



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



Board of Trustees

Advancement, Marketing, and External Relations Committee
December 13, 2023
Minutes

Conference Room 107, Parenzo 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, and Trustees Melissa Alvarado, and Board Chair Ali Salehi, ex-officio member

MEMBERS EXCUSED: Madeline Landrau

TRUSTEE GUESTS PRESENT: Trustees George Gilmer and Dr. Robert Martin

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

Committee Chair Williams called the meeting to order at 10:15 AM. It was announced that the meeting was being livestreamed and recorded.

MOTION made by Trustee Currier, seconded by Trustee Montemayor to approve the minutes of the October 11, 2023, meeting.

Discussion:

There being no discussion, **Motion passed unanimously.**

Items for Information

a. Advancement

Ms. McMahon shared the Q1 dashboard has been shared with the committee. Ms McMahon shared presently we have \$187,000 in grant applications. Strategic funds have been used to create the new Conferences and Events Services office to generate non-tuition revenue. Advancement's fundraising focus this year will be around the 185th Anniversary Year and fundraising for the new CoLab.

b. Fundraising/Engagement/Alumni

Mr. Hynes presented a PowerPoint highlighting the Fall Appeal, Giving Tuesday and the calendar year-end campaign, 12 Days of Giving. He spoke about events that were held as part of Homecoming week. Looking forward he shared that in March they will travel to Florida for the Hogan Golf Tournament and the St. Patrick's Day parade. Also in March will be the Give A Hoot campaign and noted appreciation for the Boards support and participation in the past.

c. Integrated Marketing and Communication

Dr. Rice shared a PowerPoint presentation on the progress being made on the rebranding effort. She said they received 15 very strong proposals in response to the RFP, they narrowed that number down to four finalists and ultimately selected BVK, a firm known in higher education and they also have a focus in hospitality and tourism. BVK is full service and will find and promote, create our brand stickiness. At this point we are in the planning and discovery phase. Our brand has to be leveraged at every opportunity.

Items for Action

a. Motion - Staff Emerita

Ms. McMahon presented the names and read the nomination for each candidate.

MOTION made by Trustee Alvarado, seconded by Trustee Montemayor to approve the granting of staff emerita status, effective December 13, 2023 to the following individuals:

- Barbara Hand
- Bette Jemilio

Discussion:

There being no discussion, **Motion passed unanimously.**

There being no further business,

MOTION made by Trustee Currier, seconded by Trustee Montemayor to adjourn. **Motion passed unanimously.**

Meeting adjourned at 11:16 AM.

Attachments presented at this meeting:

- a. Draft Minutes of October 11, 2023
- b. Advancement – Q1 FY24 IA Quarterly Dashboard
- c. Fundraising-Engagement-Alumni PowerPoint
- d. 2024 Hogan Classic
- e. Give A Hoot Advocate
- f. Save the Dates
- g. MarComm BoT Pres Dec 23.pptx
- h. Motion – Staff Emeriti
- i. Staff Emeriti Biographies

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 December 13, 2023.

Daniel Currier, Secretary

Date

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**



FY24: 5 ESSENTIAL GOALS

- Rebrand under Integrated Marketing and Communications and fully implement all efficiency measures.
- Be “Brilliant at the Basics” to address lingering concerns with University website and print promotional materials.
- Develop a dashboard for ROI-decision making within the unit and in ways the unit engages with the campus community.



FY24: 5 ESSENTIAL GOALS

- Develop and implement clear and cohesive brand identity.
- Prioritize the development of Alumni and Advancement materials, including relaunch of the University magazine and full suite of fundraising and outreach materials for use by President's Office.



