SUBJECT: Advancement Committee Meeting Report for **September 30, 2026**

The Advancement Committee of the Board of Trustees met on **Wednesday, September 30, 2026 at 3:40 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 Dino Di Palma (committee chair), A. Thomas Billings, James Lampassi Jr. (committee vice chair), Claude Lancome, Thatcher Kezer, President John Keenan (ex-officio), Board Chair Samanda Morales, Vice President Mandy Ray, and Executive Assistant Hai Huynh.

Trustee Di Palma (committee chair) called the meeting to order at 3:42 pm.

BOT Advancement Committee Charter (review)
Trustee Di Palma noted that the committee charter was provided to the committee ahead of the meeting. There were no proposed revisions.

Meet the Moment Campaign Update *(presentation attached)*
Vice President Ray provided a written advancement report, including fundraising progress through August 2026 for the committee's review. The advancement team has raised $72,749,826 towards the $75 million campaign goal. She reported that she anticipates the campaign goal will be met or surpassed by the end of this calendar year and gifts will continue to be counted through the end of the fiscal year (June 30, 2026). The university will celebrate the success of the campaign in conjunction with the ribbon cutting of SSU BOLD.

Vice President Ray reviewed the campaign priorities, total raised by fiscal year, the Alumni Association and Foundation's (AAF) endowment market value since FY19, and the endowment breakdown by type. She reported that $11.7 million was raised by the end of FY26, making it the 3rd most successful fundraising year in the campaign so far. She also shared that the cash transferred to the university since FY19 has grown to nearly $6 million in FY26 and the AAF's endowment market value continues to grow with $88.6 million in FY26, nearly triple from $31.5 million in FY19.

She reported that 259 gifts have been received for SSU BOLD, totaling $2,306,000 raised so far with an additional $270,000 allocated from the State Incentive Endowment to the project. Additionally, 58 donors have given at the $1,000 or more level to ensure their name is recognized on a donor wall.

Upcoming fundraising and engagement activities include tours of SSU Bold in late fall, Bringing SSU BOLD to U video series, several grant applications pending, and ongoing conversations with vendors to provide gift in-kind support to the project. Upcoming events include the annual scholar and donor celebration, boards holiday party, and regional alumni and friends receptions in New Bedford, Springfield, Worcester, and Providence.

The AAF kicked off their 50th anniversary with the Salem State Series featuring President Obama. Chair Morales and Trustees Lancome, Billings, Inman, Kezer, and Di Palma commended the advancement team and campus partners for their work on the Series. A brief discussion about the positive media attention took place. Chair Di Palma shared that events like the Series are opportunities for giving and encouraged the Board of Trustees to think of other ways to inspire giving. Vice President Ray added that the Trustees can help by introducing our team to their personal networks and/or sponsor fundraising and engagement events.

Questions
The committee asked no questions.

There being no new business to come before the committee,

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

Vice Chair Di Palma asked Huynh for a roll call vote:

Voting in the Affirmative:	Billings, Kezer, Lampassi Jr. (vice chair), Lancome, and Di Palma (chair)
Voting in the Negative:	None
Absent:	None

The meeting was adjourned at 4:12 pm.

