
SUBJECT: Advancement Committee Meeting Report for **March 25, 2026**

The Advancement Committee of the Board of Trustees met on **Wednesday, March 25, 2026 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 Alyce Davis, Dino DiPalma (vice chair), Thatcher Kezer, James Lampassi Jr. (committee chair), President Keenan (ex-officio), Board Chair Samantha Morales, Vice President Mandy Ray, and Board Secretary Lynne Montague.

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

Meet the Moment Campaign Update (*presentation attached*)

Vice President Ray provided a written advancement report, including fundraising progress through March 2026 for the committee's review. She shared that \$68,430,198, or 91% of the \$75 million campaign goal, has been raised so far. This includes \$30.5 million for financial aid, \$15.3 million for unrestricted funds, \$20.3 million for student success, and \$2.3 million for SSU Bold. An additional \$2 million is in the documentation process, which, once completed, will bring the total to over \$70.4 million—94% of the goal. The campaign is expected to reach or surpass its \$75 million target by the end of the fiscal year. This year alone, \$11.4 million has been raised.,

Vice President Ray highlighted a transformational gift of \$6.37 million from Kim Gassett Schiller and Phillip Schiller. The donation will support a multilingual student services coordinator, family outreach and student support services, unrestricted support for the Gassett Fitness Center, Center for Academic Excellence and the Art and Design Department's technology and provide Apple products for design classes.

She also updated the committee on the SSU Bold Micro-Campaign, which launched in December. Over 195 donors have contributed \$2.3 million toward the goal. Forty donors who contributed \$1,000 or more will be recognized with plaques, and recognition spaces have been identified in the Horace Mann Building lobby and the third-floor addition of Meier Hall. Two naming gifts have been secured; as per policy, all naming requires a Board vote and approval, scheduled for January 2027.

Vice President Ray also reported on recent Bold fundraising events and alumni engagements. Alumni weekend will include a June 5th event for Trustees and leadership volunteers. . The Pomp event will move to Marsh Plaza (Harrington Campus) due to Bold construction. As the weather improves, more construction site tours will be offered; Trustees interested in touring should contact Vice President Ray. Advancement will host an alumni and friends event at Salem Hospital bringing SSU BOLD to them. Several grant applications are currently pending, and follow-up is underway on a major mailing sent last month to corporate and foundation partners.

Vice President Ray shared that Viking Warrior Day, the university's day of giving, is approaching. The event will run for 1,854 minutes, launching on April 28th with a promotional video and culminating in live social events and Viking Warrior Field Day for students on April 29th. While the focus is on SSU Bold, the event also supports campus initiatives such as athletics, the Math Learning Center, HSI, Community Band, and special anniversary challenges. The team is actively seeking matching donors for the theater program's 50th anniversary and for veterans' support.

Finally, Vice President Ray reviewed recent and upcoming events, including a well-publicized beam signing event featured on the front page of Salem News and a topping-off ceremony for the installation of the beam. A video highlighting these events will be shared soon. The Bruins alumni event attracted over 600 attendees, and Trustee Kezer participated on the ice. This successful event may become an annual tradition.

Trustee questions: How can trustees assist with fundraising? Trustees are encouraged to make a personal gift, recruit others, promote the campaign through social media and networks, support challenge matches, and mail postcards to alumni and supporters.

Future Events:

- FY25 Philanthropic Impact Report shipping out soon
- Viking Warrior Day: launches March 28, 2026
- Business Pitch Competition: April 9, 2026 – Trustees encouraged to get involved
- 50th anniversary of the theater program (Sweeney Todd production) on April 18th
- Alumni weekend: June 5–6

There being no new business to come before the committee,

A motion was made by Di Palma, seconded by Kezer, and unanimously voted to adjourn the meeting.

Chair Lampassi asked Lynne for a roll call vote:

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

Voting in the Negative: None

Absent: None

The meeting was adjourned at 3:17 pm.

