
**THE COMMONWEALTH OF VIRGINIA
THE VISITORS OF JAMES MADISON UNIVERSITY**

Volume LX No. 3

Minutes of the Meeting of February 16, 2024

The Visitors of James Madison University met on Friday, February 16, 2024 in the Festival Conference and Student Center Board Room on the campus of James Madison University. Maribeth Herod, Rector, called the meeting to order at 8:30 am.

PRESENT:

Bell, Dickie Bolander, Jeff Edwards, Terrie Falcon, Chris, Vice Rector Fiorina, Carly Herod, Maribeth, Rector James, Kay Coles Lynch, John	Major, Lara Obenshain, Suzanne Rothenberger, John Smith, Steve Stoltzfus, Michael White, Jack Wood, Nicole Palya
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Cannella, Abby, Student Representative to the Board, 2023-24
 Harper, Donna, Secretary

ABSENT:

None

ALSO PRESENT:

Alger, Jonathan, President
 Coltman, Heather, Provost and Senior Vice President for Academic Affairs
 Langridge, Nick, Vice President for University Advancement
 Miller, Tim, Vice President for Student Affairs
 Moore, Towana, Vice President for Administration and Finance
 Vass, Mary-Hope, Assistant Vice President for Communications
 Ott-Walter, Kathy, Speaker, Faculty Senate
 Knight, Jack, University Counsel

CONSENT AGENDA

On motion of Kay Coles James, seconded by Suzanne Obenshain, the Consent Agenda was approved which included the minutes of the November 10, 2023 full board meeting.

COMMITTEE REPORTS

Academic Excellence Committee

Lara Major, Chair, presented the report of the Academic Excellence Committee. The minutes of the November 9, 2023 meeting were approved. (Attachment A)

Ms. Major reported on the following topics from the committee meeting:

- 1) Divisional update;

- 2) Area Spotlight: Adult Degree program;
- 3) Student panel from Adult Degree program
- 4) Curriculum updates:
 - On motion from committee, the board approved the discontinuance of the E-Learning certificate.
 - On motion from committee, the board approved the on-line graduate certificate in Literacy Education.
 - On motion from committee, the board approved the credit hour change for the doctoral Counseling and Supervision program;
- 5) General Studies major in the Individualized Study degree program;
- 6) Integration of Academic Programs and Faculty Workload: and
- 7) Faculty Senate Speaker report.

On motion of Ms. Major, seconded by Chris Falcon, the report of the Academic Excellence Committee was accepted.

Advancement and Engagement Committee

Michael Stoltzfus, Chair, presented the report of the Advancement and Engagement Committee. The minutes of the November 9, 2023 meeting were approved. (Attachment B)

Mr. Stoltzfus reported on the following topics from the committee meeting:

- 1) Fund-raising report on Diggin Dukes;
- 2) Vice President's Update;
- 3) An overview of Principal Giving;
- 4) BWF team has been hired as the Campaign Consultant; and
- 5) Giving Day is February 22, 2024.

On motion of Mr. Stoltzfus, seconded by John Rothenberger, the Advancement and Engagement report was accepted.

Athletics Committee

John Lynch, Chair, presented the report of the Athletics Committee. The minutes of the November 9, 2023 meeting were approved. (Attachment C)

Mr. Lynch reported on the following topics from the committee meeting:

- 1) Athletics Sports update;
- 2) HR update on staff vacancies;
- 3) Intercollegiate Athletics Program Report (APA Audit);
- 4) Student-Athlete Disciplinary Report;
- 5) AUBC Broadcast Control Room upgrades; and
- 6) Development update.

On motion of Mr. Lynch, seconded by Mike Stoltzfus, the Athletics report was accepted.

Audit, Risk and Compliance Committee

Chris Falcon, Chair, presented the report of the Audit, Risk and Compliance Committee. The minutes of the November 9, 2023 meeting were approved. (Attachment D)

Mr. Falcon reported on the following topics from the committee meeting:

- 1) Annual update from the Compliance Committee with Brad Barnett, Associate Vice President for Access and Enrollment Management/Director of Financial Aid and Rick Gardner, Senior Associate Director for Financial Aid and Scholarships shared updates related to Consumer Information requirements and the Gramm-Leach Bliley Acts Safeguards Rule;
- 2) Status report on the Internal Audit Work Plan; and
- 3) Approved the Program Charter.

