**THE COMMONWEALTH OF VIRGINIA**

**THE VISITORS OF JAMES MADISON UNIVERSITY**

#### Minutes of the Advancement and Engagement Committee

The Advancement and Engagement Committee met on Thursday, February 17, 2022. Mr. Frank Gadams called the meeting to order at 2:46 p.m.

# COMMITTEE MEMBERS PRESENT:

Gadams, Frank, Chair

Gray-Keeling, Matthew

Hutchinson, Lucy

Tompkins Johnson, Deborah

Warden, Kathy

## OTHERS PRESENT:

Alger, Jonathan, JMU President

Ali, Ayam, JMU Student, Valley Scholars Graduate

Campbell, Cannie, Associate Vice President of Constituent Engagement

Coffman, Sarah, Assistant Director for Stewardship

Coleman, Warren, CEO for JMU Foundation, Inc.

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

Jordan, Debbie, Associate Vice President for Advancement Information Services

Langridge, Nick, Vice President for University Advancement

Major, Lara, Board of Visitors Rector

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

Pineda-O’Donnell, Michael, Athletics Development Officer

Read, Caitlyn, Director of Government Relations

Rose, Meredith, Deputy Director of Principal Relationship Development

Sajko, Whitney, Director of Donor Relations

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

**APPROVAL OF MINUTES**The minutes of the November 18, 2021 meeting were brought before the committee and approved as presented on a motion by Deborah Tompkins Johnson, seconded by Matthew Gray-Keeling.

**FUNDRAISING REPORT**Michael Pineda-O’Donnell reported that the Duke Club Seat Contribution and Proud and True Fund were up $500,000 over FY 2019 and FY 2021. Total fundraising is up over 2021. The Dukes Rise challenge has seen $100,000 in challenge gifts since early December and has met the 50 donor goal set as the first challenge.

Jeff Gilligan reported through February 11, 2022 donors committed funds in the amount of $21.1 million for FY22 surpassing the $13.9 million raised at the same point last year. Annual Giving totals remain strong at $1.8 million and is tracking ahead of the prior year. The Individual Major Gifts total to date is $4 million and the Organizational Major Gift category has a total of $1.6 million to date. The Organizational Sponsored Programming commitments is $8.1 million, the highest it has been in the Unleashed Campaign. Planned giving has raised $843,000 is realized commitments on a conservative goal of $500,000 for the fiscal year. Currently we have $19.1 million in active major gift proposals that we are attempting to close.

**VP UPDATES**

Nick Langridge introduced Ayam Ali, a graduate of the Valley Scholars program and a current junior AT JMU studying computer science and interning at Merck in automation. Ayam shared her story from birth in Iraq to her arrival in America and her acceptance and participation in the Valley Scholars program.

Nick also shared that the dedication of King Hall would take place on April 22nd after the Board of Visitors meeting and that all board members are invited to attend.

**CAMPAIGN WRAP UP EVENT PLANS**

Sheila Smith  shared results from a recent volunteer survey that requested feedback regarding the *Unleashed* campaign wrap-up celebration event. The responses informed the event planning process and our approach to campaign communications regarding the impact of giving.

**REENGINEERING MADISON – CUSTOMER RELATIONSHIP MANAGEMENT UPDATE**

Debbie Jordan shared progress on the University-wide system replacement project ‘Reengineering Madison’. Debbie highlighted the progress of the search for a new system, she shared that on-campus demonstrations had recently taken place with all of campus invited to attend and that the committee was in the process of gathering feedback from across the university.

**DONOR RELATIONS – STEWARDSHIP REPORTING**

Whitney Sajko and Sarah Coffman shared the value and joy of stewardship and how their office is tackling the fiduciary responsibility of customized reporting to connect with JMU’s donor base.

**INSTITUTIONAL CAMPAIGN PROPOSAL 2022**

Andy Perrine presented plans for an institutional advertising campaign to raise awareness about the new Carnegie classification among targeted audiences.

The meeting adjourned at 4:21 p.m.

Respectfully submitted,

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Frank Gadams, Chair

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Donna L. Harper, Secretary to the Board