

Without Exception

The Bridgewater Campaign for Success through Innovation



BRIDGEWATER STATE UNIVERSITY | 2024 - 2025 Philanthropic Impact Report



Dear Friends,

"Flying starts on the ground," author J.R. Rim has remarked. "The more grounded you are the higher you fly!"

As we embark on the second year of *Without Exception: The Bridgewater Campaign for Success through Innovation*, we are reminded that people and institutions who know who they are, are clear about their mission and imbued with a core set of values are best positioned to reach higher and go further.

Since 1840, Bridgewater State University has been guided by our motto, "Not to Be Ministered Unto, But to Minister." Our mission and values are intertwined. We are here to advance the success and wellbeing of our students, all students, whoever they are, however they identify and wherever they come from. In the fleeting period when they are BSU students, our fervent hope is that we make an indelible mark, stamping them with new knowledge, understanding, perspective, skills and love of learning.

Grounded in our mission and values, BSU is soaring higher. *The Wall Street Journal* again named BSU one of its best colleges in America for the impact we have on our students and the value we deliver. As we celebrate our 185th birthday this September, BSU will be joined by the largest first-year class in our history. We continue to break new ground in the programs we offer, from cybersecurity, data analysis and public relations to quantum computing and health science. Speaking of breaking ground, the most significant capital project in the past 10 years is underway with the renovation of Burnell Hall, creating a new home for our future teachers.

Being grounded also means having a foundation to support individual success. In the pages of our *2024-2025 Philanthropic Impact Report*, we hearken back to our roots as a teacher preparation or "normal" school, and see how the generosity of one donor is helping current students surmount the economic barriers to becoming teachers.

Our BSU Success Program is predicated in the knowledge that not every student hits their stride in high school and some might need additional support to succeed in college. Helping students find solid ground through counseling, academic advising, financial assistance and navigating the complexities of college creates the conditions by which they can persist and reach their highest potential. Unlocking the potential of our students depends on BSU alumni and friends generating an additional \$650,000 for this program, thereby releasing a matching grant by an anonymous donor.

For some students flying higher isn't metaphorical. As BSU marks the 45th anniversary of its aviation program, we are reminded that flight is founded on solid ground support. Generous donors are funding scholarships to help students defray the costs of mandated hours of flight time, new training equipment and innovative programs to meet the changing demands of the aviation industry.

As students, we were lifted up by the Bridgewater graduates who came before us. Your generous support of *Without Exception: The Bridgewater Campaign for Success through Innovation* helps guarantee Bridgewater's foundation remains strong so we continue to rise.



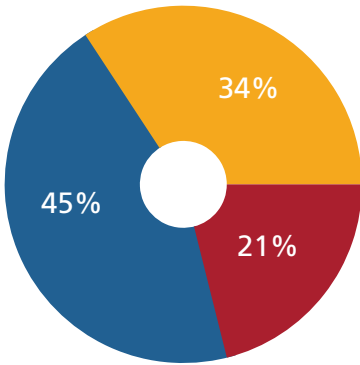
Frederick W. Clark Jr., Esq., '83
President
Bridgewater State University



Ellen Cuttle Oliver, '82, G'89
Executive Director, BSU Foundation
& Chief Development Officer



David Rumrill, '91
Chairperson
Bridgewater State University Foundation

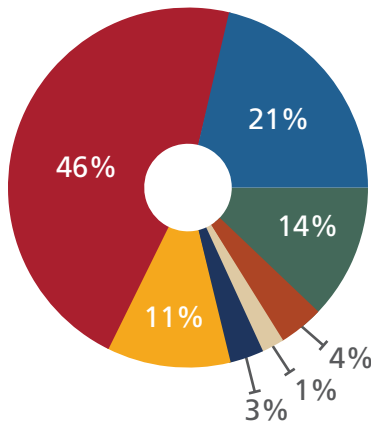


GIFTS

Alumni	\$1,876,000
Corporate and Foundation	\$4,146,000
Friends, Parents, Faculty and Staff.....	\$3,139,000