MEET THE MOMENT™

The Campaign for **SALEM STATE UNIVERSITY**

September 30, 2026

Board of Trustees

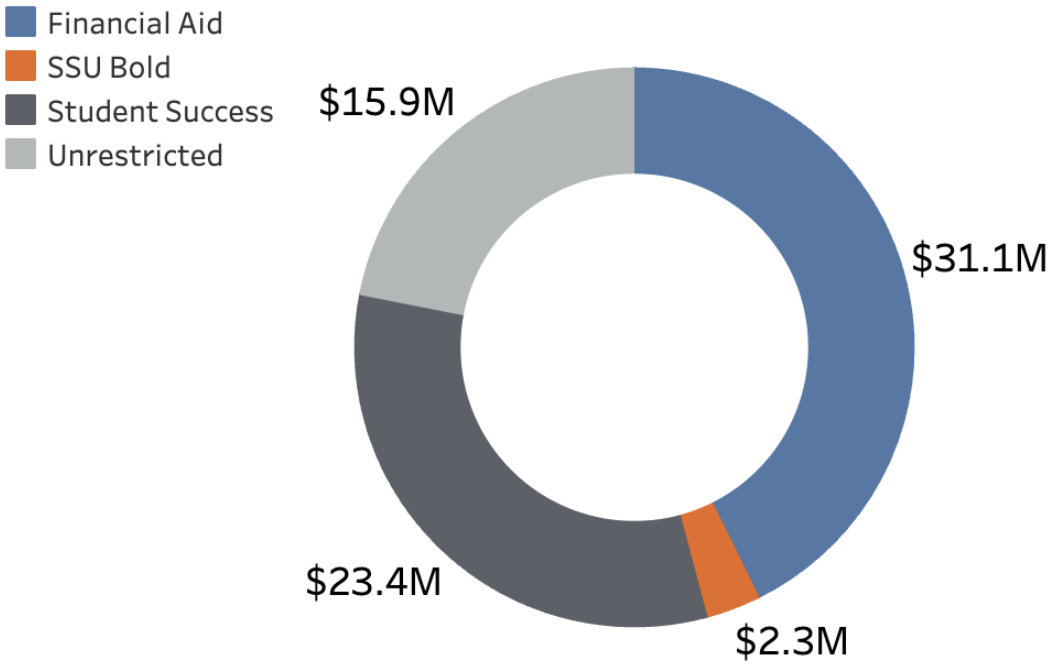
Advancement Committee Report

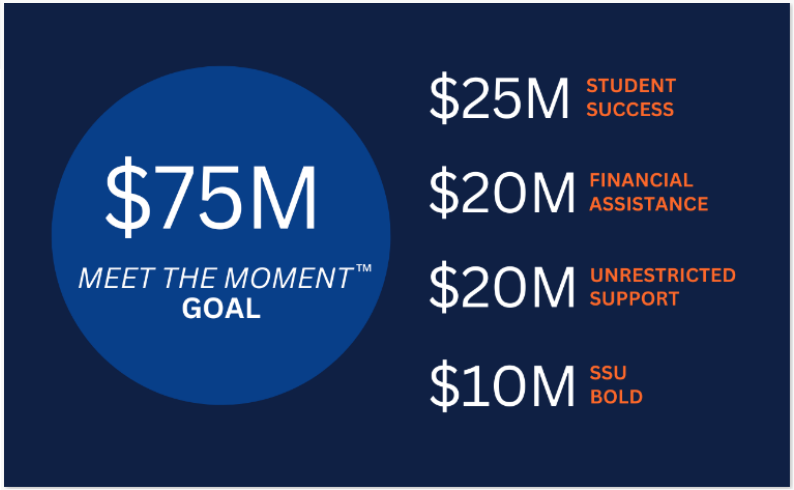
$ 72,749,826 raised to goal

MEET THE MOMENT
The Campaign for SALEM STATE UNIVERSITY

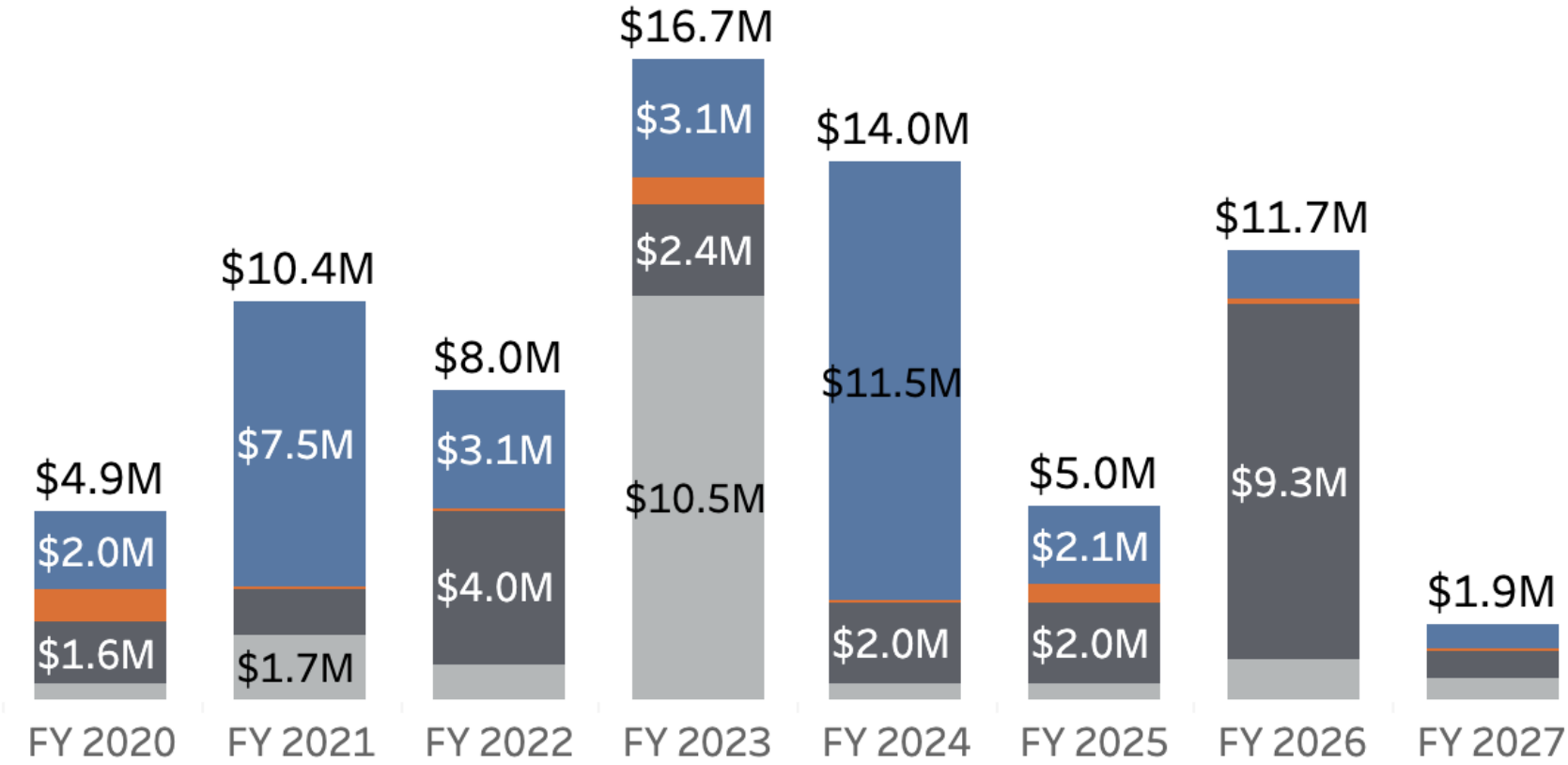
Total: $72,749,826

Campaign Priorities

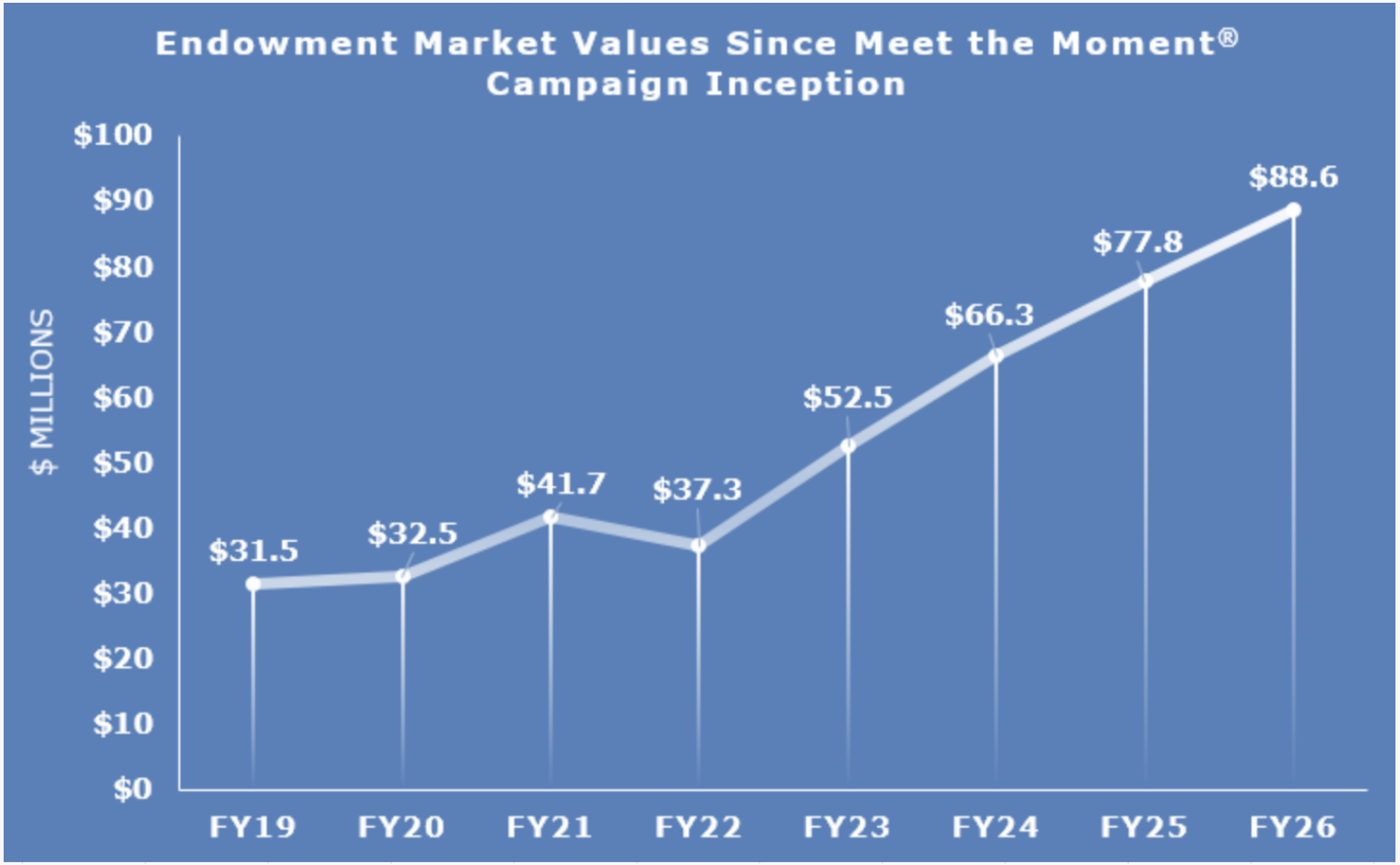




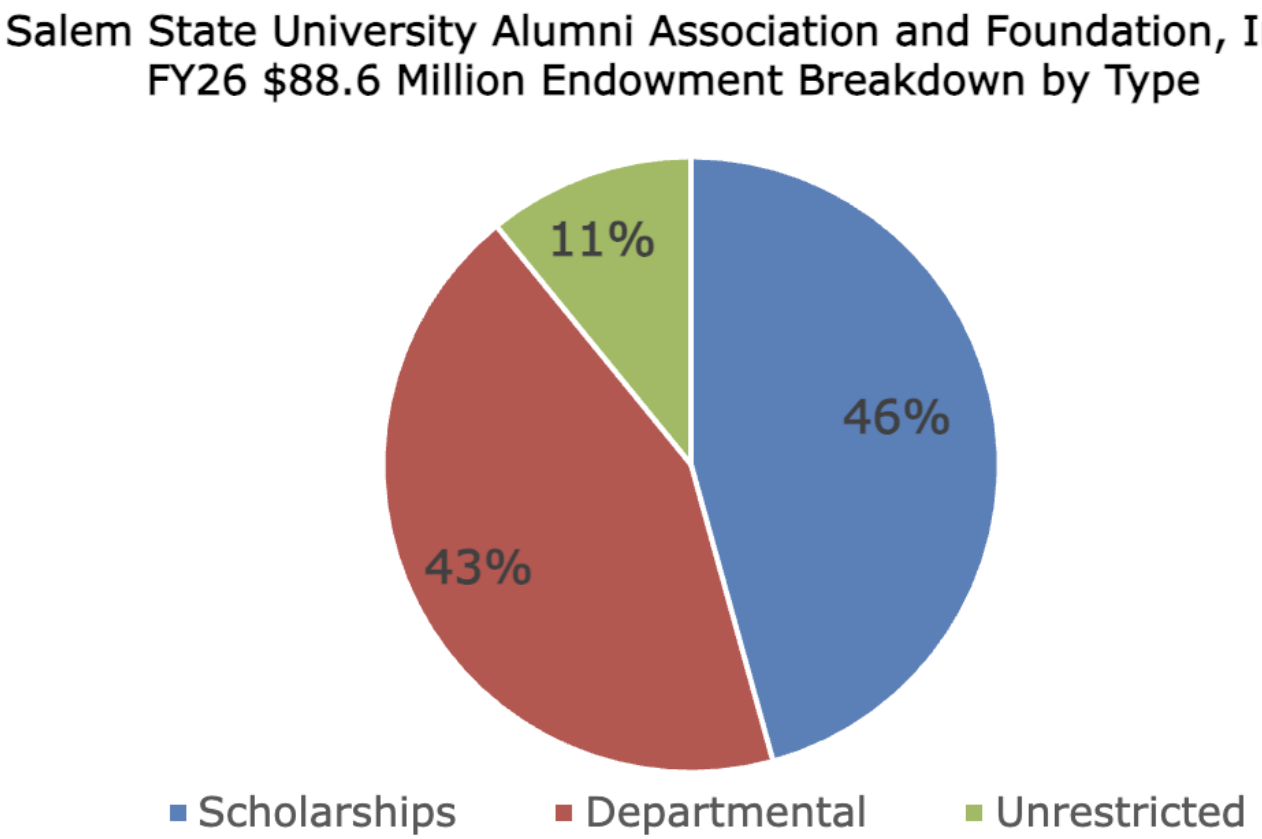
Total Raised by Fiscal Year



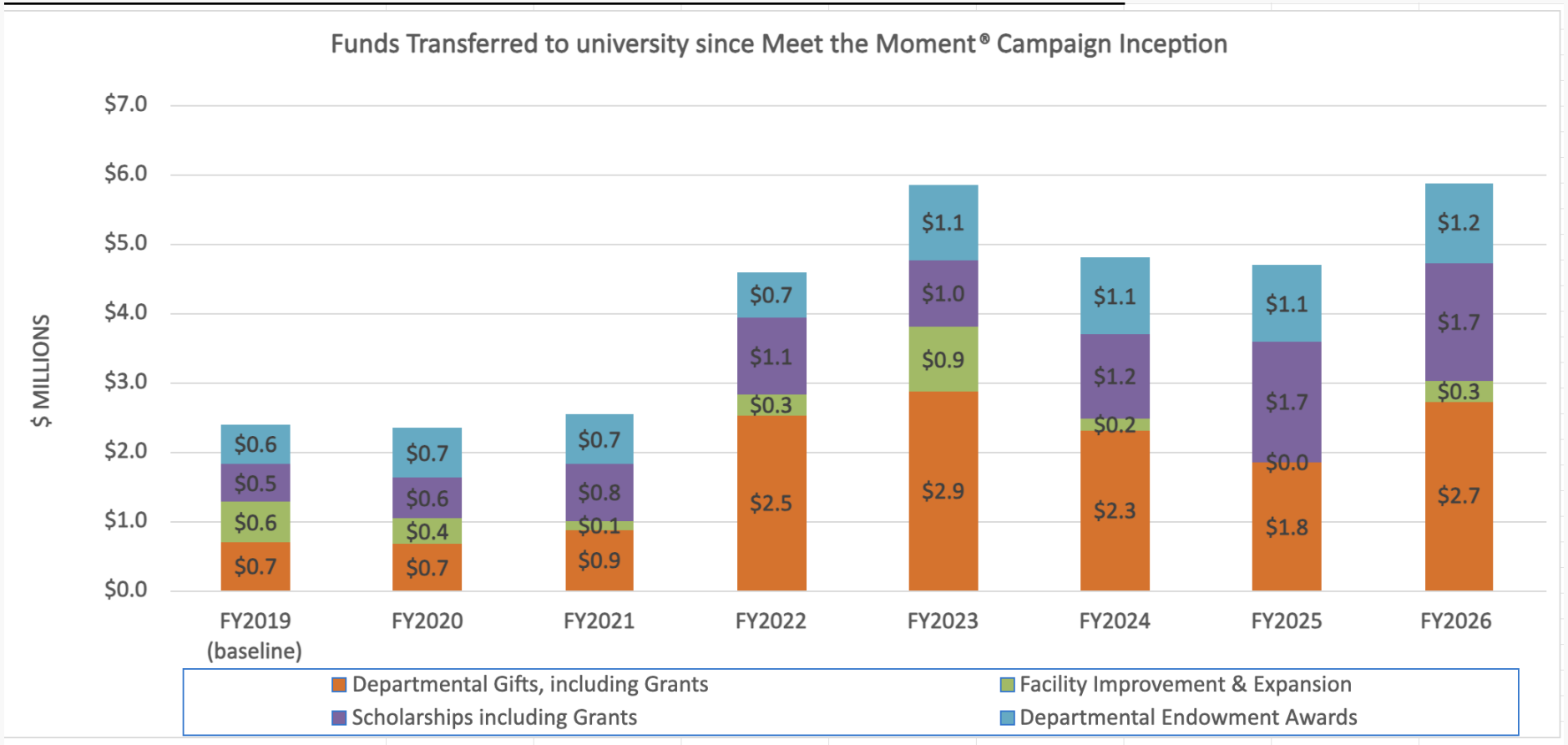
Endowment Market Value Since Campaign Start



Endowment Breakdown by Type



Cash Transferred to the University



Noteworthy Giving

MEET THE MOMENT
The Campaign for SALEM STATE UNIVERSITY

$323,700	Internship Scholarship Endowment
