



Board of Trustees
Advancement, Marketing and External Relations Committee
February 20, 2025

10:45 AM
Owls Nest, Ely Campus Center

Committee Members: Chair Dr. Gloria Williams, Vice Chair Chris Montemayor, Secretary Daniel Currier, Michael O'Rourke, Jason Queenin

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 9, 2024 | |
| 3. Items for Information | |
| a. Marketing update | Dr. Leslie Rice |
| b. Advancement/Fundraising/Alumni Engagement | Ms. Lisa McMahan |
| c. Campaign Update | Ms. Lisa McMahan |
| d. Q2 Dashboard | Ms. Lisa McMahan |
| 4. Adjournment | Trustee Gloria Williams |