OUR LEGACY

WESTFIELD STATE UNIVERSITY
185th Anniversary Celebration

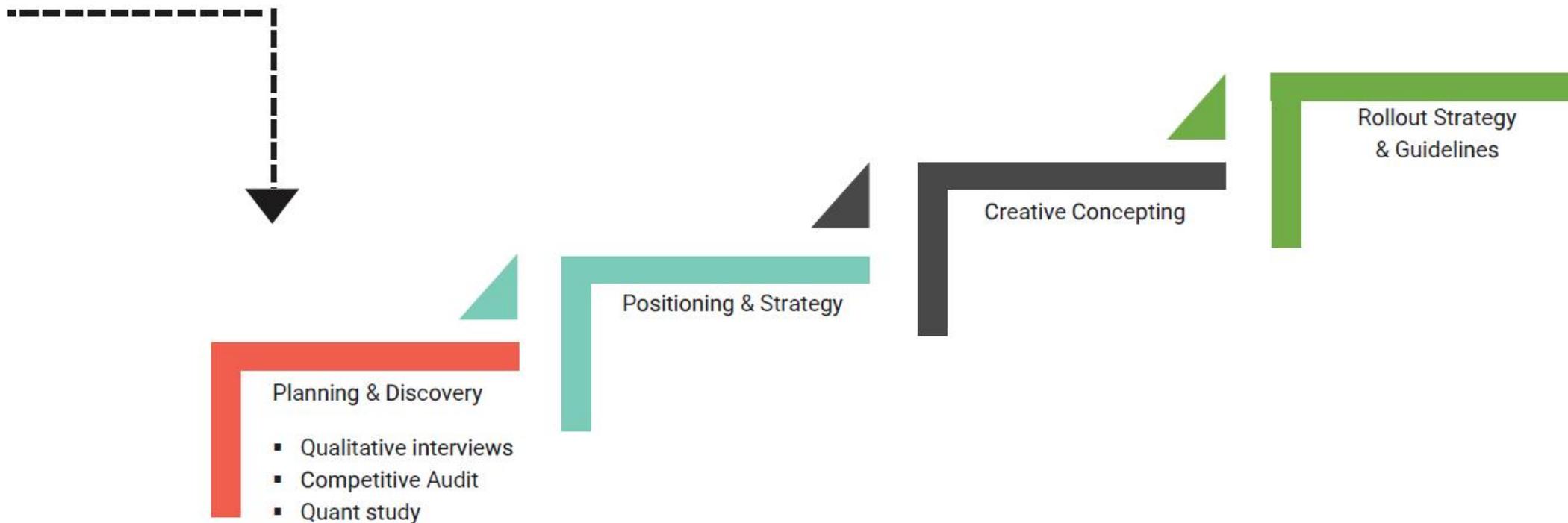


WHOOOOO ARE WE?

