

# Madison

THE MAGAZINE OF JAMES MADISON UNIVERSITY

WINTER 2013

## *Special Report*

# A new national model?

A special report on President Alger's listening tour and how the university community is answering the question – Why Madison?



**INSIDE:** Making Madison the national model of an engaged university **PAGE 8** JMU students as Big Brothers Big Sisters **PAGE 16**  
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## MADISONMOMENTS

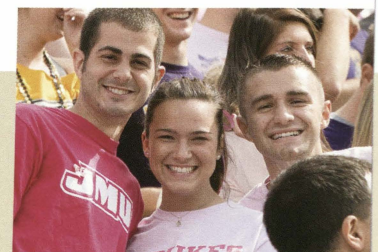
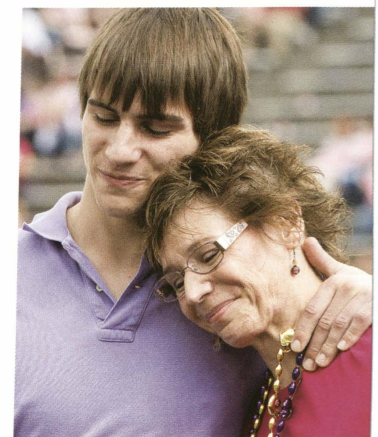
# One Madison family

Why is Madison uniquely suited to address the most pressing challenges of our society and our world? Why is it important to make JMU the national model of an engaged university? The answers to the question “Why Madison?” live in the culture of James Madison University. For more than 100 years Madison has been known as a family. Alumni from every generation connect and interconnect; and JMU President Jonathan R. Alger says that JMU alumni, students, professors, parents and friends are telling him, “Nearly everyone wants to be engaged in the life of the university.”

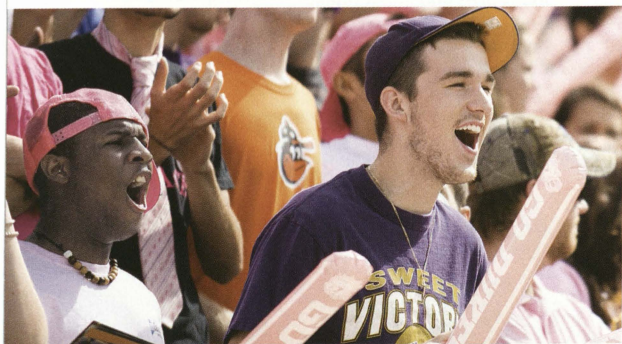
Madison has the perfect culture to cultivate a university that engages with ideas and with the world.

“We are all one Madison family,” says Alger. “Our outstanding faculty members build lasting and important relationships with students. Our alumni have built and cultivated relationships across generations. It’s time for all of us to engage as one Madison family and take JMU to a level of national prominence that will help us change the world.”

\* Learn more about President Alger’s vision for JMU at [www.jmu.edu/whymadison](http://www.jmu.edu/whymadison). (Images at right selected from 2012 JMU Family Weekend. Learn more at [www.jmu.edu/parents](http://www.jmu.edu/parents).)









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**ON THE COVER:** Wilson lighting photograph courtesy of Sparks Entertainment, Andrew Sparks ('12) and Gilbert Welsford ('12) by Mike Miriello ('09M).



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JMU Technology Alumni Group members and business leaders share their thoughts on giving back to the university both financially and by engaging with students in the classroom and in real-world learning opportunities. See Page 10.



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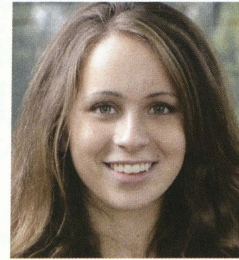
## Madison Forever Scholarships change lives

By Martha Graham and Kelley Freund ('07)

When the world you know crumbles – whether financially, physically or mentally – it is a comfort to have family members to lean on. In the last two years 200 Madison students and their parents have found both solace and solution in the Madison family and their gifts to the Madison Forever Scholarship Program.

**\* Make your gift today and help JMU students stay Madison forever: [www.jmu.edu/madisonforever](http://www.jmu.edu/madisonforever)**

(Clockwise): Zachary Daniels ('13), Ericka Welsh ('13), Jeremy Hashiguchi ('13) and Kinsey Browning ('14) share their stories on how Madison Forever Scholarships helped them stay Madison forever.



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# Madison

## Special Report

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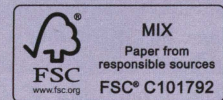
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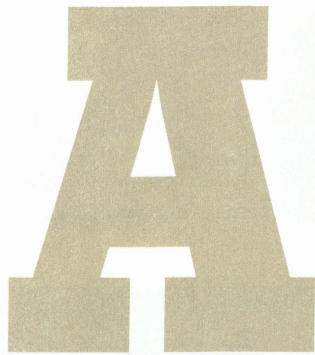




DIRECTIONS

## JMU will be the national model for an engaged university

*Renew your connections to Madison and help JMU reach its next level of excellence*



As I reflect on these first few months as president of James Madison University, I realize how fortunate I have already been to have experienced many “Madison moments” — moments that illustrate the strong sense of community and engagement that makes JMU

a distinctive place to learn, teach, work and live. Just to name a few: Summer tours of campus laboratories where undergraduates were working alongside faculty members on cutting-edge research. A reception where new faculty members shared their excitement with each other about JMU’s educational mission. A spontaneous choral rendition of *Happy Birthday* at the opening staff meeting in Wilson Hall. Hearing the inspiring stories of our Centennial Scholars and their families who have overcome many challenges in search of a bright future.

Listening to alumni who get choked up as they describe how JMU instilled in them a love for learning and service that lasts for a lifetime. Standing on the field for the first time with the Marching Royal Dukes and soaking in the glorious majesty of their talent and teamwork.

