
**THE COMMONWEALTH OF VIRGINIA
THE VISITORS OF JAMES MADISON UNIVERSITY**

Volume LX No. 1

Minutes of the Meeting of September 15, 2023

The Visitors of James Madison University met on Friday, September 15, 2023 in the Festival Conference and Student Center Board Room on the campus of James Madison University. Maribeth Herod, Rector, called the meeting to order at 8:30 am.

PRESENT:

Bell, Dickie	Major, Lara
Edwards, Terrie	Obenshain, Suzanne
Falcon, Chris, Vice Rector	Rothenberger, John
Fiorina, Carly	Stoltzfus, Michael
Herod, Maribeth, Rector	White, Jack
Lynch, John	Wood, Nicole Palya

Cannella, Abby, Student Representative to the Board, 2023-24
Harper, Donna, Secretary

ABSENT:

James, Kay Coles
Smith, Steve

ALSO PRESENT:

Alger, Jonathan, President
Carter-Hoyt, Malika, Vice President for Diversity, Equity and Inclusion
Coltman, Heather, Provost and Senior Vice President for Academic Affairs
Langridge, Nick, Vice President for University Advancement
Miller, Tim, Vice President for Student Affairs
Moore, Towana, Vice President for Administration and Finance
Vass, Mary-Hope, Assistant Vice President of University Communications
Ott-Walter, Kathy, Speaker, Faculty Senate
Knight, Jack, University Counsel

The Rector welcomed new board members Carly Fiorina and Nicole Palya Wood. She also welcomed Abby Cannella, the 2023-24 Student Representative to the Board and Nate Hazen, Student Government Association President.

CONSENT AGENDA

On motion of Lara Major, seconded by Chris Falcon, approved the Consent Agenda which included the April 21, 2023 board minutes; April 22, 2023 retreat minutes; and September 5, 2023 Executive Committee minutes.

COMMITTEE REPORTS

Academic Excellence

Lara Major, Chair, presented the report of the Academic Excellence Committee. The minutes of the April 21, 2023 meeting were approved. (Attachment A)

Ms. Major reported on the following topics from the committee meeting:

- 1) Divisional update from Provost Coltman;
- 2) College Spotlight on the College of Integrated Science and Engineering from Bob Kolvoord, Dean of the College;
- 3) Student Panel on Work-Based Learning Experiences; and
- 4) Faculty Senate Speaker Report from Kathy Ott-Walter, Speaker.

On motion of Ms. Major, seconded by John Rothenberger, the report of the Academic Excellence Committee was accepted.

Advancement and Engagement Committee

Michael Stoltzfus, Chair, presented the report of the Advancement and Engagement Committee. The minutes of the April 21, 2023 meeting were approved. (Attachment B)

Mr. Stoltzfus reported on the following topics from the committee meeting:

- 1) Earned Media and Social Presence presentation from Mary-Hope Vass, Assistant Vice President of University Communications and Trey Secrist, Assistant Director, Social Media;
- 2) Digital Marketing Impact from Andy Perrine, Associate Vice President for Marketing and Branding; Chris Meyers, Senior Director for Enrollment Marketing; and Heather Davis, Associate Director for Recruitment Marketing; and
- 3) Market Study from Kennedy and Company.

On motion of Mr. Stoltzfus, seconded by Carly Fiorina, the Advancement and Engagement report was accepted.

Athletics Committee

John Lynch, Chair, presented the report of the Athletics Committee. The minutes of the April 21, 2023 meeting were approved. (Attachment C)

Mr. Lynch reported on the following topics from the committee meeting:

- 1) Sports Update from the Athletic Director, Jeff Bourne;
- 2) Sun Belt Provost meeting update from Provost Coltman;
- 3) 2022-23 Strategic Plan Accountability Measures Report;
- 4) Compliance Update;
- 5) Student Athlete Focus; and
- 6) Fundraising update.

On motion of Mr. Lynch, seconded by Dickie Bell, the Athletics report was accepted.

