



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 |

Attachments:

- a. Draft Minutes, December 9, 2024
- b. MarComm Presentation
- c. Keeper of The Dream Booklet
- d. Dora Robinson Speaker Series Postcard
- e. Q2 IA Dashboard



Board of Trustees

Advancement, Marketing, and External Relations Committee

December 9, 2024

Minutes

11:15 AM – 12:15 AM

Loughman Living Room, Scanlon Hall

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 Michael O'Rourke, Jason Queenin, and Board Chair Ali Salehi, ex-officio member

Also present were Westfield State University President Dr. Linda Thompson; Institutional Advancement Vice President Lisa McMahon; Director of Advancement and Major Gifts, William Hynes; Assistant Director of Events Management, Ryan Begin; Event Management and Student Activities, Laura Cafaro; Director of Alumni Relations, Ryan Meersman and General Counsel, Melinda Phelps. Special guest, Kathy Howrigan of Howrigan Consulting.

The meeting was called to order at 11:20 AM by Committee Chair Dr. Gloria Williams and it was announced that the meeting was being livestreamed and recorded.

MOTION made by Trustee Currier, seconded by Trustee Montemayor, to accept the minutes from the October 23, 2024 meeting. There being no discussion, **a roll call was conducted**, all in favor, the **Motion passed**.

University Rebrand and Marketing Initiatives Update

Dr. Leslie Rice opened her presentation by explaining the partnership with BVK, a national firm, focusing on rebranding. The research portion has been completed, moving on to analysis and findings. To enhance success and academics, Westfield State University needs to cultivate a growing community and culture to produce perception. The next steps for the revealing of the brand platform will be presented in spring of 2025. The last rebranding Westfield State University did was in 2016.

Advancement/Fundraising/Engagement/Alumni/Campaign

Lisa McMahon opened her presentation with pictures and information on the Blue Diamond Ball. The monies brought in from the Blue Diamond Ball was 320k which created two new scholarships and renaming the soccer field. A 100k will be sent to student ACCESS.

An update on alumni events going forward:

The 1970 soccer team visited campus in the renaming of the soccer field. Homecoming also brought many albums to campus including the Cape Cod Westfield State University Chapter who handed out clam chowder. The advancement team will be visiting Naples, Florida again this year as well as Georgia because Dr. Thompson will be receiving an award. Upcoming events were announced.

Situational Assessment conducted by Howrigan Consulting:

Kathy Howrigan presented her one-year study in 2019. COVID ended that study, but the outcome compared to 2024 showed changes in structure in advancement and leadership. The advancement team is insufficiently sourced therefore with five extra staff members, a campaign could be conducted.

Current key findings:

1. There was progress made in on vision and aspiration
2. Advancement is not funded enough
3. The team has a shared understanding
4. Data quality issues – staffing issue
5. Multi-year plan needs to be created but there are a lack of resources

Actions to be taken:

1. Work with an external firm to identify 50-100 prospects
2. Operational challenges:
 - a. Develop a multi-year plan
 - b. Fix data quality issues
 - c. Focus more on retention of donors
3. Set a goal

The campaign needs to be robust with more staff, major gift giving cultivation, repair operational challenges and create an achievable goal. FY26 plan will have a holistic approach with institutional goals.

MOTION made by Trustee O'Rourke, seconded by Trustee Montemayor, The Advancement, Marketing, and External Relations Committee recommends approval to the full Board: To approve the granting of staff emeriti status, effective December 9, 2024, to the following individuals: Karen Canary, Rudy Hebert and Mark St. Jean. There being no discussion, a roll call was conducted, **Motion passed unanimously**

Staff Emeriti Nominations

A brief history of the nominees were presented to the committee for consideration for Staff Emeriti.

MOTION made by Trustee Currier, seconded by Trustee O'Rourke, to adjourn the meeting. There being no discussion, a roll call was conducted, **Motion passed unanimously**

Meeting adjourned at 12:21 PM.

Attachments:

- a. Draft Minutes of October 23, 2024

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 December 9, 2024.

Daniel Currier, Secretary

Date

Integrated Marketing and Communications

Dr. Leslie Rice

Executive Director of Communication, Marketing, and Branding



WHOOOOO ARE WE?