WESTFIELD STATE UNIVERSITY
REBRANDING



The BVK Approach



**HOOT A LITTLE
LOUDER!**

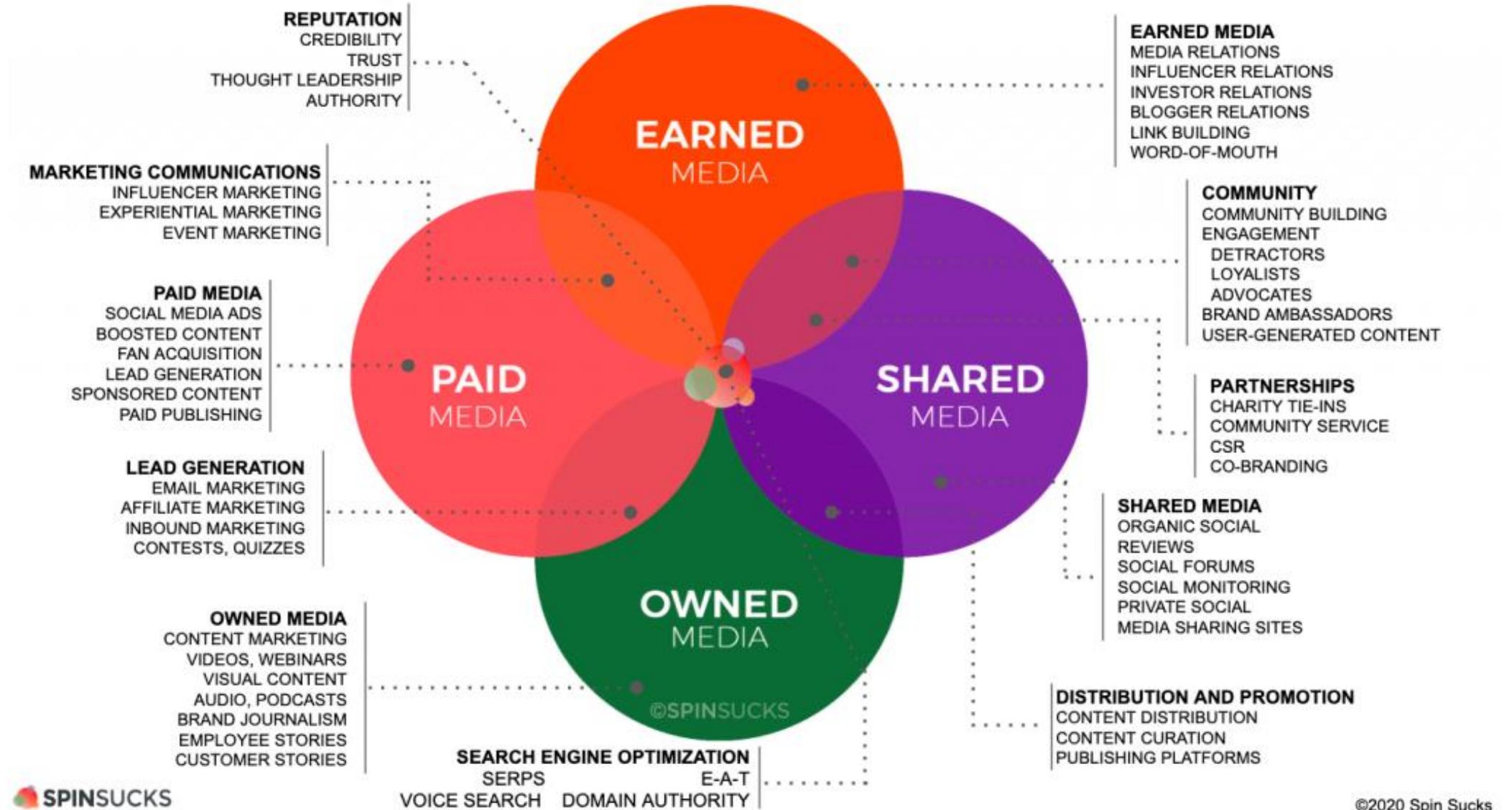
STRATEGIC INVESTMENTS



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.

PESO MODEL





Follow me to
Westfield State University!

→ 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.

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



- [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 (jacobhadd).

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 Aletta'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](#)

Westfield State University

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Westfield, MA 01086Contact Us
Faculty & Staff Directory

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Search by keyword Department

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

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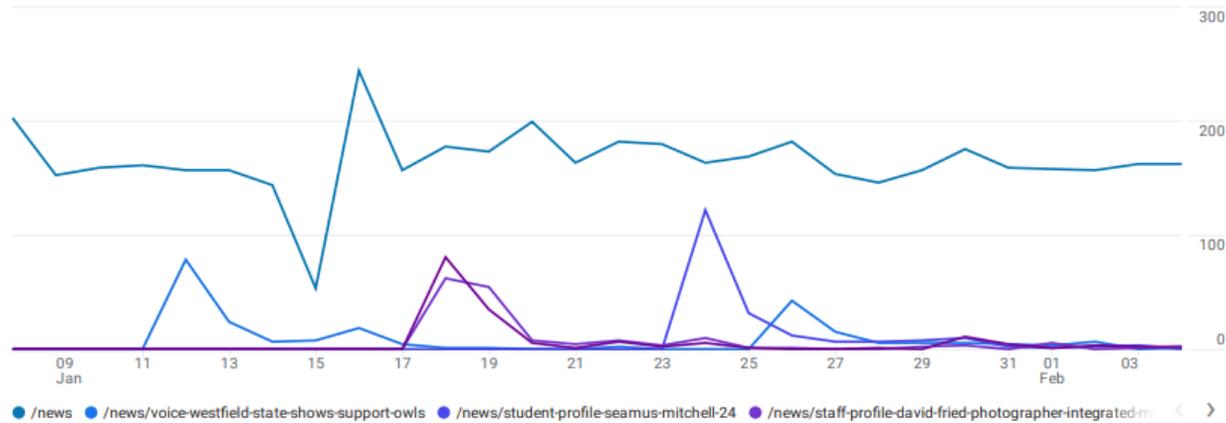
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TRACKING SUCCESS AND ADAPTING

