
SUBJECT: Advancement Committee Meeting Report for **March 20, 2024**

In accordance with MGLA Chapter 30A and amended by On March 29, 2023, Governor Healey signed Chapter 2 of the Acts of 2023, which amongst other things, extends the remote meeting provision to March 31, 2025. other things, further extends temporary provisions pertaining to the Open Meeting Law to March 31, 2025. 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.

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 Steve Immerman, Jim Lampassi Jr. (chair), Samantha Morales, President Keenan (ex-officio), Assistant Vice President Taylor Dunn, and Executive Assistant Hai Huynh.

Chair Lampassi Jr. called the meeting to order at 3:00 p.m.

Meet the Moment Campaign Update (*presentation attached*)

Vice President Webster Crouse submitted a written report on Advancement including a report on fundraising as of February 29, 2024 for the committee's review prior to the meeting. Assistant Vice President Dunn provided a campaign update on behalf of Vice President Webster Crouse.

Dunn reported that \$42,226,031 has been raised in the campaign as of March 15, 2024 with the following amounts in each priority: \$13.7M for unrestricted, \$16.6M for financial assistance, \$2.3M for SSU BOLD, and \$9.6M for student success. She shared that since the last committee meeting two endowed scholarships have been created in memory of faculty members who have passed: Professor John Fox and Professor Ellen Flowers. Dunn also highlighted the impact of comprehensive campaigns on the university by visualizing the cash transferred from the Salem State Alumni Association and Foundation to the university at key fundraising milestones over the last 15 years \$0.7M in FY2010 prior to the 10,000 Reasons campaign, \$2.2M in FY2018 after the 10,000 Reasons campaign and prior to the Meet the Moment campaign, and \$5.8M in FY2023 midday through the Meet the Moment campaign. She noted that the numbers are accrual based and include grants.

Dunn highlighted upcoming campaign events including the Internship Scholarship Fundraiser on April 9 at 7:30 am in Wakefield, Viking Warrior Day on May 1 and 2, and Alumni Weekend on June 7 and 8. The inaugural Internship Scholarship Fundraiser will be utilized to build a base of internship scholarships for students.

Dunn introduced White, assistant dean of student success, to present on the Bertolon School of Business internships impact in 2023. The internships were made possible by two donors, the Katmans and the Jameses. Dunn shared that \$35,300 in financial support was provided to 24 students in 2023. White highlighted that in 2023, 63 students completed internships with 32% students of color, 48 partner companies, and 100% completion rate. He shared that 38% of the internship students received financial support. White introduced Currstin, a student with a marketing concentration who currently interns at the North Shore

Chamber of Commerce. Curristin shared her experience and the value of having the opportunity to intern as she hopes to open a business of her own. She emphasized the importance of hands-on learning and how she has learned the high level of organization required to run your own business.

White concluded by introducing another experiential learning strategy, micro-internships, through technologies like Riipen. This is the next venture the business school will be deploying. Dunn noted that the work with micro internships is also made possible by an anonymous donor. This is an example of how philanthropy that helps the university be flexible and evolve academic offerings to our students.

Questions

There being no new business to come before the committee,

A motion was made by Morales, seconded by Wellman, and unanimously voted to adjourn the meeting. Lampassi Jr. asked for a roll call vote:

Voting in the Affirmative:	Immerman, Morales, Lampassi Jr. (Chair)
Voting in the Negative:	None
Absent:	Maldonado

The meeting was adjourned at 3:18 p.m.



Advancement Brief

The primary focus of our March 20, 2024, Advancement committee meeting is to update the Board of Trustees on the Meet the Moment campaign.

