



INNOVATION **2024 SUMMIT**

The Unveiling of JMU X-Labs 2.0

Tuesday, April 30, 2024
3:30-6:30 PM



**INNOVATION
2024 SUMMIT**

AGENDA

3:30 PM REGISTRATION, MIXER, HORS D'OEUVRES

4:00 PM WELCOME BY CONNIE FRIGO

OPENING REMARKS

PRESIDENT JONATHAN ALGER
PROVOST HEATHER COLTMAN

KEYNOTE SPEAKER

MIKE WULFF, CHIEF PRODUCT & TECHNOLOGY OFFICER,
ELLUCIAN

4:30 PM STUDENT PRESENTATIONS: 3-MINUTE ROUNDS + Q&A
THE LAB - THE TANK - THE ARENA - ROOM 1104

6:00 PM ESPORTS AWARDS

6:30 PM ADJOURN

WELCOME

from

EXECUTIVE DIRECTOR CONNIE FRIGO



Dear Innovation Summit Guests,

On behalf of the JMU X-Labs team, I extend our warmest welcome and appreciation to you for being a part of our annual Innovation Summit, an event that celebrates our courses, activities, the innovative work of our students and faculty, internal and external partners, and our Innovation and Impact Fellows.

X-Labs 2.0

The summer of 2023 ushered in a new X-Labs team with my appointment as its second executive director, a new programs and initiatives manager, a new operations manager and esports director, and a programs assistant. The past 10 months have been full of learning, listening, asking questions, and imagining as we create a strategic vision for X-Labs 2.0.

In January, Dr. Patrice Ludwig – one of the passionate faculty members described below who co-founded X-Labs, helped develop its unique pedagogy, and served as its past interim executive director – was appointed Interim Assistant Vice President of Innovation and Research in the Division of Research, Economic Development, and Innovation (REDI). X-Labs now falls under her supervision! It's a perfect match. **I want to thank Dr. Besi Muhonja for her leadership prior to Patrice's appointment, especially in identifying new initiatives for X-Labs and for onboarding our new team. I am also grateful to Dr. Anthony Tongen, Vice President of REDI, for his belief in the value of X-Labs and support of our endeavors.**

Transdisciplinary and Collaborative Pedagogy

At the heart of X-Labs is its transdisciplinary and collaborative pedagogy, which was cultivated between 2015-2022 by a passionate group of JMU faculty and generously championed by President Alger. These faculty were eager to teach and learn together in the same classroom, across whatever disciplines were required to solve grand challenges and wicked problems. A linchpin partnership was established in X-Labs' early years with the Hasso Plattner Institute of Design at Stanford University (d.school), which provided training, resources, and networking across the country to support transdisciplinary innovation at universities. **X-Labs has enrolled 1177 students in its courses since 2015. Our commitment to transdisciplinary and collaborative pedagogy will remain a central priority going forward.**

LAUNCHED: The Reimagined Internship Pilot Program

Sometimes an opportunity for a complex collaboration (X-Labs' favorite kind!) comes around when everyone says an enthusiastic 'YES!' each step of the way. The Reimagined Internship is just that and represents an innovative approach to the traditional internship. I am thrilled to have partnered with Ellucian, a global edtech company, in Reston, VA, on this exciting pilot program. It was launched overnight (nearly literally!) and represents a true group effort across the JMU campus and at Ellucian. (More about it in this booklet.) **It is a top priority to significantly grow this cross-disciplinary program to strengthen work-based learning outcomes for students, bring corporate engagement at JMU to new levels with mutual benefits, and continue to lead with systems, pedagogy, and product innovation.**

Esports

Collegiate Esports is sweeping the country in popularity. Students are choosing where to go to college based on their esports programs and scholarships. Our program was launched in January 2021, and the Arena, where games are played, recently received a complete state-of-the-art overhaul of all equipment. Thank you, Provost Coltman! In only two years, our Rainbow Six: Siege team has won two national championships. With Mikey Torres leading the program, we are positioned to become a destination for esports. **It is a top priority to fundraise for student support, travel to competitions, equipment upgrades every 3 years, and expansion of the Arena from 12 to 20 PC stations.**

Partnerships

One of my favorite parts of this year has been meeting so many people within and outside of JMU that share the same curiosity and passion for creating the new. The support, curiosity, and eagerness to 'play together' across disciplines is heartening. **I will continue to cultivate and strengthen partnerships that are mutually beneficial by always asking what your needs are, assessing where our alignment is and how X-Labs can best support you, and discovering together what has not yet been discovered.**

I extend heartfelt appreciation to the X-Labs team for their dedicated and diligent work this past year as we dove together into challenging new territory, to Patrice for her second-to-none problem-solving skills and indefatigable passion for X-Labs, and to all of you for celebrating and innovating with us!

Sincerely,

Connie
Executive Director

INNOVATION 2024 SUMMIT

OPENING REMARKS



PRESIDENT JONATHAN ALGER

Jonathan Alger has served as president of James Madison University since July 2012, where he has led the development and implementation of a new vision and strategic plan focused on engaged learning and civic and community engagement. He is a nationally recognized speaker and writer on higher education law and policy, and has taught classes at the undergraduate and graduate levels.

At JMU, he has been a strong proponent of interdisciplinary education, design thinking, and the X-Labs program. Nationally, he serves on many boards and is currently vice chair of the American Association of Colleges and Universities.

President Alger has previously served in roles at Rutgers; the University of Michigan; the American Association of University Professors; the U.S. Department of Education's Office for Civil Rights; and the international law firm of Morgan, Lewis & Bockius. He has degrees from Swarthmore College and Harvard Law School. In July, he will become the 16th president of American University in Washington, DC.

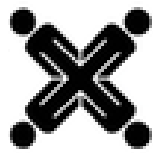


PROVOST HEATHER COLTMAN

Dr. Coltman serves as the Provost and Senior Vice President for Academic Affairs. She administers the growth and delivery of all academic programs at James Madison University while overseeing the division's budget and personnel and serves as a member of the President's Senior Leadership Team and President's Cabinet as well as an ex-officio member of Faculty Senate.

