



Board of Trustees
Advancement, Marketing and External Relations Committee

December 13, 2023

10:15 AM

Conference Room 107, Parenzo Hall

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. October 11, 2023 | |
| 3. Items for Information | |
| a. Advancement | Ms. Lisa McMahon |
| • Corporate and Foundation Grants | |
| • Community Engagement | |
| • Conferences and Event Services – CES (Strategic Investment Funds) | |
| b. Fundraising/Engagement/Alumni | Mr. William Hynes |
| • Hogan Classic Golf Tournament Florida Travel | |
| • Give a Hoot Day of Giving | |
| • 185 th Celebration | |
| c. Integrated Marketing and Communication | Dr. Leslie Rice |
| • Update on the Progress we are making with the Strategic Investment funds | |
| 4. Items for Action | |
| a. Motion – Staff Emeriti | Ms. Lisa McMahon |