

Remarkable happens here.

SALEM

ACADEMY *and* COLLEGE



2022-23 Annual Report

A REMARKABLE YEAR

Greetings from Salem Academy and College!

As we present our 2022-2023 Annual Report, I'm honored to highlight a remarkable year. I am incredibly proud of the steadfast commitment our Salem community devotes to supporting our Salem students, our beloved campus, and our vital mission.

Over the last academic year, Salem has prioritized key institutional initiatives to elevate Salem's financial health, to ensure continued enrollment growth, and to pave the way for Salem to distinctively lead as a national innovator among all-girls independent schools and liberal arts colleges across the country. We continue to set ourselves apart as we become widely known for Salem Academy's STEAM curriculum and Salem College's health leadership focus.

We are proud to achieve significant milestones in our rankings and external recognitions this year. For example, Salem Academy was ranked the top boarding school in North Carolina and #1 STEM school in Forsyth County by Niche. Salem College saw the first increase in total undergraduate enrollment in 10 years while being recognized by the New York Times, Washington Monthly, and US News and World Report for the diversity and success of our students.

Our team worked diligently during the last year to make impressive progress in fundraising and in Salem's overall financial health. Salem College recently received its second \$5M anonymous gift to promote the college's strategic pivot and is tied with the largest gift in Salem's history. Also in this past year, Salem exceeded its annual fundraising goals and completed our 250th anniversary capital campaign topping at \$15.5M. In the spring, Forbes Magazine recognized Salem College as having received an A- college financial health score.

At Salem Academy and College, we continue to grow and thrive thanks to our clarity of mission and purpose. With renewed energy around our strategic vision for the future, we continue the essential work of empowering girls and women. I thank you for your love and care of Salem. I hope what you read in this year's annual report fills you with pride, enthusiasm, and optimism for the future.



Summer J. McGee

Summer J. McGee, PhD, CPH
President
Salem Academy and College



Climbing The Ranks



SALEM ACADEMY

In its 2024 Best Schools listing, Niche ranked Salem Academy the No. 1 Best Boarding High School in North Carolina. Niche also ranked Salem Academy as the No. 5 Best Private High School and the No. 5 Best College Prep Private High School in North Carolina. Niche awarded Salem Academy an A+ Overall Grade, the highest grade an institution can earn.

In addition to our statewide accolades, Niche ranked Salem Academy the No. 1 Best High School for STEM Education in Forsyth County and among the top 10 statewide. Salem Academy is also ranked No. 2 for Most Diverse Private High School in Forsyth County.

SALEM COLLEGE

Washington Monthly's #24 Liberal Arts College in the nation
U.S. News & World Report's #2 in the United States for social mobility
New York Times Magazine's #2 in the nation for economic diversity
Washington Monthly's #8 in the country for earning performance
Washington Monthly's #4 in the nation for Pell-eligible graduation rate

Other notable rankings include Forbes' selection of Salem College as a 'Top 10 pick for online school counseling master's programs.' Salem's school counseling program prepares students to become licensed school counselors, a career in high demand across North Carolina and the nation. Forbes also recognized Salem College as one of the best online master's in educational leadership programs. Salem's educational leadership program prepares educators to become principals and to pursue other leadership roles within a school district.

Meet Kaitlyn Gyamfi A'23

Meet Kaitlyn Gyamfi, a New York native and a 2023 graduate of Salem Academy. After Gyamfi graduated from Salem, she enrolled at Boston College and is majoring in finance with big and bold dreams to pursue a successful career in the ever-evolving financial world. From growing up in Brooklyn, where she experienced many different cultures and experiences, and from her time at Salem Academy, Gyamfi believes both adequately prepared her for a rigorous college life.

How did you and your family decide that Salem Academy was right for you?

During a visit to Salem Academy in the eighth grade, my family and I were captivated by its welcoming environment. We felt that the Academy's emphasis on small class sizes would provide me with a nurturing setting conducive to personal and academic growth. This intimate learning environment promised individualized attention, ensuring that I wouldn't just be another face in the crowd, but a valued member of the school community.

What's the one thing about Salem Academy that you would like everyone to know?

