



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 |

Attachments:

- a. Draft Minutes of October 11, 2023
- b. Advancement – Q1 FY24 IA Quarterly Dashboard Packet
- c. Fundraising-Engagement-Alumni PowerPoint Screen Share and Packet
- d. 2024 Hogan Classic Packet
- e. Give A Hoot Advocate Packet
- f. Save the Dates Packet
- g. Marketing and Communications Presentation
- h. Motion – Staff Emeriti Packet
- i. Staff Emeriti Biographies Packet



Board of Trustees

Advancement, Marketing, and External Relations Committee

October 11, 2023

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 Dr. Gloria Williams, Vice Chair Chris Montemayor, Secretary Daniel Currier, Trustee Madeline Landrau, and Board Chair Ali Salehi, ex-officio member

MEMBERS EXCUSED: Trustee Melissa Alvarado

TRUSTEE GUESTS PRESENT: Trustees George Gilmer and Dr. Robert Martin

Also present and participating were Westfield State University President Dr. Linda Thompson; Institutional Advancement Vice President Lisa McMahon; Interim Director of Advancement and Major Gifts William Hynes; Executive Director of Communication, Marketing and Branding Dr. Leslie Rice; Executive Director of Research and Innovation Dr. Lamis Jarvinen; and Associate Director, Alumni Relations Ryan Meersman.

The meeting was called to order at 10:13 AM by Committee Chair Dr. Gloria Williams and it was announced that the meeting was being livestreamed and captured as recorded.

Integrated Marketing and Communication. Dr. Rice revealed the new department name of Integrated Marketing and Communications. The PESO model of paid, earned, shared, and owned media was presented. The five essential goals for FY23 and FY24 were shared. Strategic investments of the department are in line with the University's strategic planning. The branding refresh will be a full-campus collaboration. [Trustee Landrau left at 10:29 and returned at 10:39]. The most important message to parents is that we are a warm and supporting community with inclusivity for students, faculty, and staff and to come as you are to grow. To establish whether goals have been met at the end of the academic year, the committee should look for a reliable website, internal and external customer satisfaction, and a new brand that everyone understands and agrees to.

CoLab Research, Innovation, Design and Entrepreneurial (RIDE) Center. Dr. Jarvinen described the RIDE Center as a space that lends to students, faculty, staff, and community members working collaboratively to test a theory to take to market. Students will use the space to learn to problem solve in a creative way, leveraging expertise on campus. MakerHealth out of MIT has been on campus helping to create a space that will best support the learner. Three grants have been submitted so far. The space is planned to be flexible, expanding innovation and entrepreneurial space all over campus. Ideas will germinate at the Center and can grow elsewhere and faculty can embed the space into curriculum. Faculty and students will

be trained as champions at the Center to then train others. The Center fits into one of the NECHE recommendations to prepare students for future work and is a revenue source for certificate programs.

Advancement – Fundraising/Engagement. Ms. McMahon stated there have been increases in donations, scholarships, donors, and alumni donors. Of the 99 awards presented from the Last Mile scholarship, 94% of those students graduated. All three volunteer boards and cabinet gave 100% last year. The Westfield State Foundation reenergized its fundraising committee and the foundation for a capital campaign is being built.

Fall Appeal/FLETC Trip/Coach Gravel Scholarship/Washington D.C. Mr. Hynes shared details of FY24 Annual Appeal process which includes 4,500 mailed pieces followed by an extensive email campaign. He talked about events the president has been able to attend with many alumni present.

New Alumni Chapters/Homecoming/Young Alums. Mr. Meersman spoke to the enthusiasm being generated with new alumni chapters starting in different areas. Homecoming is ready to kick off with increased participation and enthusiasm with co-chairs Doug Meehan '88 and Rae Cofsky '17.

There being no further business,

MOTION made by Trustee Landrau, seconded by Trustee Currier, to adjourn. There being no discussion, **Motion passed unanimously.**

Meeting adjourned at 11:05 AM.

Attachments presented at this meeting:

- a. Marketing and Communications Presentation
- b. RIDE Brochure
- c. Corporate and Foundation Grants
- d. Presentation: Fall Appeal/FLETC Trip/Coach Gravel Scholarship/Washington D.C./New Alumni Chapter/Homecoming

Secretary's Certificate

I hereby certify that the foregoing is true and correct copy of the approved minutes of the Westfield State University Board of Trustees Advancement, Marketing, and External Affairs Committee meeting held on October 11, 2023.

Daniel Currier, Secretary

Date

Executive Summary

\$727,339 TOTAL GIFTS & GRANTS

\$157,297 Gifts

\$570,042 Grants

292 DONORS

93 Alumni & Students*

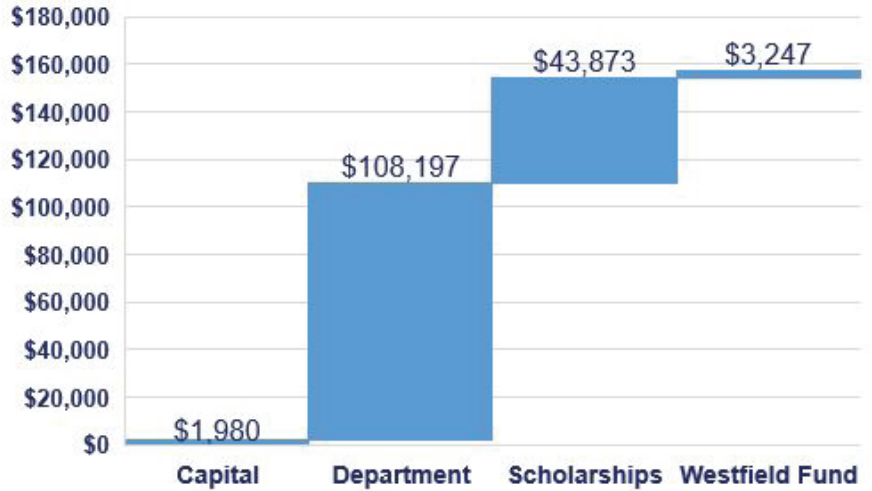
47 Employees*

152 Friends & Organizations

* A donor may be both an alumni and employee.

\$254.53 Average Gift

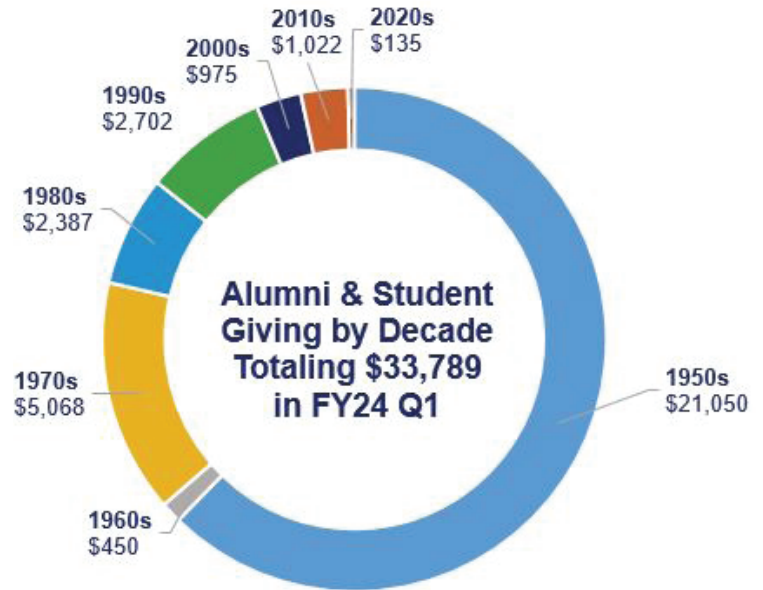
FY24 Gifts by Giving Area
totaling \$157,297



Highlights

- **12% increase in Total Gifts & Grants** (\$727,339 vs. \$647,467 last year)
- **20% more Grants** (\$570,042 vs. 170,495 in Q1 FY23)
- **22% larger Average Gift size** (\$254.53 vs. \$208.94 in Q1 FY23)

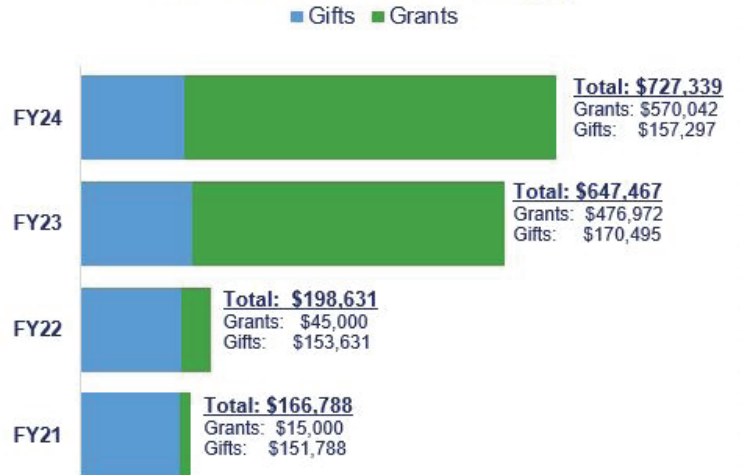
43 class years of alumni & student giving, ranging from donors in Class of 1956 through 2027



Q1 Donors over Time



Gifts & Grants over Time (Q1)

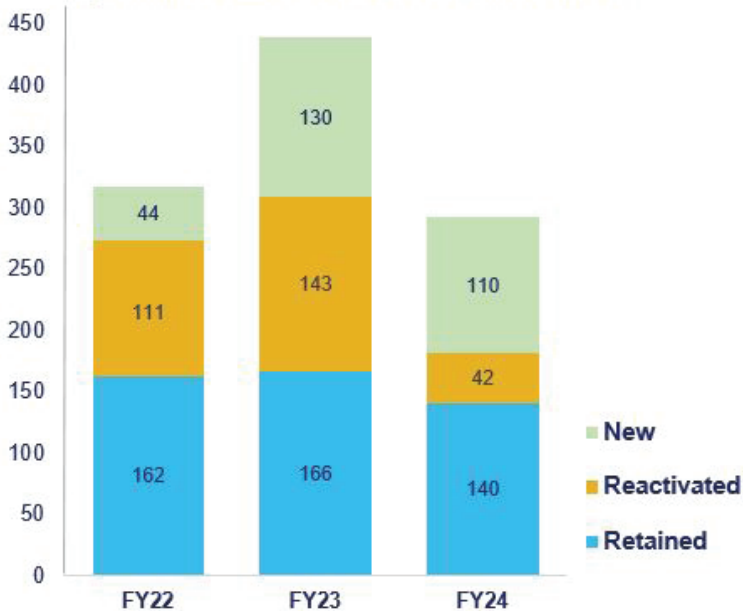




Class of 2023 mural

| Giving Societies | Donors | Dollars |
|--|------------|------------------|
| President's Circle (\$25,000 or higher) | 1 | \$25,000 |
| Davis-Bates Circle (\$10,000 - \$24,999) | 2 | \$43,100 |
| Scanlon Circle (\$5,000 - \$9,999) | 1 | \$5,000 |
| Dickinson Circle (\$2,500 - \$4,999) | 8 | \$28,158 |
| 1839 Society (\$1,000 - \$2,499) | 16 | \$24,903 |
| Donor (\$1 - \$999) | 264 | \$31,136 |
| Total | 292 | \$157,297 |

Q1 Donor Retention Versus Previous Years



Donor Retention

RETAINED DONOR:

A donor who gave last year and gave again this year.
Decreased to 140 vs. 166 retained last year

REACTIVATED DONOR:

A donor who gave sometime in the past, but not last year, and gave again this year.
Decreased to 42 reactivated donors vs. 143 last year

NEW DONOR:

A donor who gave for the first time.
Decreased to 110 vs. 130 last year

* New donors from FY23 were part of the Oral History Project and Nestor Bobbleheads initiatives and will be targeted in Q2 Appeals.



New Research, Innovation, Design, and Entrepreneurial (RIDE) Center in Parenzo Hall

Grants Received (Q1 FY24)

| | |
|------------------------------------|------------------|
| Commonwealth of MA Endowment Match | \$569,042 |
| Torrey Botanical Society, Inc. | \$1,000 |
| Total | \$570,042 |

Fundraising Areas



THE WESTFIELD FUND

GIFTS \$3,247
DONORS 32



ATHLETICS OWL CLUB

GIFTS \$34,036
DONORS 135



NEW ENDOWED FUNDS

- Dora D. Robinson Speaker Series
- Indigenous People Scholarship Fund
- Class of 1969 Scholarship



THE
Westfield FUND
Creating Opportunities. Transforming Lives.

