
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 9, 2023. Mr. Craig Welburn called the meeting to order at 2:45 p.m.

PRESENT:

Edwards, Terrie
Jankowski, Maria
Rothenberger, John
Stoltzfus, Michael
Welburn, Craig, Chair

OTHERS PRESENT:

Ali, Iam, Valley Scholars Student
Bradley, Miriam, Assistant Vice President for Principal Relations Development
Brock, Pam, Senior Director of Marketing
Campbell, Cannie, Associate Vice President for Constituent Engagement
Carter Hoyt, Malika, Vice President for Diversity, Equity and Inclusion
Funkhouser, Savanna, Assistant Director, State Government Relations
Gilligan, Jeff, Associate Vice President for Development
Imbala, Pierre, Valley Scholars Student
Jordan, Deborah, Associate Vice President for Advancement Information Services
Langridge, Nick, Vice President for University Advancement
Perrine, Andy, Associate Vice President for University Communications and Marketing
Read, Caitlyn, Director of State Governmental Relations
Shala, Ahmet, International Liaison
Smith, Sheila, Associate Vice President for Advancement Planning and Operations
Thomas, Dillon, Athletics Development Officer
Vass, Mary Hope, Executive Director of Communications

APPROVAL OF MINUTES

The minutes of the November 17, 2022 meeting were brought before the committee and approved as presented on a motion by John Rothenberger, seconded by Michael Stoltzfus.

FUNDRAISING REPORT

Dillon Thomas presented Athletics Funds Raised to Date numbers, he stated that \$2.1 million had been committed for FY23.

Jeff Gilligan reported that through January 20, 2023 \$15.5 million had been committed for FY23.

Corporate and Foundation Relations is in the best spot at \$7.5 million with Strategic Gifts at \$2.9 million, and Annual Giving at \$1.6 million.

VICE PRESIDENT'S UPDATE AND STUDENT SCHOLARS

Nick Langridge shared that there is a current feasibility study underway to assess the need for a campus in Northern Virginia. He told the committee that hiring and training are currently underway working toward the next campaign. Enrollment numbers have neared 37,000 total applications with out of state and first-generation student applicant reaching an all-time high. One milestone of note is that the first cohort of Valley Scholars will be graduating this May. Nick introduces Pierre Imbala and Iam Ali who are both current Valley Scholars. They share their impactful stories of being immigrants and first-generation students.

CRM UPDATE

Debbie Jordan presented information on the recent contract agreement with Salesforce. The university has been in a looking at a new campus wide CRM since the spring of 2019 when Advancement began gathering information for a new system. Salesforce offered the most comprehensive cross campus platform that offers a wide variety of applications. The university will begin working immediately with Salesforce to bring the Advancement, Events, and Advising on line in the next 18 months.

REACHING NEW HEIGHTS

Cannie Campbell reported that this year, JMU is shifting and reconceptualizing Giving Day for 2023 to *Reaching New Heights*, a week-long flash campaign instead of a 24-hour event (Feb. 19-24.) It will be a multi-channel, multi-day campaign that asks JMU constituents to support an area(s) of their choice in celebration of the New Heights the university has reached during the 8-year *Unleashed* campaign. Join us in seizing upon the university's exciting recent achievements – the successful conclusion of the *Unleashed* campaign, our R2 Carnegie Classification, and the Sun Belt Conference successes to name a few!

CRISIS COMMUNICATION

Mary-Hope Vass gave an overview of considerations, approaches, and best practices when communicating during a crisis.

The meeting adjourned at 4:11 p.m.

Respectfully submitted,

Craig Welburn, Chair

Donna L. Harper, Secretary to the Board