WESTFIELD STATE UNIVERSITY
REBRANDING



CURRENT UNIVERSITY LOGOS

STACKED LOGO
Primary Logo



HORIZONTAL WORDMARK
Secondary Logo



CURRENT ATHLETICS LOGOS + SPIRIT MARK



WESTFIELD STATE OWLS
ATHLETICS



WESTFIELD STATE OWLS
ATHLETICS

CURRENT UNIVERSITY SEAL



CURRENT WEBSITE ICON



CURRENT SOCIAL MEDIA ICON



GROW PERCEPTION.

Minimal perceptions exist about Westfield State but it is on the way up with positive experiences from those who are connected.

Opportunity: Establish a clear brand and expand awareness

EMPOWER STUDENT SUCCESS & ENHANCE ACADEMICS.

Student support is an existing strength of the institution while audiences identify a need to enhance academic offerings.

Opportunity: Highlight Westfield State's history of inclusion– how their distinctive support of students from various backgrounds results in a richer, more transformative learning environment.

CULTIVATE WESTFIELD CULTURE.

Stakeholders identify a need to cultivate a robust campus culture of belonging to build on the positive perceptions of being safe and having values of community.

Opportunity: Leverage Nestor the Owl to foster affinity across connected and prospective audiences. Embrace unique on-campus student activities. Explore appropriate uses of colloquial phrases such as “Westy.”

EXTEND COMMUNITY CONNECTION.

The institution has a desire to grow community engagement and connections to internships were a top important factor across audiences.

Opportunity: Expand currently available internship experiences and the on-campus leadership and student organization opportunities.

INQUISITIVENESS

Related Values: Wisdom | Perspective | Open-mindedness

: the pursuit of knowledge and new understanding gained through lived experiences and the convergence of people, opportunities and ideas. Actively learning, developing and nurturing one's intellect and character. Fuels rewarding fun and is a fundamental trait of respected leaders that shows honor and dignity towards others.

Single Minded Idea (SMI) + Positioning Statement

[Westfield State is]
Where the inquisitive converge for
meaningful success.

Westfield State is an enriching institution where a legacy and vision of convergence, culture of inquisitiveness, and balance between immersive residential and beyond-classroom experiences, yield lifelong success.

1



2



3



4



1



BRAND PLATFORM

Curious by Nature

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2



BRAND PLATFORM

Stay Curious

Can curiosity really change everything? At Westfield State University, we believe the right question can open doors to endless possibilities. Our classrooms are catalysts for discovery, where bold ideas are born, and learning knows no bounds. Because here, curiosity is only the beginning. [Westfield State: Stay Curious.](#)

3



BRAND PLATFORM

Let's Get to Work

At Westfield State University, we're not about flash, pomp or the opinion of others. We're all about digging in and letting our hard work speak for itself. We prioritize real impact over prestige, and meaningful growth over tradition. Because here, you'll find a down-to-earth, supportive community that's focused on what matters most: rolling up our sleeves, tackling big questions and preparing the leaders of tomorrow. Because at Westfield, success isn't handed out—it's earned through collaboration, grit and the kind of experience that prepare you for life beyond the classroom. [Westfield State: Let's Get to Work.](#)

4



BRAND PLATFORM

Wisdom to Wonder

At Westfield State, education isn't about memorizing answers, it's about asking better questions. Here, curiosity drives everything we do. We see wisdom not as the end of learning, but as the spark for something greater. Whether you're in the classroom, the lab or the field, let wonder be your guide—leading you to uncover insights, solve problems and create positive change. [Westfield State: How the Wisdom to Wonder.](#)



Feather/leaf/quill



Abstract owl head profile



Westfield River







WHERE *Wonder* LEADS,
Wisdom FOLLOWS.

At Westfield State University, we believe curiosity is the key to unlocking a better future. From your first spark of inquiry to moments of discovery, we're here to help you turn wonder into wisdom—and wisdom into action. Westfield State: Have the Wisdom to Wonder.



At Westfield State University, we believe curiosity is the key to unlocking a better future. From your first spark of inquiry to moments of discovery, we're here to help you turn wonder into wisdom—and wisdom into action. Westfield State: Have the Wisdom to Wonder.

**HERE,
ACCOLADES
AREN'T
INHERITED.
THEY'RE
EARNED.**

Westfield
STATE UNIVERSITY



Digital Ad 1



**IMPACT
OVER
IMAGE.**

Westfield
STATE UNIVERSITY

Digital Ad 2



Trending now Scholarships ATHLETICS APPLY GIVE QUICKLINKS/SEARCH

Academics Admissions Cost & Aid Student Life About Info For:

Curious by Nature.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure

Explore Programs

MacBook



2025
Viewbook

 Westfield State
University

 Westfield State University

WHOOOOO ARE WE?