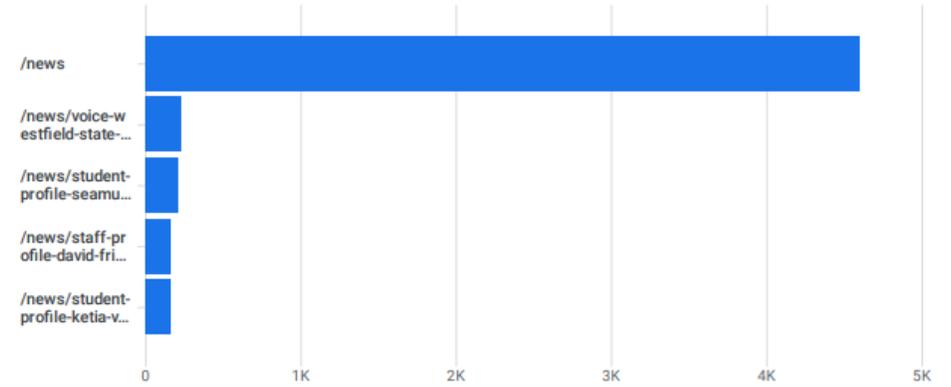
INTEGRATED MARKETING AND
COMMUNICATIONS



Views by Page path and screen class over time



Views by Page path and screen class



Q /news

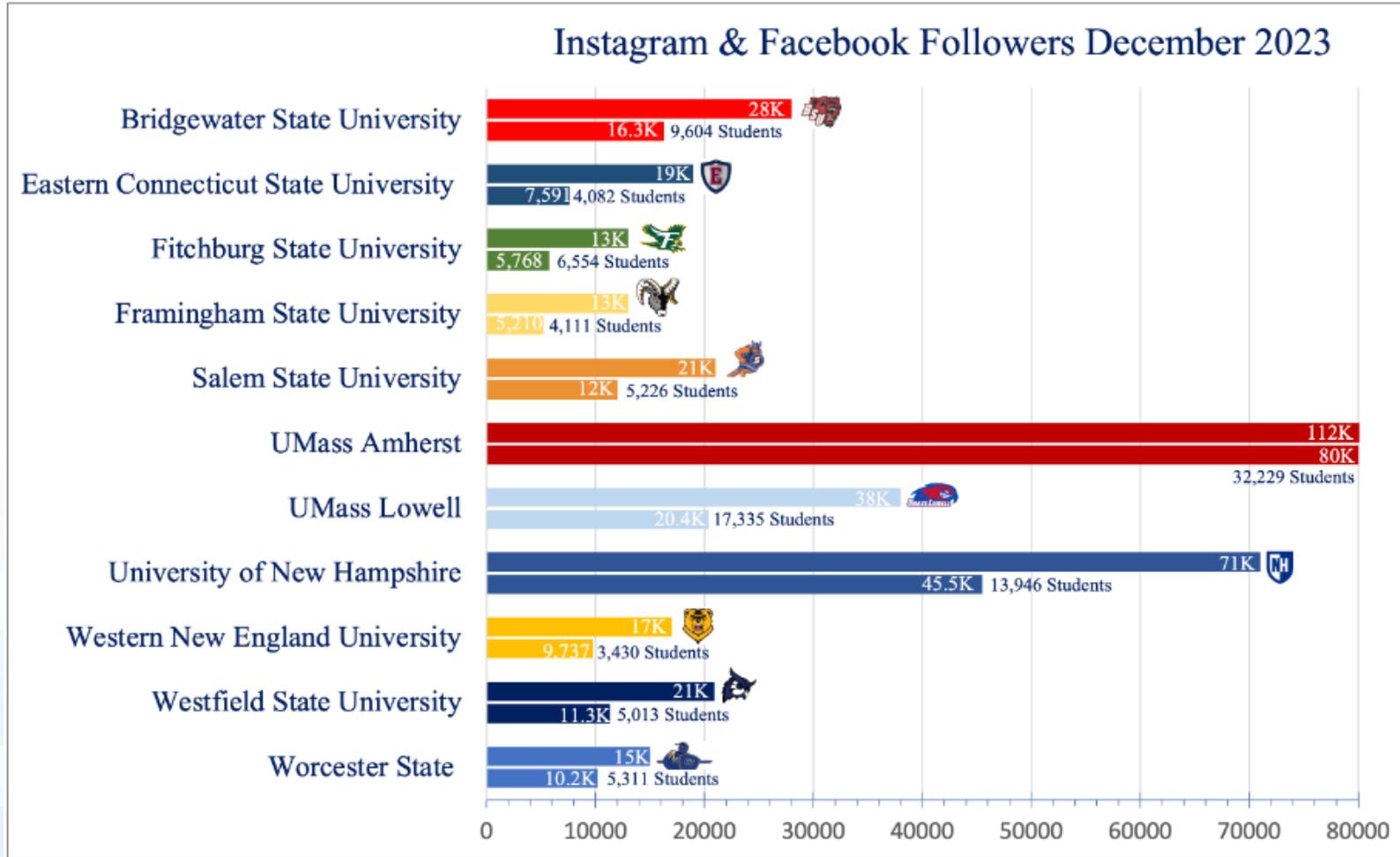


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Page path and screen class	Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events	Total revenue
	7,403 2.29% of total	5,705 7.99% of total	1.30 Avg -71.31%	1s Avg -87.71%	17,854 3.12% of total	0.00	\$0.00
1 /news	4,597	4,182	1.10	0s	12,515	0.00	\$0.00
2 /news/voice-westfield-state-shows-support-owls	229	159	1.44	0s	527	0.00	\$0.00
3 /news/student-profile-seamus-mitchell-24	204	113	1.81	2s	360	0.00	\$0.00
4 /news/staff-profile-david-fried-photographer-integrated-marketing-and-communications-department	164	121	1.36	35s	379	0.00	\$0.00
5 /news/student-profile-ketia-valme-24	160	99	1.62	4s	332	0.00	\$0.00
6 /news/westfield-state-university-and-springfield-international-charter-school-collaborate-introduce	100	78	1.28	0s	229	0.00	\$0.00
7 /news/boba-tea-now-available-wild-blue-sushi	90	59	1.53	7s	163	0.00	\$0.00
8 /news/research-innovation-design-entrepreneurial-center-hosts-faculty-technology-workshop	65	51	1.27	11s	116	0.00	\$0.00
9 /news/student-profile-carlos-lantigua-bari-25	62	42	1.48	0s	109	0.00	\$0.00
10 /news/assistant-director-veteran-services-robert-vigneault-discusses-benefits-afforded-military	57	41	1.39	4s	119	0.00	\$0.00

WESTFIELD STATE SOCIALS VS. TOP 10 COMPETING SCHOOLS

December 2023



- #### Instagram Follower Ranking
1. UMASS Amherst 80K
 2. University of New Hampshire 45.5K
 3. UMASS Lowell 20.4K
 4. Bridgewater State University 16.3K