Dear "First Name",

As Westfield State University celebrates its 185th anniversary, I am inspired daily by the positive difference our students, employees, and alumni make in our communities. Since the first class of twenty students began their studies in 1839, Westfield State University has grown significantly in size and the breadth of degrees we offer. What has not changed is our commitment to the values of our founder, Horace Mann. We continue to steadfastly uphold Horace Mann's principle that all students should have full access to a quality education, regardless of creed, color, gender, or financial standing.

Many students rely on funding from the Westfield State Foundation, Inc. to reach their educational goals. The generosity and dedication of over 1,600 donors last academic year enabled the Foundation to fund these important initiatives:

- 359 student scholarships were awarded, totaling \$415,751. These scholarships make a college education possible for many of our students.
- Since its inception in 2020, the Owls Helping Owls Student Emergency Fund has distributed over \$80,000 to students with critical needs. This fund provides support for students facing unforeseen financial hardships, including the provision of food, transportation, housing, and technology.
- Westfield State's Academic and Athletic programs were strengthened by \$160,000 in donations which provided additional resources to enhance the student experience.

This fall, the newly renovated Parenzo Hall will re-open with classrooms updated with leading edge technologies, collaborative spaces, and a re-imagined Dever Auditorium, the University's main performance space. I am excited for our students to discover the Research, Innovation, Design, and Entrepreneurial (RIDE) Center, a creative and academic space where students can participate in the design, implementation, and management of projects utilizing state-of-the-art high-tech equipment. Through collaborative partnerships with the private sector, the RIDE Center will prepare students to become future entrepreneurs, leaders, and skilled employees of Western Massachusetts, contributing to the economic prosperity of our region.

The generous support of donors like you enables the University to transform the lives of our students. I invite you to join our mission of providing a quality and accessible education for all students by making a gift this academic year. Your support truly makes a difference to all our Owls.

With Appreciation and Gratitude,

Dr. Linda Thompson,
President, Westfield State University



DR. LINDA THOMPSON, *President*

FY24 Annual Appeal

Around 4,500 mailed pieces

Four segments

General

Parenzo Society

1839 Society

Athletics

Followed by extensive email campaign

Raised to date: \$29,354 from 202 donors

2023 Homecoming Week

Parenzo Opening



Scholarship Dinner



**Naples St. Patrick's Day Parade
Saturday, March 16, 2024**



**Hogan Classic Golf Outing
Monday, March 18, 2024
Club Pelican Bay, Naples, FL**



SAVE THE DATE
GIVE A HOOT
MARCH 27-28, 2024



Westfield State University will again host the Annual Hogan Classic Golf Outing and invites you to join us for a day of golf at beautiful Club Pelican Bay in Naples, Florida.

**Monday, March 18, 2024
Club Pelican Bay
Naples, FL**

Registration and Lunch at 11:00 a.m.

Shotgun Start at 12:00 p.m.

Reception to follow for golfers and other attendees, generously hosted by Bill & Sue Hogan, Kevin & Barbara Queenin, and Steve & Renee Marcus.

Club Pelican Bay is in the heart of "the golf capital of the world", Naples, Florida. Famed golf course architect Arthur Hills designed the layout, utilizing the natural landscape, including the lakes and ponds and enhancing the setting with sculptured and contoured fairways, elevated tees and other visually appealing elements. Club Pelican Bay has been certified as an Audubon Cooperative Sanctuary since 2016 and won 2015 Florida Golf Course of Year from Celebration Bermudagrass.

Registration includes lunch, a round of golf with cart and a reception following the tournament. A portion of your contribution is tax-deductible.



Give a Hoot

ANNUAL DAY OF GIVING

Support our students!

When: Wednesday, March 27 through Thursday, March 28, 2024

Where: <https://www.westfield.ma.edu/give>

Why: We're asking members of the Westfield State community to come together, give back, and **Give a Hoot** for our students! All dollars raised during this campaign will make an immediate impact on Westfield State students by providing them with access to opportunities that will transform their lives forever.

Overall Goal: 400 donors

Subcampaigns:

- Academics (gifts can be designated to specific majors)
- Athletics (gifts can be designated to specific teams)
- Student Scholarships

Become a Give a Hoot Advocate!

Make an impact by encouraging your classmates, family, and friends to support Westfield State University on the **Give a Hoot page** through GiveCampus at <https://www.westfield.ma.edu/give>.

- ✔ Create an Account at [givecampus.com](https://www.givecampus.com) (or if you already have one, log in)
- ★ Make your own gift to Give a Hoot and turn it into a match or challenge!
- ✉ Share the Give a Hoot page! The built-in sharing buttons on the campaign page generate a personal link that is unique to you to share through email, text, and social media. Use your personal link so we can track and celebrate your impact!
- 📹 Film a personal plea video asking your friends to Give a Hoot! Share it on the Give a Hoot page and your social media.

Give a Hoot Advocate Email

Dear [name],

Give a Hoot is happening from March 27-28! Join me in supporting Westfield State on this incredible day of giving. Show your Owl pride by designating your gift to the greatest areas of need including Academics, Athletics, Owls Helping Owls Student Emergency Fund, Student Scholarships, and the Westfield Fund. You can even support a specific major or athletics team.

Make an immediate impact on current Westfield State students at <https://www.westfield.ma.edu/give!> Don't miss the opportunity to increase the impact of your gift through donor challenges and matches happening throughout the campaign.

Thank you for joining me in supporting Westfield State!

[Name]

Give a Hoot Advocate Social Media Posts

- My experience at @WestfieldState was made possible by alumni who came before me. That's why I'm paying it forward by making a gift and contributing to future student success!
#GiveAHootWSU [insert personal link]
- I'm participating in #GiveAHootWSU because [favorite school memory or takeaway] [photo from your time at Westfield State] #HootHoot [insert personal link]
- When I was a student at @WestfieldState, I [insert favorite memory here]. That's why I'm taking part in #GiveAHootWSU this year! Join me at [insert personal link]

Facebook, Instagram, and Twitter

Spread the word by sharing Give a Hoot across your social media accounts using **#GiveAHootWSU**

- Facebook [@westfieldstatealumni](#)
- Instagram [@westfieldstatealumni](#)
- Twitter [@westfieldalumni](#)
- Give a Hoot page <https://www.westfield.ma.edu/give>



ADVOCATE TO-DO LIST

Wednesday, March 20

Like, follow, and join us on Facebook/Instagram @WestfieldStateAlumni and Twitter @Westfieldalumni to stay informed about our giving day progress!

5:30pm ET – Give a Hoot Advocate Training hosted by GiveCampus (Zoom)

Tuesday, MARCH 26 Give a Hoot is TOMORROW!

Log into GiveCampus on the Give a Hoot page <https://www.westfield.ma.edu/give>
Make your gift early and turn your gift into a **challenge or match** to incentivize your classmates and friends to make their own gift to Give a Hoot.

12:00pm – Email **Westfield State Friends**

“Hi Fellow Owls! Just a reminder tomorrow is Give a Hoot, Westfield State’s annual day of giving. Join me in making a gift at (include personal link when logged into GiveCampus)”

Wednesday, MARCH 27 Give a Hoot BEGINS!

9:00am – Like/Comment/Share @WestfieldStateAlumni video post on social media

12:00pm – Email/Text/Call **Westfield State Friends**

“Today is Give a Hoot Westfield State’s annual day of giving. Join me and support any area at Westfield State that means most to you like (choose an area of meaning: specific Athletics team, student scholarships, Academic department, etc.). Here’s the link: (include personal link when logged into GiveCampus)”

5:00pm – Like/Comment/Share @WestfieldStateAlumni video post on social media

Thursday, MARCH 28 Give a Hoot ENDS!

9:00am – Like/Comment/Share @WestfieldStateAlumni post on social media

5:00pm – Final Email/Text/Call **Westfield State Friends**

“There’s still time to support Give a Hoot! Can I count on you to make your gift at (include personal link when logged into GiveCampus).”

7:00pm – Like/Comment/Share final @WestfieldStateAlumni post on social media

Friday, MARCH 29 – CELEBRATE!

Thank your Westfield State Friends who supported Give a Hoot!

SAVE THE DATES

- **October 18, 2024**
Westfield State University's 185th
Anniversary Celebration
MGM Springfield
- **October 19, 2024**
Homecoming



Integrated Marketing and Communications

Dr. Leslie Rice

Executive Director of Communication, Marketing, and Branding



INTEGRATED MARKETING AND COMMUNICATIONS: Shared Goals

- **Refreshed University Brand that is Understood, Accepted, and Implemented**
- **Reliable and High-Performing Website**
- **Internal and External Customer Satisfaction**



WHOOOOO ARE WE?

WESTFIELD STATE UNIVERSITY
REBRANDING



UNIVERSITY BRANDING

- **COMMITTEE MEMBERS:**

- Institutional Advancement
- Athletics
- Enrollment Marketing and Student Affairs
- Integrated Marketing and Communications
- School of Business, Mathematics, Computing and Sustainability

- **15 PROPOSALS**

- **4 FINALISTS**



Hello. We're BVK.

We believe improving lives makes for a better world.
And by solving scary problems with brave ideas,
we create meaningful change.





Solving business, brand and marketing problems with creativity, science and humanity.

INSIGHT

- + Consumer intelligence & human-centered design
- + Data science & modeling

CONNECTION

- + Media strategy & planning
- + Analytics
- + Media buying & placement
- + Search engine marketing
- + Programmatic & mobile

INTEGRATION

- + Staff/faculty engagement
- + Program-level alignment
- + Change management
- + Hiring and talent development

CREATIVE

- + Creative strategy & concepting
- + Integrated campaign design
- + Edit Suite
- + Integrated production
- + Pre-press & printing

ENGAGEMENT

- + Public relations
- + Experiential & event marketing
- + Social media

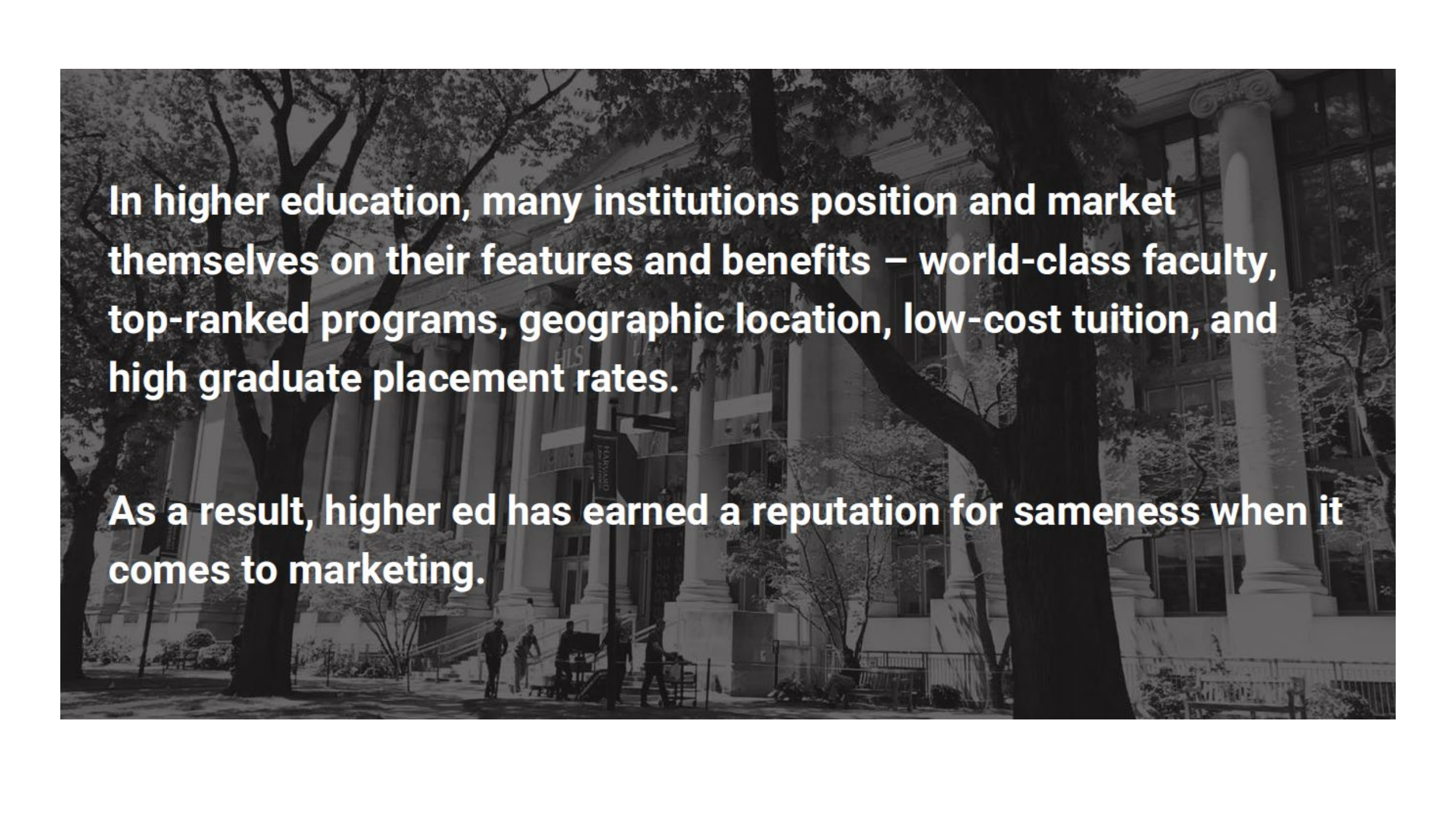
DIGITAL

- + Web design & development
- + Digital solutions & applications
- + CRM
- + Marketing technology

