



Board of Trustees

Advancement, Marketing and External Relations Committee

October 11, 2023

10:10 AM

President's Boardroom, Horace Mann Center

A live stream of the meeting for public viewing will also take place on YouTube at the following link: <https://www.westfield.ma.edu/live>

1. Call to Order

Trustee Gloria Williams

2. Items for Information

- | | |
|--------------------------------------------------------------------|--------------------|
| a) Integrated Marketing and Communication | Dr. Leslie Rice |
| b) Advancement – Fundraising/Engagement | Ms. Lisa McMahon |
| • FY24 Goals | |
| • CoLab RIDE Center | Dr. Lamis Jarvinen |
| (Research, Innovation, Design and Entrepreneurial) | |
| • Corporate and Foundation Grants | Ms. Lisa McMahon |
| • Community Engagement | Ms. Lisa McMahon |
| c) Fall Appeal/FLETC Trip/Coach Gravel Scholarship/Washington D.C. | Mr. William Hynes |
| d) Alumni - New Alumni Chapters/Homecoming/Young Alums | Mr. Ryan Meersman |

Attachments:

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

Integrated Marketing and Communications

Dr. Leslie Rice

Executive Director of Communication, Marketing, and Branding



Integrated Marketing and Communications



INTEGRATED MARKETING AND COMMUNICATIONS

American Marketing Association: “a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time”



INTEGRATED MARKETING AND COMMUNICATIONS

Integrated marketing communications (IMC) is both a theory and a set of business practices that facilitate consistent messaging across channels and produce a unified brand experience for customers. This foundational marketing concept applies not only to advertising but to all forms of a business's communication. **Integrated marketing focuses on creating a consistent and positive experience for customers every time they encounter or interact with a brand.**



INTEGRATED MARKETING AND COMMUNICATIONS

“It’s impossible to ignore [all] forms of communication and the many ways that consumers might encounter a brand. After all, consumer expectations have been shaped by the multiple channels they use on a daily basis. **Customers learn in new ways and do their own research. They want to interact with brands in different ways and find content that is relevant to their unique needs and tastes.**”

