

**BOARD OF TRUSTEES**

October 12, 2022

**PRESENT:** Trustees Chisholm, Lampassi, Lutts, Maldonado, Morales, Mattered, Russell, Walsh and Butts (Chair). Also participating at the meeting were President Keenan and Board Secretary Montague.

**ABSENT:** Contreras

in accordance with the General Laws of the Commonwealth of Massachusetts, Chapter 30A and An Act Relative to Extending Certain State of Emergency Accommodations, which, among other things, extends the expiration of the provisions pertaining to the Open Meeting Law to March 31, 2023. Specifically, this extension allows public bodies to continue holding meetings remotely without a quorum of the public body physically present at a meeting location, and to provide "adequate, alternative" access to remote meetings.

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**I. CALL TO ORDER** - Chair Butts called the meeting to order at 5:02 pm.

*Call to Order*

**II. CONSENT AGENDA** - Chair Butts asked for any changes or corrections to the minutes contained on the Consent Agenda. There being no objections or modifications necessary, she asked if there was a motion to approve the consent agenda.

Upon a motion made by Trustee Lampassi and seconded by Trustee Russell, it was,

*Consent Agenda*

**VOTED: To approve the Consent Agenda of October 12, 2022 (CA-22-01)**

Voting in the affirmative:	Chisholm, Lampassi, Lutts, Maldonado, Morales, Mattered, Russell, Walsh and Butts (Chair)
Voting in the negative:	None
Absent:	Contreras

\* \* \*

**III. Student Focus** – Chair Butts introduced Erika Pen who is a Junior and a psychology major with a minor in Women’s Studies and Social Work. She is part of the Asian Student Association (ASA) and a sorority here at Salem State University. Erika mentioned how “spring semester is always big”. She also mentioned how some sororities have a negative reputation, however, the sororities at Salem State are different from others as here she has found “sisters who are always here for me”. She further mentioned how the sorority has collaborations with other colleges. Erika mentioned how he has made many friends here at

*Student Focus*

Salem State including some international friends. Erika completed her presentation followed by Trustee Russell asking a question and thanking her for being present at the meeting.

\* \* \*

**IV. Staff Focus** – Martin Francois is Director of Trio Support Services, Student Support Services. She has been with the program for twelve years. Martin stated that TRIO is part of a federal grant program that mainly serves students from disadvantaged backgrounds, first generation college students, and students with disabilities. The TRIO program works with up to 325 students. Martin shared that there are seven staff members as part of the TRIO team. The four areas that the program focuses on are, academic support, personal development, personal resources, and it also has a Jump Start Summer Program which is a new area since the pandemic. The program operates on a rolling basis. Trustee Morales and Trustee Maldonado followed-up with questions.

*Staff Focus*

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**V. Faculty Focus** - Assistant Professor Dr. Sara Mana is from the Geological Sciences department, she joined the university in 2016. As she talked through her presentation, she mentioned that the department consists of five full-time faculty members who each teach three to four courses each semester; she stated that teaching is the number one commitment for faculty. The Geological Sciences major has five concentrations. Dr. Mana said that there is a 4+1 program in the works that will hopefully be active next year. Dr. Mana concluded her presentation by saying that the Geological Sciences department has received a couple of grants including a \$105,000 grant funded by the National Science Foundation. Trustee Mattera thanked Dr. Mana for being present at the meeting and pursued with follow-up questions.

*Faculty Focus*

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**V. COMMITTEE ACTIONS:**

**Advancement** – Trustee Lutts presented the committee’s recommended motion which pertained to charter changes and moving marketing from Advancement to Academic Affairs and Student Success due to an organizational reporting change. Trustee Lutts asked if there were any questions. Hearing none he asked for a motion which was seconded by Trustee Chisholm, and it was,

*Committee  
Actions:*

*Advancement  
Charter  
Revisions*

**VOTED: The Board of Trustees of Salem State University hereby approved the proposed changes to the Advancement Committee Charter as presented. (See attached) ADV-22-02**

Voting in the affirmative: Chisholm, Lampassi, Lutts, Maldonado, Morales, Mattered, Russell, Walsh and Butts (Chair)  
Voting in the negative: None  
Absent: Contreras