Fundraising Report

Attached please find advancement's monthly fundraising dashboard as of February 29, 2024, where \$42,165,689 has been secured for the campaign. The Advancement team in partnership with donors has successfully secured new major gifts (\$50K+). Gifts of note since our last report to the Board:

- Received a \$53,660 gift from Ron Gillis '79 towards the Gillis Family Endowed Scholarship.
- Cristina Bitá '00 committed \$57,000 to create the Professor John Fox Memorial Fund in memory of Salem State faculty member John Fox.
- The Murphy Family Scholarship was created with gifts totaling \$58,000 to support education majors by the children of Salem State faculty members, Dr. Jo-Anne D. Murphy, Ed.D. 1977 and William H. Murphy Jr.
- Received a commitment of \$150,000 from John McQuillan from Triumvirate Environmental, Inc. agreed to be the lead sponsor of the Internship Fundraiser in April and ongoing discussions are occurring about a transformational gift.
- An anonymous donor established a scholarship award in honor of Ellen Flowers, a long-time nursing faculty member who suddenly passed in January 2024. Ellen was also the Director of Psychiatric Nursing for Tewksbury Hospital and developed a specialized simulation training with the hospital for SSU nursing students.
- Alumni Association and Foundation Board of Director, Joanne Mendes gave \$33,333.34 to permanently endow the Joseph and Rena Mendes Scholarship and committed an additional \$8,750 to establish a spendable scholarship for immediate awarding in FY25/26.

Engagement

Advancement partnered with the Charlotte Forten Committee to plan the dedication of Charlotte Forten Hall, which welcomed 146 attendees, and on behalf of the Trustees, Trustee Samanda Morales '98 provided remarks.

The 7th anniversary of Viking Warrior Day, our annual day of giving and pride, will be held on May 1 and 2, 2024 Over the course of 1854 minutes, in honor of our founding year, alumni, parents, staff, students, faculty, and friends will come together in support of a better Salem State. This year, our goal is to raise \$325,000 and continue to increase donor participation.

We sent 261 fund reports for fiscal year 2023 (July 1, 2022-June 30, 2023) to donors who created endowed funds (169 reports), donors who have given \$5,000 or more to an

endowed fund (84 reports) and those who have created a fund via a planned gift (8 reports).

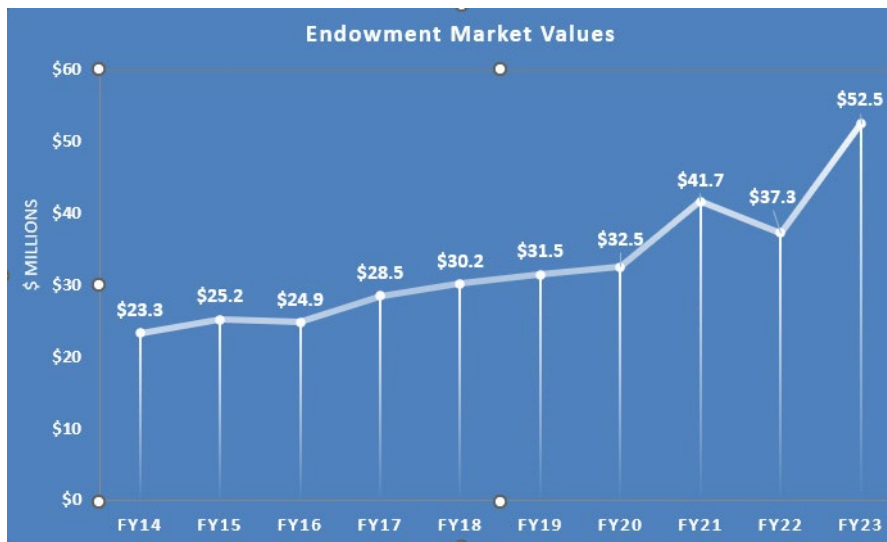
Salem State University Alumni Association and Foundation, Inc.

Endowment Market Value

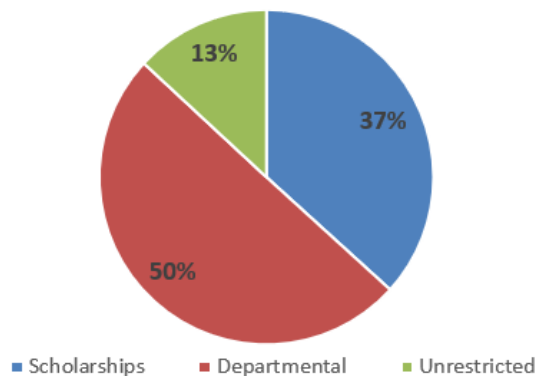
Through the support of alumni and friends, the endowment held by the Salem State University Alumni Association and Foundation (AAF) exceeded \$50 million for the first time in the history of the Foundation.