Adobe Experience



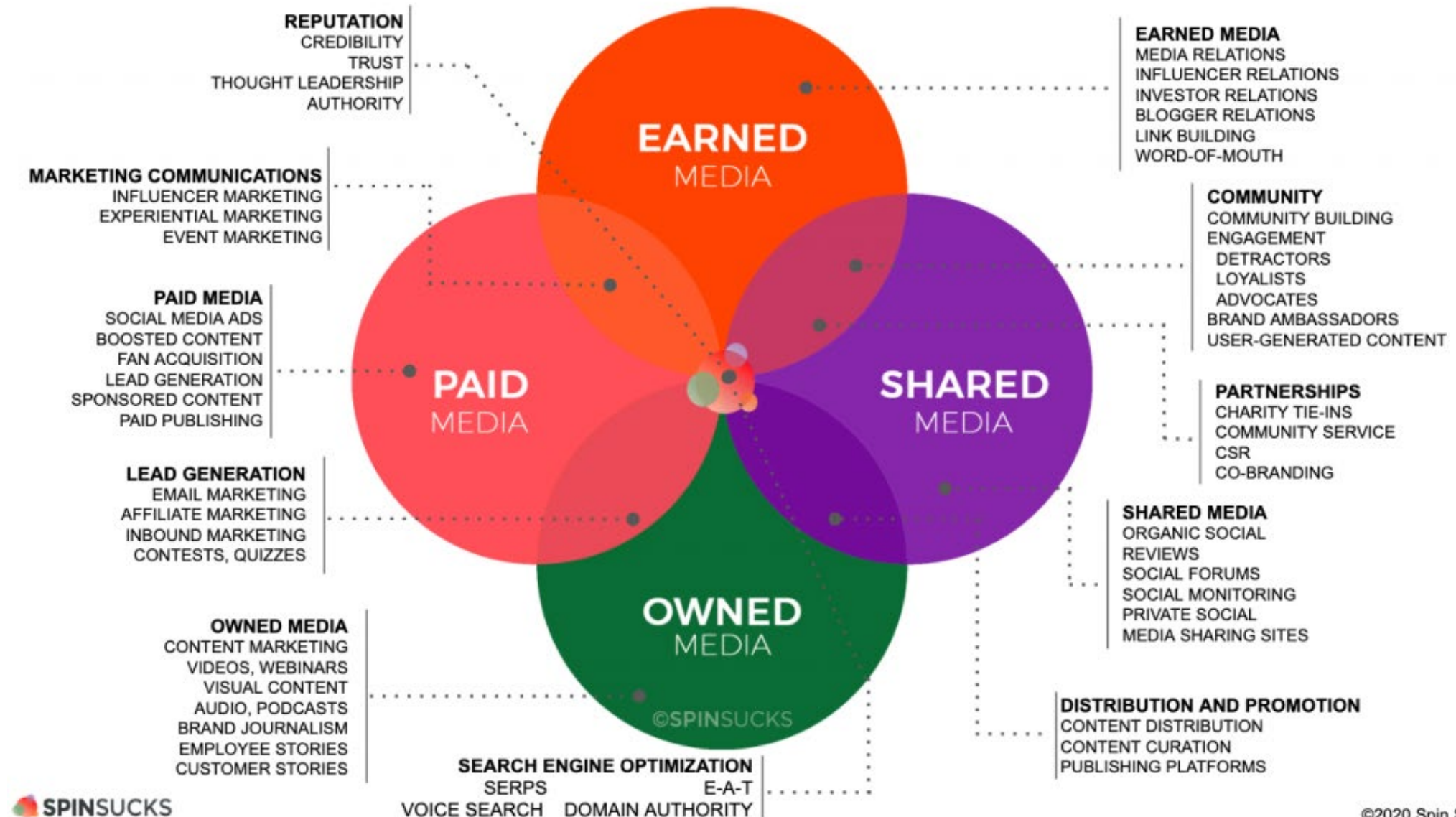
INTEGRATED MARKETING AND COMMUNICATIONS

“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*



PESO MODEL



WHERE ARE WE NOW?

LOOKING BACK AT FY23



5 ESSENTIAL GOALS

1. Develop a cohesive Marketing and Communication unit that functions strategically to promote Westfield State University
2. Maximize efficiency within the Marketing and Communication unit
3. Implement a **digital-first integrated marketing and communication plan** for the University as a whole
4. Develop a **strong brand identity** that is supported by the University community and meets stakeholder needs for marketing projects and communications
5. Measure and increase earned media and public relations efforts

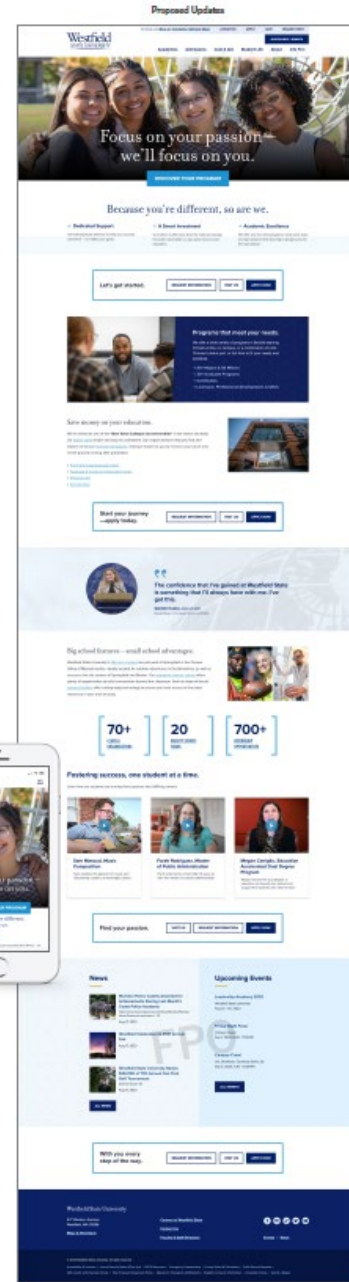
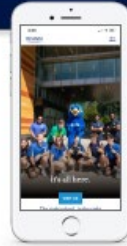
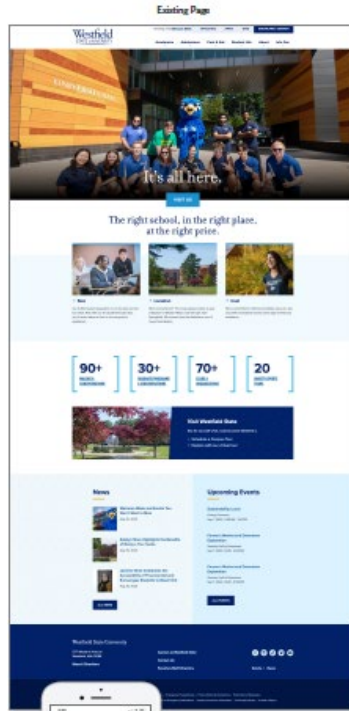


STRATEGIC INVESTMENTS

- ✓ Branding Refresh
- ✓ Website Continuous Improvement
- ✓ Success Stories and Additional Promotions
- ✓ Focused Effort on Enrollment Yield Strategy (Post-Acceptance, Push to Deposit)
- ✓ Improved Name Recognition in Target Areas to Increase Top of Mind Placement
- ✓ Strategic Reputation Investment



WEBSITE CONTINUOUS IMPROVEMENT



WHERE ARE WE GOING?