Provost Coltman has increased collaboration and diversity by leading the development of the division's first collaborative strategic plan, implementing the university's first campus-wide climate study and launching the campus' first diversity-based cohort hire. She works with faculty to maintain the institution's strong commitment to excellence in teaching and scholarship, as seen in the reclassification of JMU as an R2 institution. Her efforts have also resulted in the designation of JMU as an anchor institution, solidifying the vital role it plays in the local communities and economies.

A solo and collaborative concert pianist, Dr. Coltman has performed, taught and lectured across five continents and holds a Doctor of Musical Arts from the University of Texas, a Master of Music from the Mannes College of Music in New York and a Bachelor of Music from the College-Conservatory of Music in Cincinnati.



**INNOVATION
2024 SUMMIT**

KEYNOTE SPEAKER



MIKE WULFF

CHIEF PRODUCT & TECHNOLOGY OFFICER

ELLUCIAN



As Chief Product and Technology Officer, Mike Wulff leads Ellucian's engineering and product management teams, driving growth initiatives focused on digital transformation and cloud adoption. Mike has more than 25 years of experience in the software industry, architecting and developing complex industry-focused solutions. Previously Mike served as a senior vice president of R&D at Ellucian, leading the teams responsible for the development of Ellucian's ERP and SIS solutions.

A strong proponent of agile development practices, Mike leverages his foundational experience as a developer and technology leader to drive successful product releases from inception through deployment. His recent development efforts have focused on building native SaaS applications inclusive of the full DevOps pipeline and toolchain.

Mike holds a bachelor's degree from Virginia Tech.

The year 2023-2024 was about learning, listening, asking questions and imagining.



Above:

The Reimagined Internship class learning how to ‘flock’ as leaders and followers

Left:

The Reimagined Internship class in “The Art of the Interview” exercise as they prepare to conduct 100 interviews!

Below:

Innovation Fellows orientation with X-Labs staff





JMU X-Labs 2023-2024 Innovation and Impact Fellowship Program



Our fellows serving as ambassadors before an X-Labs MiXer with the College of Visual and Performing Arts (CVPA)



Tim, Elise, and Jake presenting about X-Labs and Esports to JMU Admissions leadership meeting



Jake (left) and Elise (right) leading a discussion during our Founder Fusion MiXer with the JMU Gilliam Center for Entrepreneurship

Meet Our 2023-2024 Innovation and Impact Fellows



John Foley
Junior, College of Visual and Performing Arts
Music Performance-Bass

"My favorite experience of the fellowship was our esports engagement program. I was able to use our laser cutter to create coasters with our Esports logo on them and hand them out to spread awareness of the program. I also had the chance to interact with other departments throughout the university while working on this project."



Jacob Jarvis
Junior, College of Business
Computer Information Systems

"I worked on a multitude of unique projects, including those selected by staff to suit my skill set. I was assigned and had a lot of enjoyment completing a data analysis summary on the application and enrollment information of The Reimagined Internship pilot program. I utilized skills I'm learning in my major classes, and for my potential career path, I applied these skills to help X-Labs learn more about who and why students signed up for the program."



Timothy Hudson
Senior, College of Integrated Science and Engineering
Information Technology

"As an X-Labs fellow, I am most proud of our presentation about X-Labs and Esports to the JMU Admissions team. When first joining the Esports program and X-Labs fellowship, I never imagined having the opportunity to speak to a team like JMU Admissions. The fellowship has given me these opportunities to grow in meaningful and unexpected ways. I also enjoyed making the Esports program a more inclusive place for everyone, regardless of experience or other perceived barriers of entry."

Meet Our 2023-2024 Innovation and Impact Fellows



Cole Knudson

Junior, College of Arts and Letters

Writing, Rhetoric and Technical Communication

“My favorite part about being an X-Labs fellow was being able to provide tours to prospective students and share my perspective on being a student. I also enjoyed brainstorming ideas on how to grow the Esports program and reach out to all students on campus.”



Elise Scheuring

Senior, College of Science & Mathematics

American Chemical Society-General Chemistry

“In my time at X-Labs, the project I am most proud of is creating and organizing all aspects of the Unite and Play: Esports Open House for Marginalized Gender Folks. Representation is very important, especially in esports, and I am happy that I could take part in making this a safe space on campus. I hope that this is the first of many to come!”

Interested in learning more about JMU X-Labs' Innovation and Impact Fellowship Program?



2023-2024 Innovation and Impact Fellows Highlights

JMU X-Labs fellows completed impactful projects and research this academic year that helped grow and strengthen X-Labs 2.0. Here are the highlights of their accomplishments.

Inclusive Recruitment Strategy

JMU Esports aspires to become a national leader in inclusive excellence by developing programs and systems that allow all JMU students easier access to and participation in all JMU gaming communities, including Esports.

The innovation fellows created an inclusive recruitment strategy that accomplished the following:

- connected with leadership of all four gaming clubs on campus and coordinated two recruitment events with them
- presented on X-Labs and Esports at JMU Admissions leadership meeting
- set up an Esports info table at QuadFest and D-Hall during lunch
- established the first annual Unite and Play: Esports Open House for Marginalized Gender Folks, designed and led by innovation fellow Elise Schuering
- increased visibility across campus about Esports and gaming opportunities
- hosted in-person tryouts for all teams for the first time and increased number of try-out participants to an all-time high for the program

Hallway of Innovation

The fellows designed an interactive hallway in Lakeview that invites engagement with the past, present, and future of X-Labs! Each year, the current innovation fellows will play a role in updating the hallway.

- Visitors will be immediately drawn to our glass blackboard and fluorescent markers, installed to capture daily curiosities, expressions, and signatures. Leave your mark!
- One digital monitor is framed by the eight principles of X-Labs and features slide shows of our courses, activities, and partnerships.
- The second monitor is dedicated to Esports and features program news, competitions, and video highlights of gameplay.
- Esports jerseys with the signatures of graduating seniors are proudly displayed in glass cases, and a championship banner was made because that's what you do when you start accumulating national championships! (Looking at you, Rainbow Six Siege!)
- The X-Labs timeline features highlights since X-Labs' inception in 2015 and is designed to be easily updated as years pass.