Endowment Breakdown by Type

This chart represents the breakdown of the endowment by donor restriction as of June 30, 2023. For example, the portion that is scholarship, we have 181 endowed scholarships that make-up 37% of the endowment. In FY23, the AAF transferred \$958,986 in scholarships funds.



FY23 \$52.5 Million Endowment Breakdown by Type



Association of Governing Boards (AGB) Conference:

The AAF Board of Directors was well represented at this year's Forum conference with Chair Annalisa Di Palma, Elaine Zetes '88G, Nancy Dias '09, '13G Anthony DiVirgilio '19 and Cheryl Webster Crouse, Executive Director (ED) in attendance. The Foundation was invited as faculty speakers for two sessions. The ED participated with the CEO at the University of North Dakota in a session titled "Roadmap to Success for Future Foundation Executives". Additionally, a session on "Good Board Governance" included Chair Di Palma and Vice President Crouse with two other panelists from Oakton College.

Save the Dates:

Internship Fundraiser will be held on Tuesday, April 9 at 7:30 am at Four Points Sheraton in Wakefield to celebrate and support students pursuing internships, field-study or clinicals. The goal is to raise \$150,000 for internship scholarships to make these experiential learning opportunities accessible for more students starting as early as next academic year and to build consistent financial support in the future to leverage the match from the State.

7th Annual Viking Warrior Day will be held on May 1 and 2

Alumni Weekend 2024 will be held on June 7 and 8

Call to Action:

Please consider nominating an individual for the Alumni Association and Foundation Awards by March 31. Awardees will be selected in early April by the subcommittee and the presentation will take place at the Alumni Weekend Awards Luncheon on June 8:

- **Dr. Marilyn Flaherty '54 Distinguished Graduate Award**

The Dr. Marilyn Flaherty '54 Distinguished Graduate Award recognizes an individual who upon graduation from Salem State University, has distinguished themselves through their outstanding professional accomplishments.

- **Elizabeth Williams Wade Award**

Established in 1980, the Elizabeth Williams Wade Award is presented to a graduate who has made outstanding contributions to Salem State University.

- **Alumni Rising Star Award**

Established in 2013, the Rising Star Award recognizes alumni who have received their degree within the last 15 years, who are already making significant contributions to greater society through their professional and philanthropic work.

- **George Ellison Sr. '54 Volunteer of the Year Award**

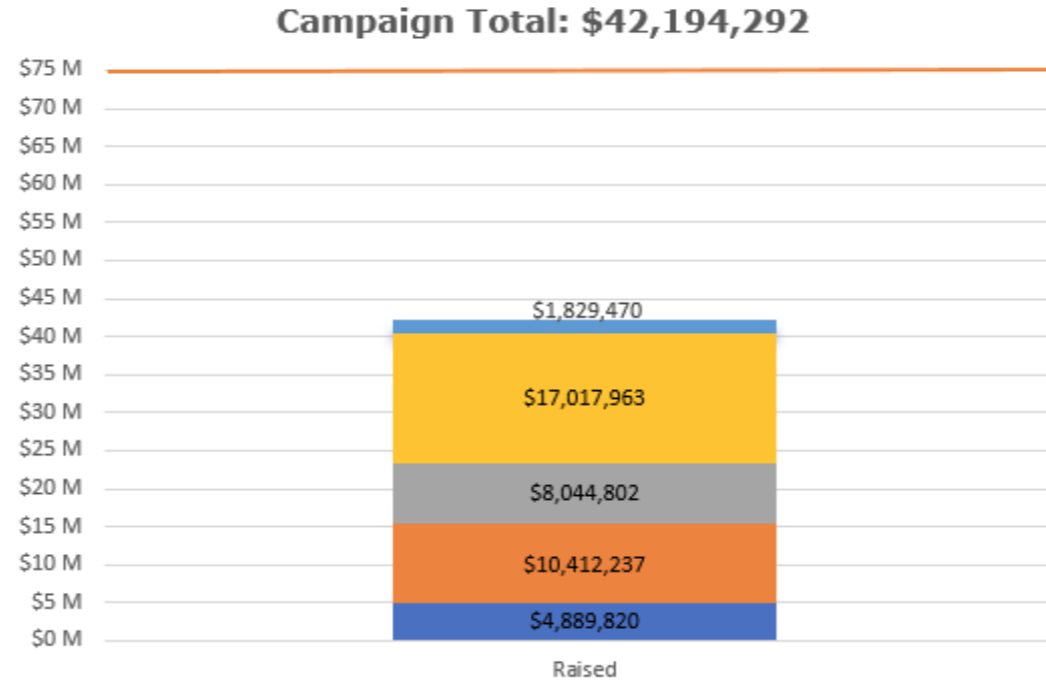
Established in 2004, the George H. Ellison '54 Volunteer of the Year Award is presented to a community member who has made outstanding volunteer contributions to Salem State University.

