

**James Madison University - BAC Strategy Session
August 9, 2003**

Scholarships/Recruitment/Contacts Sub-committee
Meeting Minutes

Goal: To assist with the recruitment and retention of qualified African American students through scholarships, yield activities and external partnerships.

Immediate Plan of Action

Time Frame

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|--|-----------------------|
| Step 1) Meet with a representative from the Development Office | Btw. August–September |
| Step 2) Send a general letter to alumni about current enrollment numbers | Before Homecoming |
| Step 3) Reaffirm message during a meeting with alumni at Homecoming | Homecoming weekend |
| Step 4) Develop fundraising strategy; implement fundraising projects | November 03' - 04' |

Additional Suggestions

- I. Scholarships
 - A. BAC Scholarship
 - i. Consider changing the name - this may be limiting who donates to the fund
Alumni may not give if not a member of a specific chapter
 - ii. Develop selection process committee to determine recipients – committee was established from JMU alumni attending strategy session
 - iii. Alumni Solicitation (phone-a-thon, postcards, etc.)
 - B. Endowment: Greater awareness of endowment = Increased giving
 - i. Small % of alumni donate to the chapter; Overall 17-20 % of JMU alumni donate to endowment = approx. 800 people
 - ii. Work with Development Office to create strategies; truly endow the money that is donated
 - iii. Follow up with recent JMU graduates; contact them within the first month after graduation to explain endowment and how important it is to give back.
 - C. Fundraising
 - i. Sponsor activities/events in various areas to social and raise money (i.e. NOVA, MD, Richmond) – these activities would be open to the general public to raise more money.
- II. Recruitment and Contacts
 - A. Partner with civic groups and faith-based organizations
 - B. Strengthen alumni recruiting network
 - C. Additional high school and middle school visits to increase awareness of the qualifications needed for admission to JMU (Start earlier)
 - D. Sponsor and support “send off” cookouts/receptions for accepted students in various regions of VA and other areas where regional reps can assist with program logistics.