WESTFIELD STATE UNIVERSITY
REBRANDING: THE LAUNCH



BRAND PLATFORM: NEXT STEPS

- CAMPUS UNVEILING
- ACTIVATION:
 - OUT OF HOME & ADVERTISING
 - DIGITAL IDENTITY (WEB & SOCIAL)
 - ENVIRONMENTAL BRANDING
 - PRINT & DISPLAY MATERIALS
 - MERCHANDISE



Questions?

Thank you!



THE 2ND ANNUAL

Dora D. Robinson

SPEAKER SERIES

IN HONOR OF WOMEN'S HISTORY MONTH

WEDNESDAY, MARCH 19, 2025 | 4:00 p.m.

Dever Stage, Parenzo Hall | Westfield State University

Admission is free. Donations are encouraged. All proceeds will support the Dora Robinson Speaker Series.

Featuring VICTORIA CHRISTOPHER MURRAY

eliminating racism
empowering women



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UNIVERSITY
FOUNDATION

Westfield State University

EMPOWERMENT. INSPIRATION. ACTION.



Victoria Christopher Murray is the New York Times and USA Today best-selling author of more than 30 novels, including the New York Times Instant Best Sellers, *The Personal Librarian* and *The First Ladies*, co-written with Marie Benedict.

Dora D. Robinson, a distinguished advocate for social and racial justice, left a profound legacy upon her passing in June 2023 in Springfield, MA. Throughout her career, Dora remained committed to advancing social and racial equity, championing justice initiatives across various organizations at all levels.



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This free, public lecture welcomes individuals from all backgrounds to participate.

westfield.ma.edu/RobinsonSeries

Westfield
STATE UNIVERSITY

Westfield State University
P.O. Box 1630
Westfield, MA 01086-1630



*Keeper
of the Dream*

Westfield State University

SPONSORED BY WESTFIELD BANK AND WESTFIELD GAS & ELECTRIC

HONORING DIVERSITY, EMPOWERING THE FUTURE

Westfield State University was founded on a visionary belief in equality, justice, and education as the cornerstones of a thriving society. From its inception, the University has championed diverse perspectives and fostered opportunities for all.

Today, we continue this proud tradition by embracing the richness of our community, celebrating achievements, and striving for an inclusive future. Our students, alumni, and faculty embody resilience, innovation, and the courage to make a difference. Together, we honor those who build bridges, empower others, and turn challenges into accomplishments.

As we gather this February, we recognize not just where we've been, but the incredible individuals who bring our mission to life every day. Westfield State University is a community of bold thinkers and compassionate leaders—creating a brighter, more inclusive tomorrow.



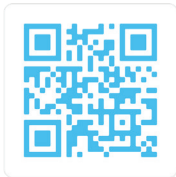
INFINITE POSSIBILITIES

WESTFIELD STATE UNIVERSITY
WELCOMES YOU TO THE 2ND ANNUAL

Keeper of the Dream

DINNER IN HONOR OF **BLACK HISTORY MONTH**

Presented in partnership with the Cities of Westfield and West Springfield
Sponsored by Westfield Bank and Westfield Gas & Electric



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★ ★ ★
Thank you for your support
of diversity and inclusion at Westfield
State University. Please consider making a
contribution in support of student and faculty
initiatives that carry on the hopes we have
for a more just and equitable world.



“ We must accept
finite disappointment,
but never lose
infinite hope. ”

—DR. MARTIN LUTHER KING, JR.

WELCOME

Wesley Days, Jr., *Western Mass News*

GREETINGS

Lisa McMahon

Interim Vice President of Institutional Advancement

Keynote Speaker

Nettie Washington Douglass

Founder and Chairwoman Emerita of Frederick Douglas Initiatives

Inaugural Keeper of the Dream Scholarship Awards

Mekhi Bowen '25

Bronwyn Pinsly '26

Catrina Casting '26

Troy Thomas '26

Keeper of the Dream Awards

CITY OF WESTFIELD

Presented by Mayor Michael A. McCabe

★ **Jon-Randel “Randy” Quarles**

Firefighter, Westfield Fire Department

★ **Juanita Mejias**

Sergeant, Westfield Police Department

TOWN OF WEST SPRINGFIELD

Presented by Superintendent Stefania Raschilla

★ **Onix Cruz**

Lead Custodian, West Springfield Public Schools

★ **Matt Griffin**

*IHD Supervisor & Girls Track and Field Coach,
West Springfield Public Schools*

WESTFIELD STATE UNIVERSITY

Presented by President Linda Thompson, DrPH, MPH, RN, FAAN

★ **Marjorie Rodriguez, MSW**

*Assistant Director for Student Access & Support
for the Office of Belonging, Inclusion and Learning*