On motion of Mr. Falcon, seconded by Suzanne Obenshain, the Audit, Risk and Compliance report was accepted.

Finance and Physical Development Committee

John Rothenberger, Chair, presented the report of the Finance and Physical Development Committee. The minutes from the November 9, 2023 meeting were approved. (Attachment E)

Mr. Rothenberger reported on the following from the committee meeting:

- 1) Administration and Finance divisional update;
- 2) Efficiency Review committee update;
- 3) Financial Review;
- 4) Central Shenandoah Planning District Commission's Hazard Mitigation Plan [CSHMP_2020_Final-compressed.pdf (cspdc.org)];
 - a. On motion from committee, the board approved the plan.
- 5) Governor's Budget update; and
- 6) Dining Services Overview.

On motion of Mr. Rothenberger, seconded by Terrie Edwards, the Finance and Physical Development report was accepted.

Governance Committee

Jack White, Chair, presented the report of the Governance Committee. The minutes of the November 9, 2023 meeting were approved. (Attachment F)

Mr. White reported on the following from the committee meeting:

- 1) Board Self-Evaluation purpose and process;
- 2) Role of the board secretary; and
- 3) Plans for the board retreat.

On motion of Mr. White, seconded by Terrie Edwards, the Governance report was accepted.

Student Affairs Committee

Terrie Edwards, Chair, presented the report of the Student Affairs Committee. The minutes from the November 9, 2023 meeting were approved. (Attachment G)

Ms. Edwards reported on the following topics from the committee meeting:

- 1) Student Affairs Update;
- 2) Student Government President report;
- 3) Student Representative to the Board report; and
- 4) Spotlight: Accessibility and Belonging including a student panel.

On motion of Ms. Edwards, seconded by Chris Falcon, the Student Affairs report was accepted.

PRESIDENT'S REPORT

Mr. Alger presented information on the following: (Attachment H)

- Several major university events were held, including: Winter Commencement with JMU alum Jennifer Park Stout from Snap Inc. as the speaker; 2024 MLK Keynote Speaker, Brenda Salter McNeil; a Legislative Reception in Richmond; and the Old School Alumni Black History Month event;
- The total number of applicants for Fall 2024 is 40,015. This is a 7% increase from 2023, a 16.2% increase from 2022 and a 67.5% increase from 2021. The demographics are: 41% male, 59% female, 46% out-of-state, 22% first generation, 39% underrepresented students, 533 international applicants from 128 countries and from 53 states & US territories (minus South Dakota). The Delayed FAFSA rollout may have a significant impact on the admissions process;
- JMU was the only Division I school in the nation to qualify for NCAA men's soccer, women's soccer and volleyball tournaments, while also earning a football bowl bid. JMU Football finished 11-2 for the season and participated in its first bowl, the Armed Forces Bowl. JMU hosted ESPN College GameDay with more than 26,000 fans on the Quad, with a special 30th anniversary celebration featuring the Jonas Brothers. Women's Lacrosse opened its season with a win over No. 3 UNC;
- The Governor's Fellows endowment goal was reached. Other civic engagement updates include a visit from JMU alumna and actress Whitney Rice (*Jury Duty*) and Secretary of Education, Aimee Guidera. JMU will partner with the Library of Congress and Congressman Ben Cline for a Veteran's History Project later this spring;
- This fall a civic leadership minor will launch, with collaboration among all eight colleges;
- SCHEV approved Ed.D., pending a favorable external review;
- On Jan. 25, the Virginia State Board of Education unanimously recommended full approval of the JMU Lab School for Innovation & Career Exploration. This will be a partnership with JMU, Rockingham County Public Schools and Blue Ridge Community College with an emphasis on career pathways and experiential learning. The Office of the Governor issued a [press release](#) announcing this endeavor.
- Hacking 4 Diplomacy students presented five projects on different topics to the Department of State and they are excited about future partnerships;
- U.S. News Rankings of JMU's Online Programs: No. 18 MBA, No. 34 MBA for Veterans, No. 41 Master's in Computer Information Technology and No. 97 Master's in Nursing;
- The four working groups on the AI Task Force have submitted their preliminary reports. Each group developed questions to guide the incorporation of AI at JMU and will now develop answers to questions through collaboration within their groups and with strategic alumni;
- Updates on Centennial and Valley Scholars include their participation in a study abroad program to the Dominican Republic, 84 students were named to Dean's and President's lists for Fall 2023, and more than 1,000 applications for 2024-25 were received (682 for 2023-24);
- Upon her passing, alumna Col. Frances Weir gifted nearly \$6 million to JMU for the Weir Scholarship Endowment, which is the largest cash gift and largest scholarship gift in JMU history. She had an exemplary military career and was the first woman to command a brigade-sized male unit;

