
**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, February 15, 2024. Mr. Michael Stoltzfus called the meeting to order at 2:47 p.m.

COMMITTEE MEMBERS PRESENT:

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

OTHERS PRESENT:

Alger, Jonathan, President
Amlacher, Jen, Program Coordinator for Principal Gifts
Bradley, Miriam, Associate Vice President of Principal Gifts
Campbell, Cannie, Associate Vice President of Constituent Engagement
Cline, Cynthia, Senior Director of Strategic Gifts
Coleman, Warren, CEO & President to the James Madison University Foundation
Fravel, Liz, Associate Director of Annual Giving
Funkhouser, Savanna, Assistant Director of State Government Relations
Langridge, Nick, Vice President for University Advancement
Lovell, Sharon, Dean of the College of Health and Behavioral Studies
Perrine, Andy, Associate Vice President for University Communications and Marketing
Read, Caitlyn, Director of State Government. Relations
Risch Mott, Karen, Director of Annual Giving
Shala, Ahmet, Global Ambassador
Smith, Sheila, Associate Vice President for Advancement Planning and Operations
Thomas, Dillon, Athletics Development Officer
Vass, Mary Hope, Executive Director of Communications
Walther, Annie, Assistant Attorney General, University Legal Counsel
West, Callie, Associate Director of Principal Gifts

APPROVAL OF MINUTES

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

FUNDRAISING REPORT

Dillon Thomas gave a recap of the November fund drive, Diggin' Dukes, the event reported a giving total of \$446,149 with 1,796 total donors. Dillon further stated Athletics has received \$2.5 million in gifts for the current fiscal year.

Cynthia Cline reported that in FY24 \$14.5 million has been donated university-wide.

VICE PRESIDENT'S UPDATE

Nick Langridge shared that we successfully completed fund raising for the new Bluestone Seed Fund and that a new private giving component for the Health and Behavioral Studies expansion has begun. He went on to describe successful elements of recent Enrollment Marketing campaigns.

The drive for Big Ideas will conclude March 8, 2024.

PRINCIPAL GIVING

Miriam Bradley provided an overview of Principal Giving as a critical component of our fundraising efforts, explaining the significant role of principal gifts in JMU's next comprehensive campaign. In the prior Unleashed campaign, principal gifts such as those from the Reddix and Holland Yates families represent the significant and transformational giving that will be critical to realizing JMU's aspirations and goals.

CAMPAIGN CONSULTANT

Sheila Smith shared that after a full RFP process, BWF has been secured as our next campaign consulting company. BWF, a thought leader in university philanthropy, will coordinate our feasibility and planning studies. The BWF team will be led by BWF Associate Vice President, Nick Perlick.

GIVING DAY

Mark your calendars, Karen Risch Mott reported that on February 22, 2024, the Office of Annual Giving and partners across campus will present JMU's seventh Giving Day. This year's primary goal is to engage 3,000 donors and enrich funds that support academics, scholarships, and core programs.

CLOSED SESSION

During the closed session, the Advancement and Engagement Committee discussed only matters lawfully exempted from open meeting requirements and only those types of matters identified in the motion for closed session.

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

John Rothenberger
Carly Fiorina
Terrie Edwards
Nicole Palya Wood

Mr. Stoltzfus then asked if there were any motions to come forward.

On a motion from Carly Fiorina, seconded by Terrie Edwards, committee action was approved.

The meeting adjourned at 4:25 p.m.

Respectfully submitted,

Michael Stoltzfus, Chair

Donna L. Harper, Secretary to the Board