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**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, September 12, 2024. Ms. Terrie Edwards called the meeting to order at 2:46 p.m.

**PRESENT:**

Edwards, Terrie, Chair  
Fiorina, Carly  
Wood, Nicole Palya

**ABSENT:**

Stoltzfus, Michael

**OTHERS PRESENT:**

Boals, Ryan, Associate Director, Corporate and Foundation Relations  
Bradley, Miriam, Associate Vice President, Principal Gifts  
Cline, Cynthia, Senior Director, Strategic Gifts  
Combs, Carrie, Director, Corporate and Foundation Relations  
Coleman, Warren, CEO & President, James Madison University Foundation  
Frigo, Connie, Executive Director, XLabs  
Funkhouser, Savanna, Assistant Director, State Government Relations  
Langridge, Nick, Vice President, University Advancement  
Long, Debbi, Corporate and Foundation Relations Grant Writer  
Marinelli, Alex, Director, Athletics Major Gifts  
Vass, Mary Hope, Assistant Vice President and University Spokesperson  
Walther, Annie, University Legal Services  
Wood, Melinda, Vice President, Enrollment Management

**APPROVAL OF MINUTES**

The minutes of the April 18, 2024 meeting were brought before the committee and approved as presented on a motion by Nicole Palya Wood, seconded by Carly Fiorina.

**FUNDRAISING REPORT**

Alex Marinelli reported on giving to Athletics, in FY24 Duke Club fund raising reached \$6.5M and in FY25 Duke Club Members have donated \$495K.

Cynthia Cline reported on total giving to the University. In FY24 total giving to the university reach \$28.1M, the second highest giving total in JMU history, with new donor counts reaching an all-time high of 24,586 donors.

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In FY25, as of September 11, 2024, \$4.1M have been donated. The pipeline holds 61 Pre-solicitation requests for \$47.4M and 104 Solicitations for \$44.3M. To date there are 16 Closed Major Gifts for \$3.4M.

**VICE PRESIDENT’S UPDATE**

Nick Langridge provided an update on fundraising for Carrier Library, the new Health and Behavioral Studies expansion, and progress on the new Salesforce Affinaquest CRM Implementation for Advancement.

**TRANSCENDENT INNOVATION – REIMAGINING HIGHER ED AND INDUSTRY PARTNERSHIPS**

Carrie Combs and Connie Frigo reported on a new corporate partnership between JMU X-Labs and Dynamic Aviation and on the reimagined internship piloted with Ellucian.

The reimagined internship is an innovative pilot which offered a 15-week, cross-disciplinary course followed by a 12-week paid internship. In both partnerships, students from diverse fields collaborate to solve real-world problems posed by corporations, gaining hands-on experience with AI, design thinking, ethics, and business. The program emphasizes teamwork, creativity, and leadership, aiming to bridge education and workforce readiness.

**DIGITAL ADVERTISING EFFICIENCIES IN ENROLLMENT MARKETING**

Heather Davis presented how innovations in the university’s digital advertising strategy are creating efficiencies of upward of \$1M a year and improving enrollment marketing results. The efficiencies were a result of Marketing and Branding partnering with Professional and Continuing Education on a centralized approach to digital advertising.

The meeting adjourned at 4:26 p.m.

Respectfully submitted,

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Terrie Edwards, Chair

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David Kirkpatrick, Secretary to the Board