$213,760	Unrestricted Endowment
$200,000	Murray Burstine Charitable Trust -Music
$100,000	Center for International
$100,000	School of Education Scholarship
$100,000	Center for Holocaust and Genocide Studies
$80,000	Bloomberg Lab Support
$50,000	Completion Grants
$25,000	La Vida Scholars Program
$25,000	Geological Sciences Department
$20,000	Student Emergency Fund

SSU Bold Fundraising Update

MEET THE MOMENT
The Campaign for SALEM STATE UNIVERSITY

259 gifts have been made to SSU BOLD and **$2,306,000** has been raised to date in cash and pledges. An additional **$270,000** has been allocated from the State Incentive Endowment to the project.



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

SSU Bold Fundraising Update

MEET THE MOMENT
The Campaign for SALEM STATE UNIVERSITY

Upcoming Fundraising and Engagement Activities:



- Tours of SSU Bold- Late Fall
- Bringing SSU BOLD TO U
- Several grant applications pending
- Ongoing conversations with vendors to provide gift in kind support to the project

50th Anniversary AAF

MEET THE MOMENT
The Campaign for SALEM STATE UNIVERSITY

Celebrate the 50th Anniversary of the AAF through active participation in a comprehensive communications and engagement strategy that highlights the organization's legacy, philanthropic impact, and vision for the future.

ALUMNI ASSOCIATION AND FOUNDATION
SALEM STATE UNIVERSITY
50TH ANNIVERSARY



Upcoming Events

MEET THE MOMENT
The Campaign for SALEM STATE UNIVERSITY

Scholar and Donor Celebration: November 18 at 6:30 pm

Boards Holiday Party: December 9 at 6 pm

New Bedford Area Alumni and Friends Reception: October 7 at 6 pm

Springfield Area Alumni and Friends Reception: October 8 at 6 pm

Worcester Area Alumni and Friends Reception: October 29 at 6 pm

Providence Area Alumni and Friends Reception: November 12 at 6 pm



Salem STATE UNIVERSITY

Salem State Series

The Boston Globe

METRO

Who next should speak at Salem State Series? President Obama says his wife ... and Pope Leo XIV

By Adam Sennott | Globe Correspondent
Updated Sept. 29, 2026, 12:01 am
Retrieved from this link



Former President Barack Obama spoke with historian Doris Kearns Goodwin as the featured guest in Salem State University's speaker series. LAUREN TERMINI/SALEM STATE UNIVERSITY