 5. Salem State University 12K
 6. **Westfield State University 11.3K**
 7. Worcester State University 10.2K
 8. Western New England University 9,737
 9. Eastern Connecticut State University 7,591
 10. Fitchburg State University 5,768
 11. Framingham State University 5,210

- #### Facebook Follower Ranking
1. UMASS Amherst 112K
 2. University of New Hampshire 71K
 3. UMASS Lowell 38K
 4. Bridgewater State University 28K
 5. Salem State University 21K
 6. **Westfield State University 21K**
 7. Eastern Connecticut State University 19K
 8. Western New England University 17K
 9. Worcester State University 15K
 10. Fitchburg State University 13K
 11. Framingham State University 13K

School	Student Pop	Facebook	FB/Rat	Instagram	IG/Rat
University of New Hampshire	13,946	45,500	3.26	71,000	5.09
Western New England University	3,430	9,737	2.84	17,000	4.96
Eastern Connecticut State University	4,082	7,591	1.86	19,000	4.65
Westfield State University	5,013	11,300	2.25	21,000	4.19
Salem State University	5,226	12,000	2.30	21,000	4.02
Umass Amherst	32,229	80,000	2.48	112,000	3.48
Framingham State University	4,111	5,210	1.27	13,000	3.16
Bridgewater State University	9,604	16,300	1.70	28,000	2.92
Worcester State University	5,311	10,200	1.92	15,000	2.82
Umass Lowell	17,335	20,400	1.18	38,000	2.19
Fitchburg State University	6,554	5,768	0.88	13,000	1.98

FEATHERING THE NEST

INTEGRATED MARKETING AND
COMMUNICATIONS



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!





Westfield State University will again host the Annual Hogan Classic Golf Outing and invites you to join us for a day of golf at beautiful Club Pelican Bay in Naples, Florida.