2023-2024 Innovation and Impact Fellows Highlights

Here are **more** of their highlights and accomplishments:

Ambassadors

X-Labs is one of the many stops that prospective and accepted students can visit during JMU Admissions Academic Open Houses and Choices Days. Our innovation fellows are present at all of these special events to lead tours of X-Labs, answer questions from students and parents, and share what it is like to be a JMU student.

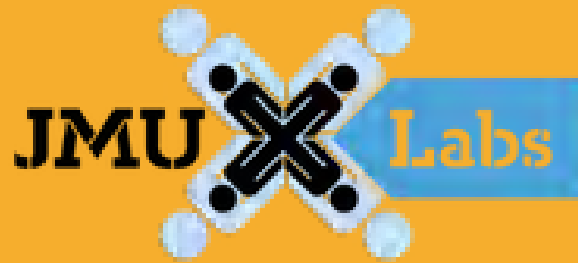
Equipment Training

The fellows were trained on how to use the laser cutter and vinyl cutter in The Lab and have assisted operations director Mikey Torres on various academic projects requested by faculty and students.

LinkedIn Marketing Project

The fellows have launched a marketing campaign on LinkedIn aimed at increasing brand awareness, generating leads, driving website traffic, and establishing thought leadership through content strategy and industry-focused relationship building. They have created a one-month content calendar and invite you to visit the JMU X-Labs LinkedIn page to strengthen current connections and build new ones for the future.

Thanks to our 2023-2024 fellows for their hard work and dedication towards JMU X-Labs' mission.



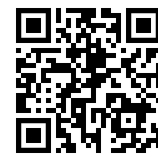
FUELING INNOVATION THROUGH CROSS-DISCIPLINARY COLLABORATION



**Courses - Research & Creative Practice -
Esports - Work-based Learning Experiences**



WWW.JMU.EDU/JMUXLABS



The Reimagined Internship



X-Labs and global higher ed tech company Ellucian teamed up for the Reimagined Internship pilot program to provide 10 undergraduate and graduate students with real-world job training, and Ellucian with a pipeline to talent. The program pairs an X-Labs design thinking course with a paid summer internship at Ellucian in Reston, VA.

THE COHORT

Hamid Elias, Product Manager

Senior
Economics
College of Business

Shane Malamut, Product Manager

Sophomore
Computer Science
College of Integrated Science and Engineering

Abdullah Alghoniemy, Developer, AI/ML

Masters
Computer Science
College of Integrated Science and Engineering

Ewen Hives, Developer, AI/ML

Senior
Computer Science
College of Integrated Science and Engineering

Naweed Yarzada, Developer, Back end

Sophomore
Computer Science
College of Integrated Science and Engineering

Jess Pham, Developer, front end

Senior
Computer Science/Music
College of Integrated Science and Engineering
College of Visual and Performing Arts

Kofi Karikari, Designer

Masters
Writing, Rhetoric and Technical Communication
College of Arts and Letters

Oriana Lukas, Designer

Senior
Media Arts & Design
College of Arts and Letters

Alex Furlich, Storyteller

Sophomore
Computer Science
College of Integrated Science and Engineering

Bonnie Pohland, Ethicist

Junior
International Affairs/Economics
College of Arts and Letters/College of Business

STUDENTS TO DEVELOP SOFTWARE THROUGH WORKSITE INTERNSHIP IN NORTHERN VA.

WRITTEN BY ABBY CHAMOT, THE BREEZE

FEB 15, 2024



Story Highlights

- JMU's X-Labs, a center for engaged interdisciplinary research, partnered with the global education technology company Ellucian to create a pilot internship program.
- Ten students with varying majors and years form the "Reimagined Internship," which gives students the opportunity to solve "real-world problems through courses, fellowships, workshops, and other initiatives," according to the X-Labs website.
- The team will collaborate with Ellucian employees and learn how the company works by meeting staff who speak to the group throughout the semester.

JMU's X-Labs, a center for engaged interdisciplinary research, partnered with the global education technology company Ellucian to create a pilot internship program that leads students to develop a software.

Ten students with varying majors and years form the "Reimagined Internship," which gives students the opportunity to solve "real-world problems through courses, fellowships, workshops, and other initiatives," according to the X-Labs website. Each student is enrolled in a prep course this semester through JMU to prepare them for the internship. After the semester's end, the in-person, paid opportunity will take place in Reston, Virginia.

STUDENTS TO DEVELOP SOFTWARE THROUGH WORKSITE INTERNSHIP IN NORTHERN VA.

WRITTEN BY ABBY CHAMOT, THE BREEZE

“The unique part of the Reimagined Internship is that the students form a team from the moment they’re selected for the internship,” X-Labs Executive Director Connie Frigo said.

The team consists of two product managers, four developers, two designers, one ethicist and one storyteller. This team takes the prep course to consult the challenge it will face and learn about Ellucian, Frigo said. The roles are selected from majors and students’ chosen paths, from computer science to media arts and design.

Students enrolled in the course will learn from their peers, who have different backgrounds of knowledge due to the diverse range of applicants accepted from various majors.

“I think we’re already being exposed to each other’s different ways of thinking,” junior Bonnie Pohland said. “I think that unique perspective is really important in a team-based project like this.”

The team will collaborate with Ellucian employees and learn how the company works by meeting staff who speak to the group throughout the semester, Frigo said. This is to ensure students understand the company and are comfortable at Ellucian before they begin their internship, so they can hit the ground running.

“It always comes down to communication and collaboration,” said Bill Blackford, vice president of global talent acquisition at Ellucian. “That’s another reason for creating this space, because it’s really serving as a forcing function to create a real-world experience.”

Blackford said he wants students to enter the program with creativity in mind, supplemented by initiative, curiosity and high energy. Students will have problems thrown at them and need to possess the skills to solve them, he said.

Blackford said he also wants students to feel enabled and empowered through their different levels of experience and said students can contribute the same ideas.