Media Attention

MEET THE MOMENT
The Campaign for SALEM STATE UNIVERSITY

Patch
POLITICS & GOVERNMENT

Obama Champions Hope, Slams White House Press Ban at Salem State Speaker Series

The 44th President of the United States held court at the Salem State University Speaker Series on Monday night

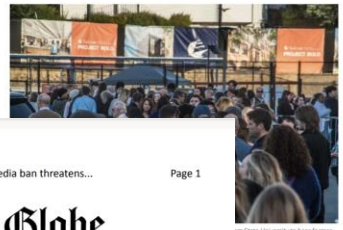
By Scott Souza | Patch Staff
Posted Tuesday, Sept. 22, 2026 at 1:42 am
Retrieved from this link



THE SALEM NEWS
CENTERPIECE

Hundreds gather to hear Obama speak at Salem State speaking event

By Michael McHugh
Published Monday, Sept. 21
Retrieved from this link



DAILY ITEM: At SSU, Obama wonders where we go from here Page 1

The Daily Item
Itemlive.com
PAGE ONE

At SSU, Obama wonders where we go from here

By Erin Hickey
Sept. 22, 2026
Retrieved from this link

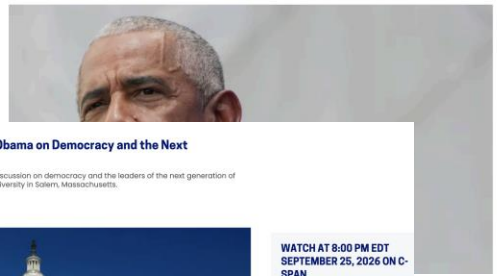


THE BOSTON GLOBE: At Salem State, Obama warns White House media ban threatens... Page 1

The Boston Globe
METRO

At Salem State, Obama warns White House media ban threatens a foundation of American democracy

By Michaela Towfighi | Globe Staff
Updated Sept. 21, 2026, 11:39 p.m.
Retrieved from this link



SEPTEMBER 21, 2026

Conversation with Pres. Barack Obama on Democracy and the Next Generation's Leaders

Former President Barack Obama sits down for a discussion on democracy and the leaders of the next generation of America. This event takes place at Salem State University in Salem, Massachusetts.

Share via



WATCH AT 8:00 PM EDT SEPTEMBER 25, 2026 ON C-SPAN

Sign in to your MyC-SPAN account for airing and availability notifications.

Salem State Log
THE INDEPENDENT VOICE OF SALEM STATE STUDENTS
NEWS

President Obama offers hope for younger leaders in Salem State speech

By Angelique Forcucci
Published Tuesday, Sept. 22
Retrieved from this link



President Obama speaks with Doris Kearns Goodwin at the latest Salem State University Speaker Series. (Photo by Sperling Interactive)

University

THE SALEM NEWS
CENTERPIECE

Obama, at Salem State, speaks to nation's need to bridge divisions

By Michael McHugh
Published Wednesday, Sept. 23
Retrieved from this link



Former U.S. President Barack Obama speaks Monday night at Salem State University as part of its ongoing series

Salem | STATE UNIVERSITY

Questions?

Board of Trustees
Advancement Committee Charter

Purpose:
The advancement committee of the Board of Trustees shall be a permanent committee which will be active and involved in the identification of university priorities and long-term plans that should be supported by private philanthropy. This committee will concern itself with the public's perception of the university efforts to promote the university to various constituents. This committee will provide reports to the Salem State University Board of Trustees as necessary. The advancement committee shall have the following duties and powers:

- Recommendations to the full Board concerning how the university and the SSU Alumni Association and Foundation can work together as agreed to in the Memorandum of Agreement to support the university's priorities and long-term plans
- Recommendations with regard to policies and programs related to the advancement of the institution, including activities involving alumni, campaigns, the SSU community and other external bodies, in order to foster understanding of, and support for, the university and its mission.
- Recommendations with regard to plans, proposals and the acceptance of major gifts to the Alumni Association and Foundation on behalf of the university in accordance with the guidelines of the Naming Opportunities and Gift Recognition Policy and the Gift Acceptance Policy. This is inclusive of all private funds, including: special gifts, endowments, bequests, and other means as annual or campaign gifts.

Responsibilities for Advancement

1. Within the scope of existing policies and procedures, make recommendations to the Board for the naming of any physical facility, campus grounds or academic program as appropriate.
2. In conjunction with the Salem State University Alumni Association and Foundation, set goals and funding priorities for major fundraising campaigns to benefit the university
3. In addition to making a personal gift, assist with the identification, education, cultivation and stewardship of prospects and donors to the university
4. Assist with expanding the pool of volunteers for consideration as Trustees, Alumni Association and Foundation Board, , Assistance Corporation, Campaign Committees and Deans Advisory Councils

Membership:
The advancement committee shall have not fewer than three Trustees appointed by the Chair of the Board. The president shall be a member of the committee, ex-officio, voting. Committee members may include individuals who are not trustees so long as the majority membership of the committee is comprised of trustees. The Chair shall have the authority to appoint non-trustee members advisory, nonvoting to the committee to serve until the next annual meeting. Members may be appointed to the committee on a temporary basis, by the Chair, as may be required.