Total..... \$9,161,000

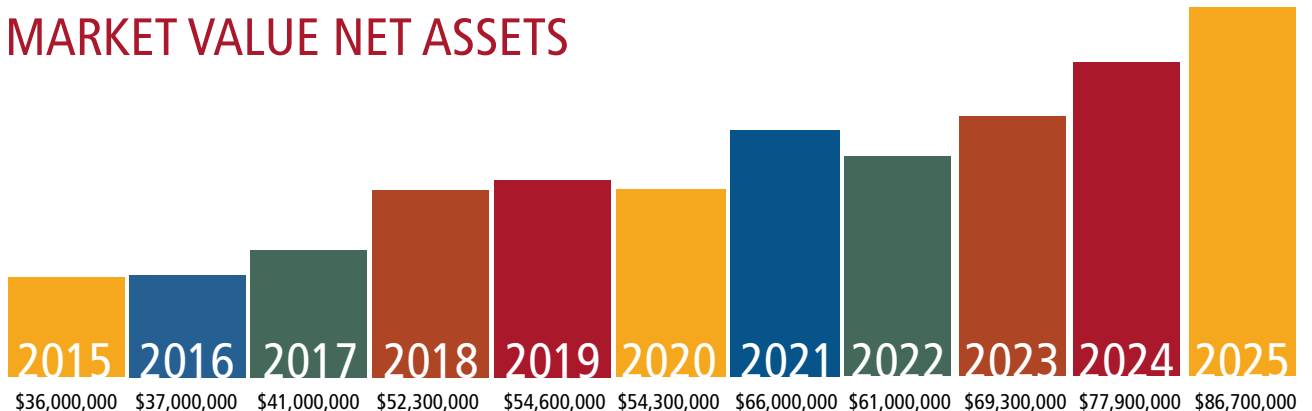
*100% of private donations go directly to helping students and programs.
All BSU operating costs associated with the BSU Foundation are provided
by Bridgewater State University.*



DISBURSEMENTS

Academic/Student Programs.....	\$858,997
Athletics	\$227,601
Equipment	\$99,738
Faculty Support	\$207,050
Internships.....	\$714,305
Scholarships/Financial Aid.....	\$2,886,049
Student Retention Initiatives	\$1,295,885

MARKET VALUE NET ASSETS



REVENUE

In fiscal year 2025, Bridgewater State University received approximately **41 percent of its revenue from the Commonwealth of Massachusetts**. The remainder of its revenue is from local tuition and fees, government and private grants, contracts, gifts and auxiliary enterprises.



BRIDGEWATER IS ON THE RISE

From being named one of the best colleges in America by *The Wall Street Journal*, to being ranked the 3rd safest campus in the U.S., to having one of the leading Undergraduate Research programs in the country, to our ranking as the #4 driver of social mobility in Massachusetts, to recently launching the most sophisticated cybersecurity program in the state ... Bridgewater State University is on the rise.

To build on and sustain this momentum, BSU has launched the largest comprehensive campaign in its history. We boldly call this campaign ***Without Exception: The Bridgewater Campaign for Success through Innovation.***

OUR DESTINATION? A \$100 MILLION ENDOWMENT.

WHY AN ENDOWMENT? An endowment is an investment in the future. It provides important financial stability and a source of income that Bridgewater can rely on to ensure an even brighter future. We can count on the annual distribution of endowed funds to support students and the expansion of programs when the future of state funding is often uncertain.

WHY \$100 MILLION? \$100 million will generate a perpetual revenue stream that will allow BSU to accelerate our momentum and break new ground; sustain the innovative programs, initiatives and strategies that are helping BSU lead on many fronts; advance our students' success and wellbeing; and serve our communities, our state and our nation.

WHY US? The Bridgewater Campaign for Success through Innovation ensures we remain true to our history as a place of opportunity, serving our region as a springboard to success for every student. As a member of the Bridgewater family, you know the life-changing impact of the educational experiences we offer. With your support, guidance and dedication, we can grow our culture of philanthropy to match BSU's upward trajectory and help unlock promising futures for generations to come.

WHY NOW? Bridgewater has never before occupied a place of greater strength. Together, we must harness this momentum to fuel the next evolution of our alma mater.

**How will the endowment do all of this? By supporting
FOUR overarching priorities that will guide our future.**

1. Make a BSU education synonymous with outstanding career pathways and great opportunities for professional running starts.
2. Infuse BSU's programs with new resources to make them more nimble, impactful and responsive to emerging opportunities.
3. Double down on BSU's historic mission: Bring the dream of college success to those who once considered it impractical – or impossible.
4. Make a BSU education a great return on investment, giving students the opportunity to focus less on paying for college and more on building their futures and changing the world.

