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SUBJECT: Advancement Committee Meeting Report for **May 21, 2025**

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The Advancement Committee of the Board of Trustees met on **Wednesday, May 21, 2025 at 3:00 pm**, via Zoom in accordance with [MGLA Chapter 30A, section 18](#) as amended by [An Act relative to extending certain COVID-19 measures adopted during the state of emergency](#), signed by Governor Healey on March 31, 2025, which among other things extends policies allowing remote participation for public meetings until June 30, 2027.

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 advancement committee were Trustees James Lampassi Jr. (chair), Alyce Davis, Dino Di Palma, Thatcher Kezer, President Keenan (ex-officio), Vice President Mandy Ray, and Executive Assistant Hai Huynh.

Trustee Lampassi Jr. (chair) called the meeting to order at 3:00 pm.

**Meet the Moment Campaign Update** (*presentation attached*)

Vice President Ray submitted a written report on advancement including a report on fundraising as of April 30, 2025 for the committee's review prior to the meeting. She reported that \$59,075,000 has been raised as of May 21, 2025. There is traction and growth with campaign fundraising priorities: student success and SSU BOLD. Some noteworthy gifts include \$800,000 from an anonymous corporate donor with an additional \$200,000 in matching gifts for retention/persistence grant, \$624,000 cyber range grant from MassCyberCenter, \$500,600 in total in gifts to SSU BOLD, \$480,000 Mellon Grant, and \$367,215 raised on Viking Warrior Day (VWD).

Vice President Ray shared an overview of the 2025 Annual VWD that took place on April 30 - May 1. There were 876 donors, 952 individual gifts, and 53 classes represented. She thanked the Board of Trustees who participated in giving that day.

She shared the following priorities within the advancement department including hiring an assistant vice president of advancement, the publication of the Salem Statement magazine, Alumni Weekend/Party on McKeown Plaza (POMP) on June 6-7, 2025, fiscal year end annual fund campaign, securing the state endowment match program before June 30, regional events in summer 2025, and SSU BOLD fundraising.

Vice President shared that the 2026 engagement program includes Maine, New Hampshire, Vermont, Western Mass, Merrimack Valley, Metro West, South Coast, and Cape Cod with 64,325 constituents currently living in this region.

Following the SSU BOLD groundbreaking event in April 2025, fundraising has been discussed at the Alumni Association and Foundation board level and the campaign steering committee level. The advancement team is building a campaign within the Meet the Moment campaign including finalizing the case for support, marketing materials, finalizing naming opportunities, annual fund campaign (Sign a Beam, VWD 2026 focus, direct mail, email, and texts), and over 250 corporation and foundation prospects identified.

Vice President Ray notified the committee that a review of the Naming Policy is needed at the next committee meeting. Originally initiated in September 2013 and restated in February 2020 by both the Board of Trustees and the former Foundation Board (currently known as the Alumni Association and Foundation). The policy needs minor updates and a vote by each respective board in Fall 2025.

### **Questions**

Trustee Lampassi Jr. asked if a naming gift is received over the summer, would the discussion regarding naming need to wait until September 2025. Vice President Ray shared that minor changes are needed for the policy but confirmed that any naming discussion would need to wait until September.

Trustee Di Palma asked how we are engaging prospective donors outside of the North Shore Region.

Ray shared that the prospect lists for SSU BOLD and HSI include donors from all over the New England area and nationally. She shared that when soliciting for the annual fund, past donors, friends of donors who have attended an event in the past and alumni are all solicited.

There being no new business to come before the committee,

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

Voting in the Affirmative: Davis, Di Palma, Kezer, Lampassi Jr. (chair)

Voting in the Negative: None

Absent: None

The meeting was adjourned at 3:17 pm.

