

CUSTOMER SPOTLIGHT

Salem State University



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—Jane O’Leary, Event Technology and Website Management Specialist

With a small but mighty staff and the right tools in place, Salem State University not only boasts a world-class educational experience but also efficient, data-driven operations.

Salem State University’s advancement team supplements small staff with collaborative tools and data-driven insights.

Salem State University provides a premier liberal arts education that prepares its students to contribute to a global society. And the Massachusetts school aims to achieve that objective with a small, diverse, collaborative team.

To meet its goals, Salem State relies on technology to streamline operations and improve communication. “It’s the people who help you to make your milestones and reach your goals,” explained Jane O’Leary, event technology and website management specialist. “They bring a lot of talents to the table, but we leverage data-driven insights from the tools we have.”

Salem State University is powered by Blackbaud solutions for:

- ✓ Award management
- ✓ Analytics
- ✓ Fund accounting
- ✓ Marketing
- ✓ Fundraising and CRM

Those tools include integrated Blackbaud solutions for everything from fund accounting to fundraising and award management—plus the data powering decisions. “We find that analytics assist us greatly in how we drive forward with our projects and how we map our planning for other projects,” O’Leary said.

With that data in place, Salem State can shape its outreach appropriately. Rather than sending a blanket message to every contact, the university instead began to send relevant information to targeted audiences, resulting in better engagement.

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Having the appropriate technology also helps build a culture of collaboration by connecting the entire campus, O’Leary explained. “We can always do better and grow and learn from everybody, and it doesn’t have to be somebody that has an extra-long title or has been in their position for over 20 years,” she said. “[Great ideas] can come from somebody new, a student, a student worker, a facilities worker. Ideas are from all over the place.”



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Salem State can rely on Blackbaud as a partner that understands its mission. “If it’s chat support, if it’s the Knowledgebase articles, or if it’s just picking up the phone to connect with somebody like your success manager,” O’Leary said, “Blackbaud has a number of resources to help people achieve goals.”

Ensure a thriving institution today and in the future.

See how

—Jane O’Leary, Event Technology and Website Management Specialist

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.