STRATEGY

- + Enterprise strategic planning & positioning
- + Operational strategy
- + Business, brand & operating plan alignment





In higher education, many institutions position and market themselves on their features and benefits – world-class faculty, top-ranked programs, geographic location, low-cost tuition, and high graduate placement rates.

As a result, higher ed has earned a reputation for sameness when it comes to marketing.



[About](#)

[Athletics](#)

[Admissions](#)

[Student Store](#)

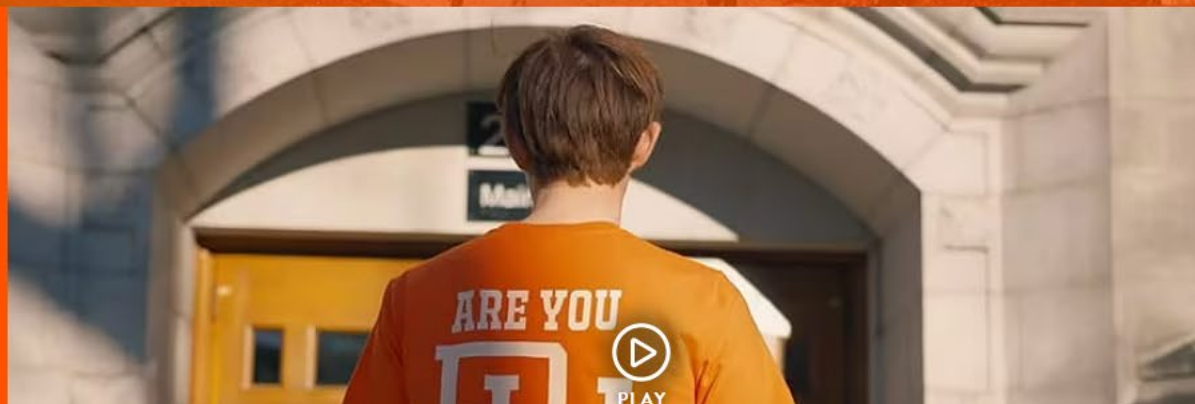


REESE'S UNIVERSITY

HOME OF THE FIGHTING CUPPIES

The Combination of Greatness

Dreams are built on perfect combinations: Talent & Perseverance, Curiosity & Passion, Chocolate & Peanut Butter. The next great Combination could be



So how do you stand out in a crowded marketplace, one where seemingly every competitor offers similar features and benefits?

A person is sitting on a wooden pier that extends into a calm body of water. The scene is set at sunset or sunrise, with a soft, warm glow on the horizon. The sky is a mix of blue and orange, and the water reflects the light. The person is seen from behind, looking out towards the horizon. The overall mood is contemplative and serene.

Why position on values?

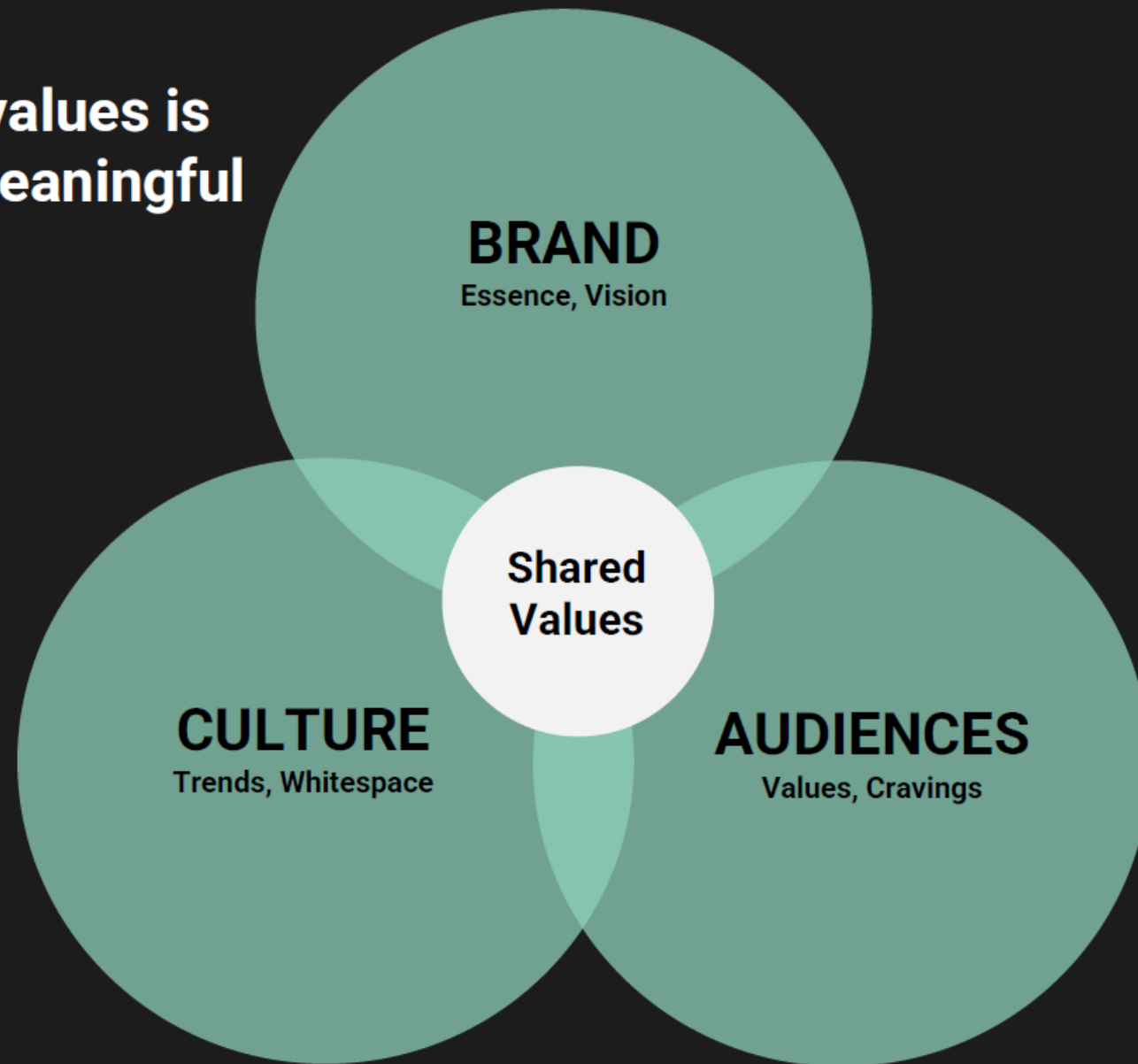
Human values form the foundation of our identity, shaping who we are and who we want to be. Like an inner compass, directing us based on what matters most. We crave brands that reflect our values.

80

PERCENT

**of purchase decisions are
based on emotion.**

**Connecting on values is
what leads to meaningful
interactions.**






Chocolate Springs

Chocolate Springs

Chocolate Springs

Chocolate Springs

Chocolate Springs

Chocolate Springs



UNIVERSITY OF
LOUISVILLE

The image shows a campus scene with a stone wall in the foreground featuring the words 'UNIVERSITY OF FLORIDA' and a large circular seal on the ground. In the background, there are green trees and a building. A graphic overlay consists of three overlapping teal circles and a central light green circle. The top circle is labeled 'BRAND', the bottom-left circle is labeled 'CULTURE', and the bottom-right circle is labeled 'AUDIENCE'. The central circle is labeled 'Vitality'.

BRAND

UofL is a university “of the city” with a dynamic, diverse tapestry of perspectives, ideas and experience that engage students, grow minds and spur progress.

Vitality

CULTURE

Uncommon, out of the classroom experiences and mindsets create the most innovative, successful leaders.

AUDIENCE

Students today are academic achievers who seek uncommon experiences unleash individual potential.

VITALITY

A powerful life force. Progressive, vibrant, living. Full of life, energetic, thriving. Flourishes in diversity. Drives change.

VISION: Aspirational description that defines what we want to achieve

The University of Louisville will be recognized as a great place to learn, a great place to work and a great place in which to invest because we celebrate diversity, foster equity and strive for inclusion.

MISSION: Our reason for being, core philosophies and advantages

The University of Louisville pursues excellence and inclusiveness in its work to educate and serve its community through:

- Teaching diverse undergraduate, graduate and professional students in order to develop engaged citizens, leaders and scholars.
- Practicing and applying research, scholarship and creative activity.
- Providing engaged service and outreach that improve the quality of life for local and global communities.

The University is committed to achieving preeminence as a nationally recognized metropolitan research university.

CARDINAL PRINCIPLES: Guiding values that shape our UofL community and our actions.

Community of care

Accountability

Respect

Diversity & inclusion

Integrity & transparency

Noble purpose

Agility

Leadership

POSITIONING:

Succinct description of our brand benefit to audiences, aligns to vision and mission

UofL is a vital ecosystem that creates thriving futures for students, the community and society.



PILLARS: Primary message points that support our positioning and highlight our competitive advantages

Redefining Student Success:

We invest in the whole student to unleash their potential and prepare them for the careers, workplaces and complex challenges of tomorrow.

Research & Innovation Powerhouse:

We create and apply knowledge that improves lives.

Premier Metropolitan University:

We are dynamically connected to the local and global community.

REASONS TO BELIEVE: Primary assets that support our pillars and lend credibility, not an exhaustive list of all reasons to believe for the university

One of only 69 universities in the U.S. to earn recognition by the Carnegie Foundation as both a Research 1 and Community Engaged university, we both create and apply knowledge that makes a positive impact.

Dedicated to inclusion, access and impact: radically altering the trajectories of generations by providing resources and support to students from a variety of socioeconomic backgrounds, including underrepresented minorities, low-income and first-generation college students.

We support the whole student through transformative, purpose-driven and engaged learning.

International study programs with civic, cultural and social engagement opportunities.

Tight-knit campus connected to vast opportunities to learn, serve and invest in Louisville and beyond.

We address and solve grand challenges impacting the human condition, including fostering equity and resilience in underrepresented communities, advancing human health with preventative strategies and harnessing technological advancements to create a more prosperous future.

Entrepreneurial focus combined with translational research means breakthroughs get to market faster and positive impact is felt more quickly.

We harness the power of innovation-focused partnerships with civic and business leaders to drive progress for society.

Students at all levels collaborate with high-profile researchers to tackle big problems and enhance quality of life.

Demonstrated impact on the economic, social and cultural health and well-being of Louisville, the commonwealth and beyond.

Committed to becoming the nation's premier anti-racist metropolitan university by working against structural racism, creating access and pathways for students of color and driving toward ideals of equity.

Internships and partnerships with local Fortune 500 companies create a direct path to potential.

