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# THE COMMONWEALTH OF VIRGINIA THE VISITORS OF JAMES MADISON UNIVERSITY

Advancement and Engagement Committee  
Thursday, September 14, 2023  
Board Room  
7:00 p.m.

## Agenda

1. Approval of Minutes\* – April 20, 2023
2. Earned Media and Social Presence  
Mary-Hope Vass, Executive Director of University Communications
3. Digital Advertising Impact  
Andy Perrine, Associate Vice President for Marketing and Branding
4. Market Study  
Kennedy and Company
5. Topics of Interest for Future Meetings  
Nick Langridge, Vice President for University Advancement

\*Action Items