
SUBJECT: Advancement Committee Meeting Report for **January 25, 2023**

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 **January 25, 2023**.

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, Jim Lampassi (vice chair), Rob Lutts (chair), Yalile Maldonado, Samanta Morales, President Keenan (ex-officio), Assistant Vice President of Advancement Mandy Ray, Campaign Director Taylor Dunn, and Executive Assistant to Crouse Hai Huynh. Not in attendance: Trustee Magnolia Contreras.

Trustee Lutts called the meeting to order at 3:02 p.m.

Advancement

Campaign Goal Re-evaluation (action)

Vice President Crouse submitted a written report on Advancement including campaign goal re-evaluation data as of January 12, 2023. Crouse reported that the Advancement Committee Chair, Foundation Board Chair, Foundation Fundraising and Engagement Committee Chair, and the Meet the Moment Campaign Co-Chairs convened and discussed the re-evaluation of the campaign goal. She reported that \$37,963,437 has been raised as of January 12, 2023, 76% to the current campaign goal of \$50 million. The data projects that \$40,249,608 will be raised prior to the public launch scheduled for May 2023. After discussions with Marts & Lundy, consultant for the campaign, and reviewing historical data, it was recommended by the Advancement team to raise the current campaign goal. Review of prospects in the pipeline showed the potential to raise \$68,176,192 without lead gifts and \$85,953,970 with lead gifts by the end of the campaign. Marts & Lundy also noted that campaigns show a higher success rate of achieving this campaign goals if at least 57% of the goal is raised by its public launch date. Discussion regarding the urgency and discretion for the President and Vice President for Advancement to increase the campaign goal by March 1, 2023 was had. VP Crouse noted that to prepare accordingly for the public launch on May 6, 2023, the decision to increase the goal must be made no later than March 1, 2023.

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

Recommended motion: The Board of Trustees of Salem State University hereby approved the president and the vice president for advancement authorization to determine the final Meet the Moment campaign goal up to \$75M.

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

Questions

There being no new business to come before the committee,

A motion was made by Lutts, 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 3:22 p.m.

REQUEST FOR TRUSTEE ACTION

Date: January 18, 2023
To: Advancement Committee
From: Cheryl Crouse, vice president, advancement
Subject: Campaign Goal Re-evaluation
Requested Action: Approval

MOTION

The Advancement Committee hereby recommends that the Board of Trustees approve the following motion pertaining the Meet the Moment campaign goal, attached.

Recommended motion

The president and the vice president for advancement are authorized to determine the final Meet the Moment campaign goal up to \$75M.

Committee: Advancement
Committee Action: Approved
Date of Action: January 25, 2023

Trustee Action:
Trustee Approval:
Effective Date:

Signed: _____
Title: Secretary of Board of Trustees
Date: _____



Advancement Brief

The primary focus of our January 25, 2023 Advancement committee meeting will be to provide an update on a recent campaign volunteer leadership meeting. Advancement Committee Chair Rob Lutts and the Foundation Chair, Foundation Fundraising and Engagement Committee Chair, and the Meet the Moment Campaign Co-Chairs met to discuss the re-evaluation of our campaign goal. Fundraising has outpaced our campaign benchmarks and after reviewing multi-year projections, this leadership group is recommending we minimally increase our campaign goal to \$60 million. We have provided some data below for advance review and discussion on our committee meeting. Please contact Vice President Crouse with any questions at ccrouse@salemstate.edu.

Campaign Goal Re-evaluation data (as of 1/12/2023)

Projected Raised by May '23	Totals
Raised as of 1.12.2023	\$37,963,437
Outstanding Major Gift Proposals	\$1,997,474
Projected Annual Gifts	\$288,697
Projected before public launch	\$40,249,608

Campaign potential as of May '27	Without Lead Gifts	With Lead Gifts
Raised by May 2023 (see above)	\$40,249,608	\$40,249,608
Major Gift Potential (Individual gifts over \$25K)	\$13,945,895	\$19,871,821
Baseline (Gifts under \$25K+, orgs, gifts in kind, realized bequests)	\$13,980,689	\$25,832,541
Potential by end of campaign	\$68,176,192	\$85,953,970

Advancement activity:

To say the first half of the fiscal year has been a whirlwind would be an understatement, having surpassed 75% to our current campaign goal we're well on our way to building momentum in the campaign. We once again broke our fiscal year fundraising record raising \$14 million as of 12.31.2022. This year is now the highest fundraising year on record, having raised the most since 2012 in the last three fiscal years; FY20, FY21 and now FY23. The total raised in the campaign as of 1.12.2022 is \$37.9 million.