**A community that combines a commitment to learning with a conviction that all humans are interconnected has the potential to solve any issue, no matter how intractable. And belonging to such a community is an act of faith in that combination.**

I am sure each of you can come up with your own list of cherished Madison moments.

What can these shared Madison moments tell us about our mission and our future? I think they remind us that by creating an inclusive learning community in which everyone feels valued and respected — and a part of something larger than themselves — there is virtually no limit to what we can accomplish. A community that combines a commitment to learn-



ing with a conviction that all humans are interconnected has the potential to solve any issue, no matter how intractable. And belonging to such a community is an act of faith in that combination. That is precisely why my vision for the university is to make it a national model; I believe it is our duty to bring broader attention to JMU and the power of this combination so that it can spread. Given the challenges we face in society today, we need to do it now.

**“Embracing both longstanding traditions and a willingness to evolve sets Madison apart,” says JMU President Jonathan R. Alger.**

So you may be wondering, how? How do we elevate James Madison University to the status of a national model? The excellent leadership of the past, decades of thoughtful and dedicated work by faculty and staff members, and achievements of students and graduates year after year have brought us to a point from which the university can now enter into a new phase of even greater accomplishment. To build on that momentum, we will follow an intentional process that began this summer, just after I assumed office. In this *Madison Special Report*, you will notice that much of the content is about our “Why Madison?” Presidential Listening Tour, which began in August and will last into the spring. While I enjoy *Madison*



## DIRECTIONS

magazine for its typically outward-looking portrayal of the university community and its place in the world, this issue's somewhat inward reflection on the question "Why Madison?" is thoughtfully timed. As we work together to elevate our university even further from the regional to the national stage, it's important for all of us to know why. After reading this issue you may want to answer the question "Why Madison?" for yourself. Once you do, you may find yourself with a renewed sense of connection to the Madison family and a desire to engage with your university to help take it to that next level of excellence.

I have met thousands of people on and off campus so far during the "Why Madison?" tour. And it has been most gratifying to learn that nearly everyone wants to be engaged. In fact, engagement has emerged as the predominant theme in what I am hearing during the tour. This is very important because engagement is what powers the combination I describe above. No matter how committed to learning a community might be, without engagement there is no cultivation of human interconnectedness. Madison community members are engaged with ideas and with the world.

For instance, in this issue you will read about the geospatial analysis course offered by JMU faculty members to high-school students across the Commonwealth of Virginia and beyond. You will learn that our students have made the Harrisonburg Big Brothers Big Sisters program the largest in all of Virginia because of their volunteerism. You will read about JMU faculty and staff who have designed the Madison Collaborative, a major new initiative that will reach every student at JMU and teach them ethical decision-making skills, a necessity for understanding human interconnectedness. You will hear from members of the Technology Alumni Group, who have been coming to campus for years to expose JMU professors and students to ways in which concepts they are teaching and learning play out in real-world, real-time applications. These instances of engagement are only a few of many in the Madison Experience.

Continued on Page 6 >>>

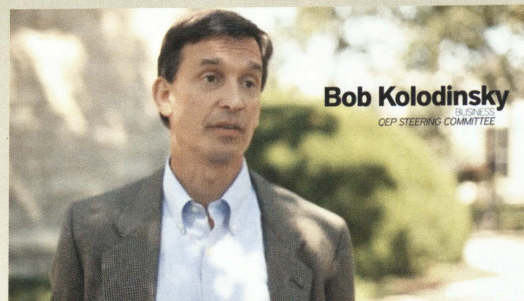
## Students learn to put ethical reasoning into action

### Multi-disciplinary team from across campus comes together to build center for ethical reasoning

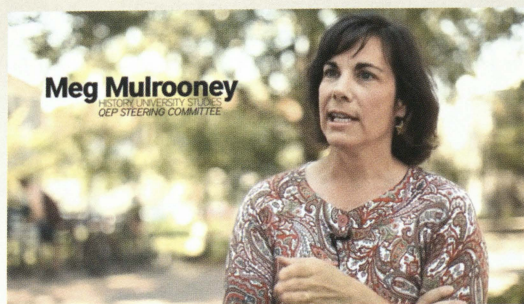
BY ANDY PERRINE ('86)

During recent "Why Madison?" Presidential Listening Tour events on campus faculty and staff members remarked to President Alger that JMU has a culture of "yes." Innovation in developing new curricula and programs is encouraged, and Alger heard this repeatedly.

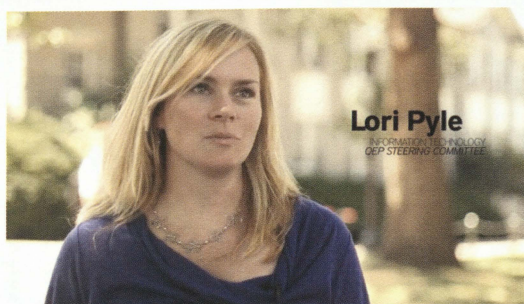
It is no wonder that early reviews of the Madison Collaborative: Ethical Reasoning In Action include the descriptor "ambitious." For 18 months a multi-disciplinary faculty and staff team assembled a plan to teach every single JMU student ethical reasoning skills and how to put them into action. From Freshman Orientation and programming in the residence halls to advanced courses in the majors, JMU students will be steeped in learning how to apply ethical reasoning in their personal, professional and civic lives. The reasons to engage in this massive enterprise are many. Bob Kolodinsky, management professor and director of the JMU Gilliam Center for Free Enterprise and Ethical Leadership, says, "If you look at the news on a daily basis there are scandals in business, politics – in all aspects of life. Every university needs a center like this, and it is a way for JMU to stand out. We can develop a reputation for it and it can become



**Bob Kolodinsky**  
QEP STEERING COMMITTEE



**Meg Mulrooney**  
HISTORY UNIVERSITY STUDIES  
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**Lori Pyle**  
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Professors Bob Kolodinsky, Meg Mulrooney and Lori Pyle discuss the impact of teaching ethical reasoning at [www.jmu.edu/QEP](http://www.jmu.edu/QEP).

part of our identity."

