
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 10, 2025. Mr. Michael Stoltzfus called the meeting to order at 2:44 p.m.

PRESENT:

Obenshain, Suzanne, Rector
Stoltzfus, Michael, Chair
Wood, Nicole Palya

ABSENT:

Edwards, Terrie
Fiorina, Carly

OTHERS PRESENT:

Bradley, Miriam, Associate Vice-President for Principal Giving
Coleman, Warren, CEO and President, JMU Foundation
Fravel, Elizabeth, Assistant Director of Annual Giving
Gilligan, Jeff, Associate Vice President for Development
Graham, Cannie, Associate Vice President for Collaborative Philanthropy and
Volunteer Leadership
Kolvoord, Robert, Provost, Vice President for Academic Affairs
Langridge, Nick, Vice President for University Advancement
Marinelli, Alex, Duke Club Director of Major Gifts
Meyers, Chris, Senior Director for Enrollment Marketing
Perrine, Andy, Associate Vice President for Marketing and Branding
Risch Mott, Karen, Interim Assistant Vice President for Constituent Engagement
Schenker-Fulcher, Meghan, Director of Women for Madison
Smith, Sheila, Associate Vice President for Advancement Planning and Operations
Tongen, Anthony, Vice President for Research, Economic Development and Innovation
Vass, Mary Hope, Executive Director of Communications
West, Callie, Associate Director of Principal Giving

APPROVAL OF MINUTES

The minutes of the February 13, 2025 meeting were brought before the committee and approved as presented on a motion by Nicole Palya Wood, seconded by Suzanne Obenshain.

FUNDRAISING REPORT

For Athletics Giving, Alex Marinelli reported that \$4.4 million has been given, this total does include the Proud and True fund and seat contributions. There have been 7,527 donors reflecting an increase of 1,593 against the FY24 number.

For University-Wide Giving, Jeff Gilligan shared that as of March 18, 2025, \$24 million has been committed. At the same point in March 2024 we were at \$22.1 million. This is notable as it means we're set to rival our second-highest total ever of

\$28.1 million, which was set just last year. Our Gift Expectancies for the year are very strong at \$6.3 million. To date there are 138 closed major gifts and planned expectancies for \$22.9 million.

VICE PRESIDENT'S UPDATE

In his vice presidents report, Nick Langridge shared that Madison Trust inspired over \$140,000 in giving to the ten faculty and staff innovations that were presented, he also shared that Advancement is set to go live on April 14 with the implementation of the new Salesforce Affinaquest CRM. This Saturday, April 12 JMU's Office of Family Engagement will host the annual Sibs and Kids Day. Giving future generations a chance to experience JMU first hand. Nick was pleased to share we had a record number of attendees at the Annual Stewardship Luncheon on March 28. The Stewardship Luncheon offers donors the chance to meet with scholarship recipients, faculty award recipients and JMU leaders.

GIVING DAY

Karen Risch Mott and Liz Fravel report that on February 27, 2025, JMU held its ninth Giving Day. Final counts reveal a 6.2% increase in the number of donors over the previous year and a 15.79% increase in contributions. This continues a positive trajectory for the annual event.

ENROLLMENT MARKETING UPDATE

Chris Meyers delivered an overview of Enrollment Marketing's strategy, content and advertising that reaches future Dukes.

WOMEN FOR MADISON UPDATE

Meghan Schenker Fulcher and Cannie Graham shared the impactful work of Women for Madison with over \$1 million donated to date. They highlighted the commitment to engaging and building trust with our constituents through various events such as the upcoming Women for Madison Summit on May 2 – 3, our signature biennial event, and the circle events held in NoVA/DC, Richmond, Philadelphia, and Tidewater.

PRINCIPAL GIVING FAMILY BUSINESS SYMPOSIUM

Miriam Bradley and Callie West of Principal Giving highlighted JMU's upcoming Family Business Symposium in the Fall of 2026, designed for successful multi-generational family businesses. This event will support JMU-affiliated family business leaders while helping the university strengthen and accelerate philanthropic conversations with this group.

The meeting adjourned at 4:16 p.m.

Respectfully submitted,

Michael Stoltzfus, Chair

David Kirkpatrick, Secretary to the Board