
SUBJECT: Advancement Committee Meeting Report for **September 28, 2022**

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 Advancement Committee of the Board of Trustees met remotely on **September 28, 2022.**

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 Teresa Chisholm, Magnolia Contreras, Jim Lampassi (vice chair), Rob Lutts (chair), Yalile Maldonado, Samanda Morales, President Keenan (ex-officio), Assistant Vice President of Advancement Mandy Ray, Campaign Director Taylor Dunn, and Executive Assistant to Crouse Hai Huynh.

Trustee Lutts called the meeting to order at 3:58 p.m.

**Advancement
Revisions to Committee Charter**

Vice President Crouse submitted a written report on Advancement. Assistant Vice President Ray reviewed the proposed changes to the committee charter on behalf of Vice President Crouse. Revisions included an update to remove Marketing and Communications from the committee and minor language updates.

A Motion was made by Lutts, seconded by Lampassi, and unanimously voted to recommend that the Board of Trustees approve the following motion pertaining to the committee charter. Trustee Lutts asked for a roll call vote.

Recommended motion: The Board of Trustees of Salem State University hereby approved the proposed changes to the Advancement Committee Charter as presented.

Voting in the Affirmative:	Chisholm, Contreras, Lampassi, Maldonado, Morales, Lutts (Chair)
Voting in the Negative:	None
Absent:	None

Campaign Update

Campaign Director Dunn reported that the campaign has surpassed 70% to the \$50 million goal, raising \$35,315,497 as of September 20, 2022. Campaign priorities are resonating with donors validating the comprehensive campaign feasibility study conducted in 2019. Dunn noted that now that the Commonwealth's support of SSU Bold is finalized, we would begin to see an increase in support for this funding priority as a more detailed timeline, scope and renderings are being produced. Dunn shared that there is an additional ~\$1 million in verbal commitments of which a majority is designated for SSU BOLD.

Dunn emphasized the importance of two transformational gifts made during in the silent phase. These record-breaking gifts are critical to the success of the campaign made in the

last two fiscal years. The most recent being a Cummings Foundation donation of \$10 million unrestricted to the McKeown School of Education. The dedication event for the McKeown School of education will take place on November 16, 2022. Also, the \$6 million gift from the Gassett-Schillers supporting student success and financial aid, more specifically Viking Completion Grants, Center for Academic Excellence’s Emerging Scholarships program, and the Gassett Fitness Center.

The campaign’s launch event is scheduled for Saturday, May 6, 2023, as part of a larger public launch schedule of events which will include the campus community and our annual Viking Warrior Day of giving. Current efforts in preparation for the launch include finalizing academic cases of support, website design, video production, communications plan including social media and regional events, and event planning.

Questions

Chair Lutts inquired the current campaign’s approach to gathering wide-spread support of our campus community in the campaign like the 10,000 reasons campaign accomplished. Dunn shared that was a specific strategy of the last comprehensive campaign to build a culture of philanthropy within the university. However, for the current comprehensive campaign, more focus will be put on external constituents such as alumni, to increase the total percentage giving. Our internal campus community will be encouraged to share their stories and make important connections to help towards this goal.

Chair Lutts asked President Keenan to share the current climate on campus. President Keenan shared that he recently had positive conversations with students and staff while visiting the North Dining Commons and the library. He noted the upward momentum of SSU Project BOLD and the recent funding provided to the McKeown School of Education. The university is currently developing the Strategic Plan.

There being no new business to come before the committee,

A motion was made by Chisholm, seconded by Lampassi, and unanimously voted to adjourn the meeting. Trustee Lutts asked for a roll call vote.

Voting in the Affirmative:	Chisholm, Lampassi, Maldonado, Morales, Lutts (Chair)
Voting in the Negative:	None
Absent:	Contreras

The meeting was adjourned at 4:15 p.m.



Board of Trustees Advancement, ~~Marketing and Communications~~ Committee Charter

Purpose:

The Advancement, ~~Marketing and Communications~~ Committee of the Board of Trustees shall be a permanent committee which will be active and involved in the identification of university priorities and long-term plans that should be supported by private philanthropy. This committee will concern itself with the public's perception of the university ~~in the marketplace and~~ efforts to promote the university to various constituents. This committee will provide reports to the Salem State University Board of Trustees as necessary. The ~~Committee on Advancement Committee, Marketing, and Communications~~ shall have the following duties and powers:

- Recommendations to the full Board concerning how the university and the SSU Foundation can work together as agreed to in the Memorandum of Agreement to support the university's priorities and long-term plans
- Recommendations with regard to policies and programs related to the advancement of the institution, including activities involving alumni, campaigns, the SSU community and other external bodies, in order to foster understanding of, and support for, the university and its mission.
- Recommendations with regard to plans, proposals and the acceptance of major gifts to the Foundation on behalf of the university in accordance with the guidelines of the Naming Opportunities and Gift Recognition Policy and the Gift Acceptance Policy. This is inclusive of all private funds, including: special gifts, endowments, bequests, and other means as annual or campaign gifts.
- ~~Recommendations with regard to policies, programs, and initiatives for marketing the university to all constituencies including advertising, direct marketing, digital marketing, social media, media relations and public relations.~~
- ~~Recommendations with regards to policies, programs, and initiative involved in the management of the university's brand.~~
- ~~_____~~
- ~~_____~~

Responsibilities for Advancement

1. Within the scope of existing policies and procedures, make recommendations to the Board for the naming of any physical facility, campus grounds or academic program as appropriate.
2. In conjunction with the Salem State University Foundation, set goals and funding priorities for major fundraising campaigns to benefit the university
3. In addition to making a personal gift, assist with the identification, education, cultivation and stewardship of prospects and donors to the university
4. Assist with expanding the pool of volunteers for consideration as Trustees, Foundation Board, Alumni Board, Overseers, Assistance Corporation, Campaign Committees and Deans Advisory Councils

~~Responsibilities for Marketing and Communications~~

- ~~1. Assist in defining and assessing the university's position in the marketplace~~
- ~~2. Make recommendations to the board concerning marketing activities that directly impact the university's brand and position in the marketplace.~~
- ~~3. Make recommendations to the board regarding policies that govern institutional communications, marketing, and public relations.~~

Membership:

The Advancement ~~, Marketing and Communications~~ committee shall have not fewer than three Trustees appointed by the Chair of the Board. The President shall be a member of the committee, ex officio, voting. Committee members may include individuals who are not trustees so long as the majority membership of the committee is comprised of trustees. The Chair shall have the authority to appoint non-trustee members advisory, nonvoting to the committee to serve until the next annual meeting. Members may be appointed to the committee on a temporary basis, by the Chair, as may be required.

Staff Designee:

The vice president for Advancement is the senior staff member supporting the committee for Advancement and SSU Foundation matters. ~~The associate vice president for Marketing and Communications is the senior staff member supporting the committee for marketing and public relations matters.~~

Meetings:

The committee is expected to meet at least four times each academic year. Frequency and timing of meetings shall be determined by the chair of the Board of Trustees. Meetings shall be conducted in compliance with the state's Open Meeting Law. Executive sessions may be conducted periodically and shall be limited to those matters permitted by the state's Open Meeting Law.

Agenda, Minutes, and Reports

The chair of the committee, in collaboration with the staff designees, shall be responsible for establishing the agendas for meetings. An agenda, together with relevant materials shall be made available to committee members at least five days in advance of the meeting. Minutes for all meetings shall be drafted by the staff designee, reviewed by the committee chair, and approved by committee members at the following meeting.

REQUEST FOR TRUSTEE ACTION

Date: September 28, 2022
To: Board of Trustees
From: Advancement Committee
Subject: Committee Charter revisions
Requested Action: Approval

MOTION

The Advancement Committee hereby recommends that the Board of Trustees approve the following motion pertaining the committee charter, attached.

Recommended motion

The Board of Trustees of Salem State University hereby approved the proposed changes to the Advancement Committee Charter as presented.

Committee: ADVANCEMENT
Committee Action: APPROVED
Date of Action: September 28, 2022

Trustee Action:
Trustee Approval:
Effective Date:

Signed: _____

Title: Secretary of Board of Trustees

Date: _____



Advancement Brief:

We will be presenting an update on the campaign and voting to amend the committee's charter due to Marketing & Communications moving under Student Success. We submit this written update to the committee on Advancement's work since our May committee meeting.

Fundraising Report

Attached, please find Advancement's monthly fundraising dashboard as of August 31, 2022 highlighting a new comprehensive campaign total raised of \$34,675,428 including \$11,321,185 this fiscal year. We closed fiscal year 2022 with the second highest fundraising year on record by raising over \$8 million. Fiscal year 2021 ended the year with a record sum of \$10.5 million, meaning we have broken our record only two months into our fiscal year. Our fourth highest record was set during the *10,000 Reasons* campaign with \$6.9 million raised in fiscal year 2012.

Alumni and Engagement Activity:

The Alumni Association has sponsored many events including the Veterans Stole Ceremony, Keith Knight '90, '22H Community Event leading up to Honorary Doctorate Presentation "Woke" screening. We participated in five commencement celebrations to welcome new students into the Alumni Association. We joined the North Shore Pride Parade and Festival in late June and interviewed Shawn Newton '96 as a part of the *It Takes a Viking* Series. Lastly, we celebrated Alumni Weekend with fourteen events.

