



SUBJECT: Advancement Committee Meeting Report for January 21, 2026

The Advancement Committee of the Board of Trustees met on **Wednesday, January 21, 2026 at 5:10 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. (committee chair), Thatcher Kezer, President Keenan (ex-officio), Board Chair Samanda Morales, Vice President Mandy Ray, and Executive Assistant Hai Huynh. Not present: Alyce Davis and Dino Di Palma (vice chair).

Trustee Lampassi Jr. (chair) called the meeting to order at 5:29 pm.

Meet the Moment Campaign Update (presentation attached)

Vice President Ray submitted a written report on advancement including a report on fundraising as of December 31, 2025 for the committee's review prior to the meeting. She reported that \$68,217,327 or 91% has been raised to date towards the \$75 million campaign goal with \$30.4 million for financial aid, \$15.3 million for unrestricted, \$20.2 million for student success, and \$2.3 million for SSU Bold.

Vice President Ray shared noteworthy giving since November 2025 including a \$6.37 million gift announcement coming in early February, \$690,000 grant to enhance the work of building the Community College Transfer Program, an \$85,000 grant to support Student Emergency Fund, and over \$20,000 has been raised to support the SSU Food Pantry.

She reported that the SSU Bold campaign has launched and shared that \$77,882 has been raised through the calendar year end efforts from over 170 donors. Twenty-nine donors gave at the \$1,000 or more level to ensure their name is recognized on a donor wall and 2 major gifts have been received resulting in two named spaces.

Vice President Ray provided a brief overview of the agenda for the SSU Bold Beam Signing and Tours event on Wednesday, February 11, 2026. The Annual Scholar and Donor Celebration, hosted by the SSU Alumni Association and Foundation, was held on November 19, 2025. She welcomed the Board of Trustees to attend the event each year. A link to a [video](#) from this year's event was shared with the board via email following the meeting.

Upcoming Events

- Athletic Alumni Reception and Games: January 24, 2026
- Beam Signing and SSU Bold Tours: February 11, 2026
- Keith Knight Q&A and Episode Screening: February 11, 2026
- Bruins Alumni Game: February 22, 2026
- Bringing BOLD to You: March TBD (All virtual)

- Florida 2026: March 11-15, 2026
- Reunion for Alumni and Friends in Public Service: March 19, 2026 (MA State House)
- Educators Pinning Ceremony: April 16, 2026
- Theatre Major 50th Anniversary: April 18, 2026
- BSB Graduating Senior Celebration: April 23, 2026
- Viking Warrior Day: April 28-29, 2026
- Veteran Stole Ceremony: May 7, 2026
- Alumni Weekend/POMP: June 5-6, 2026

Vice President Ray will contact the Board of Trustees soon to discuss fundraising and their potential involvement.

Questions

No questions were asked by the committee.

There being no new business to come before the committee,

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

Voting in the Affirmative:	Kezer, Morales, Lampassi Jr. (chair)
Voting in the Negative:	None
Absent:	Davis, Di Palma

The meeting was adjourned at 5:42 pm.

MEET THE MOMENT™

The Campaign for **SALEM STATE UNIVERSITY**

Advancement Committee Meeting

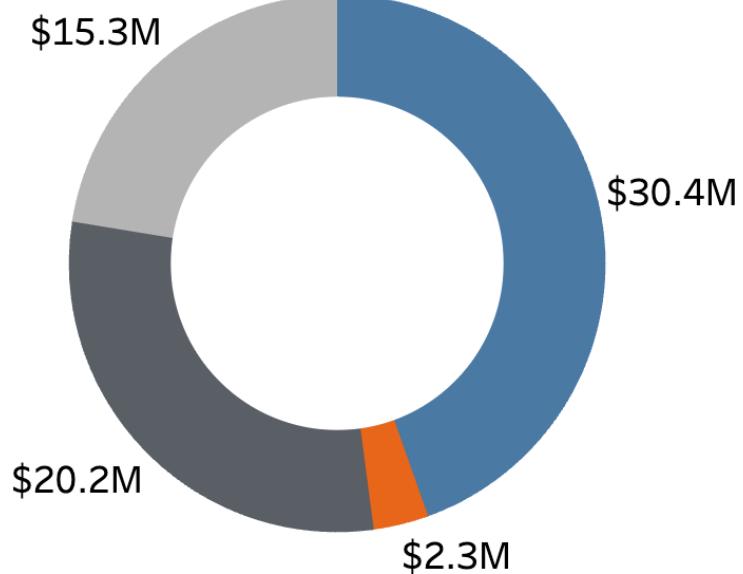
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\$68,217,327 raised 91% to goal



Campaign Priorities

- Financial Aid
- SSU Bold
- Student Success
- Unrestricted



Noteworthy Giving since November 2025



- \$6.37 Million Gift- Announcement Coming in Early February
- \$690,000 grant to enhance the work of building the Community College Transfer Program
- \$85,000 grant to support Student Emergency Fund
- Over \$20,000 has been raised to support the Food Pantry

SSU Bold Fundraising



Campaign Launched!