UofL was founded as one of the nation's first city-owned, public universities, illustrating that the institution and Louisville fuel each other's successes.

We foster a service mindset in the classroom and community, empowering students to make a difference.

PERSONALITY:

Characteristics that define how we look, feel and act

Resilient (persevering, strong)

Passionate (driven, spirited)

Dynamic (multi-faceted, energetic)

Welcoming (inclusive, accessible)

Real (grounded, genuine)

Innovative (entrepreneurial, leading)





**SHATTER
GLASS CEILINGS
AND BUILD
BLOCK CHAINS.**

This is where innovation is born from collaboration. The Center for Digital Transformation will ignite a new level of opportunity for today's and tomorrow's workforce. We're putting the commonwealth at the forefront of data science and digital learning. Solving grand challenges of the human condition. We're starting something that will impact every industry, Here & Beyond.

Louisville.edu

UNIVERSITY OF
LOUISVILLE.

**WE CANNOT
BE BOLD
WITHOUT COLOR.**

LEARN ABOUT THE CARDINAL ANTI-RACISM
AGENDA AT LOUISVILLE.EDU

UNIVERSITY OF
LOUISVILLE

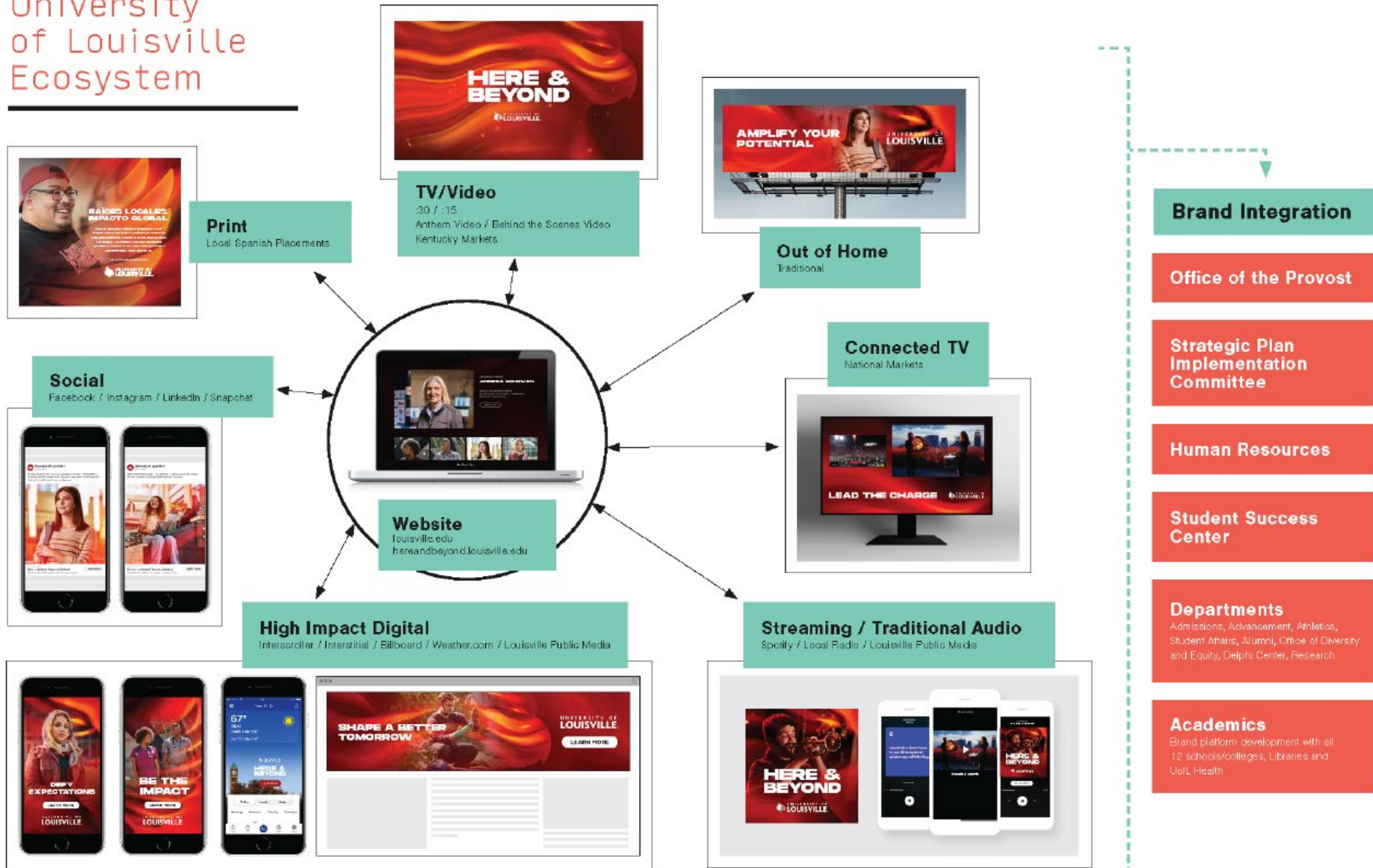




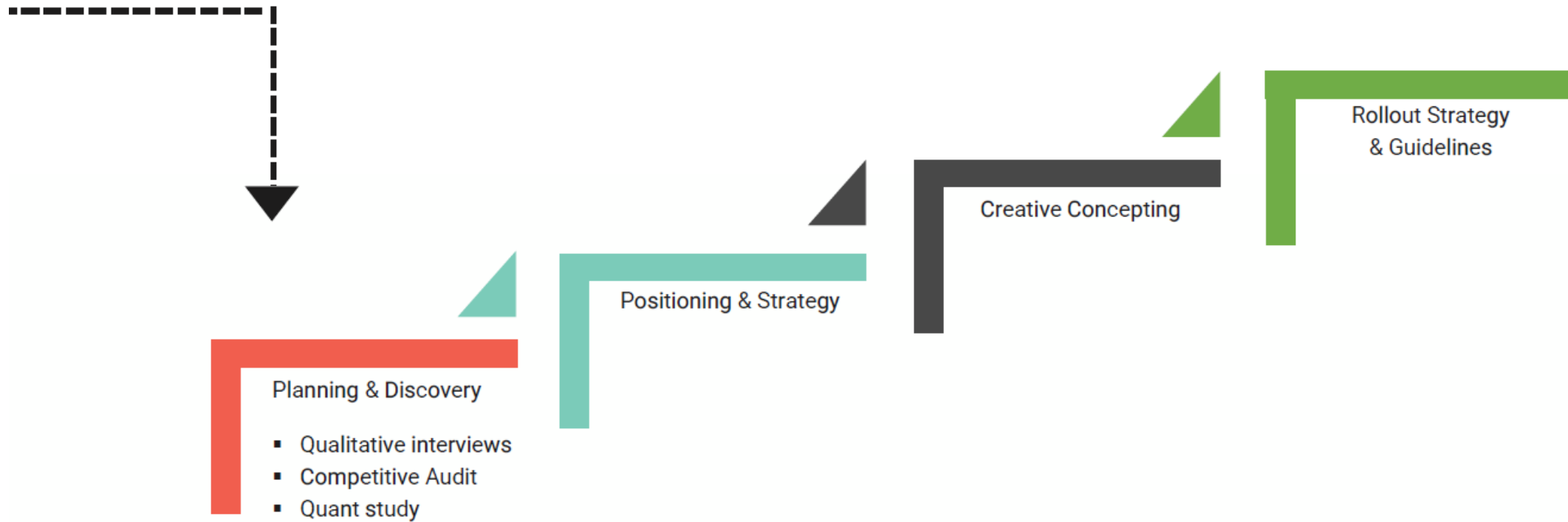
**TOUGH.
TOGETHER.
UNBREAKABLE.**



University of Louisville Ecosystem



The BVK Approach



CONSEQUENCE

IF ONLY BE A SIMPLE OUTCOME, OR IT CAN BE AN ACTION OF CHOICE. THE GREATEST ENGINEERS ARE THE CULMINATION OF IMAGINATION AND INVENTION. THE RESULT OF THEIR PUSHING TO MAKE INNOVATION GREATER THAN THEMSELVES TO NOT JUST WANT A MARK, BUT TO MAKE DIFFERENCE.

CLEMSON UNIVERSITY

WHO WILL? SPARTANS WILL.

MORE WITH MARYLAND

UNIVERSITY SYSTEM OF MARYLAND

usmd.edu

LEAD ON INVENTING NEXT

TCU LEAD ON.

MASTERMIND

LSU FIERCE FOR THE FUTURE

GW

YOU GOT THIS

THE UNIVERSITY OF MEMPHIS

**HOOT A LITTLE
LOUDER!**

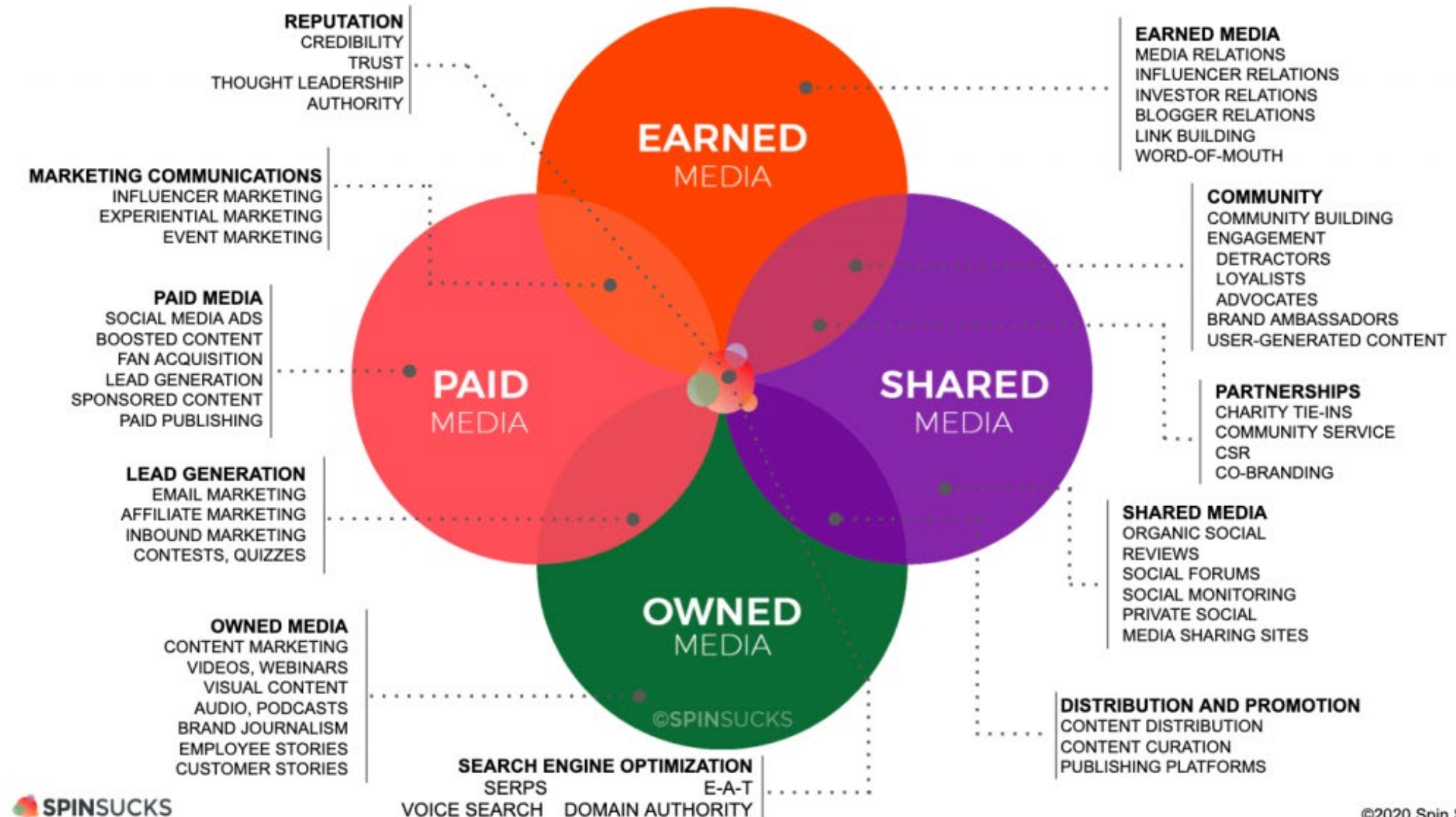
STRATEGIC INVESTMENTS



STRATEGIC INVESTMENTS

Multiple advertising initiatives including digital, billboards, radio/TV, mail, and Spanish-language campaigns; brand placement in high schools; content marketing and website development; and reputational investments to drive organic social media reach and public perception of brand value.

