
SUBJECT: Advancement Committee Meeting Report for **January 24, 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), Yalile Maldonado (vice chair), Samanda Morales, President Keenan (ex-officio), Vice President Cheryl Webster Crouse, Assistant Vice President Taylor Dunn, and Executive Assistant Hai Huynh.

Chair Lampassi Jr. called the meeting to order at 3:01 p.m.

Revisions to Committee Charter (action)

Vice President Webster Crouse noted that the proposed changes in the Committee Charter are representative of the name change of the unified organization, Alumni Association and Foundation, Inc.

A motion was made by Morales, seconded by Maldonado, and unanimously voted to recommend that the Board of Trustees approve the following motion pertaining to the committee charter.

Recommended motion: The Board of Trustees of Salem State University hereby approves the proposed changes to the Advancement Committee Charter as presented.

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

Meet the Moment Campaign Update (*presentation attached*)

Vice President Webster Crouse submitted a written report on Advancement including a report on fundraising as of November 30, 2023 for the committee's review prior to the meeting. As noted in the campaign update presentation, she shared that \$41,949,093 has been raised as of January 23, 2024 with \$13.7M for unrestricted, \$16.5M for financial assistance, \$9.5M for student success, and \$2.3M for SSU BOLD. Campaign totals included 5,791 donors with \$100 being the most common gift size. Seven gifts over \$1,000,000 were received and two gifts over \$5,000,000 were received. She noted that 53% of funds were received from corporations, foundations, and other organizations and 38% from alumni. New gifts to the campaign include a \$500,000 gift from the Klarman Family Foundation to the School of Social Work, \$100,000 from Rob and Rachel Lutts to create an internship scholarship and provide additional support for the Student Investment Fund, \$100,000 to

the center for International Education from Francis Hunkins and Patricia Hammil, and \$70,000 from Mario Gabelli for the Cabot Wealth Management Lab.

Vice President Webster Crouse also provided an update on the Massachusetts Public Higher Education Endowment Incentive Program approved by the state legislature for another year. The program encourages private fundraising and endowment growth by Commonwealth public higher education institutions and foundations. \$555,000 is earmarked for Salem State and is awaiting the Board of Higher Education's vote on the rules for securing the match. Once approved, a vote will be brought forward to the Board of Trustees in the February full Board meeting to authorize President Keenan and Vice President Webster Crouse to leverage the match program.

The calendar year end appeal was mailed to 58,000 alumni segmented by major receiving letters authored by each of the deans. Advancement is working with the deans to engage over 700 potential major gift donors who are deferred prospects to cultivate relationships before soliciting. Vice President Webster Crouse shared that the Your Impact in Action reports were mailed to 14,000 past donors including the Trustees and reviewed the content of the piece. Additionally, she went over the spring events including Charlotte Forten Hall Dedication, Naples Florida, the inaugural Internship Scholarship Fundraiser, Viking Warrior Day, and Alumni Weekend.

Questions

Trustee Morales asked how much are being donated to corporations out of that larger bucket of C&F. Vice President Webster Crouse shared that although not currently differentiated, the Advancement team would be happy to provide that data. Later in the meeting, Advancement's Assistant Vice President Dunn shared data she pulled during the meeting which noted that out of the 302 corporations and foundations, 54% are corporations and the others are a mix of family foundations, private foundations and non-profit organizations.

Trustee Immerman noted after reading VP Crouse's report that there was an uneven success of the priorities and asked if there was an area of concern of meeting the campaign's goal. Vice President Webster Crouse is optimistic and is not concerned. She shared that the Campaign Steering Committee is currently working on building out a stronger case for support for SSU BOLD in collaboration with Provost Silva. She noted that the work over the next four months will help provide momentum for raising money for that capital project in the year ahead.

Trustee Lampassi Jr. asked about deferred prospects and how that's defined. Vice President Webster Crouse shared that an individual has had multiple outreaches for connection about the university with no response or declined to meet they are then moved out of a gift officer's portfolio and marked deferred. Solicitors will utilize other methods of engaging these individuals before attempting to solicit.

There being no new business to come before the committee,

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

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

The meeting was adjourned at 3:24 p.m.



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, ~~Alumni Board~~, ~~Overseers~~, 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 designees, 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.

REQUEST FOR TRUSTEE ACTION

Date: January 24, 2024
To: Board of Trustees
From: Advancement Committee
Subject: Committee Charter revisions
Requested Action: Approval

MOTION

The Advancement Committee hereby recommends that the Board of Trustees approve the following motion pertaining the committee charter, attached.

