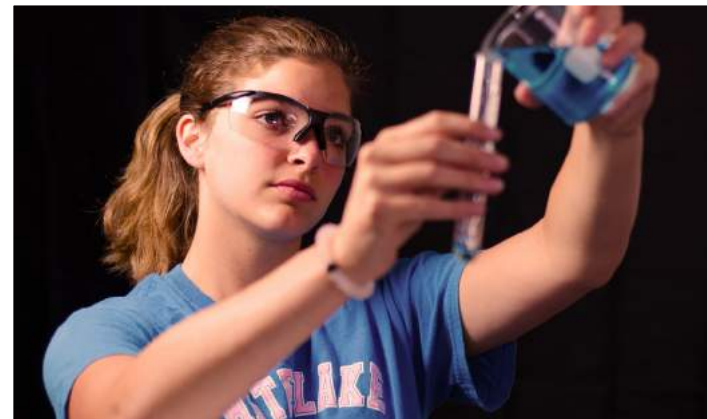


DISTINGUISHED HISTORY • FOCUSED ON THE FUTURE

SALEM

ACADEMY AND COLLEGE



THE ECONOMIC IMPACT OF SALEM

ANNUAL ECONOMIC IMPACT BY CATEGORY

\$16.6 MILLION
OPERATIONS SPENDING IMPACT

\$1.1 MILLION
CONSTRUCTION SPENDING IMPACT

\$5.9 MILLION
STUDENT SPENDING IMPACT

\$341.4 THOUSAND
VISITOR SPENDING IMPACT

\$35.4 MILLION
ALUMNAE/ALUMNI IMPACT



According to a comprehensive economic impact study released in 2015, Salem Academy and College improves education delivery throughout the region and helps students increase their employability and achieve their individual potential. It also draws out-of-state students and visitors to the area and generates new dollars and opportunities for the Triad and beyond. In addition, many of the students who come to Salem Academy and College remain in North Carolina and bring added income and social savings.

TOTAL ANNUAL IMPACT
\$59.4 Million

TOTAL CONSTRUCTION INVESTMENT OVER LAST 6 YEARS
\$19 Million

SALEM TODAY AND TOMORROW

AN ENGINE FOR LEADERSHIP TRAINING FOR WOMEN

- **Salem's annual Women's Conference**, the first in Winston-Salem, has provided opportunities for Salem students and other women in the Triad to network and hone their leadership skills for more than seven years.
- The new **Lucy Rose Center for Global Leadership and Career Innovation** is one of the first of its kind in the country to integrate life and career preparation with the development of 21st century skills. Programming to support internship, graduate school, and job search success includes coding and other emerging technologies, financial literacy, study abroad opportunities, and social media branding.
- In the **Presidential Global Leadership seminar** guest speakers engage Salem students in thought-provoking discussions about leadership opportunities for women in a global context.

AN INCUBATOR FOR INNOVATION AND ENTREPRENEURSHIP

- **Salem's new Center for Women in Entrepreneurship and Business (CWEB)** is a vital hub that links Salem with the surrounding entrepreneurial, business, governmental, and academic communities. CWEB provides opportunities for collaboration, partnerships, resources, and networking. It is the only Center of its kind in the Triad.
- The **Robotics Team at Salem Academy**, one of the only all-girl teams in the country, finished in the top 3 percent out of 6,000 teams at a recent World Championship competition.
- **Salem Impact** is a cutting-edge core curriculum in which students engage in real-world experiences and develop 21st century job skills.

#2 LIBERAL ARTS COLLEGE IN NC

US News and World Report

#1 WOMEN'S COLLEGE IN NC

US News and World Report

PROVIDING WOMANPOWER TO BUSINESSES VIA INTERNSHIPS

221 STUDENTS; 27,400 HRS
(TOTAL 2017-18 INTERNSHIPS)

SOCIAL IMPACT

263 students donated 7,890 service hours in the 2017-18 academic year through service-learning classes. Salem employees donate an estimated 16,000 volunteer hours every year.

LEADERS, CATALYSTS, DOERS

To invest in Salem's future:
StepUp.salem.edu

A FEW OF THE BOARDS ON WHICH WE SERVE

Forsyth County Bar Association—Executive Board
Winston-Salem Bar Association—President and Executive Board Member
WinstonNet—Trade School
Downtown Winston-Salem Partnership
Twin City Track Club
Piedmont Chamber Singers
Forsyth Audubon
Novant Health—Clemmons Hospital Foundation
Keep Winston-Salem Beautiful
Chinese Language Teacher Association in North Carolina and Foreign Language Association in North Carolina
Hirsch Wellness Network (chair) - Greensboro
Forsyth Educator Partnership
Former: ABC of NC Horizons Residential Care Center | Smart Start of Forsyth County | Wake Forest School of Medicine Institutional Review Board
Steering committee, Interfaith Symposium on Faith Communities and Persons with Disabilities (2019)
Steering committee, Interfaith Symposium on local refugee resettlement (2017)

SALEM ALUMNAE IN THE TRIAD

More than 4,000 Salem Academy and College alumnae live and work within a 40-mile radius of Winston-Salem.

WHAT WE DO:

453 in Education
258 in Business Development
191 in Administrative
189 in Operations
180 in Community and Social Services
176 in Sales
139 in Healthcare Services
130 in Support
116 in Finance
116 in Arts and Design
106 in Media and Communication
100 in Human Resources
92 in Marketing
90 in Information Technology
70 in Accounting

SOURCE: LINKEDIN



601 South Church Street
Winston-Salem, North Carolina 27101