# MEET THE MOMENT™

*The Campaign for* **SALEM STATE UNIVERSITY**

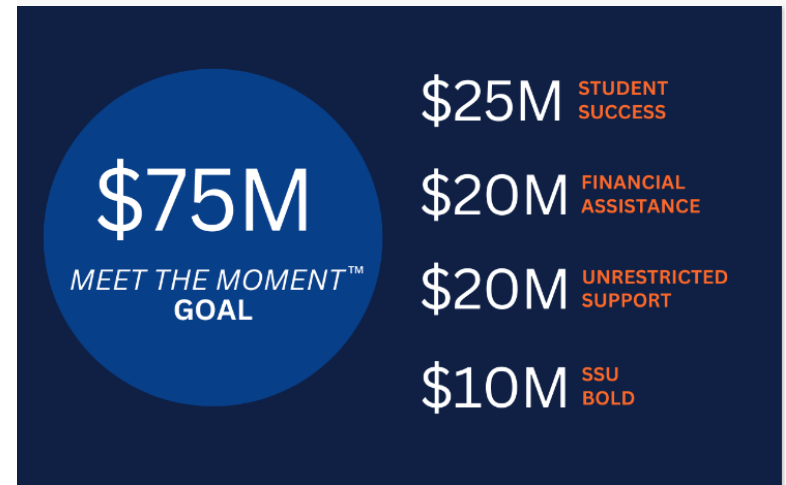
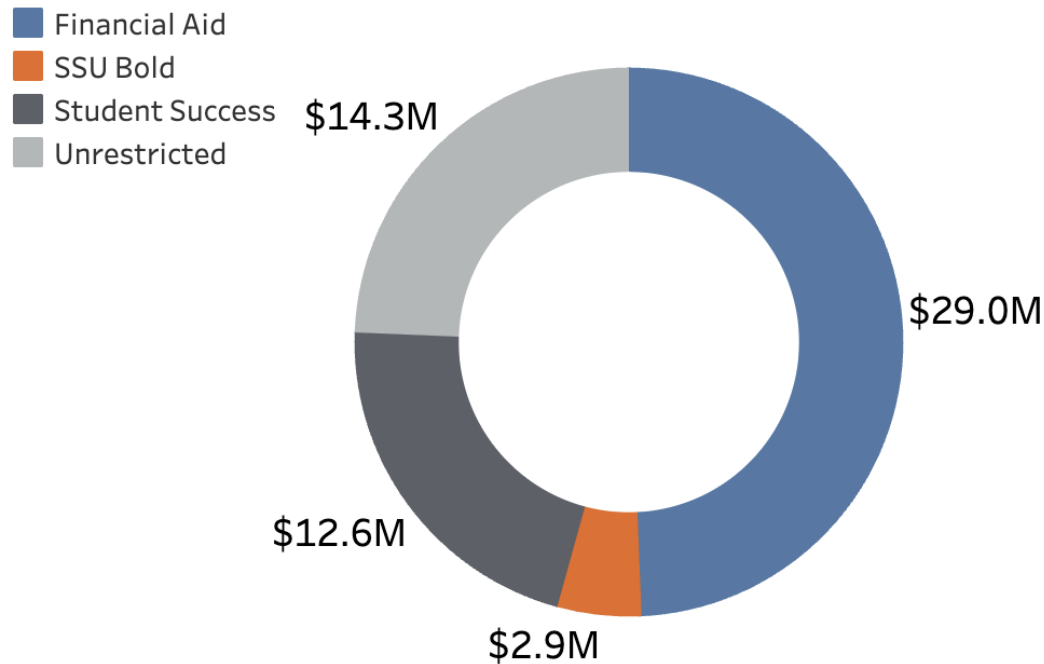
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**Board of Trustees  
Advancement Committee  
5.21.25**

Mandy Ray, Vice President, Advancement and  
Executive Director SSU Alumni Association and Foundation Inc.

# \$59,075,000 raised as of 5.21.25

## Campaign Priorities



# Noteworthy Giving this FY

- \$800,000 with an additional \$200,000 in matching gifts for retention/persistence grant from anonymous corporate donor.
- \$624,000 Cyber Range Grant MassCyberCenter
- \$500,600 total in gifts to SSU BOLD
- \$480,000 Mellon Grant
- \$367,215 Raised on Viking Warrior Day

# 2025 Viking Warrior Day

## April 30-May 1

**MEET THE  
MOMENT**  
*The Campaign for SALEM STATE UNIVERSITY*

#

Donors: **876**  
Gifts: **952**  
Classes Represented: **53**

### VIKING PARTICIPATION

%

Friends: **41%**  
Alumni: **21%**  
Parents: **14%**  
Students: **13%**  
Faculty/Staff: **11%**



### TOP CAMPUS FUNDS IMPACTED

\$

Unrestricted Annual Fund  
Men's Soccer Team  
Women's Volleyball Team  
History Department  
Dance Department

**TOTAL RAISED \$367,215**



#### LEADERBOARD

#### Athletics Top Viking Team Challenge

You showed your Viking Spirit and our athletic teams are the winners! The team with the most donors has won team swag courtesy of the Alumni Association and Foundation!