Visit the website to learn more! <https://www.salemstate.edu/alumni-and-friends/stay-connected/alumni-awards-and-scholarships>

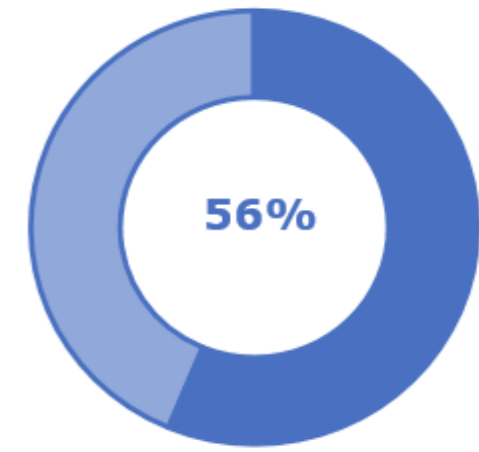
Monthly Fundraising Dashboard Fiscal Year 2024
February 29, 2024

FY24 Totals: 7/1/2023 - 2/29/2024

Dollars:	\$1,829,470
Donors:	1,299
Donations:	1,522
Median Gift:	\$100
Avg. Gift:	\$1,202



Campaign Progress

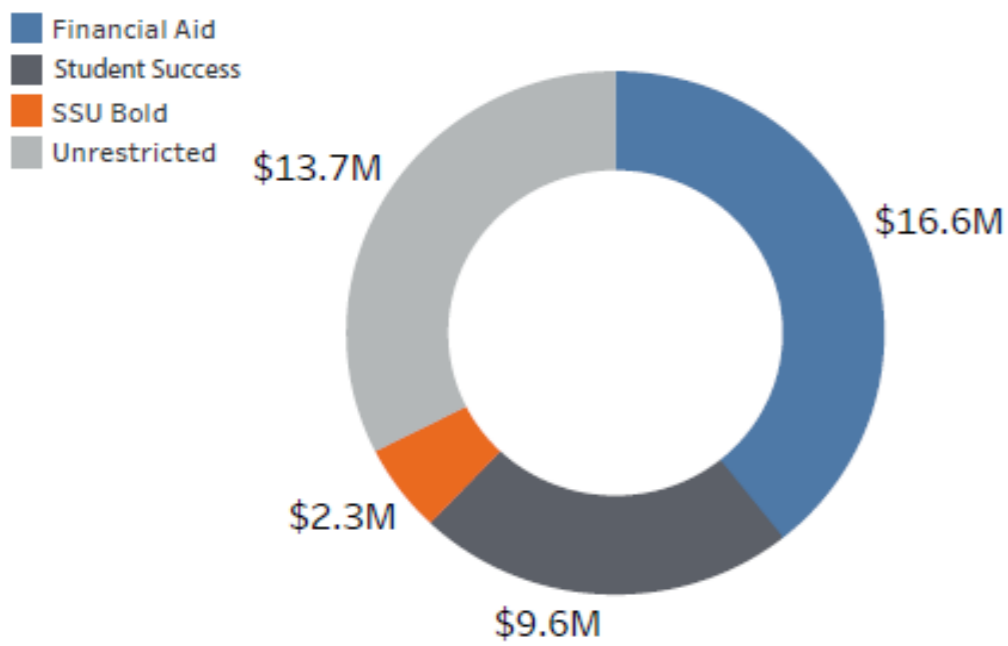


Donors	Donor Base FY24	Donors Retained	% Retained
Retained from previous year	2,697	655	24%

