**THE COMMONWEALTH OF VIRGINIA**

**THE VISITORS OF JAMES MADISON UNIVERSITY**

#### Minutes of the Advancement Committee

The Advancement Committee met on Thursday, November 18, 2021. Mrs. Deborah Tompkins Johnson called the meeting to order at 1:02 p.m.

# COMMITTEE MEMBERS PRESENT:

Gray-Keeling, Matthew

Hutchinson, Lucy

Tompkins Johnson, Deborah, Chair

**ABSENT:**

Gadams, Frank

Warden, Kathy

## OTHERS PRESENT:

Campbell, Cannie, Associate Vice President of Constituent Engagement

Coleman, Warren, CEO for JMU Foundation, Inc.

Combs, Carrie, Director of Alumni Relations

Gilligan, Jeff, Associate Vice President for Development

Hart Lyn, Executive Assistant to the Vice President for University Advancement

Hatfield, Weston, Associate Vice President for Principal Relationship Development

Henchey, Ally, Athletics Development Officer

Jordan, Debbie, Associate Vice President for Advancement Information Services

Langridge, Nick, Vice President for University Advancement

O’Donoghue, Martin, Director of Prospect Development

Perrine, Andy, Associate Vice President for University Communications and Marketing

Read, Caitlyn, Director of Government Relations

Rouser, Nerissa, University Legal Counsel

Savoie, Jessi, Associate Director for Marketing and Operations Alumni Relations

Smith, Sheila, Associate Vice President for Advancement Planning and Operations
Vass, Mary-Hope, Director of Communications and University Spokesperson

Vucic, Luther, Assistant Director of Prospect Development

**APPROVAL OF MINUTES**The minutes of the September 23, 2021 meeting were brought before the committee as presented on a motion by Matthew Grey-Keeling, seconded by Lucy Hutchinson.

**FUNDRAISING REPORT**Ally Henchy, Athletics Development Officer highlighted Athletics fundraising numbers which included $1,041,498 raised in FY22 to date, in line with last year’s totals at the same time. The Athletics Donor number is currently at 1,685 well ahead of last year. Athletics is launching a new fundraising campaign to ride the momentum of joining the Sun Belt conference. The campaign is branded as Dukes Rise.

Jeff Gilligan reported through October 29th, 2021 $10.2 million has been committed for FY22 - ahead of the $8.2 million at the same point last year. Our Annual Giving totals remain strong and are tracking a little ahead of the prior year. In Major Gifts, we have committed $1.4M. Our largest success to date is from Corporate and Foundations with commitments of $6.9M. Planned Giving has received $43k in realized commitments for the fiscal year. Currently we have $8.9M in active major gift proposals that we are actively attempting to close.

**BUILDING NAMING RECOMMENDTION**

On a motion by Lucy Hutchinson, seconded by Matthew Grey-Keeling the committee voted unanimously to rename the ISAT-CS as King Hall in honor of Mr. Charles W. King, Senior Vice President for Administration and Finance, for his years of service to James Madison University. The motion was referred over to the full board for consideration.

**NATIONAL UNIVERSITY RANKINGS**

Andy Perrine, Associate Vice President for Communications & Marketing, updated the Advancement Committee on the university’s imminent Carnegie reclassification from Masters to Research institution and consequent shift from regional to national rankings in next year’s “Best Colleges” published by *US News & World Report*.

**PROSPECT IDENTIFICATION**

Martin O’Donoghue, Director of Prospect Development and Luther Vucic, Assistant Director report that prospect identification has evolved from clipping newspaper articles to assessing various data points. The need for this evolution is driven by the sheer size of the alumni base and the availability of data. The future of prospect identification has some fast approaching obstacles including data privacy laws and needs to pivot once again by increasing the institution’s ability to leverage internal data collection methods.

**DIGITAL ALUMNI ENGAGEMENT STRATEGIES**

Cannie Campbell, Assistant Vice President for Constituent Engagement and Carrie Combs, Director of Alumni Relations shared that most of last year was filled with uncertainty and learning the true meaning of “pivot.” It also inspired innovation, creativity, and new levels of involvement with our nearly 150K living alumni. Building on lessons learned, learning new technology and
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understanding the needs of our alumni, the alumni office is implementing a comprehensive, hybrid engagement strategy that encompasses a balance of in-person and digital events and programs.

The meeting adjourned at 2:26 p.m.

 Respectfully submitted,

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 Deborah Tompkins Johnson for Frank Gadams, Chair

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Donna L. Harper, Secretary to the Board

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