LOOKING AHEAD TO FY24



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.



FY24: POLICY UPDATES

- Web Governance
- Social Media Usage
- Media Relations and External Affairs



Questions?

Thank you!





Research, Innovation, Design, and Entrepreneurial Center

1st Floor Parenzo Hall | CoLab

Westfield State University



HISTORY OF PARENZO HALL

The First renovation of Parenzo Hall, a substantial investment from the Commonwealth and the University, has transformed the 1956 building into a modern campus hub that will foster student success and community engagement. Parenzo houses Westfield State University's premier Research, Innovation, Design, and Entrepreneurial (RIDE) center, a place that will prepare students to tackle future challenges in an interdisciplinary, innovative, and dynamic way. Preparing them as future workforce leaders.



A NEW VISION

President Linda Thompson sees partnerships developing between the RIDE Center and area businesses, health-care centers, and industries. Dr. Thompson pictures employees earning certifications at the RIDE Center that will advance their careers. Additionally, the RIDE Center will serve as a resource for the general community to pursue business startups and learn how to utilize new technologies to enhance their current operations.



*The Parenzo CoLab will leverage technology to serve as **a nexus for innovative collaboration** in Western Massachusetts, working with K-12 school districts, community colleges, and industry. Students and community partners will learn how to engage in online-hybrid environments that increase flexibility for students, facilitate co-enrollment, expand course choices, and provide a bridge to employment.*

PRESIDENT LINDA THOMPSON



THERE IS NO LIMIT TO WHAT RIDE CENTER CAN OFFER

Through research, academic and community collaborations, students can research ideas, design and prototype, testmarket, and become entrepreneurs and leaders. RIDE provides endless opportunities for community and corporate engagements, partnerships and transdisciplinary approaches for innovation in Western MA.



WELCOMING MAKERHEALTH TO WESTFIELD STATE UNIVERSITY

The MakerHealth installation in the new RIDE Center will enable Westfield State University to support innovative healthcare and interdisciplinary training, both on campus and in the surrounding Western Massachusetts community. Faculty across multiple disciplines will utilize the high-tech MakerHealth equipment and curriculums to teach undergraduate students the skills needed to lead in a challenging and rapidly evolving innovation-based economy. The MakerHealth space in the RIDE Center will pair inclusive student engagement with technology, critical thinking/kit construction, and interdisciplinary collaborations all skills required for workforce success.

MakerHEALTH®



WORKFORCE DEVELOPMENT

The opening of the RIDE Center positions Westfield State University as a programmatic leader, aligning the college educational experience with the need for a capable, agile, and knowledge-based Massachusetts workforce.



LOOKING TO THE FUTURE

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 growth of our region and the Commonwealth.

Westfield State University

Select photography provided by MakerHealth

WESTFIELD STATE FOUNDATION			
Grant Portfolio Fiscal 23.24			
		Certainty Level	
Awarded Grants	\$ -	100%	
Submitted Grants	\$ 130,000	60%	\$ 78,000
Total Submitted & Awarded	\$ 130,000		
Potential Grants	\$ 500,000		

Submitted Grants		Fiscal 23.24			Updated 10.2.23
Foundation	Sub Date	Est Decision	Program	Ask \$	Notes
Beveridge Family Foundation	7.27.23	10.25.23	RIDE	\$50,000	Tour of RIDE Center 9.20.23
Amelia Peabody Foundation	8.25.23	11.30.23	RIDE	\$50,000	
CF of Western Mass	9.8.23	11.30.23	GEN OPS	\$30,000	
Total				\$ 130,000	

