

---

**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 14, 2023. Mr. Michael Stoltzfus called the meeting to order at 7:01 p.m.

**COMMITTEE MEMBERS PRESENT:**

Edwards, Terrie  
Fiorina, Carly  
Rothenberger, John  
Stoltzfus, Michael, Chair  
Wood, Nicole

**OTHER BOARD MEMBERS PRESENT:**

Bell, Richard  
Falcon, Christopher  
Herod, Maribeth, Rector  
Lynch, John  
Major, Lara  
Obenshain, Suzanne  
White, Jack

**OTHERS PRESENT:**

Alger, Jonathan, President  
Carter, Malika, Vice President, Diversity, Equity and Inclusion  
Coltman, Heather, Provost and Sr. Vice President, Academics Affairs  
Davis, Heather, Associate Director of Enrollment Marketing  
Harper, Donna, Secretary to the Board  
Kennedy, Ben, Founder/CEO Kennedy & Company  
Langridge, Nick, Vice President, University Advancement  
Meyers, Chris, Director of Enrollment Marketing  
Miller, Tim, Vice President, Student Affairs  
Moore, Towana, Vice President, Administration and Finance  
Perrine, Andy, Associate Vice President for University Communications and Marketing  
Vass, Mary Hope, Assistant Vice President for University Communications

---

## **APPROVAL OF MINUTES**

The minutes of the April 20, 2023 meeting were brought before the committee and approved as presented on a motion by John Rothenberger, seconded by Carly Fiorina.

## **EARNED MEDIA AND SOCIAL PRESENCE**

Mary-Hope Vass and Trey Secrist reported that earned media grew in several areas, specifically in national coverage. The university's social media presence has been ranked fourth by Rival-IQ among all D1 schools; and JMU's Instagram remains first in the nation. The chair commended the team on the national recognition, especially being 4<sup>th</sup> in the nation. And he emphasized the importance of earned media and social media in expanding our national presence.

## **DIGITAL ADVERTISING IMPACT**

Andy Perrine, Chris Meyers and Heather Davis shared an Enrollment Marketing recap for digital marketing and advertising in FY23. Committee members felt it was a smart investment to add digital advertising funds to the Marketing and Branding budget. And it was clear through the increased number of applications that we are getting a good return on our investment.

## **MARKET STUDY**

Ben Kennedy of Kennedy and Company provided an overview of market demand for existing JMU graduate and certificate programs. The board encouraged the team to articulate the business case for reaching new generations of students through certificate and graduate programs. It was agreed that as a next step the Provost and Anthony Tongen would take the study results back to academic leadership in order to identify areas of faculty interest and expertise.

The meeting adjourned at 9:00 p.m.

Respectfully submitted,

---

Michael Stoltzfus, Chair

---

Donna L. Harper, Secretary to the Board