



Board of Trustees

Enrollment Management and Student Affairs Committee

December 20, 2022

Minutes

Catherine Dower Center for the Performing and Fine Arts, Room 127

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

MEMBERS PRESENT: Vice Chair William Reichelt and Secretary Melissa Alvarado

MEMBERS PARTICIPATING REMOTELY: Trustee Chloe Sanfacon

MEMBERS EXCUSED: Committee Chair Lydia Martinez-Alvarez and Trustee Paul Boudreau

TRUSTEE GUESTS PRESENT: Trustees Theresa Jasmin, Madeline Landrau, Chris Montemayor [joined at 11:12 AM], Ali Salehi, and Dr. Gloria Williams

TRUSTEE GUESTS PARTICIPATING REMOTELY: Dr. Robert Martin,

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

The meeting was called to order at 11:06 AM by Committee Vice Chair 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 captured as recorded.

MOTION made by Trustee Alvarado, seconded by Trustee Sanfacon, to approve the minutes of the October 12, 2022, meeting. There being no discussion, **ROLL CALL VOTE** passed motion unanimously with Trustees voting in the affirmative: Alvarado, Reichelt, and Sanfacon

Admissions and CGCE Update. Mr. Mazeika provided updated funnel figures. Accepts and transfers are currently higher than last year. Visitation has fluctuated, but students have been bussed here for Reach to Teach and SOAR Westfield. Financial aid has been increased with the new discount rate strategy.

Ms. Tansey shared funnels for graduate and post-graduate (on target) and for part-time undergraduate and second bachelors (up in applications). Turnaround times for acceptances and financial aid were provided. Current and future initiatives for graduate/part-time students were shared. Website is still the main contact for prospective students.

The University has a great relationship with local high school counselors and is planning on-the-spot application days at the high schools and be a resource to assist students in applying and completing the financial aid process.

Financial Aid Update. Ms. Backstedt shared that merit awards are offered first and then other aid. Students accepted in November do not receive their award until January since the charges need to be provided with the financial aid and sometimes that is a best guess. With the discount model, packages will be a little stronger. Current projects are getting some systems automated for daily downloads of FAFSA information and streamlining systems. If multiple starts are offered per year in non-traditional markets, it will add a tremendous amount of pressure on administration. If there is success in creating modules, this will help. Students struggling with academics affects retention but now the institution allows more than one appeal and sets up an academic plan to assist students.

Student Engagement. Ms. Balch shared information on student engagement. A new online data function *Presence* (which the University is calling “Nestwork”) will track how much students are engaging through the semester.

- There has been an increase in student leadership on campus.
- There have been 4,000 students engaged in programming.
- Residential Life engagement programs were provided.
- SAIL student engagement has increased and there are new student-initiated groups on campus.
- Nestwork allows follow up with additional resources to be provided to students.

Student Wellness. Ms. Balch gave an update on student wellness.

- Providing same-day counseling appointments or the choice for a later appointment allowed the counseling center to see twice as many people during the semester.
- A new mental health app “MySSP” provided to students offers them real-time assistance wherever they are. The app is anonymous, and students are using it, but it does not bypass an on-call therapist. At night students have the support of Residential Life, an administrator, counselor, and MySSP, all of which are supported by public safety. Sixty-three percent of students said their issues were resolved by using the app so they could stay in school.
- An outreach counselor was recently hired and over 60 students were connected through a case management team.
- Mr. Forster stated President Thompson was able to resource a consultant to meet with our counseling services to assist with best practices. Health and counseling services will be combined into one health services area.

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

Meeting adjourned at 12:14 PM.

Attachments presented at this meeting:

- a) October 12, 2022, Minutes
- b) Slide Presentation