★ **Dr. Carlton Pickron, Staff Emeritus**

Retired Vice President of Student Affairs

CLOSING REMARKS

Celebrating *the dream.*

Building a future that's better.

Westfield Bank is proud to support Westfield State University's 2nd annual Keeper of the Dream Dinner, an evening of inspiration and reflection honoring those who are advancing Dr. King's vision of equality, justice, and hope.



What better banking's all about.™



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westfieldbank.com



COMMITTED TO COMMUNITY

Westfield Gas + Electric/Whip City Fiber is Westfield's locally owned utility providing natural gas, electricity, and gigabit speed internet at a great price. We value excellent service to make your experience with us the best it can be. And we are committed to the local community too.

Over the last year, we have been honored to support all sorts of local events and organizations. We are inspired by all those who are doing good in Westfield. When we reinvest in the community, it makes Westfield a better place for us all.

wgeld.org | whipcityfiber.com



Red Sox STEM Day



PHMSA Grant Event



Career Fair



Touch a Truck



KEYNOTE SPEAKER

Nettie Washington Douglass

Ms. Douglass has the unique distinction of being the heir of two great Americans. She is the great-great-granddaughter of Frederick Douglass and the great-granddaughter of Booker T. Washington. She is the first person to unite the two bloodlines of Booker T. Washington and Frederick Douglass through the union of her mother, Nettie Hancock Washington (granddaughter of Booker T. Washington), and her father, Dr. Frederick Douglass III (great-grandson of Frederick Douglass).

Ms. Douglass is retired from civil service in Atlanta, GA, is a past volunteer for the United Negro College Fund, and previously served on the Board of Directors of the Friends of Frederick Douglass in Washington, DC. She is currently Co-Founder and Chairwoman Emerita for Frederick Douglass Family Initiatives (FDI). FDI is a non-profit, abolitionist and antiracist organization that celebrates the legacies of her famous ancestors and focuses on education, racial equity, and an end to human exploitation. She is the proud mother of Kenneth B. Morris, Jr., Nettie Douglass Johnson and Douglass Washington Morris, and proud grandmother of four plus a bonus grandson.



INAUGURAL KEEPER OF THE DREAM

★★★ Scholarship Recipients ★★★



Mekhi Bowen '25

Criminal Justice

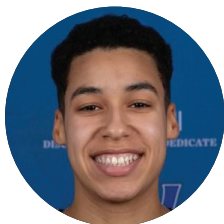
Mekhi's remarkable accomplishments, both academically and as a respected and familiar figure on campus, exemplify the qualities of a strong and dedicated leader. He consistently goes above and beyond, seeking opportunities to grow, connect and educate himself and those around him. Mekhi Bowen embodies the values and legacy of Dr. Martin Luther King, Jr.; he is a Keeper of the Dream.



Catrina Casting '26

Psychology, Criminal Justice Minor

Catrina is dedicated to building community and advocating for inclusivity. Through her leadership, advocacy and involvement with initiatives promoting equity and belonging, she has become a beacon of positive change and a role model for her peers. She inspires action and creates meaningful connections. Catrina Casting embodies the values and legacy of Dr. Martin Luther King, Jr.; she is a Keeper of the Dream.



Bronwyn Pinsly '26

Biology, Biotechnology Concentration

As a student athlete, Bronwyn consistently uses his platform to advocate for inclusivity, equity and fairness both on and off the field. He is passionate about meaningful change and possesses the ability to inspire others to work toward a shared vision of equality. Bronwyn Pinsly embodies the values and legacy of Dr. Martin Luther King, Jr.; he is a Keeper of the Dream.



Troy Thomas '26

Psychology and Economics

An advocate to those who need a stronger voice, Troy is tireless in his work to support inclusivity and social justice on campus. He possesses an ability to listen and hear varying points of view, and is bold enough to speak truth to power. Troy Thomas embodies the values and legacy of Dr. Martin Luther King, Jr.; he is a Keeper of the Dream.