Recommended motion

The Board of Trustees of Salem State University hereby approves the proposed changes to the Advancement Committee Charter as presented.

Committee: ADVANCEMENT

Committee Action:

Date of Action:

Trustee Action:

Trustee Approval:

Effective Date:

Signed: _____

Title: Secretary of Board of Trustees

Date: _____



The primary focus of our January 24, 2024, advancement committee meeting is to update the board of trustees on the *Meet the Moment*[™] campaign, to update the Charter and discuss the State Endowment Match renewal.

Advancement Report:

The *Meet the Moment*[™] (MTM) campaign has raised \$40,932,403 — 55 percent of our \$75 million goal as of November 30, 2023. The State Endowment Incentive match program was renewed by the Board of Higher Education and Salem State to provide \$555,555 in endowment match funds. Advancement is awaiting the approval of the DHE to begin promoting this giving opportunity and expect to fully leverage the funds by fiscal year-end.

The advancement team continues to partner with donors and campus stakeholders to successfully secure new major gifts (\$50K+). Gifts of note since our last report to the board of trustees:

- Rob and Rachel Lutts made a \$100,000+ gift of securities to create a new endowed Internship Scholarship and additional support for the Lutts Student Investment Fund.
- George Dhionis made a \$50,000 cash gift to recreate a first-ever endowment in support of a Housing Scholarship for a Salem State student. This contribution follows George's attendance at the November 14, 2023, campaign engagement event hosted by steering committee members Dino Di Palma and Alumni Association and Foundation Chair Annalisa Di Palma, which resulted in a deeper connection to the mission of Salem State and priorities of the campaign.
- Salem State theater student, Alyssa Fluet, tragically passed away in the summer of 2023. To honor her legacy, her family and the family of her boyfriend (Burke) created a scholarship to support future generations like Alyssa. The funding will provide support beginning in the fall of 2024 with an endowment awarded in perpetuity. Both the Burke and Fluet families are making this gift possible with their combined support.
- An anonymous donor made a final pledge payment of \$500,000 supporting a few efforts, including persistence grants and coaching for sophomores and juniors and creating the RISE (Resources and Inspiration for Student Empowerment) program connecting first-generation students with a success coach that provides support in navigating academic and social life at Salem State. They are interested in systematic change via philanthropy and realize that Salem State sits at the nexus of being a catalyst for change given the demographic of the

students we serve. We believe there might be an opportunity for continued increased funding in the future.

- Advancement partnered with Salem State's Center for Genocide and Holocaust Studies (CHGS) to submit a proposal to Cummings Foundation in December to apply for renewed funding of CHGS. If granted, it would build upon the 10 years of support the Center has received previously from Cummings and continues CHGS's annual travel to Rwanda where students study the impact of genocide. A fellowship role would be created and embedded in the programming to build year-round CHGS programming, ensuring greater access for Salem State students and broader academic impact.
- Kent and Nancy Van Zant have been longtime advocates for public higher education. After visiting and learning about our students, the Van Zants were moved to create an experiential learning fund for students studying geological sciences. With their generous commitment this academic year, they will support student stipends in geological sciences for the Montana field camp trip, faculty-led research opportunities and unpaid internships.
- Dr. Francis Hunkins and Dr. Patricia Hammill made a recent gift of \$100,000 to support the Center for International Education and faculty-led travel. This gift will provide stipends for faculty instructors and students to participate in faculty-led study travel programs. A portion of their gift will support between 6-15 students to travel to Nanjing Normal University in China, our long-term partner, which also sends a cohort of English majors to Salem State each year. This travel program will last one month, currently scheduled for May 20-June 17, 2024.
- Mario Gabelli committed an additional \$70,000 to the Bertolon School of Business Cabot Wealth Management Laboratory and has offered it as a match.
- An anonymous donor from the class of 1972 established a named scholarship fund with a pledge of \$50,000. This scholarship will provide financial assistance with a preference to students from Beverly, Mass.
- The Klarman Family Foundation made a gift of \$500,000 to support the School of Social Work. This planning grant supports the school in identifying needs and areas of opportunity while providing direct aid for students.

