
THE COMMONWEALTH OF VIRGINIA THE VISITORS OF JAMES MADISON UNIVERSITY

Advancement and Engagement Committee

Thursday, September 12, 2024

Allegheny Room

2:45 p.m.

Agenda

1. Approval of Minutes* – April 18, 2024
2. Funds Raised to Date
Alex Marinelli, Athletics Director of Major Gifts
Cynthia Cline, Director of Strategic Gifts
3. VP Updates
Nick Langridge, Vice President for University Advancement
4. Transcendent Innovation – Reimagining Higher Ed and Industry Partnerships
Carrie Combs, Director of Corporate and Foundation Relations
Connie Frigo, Executive Director of X-Labs
5. Digital Advertising Efficiencies in Enrollment Marketing
Heather Davis, Associate Director for Enrollment Marketing

*Action Items