**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 9, 2023. Mr. Michael Stoltzfus called the meeting to order at 2:48 p.m.

# COMMITTEE MEMBERS PRESENT:

Edwards, Terrie

Rothenberger, John

Stoltzfus, Michael, Chair

Wood, Nicole Palya

**ABSENT:**

Fiorina, Carly

## OTHERS PRESENT:

Alger, Jonathan, President

Coleman, Warren, CEO & President to the James Madison University Foundation

Gilligan, Jeff, Associate Vice President for Development

Herod, Maribeth, Rector to the Board

Langridge, Nick, Vice President for University Advancement

Lovell, Sharon, Dean of the College of Health and Behavioral Studies

Lowry, Jared, Athletics Development Officer

Meyers, Chris, Director of Enrollment Marketing

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

Read, Caitlyn, Assistant Vice President for State Government Relations

Shala, Ahmet, Global Ambassador

Smith, Sheila, Associate Vice President for Advancement Planning and Operations

Vass, Mary Hope, Assistant Vice President for Communications

**APPROVAL OF MINUTES**The minutes of the September 14, 2023 meeting were brought before the committee and approved as presented on a motion by Teresa Edwards, seconded by John Rothenberger.

**FUNDRAISING REPORT**Jared Lowry presented on Athletics Funds Raised to Date numbers as of October 20, 2023 with $704,814 donated. Jared shared updates on football and several other sports, noting the success of JMU in the Sun Belt.

Jeff Gilligan reported that FY23 finished out with a total of $27.5 million, the second highest giving total in university history. $6.8 million has been donated university-wide so far in FY24.

**VICE PRESIDENT’S UPDATE**

Nick Langridge shared an update on planning for the university’s third comprehensive campaign, he also shared that Giving Day will be February 22, 2024 and will promote the theme Give Like A Duke! Further there was conversation regarding potential corporate partnerships resulting from the recent market study.

**COLLEGE OF HEALTH & BEHAVIORAL STUDIES EXPANSION AND NURSING PROPOSAL**

Sharon Lovell reported on the growth in CHBS programs, including Nursing, and related impact on space and equipment resources in the HBS building. She highlighted the growing need for nursing professionals and a desire to grow our programs to match that demand.

**INAUGURAL INTERNATIONAL ALUMNI ENGAGEMENT**

JMU’s Global Ambassador Ahmet Shala shared that in September a new international alumni advisory council held its first board meeting. It’s aim is to purposefully engage the over 3,200 international alumni who represent JMU in countries around the globe with goals of strengthening JMU’s global alumni network, increasing international student applications and creating international student scholarships.

**TELLING OUR STORY WITH DIGITAL CONTENT**

Chris Meyers presented videos representing how the university tells the story of its uniqueness and superiority to prospective students, to the university community and to the higher education marketplace.

The meeting adjourned at 4:18 p.m.

Respectfully submitted,

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Michael Stoltzfus, Chair

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Donna L. Harper, Secretary to the Board