Calendar Year-end Fundraising Campaign:

This year's calendar year-end fundraising campaign focused on fundraising for four of our schools and colleges and included segmented and unique direct mail appeals sent to over 58,000 mailable alumni. The school-based solicitations were written with Dean Raminder Luther of the Bertolon School of Business, Dean Joseph Cambone of the McKeown School of Education, Dean Sami Ansari of the Maguire Meservey School of Health and Human Services, and Dean Brian Vander Heuvel of the College of Arts and Sciences. The letters focus on supporting each unit's funding priorities. In addition to

direct mail, email and social media campaigns reinforced the direct mail efforts. If you would like to learn more about these funds, please visit <https://www.salemstate.edu/alumni-and-friends/meetmoment/areas-support/unrestricted-support>.

Passing:

A dear Viking was lost to us since we last met. Jacob Segal '17H, a proud member of the Salem State community who served on the foundation board and then on the board of Trustees, holding the first position of trustee emeritus. He harnessed his energy to encourage friends to join him in supporting Salem State's mission. His pride in the work of the university was inspiring to so many. Due to his decades of involvement, the Segal family has encouraged friends and family to support the Marilyn J. and Jacob S. Segal Scholarship Fund in Jake's memory.

Annual Scholar and Donor Reception:

This was the second year of expanding our marquee stewardship event to include all Sullivan Society, Crosby Society, consecutive donors, board members, previous fiscal year donors, and all donors who established a fund. We had record-breaking attendance with 340 participants, which included donors, student scholars and their families, faculty, staff, and administrators for a celebration hosted by the Salem State University Alumni Association and Foundation, Inc., in the Gasset Fitness Center.

Annual Impact Report:

Our *Your Impact in Action* publication will be mailed later this month to an expanded audience of over 14,000 donors, donor prospects, volunteers, and employees. This will be the second year that the publication includes the AA&F's annual report. Digital versions will be shared via email and on the website. We welcome your feedback on any materials we produce. If you do not receive your copy, please let Vice President Webster Crouse know.

We are grateful to the board of trustees for their commitment to supporting the campaign's success.

The Commonwealth Endowment Incentive Program:

The Endowment Incentive Program that was approved by the board of trustees in June of 2023 has been received by the foundation and matched according to the set guidelines. The president has allocated the FY23 funds in the following manner:

Fund Name	Amount
Professor Karl A. Wesolowski Scholarship Fund	\$ 4,453.00
Ruth P. Spinale Scholarship	\$ 7,488.00
Winifred (Green) Casey '44 Scholarship	\$ 6,500.00
Joseph Aiyeku Award Fund	\$ 17,763.50
John Finnegan Scholarship Award	\$ 17,512.50
Project Bold	\$251,838.00
Internship Scholarships	\$150,000.00
Indigenous People's Scholarship	\$ 50,000.00
Charlotte Forten Scholarship	\$ 50,000.00
Total:	\$555,555.00

Alumni Events:

In partnership with the Council of Presidents and D.C. residents Lucy '64 and Brian Conboy, Salem State alumni and friends gathered in Washington, D.C. in late September for two events. The first event took place in the Russell Senate Office Building and celebrated public education throughout the Commonwealth, in partnership with our eight sister institutions. Our second event was focused on our *Meet the Moment™* campaign and was hosted by the Conboys in their residence. It was our first trip to Washington, D.C. in more than five years and between the two events, we welcomed nearly 30 alumni and friends in celebration of Salem State.

After returning from Washington, D.C., Salem State alumni and friends gathered for a Worcester Red Sox game at the new Polar Park on September 16 for our first intentional outreach in the central Massachusetts area. The event hosted 44 alumni and friends, more than 80 percent of whom were first-time event attendees.

Thursday, September 21 saw the return of our annual fall workshop at the Hawthorne Hotel, which was presented by the Friends of the School of Social Work. With more than 60 participants both in person and online, the workshop was one of the largest attended yet, focusing on those working in clinical practice with older adults. The friends

continued their longstanding tradition of incorporating faculty members from the Salem State School of Social Work with the program presented by Professor Mbita Mbaao PhD.

On November 16, 2023, the Friends of the McKeown School of Education hosted their annual Northeast Regional Educators Hall of Fame. The four awards presented included three Salem State alumni and one longtime Salem State administrator. This year's celebration acknowledged the following educators for their outstanding commitment and contributions to the craft of teaching:

Jabari Tovar '16, Rising Star Award:

- Percussion Specialist, Salem Public Schools

David T. Dugan '95, '03G, Salem State Alumni Award:

- Dean of Student Life, Chair of Social Studies Department, Bishop Fenwick HS

Susan Maciewicz '87G, Dorothy Foley '48 Northeast Region Award:

- Director of Nursing, Northshore Community College

Lee A. Brossoit PhD, Dr. Edna Mauriello '44 Lifetime Achievement Award:

- Assistant Vice President, Center for Academic Excellence, Salem State University

Save the Dates:

Charlotte Forten Dedication will be held on February 29 at 11 am. We will dedicate Viking Hall in honor of our first known black alumna, Charlotte Forten.