	Potential Grants			Fiscal 23.24		Updated 10.2.23
Yes/No	Foundation	Due Date	Ask \$	Program	Notes	Comments
Submitted	Beveridge Family FD	8.1.23		RIDE	Largest gift in 2019=\$34,400 for Westfield Pride Tour 9.14.23 9am	Equipment for RIDE Center
Submitted	Amelia Peabody FD	8.28.23		RIDE	Examples of program types supported by Amelia Peabody grants are: work preparedness, education persistence and enrichment, mentoring and youth guidance, increased opportunities and deeper benefits for youth, facility and technology improvements, and expansions in the number of youth or communities served.	Equipment for RIDE Center
Submitted	CF of Western MA	9.10.23		Gen Ops	Average WSU Grant: \$4,954 Last Gift (2022) \$12,500 for Nursing Completion Pilot	Operations
DRAFTED	Irene E. & George A. Davis FD	11.1.23	\$ 50,000	RIDE	The Irene E. & George A. Davis Foundation primarily considers funding requests from nonprofit organizations based in or working in Hampden County that address needs in the following areas: Early Education, Primary Education (K-12), Higher Education, Education Policy, Health, Social Services, Arts	Program support for RIDE Center
In Progress	Venturewell	11.8.23	\$ 30,000	RIDE	Support to expand and strengthen STEM innovation and entrepreneurship (I&E) ecosystems, with the end goal of accelerating sustainable and inclusive innovation. Highly Competitive	Program Support
In Progress	Josiah Macy Jr. FD	Rolling	\$ 25,000	Health Sciences	"We must ensure that everyone who receives care and those who learn, teach, and work in clinical environments are treated equitably. Systemic inequities that reduce career satisfaction and limit advancement opportunities for health professionals from historically underrepresented communities, including people of color, women, people with disabilities, the LGBTQ+ community, members of some religious groups, and individuals from low-income households need solutions."	Support for PA program: Exam prep
In Progress	Mabel Louise Riley FD	Rolling	\$ 50,000	F.A.C.E.S	"Support for foster care children aging out of the system"	
In Progress	Cultural Facilities Fund	12.14.23	\$ 50,000	Arno Maris Gallery	"To support the repair/renovation, or rehabilitation on nonprofit cultural facilities:	Install environmental control system
Planned	George I. Alden Trust	2.15.24	\$ 80,000	RIDE	Capital and Program Equipment: Trust has special interest in funding WPI	WPI/Baystate Collaboration
Potential	Schott foundation	Rolling	\$ 50,000	JEDI	LOI/Relationship required. Grants by invitation only.	Av Ed grant: \$50,347
Potential	Barr FD	LOI Rolling	\$ 100,000	Early Promise	Focus on High Schools: Website: "We support a wide range of public schools across New England that are working hard to change that dynamic."	
Potential	HB Fuller Foundation	4.1.24	\$ 10,000			
Potential	Charles H. Hall Fnd BOA	3.1.24	\$ 25,000			
Potential	Frank Reed & Margaret J. Peters BOA	3.1.24	\$ 30,000			
	Totals		\$ 500,000			



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

Federal Law Enforcement Training Facility Visit
Brunswick GA



Coach Gravel MASCAC Hall of Fame Recognition & Gravel Scholarship Memorial Golf Tournament



Jerry Gravel Memorial Golf Tournament



Jerry Gravel is the most successful coach and at the time of his retirement, had served the longest coaching tenure in the history of Westfield State College varsity athletics. Gravel began the men's track and field program upon his arrival to Westfield State in 1969, and developed the sport into a state and regional power before announcing his retirement in June of 1997 after 28 stellar seasons. His teams were particularly strong in the 1980s. Westfield State won the New England Division 3 outdoor championships in 1980 and 1985; placed second in 1981 and 1988 and third in 1982 and 1989; and finished fourth in 1986. The Owls were even more dominating on the conference level. After track and field became a Mass. State Conference sport in 1972, Gravel's teams won or shared 20 of 26 championships, including 13 consecutive titles from 1983 to 1995. Westfield's track and field teams also achieved many individual successes. Gravel guided 32 All Americans and 139 national qualifiers in NCAA Division III championship meets. He also began the Westfield State men's cross country program in 1969 and built it into a conference perennial power, serving as the head coach for a total of 15 years.

Council of Presidents & D.C. Alumni Gatherings



Alumni Chapters: Cape Cod Club



LIGHTS, CAMERA, HOMECOMING! WESTFIELD STATE UNIVERSITY 2023

THURSDAY, OCTOBER 12

PRESIDENT'S HOMECOMING DINNER: CELEBRATING SCHOLARSHIP
Tekoa Country Club, Westfield, MA

FRIDAY, OCTOBER 13

PARENZO RIBBON CUTTING
Entrance of Parenzo Hall

ATHLETIC HALL OF FAME
Scanlon Banquet Hall

FIELD HOCKEY GAME
Alumni Field

SATURDAY, OCTOBER 14

TENT TAILGATING VILLAGE!
Woodward Center (Outside of the Softball Field)

Westfield State Alumni Relations & The Alumni Association invite Alumni, Student (+21) Groups, Departments, and the community to the tent tailgating village! Gather your friends, coolers, picnics, and your 10x10 tailgating tent for an afternoon of Owl Pride! While students and community members under 21 may attend, registrants must be 21.

MEN'S SOCCER
Alumni Field

LIVE MUSIC + TRIVIA
Alumni Field

FOOTBALL
Alumni Field

TAG SALE
Alumni Field

GAME SIDE
Alumni Field

MUSIC DEPT. CONCERT
Dever Stage, Parenzo Hall

SUNDAY, OCTOBER 15

SUNDAY JAZZ BRUNCH
Dining Commons

HOMECOMING CO-CHAIRS



Doug Meehan '88



Rae Cofsky '17



Register today!

For more details visit
westfield.ma.edu/homecoming