\$77,883 has been raised through calendar year end efforts from over 170 donors

29 donors gave at the \$1000 or more level to ensure their name is recognized on a donor wall

2 major gifts have been received resulting in two named spaces



SSU Bold Beam Signing and Tours

MEET THE
MOMENT
The Campaign for SALEM STATE UNIVERSITY

SAVE THE DATE: Wednesday, February 11

- 11:00 am: Tours (invite only)
- 12:30 pm: Reception in
Frederick E. Berry Library
begins
- 1 pm: Speaking program
- 1:30-3 pm: Guests invited to
sign beam located in McKeown
Plaza quad, reception continues



Annual Scholar and Donor Celebration

MEET THE
MOMENT
The Campaign for SALEM STATE UNIVERSITY



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Questions?



The Campaign for SALEM STATE UNIVERSITY

Board of Trustees Advancement Committee Briefing- January 2026

As of January 2026, the Meet the Moment® (MTM) campaign has continued its positive trajectory and now stands at \$68,140,292, which represents 90.8 percent of our overall \$75 million goal. We remain deeply grateful for the dedication and generosity of our community and look forward to building this momentum throughout the remainder of the campaign.

The State Endowment Incentive match program continues to advance in 2026, following its renewal by the Board of Higher Education and Salem State. The program has now provided \$555,555 in endowment match funds, and the advancement team is actively engaging both current and prospective endowment donors to leverage this matching opportunity and further strengthen donor contributions.

The SSU Bold Fundraising initiative continues to be a priority for the community. A comprehensive fundraising plan for the project is underway utilizing all methods of outreach to our community. The Alumni Association and Foundation and the Advancement team remain committed to expanding outreach and engagement efforts to grow this impactful fund throughout 2026.

Additionally, on February 11, we will celebrate a memorable beam signing event, marking an exciting milestone in campus development and bringing together donors, students, and community members to commemorate the occasion.

Viking Warrior Day 2026

Looking ahead, our ninth annual Viking Warrior Day is set for April 28-29, 2026. Building on the momentum from previous years, we aim to exceed the 876 donors who participated in FY25 and make this day of giving even more impactful. The event will once again feature engaging challenges supporting a wide range of campus programs and departments, with strong involvement from athletic teams and coaches.

Your help as an ambassador continues to be crucial for Viking Warrior Day's success. We are striving for 100 percent Board of Trustees participation in 2026, and your support will be invaluable in achieving this goal. For details and ways to get involved, please visit givingday.salemstate.edu.

Donor Communications

The Viking Scholarship review process remains underway; we are still recruiting volunteers from our community helping to evaluate applications for 2026. Please let Hai Huynh hhuynh@salemstate.edu know if you wish to assist with this program. The forthcoming issue of Your Impact In Action, our donor publication and philanthropic impact report, is in its final stages of preparation and will be distributed later this spring.

Engagement Events 2026

During the fall, we organized a successful alumni event in Cape Cod, as well as our most highly attended scholar and donor celebration to date. In December, the boards holiday party was held, bringing together trustees, AAF board directors, BSB School Advisory Board members, and other university leaders.

In October, a group of thirty business school students visited Mario Gabelli's investment firm, GAMCO, in Rye, New York. This experiential learning opportunity proved highly valuable and provided significant educational benefits for the participating students.

2026 Save the Dates

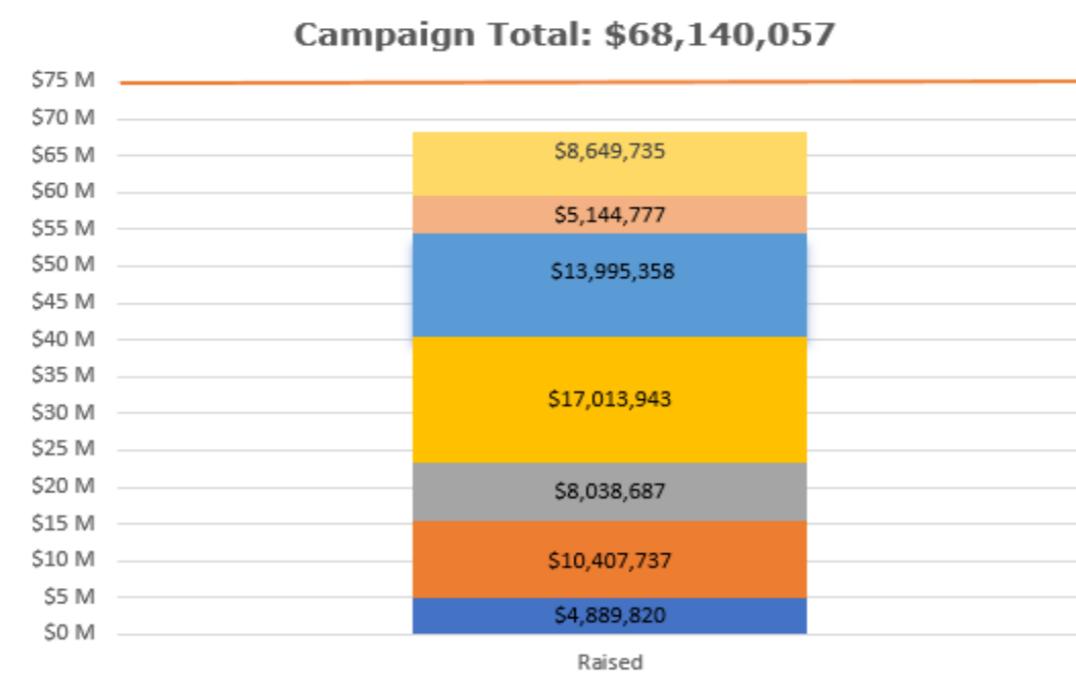
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Monthly Fundraising Dashboard Fiscal Year 2026