Staff Designee:
The vice president for advancement is the senior staff member supporting the committee for advancement and SSU Alumni Association and Foundation matters.

Meetings:
The committee is expected to meet at least four times each academic year. Frequency and timing of meetings shall be determined by the chair of the Board of Trustees. Meetings shall be conducted in compliance with the state's Open Meeting Law. Executive sessions may be conducted periodically and shall be limited to those matters permitted by the state's Open Meeting Law.

Agenda, Minutes, and Reports
The chair of the committee, in collaboration with the staff designee(s), shall be responsible for establishing the agendas for meetings. An agenda, together with relevant materials shall be made available to committee members at least five days in advance of the meeting. Minutes for all meetings shall be drafted by the staff designee, reviewed by the committee chair, and approved by committee members at the following meeting.

Board of Trustees
Advancement Committee Briefing - September 2026

As of September 2026, the *Meet the Moment*® Campaign continues to demonstrate strong momentum toward the $75 million goal. The campaign had reached $72,749,826 as of September 23, 2026, representing approximately 96 percent of the goal. As we move through FY27, the advancement team remains focused on securing the final commitments needed to complete the campaign, sustaining donor engagement, and preparing for a thoughtful campaign close aligned with the opening and celebration of SSU BOLD.

This progress reflects sustained donor confidence, strong volunteer leadership, and the continued commitment of alumni, friends, corporations, foundations, and philanthropic partners who are investing in Salem State's students, programs, facilities, and long-term financial vitality.

SSU BOLD Fundraising Update
SSU BOLD remains a central fundraising priority as the university advances this transformational investment in science, health care, and student-centered learning spaces. As of the most recent committee update, $2,302,980 had been raised from individual donors, corporations, and foundations, with an additional $270,000 allocated from the AAF's State Incentive Endowment toward the project. The team continues to cultivate broad-based support, including donors at the $1,000 level and above who may be recognized on the donor wall. The anticipated ribbon cutting for SSU BOLD is September 2027, with campaign closeout activity continuing through FY27.

FY27 Advancement Priorities
Looking ahead, advancement will focus on finishing the *Meet the Moment*® Campaign, advancing SSU BOLD fundraising, sustaining annual and unrestricted giving, and deepening alumni and donor engagement across the region. The AAF will also begin celebrating its 50th anniversary during FY27, creating an important opportunity to elevate the foundation's history, impact, and future role in supporting Salem State University.

Alumni and Donor Engagement

The advancement team continues to build meaningful opportunities for alumni, donors, trustees, and friends to connect with the university. Planned FY27 engagement includes the Annual Donor and Scholar Celebration, the Boards Holiday Party, Viking Warrior Day, Alumni and Friends Weekend, and additional regional and campus-based activities. Trustees are encouraged to participate in these events as ambassadors for Salem State and as partners in strengthening relationships with alumni, donors, and friends.

FY27 Planned Events

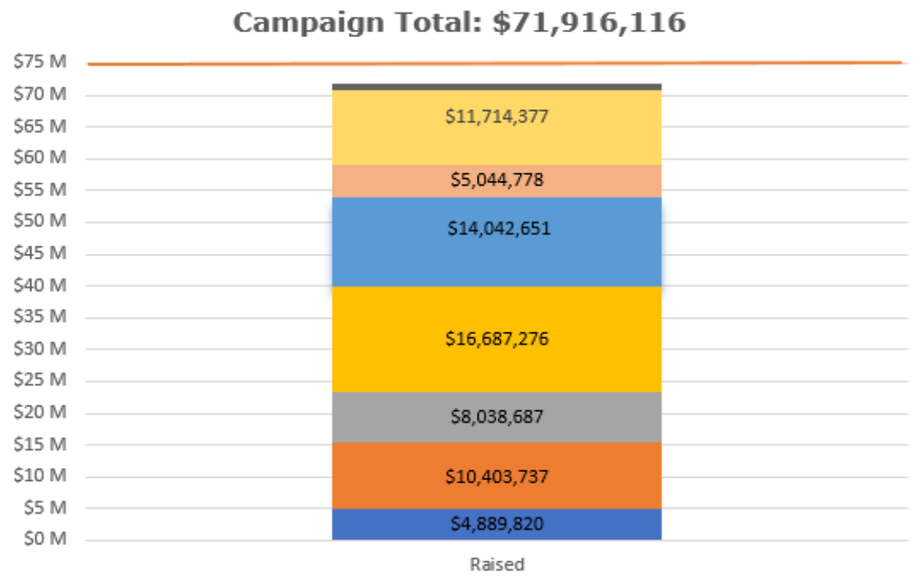
Wednesday, November 18, 2026 at 6:30 pm – Donor and Scholar Celebration
Wednesday, December 9, 2026 at 6 pm - Boards Holiday Party
Tuesday, May 4 – Wednesday, May 5, 2027 - Viking Warrior Day
Friday, June 4 – Saturday, June 5, 2027 - Alumni and Friends Weekend

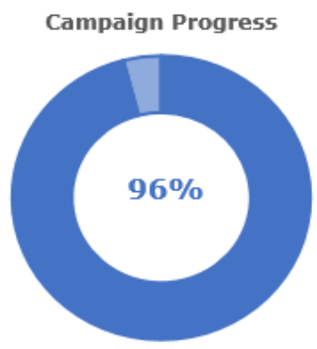
Thank you for your continued leadership, advocacy and partnership as we advance Salem State University's mission and momentum.