RANK	ATHLETICS TEAMS CHALLENGE	% +/-	GOAL
1	Soccer (Men's)	+446.51%	235  goal: 43
2	Volleyball	+272.58%	231  goal: 62
3	Soccer (Women's)	+10.91%	61  goal: 55
4	Lacrosse (Men's)	-17.24%	24  goal: 29
5	Hockey (Women's)	-30.00%	7  goal: 10
6	Hockey (Men's)	-37.50%	30  goal: 48
		-71.43%	18  goal: 63
		-73.68%	5  goal: 19
		-76.60%	11  goal: 47
		-81.82%	4  goal: 22



# Advancement Priorities

- Hiring AVP Advancement
- Salem Statement Magazine
- Alumni Weekend/POMP: June 6-7, 2025
- Fiscal Year End Annual Fund Campaign
- State Endowment Match Program before June 30
- Regional Events- Summer 2025
- SSU BOLD Fundraising



# Statement Sneak Peek

**MEET THE MOMENT**  
The Campaign for SALEM STATE UNIVERSITY

**Salem STATE UNIVERSITY**  
352 Lafayette Street  
Salem, Massachusetts 01970-5353



The Commonwealth's Civic Engagement University | [salemstate.edu](http://salemstate.edu)



## Meet the Moment®

**MEIER HALL ADDITION**  
Caption: Rendering of the proposed east facade of the Meier Hall addition.  
A well-timed building, the plans for Meier include an addition that will house modern, flexible, high-technology teaching labs for Salem State's science programs—programs that have long engaged the vast facilities of the 1960s-era building.  
The addition of Meier increases the capacity for science programs at the university and will most accurately mirror the lab experience graduates will encounter in the workforce. An upgraded space not only benefits the students, it also enhances research opportunities that enhance the future of Salem State. It's propelling ideas, expanding resources, creating leaders, building community—all in an environment that helps Vikings thrive.

## SSU BOLD

A CAMPUS UNIFICATION AND MODERNIZATION PROJECT



Salem State stands at the threshold of a transformative journey. Through SSU BOLD, the university is embracing the landscape of higher education on the North Shore by addressing some of our long-term infrastructure needs. The project is not merely about building or renovating old structures.  
Behind SSU BOLD is a vision to unify the campus, both physically and culturally. In modernizing facilities, Salem State is enhancing the academic experience for students by fostering innovation and providing critical resources.

"Facilities and resources gained through SSU BOLD will increase efficiency, allowing me to spend even more time guiding my students and preparing them for their careers."  
—Assistant Professor Laura Larentis, PhD  
Biology Department

**CAMPUS UNIFICATION**  
SSU BOLD is not simply a capital project—it's a vision that brings new life to Salem State. Over the years, South Campus has presented challenges for students who've felt isolated from the rest of the campus community. The role of South Campus will allow the university to focus on a smaller footprint, alleviating some operational costs associated with deferred maintenance and outdated facilities.

SALEM STATEMENT | 2020

## THE RENAISSANCE OF HORACE MANN

Caption: The renovation of the Horace Mann building will create a new home for the majority of the Hagan Museum, College of Health and Human Services and move the existing building to its original purpose.  
By focusing on the North campus, SSU BOLD will breathe new life into the Horace Mann building by transforming it into a state-of-the-art facility for nursing, healthcare studies, occupational therapy, and criminal justice programs.  
The original home of the historic Horace Mann Laboratory School, the building has been vacant since 2017, and the prime piece of real estate is so far a significant overhaul that will reflect a 21st-century education.

## THE IMPACT OF SSU BOLD

The Meier Hall addition and modernized 10M lab will increase Salem State's ability to provide students with modern facilities and equipment that is directly comparable to the lab environments where they will likely work, while also providing the expansion of graduate-level offerings in one swoop. The new lab enables Salem State to further partner with regional industries to provide employer training and additional opportunities for students to gain real-world experience outside the classroom.

Additionally, the renovation of South Campus will create a 10-minute walking radius between campuses, providing a stronger sense of community and making it easier for all students to access the university's resources.



**MEET THE MOMENT**  
Learn more about SSU BOLD.

"The more we can immerse what students, the more, will find in the workplace, the more prepared we will be to meet our moment."  
—Eva Hadden '26, nursing

Top: The renovation of the Horace Mann building will create a new home for the majority of the Hagan Museum, College of Health and Human Services and move the existing building to its original purpose.  
Middle: Rendering of the Horace Mann building renovation.  
Bottom: Rendering of the Horace Mann building renovation.

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## Meet the Moment®

Meet the Moment® addresses our most pressing needs and positions Salem State to make a positive, tangible impact on student success through a \$75 million comprehensive campaign.

