
THE COMMONWEALTH OF VIRGINIA THE VISITORS OF JAMES MADISON UNIVERSITY

Advancement and Engagement Committee
Thursday, February 9, 2023
Allegheny Room
2:45 p.m.

Agenda

1. Approval of Minutes* – November 17, 2022
2. Fundraising Report
Jared Lowry, Athletics Development Officer
Jeff Gilligan, Associate Vice President for Development
3. Vice President's Update
Nick Langridge, Vice President for University Advancement
4. CRM Update
Debbie Jordan, Associate Vice President for Advancement Information Services
5. Reaching New Heights (previously Giving Day)
Cannie Campbell, Associate Vice President for Constituent Engagement
Pam Brock, Senior Director of University Marketing
6. Crisis Communications
Mary Hope Vass, Executive Director of Communications
7. Student Scholars

*Action Items