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**Risk Management & Audit** – Trustee Russell reviewed the Risk Management & Audit committee report motion from the committee’s meeting which had taken place prior to today’s board meeting. She reminded the members of the information that had been shared regarding the reports and asked if there were any questions or discussion. Trustee Russell presented the motion which seconded by Trustee Lampassi and by a roll call it was

RMA  
Approval  
of FY22  
Audit  
Reports

**VOTED:** The Board of Trustees of Salem State University hereby accepts the following audits:

Salem State University Financial Statements and Management’s Discussion and Analysis June 30, 2022

Salem State University Independent Auditor’s Report as Required by the Uniform Guidance Auditing Standards, June 30, 2022

The RMA Committee acknowledges that Vice President House and her team will submit the audits to the Commonwealth by its October 15, 2022 deadline.  
RMA-22-01

Voting in the affirmative: Chisholm, Lampassi, Lutts, Maldonado, Morales, Mattered, Russell, Walsh and Butts (Chair)  
Voting in the negative: None  
Absent: Contreras

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**VI. Chair’s Report** – Chair Butts began her report by saying that this was her first year as chair and her fourth year on the board of trustees. She shared that she had been having conversations across SSU to find out what’s working and what isn’t working for our campus. Chair Butts’ expressed her appreciation for student guest speaker Erika Penn’s comments about feeling that she belonged on campus and the importance that students share that sense of feeling that they are in the right place. Chair Butts concluded by stating that her focus this year will be on near term activities so everyone feels included.

Chair’s  
Report

\* \* \*

**VII. President's Report** - President Keenan began by echoing Chair Butt's appreciation of student Erika Penn's comments.

- The president offered the campus a hearty welcome back and noted that the new academic year was off to a good start with the successful first day Convocation and 40th Series event with Amal Clooney.
- The president also welcomed back Shawn Newton, who has returned to campus as our Dean of Students. And he thanked Professor Keja Valens who has stepped in as interim VP for Diversity & Inclusion as we search for a replacement for Dr. Sean Bennett.
- President Keenan then provided some context for our discussion around enrollment at the committee meetings. The challenge of retention of existing students is clear across the state universities - disregarding the specialty schools (MCAD, MMA & MCLA) at the bottom.(See attachment). He said that the challenges vary – retention of existing students as well as declining demographics of new students and transfers especially from the community colleges that have experienced an even more precipitous decline these last several years. President Keenan noted that Associate Vice President Bonnie Galinski is leading such work with both NSCC and NECC through our Transfer Initiative sponsored by AASCU (American Association of State Colleges & Universities). Moreover, the enrollment declines highlight the importance for both Project BOLD and becoming an HSI – or Hispanic Serving Institution. The president said it was essential that these initiatives be part of SSU's next strategic plan.
- Project BOLD will transform our campus, benefit all students, enhance collaboration amongst academic departments and help us stabilize enrollment in the years ahead. It also aligns with the significant workforce needs of the region in healthcare and biotech.
- Payette Associates has much experience with our campus has been selected as the Project BOLD architect and AvalonBay & Winn Companies have been chosen as the developers for South Campus. These are both major milestones on this work. The announced development is not only a huge win for our campus but also for the City of Salem who will benefit greatly from the affordable and market rate housing as well as the tax revenues.
- HSI – Several members of our campus just returned from HACU's (Hispanic Association of Colleges & Universities) annual conference in San Diego. This was the 36th Annual Conference with a focus on "Championing Hispanic Higher Education Success: Rebuilding a More Resilient and Inclusive America." It was also the 30th anniversary of the federal designation of HSIs through the Reauthorization of Higher Education Amendment of 1992.

President Keenan thanked the SSU team that joined him for the visit to the HACU conference. He said that it was a wonderful opportunity to learn more about becoming an HSI and how to most effectively serve students – as well as networking to help recruit our next Vice President for Diversity & Inclusion.

HACU President Antonio Flores made it clear that our nation's future success and economic prosperity depends heavily on the ability of HSIs to deliver the promise and opportunity of education to our growing Hispanic population.

There was perhaps no better place to deliver that message than San Diego as almost half of their state university system of 500,000 students are Hispanic – and of whom 58% Pell and 72% first gen. Incredible statistics for a state that would be the 5th largest economy in the world if it were a country.