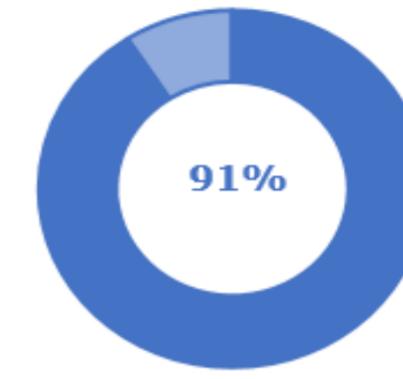
December 31, 2025

FY26 Totals: 7/1/2025 - 12/31/2025

Dollars:	\$8,649,735
Donors:	962
Donations:	1,103
Median Gift:	\$100
Avg. Gift:	\$7,842



Campaign Progress

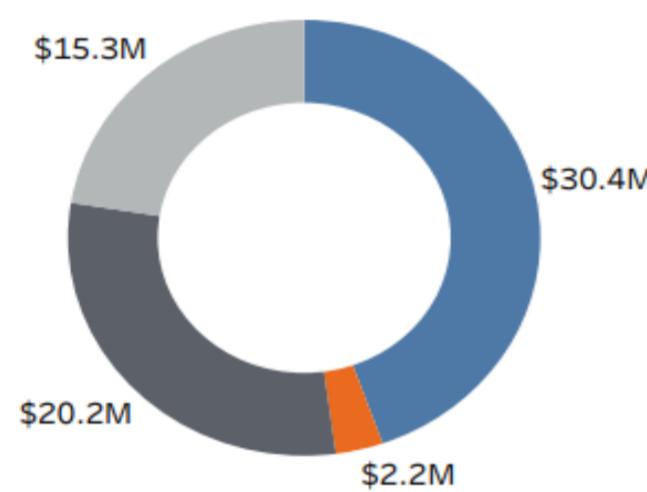


Donors	Donor Base FY25	Donors Retained	% Retained
Retained from previous year	2,323	420	18%

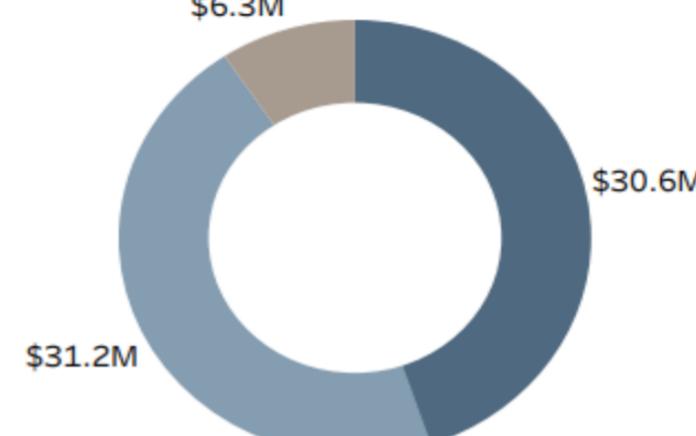
Total: \$68,140,057

Fundraising Analytics

Campaign Priorities



Endowed, Expendable, and Planned



University Fundraising Priority	Goal	Total Raised	Balance	% to Goal
Financial Aid	\$20,000,000	\$30,410,433	-\$10,410,433	152%
Student Success	\$25,000,000	\$20,237,672	\$4,762,328	81%
SSU BOLD	\$10,000,000	\$2,208,832	\$7,791,168	22%
Unrestricted	\$20,000,000	\$15,283,120	\$4,716,880	76%
Campaign totals	\$75,000,000	\$68,140,057	\$6,859,943	91%

Gift Type	Goal	Total Raised	Balance	% to Goal
Endowment	\$30,000,000	\$30,568,835	(\$568,835)	102%
Spendable	\$30,000,000	\$31,236,322	(\$1,236,322)	104%
Planned Gifts	\$15,000,000	\$6,334,900	\$8,665,100	42%
Total	\$75,000,000	\$68,140,057	\$6,859,943	91%

Board Giving

Volunteer Board	Total Campaign Giving	Annual Unrestricted FY26 Participation
Board of Trustees	\$3,648,799	20%
AAF Board	\$14,654,772	32%
Campaign II Steering Committee	\$16,849,154	11%