Thank you to our sponsors!

SIGNATURE SPONSORS



TABLE SPONSORS

Celia Johnston Blue, *President and CEO*
Massachusetts Women of Color Coalition, Inc.

Dr. Linda Thompson, *President*

Fr. Warren Savage & Albert & Amelia Ferst Interfaith Center

Lisa McMahon, *Interim Vice President*

Honorees

CITY OF WESTFIELD



Jon-Randel "Randy" Quarles

Firefighter, Westfield Fire Department

Jon-Randel "Randy" Quarles is a dedicated emergency services professional with the Westfield Fire Department. He has extensive experience in EMS, fire response, and hazardous materials management. He earned a B.S. in Emergency Medical Services Management from Springfield College and began his career as an EMT in 1996, becoming a Paramedic in 1997. Having been assigned to the Westfield Fire Department in 1999, he has been involved in labor-management committees on grievances and negotiations during his eight years as the union president and Advanced Life Support (ALS) Coordinator. He became a member of the Massachusetts Regional HazMat Response Team, District 4, in 2007 and is currently the Team Coordinator. He was chosen to join the prestigious Joint Hazards Incident Response Team (JHIRT) in 2018, working alongside the Clan Lab Enforcement Team and the Massachusetts State Police Bomb Squad. Quarles remains committed to service - enhancing public safety, leadership, and emergency response.



Juanita Mejias

Sergeant, Westfield Police Department

Juanita Mejias is the Traffic Bureau Sergeant for the Westfield Police Department, proudly serving the community since 2001. Over the course of her career, she has worked in every departmental bureau before becoming the first Latina Superior Officer in the history of the Westfield Police Department. Before returning to her hometown of Westfield, where she spent more than 20 years dedicated to community service and public safety, Juanita, a veteran of the United States Army, served overseas in Korea. A lifelong resident of Westfield, Juanita raised her daughters here and cares for her aging parents. Juanita's dedication to leadership and professional development is evidenced by her three degrees in criminal justice – associate's, bachelor's, and master's. She continues to make a lasting impact in Westfield.

★ ★ ★ Honorees ★ ★ ★

TOWN OF WEST SPRINGFIELD



Onix Cruz

*Lead Custodian,
West Springfield Public Schools*

Onix Cruz was born in Puerto Rico and moved to the United States in 1989. After struggling in high school, he joined Holyoke's YouthBuild program where he obtained his GED and gained confidence and leadership skills. For the past 20 years, Onix has worked as a custodian in West Springfield schools. Onix is more than a custodian—he is a mentor, a listener, and a friend to students and staff alike. Inspired by his own experiences, he launched the “Bee Yourself” movement, encouraging self-acceptance and perseverance. He works to identify the gaps in youth support and guidance and he makes a meaningful impact on those who may be feeling lost or unsupported. Onix is dedicated to being the mentor he once needed during high school, going out of his way to encourage students, sharing his own story of perseverance and hard work to inspire them to dream big.



Matt Griffin

*IHD Supervisor & Girls Track and Field Coach,
West Springfield Public Schools*

As the In-House Detention Supervisor since 2016, Matt Griffin, also known as Coach Griff on the West Springfield High School campus, is about to begin his 27th year as an interscholastic sports coach. He has served as a coach who creates an atmosphere that encourages students to be disciplined, grow, and take on leadership roles. In football, basketball, cross country, and track & field, Coach Griff has influenced hundreds of student-athletes since 1998, helping them succeed on and off the field. In addition to winning three MIAA Team Sportsmanship Awards with his team, he contributes to those in the local community. A two sport 1998 graduate of Bridgewater State University, he was inducted into the Chicopee Athletic Hall of Fame in 2017 and has won three MSTCA Coach of the Year awards. Along with his spouse, Mirian, and their three children, Vanessa, Josiah, and Daesia, he lives in West Springfield.