## Rising up To Meet the Moment®

This is our moment to reflect on the past 170 years—what Salem State was, what Salem State is and what Salem State will do. We are proud to co-lead the largest campaign in Massachusetts state university history, which addresses the concerns facing a new generation of Vikings.  
Supporting the Meet the Moment® campaign affirms and empowers the students we are so inspiringly talented, diverse and innovative group of learners who build dramatically from the generosity of donors who believe in their potential.  
As a public university, our student body reflects the diverse racial identities and socioeconomic backgrounds of our communities, with 39 percent of Vikings identifying as students of color and over 50 percent of this year's freshmen class as first-generation college students. In more than a decade, the funding model for our universities has eroded, the financial burden for many of our students has increased. For example, in 1980, students received 30 percent of the cost to attend Salem State, while the Commonwealth's providing the remainder. Today, students contribute 79 percent.  
Salem State students are doing amazing things and need your support. Students like Christina Herrera-Lemus '18, DGS, a married mother of three children who faced having to leave the university after exhausting financial aid options. That's where the Student Emergency Fund came in during the winter of 2021, giving Christina and her family vital help and allowing her to continue her nursing program. This campaign is so students like Christina can push forward and turn their dreams into reality.  
Join us in reaching down of opportunity for current and future generations of Vikings.  
Campaign Steering Committee Co-Chair  
Hilary DeBorja '76, Kim Casares-Schiller '83, '88, Nivah Goggin '74, '77, Denise Korman '78, '80, Ellen Korman '78

## MEET THE MOMENT® CAMPAIGN PRIORITIES

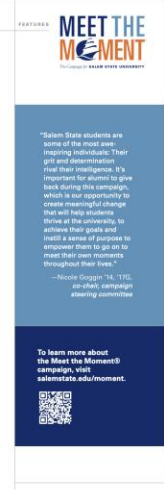
Meet the Moment® dramatically enhances student financial assistance, integrates even more innovative student programming, provides flexible, unmet support to respond to emerging needs, and modernizes and unifies campus. Through the Meet the Moment® campaign, we envision what's possible for the next chapter in our history.

**Student Success**  
**\$25 Million**  
Ensuring students achieve their dreams is our top priority. We are committed to providing the support and resources needed to ensure every student has the opportunity to succeed.  
• Expanding peer-to-peer mentoring and success coaching  
• Serving students with distinct needs, including first-generation students and student veterans  
• Providing spaces, programs and academic and social support to enhance the college experience

**Student Financial Assistance**  
**\$20 Million**  
Ensuring the financial pay through:  
• Scholarships  
• Vining Completion Grants  
• Student Emergency Fund  
• Internship Scholarships

**Unrestricted Support**  
**\$20 Million**  
Flexible resources that allow Salem State to capitalize on emerging needs and opportunities, including:  
• Food and housing insecurity  
• Tools and technology  
• Supplementing financial aid  
• Funding efforts around civic engagement and inclusive excellence as we prepare to thrive as a Hispanic Serving Institution (HSI)

**SSU BOLD**  
**\$10 Million**  
Modernizing facilities and unifying the campus's physical footprint, resulting in:  
• A student-centered campus  
• State-of-the-art laboratories and simulation labs



**MEET THE MOMENT**  
Learn more about SSU BOLD.

"Salem State students are some of the most awe-inspiring individuals. Their grit and determination rival their intelligence. It's important for alumni to give back during this campaign, which is our opportunity to create meaningful change that will truly transform the lives of students at the university, to achieve their goals and instill a sense of purpose to empower them to go on to meet their own dreams throughout their lives."  
—Nancy Goggin '81, '82, co-chair, campaign steering committee

To learn more about the Meet the Moment® campaign, visit [salemstate.edu/moment](http://salemstate.edu/moment).



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# Statement Sneak Peek

## IT TAKES A VIKING

CELEBRATING VIKINGS ONE  
PODCAST EPISODE AT A TIME

It Takes a Viking is the official podcast of the Salem State alumni and friends' community, hosted by Director of Engagement Mike Mitchell '07.

Launched in 2020, the podcast has featured more than 50 guests over five seasons. Each episode features inspiring Vikings who share their personal journeys, career successes and lessons they've learned along the way.

### WHY LISTEN?

- **Exclusive stories:** Hear firsthand from those who have had an impact in our community.
- **Networking:** Learn how you can tap into the Viking alumni network to further your own professional growth.
- **Career insights:** Find out how alumni and friends have built bright futures for themselves and learn about their success.
- **Pride:** Tune in to feel more connected to Salem State and what's happening on campus and to support your fellow Vikings.



Subscribe today and be  
part of the conversation!



Catch Samanda's episode  
of It Takes a Viking.



### SEASON FIVE WELCOMES SAMANDA MORALES '98

As chair of the Salem State University Board of Trustees, Samanda Morales '98 proudly joins a distinguished list of alumni dedicated to the university's success.

Samanda's journey to Salem State began when she and her sister immigrated from the Dominican Republic to Massachusetts during her sophomore year of high school. She was introduced to Salem State through the Summer Bridge Academy, an opportunity that laid the foundation for her academic and professional growth.

"I completed an internship at State Street Bank and Trust Company, which led to a full-time position after graduation. Salem State truly changed my life."

Today, Samanda is the founder of WellFin360, a financial planning and investment advisory firm that provides personalized financial services designed to empower young professionals and small business owners. Before launching WellFin360, Samanda spent over 20 years working at Fortune 500 companies such as State Street Corporation and Bank of New York.

