



# SALEM

ACADEMY *and* COLLEGE

2023-24 ANNUAL REPORT



*Remarkable*  
**HAPPENS HERE.**

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**SALEM**  
ACADEMY *and* COLLEGE

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## Dear Salem Community & Friends,

Over the past year, Salem has thrived and excelled as other educational institutions across the country faced major challenges in the history of higher education and independent schools. Our RISE Strategic Plan continues to guide our efforts to grow as an institution and achieve greater financial stability through our health leadership transformation at the College, our STEAM focus at the Academy, the enhancement of our reputation and brand, and strengthening our distinctive campus culture.

At Salem Academy, our STEAM focus continues to offer strong opportunities for new programming and partnerships, strengthening our position in the independent school community. We have again been recognized across secondary and higher education as innovators committed to our students' success: as the #29 all-girls school in the nation, the #1 boarding school in North Carolina, and the #5 private high school in North Carolina (Niche 2024). We continue to see strong student outcomes for Salem Academy including record setting scholarship numbers and elite college acceptances.

Salem College was again one of a handful of schools in North Carolina to achieve record-setting enrollment outcomes for a third consecutive year, and also saw total enrollment growth for the first time in 10 years. Combined with institutional fundraising, a grant from NASA, the launch of a new four-year leadership development program, Salem College is truly an institution on the rise.

The successes of this last year are felt in the positive energy and momentum currently on our campus. The enthusiasm and hope among our students is energizing and with all signs pointing toward continued growth and success. We do this work because our mission must endure; we need to ensure the development of girls and women to succeed in college and in life as well as becoming leaders who will make the world a healthier and more equitable place. This important work is made possible by our committed alumnae, strong community partners and our friends of Salem. You help ensure that Salem's noble mission, values, and our distinctive traditions endure.

### What a remarkable year!

Warmly,

Summer Johnson McGee, PhD, CPH  
President, Salem Academy & College





# SALEM ACADEMY

↑ Largest group of  
**New Incoming  
Academy Students**  
since 2021-22

**10 + 6**

Students from  
10 states, 6 countries

↑ **54%**  
**46%**  
54% day / 46%  
boarding students

↑ Ranked in top  
**25%**  
of girls boarding  
schools, nationally

↑ **\$5.6M**  
Scholarships for  
Class of 2024

## ENROLLMENT NUMBERS



# SALEM COLLEGE

↑ **10%**  
Enrollment growth

↑ **174**  
New undergrads  
137 freshmen / 37 transfers

↑ **19 + 11**  
Students from  
19 states, 11 countries

↑ **3.89**  
Average high  
school GPA

↑ **57%**  
First generation

**48%**  
Diversity: BIPOC

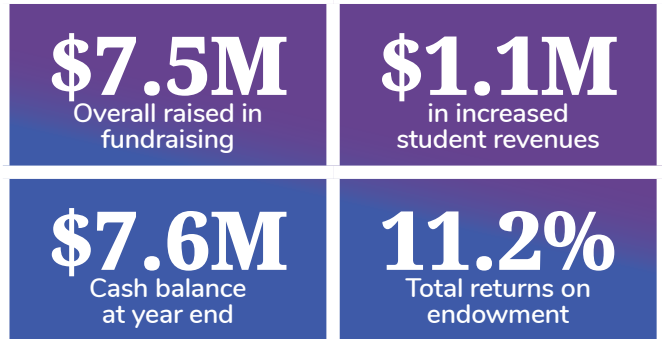


# Financial Strength

Salem’s path to sustainability is built on continued growth in student revenues at both the College and the Academy. Student revenues grew by \$1.1 million in 2023-24.

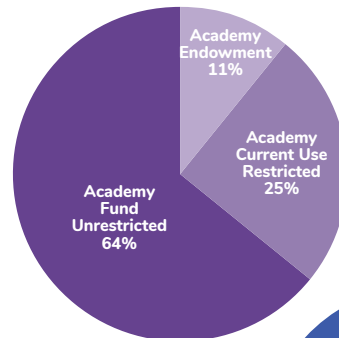
Salem’s core balance sheet is strong. Cash balances are strong ending the year at \$7.6M. Investments and the endowment remain sizable measured by the endowment per student.

Overall, financial wherewithal exists for the institution to proactively and strategically utilize its resources to implement strategic initiatives, and better position itself for continued long-term financial success.