SOARING HIGHER

The Jean F. Harley Estate Gift

Prior to her passing in August 2024, Jean F. Harley ensured that her lifetime of “paying it forward” would continue in perpetuity. Harley shared a deep passion for aviation with her partner, Mr. Murray Randall, owner of the Myricks Airfield in Berkley, MA. During their years working together, BSU’s aviation program caught their eye. They subsequently developed a strong relationship with the university and BSU’s aviation students.

Following Randall’s death in 2017, Harley took over as president of the Myricks Airfield Foundation. The following year, she established the Murray Randall Scholarship Fund to benefit deserving BSU students with financial need majoring in aviation science.

The strength of these connections inspired Harley, who was not a BSU graduate, to gift a portion of her estate to BSU’s Louis M. Ricciardi College of Business (RCOB), home to the university’s aviation program. These funds, consigned to the Murray Randall Scholarship Fund, will benefit not only today’s, but also future generations of aviation students.

The importance of the Randall Scholarship to aviation students cannot be underestimated given the expenses associated with an aviation degree. Flight training is very expensive and for many even prohibitive, perhaps even discouraging a student from pursuing an aviation career. The Randall Scholarship can be a game changer for those students.

The RCOB’s aviation program is forward-thinking, offering innovative opportunities and cost-saving initiatives to students. Virtual reality training by means of simulators tops the list. “Instead of students spending time and money on flight fees to learn the aviation basics,” said Dr. Jeanean Davis-Street, Dean of the RCOB, “they can first learn virtually what a flight deck looks like, how to maneuver in the sky, and how to communicate with a tower.”

The progressive 12-credit Drone Certificate Program trains students to build and fly a drone, as well as provides them with the real-world business context needed to harness and utilize the technology in their careers. Davis-Street goes on to share the importance of BSU’s aviation program to the aviation industry at large, not only at a local and regional level, but also at the national and international level. “Aviation needs a steady supply of individuals in many capacities,” she said.

This proved especially important following aviation industry shifts after 9/11, and during the housing crisis and COVID pandemic, each of which hit the aviation industry hard. The above scenarios resulted in a shortage of pilots that, according to many reports, continues today. “What the industry needs,” said Davis-Street, “is a steady supply of skilled individuals to deal with the fluctuations. And that is what we provide.”

Now in its 45th year, BSU is proud to report that more than 75 percent of the regional airports in Southeast Massachusetts are managed by BSU graduates.

The Murray Randall Scholarship Fund helps to ensure that BSU aviation graduates are numerous, well trained and well equipped to serve the industry at large, on the ground or in the air.





Myricks Airfield Annual Fly-In

For three-plus decades, on the third Sunday of September, dozens of small airplanes fly in the sky over Myricks Airfield in Berkley.

Mr. Mike Farley, Associate Professor and Chairperson of the Department of Aviation Science, with a group of BSU students, has volunteered at the event for years.

Farley said that Jean Harley, who ran the airfield after her partner and airfield owner Murray Randall passed, “took a strong liking to the

Bridgewater aviation program and really enjoyed Bridgewater students.”

Sadly, Harley passed last year. Heartened by her respect for the BSU aviation program and her love of Bridgewater students, she included Bridgewater in her estate plans.

“Jean was always very generous with everything, as was Murray,” said Farley. “They both loved Bridgewater and wanted to promote aviation.”

If you wish to make a gift in support of the Murray Randall Scholarship visit bridgew.edu/give and choose “Murray Randall Scholarship Fund” in the drop-down menu.

PHILANTHROPY IS PERSONAL

Faculty and Staff Giving

Faculty and staff at Bridgewater State University choose to give to the university for a variety of personal reasons, proving that philanthropy has the power to unite individuals around a common cause – lifting others up. They understand that Bridgewater offers a world of opportunities for students interested in obtaining a top-notch education as well as for business leaders in need of a skilled, community-minded workforce. Five donors to Bridgewater share their stories and, by doing so, inspire others to consider that their donation, large or small, changes lives.

