
**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, February 13, 2025. Mr. Michael Stoltzfus called the meeting to order at 2:45 p.m.

PRESENT:

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

OTHERS PRESENT:

Boals, Ryan, Associate Director of Corporate and Foundation Relations
Bradley, Miriam, Associate Vice-President for Principal Giving
Carter-Hoyt, Malika, Vice President for Diversity, Equity and Inclusion
Combs, Carrie, Senior Director of Corporate and Foundation Relations
Conley, Erin, Associate Director for Regional Programming
Fravel, Elizabeth, Assistant Director of Annual Giving
Gilligan, Jeff, Associate Vice President for Development
Jordan, Debbie, Associate Vice President for Advancement Information Services
King, Charles, President, James Madison University
Langridge, Nick, Vice President, University Advancement
Marinelli, Alex, Duke Club Director of Major Gifts
Ogwara, Dioma, JMU Student
Perrine, Andy, Associate Vice President, Marketing and Branding
Polglase, Paula, Director of Alumni Relations
Smith, Sheila, Associate Vice President, Advancement Planning and Operations
Stoaks, Caroline, JMU Student
Vass, Mary Hope, Assistant Vice President, University Communications
Zakaria, Teo, JMU Student

APPROVAL OF MINUTES

The minutes of the November 7, 2024 meeting were brought before the committee and approved as presented on a motion by Terrie Edwards, seconded by Nicole Palya Wood.

FUNDRAISING REPORT

For Athletics Giving, Alex Marinelli reported that \$2.2M has been given in FY25 with donor numbers up at 6,503, up significantly from the same time last year. The Annual Fund, which covers the Proud and True fund and Duke Club Seat contributions is currently at \$1.2M

For University-Wide Giving, Jeff Gilligan shared that as of February 4 \$18.6M has been given. In addition, total conditional (estates and bequests) and non-charitable giving is at \$5M compared to \$2.4M during the same period last year.

VICE PRESIDENT'S UPDATE

In his vice presidents report, Nick Langridge shared about JMU giving day, which features the theme of "Give Like a Duke" and is quickly approaching on February 27. A record 24,586 Dukes gave to JMU in FY24, and over 5,000 gave on Giving Day. JMU has a great track record of success in broad-based giving on giving day and we hope that all board members will find a JMU fund that holds special meaning for them to support on the 27th.

Nicole Wood made a motion to slightly revise the charter for the advancement and engagement committee by removing a reference to Federal Relations. Federal relations is periodically addressed in the administration and finance committee. The Advancement & Engagement Committee then voted to approve this revision. Her motion was seconded by Terrie Edwards with all being in favor.

IMPACT OF SCHOLARSHIPS

We next enjoyed a panel of three students who shared their experiences as scholarship recipients, and how their time at JMU has proven to be transformative, positioning them for exciting futures ahead.

ALUMNI CHAPTERS AND AFFINITY PROGRAMS

The committee heard from Paula Polglase and Erin Conley, who provided an overview of the Alumni Chapters program. We currently have 40 active regional and affinity chapters. The Alumni Relations office provides resources to chapters including chapter structure, event management and marketing support.

MADISON TRUST

Carrie Combs and Ryan Boals told the committee that Madison Trust is an exclusive chance to gain an insider's view of JMU's best faculty-and staff-led projects (funding up to \$25K):

- Ten projects selected to present at the event, with philanthropic investors engaging with presenters.
- Investors evaluate projects for potential funding, with many committing \$5,000 or more.
- Event scheduled for March 14, 2025, from 9:15 a.m. to 4:30 p.m. in the Festival Board Room.

BEING THE CHANGE PODCAST

Andy Perrine, Associate Vice President of University Marketing & Branding presented on the successful launch of the Being The Change podcast, the new official podcast of JMU brought to you by Madison Magazine. After 18 episodes, the podcast has over 7200 listens and listenership continues to grow with each new episode.

The meeting adjourned at 4:16 p.m.

Respectfully submitted,

Michael Stoltzfus, Chair

David C. Kirkpatrick, Secretary to the Board