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THE COMMONWEALTH OF VIRGINIA

THE VISITORS OF JAMES MADISON UNIVERSITY

Advancement Committee

Thursday, November 18, 2021
Highlands Room

1:00 p.m.

Agenda

1. Approval of Minutes\* – September 23, 2021

Buddy Gadams, Chair, Board of Visitors Advancement Committee

1. Fundraising Report

Ally Henchy, Athletics Development Officer

Jeff Gilligan, Associate Vice President for Development

1. Building Naming Recommendation\*

Nick Langridge, Vice President for University Advancement

1. National University Rankings

Andy Perrine, Associate Vice President for University Communications and Marketing

1. Prospect Identification

Martin O’Donoghue, Director of Prospect Development

Luther Vucic, Assistant Director of Prospect Development

1. Digital Alumni Engagement Strategies

Cannie Campbell, Assistant Vice President for Constituent Engagement

Carrie Combs, Director of Alumni Relations

1. Dukes Pay It Forward Video – Ari Garcia

\*Action Items