



Board of Trustees

Advancement, Marketing and External Relations Committee

October 11, 2023

10:10 AM

President's Boardroom, Horace Mann Center

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

1. Call to Order

Trustee Gloria Williams

2. Items for Information

- | | |
|--|--------------------|
| a) Integrated Marketing and Communication | Dr. Leslie Rice |
| b) Advancement – Fundraising/Engagement | Ms. Lisa McMahan |
| • FY24 Goals | |
| • CoLab RIDE Center | Dr. Lamis Jarvinen |
| (Research, Innovation, Design and Entrepreneurial) | |
| • Corporate and Foundation Grants | Ms. Lisa McMahan |
| • Community Engagement | Ms. Lisa McMahan |
| c) Fall Appeal/FLETC Trip/Coach Gravel Scholarship/Washington D.C. | Mr. William Hynes |
| d) Alumni - New Alumni Chapters/Homecoming/Young Alums | Mr. Ryan Meersman |