Meg Mulrooney, history professor and associate dean for University Studies, says, "JMU is well positioned to make this work because among the many traditions on this campus, one of the things we have done since the beginning is promote civic engagement. Ethical reasoning skills are essential to citizenship." ❧



## DIRECTIONS

In this issue you also will read that the university plans to inaugurate me as its sixth president on March 15, 2013. I hope you can join us for all or part of a weeklong series of events celebrating the university community and the legacy of James Madison, the man.

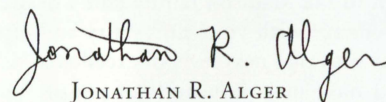
### **'Madison community members are engaged with ideas and with the world.'**

James Madison also understood the power of a community that combines a commitment to learning and a conviction that all humans are interconnected. In his *State of the Union* address on Dec. 5, 1810, Madison pitched Congress on the idea of creat-

ing a national university in Washington, D.C. In making the pitch, he proclaimed:

*"Such an institution, though local in its legal character, would be universal in its beneficial effects. By enlightening the opinions, by expanding the patriotism, and by assimilating the principles, the sentiments, and the manners of those who might resort to this temple of science, to be redistributed in due time through every part of the community, sources of jealousy and prejudice would be diminished, the features of national character would be multiplied, and greater extent given to social harmony. But, above all, a well-constituted seminary in the center of the nation is recommended by the consideration that the additional instruction emanating from it would contribute not less to strengthen the foundations than to adorn the structure of our free and happy system of government."*

Congress, in its infinite wisdom, never went for President Madison's idea. So let's do him the honor of putting such a place on the national map. James Madison University can be the institution President James Madison dreamed of creating. The journey has been, and will continue to be, one of great reward and excitement. Let's dream big together. Will you join us?



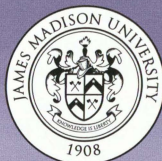
JONATHAN R. ALGER

President

James Madison University

\* Learn more about President Alger's listening tour discoveries at [www.jmu.edu/whymadison](http://www.jmu.edu/whymadison)

## MADISON FAMILY!



# *Join in the inauguration celebration for* **Jonathan R. Alger**

SIXTH PRESIDENT OF JAMES MADISON UNIVERSITY

**Make plans to be on campus March 15, 2013, to celebrate President Alger and renew your connections to Madison.**

**A weeklong series of events will celebrate the university community and the legacy of Founding Father James Madison, JMU's eponym.**

**LEARN MORE AT [WWW.JMU.EDU/INAUGURATION](http://WWW.JMU.EDU/INAUGURATION)**



MADISONLEGACIES

# 'It feels like a pilgrimage'

## President Alger and JMU professors visit Montpelier, home of James Madison

BY ANDY PERRINE ('86)

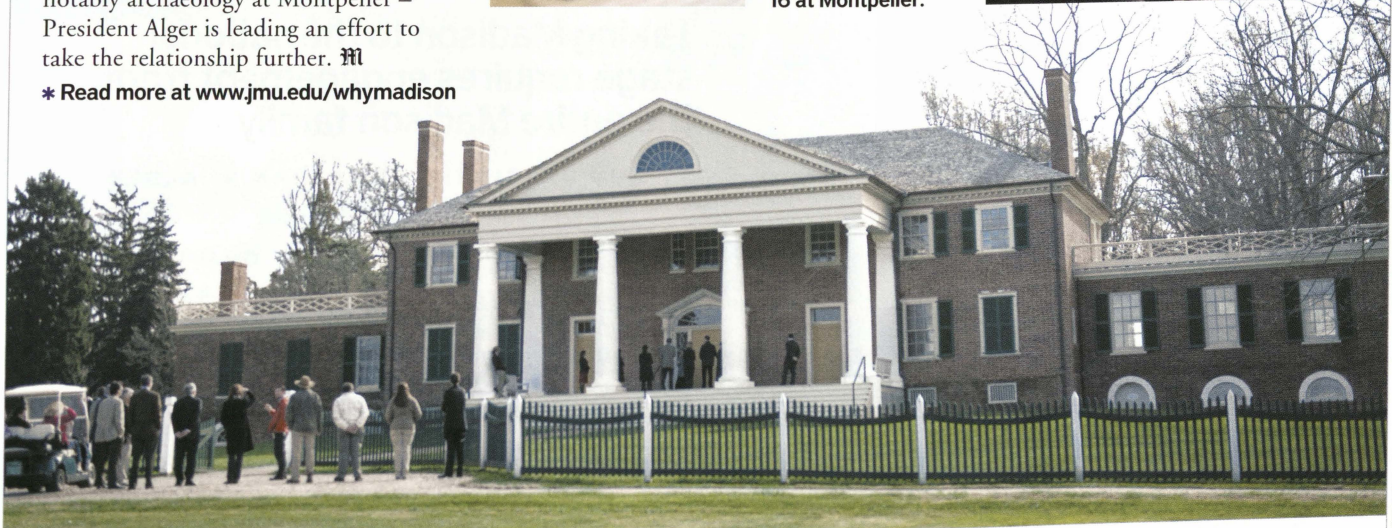
**F**or such an enthusiastic fan of James Madison, his first-ever trip to Montpelier felt like a pilgrimage for JMU President Jonathan R. Alger. He and nearly 20 JMU faculty members and administrators visited Madison's home on Nov. 6, Election Day. "It is a fitting tribute to Mr. Madison and the strength of our U.S. Constitution to visit on the day when we again openly and bloodlessly chose our nation's leader," Alger said.