Having attended this conference, President Keenan said that he and his team are more convinced and energized than ever that this too is both the Commonwealth's and this campus' future. At almost 23% Hispanic, SSU can and will lead the way in becoming Massachusetts first state university with this designation.

While these efforts can help us stabilize enrollment and improve our financial position, President Keenan said becoming an HSI also aligns perfectly with both our mission and moral imperative to serve this region's students.

- Finally, as we wrap up our celebration of Hispanic Heritage Month, tomorrow night Trustee Morales will be the keynote speaker at the dinner sponsored by our Center for Justice & Liberation.
- Strategic Planning Update: President Keenan thanked Chair MJ Grenfell and Vice Chair Cynthia Lynch and the entire SPC for their work on drafting our plan. We are seeking input from our campus members as well as community partners and it is encouraging to see the consensus building for the importance of experiential learning/internships and our embracing of the claim of being THE Commonwealth's Civic Engagement University.
- McKeown School of Education dedication will take place on November 16th at noon.
- Official Campaign Launch on May 6<sup>th</sup>.

President Keenan noted the first anniversary of donating a kidney to my college roommate. This summer during his 35th college reunion, his roommates decided to recognize this gift by donating to Salem State.

**VIII. SSU Community Forum** – Vice Chair Russell announced that no questions were received for the board meeting. She encouraged the community to submit questions or topics to be addressed at future meetings.

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**X. ADJOURNMENT** – There being no further business to come before the Board and on a motion duly made by Trustee Russell and seconded by Trustee Chisholm, it was,

**VOTED: to adjourn the meeting at 6:02 pm**

Voting in the affirmative: Chisholm, Lampassi, Lutts, Maldonado,  
Morales, Mattera, Russell, Walsh and Butts  
(Chair)  
Voting in the negative: None  
Absent: Contreras

Respectfully submitted,



John Keenan  
President



Lynne Montague  
Secretary to the Board of Trustees

*Adjournment*

**June 8, 2022**

**Consent Agenda:**

**Approval of the following meeting minutes and committee reports:**

Governance: March 30, 2022

Advancement, Marketing & Communications: March 30, 2022

Academic Affairs & Student Success: March 30, 2022

Finance & Facilities: March 30, 2022

Risk Management & Audit: March 30, 2022

Presidential Review: March 30, 2022

President Keenan

\*\*Finance and Facilities: May 25, 2022

\*\*Risk Management & Audit: 25, 2022



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

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### 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**

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

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**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.

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Committee: Advancement  
Committee Action:  
Date of Action:

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Trustee Action:  
Trustee Approval:  
Effective Date:

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Signed: \_\_\_\_\_  
Title: Secretary of Board of Trustees  
Date: \_\_\_\_\_

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REQUEST FOR TRUSTEE ACTION

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**Date:** October 12, 2022  
**To:** Risk Management and Audit Committee/Board of Trustees  
**From:** Karen P. House, vice president for finance and facilities  
**Subject:** FY22 audited financial statements  
**Request action:** Discussion/Acceptance

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The FY22 audited financial statements are due for submission to the Commonwealth by October 15, 2022. The university's auditors, O'Connor & Drew P.C., have completed their work and will review the financial statements with the Risk Management and Audit Committee. The university has chosen not to present traditional financial ratios in the Management's Discussion and Analysis section of the document because of the lack of comparability with prior years, given the implementation of the accounting standard GASB Statement No. 87, *Leases*.

**MOTION**

The Risk Management and Audit Committee hereby recommends that the Board of Trustees approve the following motion pertaining to the FY22 Salem State University audited financial statements and programs and related materials.

**Recommended Motion**

The Board of Trustees of Salem State University hereby accepts the following audits:

Salem State University Financial Statements and Management's Discussion and Analysis June 30, 2022

Salem State University Independent Auditor's Report as Required by the Uniform Guidance Auditing Standards, June 30, 2022

The RMA Committee acknowledges that Vice President House and her team will submit the audits to the Commonwealth by its October 15, 2022 deadline.

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Committee Assigned:

Committee Action:

Date of Action:

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Trustee Action:

Trustee Approval Date:

Effective Date:

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Signed: \_\_\_\_\_

Title: Secretary of the Board of Trustees

Date: \_\_\_\_\_

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