

About Be the Change

Honoring those who have helped change Madison and the world for the better.

Find current World Changers on our Web site: www.jmu.edu/bethechange.

Our History

The beginning

James Madison University's communications campaign, "Be the Change," captures the essence of JMU and recognizes the contributions of those in the Madison community who are creating positive change all over the world.

"Be the Change" was launched on March 15, 2006, during the university's annual James Madison Day proceedings.

Talking Points

"Be the Change" expresses a fundamental tenet of JMU's educational philosophy — education at JMU can empower an individual to make a difference.

The Madison community has a deeply rooted commitment to President James Madison's philosophy that knowledge is power. Taking that credo to heart, we're using the power of knowledge to, as the university's mission statement says, prepare individuals to become educated and enlightened citizens who lead productive and meaningful lives.

At the heart of "Be the Change" is the sentiment that everyone can make a difference. The campaign expresses how the university's students, professors and alumni have been changing the world through their individual achievements and service.

"Be the Change" supports the university's centennial celebration and its fundraising campaign, "The Madison Century," but its purpose extends beyond these efforts and expresses intrinsic values of the James Madison University community.

The profiles of JMU World Changers appear on the Be the Change Web site and in other university communications. World Changers are also invited to participate in various university events and campaign receptions as examples of the result of JMU's commitment to engagement and civic involvement.

The university welcomes nominations to "Be the Change." If you know of a Madison World Changer, please visit the Be the Change Web site and complete a nomination form.

Making Nominations

What Makes a Madison World Changer?

The nominations of Madison World Changers are as varied as the individuals they represent, but they all have one thing in common — a clear presentation of how the individual found a way, large or small, to make a difference in the world — or his or her part of the world.

Go beyond the obvious

Take the opportunity to tell us about the person. While a list of activities and accomplishments is informative and useful, winning nominations typically focus on how those activities reflect the World Changer's character and demonstrate his or her commitment to changing the world.

Of course, we'd also like to know the nominee's affiliation to JMU — is this person an alum? student? faculty or staff member? donor? Complete and accurate names, addresses and contact information are helpful.

Check us out on the Web

A review of Madison World Changers on our Web site can give you even more insight into creating a successful nomination. And remember, we're ready to do research and fact checking. In a nutshell, we just want to hear what sets this person apart from others, their unique contribution to Be the Change.

One last note

All nominations are kept on file. While we may not have had enough information to go forward on some nominations when they were first received, we keep them. We're always happy to receive extra information on people who have been nominated in the past and haven't yet made it to the Web site. That additional information may be just what our team needs to start developing a profile.



Thanks for your interest. Check out our Web site, www.jmu.edu/bethechange for more information or contact:

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