Audit, Risk and Compliance Committee

Chris Falcon, Chair, presented the report of the Audit, Risk and Compliance Committee. The minutes of the April 21, 2023 meeting were approved. (Attachment D)

Mr. Falcon reported on the following topics from the committee meeting:

- 1) Overview of the risk management team from Marcella Mullenax, JMU's Environmental Health Coordinator; and
- 2) Annual Report for Audit and Management Services.

On motion of Mr. Falcon, seconded by Suzanne Obenshain, the Audit, Risk and Compliance Committee report was accepted.

Finance and Physical Development Committee

John Rothenberger, Chair, presented the report of the Finance and Physical Development Committee. The minutes from the April 21, 2023 meeting were approved. (Attachment E)

Mr. Rothenberger reported on the following from the committee meeting:

- 1) Quarterly Financial Review;
- 2) 2022-23 Receivables Write-Offs;
- 3) 2023-24 Budget Update;
- 4) 2024-26 Budget Requests;
- 5) Six-Year Plan update;
- 6) Workforce Planning and Development Report; and
- 7) University Efficiency Review.

On motion of Mr. Rothenberger, seconded by Lara Major, the Finance and Physical Development report was accepted. The Rector commented on the good work of the Budget Office in preparing the 2023-24 budget.

Governance Committee

Jack White, Chair, presented the report of the Governance Committee. The minutes of the April 21, 2023 meeting were approved. (Attachment F)

Mr. White reported on the following from the committee meeting:

- 1) Proposed revisions to the board manual; and
- 2) 2024 Retreat.

On motion of Mr. White, seconded by Chris Falcon, the Governance report was accepted.

Student Affairs Committee

Terrie Edwards, Chair, presented the report of the Student Affairs Committee. The minutes from the April 21, 2023 meeting were approved. (Attachment G)

Ms. Edwards reported on the following topics from the committee meeting:

- 1) Student Affairs update;
- 2) Student Government Association report;
- 3) Student Representative to the Board of Visitors report;
- 4) Dean of Students spotlight; and
- 5) Student panel.

On motion of Ms. Edwards, seconded by Mike Stoltzfus, the Student Affairs report was accepted.

PRESIDENT'S REPORT

Mr. Alger presented information on the following: (Attachment H)

- An enrollment update was provided and the university set a record for applications with more than 37,000 at the undergraduate level, which is a 17% increase over last year;
- JMU has joined a voluntary national effort to increase transparency in financial aid offers;
- JMU is participating in the “earned admissions pathway,” which allows people who may be unsure about college and not able to relocate to Harrisonburg to take online JMU courses as non-degree-seeking and non-residential students to see if college is right for them;
- Over the summer, JMU partnered with the Virginia Department for the Blind and Vision Impaired to host visually impaired students on campus and a number of these campers are now JMU students;
- The university will begin piloting the early student success system, which will utilize the Salesforce CRM and a holistic and asset-based data analytics system aiding student support;
- JMU is meeting workforce needs through the Work-Based Learning Task Force. This group is studying internships and similar experiences, with the goal to have all students complete at least one experience before graduation. In addition, JMU is working with the Commonwealth to prepare more teachers and nurses;
- The current first-year class is at 4,954 with 3,567 in-state and 1,387 out-of-state, 24% underrepresented minorities, and 16% first generation, representing 39 states and 46 countries;
- 96.1% of bachelor’s degree recipients and 97.2% of advanced degree recipients from JMU had career outcomes in a most recent survey;
- A construction update was provided to include: the Carrier Library renovation, the Village Housing renovation and expansion, and the renovated Convocation Center;
- An update on the state budget was provided to include that the General Assembly met this week and agreed upon the proposed amendments, JMU received more money for financial aid, a 2% salary increase will be provided for all faculty and staff, and additional funding was received for nursing faculty;
- JMU faculty won more than \$34 million in external research funding for FY23, which represents a 7.5% increase over 2022 and a 92% increase compared to 2019. This year JMU also won the largest single-year grant in its entire history at \$3.6 million for early childhood education;
- JMU’s research portfolio includes \$23M/\$34M in public service and outreach activities. These awards impact communities and businesses by enhancing educational opportunities, health, and well-being, transportation infrastructure and environmental sustainability.
- X-Labs has created a Trailblazer Course Model, where an industry expert mentor engages in the development of a signature X-Labs learning experience;
- An Artificial Intelligence Task Force has been developed to include faculty, staff, students and alumni. This task force will look at opportunities and challenges and study emerging practices;