While at Montpelier, the president and faculty from several disciplines worked with the leaders at Montpelier and faculty members from their Center for the Constitution to develop new ideas for bringing greater public attention to Madison's legacy and the importance of his work as Father of the U.S. Constitution. While the two institutions for decades have worked together in several areas – most notably archaeology at Montpelier – President Alger is leading an effort to take the relationship further. **M**

\* Read more at [www.jmu.edu/whymadison](http://www.jmu.edu/whymadison)

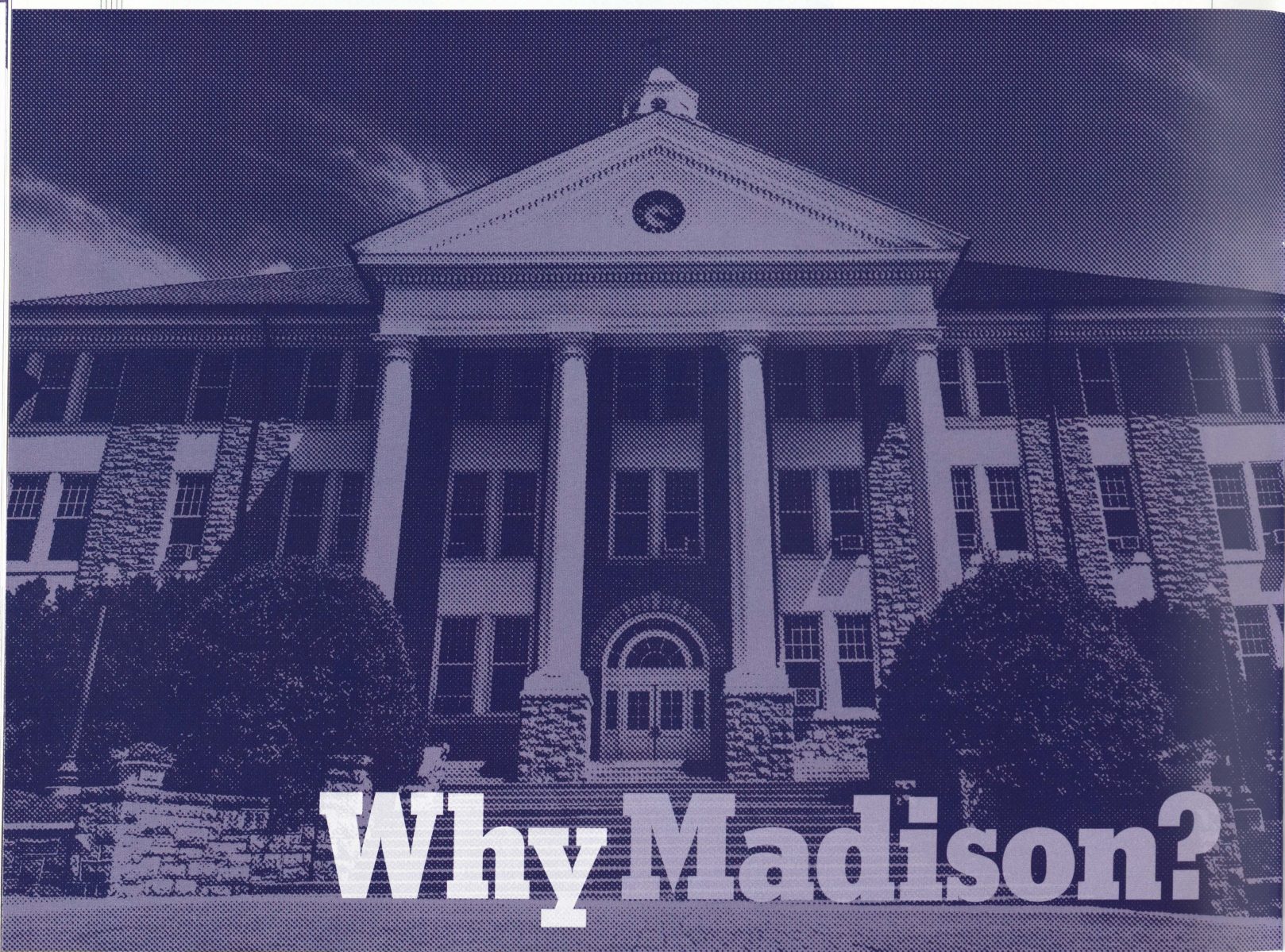


Montpelier Board of Directors President Gregory May and President Alger discuss potential partnership ideas. May invited Alger to deliver the annual address at the national ceremony honoring James Madison on March 16 at Montpelier.



Madison? Why Madison? Why Madison? Why Madison? Why Madison?





# Why Madison?

## Taking Madison to the national stage requires engagement from the entire Madison family

BY JMU PRESIDENT JONATHAN R. ALGER

Why is Madison important to you? Why did you choose to attend, teach or work at JMU? Why are you committed to JMU? Why do you volunteer your time or invest your resources in the university? How might we improve? Why is Madison uniquely suited to address the most pressing challenges of our society and our world? In short, why Madison?

As many of you know, this past semester, I met thousands of JMU students, parents, alumni, faculty and staff members, and friends of the university during the “Why Madison?” Presidential Listening Tour. As we work together to elevate JMU even further — from the regional to the national stage— it’s important for all of us to know the answers to “Why Madison?”



## No matter how committed to learning a community might be, without engagement there is no cultivation of human interconnectedness.

So far on this tour I have met with the JMU Faculty Emeriti Association; staff from University Studies and the College of Arts and Letters, Centennial Scholars and their families; staff and students from the Center for Multicultural Student Services and the Office of Academic Programs; the Honors Council Advisory Board, alumni at numerous cities across the country and students on campus.

It has been most gratifying during the 33 stops of this tour to learn that nearly everyone wants to be engaged. In fact, engagement has emerged as the predominant theme in what I am hearing. No matter how committed to learning a community might be, without engagement there is no cultivation of human interconnectedness. Madison community members are engaged with ideas and with the world.

