
**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, November 7, 2024. Mr. Michael Stoltzfus called the meeting to order at 2:48 p.m.

COMMITTEE MEMBERS PRESENT:

Edwards, Terrie
Obenshain, Suzanne, Rector
Stoltzfus, Michael, Chair

ABSENT:

Fiorina, Carly
Wood, Nicole Palya

OTHERS PRESENT:

Carter-Hoyt, Malika, Vice President for Diversity, Equity and Inclusion
Gilligan, Jeff, Associate Vice President for Development
Gordon, Sean, Senior Athletic Development Officer
Jordan, Debbie, Associate Vice President for Advancement Information Services
Langridge, Nick, Vice President for University Advancement
Miller, Tim, Vice President for Student Affairs
Perrine, Andy, Associate Vice President for Marketing and Branding
Secrist, Trey, Assistant Director of Social Media
Smith, Sheila, Associate Vice President for Advancement Planning and Operations
Vass, Mary Hope, Executive Director of Communications

APPROVAL OF MINUTES

The minutes of the September 12, 2024 meeting were brought before the committee and approved as presented on a motion by Suzanne Obenshain, seconded by Terrie Edwards.

FUNDRAISING REPORT

Sean Gordon reported that Duke Club members have contributed nearly \$900,000 thus far in FY2025. He also reported that membership has doubled year over year from just over 2,400 donors to nearly 5,000 donors.

Jeff Gilligan reported that overall giving has increased substantially. Thus far, in FY 2025 \$9.5MM has been committed compared to \$7.4MM at this time last year. Participation has also increased substantially. We have experienced a 25% increase year over year with well over 12,000 donors compared to just over



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9,000 donors a year ago. The pipeline currently includes 117 pre-solicitation requests totaling \$47.5MM and 91 active solicitations totaling \$50.1MM. We have closed 41 major gifts this fiscal year.

MAJOR GIFT AND ENDOWMENT THRESHOLDS

Jeff Gilligan shared advancement's plans to increase major gift and endowment levels which will positively impact scholarship and faculty retention.

VICE PRESIDENT'S UPDATE

Nick Langridge provided an overview of fundraising expenditures over the last 12 years showing that giving has grown at a significantly higher rate than expenditures have risen. He also provided an update on campaign planning, progress with our new partnership with BWF, our campaign consultants, and the overall campaign timeline for our third comprehensive campaign.

SOCIAL MEDIA RANKINGS

Continuing a trend of excellence, James Madison University was ranked #5 in all of D1 for its social media efforts. The ranking, released by analytics firm RivalIQ, is the seminal benchmark in the social media space. JMU is the only D1 school to be ranked in the Top 5 for each of its active social media platforms, nabbing #2 on Facebook, #5 for Instagram and #4 for X (formerly Twitter). JMU is no stranger to the top ranks as it has been in the top 10 in each year the report has been released and is one of only three schools that return to the top 10 from last year.

ADVANCEMENT SYSTEM(S) REPLACEMENT – CRM – REENGINEERING MADISON

Debbie Jordan speaks to the committee regarding the Advancement team's progress with preparing for the new Salesforce Afiniquet CRM software which is part of the Reengineering Madison Project.

The team is on schedule and looking forward to the CRM implementation in April of 2025.

The meeting adjourned at 4:11 p.m.

Respectfully submitted,

Michael Stoltzfus, Chair

David Kirkpatrick, Secretary to the Board



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