PESO MODEL

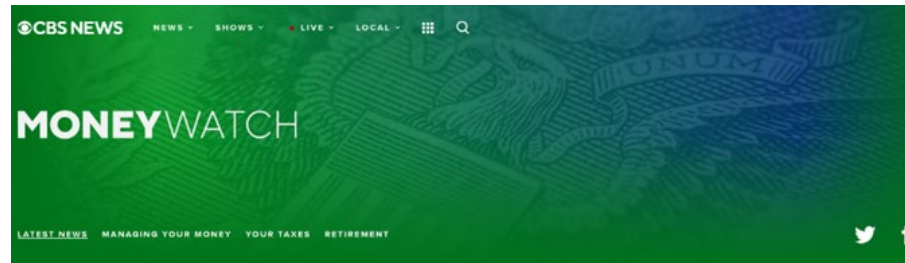


INTEGRATED MARKETING AND COMMUNICATIONS: Digital Advertising

Geotargeted Display

(as of 12/5/23)

- 623,716 impressions;
245 clicks
- additional 314 people saw the ad then went to main website



Latest News

Here's how much shoppers plan to spend between Black Friday and Cyber Monday

Holiday online shopping off to a strong start as retailers roll out larger discounts to tempt cash-strapped consumers.
NOV 24



Wheelchair users face frustrations in the air: "Terrible experiences"
NOV 24



Consumers spent \$5.6 billion on Thanksgiving Day – but not on turkey
NOV 24



Ex-Binance CEO asks judge to let him leave U.S. before sentencing
NOV 25



How algorithms determine what we're buying for the holidays – and beyond
NOV 23



The cities where the middle class is thriving – and struggling
NOV 22



Honda recalls Accord and HRVs over missing seat belt piece
NOV 25



ChatGPT is helping criminals con shoppers. How to spot scams.



4 Black Friday shopping tips to help stretch your holiday budget



Top Locations:

| | |
|------------|-------------|
| Worcester | Springfield |
| Framingham | Fitchburg |
| Leominster | Northampton |
| Amherst | Westfield |
| Pittsfield | |

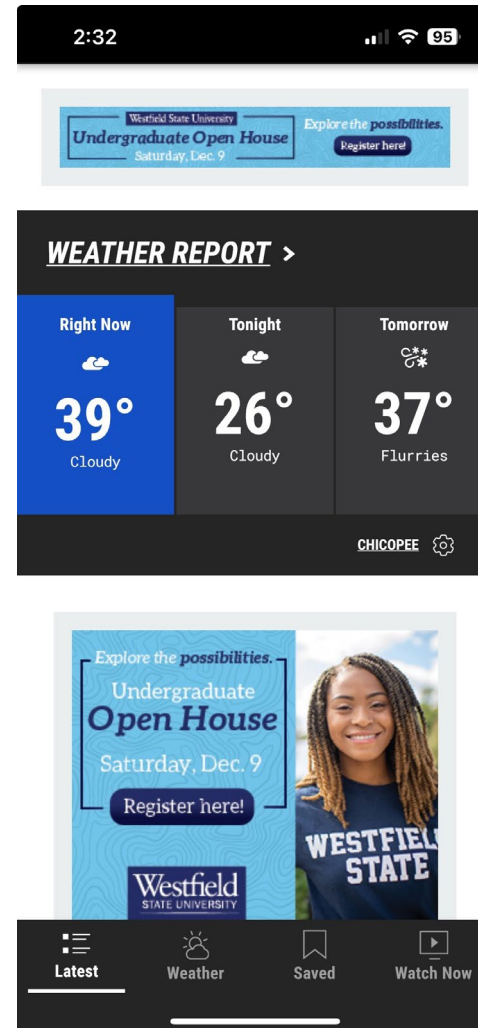


INTEGRATED MARKETING AND COMMUNICATIONS: Digital Advertising

WWLP News App Takeover Days (as of Dec. 5, 2023)

30,000 impressions

25,000 impressions expected



INTEGRATED MARKETING AND COMMUNICATIONS: Billboards



Westfield State University

Open House | Sat., Dec. 9

westfield.ma.edu/visit



A billboard advertisement for Westfield State University. The background is a light blue gradient. On the left, a dark blue rectangular box contains the text 'Westfield State University' in white serif font, 'Open House | Sat., Dec. 9' in a larger white serif font, and the URL 'westfield.ma.edu/visit' in white sans-serif font inside a dark blue rounded rectangle. On the right, a photograph shows three young women smiling. They are wearing dark blue and light blue t-shirts with 'WESTFIELD STATE UNIVERSITY' printed on them. The woman in the middle has long braids. The woman on the left has long dark hair, and the woman on the right has brown hair with sunglasses on her head.



INTEGRATED MARKETING AND COMMUNICATIONS: Billboards

- 3 Digital in Greater Springfield
- 9 Rotating Digital in Hartford
- 5 Rotating Print Posters
- 1 Permanent Print Poster in Westfield

- **TOTAL EXPECTED IMPRESSIONS: 36M+**



INTEGRATED MARKETING AND COMMUNICATIONS: Print Campaigns



DEPARTMENT OF GEOGRAPHY, PLANNING, AND SUSTAINABILITY

Urban & Regional Planning, B.S.

AT WESTFIELD STATE UNIVERSITY



Westfield STATE UNIVERSITY

(413) 579-3040
admissions@westfield.ma.edu
westfield.ma.edu/admissions

We're Social! Follow us @westfieldstate



CHOOSE FROM SIX CONCENTRATIONS

Cities and Social Justice
 Climate and Energy
 Environmental Planning
 Food Systems
 Real Estate and Economic Development
 Urban Design and Architecture



PROGRAM HIGHLIGHTS

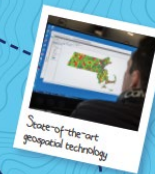
In-person and online classes
 Affordable tuition
 Field-based classes, regional travel, and internships
 State-of-the-art geospatial technology



CAREER PATHS

| | |
|-----------------------------------|---------------------------------------|
| Town, city, and regional planning | Green building and architecture |
| Environmental consulting | Land use law |
| Geospatial data analysis | Conservation, recreation, and tourism |
| Housing policy | Local and regional politics |
| Transportation systems | Real estate |
| Energy policy | Community organizing |
| Economic development | Food policy and urban agriculture |

Make the world a better place to live while safeguarding the environment.



What can you do with an Urban & Regional Planning degree?

Urban and regional planners draw on geographic data and trends to prepare plans for transportation networks, environmental protection, historic preservation, and economic development. They work with elected officials, community groups, field scientists, architects, and engineers in order to plan and design cities and towns guided by the triple bottom line of sustainability: ecology, economics, and equity.



Ready to learn more?

Scan the QR code or visit westfield.ma.edu/gpsdegree

DEPARTMENT OF GEOGRAPHY, PLANNING, & SUSTAINABILITY

TOP DEPARTMENTS BY QR CODE ENGAGEMENT

- History
- Environmental Science
- Biology
- Communication
- Nursing



INTEGRATED MARKETING AND COMMUNICATIONS: Display Campaigns



TOP DEPARTMENTS BY QR CODE ENGAGEMENT

- Education
- History & Philosophy
- Environmental Science
- Art
- Nursing

INTEGRATED MARKETING AND COMMUNICATIONS: Content Marketing

TOP NEWS ARTICLES

- Regina Smialek – Department of English
- NSF S-STEM Grant
- Dr. Alexander Moore’s Math Class
- Homecoming 2023
- Commuter Lounge
- Student Profile: Kaitlyn Egan
- Physician Assistant Program Win
- Westfield Youth Hockey Partnership
- Estelle Camacho – Asst Dir of Student Accounts

Regina Smialek Celebrates 28 Years at Westfield State University

Sep 13, 2023



When Regina Smialek immigrated from Poland in 1983, she didn't know her path would bring her to Westfield State University, where she would spend 28 years building a vast community which extends far beyond the lives of those she directly influences. Now, Administrative Assistant for the Department of English and Composition Program, Smialek offers insights as to what and who have most enhanced her time at Westfield State.



INTEGRATED MARKETING AND COMMUNICATIONS: Content Marketing

Insights & Next Steps:

- English Department Active Social Media Presence
- English Department Faculty Active Social Media Presence
- Ologie Report: Students engage with content they trust about people they trust. Prospective students assume they can trust “real people” too!
- More CTAs and links between News, Degree, and Department pages

Regina Smialek Celebrates 28 Years at Westfield State University

Sep 13, 2023



When Regina Smialek immigrated from Poland in 1983, she didn't know her path would bring her to Westfield State University, where she would spend 28 years building a vast community which extends far beyond the lives of those she directly influences. Now, Administrative Assistant for the Department of English and Composition Program, Smialek offers insights as to what and who have most enhanced her time at Westfield State.



INSTAGRAM TOP POSTS (PHOTOS)

October 10th-31st 2023



[View insights](#) [Boost post](#)



Liked by maddyleblannc and 734 others
westfieldstate Come back to the Nest and celebrate Homecoming with us all day long! 🎉🍷

[View 1 comment](#)

735 likes, 38 shares, 1 comment



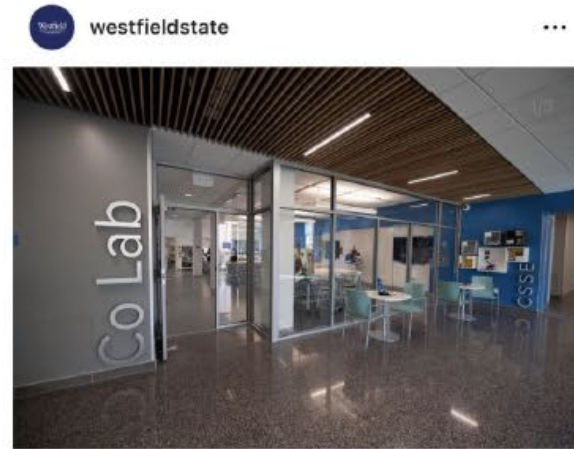
[View insights](#) [Boost post](#)



Liked by westfieldstatecheer and 625 others
westfieldstate Cue the applause - Homecoming was a Hoot! 🎉🍷💙

[View all 4 comments](#)

626 likes, 64 shares, 4 comments



[View insights](#) [Boost post](#)



Liked by maddyleblannc and 958 others
westfieldstate Welcome to the new and improved Parenzo Hall! This space is home to Dever Stage (Auditorium), The Center for Student Success & Engagement, The Department of Education, The Department of Political Science, and the new CoLab & Maker Space! 🎉

[View all 4 comments](#)

959 likes, 176 shares, 4 comments



[View insights](#) [Boost post](#)



Liked by westfieldstate_admissions and 828 others
westfieldstate Guess which movie Nestor is being for Halloween 🎃

829 likes, 192 shares, 10 comments

INSTAGRAM TOP POSTS (REELS)

October 10th-31st 2023



14.3K views, 650 likes, 160 shares, 13 comments

Both Keene State College and Umass commented on Nestor's Halloween Video



FACEBOOK TOP POSTS

October 10th-31st 2023

Westfield State University •
 Oct 18 • 🌐

Cue the applause - Homecoming was a Hoot! 🥳🎉

👍❤️ 91 4 shares

Westfield State University •
 Oct 26 • 🌐

Welcome to the new and improved Parenzo Hall! This space is home to Dever Stage (Auditorium), The Center for Student Success & Engagement, The Department of Education, The Department of Political Science, and the new CoLab & Maker Space!

