**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, November 17, 2022. Mr. Craig Welburn, Chair called the meeting to order at 2:45 p.m.

# COMMITTEE MEMBERS PRESENT:

Jankowski, Maria

Rothenberger, John

Stoltzfus, Michael

Welburn, Craig, Chair

**ABSENT:**

Edwards, Terrie

## OTHERS PRESENT:

Bradley, Miriam, Assistant Vice President Elect for Principal Relations Development

Brock, Pam, Senior Director of Marketing

Carter Hoyt, Malika, Associate Vice President for Diversity, Equity and Inclusion

Coe, Ann Marie, Associate Director for Events

Coffman, Sarah, Associate Director of Stewardship

Coleman, Warren, CEO for JMU Foundation, Inc.

Funkhouser, Savanna, Assistant Director of Government Relations

Gilligan, Jeff, Associate Vice President for Development

Langridge, Nick, Vice President for University Advancement

Lowery, Jared, Athletics Development Officer

Meyers, Chris, Director of Enrollment Marketing

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

Read, Caitlyn, Director of Government Relations

Rouzer, Nerissa, University Council

Sajko, Whitney, Director of Donor Relations

Secrist, Trey, Assistant Director of Multimedia Strategies

Vass, Mary Hope, Executive Director of Communications

**APPROVAL OF MINUTES**The minutes of the September 15, 2022 meeting were brought before the committee and approved as presented on a motion by John Rothenberger, seconded by Michael Stoltzfus.

**FUNDRAISING REPORT**Jared Lawry presented Athletics Funds Raised to Date numbers as of October 21, 2022, he stated that $787K had been committed for FY23.

In our first fiscal year post-campaign Jeff Gilligan reported that through November 11, 2022 $9.4 million had been committed for FY23. The largest success to date was in Corporate and Foundation Relations where $5.1 million had been collected. Currently there is $19.9 million in active major gift proposals.

**GOVERNMENT RELATIONS PREVIEW**

Caitlyn Read reported on the various ways that JMU’s Office of State Government Relations engages with members of the General Assembly and other state-level officials throughout the year. Engagement strategies including hosting members of the General Assembly and their staffs on campus, visiting state-level officials in their home districts and maintaining a frequent and visible presence in Richmond. Caitlyn also told the committee about one-page documents with key information that is shared with legislators to inform them of JMU’s need, changes and outcomes.

**CAMPAIGN CELEBRATION WRAP UP**

Nick Langridge recapped the Unleashed celebration that took place Homecoming weekend. The festivities marked the conclusion of our eight-year campaign that saw over 63K donors give over a quarter billion dollars in support of university priorities and initiatives.

**SOCIAL MEDIA RECOGNITION AND ANALYTICS**

Mary Hope Vass and Trey Secrist provided an overview of University Communication. Trey shared a recent success with JMU being ranked second in social media engagement on the Social Media Industry Benchmark Report in FY22. He further stated that social media engagement is an ever changing domain and requires constant attention to maintain higher and high standards. JMU has ranked in the top 10 of this report every year since the inaugural report in 2016.

**CRM UPDATE**

Andy Perrine and Nick Langridge shared with the committee the current search for an enterprise-wide CRM. JMU is nearing a decision on who will retain the contract.

**ENROLLMENT MARKETING UPDATE**Andy Perrine reported on the impact advertisement has made to the currently student recruitment numbers. JMU has seen the highest ever number of applications in the fall of 2022, reporting a gain of 105% over the last three years.

The meeting adjourned at 4:10 p.m.

Respectfully submitted,

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 Craig Welburn, Chair

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Donna L. Harper, Secretary to the Board