I also met with faculty and staff members from the Office of International Programs. They

say our Study Abroad program encourages us to explore what it means to be engaged citizens. International experiences help us think about our roles as engaged citizens of the world and make us consciously explore the diverse meanings, opportunities and obligations of citizenship. Given that our university is named for the Father of the U.S. Constitution, I want us to be very intentional about exploring those themes from many perspectives, and specifically what it means to be a democracy in the world today. International education will be a vital part of that.

When I meet our outstanding faculty members they tell me it is important to build lasting relationships with students. Faculty emeriti say one of the greatest strengths of JMU has been that professors get to know students as individuals and people. In the classroom, as mentors of research and also through advis-

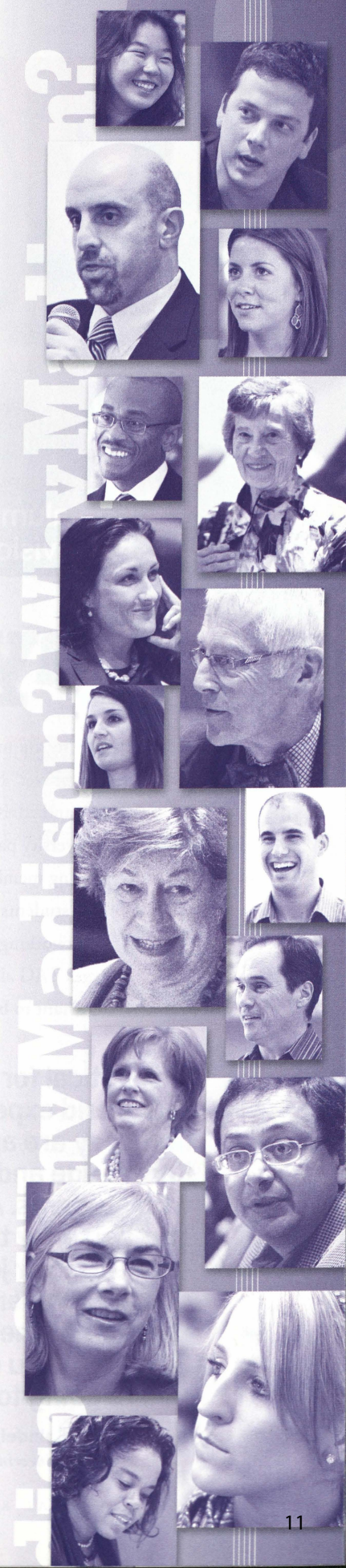
ing, these relationships are a result of time and effort invested by the faculty.

When we talk about JMU — as a hybrid combining elements of the small liberal arts college and the research-intensive university, we must think about that critical balance — in teaching and research, faculty workload and work/life — not by trying just to emulate what another university is doing, but making JMU the best JMU we can be.

In the following pages, learn how alumni, professors and students are answering the question “Why Madison?” And, learn how the “Why Madison?” Listening Tour sparked Alice Julias ’65) to action.

Then it’s your turn to join in the conversation, connect to Madison, read more of my reflections and help us shape the future of our beloved Madison. Share your answers to the question “Why Madison?” at [www.jmu.edu/whymadison](http://www.jmu.edu/whymadison). ■

President Jonathan R. Alger shares his vision of JMU as the national model for an engaged university while speaking with alumni, friends and donors at the “Why Madison?” Presidential Listening Tour event in Richmond, Va.







Madison alumni, students and professors share the vision and offer their answers to:

# Why Madison?

For decades many alumni have answered the questions, “Why Madison?” and “How might JMU improve?” by rolling up their sleeves and volunteering as mentors, guest lecturers and advisers to hundreds of JMU students. One of the most successful alumni/university partnerships in this endeavor is the JMU Technology Alumni Group. Founding members and leaders of the Technology Alumni Group have provided JMU students with scholarships, in-classroom learning and mentorship, internships, networking opportunities, resumé building and career advice. On the following pages TAG alumni — and faculty members and other alumni — explain why it is important to be connected to Madison and JMU students.

**‘It is critical for alumni with real-world experiences to show how they are applying their knowledge and to interact with students. Alumni can tell students how their educations relate to their jobs – or how it doesn’t. Students think they know what they need to know; I tell them you don’t know what you’re going to need to know!’**

– **Jonathan Spindel**, *College of Integrated Science and Engineering*

‘I’m a teacher and not making a lot of money, but know I can give back that little bit to a university that gave me so much. I was able to find a job within a month of graduation. My professors were known at the schools that I applied to teach for, and that was something that I think helped me get my job.’

– **Kate Williams** (‘08), *art teacher in Prince William County Public Schools, Arlington, Va.*

**‘Getting to know alums makes me more comfortable and better able to relate to professionals in my field. It certainly enriches my academic career, hearing from someone in my field; hearing professionals share their stories helps me learn in different ways.’**

– **Jordan Hessels** (‘13), *computer information systems major, Long Valley, N.J.*

‘JMU’s Centennial Scholars Program gave me the opportunity to not be so stressed out and worried about how I was going to pay for tuition each semester. It allowed me to really immerse myself in the college experience. It’s so easy for me to say ‘Why Madison?’ JMU gave me the opportunity to really flourish and be where I am today. Thank you, Madison!’

– **Chiquita King** (‘09, ‘11M), *senior consultant with Booz Allen Hamilton and Centennial Scholar, Manassas, Va.*

**‘The Duke Club’s mission is to raise money for student-athlete scholarships for all our athletes to perform on the fields and courts of play. But JMU’s true agenda is to help grow individuals.’**

– **Jon McNamara** (‘05), *director of donor and media relations for the American Red Cross in Richmond and president of the Richmond Duke Club*



'As business majors at JMU, we did a lot of group projects, which is how the business world works today. Your ability to interact in groups of people and to effectively use resources is key.'