Salem Academy is a unique institution that fosters not just academic excellence, but significant personal growth and maturity among its students. It's a place where you're encouraged to explore your identity, develop your voice, and prepare for the challenges of the future with confidence.



How does the Academy's STEAM focus prepare students for college and careers?

The STEAM focus at Salem Academy is crucial for equipping students with the interdisciplinary skills needed in today's ever-evolving job market.

What's your favorite memory of Salem Academy outside the classroom?

My favorite memory at Salem is participating in the fencing club. It was here that I found a supportive community that felt like a second family. The camaraderie with my teammates and the guidance from my coach provided me with a sense of belonging.

How did Salem Academy prepare you for college?

Salem Academy excellently prepared me for the rigors of college life. I've developed strong time management skills, a solid work ethic, and the ability to balance academic demands with personal interests, positioning me well for the challenges of higher education.

What lies ahead for you in terms of your career and continuing education?

Looking ahead, I'm excited to embark on a career in finance. I'm also considering furthering my education by pursuing a master's degree in the field.

Meet Haley McDonough C'22



Meet Haley McDonough, a North Carolina native and a 2022 graduate of Salem College with double degrees in biochemistry and religious studies. After McDonough graduated from Salem, she enrolled in dental school at the University of North Carolina's Adams School of Dentistry with plans to graduate in 2027. After she completes dental school, she dreams of pursuing a residency in periodontics. There's no doubt in her mind that Salem College prepared her for this next big chapter in her life.

How did you decide that Salem College was right for you?

Salem was right for me because of its small teacher-to-student ratio which gave me the opportunity to work one-on-one with my professors and build meaningful relationships with them.

Where was your favorite place on campus?

My favorite place on Salem's campus is the walkway that leads up to Main Hall in the center of campus. The gorgeous azaleas bloom along this walkway in the spring, which makes it one of the most beautiful spots on campus.

How did Salem College help prepare you for pursuing a career in dentistry?

Salem College helped prepare me for dental school by giving me the best undergraduate education possible and equipping me with the foundational knowledge needed in a fast pace dental school curriculum. Salem also gave me the confidence to pursue professional school and gave me the skills necessary to excel beyond the classroom.

How does Salem's health leadership focus prepare students for postgraduate study and careers?

I think the College's health leadership focus is an incredible opportunity for women looking to pursue a health related career. The reality of pursuing a career in health, is that students must properly prepare themselves and have knowledge around the matters that are affecting their field of interest early to be the best applicant you can be for graduate school or a job. You also must possess the skills and confidence necessary to excel at the next level. Getting involved with health leadership early prepares you to be successful in all aspects of post-graduate endeavors and Salem allows you to gain this experience.

Why do you think health leadership focus is important for the future of Salem College?

I think health leadership is important for the future of Salem College because it will allow Salem to evolve and keep up with the ever-changing field of health, as well as, give Salem the unique ability to specifically focus on preparing women to enter into and be leaders within the health field.

Do you maintain friendships with students you knew while at Salem College?

I still talk to many of my Salem friends daily as they are friends for life! I went to our first class reunion in 2023 and plan to go to the next one this year.

What's your favorite memory of Salem College outside of the classroom?

My favorite memories at Salem College include being on Team 250 and being involved in the celebrations of Salem's 250th year, being a Quest Tutor, and being able to plan and be a part of big events on Salem's campus. Specifically, my favorite memory at Salem was attending the 2022 Alumni Party at the 250th Reunion Weekend and getting to meet, talk, and dance with so many of our great alums!

Campus Enhancements

Preserving a historic campus while also giving students modern amenities is always top of mind for Salem Academy and College. In the last year, Salem successfully implemented campus enhancements that will make our campus shine even brighter than before.

Some of our most recent campus enhancements highlight new and modern classroom furnishings across campus, adding Academy classrooms in the Fine Arts Center, upgrading and expanding our technology services including a complete replacement of the network core infrastructure, and the installation of two electric vehicle charging stations for students and staff.



