**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, April 21, 2022. Mr. Frank Gadams called the meeting to order at 2:47 p.m.

# COMMITTEE MEMBERS PRESENT:

Gadams, Frank, Chair

Gray-Keeling, Matthew

Tompkins Johnson, Deborah

Warden, Kathy

**ABSENT:**

Hutchinson, Lucy

## OTHERS PRESENT:

Anderson, Michelle, Administrative Assistant to Corporate and Foundation Relations

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

Campbell, Cannie, Associate Vice President of Constituent Engagement

Coleman, Warren, CEO for JMU Foundation, Inc.

Combs, Carrie, Director of Alumni Relations and Annual Giving

Gilligan, Jeff, Associate Vice President for Development

Hart Lyn, Executive Assistant to the Vice President for University Advancement

Jordan, Debbie, Associate Vice President for Advancement Information Services

Langridge, Nick, Vice President for University Advancement

Major, Lara, Board of Visitors Rector

Mayhood, Erin, Vice President for Product Development, Mentor Collective

Meck, John, Director of Corporate and Foundation Relations

Meyers, Chris, Director of Enrollment Marketing

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

Renkin, Scooter, Assistant Athletics Director

Risch Mott, Karen, Grant Writer, Corporate and Foundation Relations

Rouser, Nerissa, University Council

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

Williams, Jordan, Associate Director of Annual Giving

**NEW STAFF**

Nick Langridge introduced Miriam Bradley who will replace Weston Hatfield as Assistant Vice President for Principal Relationships Development on July 1, 2022. Miriam comes to JMU from the University of Virginia where she is currently Director of Development for University Priorities and Chief Development Officer of Global Affairs.

**APPROVAL OF MINUTES**The minutes of the February 17, 2022 meeting were brought before the committee and approved as presented on a motion by Matthew Gray-Keeling, seconded by Deborah Tompkins-Johnson.

**FUNDRAISING REPORT**Scooter Renkin shared that Athletics fundraising is at $3M for the fiscal year, up $200K versus the same time last year. The donor count is also up versus last year at 3,240. Overall Athletics fundraising is up $375K.

Jeff Gilligan reported through March 25, 2022 donors committed funds in the amount of $25.3 million for FY22 surpassing the $17 million raised at the same point last year. Annual Giving totals remain strong at $2.5 million and is tracking ahead of the prior year. The Organizational Major Gift category has a total of $1.7 million to date. The Organizational Sponsored Programming commitments is $8.5 million, the highest it has been in the Unleashed Campaign. Currently we have $14 million in active major gift proposals that we are attempting to close.

**ENROLLMENT FALL 2022**

Chris Meyers reported on updated marketing initiatives for prospective students and the overall impact of reaching the Class of 2026 enrollment goals. He shared that CHOICES moved back to in-person attendance and was up from previous year’s. He talked about the newly released Digital Campus Map and Virtual Tour that was pushed out to newly accepted students. The university had the highest number of applicants ever recorded with deposits currently at 63% of the goal.

**CORPORATE AND FOUNDATION RELATIONS**

John Meck informed the committee that the Corporate and Foundation Relations office facilitates private organizational giving and in FY22 has been responsible for $10.7 million, a significant increase over previous years due to improved faculty outreach. This team also manages the annual Madison Trust innovation funding event, which this year has raised more than $85,000 since March.

**MENTOR COLLECTIVE**

Carrie Combs and Erin Mayhood shared that the Office of Alumni Relations partnered with the Black Alumni Chapter and Mentor Collective to launch its first-ever formal student to alumni mentor program. The program is dedicated to making life-changing relationships a feature of every student’s college experience.

**GIVING DAY FOLLOW UP**

Jordan Williams reported that the sixth annual Giving Day was championed by the Office of Annual Giving in February bringing together the entire University community raising an impressive $1M+ in philanthropic support.

**FOOTBALL SCHEDULE AND EVENTS**

Nick Langridge shared the Fall 2022 football schedule highlighting JMU’s new position in the SunBelt conference. He asked members of the committee to think about away games and events that could be offered to donors around those dates. It was suggested that the ODU game on November 12, 2022 might offer a great opportunity to develop relationships with alumni. It was also suggested that home games will give fans a chance to familiarize themselves with these new teams.

The meeting adjourned at 4:27 p.m.

Respectfully submitted,

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Frank Gadams, Chair

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Donna L. Harper, Secretary to the Board