Samanda is also passionate about giving back to the community; she is the co-founder of Ahora Inc., a nonprofit that provides financial education and coaching to support low-income individuals in achieving financial independence.

Reflecting on her role at Salem State, Samanda shared, "I didn't fully understand what it meant to be part of a truly caring community until I returned to Salem State. Serving as a trustee has deepened my appreciation for the dedicated professionals and colleagues who work tirelessly to help this institution thrive. Together, we provide students with the education, resources, tools, and support they need to achieve academic excellence. Being part of a community that shares my passion for empowering the next generation is incredibly rewarding." ■



## Voices of Our Alumni

FIFTY YEARS LATER: ALYCE DAVIS '75 REFLECTS ON HER SALEM STATE JOURNEY

By Alyce Davis '75

"Educator, school administrator, district leader, adjunct professor, and educational consultant with significant experience in educational leadership, teacher training, curriculum development, literacy instruction, special program management, and central office administration. Leadership experience as a district assistant superintendent and school administrator."

This statement describes my career in the field of education in fairly succinct terms. It sums up a professional life dedicated to K-12 public education and higher education. What it doesn't include is the full story of how I got there. That story began at Salem State College in 1971.

As the eldest of six children I was, by default, the first to do everything: go to school, learn to read and write, and eventually, to attend college. That last milestone, attending and graduating from college, was not anticipated by my parents who had not attended college themselves. They acquiesced

to my wish to continue my education post-high school, but simultaneously made it clear that they could not offer financial support. I would be on my own in that respect.

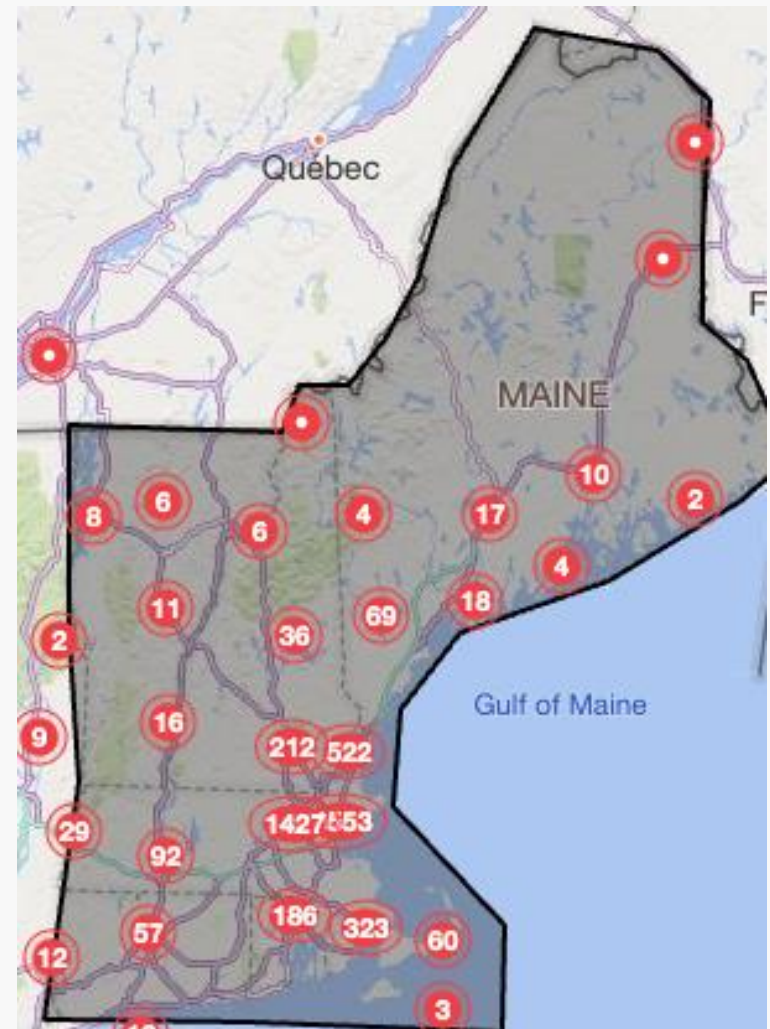
My story is not unique. I'm sure there are many of you who have similar experiences of attending classes as a commuter student or of living in one of the two dormitories. It was typical to meet at the Bell Tower or in the Student Union to share class notes, eat our lunches or to simply take a break from studying.

As I walk through the campus now in my role as a trustee, I see the many and varied faces of the students who, like many of us, are first-generation college graduates. They are blazing a trail that others will follow. They will achieve dreams their parents, like mine and yours, could not have imagined for their children. Salem State University is still that "Beacon on the Hill" for so many first-generation students.