👍❤️ 195 10 comments 5 shares

Westfield State University •
 Posted by SocMedia Maintainer Westfield
 Oct 14 • 🌐

Come back to the nest and celebrate Homecoming with us all day long! 🎉🥳

See insights and ads Boost post

👍❤️ 166 1 comment 11 shares

Westfield State University •
 Posted by SocMedia Maintainer Westfield
 Oct 23 • 🌐

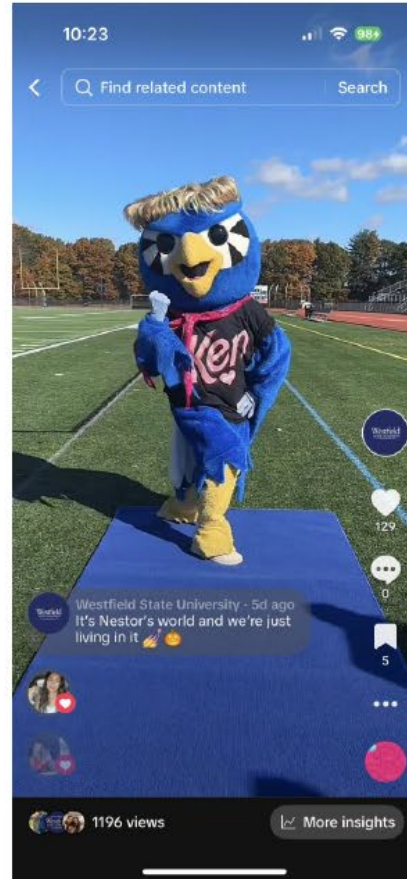
Our university looks good in every season, but fall is extra special! 🍂

See insights and ads Boost post

👍❤️ 162 3 comments 5 shares

TIK TOK TOP POSTS

October 10th-31st 2023



1,196 views, 129 likes, 12 shares

X (TWITTER) TOP POSTS

October 10th-31st 2023



Westfield State University @... · 10/12/23 ...

Homecoming has begun and we are scaring up some fun! Head down to the green and vote for your favorite scarecrow in this year's Scarecrow Contest 🎃



1 2 8 1.3K



Westfield State University @... · 10/23/23 ...

Our university looks good in every season, but fall is extra special! 🍂



694



Westfield State University @... · 10/14/23 ...

Come back to the nest and celebrate Homecoming with us all day long! 💙 🎉



1 4 908

LINKEDIN TOP POSTS

October 10th-31st 2023

 **Westfield State University** 32,666 followers
2w · 🌐


Homecoming 2023 Wraps Up Events!

[🔗: https://lnkd.in/eGzk9CGR](https://lnkd.in/eGzk9CGR)




  60

3 comments


 **Westfield State University** 32,666 followers
1w · 🌐

Colleen Mollica Emphasizes the Importance of Mindfulness.

[🔗 https://lnkd.in/dquPu33w](https://lnkd.in/dquPu33w)



Colleen Mollica Emphasizes the Importance of Mindfulness
westfield.ma.edu · 4 min read

 8

1 repost

FOLLOWER UPDATE:

October 10th-31st 2023

Changes as of **October 31st, 2023 (since October 10th)**

Instagram: **11,143 followers** (net increase of **100** followers)

Facebook: **20,998 followers** (net increase of **75** followers)

Twitter: **7,044 followers** (net increase of **24** followers)

TikTok: **1,568 followers** (net increase of **19** followers)

LinkedIn: **31,747 followers** (net increase of **361** followers)



SATURDAY AT 9:30 AM

Undergraduate Open House

Westfield State University

About Discussion

★ Interested ▾

✉ Invite

✎ Edit as Westfield State University



Details

👥 7 people responded

👤 Event by Westfield State University

📍 Westfield State University

🌐 Public · Anyone on or off Facebook

Join us on Saturday December 9th, for our Undergraduate Open House ❤️

Experience an in-depth look at Westfield State University and meet our campus community!

Register: <https://bit.ly/3QYCOTs>

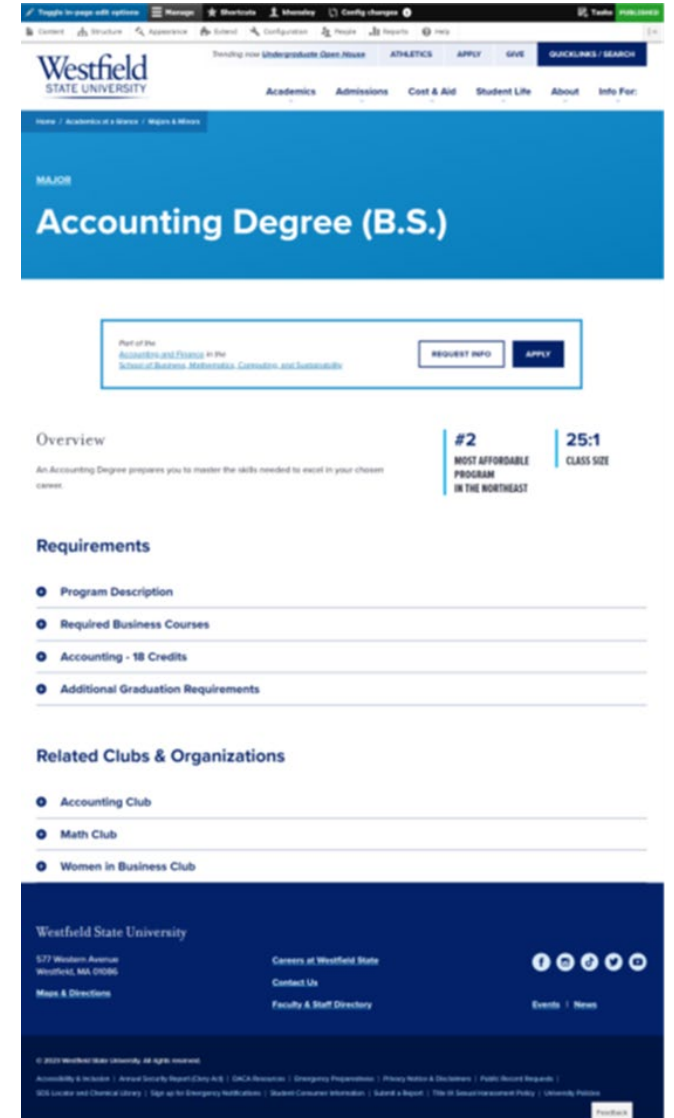
Westfield, Massachusetts



INTEGRATED MARKETING AND COMMUNICATIONS: Website

• WEBSITE CONTINUOUS IMPROVEMENT:

- 100% Degree Program Pages Updated: December 31, 2023
- 100% Academic Department Pages Updated: June 30, 2024
- Admissions Pages
- Student Affairs and Residence Life Pages
- Critical Pages: Emergency Management, Dean of Students, Submit a Report, Nestwork



[Home](#) / [Academics at a Glance](#) / [Majors & Minors](#)

MAJOR

Accounting, B.S.



Learn how to analyze, report, measure, audit, and record a business's financial transactions with an accounting degree.

Develop the skills you need to prepare corporate financial statements. With an accounting degree you'll learn how to analyze profit and loss, create balance sheets, compile, audit, and verify information to provide investors, economists, and the general public with the information they need to make informed business decisions. Study the educational requirements you need to become a licensed Certified Public Accountant in the Commonwealth of Massachusetts.

Program Highlights

- On campus, online, or remote synchronous learning
- Internship and professional development opportunities
- Accounting club to network with peers

Get a degree that makes a difference.

Use your critical-thinking skills to play a crucial role in helping businesses succeed.

[REQUEST INFORMATION](#)

[VISIT](#)

[APPLY](#)

A bachelor's degree in accounting for a well-rounded professional.



Master the skills you need to excel.

With an accounting degree from Westfield State, you'll be prepared for a variety of fields within the accounting profession. Our courses are designed to focus on accounting theory as well as practical accounting skills to ensure that you develop the knowledge base you need to be successful in your career.



25:1 or smaller class size

At Westfield State University, our faculty use innovative techniques to promote engagement and maximize the in-class student experience. You'll benefit from small classes where your professors will have the opportunity to get to know you better and understand your goals. You'll receive hands-on learning instruction relating to local and global issues from both an academic and real-world perspective as you broaden your skill set and prepare for your career.



One of the most affordable programs in the Northeast

As the number #2 most affordable Accounting B.S. in the Northeast, Westfield State University provides excellent value for your educational dollar. You'll benefit from our excellent academic program and the individual attention you'll receive. We believe that we have a great program and offer students something different from larger institutions.

Program Details

✕ [Program Mission](#)

✕ [Program Vision](#)

✕ [Learning Outcomes](#)



My experience at Westfield State was unbelievably rewarding. When I came into Westfield State as a first year student I was undecided. When I took my first accounting course it clicked immediately and I didn't turn back. As I progressed in the accounting courses my main accounting professor challenged me to double concentrate to diversify myself. I cannot thank that accounting professor enough for pushing me to do that.

Brandon Chasse, '17

An accounting degree prepares you for an in-demand job.

Year after year, accounting continues to be a potentially high-paying career field that offers growing opportunities, including:

- Accountant
- Financial controller
- CMA (Certified Management Accountant)
- Chartered Accountant
- Bank Branch Manager
- CGA (Certified General Accountant)
- Senior Accountant
- Financial Analyst
- Credit Supervisor



Ready to learn more?

REQUEST INFORMATION

VISIT

APPLY

Course Requirements

✖ Program Description

The Accounting major consists of 75 credits. All students must complete 39 credit hours of the Business Core, 18 credits of Non-Business related courses, and 18 credits of Accounting coursework.

✖ Required Business Courses

Majors must complete a minimum of 30 credits in the major at Westfield State University in order to graduate.

Required Business Core - 39 Credits

- [ACCT 0104 - Principles of Accounting I](#)
- [ACCT 0105 - Principles of Accounting II](#)
- [FINC 0207 - Financial Management](#)
- [MGMT 0107 - Software Applications in Management](#)
- [MGMT 0220 - Production/Operations Management](#)
- [MGMT 0221 - Business Management: A Survey of Organizational Development and Management Principles](#)
- [MGMT 0241 - Business Law I](#)
- [MGMT 0250 - Quantitative Approaches to Business Decisions](#)
- [MGMT 0308 - Organizational Development & Behavior](#)
- [MGMT 0321 - Management Information Systems](#)
- or ACCT 0345 - Accounting Information Systems Credits: 3
- [MGMT 0325 - Business Policy and Strategy](#)
- [MGMT 0338 - International Business](#)
- [MRKT 0231 - Marketing Management](#)

Non-Business Required Courses - 18 Credits

- [ECON 0101 - Principles of Macroeconomics](#)
- [ECON 0102 - Principles of Microeconomics](#)
- [ENGL 0103 - Speech](#)
- [ENGL 0392 - Business and Technical Writing](#)
- [MATH 0108 - Elementary Statistics](#)
- [MATH 0115 - Mathematics for Business and Social Sciences](#)

Note:

* [MATH 0105](#) or [MATH 0106](#), Calculus I or II, will also satisfy this requirement.

✖ Accounting - 18 Credits

- [ACCT 0104 - Principles of Accounting I](#)

Get big school features with small school advantages.

We offer high-quality academics, unique learning opportunities, and a gorgeous campus—and we have small classes, accessible faculty, and one-on-one support.

You'll join fellow motivated students ready to make the most of the college experience through active participation. Become part of a caring and committed community that understands and embraces the bridge between academic study and civic responsibility.

92%+
OF FACULTY HOLD
DOCTORATES

84%
OF GRADS ARE
EMPLOYED IN THEIR
FIELD

300+
SERVICE PROJECTS

Well-qualified and dedicated faculty help you learn and grow

Our highly qualified faculty receive high marks from students not only for the content of the courses they teach, but also for the effort they put into teaching their classes. Personalized attention and face-to-face accessibility mean that you'll receive the support that makes a real difference in your education.



Use your BS to fast-track your MS

Students with a bachelor's degree with either a major or concentration in accounting from an accredited institution are able to apply to the M.S. Accounting (MSA) Advanced Curriculum program. The Advanced Curriculum is comprised of ten courses. The majority of courses are offered in a hybrid format, and certain courses are 100% online. The Advanced Curriculum can be completed in just two semesters!*

**Based on U.S. regulations*

Frequently Asked Questions

⊗ Do I have to submit SAT/ACT scores or an essay when I apply?

Westfield State University **does not** require an application essay, SAT and/or ACT scores, or letters of recommendation (except for special program admissions).

includes the 30 credit-hour educational requirement necessary for the Certified Public Accounting license in Massachusetts and several other states.

⊗ Is an accounting degree worth it?

Earning your accounting degree can really pay off. According to the [Bureau of Labor Statistics](#), the median annual wage for accountants in May of 2021 was \$77,250.