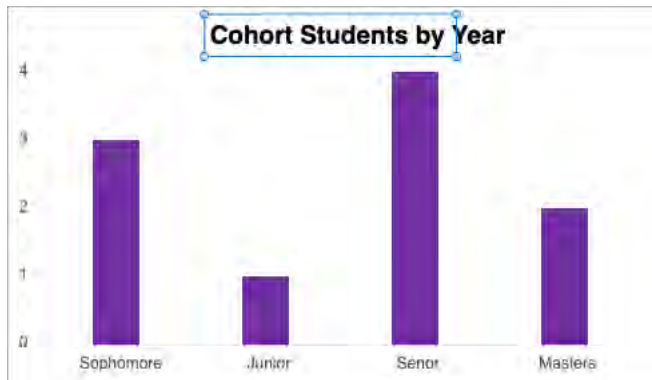
The application process for the internship was selective, beginning with 73 applicants. Twenty-seven people received in-person interviews; 10 were called back by the end of December, Frigo said.

Frigo said the chosen students possess a desire to learn and a growth mindset.

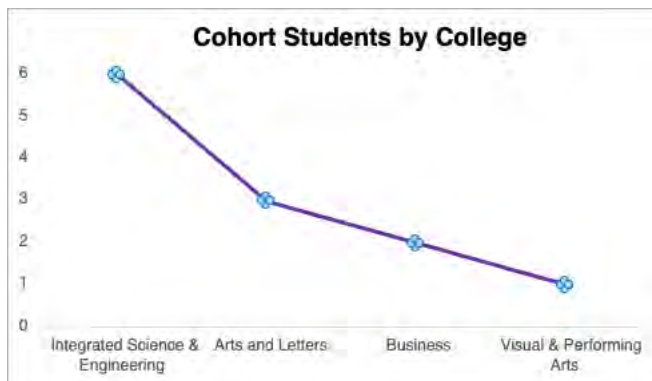
“I think sitting there, realizing that we’re all going towards one mission, is really the purpose I realized,” said senior Hamid Elias, a member of the intern team. “I think it definitely grew on me more, and seeing that I do need to collaborate with people that are different than me.”

The Reimagined Internship

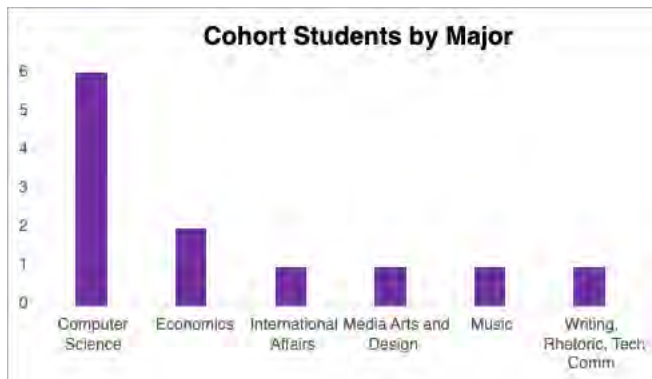
Cohort Statistics



Seniors are the most prominent class level while Juniors are the least represented class level.



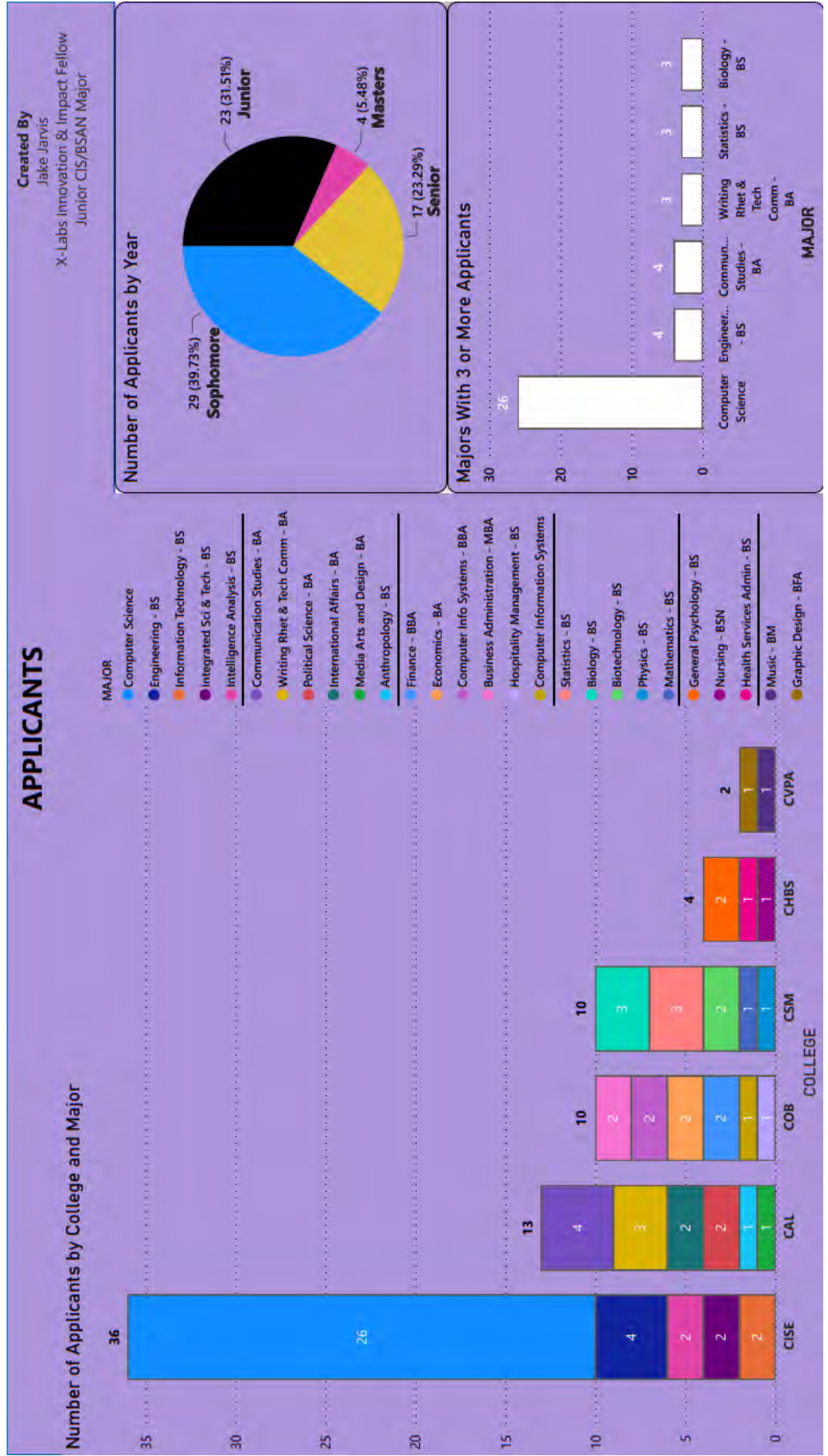
The College of Integrated Science & Engineering has the most representation out of all of the colleges, with 6 students from the Computer Science major.



