
**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, September 15, 2022. Mr. Craig Welburn called the meeting to order at 2:48 p.m.

COMMITTEE MEMBERS PRESENT:

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

ABSENT:

Jankowski, Maria

OTHERS PRESENT:

Alger, Jonathan, President
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.
Gilligan, Jeff, Associate Vice President for Development
Henchy, Ally, Athletics Development Officer
Jordan, Debbie, Associate Vice President for Advancement Information Services
Langridge, Nick, Vice President for University Advancement
Lonett, Carson, Special Assistant to the Vice President for Student Affairs
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
Shala, Ahmet, Global Ambassador
Sinkus, Michael, Principal, Marts & Lundy
Smith, Sheila, Associate Vice President for Advancement Planning and Operations
Wood, Melinda, Assistant Vice President for Access and Enrollment and Director of Admissions

APPROVAL OF MINUTES

The minutes of the April 21, 2022 meeting were brought before the committee and approved as presented on a motion by John Rothenberger.

FUNDRAISING REPORT

Ally Henchy reported a record breaking year for Athletics fundraising in FY22 with 4,695 donors and an Annual Fund record of \$4 million. In FY23 Athletics has a donor number of 1,202, up 200+ donors from the same period last year, and \$353,000 raised, up \$10,000 from the same period last year.

Jeff Gilligan reported \$34.7 million was given in FY22, three times the three-year rolling average prior to the campaign. He shared that the Unleashed Campaign closed with \$251 million given.

VICE PRESIDENT UPDATES AND INTRODUCTIONS

Nick Langridge introduced Caitlyn Read and Government Relations as a new part of the Advancement team. Caitlyn will be providing updates on state government relations to the committee. Nick then introduced Dr. Ahmet Shala, who will serve as Global Ambassador to James Madison University. Ahmet's focus will be on international alumni engagement and student recruitment.

Andy Perrine presented the university's recent high rankings including JMU's new #72 national public university ranking in Best Colleges by US News & World Report.

ENROLLMENT UPDATE FALL 2022

Chris Meyers provided an update on the successful recruiting cycle for the class of 2026 during which the office of Admissions exceeded its goals both for in-state and out-of-state undergraduate recruitment in a highly competitive market.

WOMEN FOR MADISON – 10-YEAR ANNIVERSARY

Cannie Campbell reported that Women for Madison is a diverse network of alumni, parents, students, friends, faculty and staff members of JMU who engage and inform women about the opportunities and needs of the University. 2023 will mark the 10th anniversary of the creation of Women for Madison. The presentation celebrated the milestones, accomplishments, and showcased their future endeavors.

CLOSED SESSION

The committee went into closed session, no action was taken.

The meeting adjourned at 4:28 p.m.

Respectfully submitted,

Craig Welburn, Chair

Donna L. Harper, Secretary to the Board