This year, 2025, will mark the 50th year of our graduation. The Class of 1975 will gather to share our life stories and marvel at all that we have accomplished in our chosen careers, all because we attended an institution of higher learning we knew as "Salem State". ■

# 2026 Engagement Program

- Considered destinations:
  - Maine
  - New Hampshire
  - Vermont
  - Western Mass
  - Merrimack Valley
  - Metro West
  - South Coast
  - Cape Cod
- 40% new event attendees is always the goal
- 64,325 constituents in this region





## University breaks ground on SSU BOLD

By News Staff

SALEM — Salem State University formally broke ground on its major capital project SSU BOLD Wednesday morning, aimed at unifying and modernizing the school's footprint.

SSU BOLD was first announced in 2019. It incorporates renovations to the existing Horace Mann building on Lafayette Street to bring new lab spaces to programs housed in the building. Once completed in the fall of 2027, the project will allow Salem State to relocate its South Campus-housed programs to North Campus, unifying its campuses and allowing the state's planned sale of South Campus to move forward.

Additionally, the third component is a North Campus decarbonization project to establish a geothermal wellfield under the faculty parking lot on College Drive, behind Meier Hall. Once completed, the system of about 100 wells will support the heating and cooling of both the Meier Hall expansion and Horace Mann building, as well as improvements to the heating and cooling of the Berry Library. Connections between other buildings and the wells will be installed in preparation for future projects as well, which will bring four additional buildings on North Campus into this system.

"Today is not just a groundbreaking — it is a turning point for our campus. It is the moment when our inspiring vision for the future truly begins to take shape," university President John Keenan told those gathered at the groundbreaking. "We are here to celebrate not just one, but two monumental and transformative projects: Our campus unification and modernization project SSU BOLD, and the pioneering North Campus decarbonization project, both of which represent our shared



State and local officials celebrate the official groundbreaking

commitment to innovation, sustainability, and academic excellence."

The groundbreaking, performed at the campus-facing side of the Horace Mann building, also included an announcement of a \$1 million contribution to the project from alumna and Campaign Steering Committee co-chair Mary DeSimone (Class of '76) and her husband Tom DeSimone.

"New labs, classrooms and community spaces will enable our students to carry out innovative research and participate in real-life simulations that aid in their career preparation," Mary DeSimone said. "This is our moment to unify the campus in ways that support the success of

students, faculty, and staff."

The dignitaries gathered Wednesday also included Lt. Gov. Kim Driscoll, Salem's former mayor and an SSU alum. "When we invest in public higher education, we're investing in the future of our state. These new lab spaces and classrooms at Salem State will help more students get the skills that are in demand in today's economy, and it'll help foster more of the innovation

we're known for here in Massachusetts — all while supporting our decarbonization goals too," said Driscoll (Class of '89). "I'm proud to support my alma mater as they begin this incredible modernization project for Salem State University, and I'm excited to be here to celebrate this groundbreaking."



Lt. Gov. Kim Driscoll speaks to the crowd gathered Wednesday morning for the groundbreaking of SSU BOLD.



greaterlynnchamber · 关注  
Salem State University

greaterlynnchamber · 3天  
This morning we celebrated a major milestone at @salemstate University — the groundbreaking of SSU BOLD and the North Campus Decarbonization Project!

These transformational initiatives modernize and unify the campus, advancing sustainability for future generations.

It was an honor to hear from an incredible lineup of speakers, including SSU alumna and Lt. Governor Kim Driscoll, SSU President John Keenan, and other key leaders from the project team.

Proud to witness the next chapter

5次赞  
3天前

登录即可点赞或评论。

MA Dept of Higher Ed  
@MassDHE

Beautiful day for a groundbreaking! Commissioner Ortega was proud to join @SalemState as it embarks on transforming its spaces through SSU BOLD. Modernized campus spaces benefit our students and our workforce! @DCAMM\_MA



## Create a Campaign within the MTM Campaign

- Finalizing the Case for Support and Marketing Materials
- Finalizing Naming Opportunities
- Annual Fund Campaign
  - Sign a Beam, VWD 2026 Focus, Direct Mail, Email, Text
- Corporation and Foundation- Over 250 prospects identified

# Naming Policy Review

Initiated in September 2013

Restated in February 2020 after review and approval by both the Board of Trustees and the Alumni Association and Foundation Board

Can be reviewed as requested by the VP Advancement or at the start of a new campaign

- Minor language update needed
- Review of the policy
- Vote from each respective board in Fall 2025

# Questions?



### **Advancement Brief**

The primary focus of our May 21, 2025 Advancement committee meeting will be to update the Board of Trustees on the Meet the Moment campaign, to share information about our record-breaking Viking Warrior Day and share plans for events through the remaining fiscal year.

### **Advancement Activity**

We are happy to report that as of May 14, 2025, we have raised \$59,071,000 towards the *Meet the Moment* \$75 million goal. For greater detail, please see the attached fundraising dashboard as of April 30, 2025.