MEET THE MOMENT™

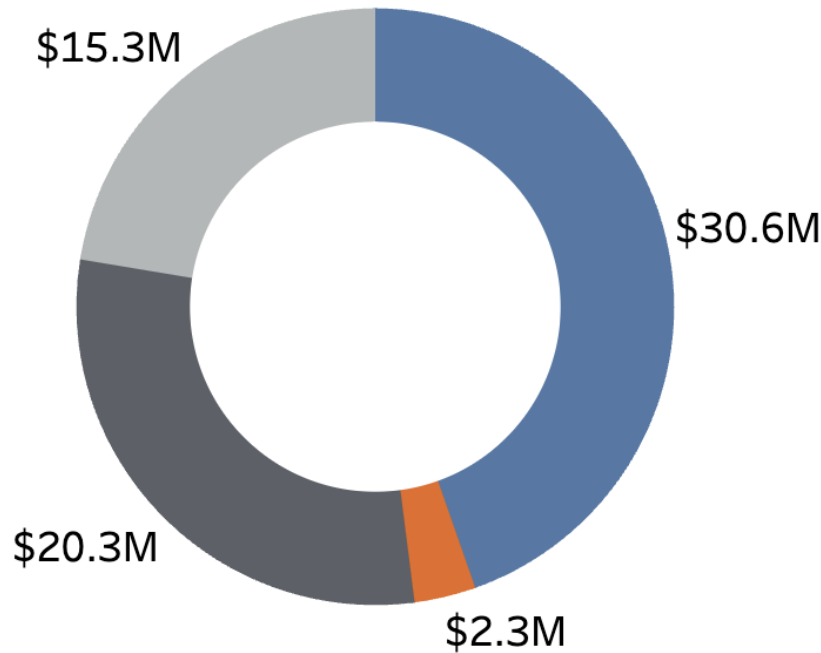
The Campaign for **SALEM STATE UNIVERSITY**

Board of Trustee
Advancement Committee Meeting
3.25.26

\$68,438,508 raised 91% to goal

Campaign Priorities

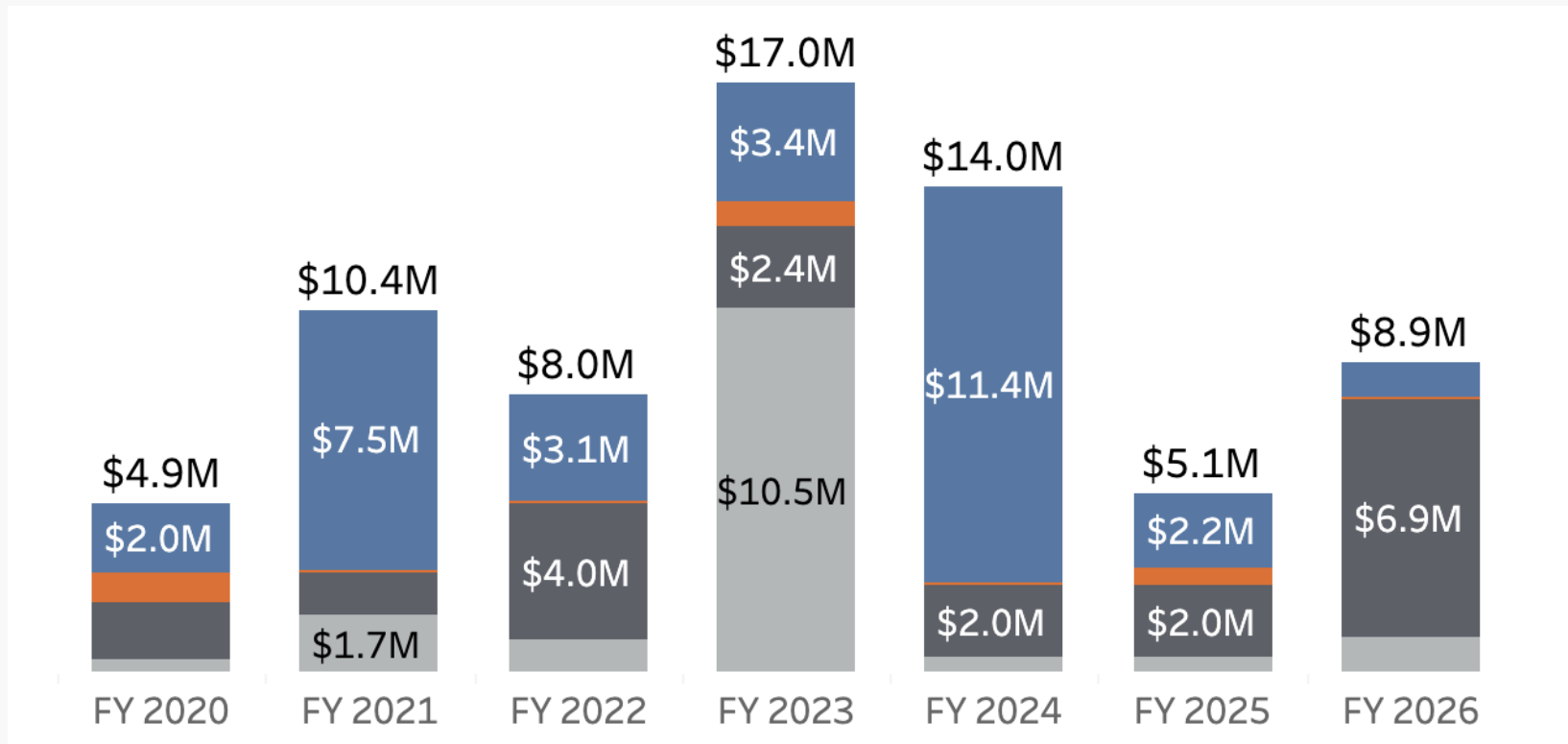
- Financial Aid
- SSU Bold
- Student Success
- Unrestricted



