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# 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 20, 2023. Mr. Craig Welburn, Chair called the meeting to order at 2:50 p.m.

### COMMITTEE MEMBERS PRESENT:

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

### ABSENT:

Jankowski, Maria

### OTHERS PRESENT:

Alger, Jon, President, James Madison University  
Battle, Mike, James Madison University Alumni  
Bradley, Miriam, Assistant Vice President for Principal Relations Development  
Brock, Pam, Senior Director of Marketing  
Campbell, Cannie, Associate Vice President for Constituent Engagement  
Coe, Ann Marie, Associate Director of Events  
Funkhouser, Savanna, Assistant Director, State Government Relations  
Gilligan, Jeff, Associate Vice President for Development  
Herod, Maribeth, Rector for James Madison University Board of Visitors  
Langridge, Nick, Vice President for University Advancement  
Lowry, Jared, Athletics Development Officer  
Meck, John, Director of Corporate and Foundation Relations  
Meyers, Chris, Director of Enrollment Marketing  
Read, Caitlyn, Director of State Governmental Relations  
Risch Mott, Karen, Director of Annual Giving  
Roth, Justin, Associate Director of Digital Marketing  
Sajko, Whitney, Director of Donor Relations  
Smith, Sheila, Associate Vice President for Advancement Planning and Operations  
Vass, Mary-Hope, Executive Director of Communications

### APPROVAL OF MINUTES

The minutes of the February 9, 2023 meeting were brought before the committee and approved as presented on a motion by Michael Stoltzfus, seconded by Terrie Edwards.

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## **FUNDRAISING REPORT**

Jared Lowry reported that the Duke Club has had \$4 million donated and that they are ahead for the amount raised at the same time last FY.

Jeff Gilligan reported through April 14, 2023 \$22.2 million has been donated in FY23. Our Annual Giving total remains strong at \$2.3 million. In our Individual Major Gifts category, we have raised over \$3.9 million. Our Organizational Major Gift category is in a very strong position with a total of \$9.2 million to date. Planned Giving has raised \$513k in realized commitments with conditional expectancies of \$3.9 million.

The pipeline holds 82 Pre-solicitation requests for \$7.4M and 86 Solicitations for \$14M. To date there are 104 Closed Major Gifts for \$17.7M.

## **VICE PRESIDENT'S UPDATE**

Nick Langridge gave an update on the Big Ideas working group identifying Sheila Smith and Chris Orem as co-chairs. He also highlighted conversations with the Federal Dukes Alumni affinity organization in the capital area. He introduced Mike Battle, who is a leader among the group and who spoke about the early successes.

## **ENROLLMENT MARKETING**

Chris Meyers presented an overview of how university advertising strategies have expanded JMU's reach and connected future Dukes. Advertising strategies include print ads, billboards and college search sites. Advertising analytics included impressions, clicks, and conversions. Class of 2027 enrollment has exceeded all goals with a total of 3,264 deposits made as of April 6, 2023.

## **SPRING EVENTS**

Whitney Sajko, Cannie Campbell and Justin Roth reviewed recent and upcoming events at JMU. They highlighted the Reddix Center for First Generation Students dedication and the Alumni Awards Ceremony. They went on to outline the upcoming Reunion Weekend and the Women for Madison Summit to be held in May. Events are one of the best ways to engage with our donors and alumni.

## **MADISON TRUST**

John Meck and Karen Risch Mott reported on the 10<sup>th</sup> Annual Madison Trust, this year's event boosted the cumulative total giving to \$1 million. Through the hybrid format a record 31 donors committed \$155,000 toward the 10 innovative project ideas.

## **GOVERNMENT RELATIONS**

Caitlyn Read gave the committee an overview of engagement in Government Relations, outlining important opportunities to work directly with legislators. Engagement strategies include district visits when the General Assembly is out of session, hosting spring and fall campus visits, participation in "off-season" work groups. In session engagement includes Student Lobby Day along with a JMU legislative reception and visits to legislators in their offices by Senior Leadership and BOV members.

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**CLOSED SESSION**

The chair then called for the committee to move into Closed Session. Terrie Edwards made the following motion: “I move the committee go into closed session to discuss the following matter: Pursuant to Section 2.2-3711.A.8 of the Code of Virginia, to discuss matters relating to gifts and fundraising activities.”

The motion was seconded by Michael Stoltzfus and the committee moved into closed session.

Following the closed session, Mr. Welburn then stated the following: During the closed session, the board discussed only matters lawfully exempted from open meeting requirements and only those types of matters identified in the motion for the closed session.

RECORDED VOTE: the following is an affirmative recorded, member by member vote:

Craig Welburn, Chair  
John Rothenberger  
Michael Stoltzfus  
Terrie Edwards

The meeting adjourned at 4:23 p.m.

Respectfully submitted,

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Craig Welburn, Chair

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Donna L. Harper, Secretary to the Board