**THE COMMONWEALTH OF VIRGINIA**

**THE VISITORS OF JAMES MADISON UNIVERSITY**

#### Minutes of the Philanthropy and Engagement Committee

The Philanthropy and Engagement Committee met on Thursday, September 18, 2025. Ms. Carly Fiorina called the meeting to order at 2:45 p.m.

# COMMITTEE MEMBERS PRESENT:

Edwards, Terrie

Fiorina, Carly (Chair)

Mauck, Joely

Wood, Nicole Palya

**ABSENT:**

Stoltzfus, Michael

## OTHERS PRESENT:

Bradley, Miriam, Associate Vice-President for Principal Giving

Brock, Pam, Senior Director for University Marketing

Campbell, Cannie, Associate Vice President for Collaboration Philanthropy and Volunteer Engagement

Cline, Cynthia, Senior Director of Strategic Gifts

Coleman, Warren, President and CEO JMU Foundation

Duncan, Brandi, Director of Engagement

Jordan, Debbie, Associate Vice President for Advancement Information Services

Langridge, Nick, Vice President for Philanthropy and Engagement

Marinelli, Alex, Duke Club Director of Major Gifts

Obenshain, Suzanne, Rector

Perrine, Andy, Associate Vice President for Marketing and Branding

Risch-Mott, Karen, Interim Assistant Vice President for Constituent Engagement

Sajko, Whitney, Senior Director for Donor Relations

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

Walther, Anne, University Legal Services

Wood, Melinda, Vice President for Access and Enrollment

**APPROVAL OF MINUTES**The minutes of the April 10, 2025 meeting were brought before the committee and approved as presented on a motion by Nicole Palya Wood, seconded by Suzanne Obenshain.

**FUNDRAISING REPORT**Alex Marinelli reviewed athletics giving for FY25 highlighting the $7.7M donated and the 10,668 donor count for the same period. Overall athletic giving for FY26 is $558K with a donor total of 2,404.

Cynthia Cline reported that JMU garnered the second highest giving year in the school’s history with $32.8M in FY25. She also shared university-wide giving through September 12, 2025, has recorded $3.7M in donations in FY26. Our Gift Expectancies (below the line gifts) for the new fiscal year are very strong at $915.8K.

The pipeline holds 307 gifts in cultivation for $75.9 million and 97 solicitations for $48.4 million. To date there are 6 Closed Major Gifts for $393,000.

Carly Fiorina inquired about the amount of time that gifts remain in the cultivation phase, requesting an update on the topic at an upcoming meeting.

**VICE PRESIDENT’S UPDATE**

Nick Langridge shared an updated campaign timeline showing how the current strategic plan schedule will accelerate the launch into feasibility for our third comprehensive fundraising campaign.

Nick also shared a focused emphasis on building out the JMU Alumni Career Network as well as expanding alumni mentoring opportunities for our students.

**UNIVERSITY BRAND**

Andy Perrine gave a “State of the Brand” presentation during which he affirmed, according to the most important key performance indicators, that the JMU brand is strong and occupies a unique niche in the higher education landscape.

**PRESIDENTIAL TOUR UPDATE**

Whitney Sajko and Pam Brock summarized plans for The Presidential Tour beginning this fall to introduce President Schmidt to alumni, parents, donors and friends and to gather their input for the university Strategic Plan. Beginning with a tour event tomorrow evening, the Presidential Tour currently has nine stops planned for this fall with more to come in the spring including a virtual event to create access to Dukes across the country.

The meeting adjourned at 4:05 p.m.

Respectfully submitted,

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Carly Fiorina, Chair

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David Kirkpatrick, Secretary to the Board