\$75M
MEET THE MOMENT™ GOAL

- \$25M STUDENT SUCCESS
- \$20M FINANCIAL ASSISTANCE
- \$20M UNRESTRICTED SUPPORT
- \$10M SSU BOLD

Total Raised by Fiscal Year



Kim Gassett-Schiller '83, '18H and Philip Schiller have committed to establishing the **Multilingual Student Services Endowment** at Salem State.

The endowment will expand the **Student Navigation Center**, adding a full-time multilingual coach and strengthening family outreach, student support, and access to key resources.

Their **\$6.37M commitment** also supports unrestricted priorities, the **Gassett Fitness Center**, the **Center for Academic Excellence**, and **Art + Design**.

SSU Bold Fundraising Update

195 donors have supported SSU BOLD **\$2.3** Million has been raised to date

40 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 Fundraising Update

1. Engagement Activities:

- Current and Former Board and Volunteer Event on June 5th at Hawthorne Hotel
- SSU BOLD Majors reunions prior to Party on Marsh Plaza on June 6
- Tours of SSU BOLD
- Alumni and Friend Event at Salem Hospital

2. Corporation and Foundations Relations:

- Several grant applications pending
- Mailing distributed to identified corporate and foundation partners

Viking Warrior Day 2026

**MEET THE
MOMENT**

The Campaign for SALEM STATE UNIVERSITY



April 28 –April 29, 2026
1,854 Minutes Of Viking Spirit

Viking Warrior Day Challenges: SSU BOLD, Athletics, Math Lab, HSI, Community Band, Class Year Challenges

Key Dates (subject to change): Tagging (Apr 27) • Launch video (Apr 28) • Live from the Command Center & Viking Warrior Field Day (Apr 29)

How to Help: Make a VWD gift • Recruit one additional donor • Share your gift or story via social • Reshare SSU posts