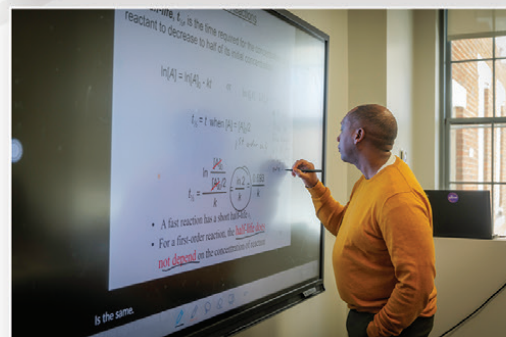
New Academy classrooms
The Fine Arts Center has been renovated to accommodate Academy classrooms.



EV car charging
Two electric vehicle charging stations have been installed for students and staff.

Health Leadership Lab

Salem's new Health Leadership Lab is our most interactive and technology advanced space on campus. Composed of three rooms - a classroom, an interactive experiential learning space, and a conference room, the lab offers students flexible spaces allowing for more creative and innovative learning experiences.



SALEM
ACADEMY

10%

Enrollment
growth

65%

Yield on admitted
students

11+7

11 states and
7 countries
represented

96%

Student
retention rate

ENROLLMENT NUMBERS

SALEM
COLLEGE

2,163

Applications

159

First-year
students

20+5

20 states and
5 countries in
first-year class

3.76

Average high
school GPA of new
first-year students

49%

Diversity of
first-year class

33%

Athletes among
first-year
students

#1

College in US for
percentage increase
in net tuition
revenue in 2023

I Am Remarkable

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lex Byers, Salem is a way of life. From growing in Winston-Salem to attending both Salem Academy and College, Salem's impact on Byers's life will always remember. Since 2016, she has embarked on an incredible journey at Salem that's taught her to think critically, be a fearless leader, and build friendships that will endure the test of time.

Encouragement from her parents, Byers decided to attend Salem Academy as a freshman in 2016 and believes it was one of the best decisions of her life.

Remember the student that gave me a tour of the campus? Everyone was so friendly, and the campus was beautiful," Byers said.

I took a mock class for Latin and English. I loved that the size felt small, and I immediately knew that I wouldn't be talked over in class if I went to Salem. I also knew that I would really need to pay attention to what I was doing there. I found this both scary and exciting," she called.

Salem Academy for Byers's high school experience has etched many positive memories in her heart. As starters, Salem Academy graduates only know the magical traditions that build bonds forever.

The traditions at Salem Academy. Saber Sorting, so much fun. There's also the ring banquet that we organized for seniors, and we also raised money through the junior car wash to plan the prom," she said.

When asked Byers what's her favorite memory about her time at the Academy, she instantly remembers that the best times were just simply spending time with friends in the dorm.

Spending time with my friends in the dorm was absolutely priceless, but the ring I wear is unforgettable. The memories of everything at Salem Academy, and I am proud to say that Byers gleamed.

Her academics also played an important role in her college experience at Salem Academy. The Academy's focus on the STEAM curriculum sent Byers on a trip around the world leading her to study the arts in Hong Kong through a program with the Savannah College of Art and Design, where she also able to use her Mandarin skills to explore visual and performing arts in places like Washington, D.C.

In addition to unforgettable nights with friends and superb academic explorations, Byers's fondest memory is when Salem Academy asked her to share an alumnae message for Opening Chapel. Opening Chapel is a longstanding fall tradition at the start of the school year where the Dean of Students reads messages and good wishes from alumnae.

After Salem Academy, Byers made another life-changing decision to attend Salem College and pursue big dreams at a small college.

"After touring other colleges, I made the ultimate decision to attend Salem College because I knew I would have more opportunities to grow and thrive at Salem than I would at a bigger school," Byers said.

"I am so glad I chose Salem instead," she added.

Thriving at Salem College, Byers's distinctive experience has given her tremendous opportunities to discover leadership and find her own remarkable Salem story as a college student.