– **Jason Maust ('01)**, *IT project manager for Alterra Capital Services and JMU Technology Alumni Group*

**'My JMU education got me where I am today. ... During a recent campus visit to my son Kevin, a freshman, he said, 'Dad, I'm really fortunate to go to JMU.' Our family's financial commitment to this school will not only be for today, tomorrow, but into the future. It is tough when you look around at the economy, but if you can give to something that really gave you value and gives your kids value, what better contribution than to Madison?'**

– **James H. Dawson ('79, '16P)**, *JMU parent from Great Falls, Va. and executive vice president at First Potomac Realty Trust in Bethesda, Md.*

**'My classes in international business, communications, and writing and rhetoric gave me a wide perspective of JMU colleges. Professors have an open door policy and are willing to go out of their way and spend extra time with you. They worry not just about your academics but how your life is going. You can talk to them anywhere, and there is so much positivity and creativity.'**

– **Nicole Guido ('12)**, *writing and rhetoric major from Villanova, Pa.*

'My brother came to JMU before me, and my niece came after me. JMU is family for us, it's a huge part of our lives. It's our responsibility to give back in any way we can. Coming back and networking sends a message to students that they have these channels when they leave college. As alumni we have a responsibility to do that, and to show students how we are taking advantage of what we learned in college and how we're applying it in the real world. It's just plain rewarding to give back. It makes you feel like a student again and it keeps you connected to the university. And an alumni tailgate at a football game doesn't hurt.'

– **Bryan Bostic ('83)**, *JMU Technology Alumni Group*

'When college friends start to fade away, you look for other connections to the university. I read an article in a 1999 issue of *Madison* magazine that JMU's endowment was below schools like Longwood, Mary Washington and Radford. I was looking for a reason to come back and an alumni technology group for the College of Business seemed like a good reason. Since 2000 our group has been in 163 classrooms and given away 21 scholarships. TAG donated wireless capabilities in 2004 and JMU has gone from no wireless to being named most wireless campus. TAG has really become a self-sustaining organization driven by its members. Mentoring students is more important now than ever. Find an area of the university that can sustain your interest. Look at the gaps that need to be filled. It's a rewarding opportunity to have a good experience, deliver guidance and make a difference with your friends.'

– **Tom Carr ('84)**, *JMU Technology Alumni Group*

'This is the third year that Chris Fauerbach ('01) and Jason Maust ('01) have spoken to my classes. The students find it invaluable to hear about real-world experiences, and that it's not just about getting good grades, it's about building people skills and the importance of networking and internships. I'm their teacher, but I think it means more coming from people who are working in the field.'

– **Morgan C. Benton**, *associate professor of integrated science and technology*





**WHY MADISON?**

'Having alums present to our class is definitely motivational. It motivates me after graduation to become successful. I want to return this motivation to younger classes. After I get experience, I plan to come back to campus and share my story.'

– **James Callahan ('13)**, computer information systems and finance double major, Richmond, Va.

**'When a JMU student comes to me and asks me to vouch for their ability, I don't have to worry. And I can't necessarily say that about any other students that I've met. Very seldom do students leave JMU without being able to find a job. People want to hire them. They know they can do the work and they have good ethics. How can you not give back? This school gave me so much. It's flattering just to be asked to give back.'**

– **Helen Franks ('86)**, senior account manager with SyCom Technologies and JMU Technology Alumni Group

'Hearing from alums is great because I learn about my future possibilities; it helps me determine what I want to do in the real world. It's useful to see what proficiencies they had in school; it gives me a feel for where I'm headed. It helps me apply what I learn to what I want to do.'

– **Tori Groene ('13)**, computer information systems and English double major, Culpeper, Va.



Alice Julias ('65) credits her confidence and lifelong friendships to her years at Madison.

**One alum's 'Why Madison?' answer**

*Alice Julias ('65) wants to ignite alumni to give back to JMU*

BY PAULA POLGLASE ('92, '96M)

Alice Munkasey Julias ('65) is having trouble sleeping. Her mind keeps racing and churning over details she learned during the first stop on JMU President Jonathan Alger's "Why Madison?" Presidential Listening Tour. During the evening Alger shared his desire for more giving participation from alumni.

Julias listened to Alger speak, and her answer to his "Why Madison?" question is engaging in JMU fundraising efforts. "Alumni ought to be able to raise some money and build JMU programs that make a difference."

At the listening tour event Alger shared that 97 percent of alumni say they would recommend JMU to a prospective student but only 7 percent of all alumni make a gift to JMU. Julias is fired up to change that number. "I just know we can do better than 7 percent," says, Julias, who first stepped foot on Madison's campus 51 years ago. She wasn't sure what to expect or who she would be friends with. She says the fun began from day one; however, she always knew the importance of earning a degree. "My mother always told us no one can take your education away from you."

Julias remains in touch with many of

her classmates and has stayed close to the Harrisonburg area. After hearing President Alger speak, Julias volunteered to chair her 50th class reunion giving campaign, and she is among the first alumni to volunteer for JMU's new peer-to-peer fundraising initiative.

Julias is inspired by the number of people who have shared their positive Madison Experiences. "I really think you can raise a great amount of money with small contributions from a lot of people," she says. "Alger is looking to ignite alumni and I think he should," she says. "I want to ignite them, and I want it to snowball. I think it is so doable, and I think our new president will be impressed by many alumni supporting Madison."

Julias' desire to reach out to alumni was inspired by the "Why Madison?" listening tour. Although she graduated in 1965, Julias stresses the importance for young alumni to get in the habit of giving back. "Start small with \$10 and keep increasing. Every gift is important to JMU's future." ❧

**Give today!**  
Make your gift by Dec. 31  
[www.jmu.edu/give](http://www.jmu.edu/give)



# Say 'Yes' to the Madison Forever Vision Fund

# 97 percent.

The percentage of alumni who say they loved their Madison Experience.

# 7 percent.

The percentage of alumni who give back to the university.

## What's the disconnect? Help us close the gap.

Madison Forever gifts bolster the Madison Experience and help produce graduates who are equipped to change to world.