★ ★ ★ Honorees ★ ★ ★

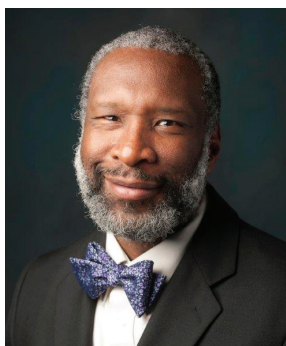
WESTFIELD STATE UNIVERSITY



Marjorie Rodriguez, MSW

Assistant Director for Student Access & Support for the Office of Belonging, Inclusion and Learning

Marjorie Rodríguez has worked at Westfield State University for nearly ten years and continues to serve, this learning community in multiple roles advocating for current and former foster youth and students experiencing housing insecurity to provide them with the unique tools and resources necessary to develop the skills needed to retain them and to guide them towards successful degree completion. She has been an Instructor in our Urban Education Program, an Advisor/Program Coordinator in our Trio Student Support Services Program; and an Assistant Director in the CARE Program. Currently she is Assistant Director of Student Access & Support for the Office of Belonging, Inclusion and Learning; is an Adjunct Professor in the Social Work Department; and most recently also serves as the coordinator of the campus food pantry, Common Goods. In May 2024, Marjorie received the prestigious *Carlos Vega Community Champion Award* for her exceptional dedication to social justice.



Dr. Carlton Pickron, Staff Emeritus

Retired Vice President of Student Affairs

Dr. Carlton Pickron is a dedicated higher education leader with a distinguished career of over 35 years with Westfield State University. From 2012 until his retirement in 2019, he was the Vice President for Student Affairs, leading and supervising all aspects of Student Affairs, including Student Government, Athletics, Residential Life, Admissions, and Diversity and Inclusion. During his tenure as Dean of Diversity and Affirmative Action from 2008 to 2011, Dr. Pickron spearheaded university-wide efforts on Title IX, ADA compliance, and diversity. Additionally, he served as Associate Dean of Academic Affairs (1990–2005) and Dean of Academic Retention (2005–2008), where he focused on retention efforts, academic advising, and disability services. He has published and presented extensively on the experiences of Black scholars and students, especially student-athletes. Dr. Pickron has decades of experience advancing equity and justice and he continues to be dedicated to creating inclusive and life-changing learning environments.



2024 Honorees

★★★ CITY OF WESTFIELD ★★★

Petrina Fondakowski
*President of Japolies Inc.
 DBA Northside Creamery*

Ronald Gibbons
*Emergency Management Director,
 City of Westfield*

★★★ TOWN OF WEST SPRINGFIELD ★★★

Mustafa Thompson
*Veteran's Advisory Board
 of West Springfield*

Addison Thompson
*Student, West Springfield
 Public School*

★★★ WESTFIELD STATE UNIVERSITY ★★★

Tania M. Barber
*President & CEO,
 Caring Health Center*

Joan E. Fuller
*Retired Director of
 Urban Education Program,
 Westfield State University*

THE 2ND ANNUAL

Dora D. Robinson SPEAKER SERIES

IN HONOR OF WOMEN'S HISTORY MONTH

WED, MARCH 19, 2025 | 4:00 p.m.
Dever Stage, Parenzo Hall | Westfield State University

Admission is free, registration is requested. Donations are encouraged as proceeds support the Dora Robinson Speaker Series.



Featuring

VICTORIA CHRISTOPHER MURRAY

Victoria Christopher Murray is the New York Times and USA Today best-selling author of more than 30 novels, including the New York Times Instant Best Sellers, *The Personal Librarian* and *The First Ladies*, co-written with Marie Benedict.



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We ask that you please reserve your seat as space is limited.

westfield.ma.edu/RobinsonSeries

eliminating racism
empowering women



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STATE UNIVERSITY

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Institutional Advancement



(413) 572-8645

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FY25 Q2 (July 1, 2024 - December 31, 2024)

Executive Summary



\$1,217,008 Total Gifts & Grants
 \$506,357 Gifts
 \$710,651 Grants



766 Donors
 372 Alumni & Students*
 86 Employees*
 326 Friends & Organizations
* A donor may be both an alumni and employee

