
SUBJECT: Institutional Advancement and Marketing & Communications Committee Meeting Report for March 24, 2021

In accordance with the General Laws of the Commonwealth of Massachusetts, Chapter 30A and amended by Executive Order issued March 13, 2020, suspending parts of the Open Meeting Law to allow public remote participation and participation by the public body remotely, the Institutional Advancement/Marketing & Communications Committee of the Board of Trustees met remotely on March 24, 2021

In accordance with the Open Meeting Law all votes taken during this meeting, in which a member participated remotely, were by roll call vote.

Present for the committee were Trustees Midge DeSimone (chair), Teresa Chisholm, Ruthanne Russell, Chair Rob Lutts, President Keenan (ex-officio), Vice President Cheryl Crouse (committee liaison), Assistant Vice President of Marketing and Communications Corey Cronin, Director of Campaign and Donor Relations Taylor Dunn, Interim Vice President of Enrollment Management Bonnie Galinski, Associate Dean of the School of Education Nicole Harris, Executive Assistant to Crouse Hai Huynh, and Assistant Director of Corporate and Foundation Relations Katie Sadowski.

Trustee DeSimone called the meeting to order at 3:23 p.m.

DeSimone announced that Assistant Vice President of Marketing and Communications Cronin will present the overview of the marketing and recruitment funnel process at a future meeting due to more time needed for the Institutional Advancement presentation today. She noted that Interim Vice President of Enrollment Management Galinski will present an enrollment update during the Academic Affairs Committee meeting. She reminded the trustees of an email she sent to sign up for the campaign messaging training facilitated by Libretto.

Institutional Advancement

Meet the Moment Campaign Update (attached):

Vice President Crouse gave an update regarding the Meet the Moment Campaign. She noted that the advancement team and Libretto, partners also utilized during the last campaign, have arranged for each of the university boards to converse with one another and provide the opportunity to use the messaging platform in their own conversations as advocates for support for the philanthropy of Salem State in the community. The training will focus on why the campaign is important and how it is personal to each of them. In reviewing the monthly fundraising dashboard, she

reported that 28% of the \$50 million goal has been reached. Approximately \$14 million total raised during the first year of fundraising.

Crouse highlighted naming opportunities in honor of Thomas M. Feeley and Joan Feeley as well as President Emerita Dr. Nancy Harrington that will be brought to the Board of Trustees at the next full board meeting in April for a vote. Mr. Feeley contributed primarily unrestricted since 1986 and has donated nearly \$1 million in total. As a way to honor Mr. Feeley, a Thomas M. Feeley Legacy Committee has been formed. There are currently twenty-seven members who have set a goal of raising \$1 million for an unrestricted fund in his name. \$375,000 has been raised to date and 61 prospects have been identified by the committee who are believed to have the capacity to give \$50,000 or more to the university. President Keenan and Crouse discussed recognizing the initiative, the many people giving to the university in Mr. Feeley's honor, as well as his personal philanthropy in the naming of the Berry Library lobby.

Crouse also acknowledged the recent passing of President Emerita Dr. Nancy Harrington, whose legacy is well known in the community. After dedicating nearly 50 years to her alma mater and helping to secure central campus, President Keenan has suggested naming central campus in honor of Dr. Harrington and her impact on the university. Discussion regarding how the university recognizes other donors who have passed and research analysis of people of color who have contributed at the same level took place. Crouse welcomed suggestions from the board and campus community on ways to recognize people within the community.

Crouse reported that the advancement team is working towards 100% participation in campaign commitments with the Foundation Board, President's Executive Council, and the Alumni Board and that seven campaign gifts from priority prospects have been documented. Currently, Libretto is facilitating messaging training for all boards, university leadership, and advancement. A campaign communications plan is in development and she expects to have a first draft of case for support to be ready in June and finalized in September. She introduced Assistant Director of Corporate and Foundation Relations Katie Sadowski and Associate Dean of the School of Education Harris to present a proposal focused on high impact retention practice developed in partnership with faculty in the school of education.

Sadowski presented the steps toward developing the recent \$100,000 grant received from Eastern Bank Charitable Foundation to fund the university's Educator-Scholars of Color program. She noted that the proposal was created as a result of a meeting President Keenan and Vice President Crouse had with Eastern Bank CEO Bob Rivers and Eastern Bank Charitable Foundation President and CEO Nancy Stager regarding the Meet the Moment campaign. Salem State University has had a meaningful partnership with Eastern Bank and its Charitable Foundation. Approximately eighty Salem State graduates work for Eastern at all levels of the company proving that the university has a strong employer relationship with

Eastern. She highlighted that the Charitable Foundation has been a donor for nearly 30 consecutive years. Both the university and Eastern share a commitment to building a more equitable and just future through education from early childhood and elementary education through college, a mutual interest in bridging the gap for students who identify with population groups under-represented in higher education, and both are committed to diversifying the educator pipeline. In collaboration with School of Education Dean Joe Cambone and Associate Dean Nicole Harris, the program components, metrics of success, measurements of those metrics, refinement process in its future years, donor recognition, and public relations plan were developed.

Harris reviewed the achievement gap and cited the National Center for Educational Statistics sites research confirming that "having a teacher of the same race/ethnicity can have positive impacts on a student's attitudes, motivation, and achievement and minority teachers may have more positive expectations for minority students' achievement than nonminority teachers." Harris noted that the Massachusetts Department of Elementary and Secondary Education (DESE) reported in 2019 that BIPOC (those who identify as Black, Indigenous, and/or People of Color) are underrepresented in comparison to the pupils they serve. She reported that the School of Education has been actively working to consider how to diversify the local teacher workforce with the right intent and strategy. Efforts include school-wide professional learning communities, sculpting school-wide equity agenda in the context of the one under development with DESE to include deepening the work of all education majors to be more culturally responsive, and partnering in meaningful ways to help local districts meet their goals. The program includes two underlying elements: addressing barriers to participation and advancing a more culturally and linguistically responsive outreach to current and prospective students. The program uses an asset-based lens and has four elements that include Academic Support and Retention, Curriculum and Programs, Recruitment and Partnerships, and Financial Awards.

In response to a question asked by the committee regarding barriers for students of color and under-represented populations that are unique to pursuing education, Harris explained that there are significant amount of costs beyond tuition and fees such as cost for exams needed for licenses, cost related to finger printing needed for school districts, and additional costs for instructional materials. Sadowski reviewed the eligibility criteria required to participate in the program and noted that the \$100,000 grant will allow Salem State University to pilot the Educator-Scholars of Color program for two years. Harris reported that 26 students are participating in the program this Spring, 75% of whom are pursuing licenses in the key areas of donor interest: Elementary and Early Childhood Education. Participants represent all undergraduate class years and a range of districts are being represented, largest representation being students from Lynn, Massachusetts. Harris and Sadowski reviewed the success outcomes, evaluation measures, donor recognition plans and grant reporting for the program.

DeSimone thanked Harris and Sadowski for their informative presentation and expressed the importance of this program for students and the entire region.

There being no new business to come before the committee,

A Motion was made by DeSimone, seconded by Russell, and unanimously voted to adjourn the meeting. Trustee DeSimone asked for a roll call vote.

Voting in the Affirmative: Teresa Chisholm, Ruthanne Russell, Midge
DeSimone (Chair)

Voting in the Negative: None

Absent: Jamie Zahlaway Belsito

The meeting was adjourned at 4:16 p.m.