There are 12 majors represented on the cohort (two students are double majors): 6 from STEM; 3 from Humanities, Arts, Social Science; 2 from Business.

The Reimagined Internship

Breakdown of 73 Applicants



The Reimagined Internship

Correlations

CORRELATIONS

Sophomore = $3/29 = 10.3\%$ of Sophomore applicants were chosen

Junior = $1/23 = 4.3\%$

Senior = $4/17 = 23.5\%$

Masters = $2/4 = 50\%$

CAL = $3/13 = 23.1\%$ of CAL college applicants were chosen

CHBS = No CHBS students were chosen

CISE = $6/36 = 16.7\%$

COB = $1/10 = 10\%$

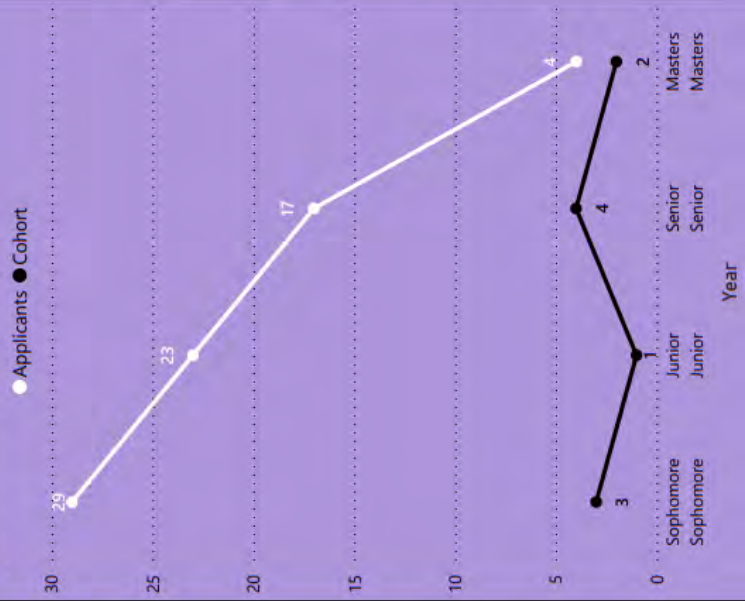
CSM = No CSM students were chosen

CVPA = $1/2 = 50\%$

Created By
Jake Jarvis

X-Labs Innovation & Impact Fellow
Junior CIS/BSAN Major

Applicants and Cohort by Year



Applicant and Chosen Cohort by College



The JMU X-Labs Reimagined Internship

A Collaborative, Cross-Disciplinary Model with Industry Partners

The Complex Question

How can partnerships between higher education and industry promote creative processes that lead to innovation?

Our Answer

The **JMU X-Labs Reimagined Internship** program launched in January 2024 with founding partner Ellucian to seek an answer to this question. Our program stands out for its comprehensive approach and intentional structure, distinguishing it from other internship programs. It remains flexible, allowing us to adapt to the strengths of our cohort and the evolving needs of the industry.



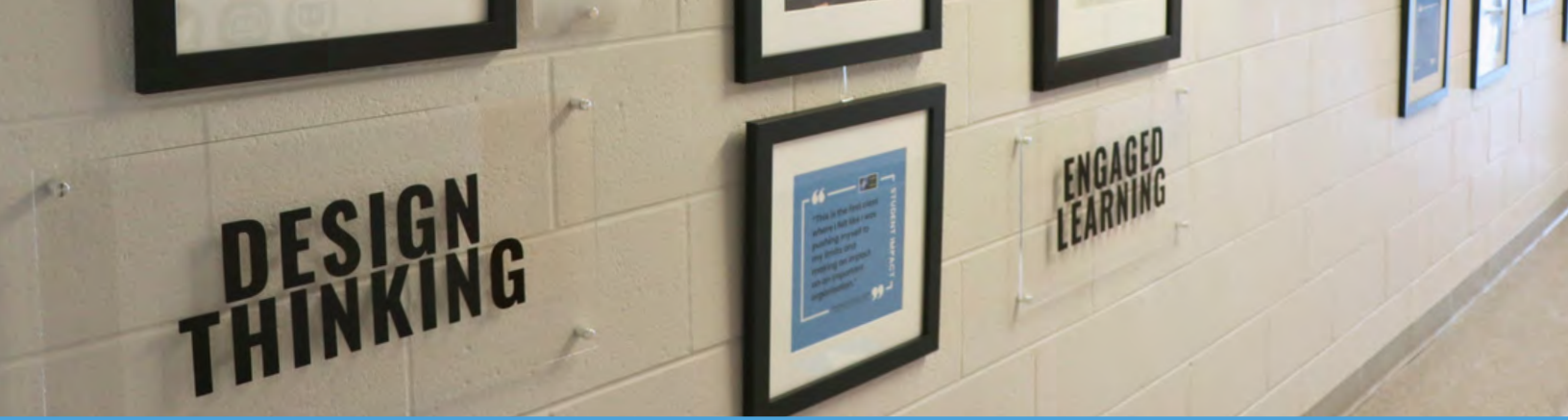
The Partnership Process

- Industry partner presents a challenge to X-Labs
- Collaboratively, we identify a holistic, cross-disciplinary student cohort (managers, engineers, designers, storytellers, and ethicists) to solve the problem
- Create a 15-week design thinking course co-taught by JMU faculty and industry experts
- The cohort innovates a solution to the challenge during the course
- Upon course completion, the cohort operates as a cohesive unit in a paid internship experience with industry partner