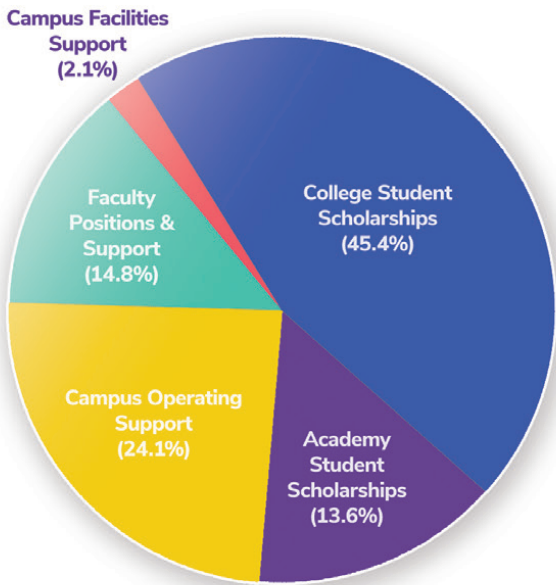
During her time at Salem College, she's started Salem's pre-law society, served as the Honor Council Chair, and co-chaired Fall Fest, the College's most cherished fall tradition. From her perspective, she doesn't believe she would have participated in as many important leadership roles in a larger campus environment.

In May of 2024, Byers graduates from Salem College and while both nervous and excited, she's found her passion in life as she applies for law school. At Salem College, Byers discovered her future.

"I came to Salem College and figured out really quickly what I wanted to do. I want to be a lawyer, I want to go to law school," Byers said.

As Byers prepares to become a Salem alum, her advice to other students is to get involved and to find ways to push themselves out of their comfort zones. Because Byers found her confidence at Salem, her experience at both Salem Academy and College has led to a bright future with big dreams ahead. She's developed special friendships who will be her future bridesmaids and friends who will always share a sacred bond no matter where they are in the world.

Financial Strength



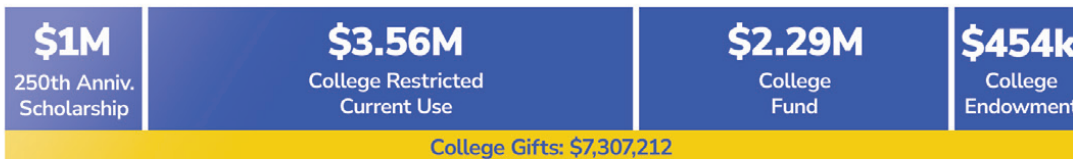
Salem's current financial health highlights adequate, flexible resources with reasonable debt levels.

Salem's endowment market value as of December 31, 2023, totaled \$60.6 million and provided \$3.0 million in 2023-24 support for scholarships (59%), faculty positions (15%), and campus operations (26%).

If Salem Academy and College's endowment reached \$100 million, it would provide an additional \$2.0 million of annual support for scholarships, faculty positions, and campus facilities.

Gifts to Salem Academy & College

Grand Total - Gifts to Salem Academy & College in fiscal year 2023 - \$8,434,488

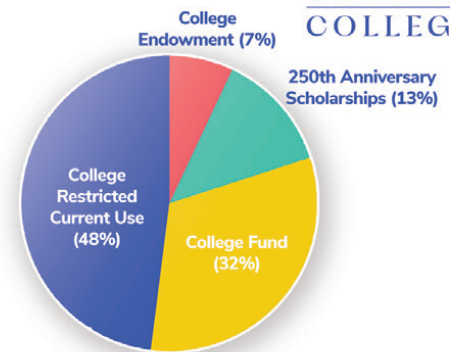


Fiscal year 2023 reporting includes philanthropic gifts received by Salem Academy and College from July 1, 2022 through June 30, 2023. Gifts came primarily from individuals and charitable foundations. All gifts made to Salem Academy are held in funds restricted for Academy use. All gifts made to Salem College are held in funds restricted for College use. Each gift is an investment in every student and in the future of our remarkable institution. We are grateful to all our donors for each and every gift!

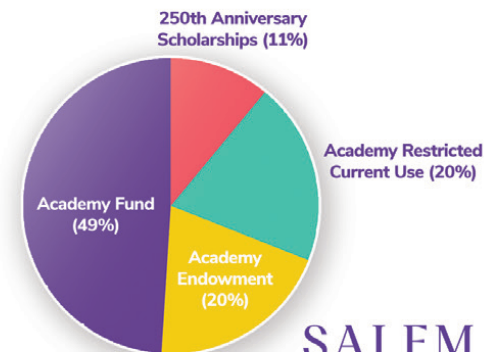
Donations to Salem are designated by donors as: unrestricted, which support the general operations of the Academy and College; restricted current use, which provide immediate support of a specific project; and restricted or unrestricted gifts to the endowment, which are invested in perpetuity to be used through an annual percentage draw as determined by the Board of Trustees. These designations offer donors a variety of ways to impact Salem.