Accounting is a career choice that continues to be in demand, plus you'll have the background you need if you decide to pursue a career in finance or business.

⊗ How long does it take to get an accounting degree?

It usually takes four years to earn your bachelor's degree in accounting, though this can vary depending on your circumstances.

Related Programs, Majors, or Minors

Major

[Economics \(B.A.\) and Finance \(B.S.\) Double Major Degree](#)

[Finance Degree \(B.S.\)](#)

Minor

[Finance Minor](#)

Request Information

We're here to answer your questions and deliver the support you need along your academic journey. Please provide your contact information and area of interest, and we'll be in touch shortly.

First name

Last name

Phone number

Email

Academic Level

- Select -

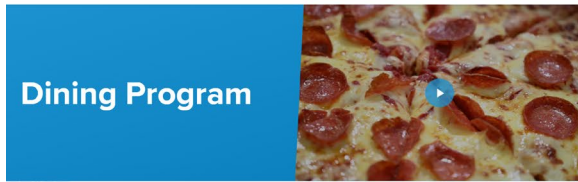
I plan to start at Westfield State in:

- Select -

Please send info about:

Accounting, B.S.

SUBMIT



Dining Program

- Home | Office and Services
- Dining Services**
- Community
- Gifts from Home
- Meal Plans
- Locations
- Menus
- Nutrition
- Catering
- Frequently Asked Questions

Welcome To Westfield State Dining

- Nourish. Nurture. Navigate.**
- Nourish.** Providing healthy food that everyone needs to fuel the body and soul.
 - Nurture.** Providing a welcoming and sustainable environment for people to experience personal growth through sharing a common table.
 - Navigate.** Providing diverse, cultural and culinary exploration allowing a connection to each other together as an Owl Community.

Westfield State Dining Services contributes to the campus life experience by providing a variety of healthy, and flavorful meals featuring local, regional and world cuisine in a sustainable and environmentally conscious manner. We offer a range of choices for all students, including those with special dietary needs.

Join us to eat at our main Dining Commons, or our 4 retail locations!

Our menus can be viewed online here: <https://westfieldstate.nutrisite.com/menu/3m-1spanned-dining-commons>

We're on Instagram! → [WSU DINING INSTA](#)

Hours of Operation for Fall 2023

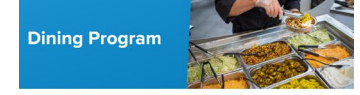
Fall 2023 Dining Hours of Operation

| | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---------------------------------|----------|------------|------------|------------|------------|------------|----------|
| Tim & Joanne's DC* | 10am-3pm | 7am-3pm | 7am-3pm | 7am-3pm | 7am-3pm | 7am-3pm | 10am-3pm |
| Marketplace | 8am-12pm | 8am-12pm | 8am-12pm | 8am-12pm | 8am-12pm | 8am-12pm | 8am-12pm |
| Owl Cafe | Closed | 8am-3pm | 8am-3pm | 8am-3pm | 8am-3pm | 8am-3pm | Closed |
| 13 Beans Greek & Co. | Closed | 7:30am-3pm | 7:30am-3pm | 7:30am-3pm | 7:30am-3pm | 7:30am-3pm | Closed |
| 13 Beans Life Signs | 8pm-12am | 8pm-12am | 8pm-12am | 8pm-12am | 8pm-12am | 8pm-12am | 8pm-12am |
| Wild Blue | Closed | 11am-7pm | 11am-7pm | 11am-7pm | 11am-7pm | 11am-7pm | Closed |

OH OWL ANY QUESTIONS OR EMAIL DINING@WESTFIELDMA.EDU *Light meals 3pm-5pm in the DC



Contact us
Dining Services
 (451) 572-5410
 Dining@westfield.ma.edu



Dining Program

Welcome to Westfield State Dining

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Highest RATED FOOD IN MASSACHUSETTS STATE COLLEGE SYSTEM

- Menus
- Meal Plans
- Locations
- View Upcoming Events
- Community
- Nutrition
- Catering
- Gifts from Home
- Student Jobs
- Frequently Asked Questions
- Instagram

Hours of Operation Fall 2023

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| Wild Blue | Closed | 11am-7pm | 11am-7pm | 11am-7pm | 11am-7pm | 11am-7pm | Closed |

OH OWL ANY QUESTIONS OR EMAIL DINING@WESTFIELDMA.EDU *Light meals 3pm-5pm in the DC



Contact us
Dining Services
 (451) 572-5410
 Dining@westfield.ma.edu

Trending

- Campus Community Shares Favorite Thanksgiving Recipes
- NiHo 2024 Best College Food in Massachusetts

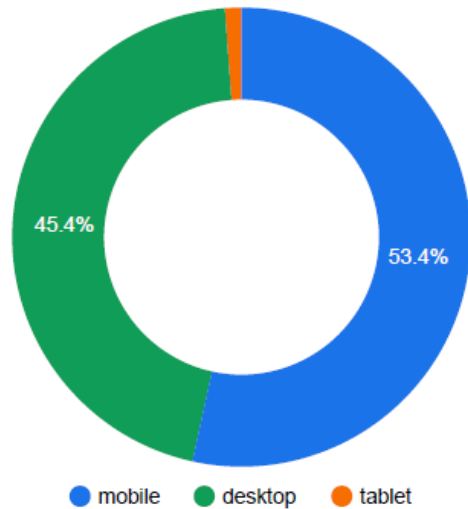
Contact Us
 Dining Services
 (451) 572-5410
 Dining@westfield.ma.edu

Westfield.ma.edu Web Health Report

September 1, 2022 – August 31, 2023

Organic Search Users vs. Previous Year

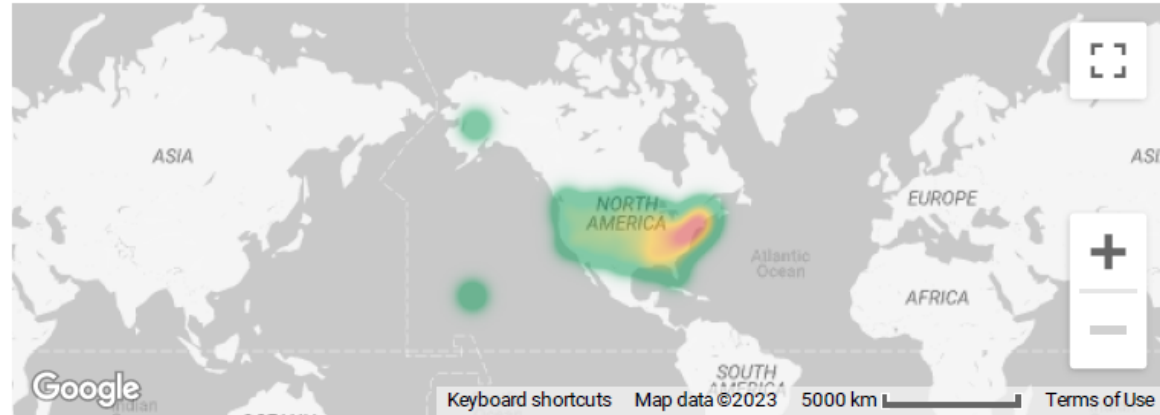
Device Types Compared to Previous Year



| Device type | Active users | % Δ |
|-------------|--------------|---------|
| 1. mobile | 270,087 | 78.0% ↑ |
| 2. desktop | 238,800 | 55.1% ↑ |
| 3. tablet | 5,994 | 49.4% ↑ |

1 - 3 / 3 < >

U.S. States Compared to Previous Year



| States | Active users | % Δ | New users | % Δ |
|------------------|--------------|----------|-----------|----------|
| 1. Massachusetts | 149,897 | 39.0% ↑ | 128,138 | 35.6% ↑ |
| 2. New York | 28,982 | 43.7% ↑ | 20,466 | 23.8% ↑ |
| 3. Connecticut | 19,861 | 26.8% ↑ | 15,098 | 20.4% ↑ |
| 4. Virginia | 16,451 | 626.6% ↑ | 10,099 | 533.2% ↑ |
| 5. Georgia | 15,027 | 601.2% ↑ | 8,519 | 492.0% ↑ |

1 - 10 / 1001 < >

Top Organic Search Pages vs. Previous Year

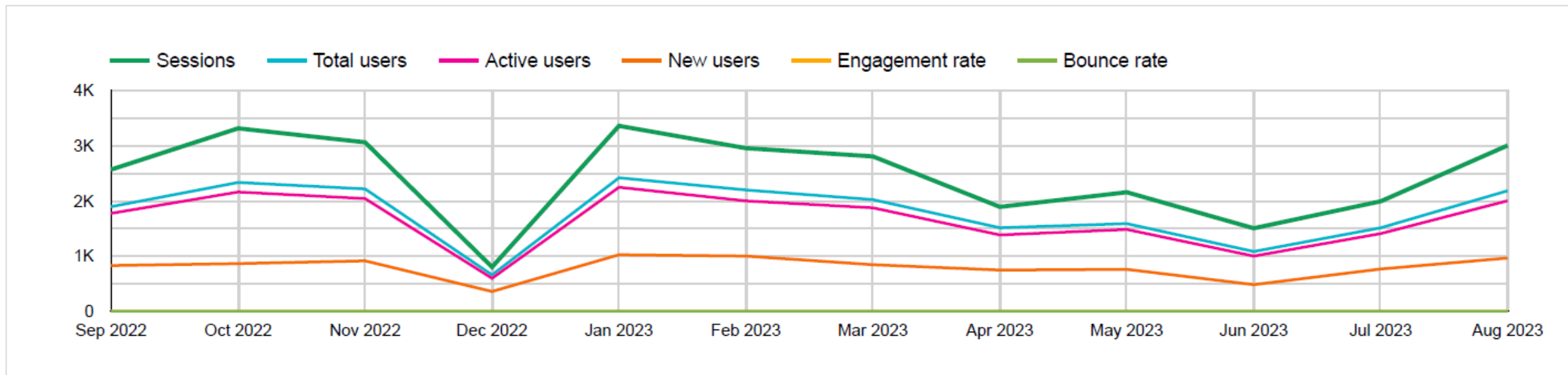
| | Pages | Active users | % Δ | New users | % Δ | Views per user | % Δ | Engagement rate | % Δ |
|----|---|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|----------------|
| 1. | Home Westfield State University | 141,556 | 51.6% ↑ | 110,589 | 51.1% ↑ | 4.59 | 3.0% ↑ | 55.58% | -4.3% ↓ |
| 2. | Search Westfield State University | 19,545 | 56.7% ↑ | 2 | -60.0% ↓ | 2.73 | 5.0% ↑ | 6.16% | 1.0% ↑ |
| 3. | Directory Westfield State University | 12,149 | 62.0% ↑ | 1,488 | 89.6% ↑ | 5.48 | -2.6% ↓ | 16.45% | 2.5% ↑ |
| 4. | Majors & Minors Westfield State University | 32,483 | 83.1% ↑ | 8,772 | 144.1% ↑ | 1.77 | 0.8% ↑ | 23.89% | 28.4% ↑ |
| 5. | Graduate Degrees Westfield State University | 15,753 | 75.3% ↑ | 4,346 | 214.5% ↑ | 1.62 | 4.8% ↑ | 25.33% | 67.0% ↑ |
| 6. | Working at Westfield Westfield State University | 11,909 | 64.2% ↑ | 3,332 | 105.6% ↑ | 2.12 | 3.8% ↑ | 11.81% | 26.7% ↑ |
| 7. | Housing & Residential Life Westfield State | 10,983 | 27.4% ↑ | 2,837 | 19.1% ↑ | 1.79 | -6.3% ↓ | 27.14% | -3.4% ↓ |
| | Grand total | 301,500 | 63.3% ↑ | 278,759 | 62.5% ↑ | 6.14 | -0.7% ↓ | 57.74% | -2.4% ↓ |

| | Landing page | Active users | New users | Views per user | Engagement rate |
|----|---|----------------|----------------|----------------|-----------------|
| 1. | / | 133,915 | 110,630 | 8.1 | 58.77% |
| 2. | /academics/degrees | 11,253 | 8,700 | 3.78 | 74.72% |
| 3. | (not set) | 20,666 | 0 | 0 | 3.08% |
| 4. | /academics/graduate-degrees | 5,343 | 4,347 | 3.83 | 83.21% |
| 5. | /academics/degrees/ms-physician-assistant-studies | 4,935 | 4,203 | 3.77 | 84.87% |
| 6. | /student-life/living-on-campus | 4,768 | 2,984 | 3.47 | 67.33% |
| | Grand total | 301,500 | 278,759 | 6.14 | 57.74% |



Organic Search Channel Overview

See insights breakout on the next page.