- A first-of-its-kind Innovation Center for Youth Justice is a new partnership with Justice Studies and Social Work to increase positive youth experiences, strengthen accountability, and enhance community safety;
- JMU has been invited to participate as an academic partner with the Northern Virginia Technology Council;
- A new academic partnership is Project Paradigm, which works to foster innovative undergraduate teaching across campus;
- As an R2 national university, JMU continues to focus on global engagement by participating in events such as the Global University Leaders Council (Germany) and the International Network of Universities (Hiroshima, Japan);
- The university is hosting a remarkable lineup of speakers to present on civic engagement and free expression. Kay Coles James spoke just last week; Carly Fiorina will speak on Sept. 20 at 7 p.m. and Senator Tim Kaine will join us on Sept. 22;
- Madison Trust has raised seed funding for over \$1 million for 87 different projects over the past decade and Women for Madison's Amethyst Circle has 77 founders and 123 members, who raised almost \$1.4 million; and
- It was announced that Athletic Director Jeff Bourne will retire from JMU at the end of this academic year after serving the university for 25 years.

SIX-YEAR PLAN

Jonathan Alger, President shared the purpose of the Six Year Plan and the requirements associated with the plan. Donna Harper, Vice President for Access and Enrollment Management shared the university's enrollment projections. Heather Coltman, Provost and Senior Vice President for Academic Affairs shared the academic priorities in the plan. Towana Moore, Vice President for Administration and Finance explained the financial strategies. (Attachment I)
On motion by Jack White, seconded by Terrie Edwards, approved the Six Year Plan.

JMU VALOR

Tim Miller, Vice President for Student Affairs, shared information on the JMU Valor program. (Attachment J)

BIG IDEAS

Chris Orem, Executive Director, Planning, Analytics and Institutional Research and Sheila Smith, Associate Vice President, Planning & Operations explained the process and purpose for the campus community to submit Big Ideas. (Attachment K)

CAREER OUTCOMES

Myles Surrett, Associate Vice President, Career, Experiential Learning & Transitions and Libby Westley, Director, University Career Center shared the career outcomes for the 2022 graduates including the key employers and student participation in the University Career Center's programs. (Attachment L)

Rector Herod then called for the board to move into Closed Session. Chris Falcon made the following motion:

"I move the Board go into closed session to discuss the following matters: 1) pursuant to Virginia Code Section 2.2-3711 A-1, to discuss personnel matters involving promotions, retirements, hiring,

resignations, salary adjustments, and status changes of various faculty members, administrators and appointees, as well as the award of tenure to faculty members; and
2) pursuant to Section 2.2-3711 A-7 of the Code of Virginia to consult with legal counsel and be briefed by staff members/consultants pertaining to potential litigation.”

The motion was seconded by John Lynch and the Board moved into closed session.
Following the closed session, Ms. Herod 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:

Bell, Dickie
Edwards, Terrie
Falcon, Chris, Vice Rector
Fiorina, Carly
Herod, Maribeth, Rector
Lynch, John

Major, Lara
Obenshain, Suzanne
Rothenberger, John
Stoltzfus, Michael
White, Jack
Wood, Nicole Palya

Ms. Herod then asked if there were any motions to come forward.

On motion from Chris Falcon, seconded by John Rothenberger, approved the amended Personnel Action Report.

The Rector then shared the board’s commitment and appreciation to President Alger for his work and the accomplishments of the university.

ADJOURNMENT

There being no further business, on motion of Chris Falcon, seconded by Terrie Edwards, the Board voted to adjourn. The meeting was adjourned at 12:22 pm.

Maribeth Herod, Rector

Donna L. Harper, Secretary