- An economic impact study was conducted by the Weldon Cooper Center for Public Service at JMU and in FY22, JMU invested \$363 million in the Harrisonburg Metro area and \$488 million in the Commonwealth and generated \$22.7 million in local tax revenue. For every faculty and staff job at JMU, an additional job was created in the local economy and 1.25 jobs are created elsewhere in the state; and
- Leadership updates at JMU include: Bob Chesney from Holy Cross, hired as the next football coach. There is a strong pool of candidates for the athletic director opening with on-campus interviews scheduled for April. The search committee is reviewing applicants for the VP of Enrollment Management.

VIRGINIA BUSINESS HIGHER EDUCATION COUNCIL

Kirk Cox, President of the Virginia Business Higher Education Council shared information on the research conducted by the VBHEC on the value proposition of higher education and the role and impact of internships in Virginia. (Attachment I)

GENERAL ASSEMBLY UPDATE

Caitlyn Read, Assistant Vice President for State Government Relations, gave an update on the legislation and budget amendments progressing through the General Assembly for James Madison University. (Attachment J)

JMU FOUNDATION – INVESTMENT STRATEGY

Warren Coleman, Executive Director of the JMU Foundation briefed the board on the purpose and structure of the Foundation. Barry Purcell, former Foundation chair, gave a historical review of the Foundation. Liza Scott, Managing Director for Cornerstone Partners described the investment strategy for the Foundation. (Attachment K)

RESEARCH, ECONOMIC DEVELOPMENT AND INNOVATION

Anthony Tongen, Vice Provost and Keith Holland, Associate Vice Provost explained the role of research, economic development and innovation with respect to the university's R2 classification. (Attachment L)

Rector Herod then called for the board to move into Closed Session. Chris Falcon made the following motion:

“I move the Board go into closed session to discuss the following matters: 1) pursuant to Virginia Code Section 2.2-3711 A-1, to discuss personnel matters involving promotions, retirements, hiring, resignations, salary adjustments, and status changes of various faculty members, administrators and appointees, as well as the award of tenure to faculty members; 2) pursuant to Section 2.2-3711 A-7 of the Code of Virginia to consult with legal counsel pertaining to actual or probable litigation; and 3) pursuant to Section 2.2-3711.A.11 to consider an honorary degree.”

The motion was seconded by Suzanne Obenshain and the Board moved into closed session. Following the closed session, Ms. Herod then stated the following:

During the closed session, the board discussed only matters lawfully exempted from open meeting requirements and only those types of matters identified in the motion for the closed session.

RECORDED VOTE: the following is an affirmative recorded, member by member vote:

Bell, Dickie
Edwards, Terrie
Falcon, Chris, Vice Rector
Fiorina, Carly
Herod, Maribeth, Rector
James, Kay Coles
Lynch, John

Major, Lara
Obenshain, Suzanne
Rothenberger, John
Smith, Steve
Stoltzfus, Michael
White, Jack
Wood, Nicole Palya

Ms. Herod then asked if there were any motions to come forward.

On motion from Suzanne Obenshain seconded by Kay Coles James, approve the Personnel Action Report.

On motion by Lara Major, seconded by Terrie Edwards, approved the honorary degree recommendation.

The Rector announced the Nominating Committee - Lara Major, Chair; John Rothenberger; Dickie Bell.

ADJOURNMENT

There being no further business, on motion of Chris Falcon, seconded by John Lynch, the Board voted to adjourn. The meeting was adjourned at 12:11 pm.

Maribeth Herod, Rector

Donna L. Harper, Secretary