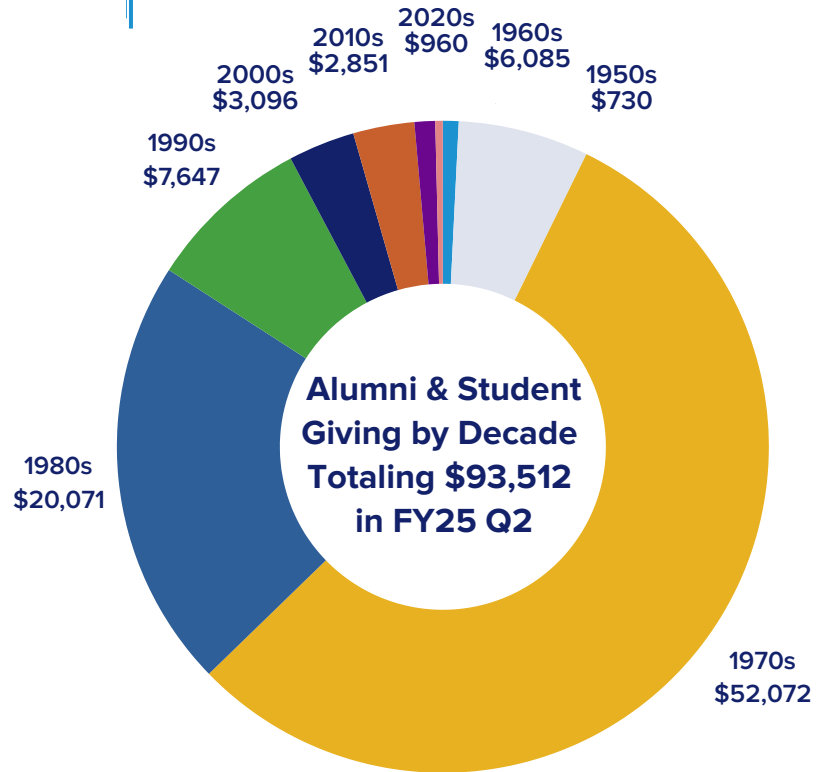
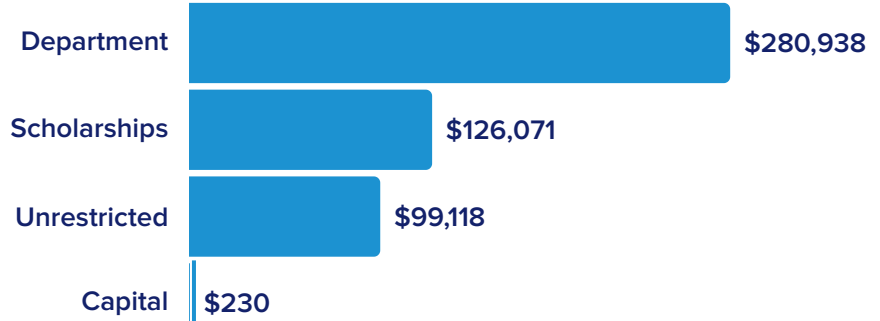


\$349.21 Average Gift

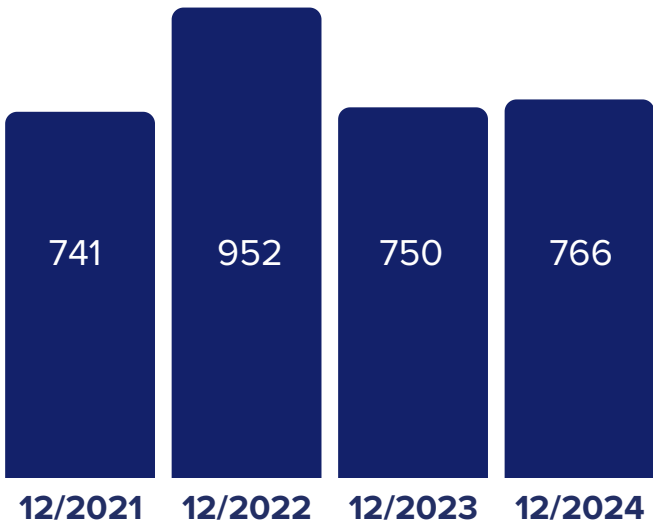
Highlights

- **22% increase in Total Gifts & Grants** (\$1.22 MM vs. \$1.00 MM in FY24 Q2)
- **32% more Gifts** (\$506K vs. \$384K in FY24 Q2)
- **16% more Grants than Q2 last year** (\$710K vs. \$615K in FY24 Q2)
- **12% more Friends & Organizations due to Crowdfunding & Events** (326 vs. 291 in FY24 Q2)