Daniel J. Darcy, '88, G'90

Director of Alumni and Student Engagement

The Daniel J. Darcy '88, G'90, Endowed Scholarship Fund

While in college Dan Darcy was extremely active in student leadership and co-curricular activities. He was a member of student government, an orientation leader, president of Phi Pi Delta and more. Darcy's career includes leadership roles at several universities including the University of Tampa, Lynn University, and Emmanuel College where he served for 18 years. In 2020, he returned to BSU as Director of Alumni and Student Engagement with a focus on helping students understand that their relationship with BSU continues well beyond graduation. He is past president of the Bridgewater Alumni Association and has served on several scholarship committees.

The Daniel J. Darcy, '88, G'90, Scholarship will provide support for hard-working students, preferably from Darcy's hometown of Fall River, not necessarily top-of-the-class academically but rather students who are deeply involved in the campus community.

Q. Have you ever been in a situation where you needed financial help and someone stepped up to help you?

A. Yes. Back when I was an undergraduate at Bridgewater – I'm actually a Double Bear – it was important each year to see how much financial assistance I'd receive. So, I learned early to be grateful to the alumni and friends of the university who donated and helped people like me, people they didn't know.

And it really instilled a philosophy of paying it forward in me. I learned the importance of giving back to someone who I may never meet. I learned how I could help a student get through college, just like the folks who came before me, helped me. I learned people love supporting one another and giving back,



whether it's to students or whether it's to charities. And that's been something that's been ingrained in me since I attended Bridgewater and is true today. I'm just very grateful for that.

People believed in me when I didn't believe in myself. In 1983, I was a first-year student at Bridgewater. Here it is 2025, and I'm the Director of Alumni and Student Engagement. A lot has changed about the university, but one thing that has remained the same is the sense of community where people come together to help one another.

Eva T. Gaffney, G'01

Retired, Assistant Vice President of Marketing and Communications

The Eva T. Gaffney Award for Journalism

Eva Gaffney's long and distinguished career at Bridgewater State University spanned 27 years. During that time, she served as a senior administrator in communications, taught journalism and political science, and ultimately retired as the Assistant Vice President of Marketing and Communications. Her early career included 17 years at the Taunton Daily Gazette, an experience that served her well in her later position as the university's liaison with the media.

Q. Why did you choose to give to Bridgewater as opposed to another one of the charities you support?

A. I started giving to Bridgewater very shortly after I was hired at Bridgewater. I came from an organization that promoted a culture of giving, so giving was always part of what I did. I've always felt privileged to work at Bridgewater. I'm from the region and working at the region's institution of higher education, I felt it was only right to give back. For years, I contributed funds as unrestricted gifts. But then I taught journalism for about five or six years. That's when I decided to establish a targeted scholarship for students who wanted to pursue a career in journalism or the field of mass communications.

Q. Do you see your investment in Bridgewater as being more than just supporting Bridgewater students and the university, but also the community, our region and beyond?

A. Yes. I agree with that. When you invest in student success, it quickly goes beyond the institution, because Bridgewater students form the professional workforce in the Commonwealth of Massachusetts and beyond. The majority of Bridgewater graduates remain in the region or in the state. So, when you think about that, you understand that you're supporting not only student success, but also, you're investing in the future of your community and region, whatever career the student chooses.





Kathleen A. Flaherty, '91, G'19

Executive Director of the IT Project and Service Management Office

The James (Ken) and Madeline Moore Scholarship Endowed Fund

Kathleen Flaherty, Executive Director of the IT Project and Service Management Office, holds a BA degree in management and an MPA degree from BSU, and an MBA from Bentley University. Flaherty enjoyed a successful 23-year career at State Street Corporation before returning to BSU in 2014. Today, she serves as a director on the BSU Foundation; is a past board member of the Bridgewater Alumni Association; and has served on various scholarship selection committees over the years.

The story of Madeline and Ken Moore is one of dedication, service and community involvement. Kathleen Flaherty and her siblings – David Moore, Peter Moore and Mary Roberts – joined together to endow a scholarship as a testament to their parents' commitment to education and love of BSU. Both worked in the BSU library for more than 50 years combined and were very proud to be members of the BSU family.

The James (Ken) and Madeline Moore Scholarship Endowed Fund will provide support for students who are nearing the end of their undergraduate degree and are experiencing financial difficulties that might prevent them from graduating.

Q. When did you first decide to support students by donating to the university?

A. I started donating to Bridgewater right after I graduated in 1991. For the first couple of years, it might have been \$25 or \$30. But for me it was a way to stay connected to the university and, certainly, to try to help those other students coming behind me. Even though the amount was small, I think even a small donation makes a difference.