The advancement team, in partnership with donors, secured the following noteworthy gifts this fiscal year:

- \$800,000 with an additional \$200,000 in matching gifts for retention/persistence grant from anonymous corporate donor
- \$624,000 Cyber Grant
- \$500,600 total in gifts to SSU BOLD
- \$480,000 Mellon Grant for the Humanities Brigade Project
- \$367,215 raised on Viking Warrior Day
- \$300,500 Richard Anderson Scholarship fund

On April 30 – May 1, we hosted our eighth annual Viking Warrior Day giving day, resulting in total raised of \$367,215 through 952 gifts and from 870 donors- the most ever in Viking Warrior Day history. A more detailed update will be provided in the committee meeting.

We are still working to unlock the State Endowment Match before June 30 and to submit for reimbursement to the Department of Higher Education (DHE) for a total of \$555,555.

### **Upcoming Advancement Projects/Events:**

Salem Statement Magazine drops in mailboxes in June 2025

Save the Date - Alumni Weekend/POMP: June 6-7, 2025

Regional Events - Summer 2025

Fiscal Year End Fundraising Campaign before June 30

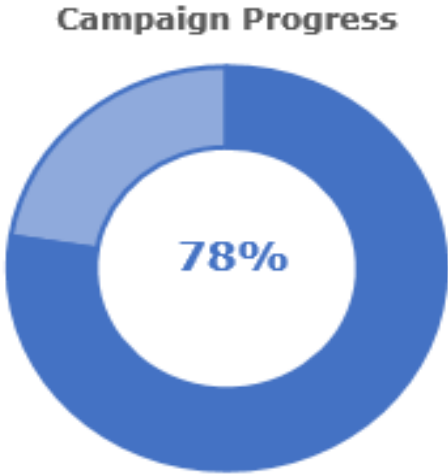
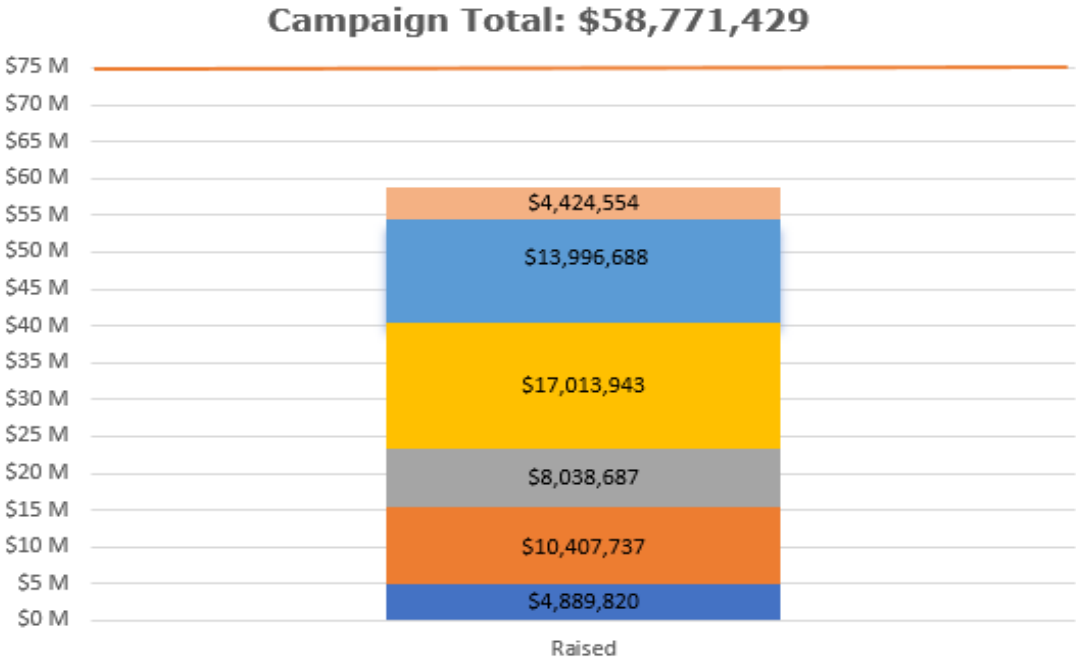


Monthly Fundraising Dashboard Fiscal Year 2025

April 30, 2025

FY25 Totals: 7/1/2024 - 4/30/2025

Dollars:	\$4,424,554
Donors:	1,388
Donations:	1,700
Median Gift:	\$50
Avg. Gift:	\$2,603

