



Fitchburg State University

Board of Trustees Meeting

Board of Trustees Academic Affairs Committee Meeting

Published on February 11, 2025 at 9:47 AM EST

Date and Time

Thursday February 13, 2025 at 2:00 PM EST

Location

This meeting will be held remotely and can be accessed via live stream.

Public Live Stream:

<https://www.fitchburgstate.edu/live>

Agenda

	Purpose	Presenter	Time
I. Opening Items			2:00 PM
A. Record Attendance			1 m
B. Call the Meeting to Order		Lynn Barrieau	
C. Approve Minutes from the December 2, 2024 Meeting - VOTE (08.2024-2025)	Approve Minutes	Lynn Barrieau	1 m

	Purpose	Presenter	Time
II. Academic Affairs			2:02 PM
A. Enrollment Management Update	Discuss	Richard Toomey	57 m
Current Enrollment Efforts			
<ul style="list-style-type: none"> • Review of planned February Board of Trustees presentation regarding new initiatives related to targeted new student enrollment efforts. <ul style="list-style-type: none"> ◦ Focus will include Direct Admission pilot, regional enrollment incentives, new scholarship incentive specific to multiple family members attendance, and planned announcement related to tuition and fee free option for eligible students. • Discuss current efforts related to the use of social media to broaden our outreach efforts and reach prospective students on different platforms. • Review and discussion of the current admissions cycle and share planned Marketing presentation for February Board of Trustees meeting scheduled for February 18, 2025. 			
III. Closing Items			2:59 PM
A. Adjourn Meeting	Vote	Lynn Barrieau	1 m