SSU Bold Beam Signing and Tours

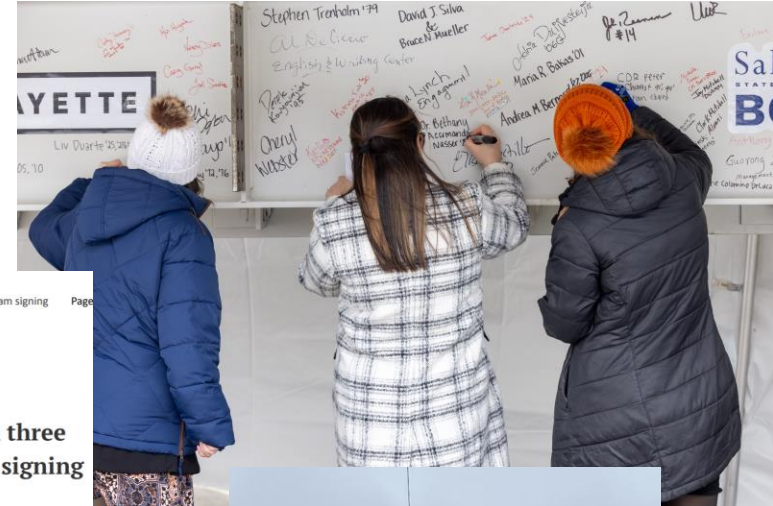


The Campaign for SALEM STATE UNIVERSITY

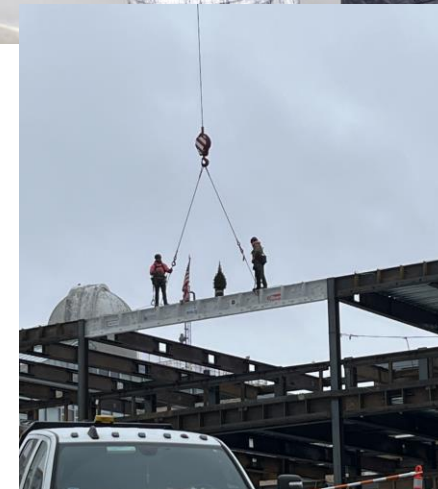


THE SALEM NEWS: Salem State celebrates progress on three large-scale projects with steel beam signing Page 1

THE SALEM NEWS
CENTERPIECE
Salem State celebrates progress on three large-scale projects with steel beam signing
By Michael McHugh | Staff Writer
Published Thursday, Feb. 12, 2026
Retrieved [from this link](#)



U Trustee Emeritas Pamela Scott signs the final beam. Derek Kououmjian



Salem State Bruins Alumni Game

MEET THE MOMENT

The Campaign for SALEM STATE UNIVERSITY



Showdown at Rockett Arena

Vikings' alumni face off with Bruins alums

By News Staff

SALISBURY — The Vikings' hockey alumni squad faced off on the ice at Rockett Arena Sunday afternoon for a special exhibition game against some former Boston Bruins. The event was hosted by the Salem State University Alumni Association and Foundation, Inc., and marked the first time Salem State has hosted a Bruins alumni game. Proceeds from the event helped enhance the student-athlete experience at Salem State by supporting resources, opportunities and the continued growth of the university's athletic program.

The Bruins alumni included forwards Peter Doucette and Ken Litwinski and defencemen Andrew Alberts and Frank Simonetti. The Vikings' alumni squad, meanwhile, included Bishop Fenwick women's ice hockey head coach Kyle Curran, Salem State women's ice hockey coach Isabella Perotti, and Trustee Thatcher Kester, who is also Marblehead's town administrator, on goal.



Boston Bruins alum Frank Simonetti signs his autograph for Henry Julian, 8, on Sunday during the game at Salem State's Rockett Arena. (SHEEK SCOUTS/AMERICAN PHOTO)



Owen Padden, 4, a player with the Salem State Development Youth Hockey Alliance, meets Boston Bruins mascot Owen Padden. (SHEEK SCOUTS/AMERICAN PHOTO)

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Emma Bell, 5, Cecilia Smith, 8, and Harper Haskell, 8, show off their collected autographs.