After graduation, I landed a great job that led to a 23-year career at State Street Corporation. As the years went on, my salary increased, and I was able to give more. My husband, Shawn Flaherty, and I have been supporting the Sponsor-A-Student Scholarship for several years now. In the past, our contributions went to the general fund.

My siblings and I are so thankful for the opportunities that the university has made available to our family and believe that by our joining together, this scholarship is not only an excellent way to 'pay it forward,' but also to preserve our parents' legacy in perpetuity.



Dr. Cliff A. Wood, '60

Professor Emeritus, Department of English

The Joki Wood Excellence in English Education Award

Dr. Cliff Wood graduated from Bridgewater as a member of the great class of 1960. He went on to teach English for 49 years, 40 of those years at BSU, and credits Bridgewater for positively impacting his life. He notes that the mentorship of Virginia C. Joki, Associate Professor of English at Bridgewater from 1959 to 1972, was instrumental in helping him on his educational journey. While at BSU, Dr. Wood impacted the university and his students not only through his teaching, but also through his service as president of the Bridgewater Alumni Association (1988-1990). In 1999, he was awarded the Dr. V. James DiNardo Award for Excellence in Teaching.

Q. What did your Bridgewater education mean to you?

A. Bridgewater meant everything to me. I was brought up on a farm; my father died when I was nine. It was lean times after that. College was something that I didn't

dare dream about. But with the encouragement of my family and some high school teachers, several of whom were Bridgewater graduates, I got to go to Bridgewater and that made all the difference. I had a career I loved, financial security, and was able to form many meaningful bonds with professionals throughout my career.

Q. What inspired you to give to BSU?

A. Of course, when one gets to a certain age one's mortality begins to be less and less an abstraction. But seriously, my real motivation is my sense of gratitude for what Bridgewater made possible. Back when I was an undergraduate, tuition was \$200 a semester, and although I think Massachusetts state universities are still the best buy in higher education, the state doesn't contribute nearly as much as it did in my days at Bridgewater. That's why I think that those of us who profited so much need to give back.

If you wish to make a gift in support of the Without Exception Campaign, visit bridgew.edu/give and choose the fund of your choice in the drop-down menu.



Dr. John Marvelle, '72, G'76

Professor Emeritus, Department of Elementary and Early Childhood Education

The Jason Marvelle Endowed Scholarship Fund

Dr. John Marvelle earned his bachelor's and MEd degrees from BSU and went on to earn his doctorate at the University of Massachusetts Amherst. Eight years after graduating from BSU he joined Apple and developed and ran Apple Computer Clubs, which taught computer literacy to young people around the world. In 1990, he returned to BSU and took a position as a special education professor. He is passionate about students with disabilities learning alongside students in a traditional classroom.

Dr. Marvelle and his wife, Elise Manning Marvelle, G'82, reading specialist and school administrator in the Mansfield Public School system for 40-plus years, established the Jason Marvelle Endowed Scholarship Fund in memory of their son, Jason. The scholarship will be awarded to an undergraduate student, majoring in elementary or early childhood education, who has demonstrated the qualities of an outstanding public-school teacher. Priority will be given to a student interested in including children with disabilities in a traditional classroom.

Q. What inspired you to give to BSU?

A. I don't think any one thing inspired me to give. It was more like my remembering what it was like to be a college student and in need of money. When I went to Bridgewater as an undergrad, I didn't have any money at all. I was fortunate to get a work-study job, and I also lived off pay from my summer job. So, I was inspired by my own experience and knowing that college students need money to go from day-to-day.

When my wife and I decided to establish an endowed scholarship, we decided to honor our young son, Jason, who passed just before his third birthday. Jason was born with spina bifida and, as challenging as those three years were, Jason helped us become the people we became. In his eulogy, I shared that "Teachers come in all sizes." Jason taught us the importance of being a good teacher, a good learner. He taught us that even a three-year-old can teach you something. We learned so much and feel so lucky we had him with us for three years. He meant so much to us, taught us and our other children so much.

A LEGACY OF LEARNING

It was in 1840 when Horace Mann pioneered the “normalizing” of teacher training – an innovative concept introduced 185 years ago when teachers with an eighth-grade education found themselves in front of a classroom of students. Today, our teachers are highly trained, but we are always rethinking, reevaluating and refining ways to strengthen the art of teaching. The generosity of alumni and friends makes this possible.