Madison then. Madison now.

# MADISON FOREVER

## FUNDING PRIORITIES:

### Scholarships

ANNUAL DEADLINE: DEC. 31

Madison Forever Scholarships provide emergency student aid to Dukers experiencing a one-time financial crisis. This year alone more than 100 students remain at JMU thanks to donors, and that number will continue to rise with your help.

### Vision Fund

ANNUAL DEADLINE: JUNE 30

Help us chart the course for JMU to be the model for the new American university. We need flexible dollars to create new opportunities, seed money to fund innovative ideas, and dollars to attract and retain talented professors and students. Give today.

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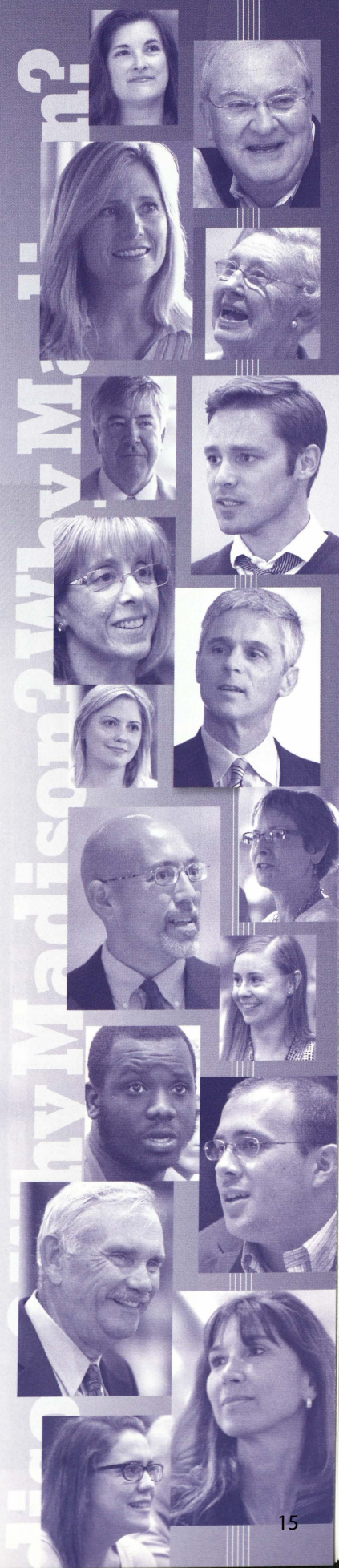
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WHY MADISON?

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- Helen Franks ('86), senior account manager with SyCom Technologies and JMU Technology Alumni Group

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Please accept my gift of (CHECK ONE):

\$1,000  \$500  \$250  \$100  \$60  \$25  Other \$ \_\_\_\_\_

OR I would like to make a recurring gift of \$ \_\_\_\_\_  
a month/quarter/year (CIRCLE ONE - MIN. \$5).

To adjust your recurring gift, contact 1-888-JMU-GIVE.

\$ \_\_\_\_\_ MADISON FOREVER Vision Fund  
For JMU's most pressing needs (#1002301)

\$ \_\_\_\_\_ MADISON FOREVER Scholarships  
For emergency student aid (#1002133)

\$ \_\_\_\_\_ Other: \_\_\_\_\_

\$ \_\_\_\_\_ Total

Select payment option.

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- Enclosed is my check made payable to the JMU Foundation.
- Please charge my credit card. (CIRCLE ONE):

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Matching Gifts

- My employer matches gifts.  I'm not sure if my employer matches gifts.
- Visit [matchinggifts.com/jmu](http://matchinggifts.com/jmu) to search our list of participating companies.

Planned Gifts

- I have included or plan to include JMU in my estate plans.
- Please contact me about planned giving.

Mail to: James Madison University, Office of Annual Giving  
MSC 3603, 220 University Blvd., Harrisonburg, VA 22807

Give online at [www.jmu.edu/give](http://www.jmu.edu/give)

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# Say 'Yes' to the Madison Forever Vision Fund

Thank you

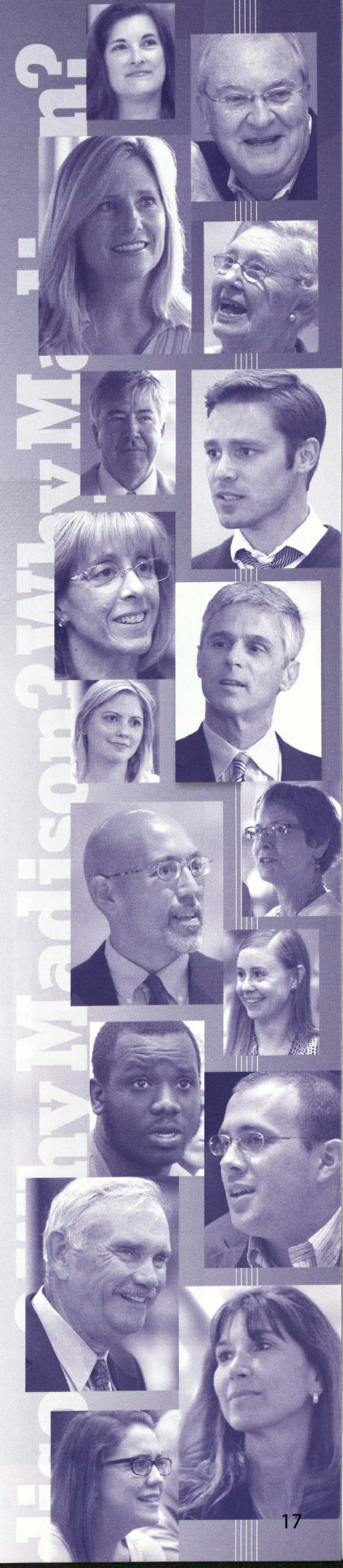
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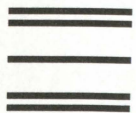
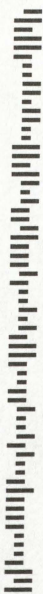
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# Say 'Yes' to the Madison Forever Vision Fund

## Help JMU become the university that changes the world

BY BILL GENTRY

James Madison University is on a mission. President Jonathan Alger wants JMU to be the national model for an engaged university. His belief is that the Madison Forever Vision Fund will help the university community reach the bold goal of creating a university that more fully engages with the world to solve society's most pressing challenges.

