



Board of Trustees
Advancement, Marketing and External Relations Committee

April 25, 2024
9:30 AM

Loughman Living Room, Scanlon Hall

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

-
- | | |
|--|--|
| 1. Call to Order | Trustee Gloria Williams |
| 2. Approval of Minutes | Trustee Gloria Williams |
| a. February 8, 2024 | |
| 3. Items for Information | |
| a. Advancement | Ms. Lisa McMahon |
| • Conference & Event Services Overview(CES) | Ms. Joanne Bigelow and
Mr. Ryan Begin |
| b. Fundraising/Engagement/Alumni | |
| • 185 th Anniversary Celebrations | Ms. Lisa McMahon |
| • Give A Hoot | Mr. William Hynes |
| • Alumni Engagement | |
| • Honoring Professor Emeritus Dr. "Pat" Romano | |
| c. Integrated Marketing and Communication Update | Dr. Leslie Rice |

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