Ms. Isabel A. Dawson
1928-2023

Ms. Isabel A. Dawson, whose scholarship fund echoes BSU's historic contributions to teacher education, understood the alarming teacher shortage facing schools and colleges today. She credited her own teachers for nurturing her curiosity and challenging her intellectually, a combination that contributed to her decades of success in the diplomatic/political arena. She was passionate about education and appreciated Bridgewater's role as the single leading producer of teachers in the commonwealth and made a \$3 million estate gift to establish the Isabel A. Dawson and Richard J. Powers Education Scholarship. Her hope was that students who dreamed big and worked hard to become teachers would see their dreams come true.

The Dawson Fund is uniquely structured to address the areas that most challenge education students financially – the unpaid, full-time student teaching requirement, the cost of the competency exams and licensures, and helping teachers who graduated from BSU come back to their alma mater to get their master's degree, because although students can begin teaching immediately following graduation, they must earn a professional license within five years.

Teacher shortages have been an ever-growing challenge for years now, alarming on both a local and national level. In the commonwealth alone, an urgent need for STEM as well as English as a second language and special education teachers tops a long list of vacancies.

Today, teacher burnout is, perhaps, the number one reason for the teacher shortage. As more teachers opt-out of teaching, fewer opt-in.

Compounding the problem is a general perception that teachers don't make enough money to sustain a good life. Dr. Marci J. Swede, Dean of the College of Education and Health Sciences, disagrees and said many opportunities exist for teachers to make a very livable wage with strong benefits and job security.

“We need to provide a pipeline of teachers, and we need teachers who reflect the community where they're teaching,” said Swede. “Many undergraduates do their practice teaching within their own communities and, once professionally certified, they're likely to stay within those communities, and that's a huge benefit.”

The Isabel A. Dawson and Richard J. Powers Endowed Education Scholarship Fund is dedicated to strengthening the teacher pipeline by examining the challenges within the teacher preparation journey. By identifying barriers to program completion and

A Legacy of Learning



Pictured above: In this class, elementary and early childhood education students learn how to use robots to teach coding in their future classrooms. Pictured left: BSU student conducts her student-teaching at the Davis K-8 School in Brockton.

offering targeted financial support, the fund provides crucial assistance to future educators at a time when the profession faces its greatest challenges.

According to BSU President Fred Clark, “The needs of today’s students, formed by different backgrounds, identities and social, economic and technological conditions, are decidedly different from those of even a generation before.” The challenge, as always, he said, “is to deliver quality education that affords all students – without exception – an equal opportunity to succeed.”

To make a gift in support of alleviating the financial burden for future teachers, visit bridgew.edu/give and choose “Isabel A. Dawson & Richard J. Powers Education Endowed Scholarship” in the drop-down menu.

BURNELL HALL RENOVATION

The future home of the College of Education & Health Sciences

WHY SUPPORT THE NEW HOME FOR THE COLLEGE OF EDUCATION AND HEALTH SCIENCES?

The renovation of Burnell Hall, which launched in winter 2025, offers a welcoming and long-overdue front door for our students who aspire to be leaders in the education and human service fields. The new state-of-the-art facility will be dedicated to empowering the next generation of educators, fostering innovation, collaboration, and leadership among our students and faculty to best equip our future educators to make a difference in our diverse and ever-changing world.

HONORING YOUR COMMITMENT

To ensure a BSU education remains competitive and a strong return on investment for our students, we are offering exclusive naming opportunities that will directly contribute to the endowment in support of financial assistance for the College of Education and Health Sciences students.

Through naming opportunities, your support will be recognized in a meaningful way, leaving a lasting imprint on the legacy of the College of Education and Health Sciences at Bridgewater State University. Your gift will be part of the *Without Exception* campaign to reach \$100 million in our endowment, and will provide the resources needed to make a BSU education a great return on investment, giving students the opportunities to focus less on paying for college and more on building their future and changing the world.

If you would like to learn ways you can support BSU through naming opportunities or other gifts, please email development@bridgew.edu or call 508.531.1290.