Student Cohort Profile

- Minimum of 10 students
- Represents STEM + Humanities & Arts
- Includes at least three different fields of study
- Sophomores through graduate students are eligible
- X-Labs will support the design of an optimal and cross-disciplinary cohort to tackle the industry's challenges



Signature Elements

- Assemble a STEM + Humanities & Arts cohort of students that operates as a team for the duration of the program
- Encourage a holistic approach to problem solving, which strengthens communication skills, adaptability, ethical considerations, user-centered design, and innovation
- Provide cutting-edge faculty experienced in cross-disciplinary and collaborative teaching and research to serve as instructors and consultants to the industry partner
- Remain active, adaptable, and thoughtful throughout the duration of the program to ensure mutual needs and outcomes are being met



Partnership Opportunities

- Talent access to a curated cohort of students for a paid internship with your company
- Collaborate with academic experts to identify problem-solution process and design the course to meet your needs
- Provide a measure of philanthropic support funding for design thinking prep course

Interested in Partnering with X-Labs?

Contact JMU X-Labs *Executive Director* **Dr. Connie Frigo** at frigocm@jmu.edu to schedule a time to talk.





Summer 2023

X-Labs International Summer 2023 Study Abroad: Responsible Futures: Innovative Responses to Climate Change in the Netherlands and Germany

- **Rob Alexander**, *Associate Professor of Political Science; Co-Director of Institute for Constructive Advocacy and Dialogue*
- **Seán McCarthy**, *Professor of Writing, Rhetoric and Technical Communication; Director of Cohen Center*

Course Summary: The Responsible Futures study abroad program brought two JMU faculty and fourteen students to university and consultancy innovation hubs in Amsterdam and Rotterdam, The Netherlands, Hamburg, Germany, and the University of Twente. Students engaged in systems thinking, design-based problem solving, and Responsible Futuring workshops to develop the competencies necessary for a design sprint to address sustainability challenges identified on the JMU campus.

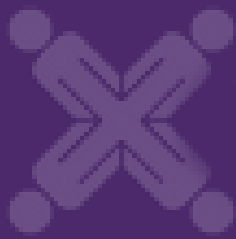
Fall 2023

Medical Innovations (X-Labs Trailblazer course)

- **Patrice Ludwig**, *Interim Assistant Vice President of REDI; Associate Professor of Biology*
- **Eric Major**, *Entrepreneur; CEO; JMU alumnus and X-Labs Trailblazer*
- **Seán McCarthy**, *Professor of Writing, Rhetoric and Technical Communication; Director of Cohen Center*

Course Summary: Students are presenting the results of Part II of two course sequence of courses taught by JMU faculty and JMU alumnus and celebrated entrepreneur Mr. Eric Major. Students had to research, design, and prototype Class One Medical devices. Student groups pitched their ideas to venture capitalists, who were invited to the final course presentations in December 2023.

(continued)



Fall 2023 (continued)

Coastal Resilience

- **Jori Erdman**, *Architectural Design Area Coordinator; Professor of Architectural Design*
- **Patrice Ludwig**, *Interim Assistant Vice President of REDI; Associate Professor of Biology*

Challenge Statement: Teams of architecture and biology students co-designed adaptive structures for coastal resilience. They focused on the question, how might we design structures that are part of the ecological and human systems in coastal areas?

Challenge Sponsors:

Virginia Sea Grant

Troy Hartley, Director

Sabine Rogers, Executive Assistant and External Relations,

Triangle Environmental Health Initiative

Nick Barnes, Site Director

Aaron Forbis-Stokes, Research & Development Manager

Tate Rogers, Founder and Principal

Waterman, Knott Alone–Hold Fast, Inc.

Dan Knott

Middle Peninsula Planning District Commission

Lewie Lawrence, Executive Director

American Institute of Architects (AIA)

Paul Battaglia, Executive Vice President, AIA Virginia

Ashley Montgomery, Associate AIA; Associate Principal, Designer at Hanbury

Irem Sezer, Resiliency Fellow, AIA Virginia



Spring 2024

The Reimagined Internship

JMU

- **Connie Frigo**, *Executive Director, JMU X-Labs*
- **Patrice Ludwig**, *Interim Assistant Vice President of REDI; Associate Professor of Biology*
- **Jonathan Stewart**, *Director for Finance, IT and Assessment for Division of Student Affairs*

Ellucian

- **Lacey Gerard**, *Senior Manager, Experience Design*
- **Sania Khan**, *Vice President, Experience Design and Innovation*

Challenge Sponsors and Partners:

Ellucian

Bill Blackford, VP Global Talent Acquisition

Sania Khan, VP Experience Design and Innovation

Mike Wulff, Chief Product & Technology Officer

JMU Partners

Carrie Combs, Senior Director, Corporate and Foundation Relations

Libby Westley, Director, University Career Center

Challenge Statement:

Create a methodology for institutions to utilize data in assessing their effectiveness of their educational programs. This approach should determine whether the curriculum is adequately equipping students for career readiness.

Background: The ongoing devaluation crisis has led to students questioning the worth of degrees. Increasingly, they are opting for certifications and bootcamps, which offer quicker routes to employment. To regain the trust and attention of students, educational institutions must ensure that their programs are more closely aligned with tangible outcomes and workforce needs.

