboard | |
| • Corporate and Foundation Grants | |
| • Conferences and Event Services – Summer Conferences | |
| Fundraising/Engagement/Alumni | |
| • Hogan Classic Golf Tournament Florida Travel* | |
| • Give a Hoot Day of Giving* | |

Attachments:

- a. Draft Minutes of December 13, 2023
- b. Advancement – Q2 FY24 IA Quarterly Dashboard
- c. 2024 Hogan Classic
- d. Give A Hoot Advocate