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Upcoming Events

- 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



Questions?



Board of Trustees Advancement Committee Briefing - March 2026

As of March 2026, the *Meet the Moment*® (MTM) Campaign continues its positive trajectory and now stands at \$68,430,198, representing 91 percent of our \$75 million goal. This progress reflects sustained donor confidence and the collective commitment of our alumni, friends and philanthropic partners. In addition, we are awaiting final grant agreements that would equate to more than \$2.3 million in support of the School of Social Work, which is not yet reflected in the campaign total. Once finalized, these commitments will further strengthen the campaign's impact.

The SSU BOLD fundraising initiative remains a high priority for the campus community. A comprehensive fundraising plan is currently underway, incorporating a full range of outreach strategies to engage alumni, parents, donors, and friends. The Alumni Association and Foundation board and advancement team remain deeply committed to expanding awareness, participation and investment in this transformative project throughout 2026.

Alumni and Donor Engagement

In March, we traveled to Florida to participate in the university's annual alumni events. These gatherings provided valuable opportunities to reconnect with longtime supporters, deepen relationships with seasonal alumni and share meaningful updates on the university's vision and progress.

On February 11, we also celebrated a memorable beam signing event, marking an exciting milestone in campus development. The event brought together donors, students, campus leaders, and community members to commemorate progress and recognize the collective support that makes these projects possible. Moments like these are powerful reminders of the shared pride and investment in Salem State's future.

Also, on February 22, we experienced strong success with the Bruins Alumni Game, which served as both a meaningful engagement opportunity for alumni and a visible expression of our commitment to community-based programming. The event drew enthusiastic participation, strengthened connections between alumni and current students and highlighted the university's collaborative relationship with community partners. In addition, we raised over \$5,000 in support of SSU athletics.

Importantly, the game generated positive media attention that elevated awareness of the associated community program and reinforced Salem State's role as a convener and contributor to regional impact.

During the fall and early spring, we welcomed several new members to our advancement team and are proud to announce that our team is now fully staffed.

Viking Warrior Day 2026

Looking ahead, our ninth annual Viking Warrior Day is scheduled for April 28–29, 2026. Building on the momentum of previous years, we aim to exceed the 876 donors who participated in FY25 and make this year's day of giving even more impact. The event will again feature engaging challenges that support a wide range of academic, student life and athletic programs, with strong participation from our coaches and student athletes.

Your role as ambassador is essential to Viking Warrior Day's success. We are striving for 100 percent participation from the Board of Trustees in 2026, and your leadership and advocacy will be invaluable in helping us reach this goal. Additional details and opportunities to engage are available at givingday.salemstate.edu.

Donor Communications

Our spring donor publication, Your Impact in Action, will arrive in mailboxes later this month. This publication highlights the tangible outcomes of philanthropy and reinforces the meaningful difference donors make across the university.

Endowment reports for FY25 have been successfully distributed to donors. These reports highlight the performance of the endowment, showcase the impact of philanthropic support on student success, and provide individualized fund financials. Recipients were invited to review their reports electronically, request printed copies if desired, and share feedback via a brief survey. The reports underscore the meaningful role donor generosity continues to play in advancing the university's mission and supporting students across campus.

Upcoming Engagement Opportunities

We look forward to several important engagement events in the months ahead and encourage trustees to save the following dates:

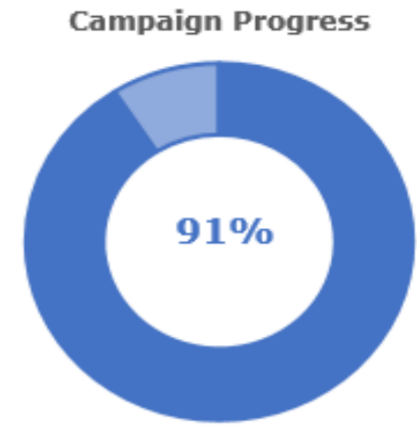
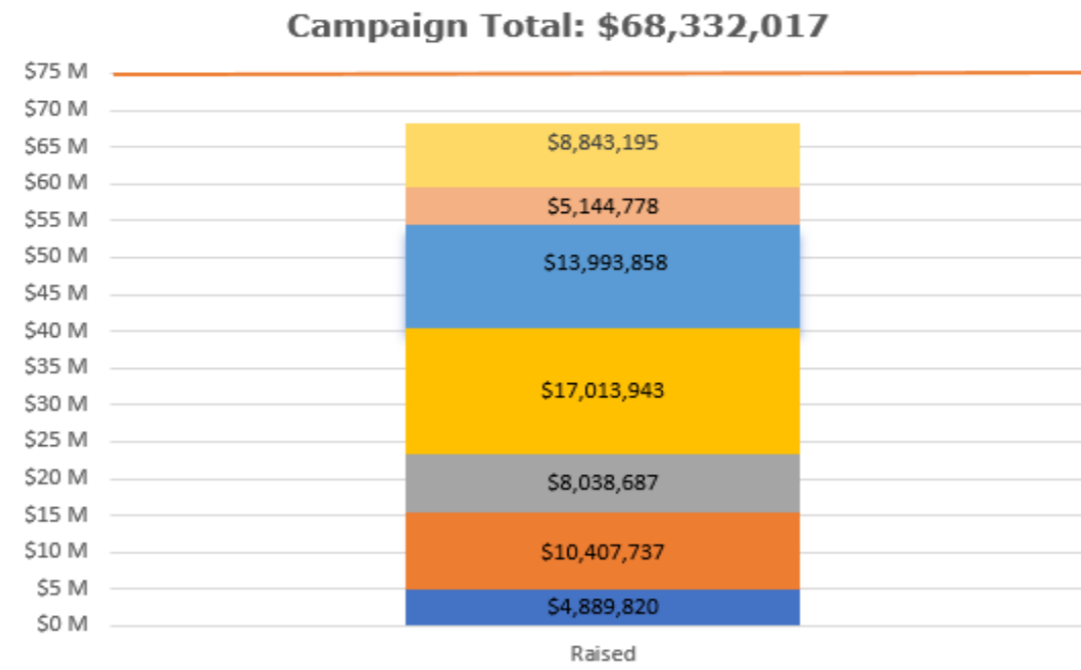
- Educators Pinning Ceremony: April 16, 2026
- Theatre Major 50th Anniversary Celebration: April 18, 2026
- BSB Graduating Senior Celebration: April 23, 2026
- Viking Warrior Day: April 28–29, 2026
- Veterans Stole Ceremony: May 7, 2026
- Alumni Weekend / POMP: June 5–6, 2026

Thank you for your continued leadership, advocacy and partnership as we advance Salem State University's mission and momentum.

Monthly Fundraising Dashboard Fiscal Year 2026
February 28, 2026

FY26 Totals: 7/1/2025 - 2/28/2026

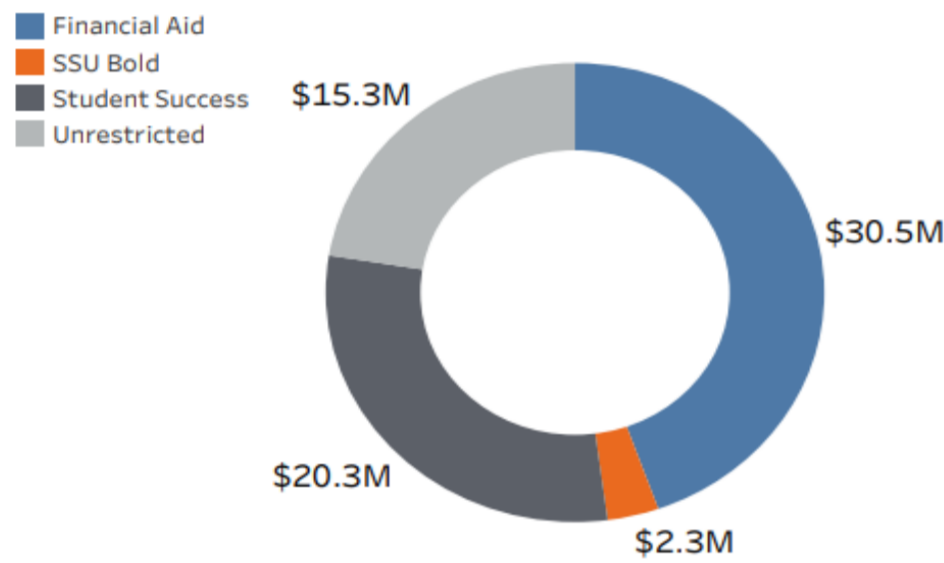
Dollars:	\$8,843,195
Donors:	1,107
Donations:	1,343
Median Gift:	\$100
Avg. Gift:	\$6,585