SALEM COLLEGE



SALEM ACADEMY



Engaging Alumnae, Friends, and the Communities of Winston-Salem and Beyond

During this fiscal year, approximately 900 Salem Academy and College alumnae and friends gathered in homes and restaurants, in virtual meetings, for campus events such as Founders Day, Reunion Weekend, Academy Vespers Service, College Candlelight Service, and more. About 1,300 members of the wider communities in Winston-Salem and beyond joined Salem for events such as the second annual Health Leadership Forum, robotics competitions, musical concerts, theatrical performances, art exhibitions, leadership meetings and seminars, all hosted by Salem. Salem Academy and College welcomed these community partners as we embrace our growing role in the wider network of education.





HOW SALEM DOES HEALTH LEADERSHIP

Salem College provides women a liberal arts education with a distinctive focus on health and leadership ensuring our graduates understand the power, importance, and complexity of health in our society. Salem College prepares students for a range of career paths and graduate programs through our commitment to women's leadership development, teaching excellence across the curriculum and co-curriculum, and building healthy communities on and off campus.

11

New Academic
Majors & Minors

150

New & Revised
Courses

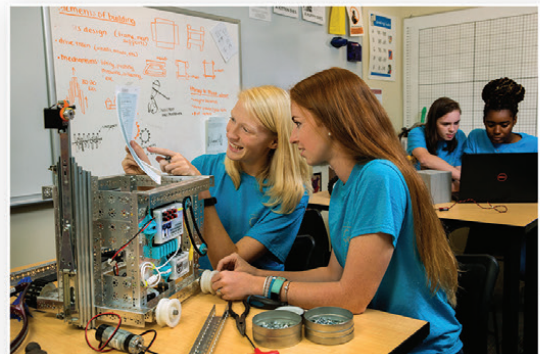
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New Leadership
Development Program

WHY STEAM MATTERS

STEAM is an educational approach that uses science, technology, engineering, arts, and mathematics to guide student inquiry. This approach enhances dialogue and critical thinking, affording students the skills to take thoughtful risks, persist in problem-solving, and work through a creative process. This interdisciplinary thinking is needed to be innovators, educators, learners, and leaders of the 21st century.

STEAM is in demand across the world, the United States, and here in North Carolina. As the nation's only all-girls boarding and day high school with a STEAM focus located on a college campus, Salem Academy has stepped up to meet that demand. We offer interdisciplinary holistic coursework in the STEAM areas such as robotics and coding, along with the humanities and the arts.



MEET OUR NEW CABINET MEMBERS

Salem's leadership team plays a crucial role in the overall leadership and management of our institution. Comprising key administrators and advisors, the Cabinet functions as an advisory group to the president, offering insights and expertise on various aspects of operations. This collaborative leadership approach ensures that the institution operates efficiently, makes informed decisions, and strives towards its overarching goals.



JaNae Joyner,
PhD, MHA
Chief of Staff

Brett Woods, PhD
Vice President for Academic
Affairs and Dean of the College

Meagan Coughlin,
APR, MPPA
Executive Director of
Marketing and
Communications



BE REMARKABLE

Be Remarkable represents our outstanding Salem students who aspire to be leaders and change the world and honors the accomplished, impactful, and dedicated alumnae who've embarked on the Salem journey since 1772 to present day. Our campaign acknowledges the passion of our faculty and staff who make transformative educational experiences accessible for all and affirms our commitment to educating competent, confident, and courageous future leaders.

Follow our YouTube channel and check out our Be Remarkable webpages to see regular stories about our remarkable students, alum, faculty, and staff. Use the QR codes to visit the Be Remarkable webpages for the College and the Academy.





SALEM

ACADEMY *and* COLLEGE

601 Church Street
Winston-Salem, NC 27101



Save The Date:
**Reunion Weekend
April 19-20, 2024**

Save The Date:
**Health Leadership Forum
October 18, 2024**

Check out Salem Academy and College's online Mercantile shop for all of your Salem gear and memorabilia. Visit mercantile.salem.edu.