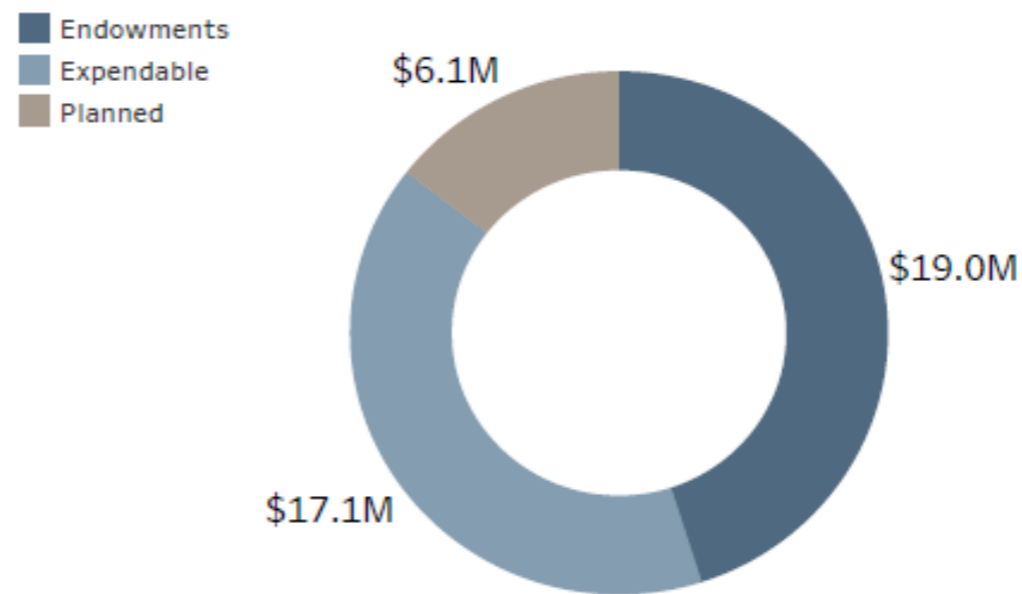
Total: \$42,194,292

Fundraising Analytics

Campaign Priorities



Endowed, Expendable, and Planned



University Fundraising Priority	Goal	Total Raised	Balance	% to Goal
Financial Aid	\$20,000,000	\$16,618,525	\$3,381,475	83%
Student Success	\$25,000,000	\$9,577,565	\$15,422,435	38%
SSU BOLD	\$10,000,000	\$2,313,092	\$7,686,908	23%
Unrestricted	\$20,000,000	\$13,685,110	\$6,314,890	68%
Campaign totals	\$75,000,000	\$42,194,292	\$32,805,708	56%

Gift Type	Goal	Total Raised	Balance	% to Goal
Endowment	\$30,000,000	\$19,038,392	\$10,961,608	63%
Spendable	\$30,000,000	\$17,056,000	\$12,944,000	57%
Planned Gifts	\$15,000,000	\$6,099,900	\$8,900,100	41%
Total	\$75,000,000	\$42,194,292	\$32,805,708	56%

Board Giving

Volunteer Board	Total Campaign Giving	Annual Unrestricted FY24 Participation
Board of Trustees	\$3,563,037	13%
AAF Board	\$8,328,611	19%
Campaign II Steering Committee	\$9,959,779	16%