Monday, March 18, 2024 Club Pelican Bay Naples, FL

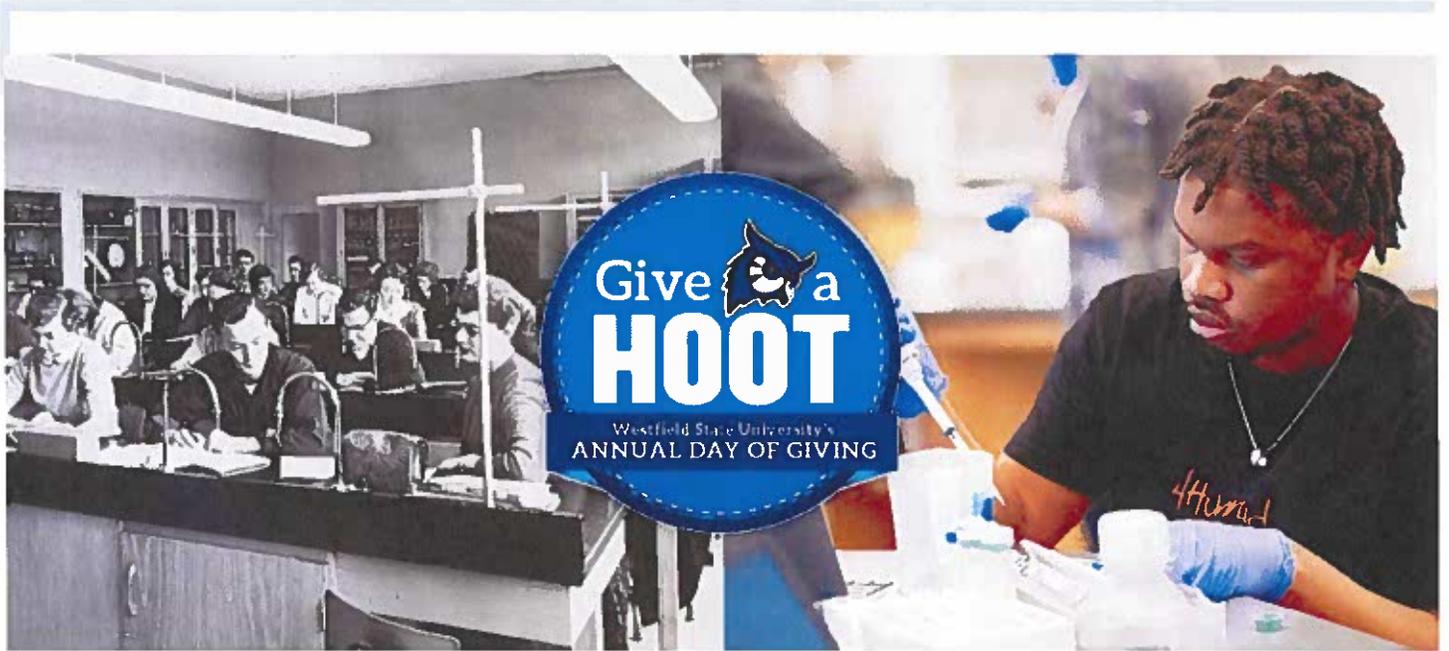
Registration and Lunch at 11:00 a.m.

Shotgun Start at 12:00 p.m.

Reception to follow for golfers and other attendees, generously hosted by Bill & Sue Hogan, Kevin & Barbara Queenin, and Steve & Renee Marcus.

Club Pelican Bay is in the heart of "the golf capital of the world", Naples, Florida. Famed golf course architect Arthur Hills designed the layout, utilizing the natural landscape, including the lakes and ponds and enhancing the setting with sculptured and contoured fairways, elevated tees and other visually appealing elements. Club Pelican Bay has been certified as an Audubon Cooperative Sanctuary since 2016 and won 2015 Florida Golf Course of Year from Celebration Bermuda grass.

Registration includes lunch, a round of golf with cart and a reception following the tournament. A portion of your contribution is tax-deductible.



**SAVE THE DATE
GIVE A HOOT
MARCH 27-28, 2024**

westfield.ma.edu

Westfield
STATE UNIVERSITY



Give a Hoot

ANNUAL DAY OF GIVING

Support our students!

When: Wednesday, March 27 through Thursday, March 28, 2024

Where: <https://www.westfield.ma.edu/give>

Why: We're asking members of the Westfield State community to come together, give back, and **Give a Hoot** for our students! All dollars raised during this campaign will make an immediate impact on Westfield State students by providing them with access to opportunities that will transform their lives forever.

Overall Goal: 400 donors

Subcampaigns:

- Academics (gifts can be designated to specific majors)
- Athletics (gifts can be designated to specific teams)
- Student Scholarships

Become a Give a Hoot Advocate!

Make an impact by encouraging your classmates, family, and friends to support

- *Westfield State University on the **Give a Hoot page** through GiveCampus at*

<https://www.westfield.ma.edu/give>.

- ☑ **Create an Account at [givecampus.com](https://www.givecampus.com) (or if you already have one, log in)**
- ☑ **Make your own gift to Give a Hoot and turn it into a match or challenge!**
- ☑ **Share the Give a Hoot page! The built-in sharing buttons on the campaign page generate a personal link that is unique to you to share through email, text, and social media. Use your personal link so we can track and celebrate your impact!**
- ☑ **Film a personal plea video asking your friends to Give a Hoot! Share it on the Give a Hoot page and your social media.**