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THE COMMONWEALTH OF VIRGINIA

THE VISITORS OF JAMES MADISON UNIVERSITY

Advancement and Engagement Committee

Thursday, February 17, 2022  
Allegheny Room

2:45 p.m.

Agenda

1. Approval of Minutes – November 18, 2021\*
2. Fundraising Report

Brad Burgess, Assistant Athletic Director for Internal Development

Jeff Gilligan, Associate Vice President for Development

1. VP Update

Nick Langridge, Vice President for University Advancement

* Scholarship Testimonial
* King Hall

1. Campaign Wrap Up Event Plans

Sheila Smith, Associate Vice President for Advancement Business Operations

1. Reengineering Madison – Customer Relationship Management Update

Debbie Jordan, Associate Vice President for Advancement Information Service

1. Donor Relations – Stewardship Reporting

Whitney Sajko, Director of Donor Relations

Sarah Coffman, Assistant Director for Stewardship

1. Institutional Campaign Proposal 2022

Andy Perrine, Associate Vice President for University Marketing and Branding

\*Action Items