(continued)



Spring 2024 (continued)

Hacking for the Environment

- **Rob Alexander**, Associate Professor of Political Science; Co-Director of Institute for Constructive Advocacy and Dialogue
- **Raihan Khan**, Assistant Professor, Health Sciences
- **Patrice Ludwig**, Interim Assistant Vice President of REDI; Associate Professor of Biology

Course Summary:

This X-Labs course is a pilot collaboration between the ENVT 400 capstone class for the Environmental Studies, Environmental Science, and Environmental Management minors at JMU and the Hacking 4 Impact project at the X-Labs. After completing ENVT 400, students will be able to:

1. articulate the interactions between the social and physical aspects of environmental issues;
2. understand that defining and solving environmental. Problems are complex, ongoing processes;
3. collaborate in cross disciplinary inquiry and problem solving in the classroom; and,
4. prepare and carry out creative, connective research as part of a team.

Challenge Sponsors and Partners:

Group 1: Food Insecurity in Global Climate Change
Sponsor: Jason Adelaars, Credible Hydroponics

Students: Nicole Parks, Earth Science; George Yuschak, Biology; Daniel Brancati, Geographic Sciences; Elena Finelli, Geographic Sciences

Group 2: Creating Demand for Healthy Soil Practices

Sponsor: Dr. Eric Bendfeldt, VA Tech Extension and 4 the Soil Coalition

Students: Lucie Griffith, Geographic Sciences; Ellie Dambra, Public Policy and Administration; Emmaline Clark, Biology; Elizabeth Stanley, Biology

Group 3: Regional Grain Infrastructure

Sponsor: Madelyn Smith, Common Grain Alliance

Students: Cody Sowers, Geography; Josephine Txakeeyang, ISAT; Danielle Tormey, Geography; Jack Shepherd, business management



Spring 2024 (continued)

Applied Topics in Augmented and Virtual Reality (ARVR)

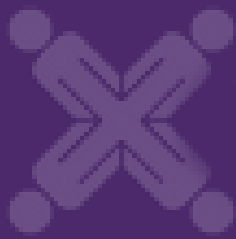
- **Grover Saunders**, *Immersive & Digital Projects Specialist, Administrative Faculty, Libraries*

Sponsor:

Paul Campbell, *Senior Assistant Director, JMU Admissions*

Course Summary:

X-Labs and JMU Admissions have teamed up to update the JMU Admissions virtual tour using X-Labs' AR/VR equipment. This course is an applied exploration of the principles and practices of immersive media experiences. Virtual reality (VR), augmented reality (AR), mixed reality (MR), 360° media, 3D scanning and other emerging related technology will be covered from concept to delivery. The course is intended for novices to the field of AR/VR and immersive media production and appropriate for interested students of all disciplines. Students will gain practical experience by using these tools through interdisciplinary team-based projects to develop an updated virtual tour for JMU Admissions.



Here's what X-Labs has cooking for Fall 2024 courses! Details will be finalized soon for registration and all course information will be posted here:



Fall 2024

First Air Force One Restoration

X-Labs announces an exciting new partnership with First Air Force One, the first presidential aircraft from January 1953 - November 1954 under President Eisenhower. The plane is currently owned by a non-profit 501(c)(3) entity by the same name, First Air Force One, and is located in Bridgewater, VA, at Dynamic Aviation.

As First Air Force One is being restored to its original condition with the primary goal of being able to fly again, the non-profit seeks to understand the best options that exist to share the experience of the plane with most people, of all ages, around the US and then the world, including the path to full restoration (and flying) to a digital/virtual solution. To do so, they've teamed up with X-Labs to form a course that will provide a range of solutions. The course will conclude with the final pitches being delivered under First Air Force One in the hangar!

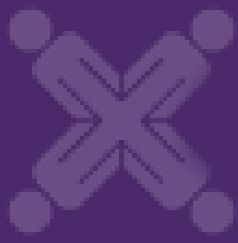
Open to all students with an interest in history, marketing, public relations, and event planning. No prior knowledge of Air Force One or presidential history is required.

The Future of Esports at JMU

- **Gus Hallmon**, *Assistant Professor*, Hart School
- **Raafat Zaini**, *Assistant Professor*, Integrated Science and Technology
- **Mikey Torres**, *Director of JMU Esports*

Esports is an increasingly popular business sector in which multiplayer video games are played competitively for spectators. Esports tournaments are also increasingly popular on college campuses. This interdisciplinary, project- and team-based JMU X-Labs course will investigate how Esports can be effectively incorporated into college life. Students will explore topics such as the design and implementation of college Esports events, recruiting and supporting college teams, and developing Esports curriculum to support teaching and learning, and social inclusion opportunities.

This course represents a collaboration between the Colleges of Business, Integrated Science and Technology, and JMU Esports/X-Labs, and is open to all students with an interest in gaming, collegiate Esports, the gaming industry, future of JMU programs, and inclusive recruitment.



Fall 2024 (continued)

3D Printing Real World Solutions (TBD)

- **Jamie Colcagno-Roach**, *Director, Educational Technology Services (JMU Libraries), Associate Professor*
- **Joi Merritt**, *Academic Unit Head, Early, Elementary & Reading Education, Associate Professor*

Infused with 3D design and 3D printing to help students iterate their ideas and actualize their solutions, this new-to-X-Labs course will take place in 3SPACE, a 3D printing classroom, located in Lakeview. Details will be confirmed soon!

Arena Upgrade

After the fall semester concluded, we sought to fix a number of problems experienced by students within our program while competing. Occasional power outages, poor internet speeds, and poorly maintained computer equipment made it difficult, if not impossible, to compete at times within our Esports Arena. With over 70 students involved in Esports at any given time, any issue affecting the daily operations of our Esports teams had huge implications to our ability to function properly.

Through funding from the Provost’s office, the Esports Arena had a complete equipment overhaul in January 2024. The main equipment added included 12 new, top-of-the-line Alienware PCs and monitors, all new accessories (keyboards, mice, webcams), and PC management software/hardware to strengthen security. The Director of Esports, Mikey Torres, oversaw the installation of the new equipment by our esports players. In conjunction with JMU IT and Facilities, who provided vital support and advice while upgrading, we also improved our connectivity and amperage in the Arena to ensure that all PCs would perform at peak capacity.



Esports Summer Camps

Esports is offering three, week-long summer camps this June for middle and high school students!