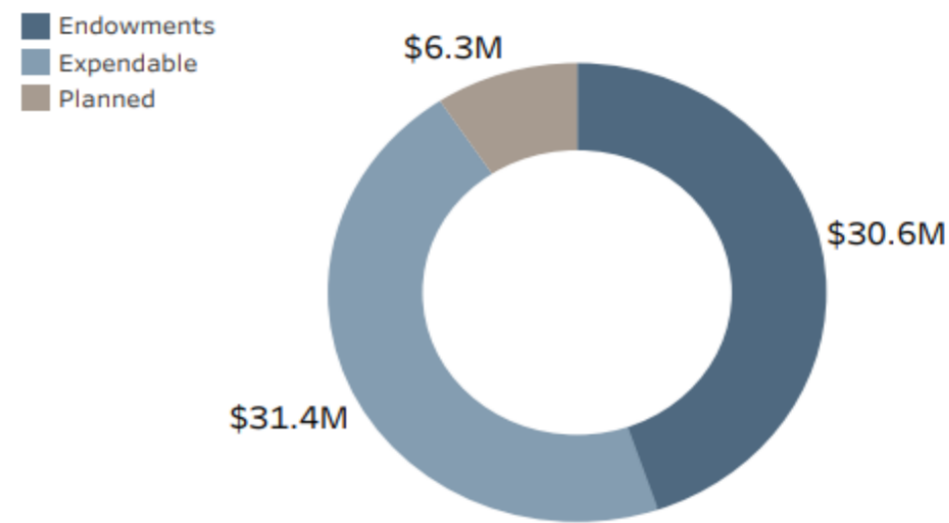
Donors	Donor Base FY25	Donors Retained	% Retained
Retained from previous year	2,323	608	26%

Total: \$68,332,017 **Fundraising Analytics**

Campaign Priorities



Endowed, Expendable, and Planned



University Fundraising Priority	Goal	Total Raised	Balance	% to Goal
Financial Aid	\$20,000,000	\$30,469,545	-\$10,469,545	152%
Student Success	\$25,000,000	\$20,275,896	\$4,724,104	81%
SSU BOLD	\$10,000,000	\$2,278,217	\$7,721,783	23%
Unrestricted	\$20,000,000	\$15,308,359	\$4,691,641	77%
Campaign totals	\$75,000,000	\$68,332,017	\$6,667,983	91%

Gift Type	Goal	Total Raised	Balance	% to Goal
Endowment	\$30,000,000	\$30,628,748	(\$628,748)	102%
Spendable	\$30,000,000	\$31,368,369	(\$1,368,369)	105%
Planned Gifts	\$15,000,000	\$6,334,900	\$8,665,100	42%
Total	\$75,000,000	\$68,332,017	\$6,667,983	91%

Board Giving

Volunteer Board	Total Campaign Giving	Annual Unrestricted FY26 Participation
Board of Trustees	\$3,648,799	22%
AAF Board	\$14,661,721	32%
Campaign II Steering Committee	\$16,854,404	11%