



BOARD OF TRUSTEES
Enrollment Management & Student Affairs Committee
April 16, 2024
Minutes

President's Boardroom, Horace Mann Center

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

MEMBERS PRESENT: Committee Chair William Reichelt, and Trustee Daniel Currier.

MEMBERS PARTICIPATING REMOTELY: Trustee Paul Boudreau and Dr. Robert Martin.

MEMBERS ABSENT: Trustee George Gilmer

Also present were Westfield State University President Dr. Linda Thompson, Dr. Kevin Hearn, Vice President of Enrollment Management & Student Affairs; Maggie Balch, Dean of Students and Chris McKenzie Willenbrock, Director of Residential Life.

Trustee Reichelt called the meeting to order at 4:00 PM and a roll call was taken of the Trustees participating as listed above and it was announced that the meeting was being livestreamed and recorded.

MOTION made by Trustee Currier seconded by Trustee Martin to approve meeting minutes from the Enrollment Management & Student affairs committee meeting on February 8, 2024.

ROLL CALL VOTE taken:

Trustee Boudreau	Yes
Trustee Currier	Yes
Trustee Martin	yes
Trustee Reichelt	yes

There being no discussion, **ROLL CALL VOTE** passed motion **unanimously**.

Dr. Hearn's presentation started with a video shown on accepted student day. The accepted student days have been very well attended. Campus visits to date (data is a week old) 144 more visitors to the fall open houses and 94 more students registered to attend accepted student days in the Spring. Event attendance increased by 46% over previous years and has sold out. We are seeing an increase

of high school junior and sophomores in attendance. Registered 157 more students just this week.

Holding pace with deposits despite FAFSA issues. We have been receiving positive feedback from family's that have visited campus. WSU is running ahead of our goals regarding 1st year students but slightly down with transfer students coming in.

Trustee Currier conducts campus tours and just came from a tour to this meeting, which had 40 people in it, predominately high school juniors. There seems to be a new energy around student acceptance days even with FAFSA issues.

During student acceptance days, Enrollment Management takes a student inventory; what are students current interests, what draws them to the university, where are they also applying?

Deans of Students, Maggie Balch started her presentation with a history of student development, how they study together, socialize together etc. It was found that students needed to be offered more services. Theorists focused on Maslow's hierarchy for self-actualization, if basic needs are met then students can optimally learn. Moving through vectors of learning, students need to feel this is a place to belong. Which bring us to a study done by Pascarella and Terenzini where a sense of belonging has 4 sections:

1. Institutional
 - a. Mission, values, size, demographics, equity, inclusion
2. Academic
 - a. More neuro-divergent students, online classes, innovative pedagogy, connections with faculty
3. Family
 - a. Encouraging connections, engaged in education, supportive
4. Social
 - a. Events, programs, more anxiety, more single rooms, finances

Everyone is different at making connections on campus. The cornerstone of community building occurs in residence halls. History of residence halls have evolved from just a place to study and sleep to a place for socialization, where 90% of student engagement occurs in these buildings.

Director of Residential Life, Chris McKenzie Willenbrock started her presentation with a graph of the last 7 years for trends in undergraduate enrollment and occupancy. WSU is bringing in smaller classes but have strong retention numbers.

- Current challenges in a post covid world as we're still pulling ourselves out of it.
 - We lost years of development from covid.
 - Overinvestment to 2 new residential halls but underinvestment with programs.
 - Transitions in leadership
 - Tactical day to day planning versus strategic planning long term goal setting
- Where are we going?
 - stabilize and minimize loss – continue to see leveling off
 - 3 year strategic plan – 4 tiers
 - 1) student experience

- 2. Program infrastructure
 - 3. Staffing
 - 4. Financial stewardship
- Strategic considerations
 - Courtney hall- solely used as first year hall
 - Living communities – piloted sensory friendly community for neuro-divergent people / gaming community
 - Homeless and housing insecure -12-month housing
 - Encourage 1-to-2-year housing requirements – possibly attached to scholarships
 - Off campus market housing- Asked those developments to not promote student living / promoting market cost comparison (more expensive to live off campus)

MOTION made by Trustee Carrier seconded by Trustee Martin to adjourn.

ROLL CALL VOTE taken:

Trustee Boudreau	Yes
Trustee Carrier	Yes
Trustee Martin	yes
Trustee Reichelt	yes

Meeting adjourned at 5:05 PM.

Secretary's Certificate

I hereby certify that the foregoing is a true and correct copy of the approved minutes of the Westfield State University Board of Trustees meeting held on April 16, 2024.

Paul Boudreau, Secretary

Date