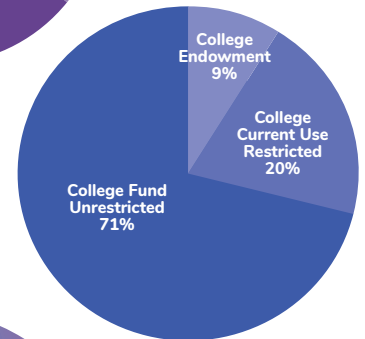
## Salem Academy

<b>\$109,809</b>	<b>\$257,347</b>	<b>\$665,716</b>	<b>\$1,032,872</b>
Academy Endowment	Academy Current Use Restricted	Academy Fund Unrestricted	Academy Total Cash Received



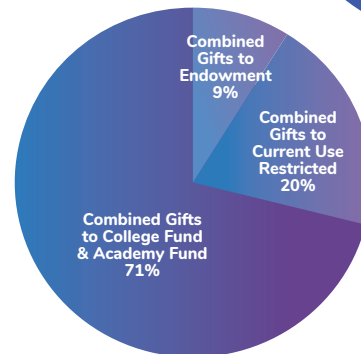
## Salem College

<b>\$548,619</b>	<b>\$1,265,514</b>	<b>\$4,564,869</b>	<b>\$6,379,002</b>
College Endowment	College Current Use Restricted	College Fund Unrestricted	College Total Cash Received



## Salem Academy & College

<b>\$658,428</b>	<b>\$1,522,861</b>	<b>\$5,230,585</b>	<b>\$7,411,874</b>
Combined Gifts to Endowment	Combined Gifts to Current Use Restricted	Combined Gifts to College Fund & Academy Fund	Combined Total Cash Received FY24



# Engaging Alumnae, Friends & the Communities of Winston-Salem & Beyond

## Salem College Class of 1974 Gives 50th Reunion Gift over \$1M

During the 2024 Reunion Weekend, the College Class of 1974 collectively gave a class gift of \$1,165,631. More than 300 Salem College alumnae attended Reunion Weekend celebrating the classes of 4's and 9's where they reconnected with classmates, friends, and experienced the beautiful Salem campus.



## Janie Butler Wilson A'67

Connector, convener, philanthropist, and Salem enthusiast, Janie Wilson is the quintessential Salem champion. As a member of the Academy Class of 1967, Janie remains in touch with many classmates, keeping them up to date on Salem Academy today. During a time of need for Salem, Janie and her husband, J.D. Wilson, stepped up to be tri-chairs of the "Step Up for Salem" campaign which yielded over \$12 million in cash over a twelve-month period. We salute and thank Janie for her remarkable dedication and devotion to Salem.



## Thank You!

Over 1,000 alumnae participated in Salem Academy and College alumnae events across the region and the country, virtually, and on-campus. We thank you for your loving support of Salem!

**475**

Geographic Alumnae Events Attendees

**875**

On Campus Alumnae & Donor Events Attendees

**62**

Virtual Events Attendees

**1,412**

Total Event Participation Attendees



# Salem Academy: Remarkable Legacies

## A Family Legacy

When Jordan Capps A'93 thinks about her Academy experience, she remembers making friends with girls from different places and learning to balance pursuits in academics, sports, and the arts. As an Academy parent now, Jordan sees her daughter, Winston, enjoying similar experiences thriving within a diverse student body. Salem Academy challenges Winston academically, encourages her to pursue varying interests, and cultivate her leadership skills. Outside of the classroom, wellness curriculum helps students like Winston understand themselves and others around them to learn how to make informed choices about their future and leave Salem as thoughtful, effective leaders.

Jordan believes Salem is still a very special place, full of rich traditions, and different in meaningful ways. Salem Academy is a great place for young girls to grow in confidence and provides them with a community that values unique voices and prioritizes the sharing of ideas and passions without judgment.



## Ashley Peake: Finding Success in STEAM

Salem Academy alum Ashley Peake graduated from Salem Academy in 2019 and is pursuing her academic and professional goals by working toward a Ph.D. in social and engineering systems at the Massachusetts Institute of Technology in Cambridge.

Ashley believes that in the modern world, having a real understanding of STEM fields is increasingly important. With the growing prevalence of AI and other big-data algorithms, STEM is hard to avoid regardless of your field. Having a strong background and intuition for how these tools work prepares students for whichever type of career they go into and Salem's connection of the classic STEM fields with Art (STEAM) is particularly unique.



# Salem College: A Place of Legacies

## A Family Legacy

Hannah Brooks, Class of 2027 and Emily Brooks, Class of 2028, follow in the footsteps of their mom and Salem College alumna, Andi Brooks (Clark), Class of 1995, as true Salem sisters. Younger sister Hannah is majoring in Business Administration and Public Health. While big sister Emily is majoring in English with a possible double major in Exercise Science, although neither of the sisters have future career plans yet. Andi, pioneering the family legacy at Salem College graduated with a major in biology and a minor in philosophy.

