
**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 18, 2024. Mr. Michael Stoltzfus called the meeting to order at 2:47 p.m.

COMMITTEE MEMBERS PRESENT:

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

ABSENT:

Fiorina, Carly

OTHERS PRESENT:

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
Davis, Heather, Associate Director of Enrollment Marketing
Fravel, Liz, Associate Director of Annual Giving
Gilligan, Jeff, Associate Vice President for Development
Jordan, Debbie, Associate Vice President for Advancement Information Systems
Langridge, Nick, Vice President for University Advancement
Lowry, Jared, Athletics Development Officer
Perrine, Andy, Associate Vice President for University Communications and Marketing
Read, Caitlyn, Director of State Government. Relations
Shala, Ahmet, Global Ambassador
Smith, Sheila, Associate Vice President for Advancement Planning and Operations
Stover, Lexi, Audiences Coordinator, Annual Giving
Vass, Mary Hope, Executive Director of Communications

APPROVAL OF MINUTES

The minutes of the February 15, 2024 meeting were brought before the committee and approved as presented on a motion by Nicole Palya Wood, seconded by John Rothenberger.

FUNDRAISING REPORT

Jared Lowry reported that the Duke Club Annual Fund has reached \$2,633,647, that is 55% of FY24 Annual Fund Goal. He also shared that earlier this week the donor number had increased to exceed their goal, current donor number is 6,100. Total athletics fundraising is at \$3,869,023.

Jeff Gilligan shared that through March 29, 2024 \$21.7 million has been raised for FY24. Our Gift Expectancies (below the line gifts) for the year is very strong at \$3.0 million. The pipeline holds 61 Pre-solicitation requests for \$34.3M and 117 Solicitations for \$19M. To date there are 134 Closed Major Gifts for \$16.6M.

VICE PRESIDENT'S UPDATE

Nick Langridge shared a recommendation for how to adjust of campaign planning given the presidential transition. He also reiterated the importance of continued prioritization for fund raising behind Carrier Library, the new CHBS building, scholarships, Valley Scholars Endowment and Proud and True fund during the interim period.

GIVING DAY WRAP-UP

Liz Fravel and Lexi Stover reported that on February 22, 2024, the Office of Annual Giving and partners across campus presented JMU's seventh Giving Day. The 24-hour event inspired more than 5,000 donors to give in excess of \$1M to over 100 campus causes.

CARRIER LIBRARY RENOVATION, NAMING INVENTORY OPPORTUNITIES AND FEASIBILITY

Bethany Nowvskie, Cynthia Cline and Sheila Smith shared an update on fundraising efforts for the Carrier Library renovation and expansion. The design of the new Carrier Library encourages the flow of people, ideas and creativity. There are over 80 opportunities to name premium spaces in the library and to date over \$300K has been committed. These funds will be used to outfit our 21st Century library with the newest educational technology, software systems, media creation studios, specialized labs and maker spaces and provide equipment and technology to support rotating exhibits from JMU's collections as well as from student and faculty groups.

ENROLLMENT MARKETING UPDATE

Andy Perrine and Heather Davis gave an Enrollment Marketing update. Among several insights, they provided a look into the university's top digital marketing priorities targeting prospective undergraduate students and their families, as well as how this program is helping to fuel JMU's recent surge in applications.

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:

Terrie Edwards
Nicole Palya Wood
John Rothenberger

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

On a motion from Terrie Edwards, seconded by Nicole Palya Wood, committee action was approved.

The meeting adjourned at 4:10 p.m.

Respectfully submitted,

Michael Stoltzfus, Chair

Donna L. Harper, Secretary to the Board