Advancement Team updates:

Danielle Spalding has joined the Advancement team as Associate Director, Advancement Services. In her role, she will oversee advancement information systems and security, reporting and analysis, software upgrades and integrations, troubleshooting, and technology procurement. Danielle joins the team after a decade in various advancement roles at Salve Regina University in Newport, RI, most recently serving as CRM Manager. She holds a B.A. in English from Saint Michael's College and M.S. in Management from Salve Regina University.

The Advancement team in partnership with donors has successfully secured many new major gifts (\$50K+). Gifts of note since our last report to the Board:

- An anonymous friend made a \$500,000 cash gift – to support an already established scholarship
- Robert J. Hildreth pledged \$150,000 to create a student success cohort for first generation, low-income students from Chelsea, Lynn, and Revere
- Carol and Bill Di Mento – created a new \$50,000 scholarship
- An anonymous alumnus documented a \$88,4000 planned gift
- An anonymous donor made a \$1M grant with \$500,000 received in Q1 FY23, the remaining \$500,000 pledged, for student success efforts.
- As part of the Life Sciences Consortium of the North Shore (including North Shore Community College, Endicott College and Gordon College) SSU was project lead and received \$723,174 to strengthen and expand the STEM industry-aligned workforce from the Massachusetts Life Sciences Center (MLSC).

Campaign launch planning continues with the finalization of our public communication plan and materials including the case for support, academic cases for support, videos, and website. In addition, the schedule of events has been finalized for launch week:

- May 4 – Viking Warrior Field Day
- May 5 – Faculty and Staff Rally
- May 6 – Campaign Launch Event at the O'Keefe Complex
- May 8 and 9 – Viking Warrior Day

Amazon Smile:

We would like to remind you if you're an Amazon client to sign up visit: smile.amazon.com. If you designate the Salem State University Foundation, Inc. as your preferred non-profit, when you make ordinary purchases, the SSU Foundation receives a percentage of those funds.

Viking Passing:

A dear Viking was lost to us since we last met, Henry Dembowski, a proud member of the class of 1960. He harnessed his energy to encourage his fellow classmates and friends to join him in providing opportunities for future generations of Salem State students. His pride for his alma mater was infectious and inspiring. For over 34 years, Henry and Claire Dembowski have been champions for Salem State and the transformative power of public higher education can provide. The Dembowski family has encouraged friends and family to support the Dembowski Family Theatre Endowment Fund in Henry's memory. A celebration of life was hosted on Saturday, October 29, in Salem State's Sophia Gordon Center and was emceed by associate professor, Julie Kiernan '96, a past recipient of a scholarship Henry provided annually to a graduating theatre student. During the celebration, a donor approached us to offer a \$100,000 match to the fund through June 30, 2023. We are working to make Henry proud to secure the full match. Please reach out if you are interested in making a gift to his fund.

The Commonwealth Endowment Incentive Program:

The Endowment Incentive Program ("Program") that was approved by the Board of Trustees in June has been received by the Foundation and matched according to the set guidelines. The President has allocated the FY22 funds in the following manner:

Total Eligible		
Match Amount		Matched Fund
\$ 17,000.00		The Carol A.G. and William R. DiMento Scholarship Fund
\$ 15,633.34		Dr. Louise Swiniarski Early Childhood Education Scholarship
\$ 17,000.00		Linda M. Strother-Lyons Scholarship
\$ 16,666.67		Cassandra Pearson Scholarship
\$ 52,675.00		Presidential Diversity Scholarship
\$ 12,500.00		Maguire Meservey School of Health and Human Services Fund
\$ 250.00		McGurren Family Scholarship Fund
\$ 7,798.82		Chris Joyce '18 Scholarship
\$ 416,031.18		BOLD
\$ 555,555.00		

McKeown School of Education Dedication:

We received terrific publicity and coverage of the McKeown School of Education Dedication. Bill Cummings reported at the event that from the start of the gift process through the event it was the most professional operation that he and his team has worked with. They were thrilled that the gift was recognized through dozens of local and national media outlets including features in the Boston Globe, North Shore Magazine and Forbes and a spotlight interview on WBUR with Associate Dean for the School of Education, Nicole Harris on the educator workforce pipeline.

Annual Scholar and Donor Reception:

We expanded the Foundation's marquee stewardship event to include Sullivan Society, Crosby Society, consecutive donors, board members, and all donors who established a fund. Thank you to Trustees Morales and Walsh for attending. We saw 165 participants which included donors, student scholars and their families, faculty, staff and administrators for a celebration hosted by the Salem State University Foundation in the Gassett Fitness Center.

Annual Impact Report:

You were mailed a copy of the *Annual Impact* report in early November—we hope you enjoyed reading about the impact annual gifts make and as always, we welcome your feedback on any materials we produce. If you did not receive your copy, please let Vice President Crouse know.

We are grateful to the Board of Trustees for their commitment to supporting the success of the campaign.