We are thrilled to partner with JMU Valley Scholars, a program that serves first-generation, financially eligible students, who are motivated and show academic promise in middle school and throughout high school, and the JMU School of Professional and Continuing Education for our camps.



[REGISTER NOW](#)



JMU Esports Highlights



JMU Rocket League team won the championship at GalaxyCon 2024, Richmond, VA!



Tim Miller, Vice President of Division of Student Affairs, receiving his own JMU Esports jersey!



Pictured left: Tim Miller, Vice President of Division of Student Affairs, visits JMU Esports!

Pictured above: JMU Rocket League team won the championship at GalaxyCon 2024, Richmond, VA!



2023-2024 AWARDS

Esports Student of the Year

Elise Scheuring

Student Leader of the Year

Tim Hudson

Competitor of the Year

Henry Pufahl

Team of the Year

Rainbow Six: Siege Team

Hayden Armstrong, Cameron Bernstein, Arman Bolooki,
Will Hodges, Jake Jarvis, Peyton King

Caster of the Year

James Cermack

Outstanding Service Award

Admin Staff Team

Tim Hudson, Elise Scheuring, Nick Storer, Luke Saunders, Cole Knudson

Team Motivator Award

Joe Paldino



2023-2024 AWARDS

Longest Strides Award

VALORANT Team

Joe Paldino (Coach), Sean Will, Connor Begley,
Luke Norton, Henry Pufahl, Luke Saunders

Defying Expectations Award

Call of Duty Team

(Lost significant players in Fall only to make a playoff run in Spring)
Preston Fleitz, Thomas Cantrell, John Coleman, Seth Hollatz, Jordan Shih

Academic Excellence Award

Luke Norton

Volunteer Award

Cameron Bernstein

Newcomer Award

Super Smash Bros: Ultimate Team

Cameron Beem, Michael Buckingham, Josh Panaro,
Mikey Sams, Issac Tewolde

Graduating Seniors Award

Arman Bolooki
James Cermack
Ethan Fatz
Preston Fleitz
Samuel Joo
Daniel Keilty
Dominic Ortolano
Michael Sams
Elise Scheuring
Lawson Smith
Shular Smith

Dear JMU X-Labs Partners, Supporters, and Students,

Please accept our heartfelt gratitude for attending and presenting at the 2024 JMU X-Labs Innovation Summit. We hope you had a wonderful time celebrating the future of JMU X-Labs 2.0, and we are honored that you could be a part of this celebration. Your presence at the summit is a testament to your contributions to our courses, programs, connections, and collaborations. We could not do this work without you!

The past year has been marked by new connections and possibilities at X-Labs, and we are excited to carry on with the same enthusiasm and passion that has driven the success of X-Labs since its inception in 2015. We rely on the curiosity and commitment to innovation from our students, faculty, founders of X-Labs, and valuable partners like you, so thank you for all of it!

We invite you to stay in touch with us and learn more about how we can collaborate to promote cross-disciplinary learning, all in the spirit of discovering what has not yet been discovered.

Our warmest appreciation,
The JMU X-Labs Team

WITH THANKS TO OUR PARTNERS

James Madison University

Admissions

College of Arts and Letters

College of Business

College of Education

College of Integrated Science and Engineering

College of Science and Math

College of Visual and Performing Arts

Corporate and Foundation Relations

Gilliam Center for Entrepreneurship

Honors College

Libraries

School of Professional and Continuing Education

Division of Student Affairs

University Career Center

University Marketing and Branding

University Studies

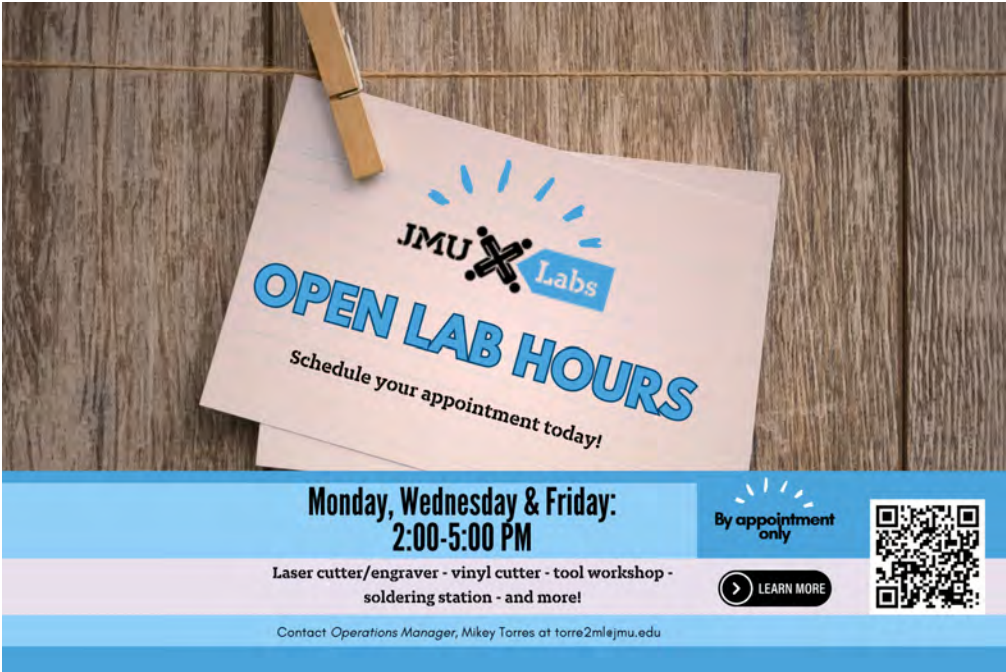
Valley Scholars



Connect with



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Harrisonburg, Virginia 22807
jmuxlabs@jmu.edu



OPEN LAB HOURS
Schedule your appointment today!

**Monday, Wednesday & Friday:
2:00-5:00 PM**

By appointment only

Laser cutter/engraver - vinyl cutter - tool workshop - soldering station - and more!

[LEARN MORE](#)

Contact Operations Manager, Mikey Torres at torre2ml@jmu.edu