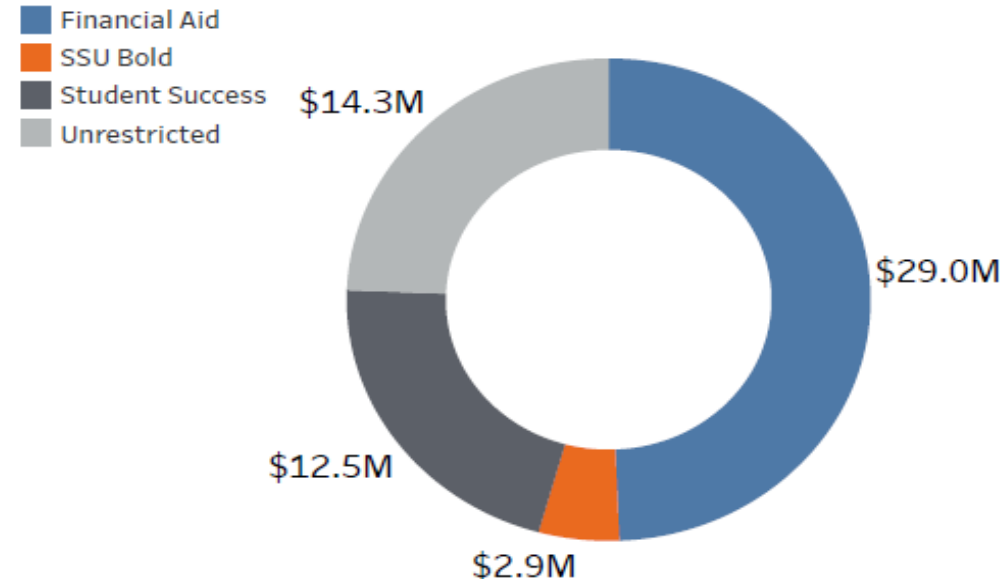


Donors	Donor Base FY25	Donors Retained	% Retained
Retained from previous year	2,338	853	36%

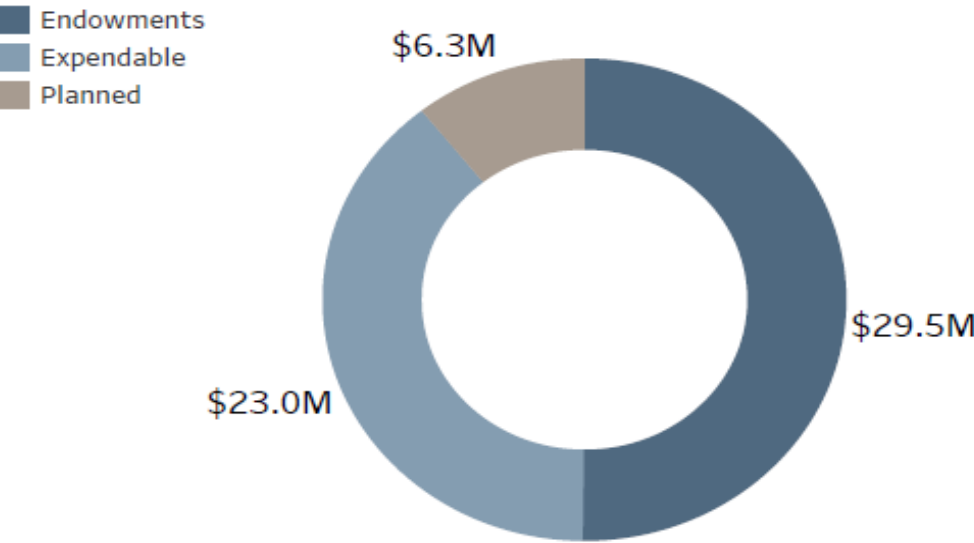
Total: \$58,771,429

Fundraising Analytics

Campaign Priorities



Endowed, Expendable, and Planned



University Fundraising Priority	Goal	Total Raised	Balance	% to Goal
Financial Aid	\$20,000,000	\$29,018,122	-\$9,018,122	145%
Student Success	\$25,000,000	\$12,525,026	\$12,474,974	50%
SSU BOLD	\$10,000,000	\$2,914,226	\$7,085,774	29%
Unrestricted	\$20,000,000	\$14,314,055	\$5,685,945	72%
Campaign totals	\$75,000,000	\$58,771,429	\$16,228,571	78%

Gift Type	Goal	Total Raised	Balance	% to Goal
Endowment	\$30,000,000	\$29,507,834	\$492,166	98%
Spendable	\$30,000,000	\$23,008,694	\$6,991,306	77%
Planned Gifts	\$15,000,000	\$6,254,901	\$8,745,099	42%
Total	\$75,000,000	\$58,771,429	\$16,228,571	78%

Board Giving

Volunteer Board	Total Campaign Giving	Annual Unrestricted FY25 Participation
Board of Trustees	\$3,645,299	60%
AAF Board	\$8,219,222	66%
Campaign II Steering Committee	\$10,475,704	26%