STUDENT SUCCESS TAKES A VILLAGE

The BSU Success Program



Mary Lou Thimas, '68



Dr. Mary Lou Thornburg

Historically, no institution is more committed than BSU to helping students achieve their dreams of obtaining a degree. The university views its responsibility to students differently from most institutions, understanding full well that when BSU accepts students, it is BSU's responsibility to help them get across the finish line. This ethos is rooted in who Bridgewater is and who the institution has always been.

In the fall of 2025, the university formally introduced the BSU Success Program. Reinforcing this newest initiative, an anonymous donor has issued a match challenge to BSU faculty, staff, friends and alumni to raise \$650,000 by June 1, 2026. The donor, who understands that success takes a village, will then match the funds raised.

Dr. Mary Lou Thornburg, Professor Emeritus and consistent donor to the university, kick-started the match challenge with a generous donation. Thornburg, who taught physical education at BSU for 33 years, is emblematic of how faculty/student interactions play a role in the success of their students.

In her first-year teaching at BSU, Thornburg, an accomplished educator, coach and official,

remembers first-year student Mary Lou Thimas, '68, a physical education major who went on to a successful 60-year and counting career officiating field hockey at the high school and college levels. And while the women were at distinctly different places in their lives when they met, each understood the importance of community. Their interaction is simply one example of what happens at Bridgewater on a daily basis between students and faculty since 1840.

Of Thornburg's guidance and support in and out of the classroom, Thimas said, "Mary Lou was a mentor to me and all the students. She was a professional instructor and educator and really wanted to help each student." Of Thimas, Thornburg said, "Mary Lou was a great student and wonderful to work with, making the task of mentoring an easy one."

Which is really the heart of their story – at BSU, regardless of discipline, faculty take the time to guide students, providing support and care to each as an individual. Whether it's athletics, science, or language arts, we can see that one person can make a difference in a student's life.

That's what Thornburg did for all her physical education students as evidenced through her interactions with Thimas more than five decades ago. They simply lived it.

"But now," said Dr. Sabrina Gentlewarrior, Vice President of Student Success, Equity and Diversity, "we want to assume an institutional responsibility for providing the support and care our students need to succeed. The BSU Success Program is truly a campus-wide initiative with multiple people leaning in to support student success."

Individualized attention, in the form of a student's personalized "success team" of professionals, is

Match Challenge

BSU faculty, staff, friends and families are challenged to raise \$650,000 in support of the BSU Success Program. An anonymous donor will then match the amount. All monies will be deposited in the BSU Success Program Endowed Fund established by the university.

baked into the new program from day one. Team members include faculty members, financial aid counselors, navigators, and academic advisors through the Academic Achievement Center, plus anyone else students believe important to their ultimate success – perhaps a parent, guardian, grandparent or mentor.

The BSU Success Program provides wrap-around support to 180 incoming, first-time, full-time students with a high school GPA of 2.0-2.6, each of whom have met BSU's admission requirements as set by the MA Department of Higher Education. Through listening to students and examining BSU's data, the university is aware that students with this overall high school GPA often do not succeed at the same rate as their peers with higher high school GPAs.

Research shows these students are capable of success – with just a little more support. BSU's ethos of providing that support to every student – without exception – is the foundation of this program's design. "The key to the success of this program builds on the institution's historic commitment to ensuring that every student has the support and care they need to succeed," said Gentlewarrior.

Support begins with cohorted classes, which naturally offer a kind of here-for-each-other class atmosphere. It's a safe, structured learning environment where friendships are made more easily, study groups form effortlessly, and college is made more manageable. Students participate in retention-oriented workshops. They learn about the campus-wide resources, how to navigate BSU systems, complete financial aid paperwork, and even how to converse with faculty, which, from a new student's perspective, can be intimidating.

All of this circles back to support from each student's individualized success team as well as campus-wide staff, all focused on helping students succeed.

Cecilia DeOliveira, Executive Director of Student Success and Equity Interventions, said that the program does not add anything to the students' "to do" list other than what they're supposed to be doing. The difference is, they have a bit more guidance as they go about their responsibilities.

DeOliveira sums it all up when she says, "The BSU Success Program empowers every student to thrive, achieve, and lead, because success isn't a goal, it's a journey we walk together."



If you wish to help us reach our goal of raising \$650,000 to release the Match Challenge gift, visit bridgew.edu/give and choose the "BSU Success Program" in the drop-down menu to make your gift.



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