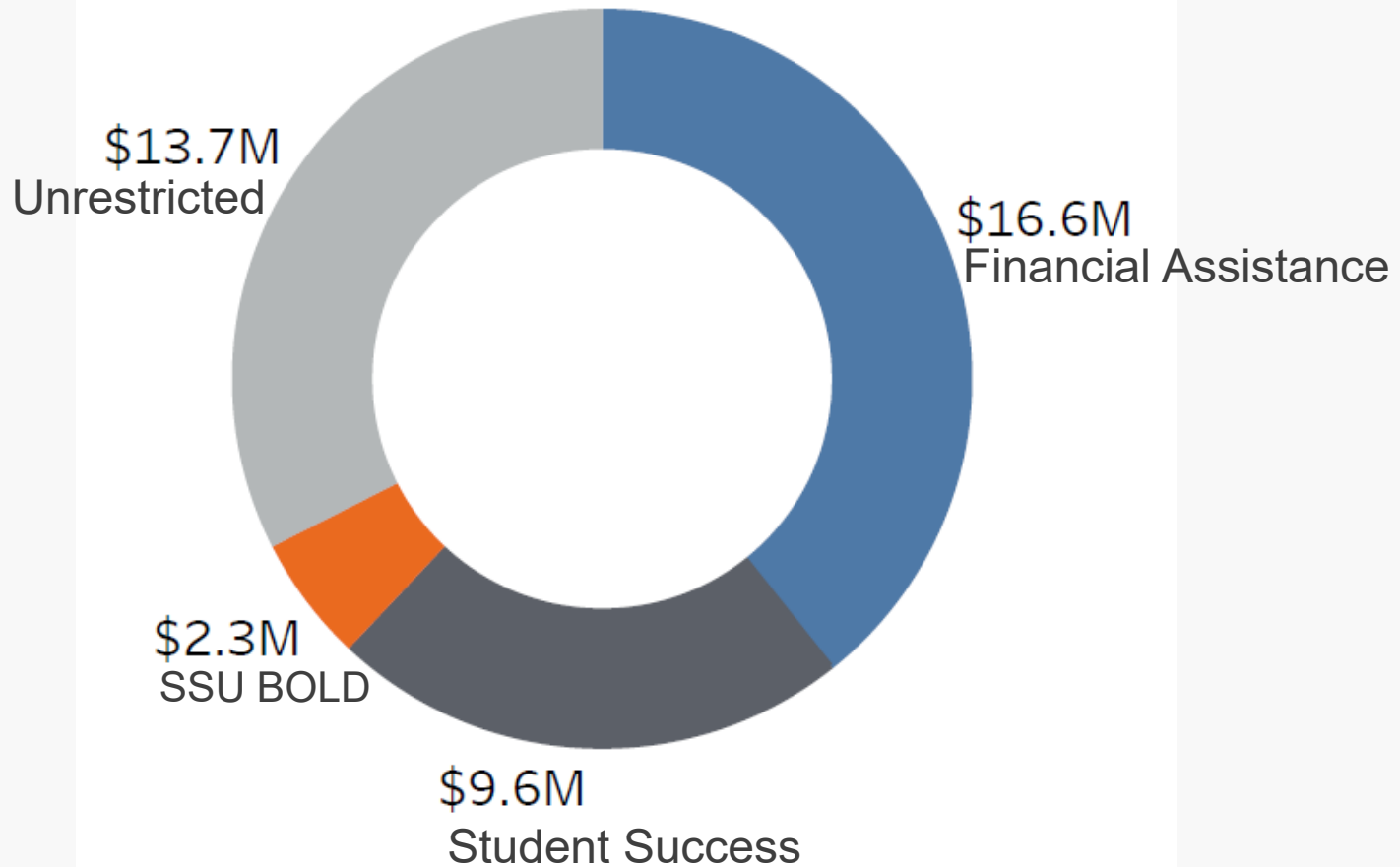
MEET THE MOMENT™

The Campaign for **SALEM STATE UNIVERSITY**

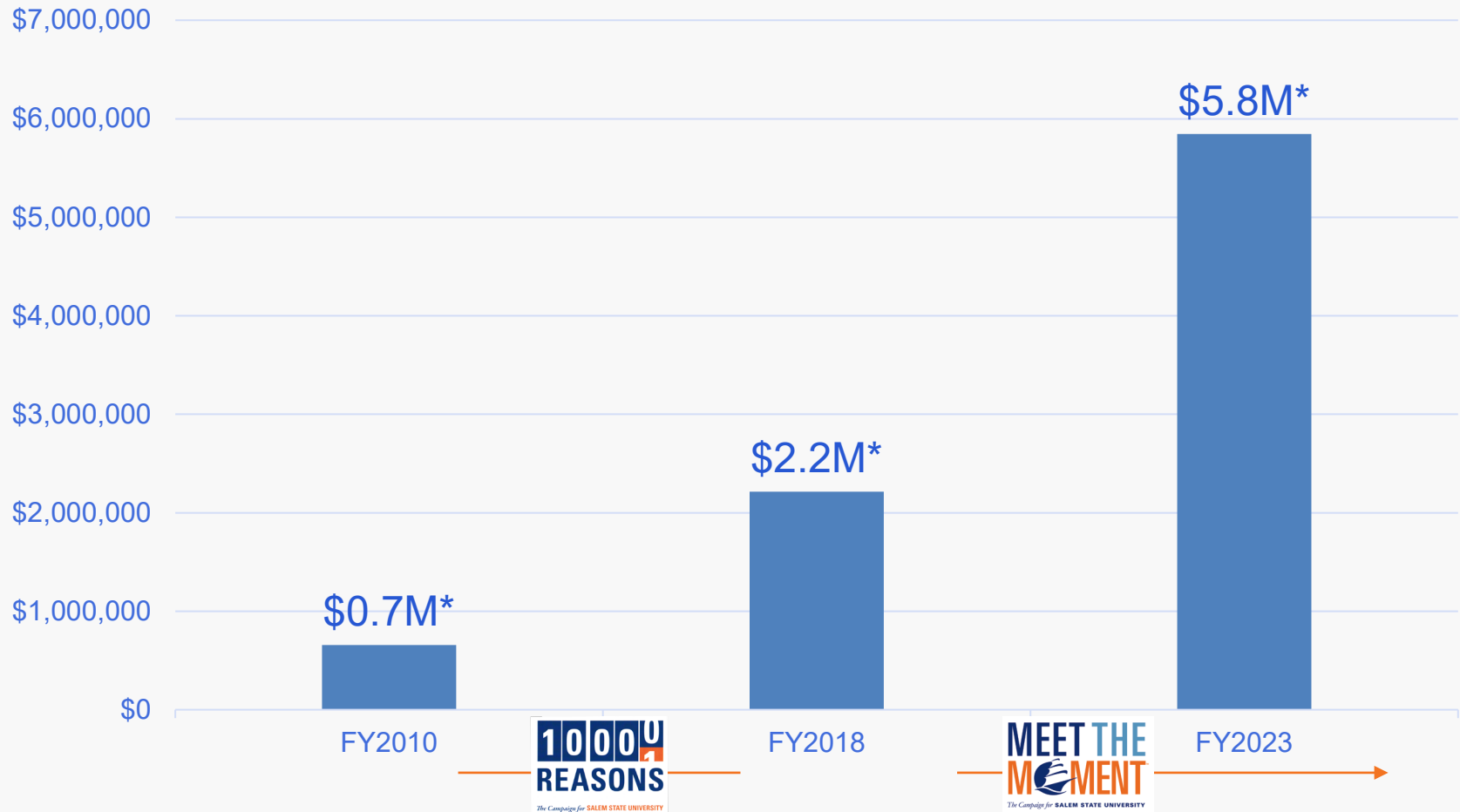
**Advancement Committee
Board of Trustees
March 20, 2024**

Taylor Dunn, Assistant Vice President, Advancement
Don White, Assistant Dean of Student Success, Bertolon School of Business

\$42,226,031 raised as of 3-15-2024



Cash transferred to university



*Numbers are Accrual Based and include Grants

Upcoming Campaign Events

- **Internship Scholarship Fundraiser – April 9 at 7:30 am**
- **Viking Warrior Day – May 1 and 2**
- **Alumni Weekend – June 7 and 8**

INTERNSHIP CELEBRATION

SUPPORTING STUDENT SUCCESS
THROUGH INTERNSHIP OPPORTUNITIES

TUESDAY, APRIL 9, 2024 | 7:30 AM

Four Points by Sheraton Wakefield Boston Hotel & Conference Center
One Audubon Road, Wakefield, MA 01880

MISSION MOMENT: Bertolon School of Business Internships 2023 Impact



\$35,300 in financial support was provided to 24 students in 2023



Full 2023 BSB Internship report available [online](#).