Florida St. Patrick's Day events will be held on March 14-17 including:

Dinner and a Show!

Thursday, March 14

5 pm Dinner - 2 hours

Brio Italian Grille Waterside, 5505 Tamiami Trail N, Naples, FL

8 pm Naples Philharmonic Orchestra - 2 hours

Artis Naples, 5833 Pelican Bay Boulevard, Naples, FL

Red Sox Game

Friday, March 15

6:05 pm - 2.5 hours

JetBlue Park at Fenway South 11500 Fenway South Drive, Fort Myers, FL

Parade and Breakfast

Saturday, March 16

7:30 am - 1:30 pm - 6 hours

Hyatt House Naples, 1345 5th Avenue South, Naples, FL

Our Moment to Celebrate

Hosted by Elliot Katzman '78 and Donna Katzman '78, '98G

Meet the Moment Campaign Co-Chairs

Sunday, March 17

TBD - 2 hours

Fiddlesticks Country Club, 15391 Cannongate Dr., Fort Myers, FL

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.

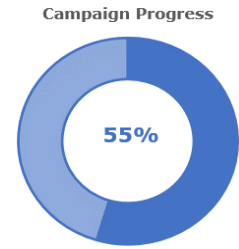
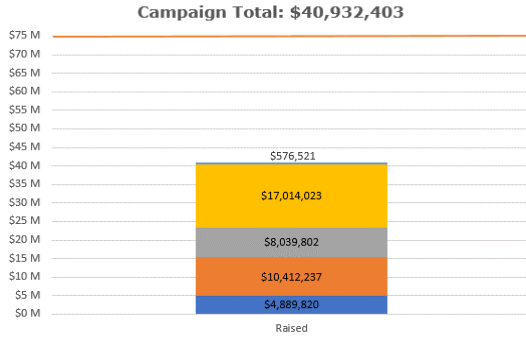
7th Annual Viking Warrior Day will be held on May 1 and 2

Alumni Weekend 2024 will be held on June 7 and 8

Monthly Fundraising Dashboard Fiscal Year 2024
November 30, 2023

FY24 Totals: 7/1/2023 - 11/30/2023

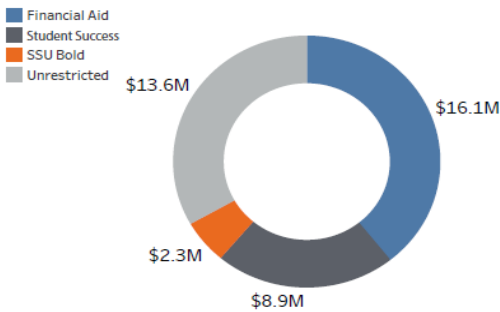
Dollars:	\$576,521
Donors:	575
Donations:	721
Median Gift:	\$50
Avg. Gift:	\$800



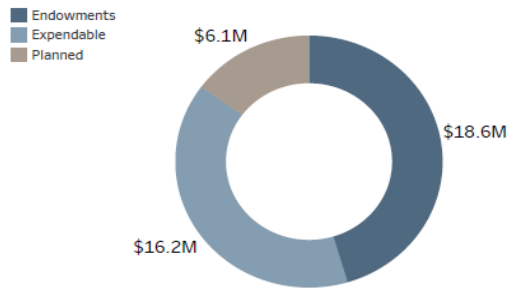
Donors	Donor Base FY24	Donors Retained	% Retained
Retained from previous year	2,692	291	11%

Total: \$40,932,403 **Fundraising Analytics**

Campaign Priorities



Endowed, Expendable, and Planned



University Fundraising Priority	Goal	Total Raised	Balance	% to Goal
Financial Aid	\$20,000,000	\$16,100,140	\$3,899,860	81%
Student Success	\$25,000,000	\$8,929,766	\$16,070,234	36%
SSU BOLD	\$10,000,000	\$2,312,392	\$7,687,608	23%
Unrestricted	\$20,000,000	\$13,590,105	\$6,409,895	68%
Campaign totals	\$75,000,000	\$40,932,403	\$34,067,597	55%