Sessions
76.5K
↓ -5.7% QoQ ↓ -8.8% YoY

Total users
30.4K
↓ -5.8% QoQ ↓ -8.2% YoY

Active users
29.9K
↓ -5.7% QoQ ↓ -8.5% YoY

New users
22.9K
↓ -7.0% QoQ ↓ -11.8% YoY

Engagement rate
57.7%
↑ 3.2% QoQ ↑ 3.5% YoY

Bounce rate
42.3%
↓ -4.0% QoQ ↓ -4.4% YoY

Total users is the total number of people who visited your site or app.

An **engaged session** lasts at least 10 seconds, has a conversion event, or has at least 2 pageviews.

Engagement rate is the percentage of engaged sessions. **Bounce rate** is the inverse metric.

Organic Website Search Terms

| | Search term | Term count ▾ | % Δ | Sessions | % Δ | Active users | % Δ |
|-----|--------------------|---------------|----------------|---------------|----------------|---------------|----------------|
| 1. | registrar | 532 | 49.9% ↑ | 497 | 50.2% ↑ | 220 | 51.7% ↑ |
| 2. | transcript | 497 | 87.5% ↑ | 461 | 80.1% ↑ | 373 | 71.9% ↑ |
| 3. | parking | 379 | 93.4% ↑ | 350 | 90.2% ↑ | 245 | 75.0% ↑ |
| 4. | transcripts | 359 | 43.0% ↑ | 349 | 43.6% ↑ | 300 | 43.5% ↑ |
| 5. | dining | 315 | 293.8% ↑ | 286 | 271.4% ↑ | 136 | 240.0% ↑ |
| 6. | health services | 255 | 99.2% ↑ | 220 | 98.2% ↑ | 140 | 89.2% ↑ |
| 7. | career center | 252 | 64.7% ↑ | 244 | 67.1% ↑ | 148 | 60.9% ↑ |
| 8. | map | 226 | 145.7% ↑ | 221 | 145.6% ↑ | 167 | 111.4% ↑ |
| 9. | human resources | 201 | 60.8% ↑ | 185 | 68.2% ↑ | 145 | 70.6% ↑ |
| 10. | course catalog | 188 | 248.1% ↑ | 172 | 244.0% ↑ | 76 | 94.9% ↑ |
| 11. | academic calendar | 184 | 30.5% ↑ | 174 | 27.9% ↑ | 127 | 5.8% ↑ |
| 12. | calendar | 182 | 52.9% ↑ | 170 | 47.8% ↑ | 159 | 44.5% ↑ |
| 13. | nursing | 182 | 142.7% ↑ | 169 | 141.4% ↑ | 115 | 113.0% ↑ |
| 14. | owl bucks | 178 | 169.7% ↑ | 167 | 178.3% ↑ | 89 | 85.4% ↑ |
| 15. | Map | 176 | 179.4% ↑ | 171 | 175.8% ↑ | 140 | 174.5% ↑ |
| 16. | campus map | 173 | 74.7% ↑ | 166 | 74.7% ↑ | 128 | 58.0% ↑ |
| 17. | marketing | 173 | 108.4% ↑ | 157 | 106.6% ↑ | 87 | 97.7% ↑ |
| 18. | bookstore | 170 | 80.9% ↑ | 155 | 84.5% ↑ | 135 | 87.5% ↑ |
| 19. | curca | 170 | 112.5% ↑ | 162 | 134.8% ↑ | 94 | 203.2% ↑ |
| 20. | financial aid | 168 | 50.0% ↑ | 153 | 47.1% ↑ | 117 | 21.9% ↑ |
| | Grand total | 68,577 | 64.3% ↑ | 47,017 | 68.4% ↑ | 22,271 | 58.7% ↑ |

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Homepage Page Speed Insights

Mobile Performance (captured on 9/26/23)



Performance

▲ 0-49 ■ 50-89 ● 90-100



▲ First Contentful Paint

3.8 s

First Contentful Paint marks the time at which the first text or image is painted. [Learn more about the First Contentful Paint metric.](#)

▲ Total Blocking Time

760 ms

Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. [Learn more about the Total Blocking Time metric.](#)

▲ Largest Contentful Paint

7.7 s

Largest Contentful Paint marks the time at which the largest text or image is painted. [Learn more about the Largest Contentful Paint metric.](#)

● Cumulative Layout Shift

0

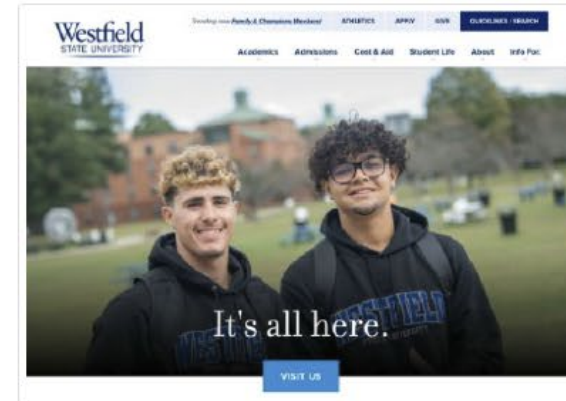
Cumulative Layout Shift measures the movement of visible elements within the viewport. [Learn more about the Cumulative Layout Shift metric.](#)

Desktop Performance (captured on 9/26/23)



Performance

▲ 0-49 ■ 50-89 ● 90-100



▲ First Contentful Paint

2.2 s

First Contentful Paint marks the time at which the first text or image is painted. [Learn more about the First Contentful Paint metric.](#)

● Total Blocking Time

50 ms

Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. [Learn more about the Total Blocking Time metric.](#)

▲ Largest Contentful Paint

6.6 s

Largest Contentful Paint marks the time at which the largest text or image is painted. [Learn more about the Largest Contentful Paint metric.](#)

● Cumulative Layout Shift

0.002

Cumulative Layout Shift measures the movement of visible elements within the viewport. [Learn more about the Cumulative Layout Shift metric.](#)

BRINGING IT BACK TOGETHER

INTEGRATED MARKETING AND
COMMUNICATIONS



INTEGRATED MARKETING AND COMMUNICATIONS

“A brand only builds value when it is leveraged at **every** opportunity, with **harmony** and **redundancy** that is evident in decisions, experiences, and communication.”

Teresa Flannery, *How to Market a University*



STRATEGIC INVESTMENTS

- ✓ Branding Refresh
- ✓ Website Continuous Improvement
- ✓ Content Marketing
- ✓ Focused Effort on Enrollment Drivers
- ✓ Improved Name Recognition
- ✓ Strategic Reputation Investments



FY24: 5 ESSENTIAL GOALS

- Rebrand under Integrated Marketing and Communications and fully implement all efficiency measures.
- Be “Brilliant at the Basics” to address lingering concerns with University website and print promotional materials.
- Develop a dashboard for ROI-decision making within the unit and in ways the unit engages with the campus community.



FY24: 5 ESSENTIAL GOALS

- Develop and implement clear and cohesive brand identity.
- Prioritize the development of Alumni and Advancement materials, including relaunch of the University magazine and full suite of fundraising and outreach materials for use by President's Office.



Questions?

Thank you!





Board of Trustees

December 13, 2023

MOTION

The Advancement, Marketing, and External Relations Committee recommends approval to the full Board:

To approve the granting of staff emerita status, effective December 13, 2023, to the following individuals:

- Barbara Hand
- Bette Jemilio



FY24 Staff Emeriti Nominee

Barbara Hand:

As the Administrative Assistant for the Student Government Association (SGA), Barbara's commitment to her role was supported in her promotion from Assistant to Administrator during her 31-year career at Westfield State University. Barbara's ability for organization and detail aided in the success of many students and the department as a whole--growing SGA into one of the largest and most respected student governments in the region.

While handling contracts, authorizations to pay, budget transfers, club constitutions, records keeping, student events and more, somehow her door was still always open to students, staff, and faculty who required her assistance. Nicknamed the "Campus Mom," Barbara was supportive not only in her position but as a person. Her ability to gracefully balance the tasks thrown at her while keeping a warm and inviting atmosphere is admirable. She was often seen chatting and laughing with students and staff alike, Barbara was serious about her role and those positive, joyful moments of communications were a testament to that; she carried herself with warmth, attentiveness, kindness and dedication.

As the Advisor for SGA, she was a meaningful guide for students, sharing her wealth of knowledge about the institution and setting the example of professionalism. Over her thirty-one years she committed much of her time, including nights and weekends, to ensure the success of meetings and events. Yet, her service was not limited to just the University; students of SGA were strongly encouraged to participate in community volunteer events such as the Cancer House of Hope, Clean Up and fundraising for local charities around Thanksgiving. Additionally, in her free time, she and her husband sing in a choir, and we are certain that her services to her community did not and do not stop there.

To give an example of Barbara's dedication I share this story. Barbara retired in the midst of the pandemic. Her peers wanted to acknowledge her achievements by celebrating her throughout her last days at WSU. But on her last day, a day meant to celebrate her, she directed attention to raising money for the Student Senate Scholarship. After successfully adding thousands of dollars to the fund, through her efforts and guidance I am happy to share that the scholarship was renamed to honor her.

Barbara's contributions to the University are backed by the success within her department and dedicated service to the students. Truly her work will be a tough act to follow, but it is her presence that has been most greatly missed.



FY24 Staff Emeriti Nominee

Bette Jemiolo:

Bette Jemiolo came to Westfield State College as a housekeeper in November of 1979, a time when gender equality was not an identified topic. Bette worked in the Davis building much of her career which she loved greatly. The students were very much the joy that embodied her work. She would often say the students made her feel youthful and brought her much happiness. When she took the position at Davis Hall it was at a time when buildings were gender based and Davis was assigned as an all-male building. As you may gather this was a bit of a challenge being a female housekeeper attending to an all-male dorm; Bette took the position with pride and worked hard to ensure the cleanliness and safety of the students.

Working at Westfield State University became a part of Bette's core. The students were like her own children and she would go above and beyond for them on a regular basis. She developed formative relationships with many of the students and watched them grown into adulthood. Some of the students were so appreciative of Bette they would often play her favorite music on the floor while she would complete her daily duties. The students loved having Bette as part of the staff in Davis Hall.

In working at Westfield State University Bette took her position on campus very seriously not only with the students but also with the staff. She became part of a movement for change. Change that would have a lasting impact on our campus community. When Bette was hired into environmental services, women were classified as housekeepers and men were classified as maintainers; yet tasked with performing the same duties. It was also a time where men were paid a higher wage for the same or similar work as Bette performed. Bette worked to change this. She was part of the movement that took place on campus to reclassify the title for all women housekeepers to the same as their male counterparts. She was successful in her efforts and soon all women housekeepers shared the name of maintainers and all women received equal pay.

She worked to assist in removing the glass ceiling for many women on campus through advocating for equality. This took great effort and support from the workforce at Westfield State, and she is grateful for the support she received in her efforts to support change.

Bette did not stop there, she went on to become one of the first women maintainer III on campus and managed the Davis Hall building. She set a precedent for women on campus by holding a management position in environmental services which at the time was held predominately by males. Bette was also an active member in the Westfield State University community taking part in fundraisers and would consistently work overtime to help with renovations of Davis Hall and other renovations projects on campus. She always tried to lessen the burden on others to ensure the buildings she worked in had what it needed and the employees she supervised were not overburdened.

Just to give an even deeper picture of how determined this woman is and how deep rooted she was in the Westfield community itself. At the same time she was working for Westfield State

University, she held a second job at Noble Hospital in their maintenance department all while raising 7 children and volunteering at Franklin Avenue School teaching children to read.

As an employee who worked for Westfield State University for over 20 years, it has played such an important role in Bette's life like it has many others. She continues to stay in touch with many of her coworkers from the University and does a monthly brunch with them to discuss what is happening around town and to keep up on the University's success.

It is with great admiration and support that I am able to share with you and recognize Bette for her wonderful lasting contributions to the Westfield State community.