We will also maintain and grow many traditions, including the Salem State Series with Amal Clooney (September 20), Scholar & Donor Reception (December 2022), Viking Warrior Day (May 2023), Alumni Weekend & POMP (June 2023), Naples Florida activities (March 2023) while seeking to raise \$18 million this fiscal year. Additionally, we will be taking the campaign on the road to many regions with larger alumni populations including DC, NYC, Colorado, and California. We are scheduled to go public with our campaign in May of 2023. **Please save the date for the campaign kick-off on May 6 at 6 pm.**

Fundraising activity:

We are seeing the philanthropic community paying attention to our students, the university's proven record of success and our role as a convening power, not only on the Northshore, but in the Commonwealth.

We received inbound inquiry from Accelerate the Future, a newly formed private family foundation supporting organizations that improve the livelihoods of children through STEM, adolescent mental health, and pediatric cancer research initiatives. With this mission in mind, our success at educating social workers drew these funders to Salem State's School of Social Work.

After initial conversations with Interim Dean Lisa Johnson and the social work faculty, it became apparent that direct aid to students was an impactful way to help defray costs

endured by our students, many who have major requirements preventing them from working the hours necessary to pay for their education. This conversation led to an investment of \$400,000 which will provide \$20,000 scholarships for Master of Social Work students who will contribute to diversifying the workforce supporting youth throughout Greater Boston.

The **Massachusetts Life Sciences Center (MLSC) board** reviewed our Life Science Consortium of the North Shore (LSCNS) "Enhancing the Life Sciences Workforce Pipeline in the North of Boston Region" FY23-24 Workforce Development Capital Grant application. The LSCNS—comprised of Salem State, NSCC, Gordon, Endicott, and North Shore Innoventures—was approved for a \$1,657,837 grant, which includes \$723,174 for Salem State to purchase a transmission electron microscope (TEM), scanning electron microscope (SEM) and some consumables. The instruments will be used by our life science programs—biology, chemistry— as well as the geological sciences department to support Project BOLD. Please note that this is good news is not available for external promotion yet. A formal announcement will be made in coordination with MLSC and the Baker Administration. This was a team effort spearheaded and coordinated by a Salem State proposal team including Interim Dean of College of Arts and Sciences, Brian Travers.

We received a \$1 million grant from an anonymous funder to support the creation of additional cohorts, like the Emerging Scholars program, and provide persistence grants for sophomore and juniors students. Increasing our capacity to reach even more students with a coaching model experience and funds to ensure successful progression to graduation.

As you know, we received a \$10 million grant in July from the Cummings Foundation and Bill '13H and Joyce Cummings of which The Salem State Foundation is in full receipt of the cash. This most recent donation is a culmination of more than a decade long relationship following their \$1M commitment during *10,000 Reasons* campaign to support the Center for Holocaust and Genocide Studies. For example, Bill Cummings was interviewed by former Trustee Elliot Katzman '78 on campus providing our students with valuable entrepreneurship advice while highlighting his book *Starting Small and Making It Big*. Other key stewardship included the Salem State Series with Paul Farmer, Center for Holocaust and Genocide Studies annual reports and multiple visits and correspondence by President John Keenan over the past three years. The formal dedication of the **McKeown School of Education** is planned for Wednesday, November 16 at 1:30 pm. We hope the Board of Trustees will join us for this momentous occasion.

During my last briefing, I shared that the **State Endowment Incentive** match program was approved, providing **\$555,555** to Salem State for deployment from January 1, 2022 - June 30, 2023. The Foundation is in full receipt of these funds and will be allocating them primarily to project BOLD and donor-created scholarships, such as endowing the Christopher Joyce Scholarship and increasing the President's Diversity Scholarship by over \$150,000.

Board of Trustees Advancement Committee meeting Meet the Moment Update Wednesday, September 28

Taylor Dunn, *director, campaign and donor relations*



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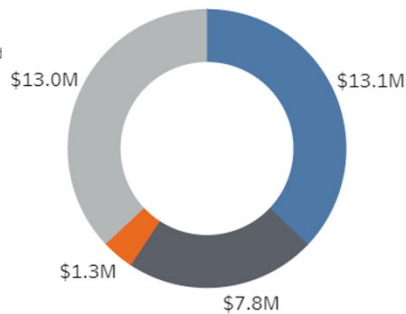


Financial Targets

Total: \$35,315,497

Campaign Priorities

- Financial Aid
- Retention
- SSU Bold
- Unrestricted



**70% to
\$50 Million
goal**

As of September 20, 2022



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Transformational Leadership Gifts

Record-breaking Massachusetts state university gifts

1. Cummings Foundation - \$10 million

Unrestricted: McKeown School of Education

2. Gassett-Schillers - \$6 million

Student Success and Financial Aid

- Viking Completion Grants
- Center for Academic Excellence's Emerging Scholars program
- Gassett Fitness Center



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Campaign's Public Launch

May 2023

In process:

- Academic cases of support
- Website design
- Video production
- Communications plan
- Launch week events including the annual Viking Warrior Day



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