She also later returned to Salem for her education certification at a master's level. Andi pursued a career in education with Winston-Salem/Forsyth County Schools and now works as a biology and mythology teacher at a virtual charter school, the North Carolina Cyber Academy. Salem family legacies like the Brooks' truly embodies what it means to "Be Remarkable" at Salem.



## Tomorrow's Health Leaders

Salem College alum Alisa Alexander graduated from Salem College in 2024 as a health sciences major with a dream of becoming a leader in health as an optometrist. After graduation, Alisa decided to attend optometry school at the University of Pikeville in Kentucky. Alisa credits her time at Salem College with helping her find a career path in health leadership and to be ready to pursue it. She has a strong love of science and has always been fascinated by how the eyes work and making connections with patients.

During her time at Salem, Alisa worked as an optometric technician at A Proper View, an optometry practice located in Winston-Salem's historic Reynolda Village. It's remarkable stories like these that fuel Salem's future as health leaders and continue to position Salem as America's health leadership college.







# Introducing the Academy Hotel

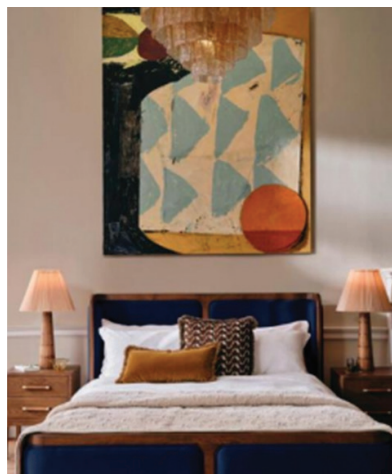
This year, Salem shared an exciting development about the former Salem Academy building, which will soon come back to life in a way that showcases our history and provides new opportunities for our alumnae. We are excited to share that Salem partnered with a local real estate developer, Mayfair Hospitality Group, to reopen the building as a boutique hotel and conference center providing our alumnae, Salem friends, prospective students and families the opportunity to sleep under the roof of this beloved building once again.

Through this new partnership, Salem will be able to restore, renovate, and reopen the building and showcase its almost 100-year history of educating girls in the space. This hotel will introduce other visitors to Salem Academy’s remarkable history, legacy, and current prominence as a premier school for girls. The profit generated from this venture, of which Salem will be the majority partner, will support scholarships at the Academy and the College.



**\$5M**  
Being raised to restore the Academy Building to its former glory

**\$1M**  
Estimated annual profit to be generated to fund student scholarships



# Salem Academy & College Partnerships

## Soar with Salem: A NASA Grant

Salem received a \$750,000 NASA grant to attract women in STEM degree programs. Salem's project "Soar with Salem: A Comprehensive Program to Inspire Women and Girls to Become the Next Generation of STEM Professionals" offers a three-year program to high school and college students providing resources to increase their studies and a career in STEM.

## RISE Leadership Program

Salem launched its first-ever student "RISE Leadership Program" designed to foster leadership development and develop future leaders through a unique four-year co-curricular program focused on the specific aspects of being a confident and courageous leader in the 21st century. This program is offered through a partnership with Reach Women's Network, Novant Health, Wake Forest School of Medicine and others.

## Salem Academy Partnerships

Thanks to alumna, Margaret Gardner, Salem Academy Class of 2024 embarked on an enriching trip to Costa Rica this May experiencing STEAM camps and cross-cultural exchange and learning.

## Wake Forest University Educating Character Initiative Grant

Salem College received a \$40,000 Capacity Building Grant from Wake Forest University's Educating Character Initiative of the Program for Leadership & Character. The grant will support Salem's project, "Touchstones for Character: Gender, Care, and Justice," an initiative to inspire and educate leaders of character.

## Forsyth Tech Partnership

Salem College and Forsyth Technical Community College signed a historic co-admissions and scholarship agreement giving Forsyth Tech students an opportunity to combine degrees at both institutions while receiving scholarships. The Salem-Forsyth Tech Advantage is one of the most advantageous partnerships in the nation for students. The agreement is a guarantee to students, that after scholarships, their tuition will not exceed more than \$3,000 per year at Salem College.







# SALEM

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601 Church Street  
Winston-Salem, NC 27101



*Save the Dates*

Reunion Weekend  
April 11-12, 2025

Health Leadership  
Forum  
October 24, 2025



Check out Salem  
Academy and College's  
online Mercantile for all  
of your Salem gear and  
memorabilia. Visit  
[mercantile.salem.edu](http://mercantile.salem.edu).