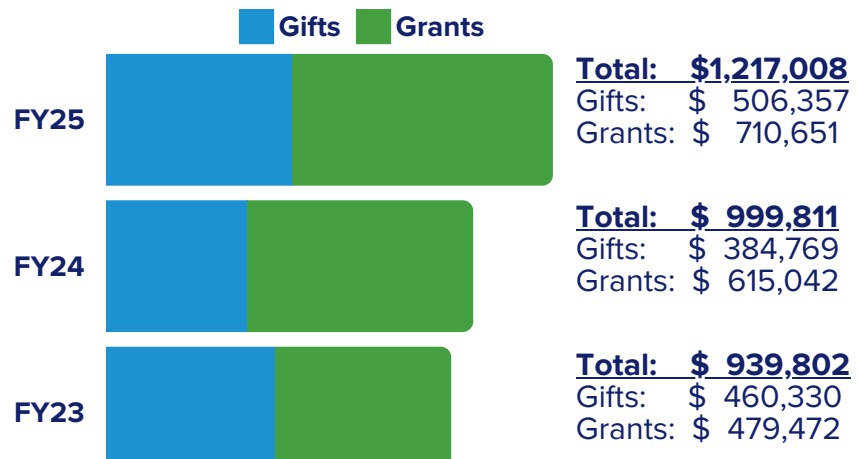
FY25 Gifts by Giving Area, totaling \$506,357



Q2 Donors over Time



Gifts & Grants over Time in Q2





2024 Blue Diamond Ball

Donor Retention

Q2 Donor Retention versus Previous Years

RETAINED DONOR

A donor who gave last year and gave again this year.
Retained a similar number and percentage of donors versus last year: 442 (58%) vs. 448 (60%) last Q2

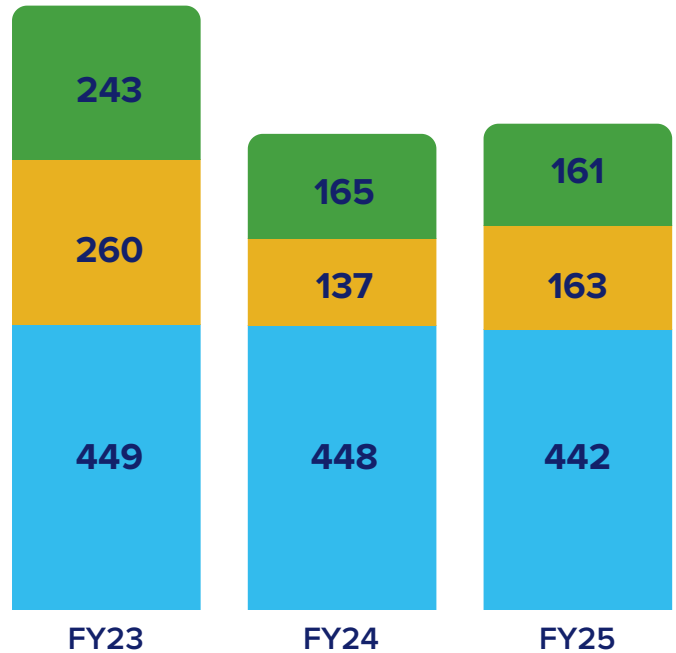
REACTIVATED DONOR

A donor who gave sometime in the past, but not last year, and gave again this year.
Reactivated more donors 163 vs. 137 last Q2

NEW DONOR

A donor who gave for the first time
Includes 58 new Crowdfunding donors in FY25 Q2 vs. 58 in FY24 Q2 (FY23 Q2 had 53 new Oral History and 69 new Nestor Bobbleheads donors)

Retained (Blue) Reactivated (Yellow) New (Green)



GIVING SOCIETIES	DONORS	DOLLARS
President's Circle (\$25,000 or higher)	3	\$ 111,800
Davis-Bates Circle (\$10,000 - \$24,999)	9	\$ 134,700
Scanlon Circle (\$5,000 - \$9,999)	9	\$ 62,294
Dickinson Circle (\$2,500 - \$4,999)	15	\$ 46,780
1839 Society (\$1,000 - \$2,499)	43	\$ 59,020
Donor (\$1 - \$999)	687	\$ 91,764
TOTAL	766	\$ 506,357

Grants Received** (Q2 FY25)	
Commonwealth of MA Endowment Match	\$ 665,651
As Schools Match Wits Grant	\$ 45,000
	\$ 710,651

Fundraising Areas



THE WESTFIELD FUND

GIFTS \$81,698
 DONORS 242

130% increase vs. \$35,462 in FY24 Q2



ATHLETICS OWL CLUB & OWL GOLF

GIFTS \$61,637
 DONORS 198

** Additionally, Glenn W. Bailey Foundation (\$30K RIDE Center) and Irene E. and George A. Davis Foundation (\$55K LEAD) gave Department gifts.