Gift Type	Goal	Total Raised	Balance	% to Goal
Endowment	\$30,000,000	\$18,595,290	\$11,404,710	62%
Spendable	\$30,000,000	\$16,247,213	\$13,752,787	54%
Planned Gifts	\$15,000,000	\$6,089,900	\$8,910,100	41%
Total	\$75,000,000	\$40,932,403	\$34,067,597	55%

Board Giving

Volunteer Board	Total Campaign Giving	Annual Unrestricted FY24 Participation
Board of Trustees	\$3,561,551	13%
AA&F Board	\$8,270,338	13%
Campaign II Steering Committee	\$9,951,079	11%

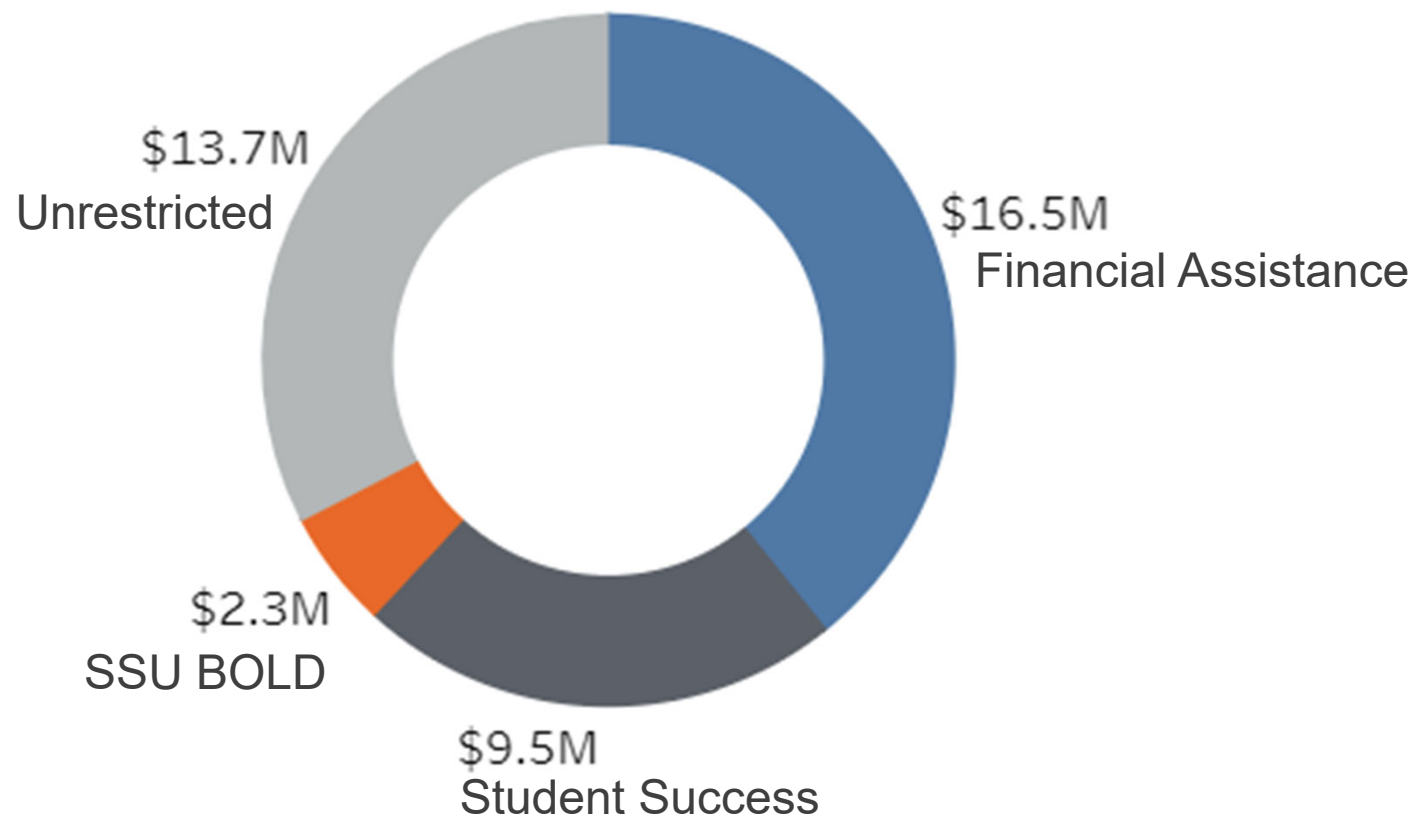
MEET THE MOMENT™

The Campaign for **SALEM STATE UNIVERSITY**

Board of Trustees, Advancement Committee

*Cheryl Webster Crouse, vice president of advancement and
executive director of the Salem State University Alumni
Association and Foundation, Inc.*