Monthly Fundraising Dashboard Fiscal Year 2027
August 31, 2026

FY27 Totals: 7/1/2026 - 8/31/2026

Dollars: $1,094,790
Donors: 203
Donations: 243
Median Gift: $65
Avg. Gift: $4,505



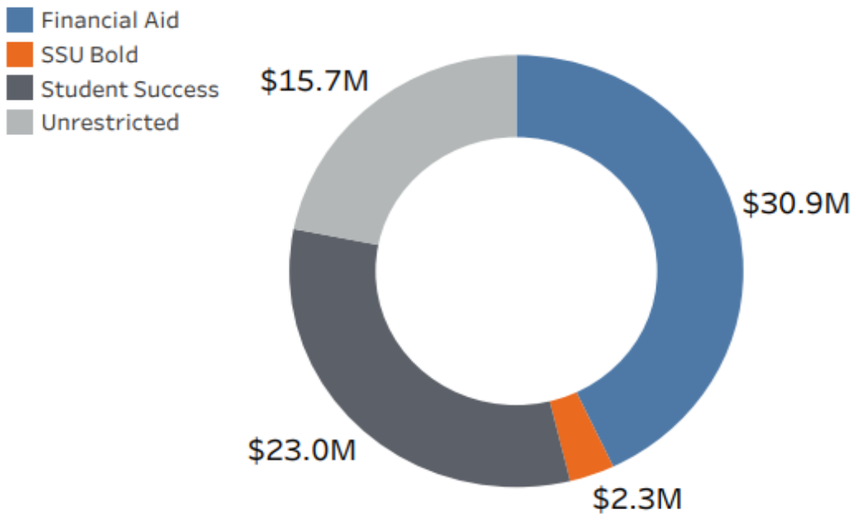


Donors	Donor Base FY25	Donors Retained	% Retained
Retained from previous year	2,421	102	4%

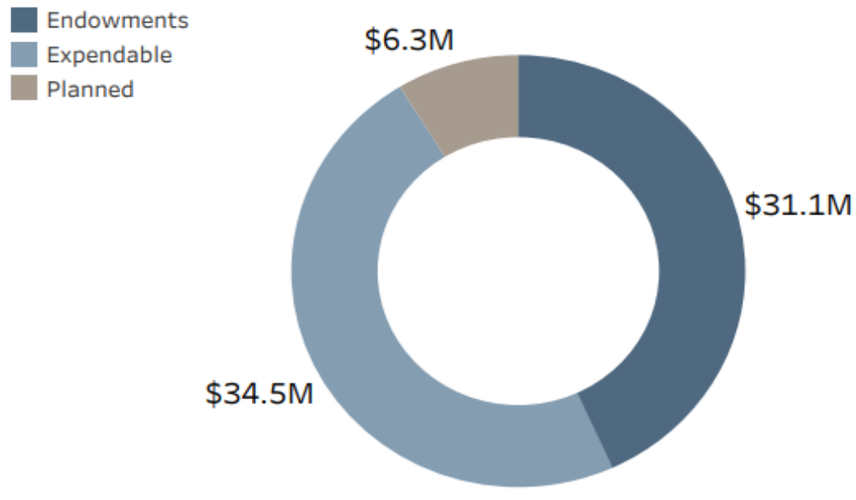
Total: $71,916,116

Fundraising Analytics

Campaign Priorities



Endowed, Expendable, and Planned



University Fundraising Priority	Goal	Total Raised	Balance	% to Goal
Financial Aid	$20,000,000	$30,924,197	-$10,924,197	155%
Student Success	$25,000,000	$22,964,224	$2,035,776	92%
SSU BOLD	$10,000,000	$2,306,196	$7,693,804	23%
Unrestricted	$20,000,000	$15,721,499	$4,278,501	79%
Campaign totals	**$75,000,000**	**$71,916,116**	**$3,083,884**	**96%**

Gift Type	Goal	Total Raised	Balance	% to Goal
Endowment	$30,000,000	$31,113,975	($1,113,975)	104%
Spendable	$30,000,000	$34,527,241	($4,527,241)	115%
Planned Gifts	$15,000,000	$6,274,900	$8,725,100	42%
Total	**$75,000,000**	**$71,916,116**	**$3,083,884**	**96%**

Board Giving

Volunteer Board	Total Campaign Giving	Annual Unrestricted FY27 Participation
Board of Trustees	$3,654,499	0%
AAF Board	$14,534,490	3%
Campaign II Steering Committee	$16,856,525	0%