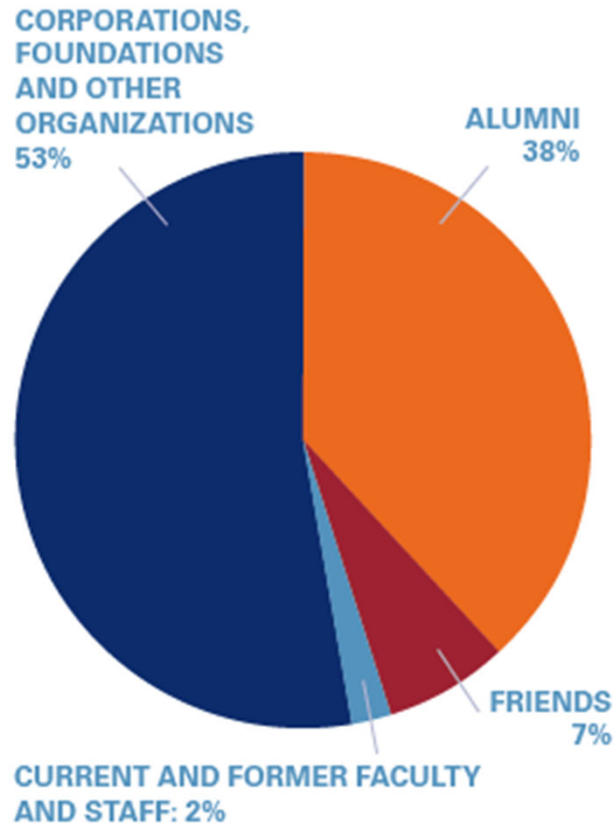
\$41,959,093 raised as of 1-23-2024



Campaign By the Numbers



Giving By Source



Campaign Totals

5,791
Donors

\$100
Most Common Gift Size

7 *Gifts Over*
\$1,000,000

As of June 30, 2023



New Gifts



- **Klarman Family Foundation:** \$500,000 gift to our School of Social Work for planning and student emergency funds
- **Rob and Rachel Lutts:** \$100,000 gift to create an Internship Scholarship and additional support for the Student Investment Fund
- **Francis Hunkins and Patricia Hammil:** \$100,000 to the Center for International Education
- **Mario Gabelli:** \$70,000 for the Cabot Wealth Management Lab

Massachusetts Public Higher Education Endowment Incentive Program



- Approved by the state legislature for another year.
- Encourages private fundraising and endowment growth by Commonwealth public higher education institutions and foundations.
- The State Universities have been awarded \$5 million of which \$555,000 is earmarked for Salem State.
- Awaiting BHE approval for donation eligibility.
- Fundraisers are ready to educate and engage potential donors of this opportunity once eligibility has been established.

Fundraising with Deans



- **Calendar Year End Appeals:** Direct mail to 58,000 alumni segmented by major receiving letters from deans in Bertolon School of Business, College of Arts & Sciences, Maguire-Meservey College of Health and Human Services, McKeown School of Education
- **Deferred prospects:** Engaging 700+ potential major gift donors to cultivate the relationship before solicitation

Your Impact in Action Report



- Mailed to 14,000 past donors
- Features
 - Alumni Assoc. and Foundation annual report
 - Campaign progress
 - Unrestricted impact
 - State Endowment Match
 - Commonwealth’s Civic Engagement University
 - Honoring Henry Dembowski ’60, ’62G
 - Career Closet
 - Class of 2023 graduating scholars
 - Cassandra Pearson Scholarship
 - Arthur T. Gerald, Jr. Scholarship
 - SSU BOLD

Your Impact In Action



Meeting the Moment 2023



Upcoming Events



- **Charlotte Forten Hall Dedication – Tuesday, February 29 at 11 am**
- **Naples Florida Programming – March 15 - 18**
- **Internship Scholarship Fundraiser – April 9 at 7:30 am**
- **Viking Warrior Day – May 1 and 2**
- **Alumni Weekend – June 7 - 8**