For more than 100 years the stage has been set and momentum has been building to take JMU to national prominence. As alumni, students, professors, parents and friends are answering the question "Why Madison?" the Madison Forever Vision Fund provides a clear path to answering, "How?" The donor-supported fund

provides flexible dollars to create new opportunities and seed monies to fund innovative ideas.


Your gifts to the Madison Forever Vision Fund also help JMU attract and retain the most talented professors and students.

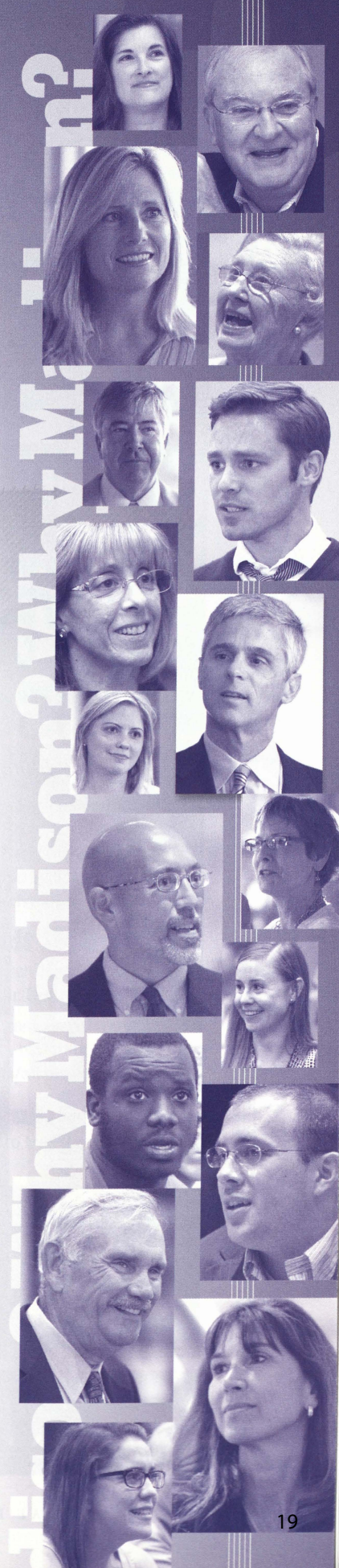
JMU is different. The kind of different that matters. The kind of different that leads to "yes." Yes to innovation. Yes to attacking the big problems of today and tomorrow through collaboration and hands-on practice. Yes to equipping graduates with the tools they need to change to world.

"Yes" comes with a price tag. Your gifts provide JMU the ability to continue saying yes. Yes to quality academic programs. Yes to

a unique problem-solving approach to education. Yes to a students-first culture. Yes to strategic partnerships with business and the local community. Yes to more scholarships. Yes to Study Abroad. Yes to keeping the Madison Experience, forever.

Your support in the form of annual gifts to the Madison Forever Vision Fund helps JMU continue to navigate a bold course to becoming the national model for how universities more fully engage with society to solve the most pressing challenges facing the world.

Help President Alger and JMU reach this bold goal of changing the world. Make your gift today at [www.jmu.edu/give](http://www.jmu.edu/give). 



# MADISON FOREVER

## Support the Madison Forever Vision Fund

We need your help to chart the course for JMU to be the model for the new engaged university. We need flexible dollars to create new opportunities, seed money to fund innovative ideas, dollars to attract and retain talented professors and students, and more.

**Help us change the world. Give today.**  
**[www.jmu.edu/give](http://www.jmu.edu/give)**



'I studied abroad twice and I think that those two experiences were among the most valuable experiences I have ever had in my life. JMU being able to offer that to me really has changed my life.'

— Christine Hillgrove ('11),  
Honors Program graduate in history,  
theater and dance from Middlethian, Va.

# By *the* numbers

# 97

Satisfaction is a part of the Madison Experience — **97 percent** of JMU alumni say they would recommend their alma mater to a prospective student.

## What's the disconnect?

Only **7 percent** of alumni give back to James Madison University. This ranks Madison near the bottom when compared to other schools' alumni giving rates. Say "Yes" to the Madison Forever Vision Fund and help make JMU the national model for an engaged university.



PERCENTAGE OF ALUMNI WHO GIVE BACK FINANCIALLY TO THEIR SCHOOL

*Inside what makes the Madison Experience so special and — one Madison family*

# 1,000 1,000

What can one JMU class with a 24 percent giving participating rate do for JMU? Raise \$1 million! The Class of 1984's 25th reunion turned into a \$1 million anniversary. Mike Edwards ('84, '89M) and Holly Bachand Finchem ('84) co-chaired the Class of 1984's Lead the Change Committee and presented a check for \$1 million to JMU President Jonathan R. Alger during Homecoming 2012.





# Connections



# 6<sup>th</sup>

The JMU community will inaugurate its sixth president, Jonathan R. Alger, on March 15, 2013. Make plans now to reconnect to Madison and join in the weeklong celebration. Learn more on Page 6. \* Learn more at [www.jmu.edu/inauguration](http://www.jmu.edu/inauguration)

## Get connected

JMU has more than 37,300 Facebook fans, 13,500 Twitter followers, 4,100 LinkedIn members and more than 314,000 YouTube channel views.

## Are you plugged in? Tell us about your Madison Experience

- \* <http://jmubethechange.wordpress.com>
- \* <http://pinterest.com/jamesmadison>
- \* [www.facebook.com/jamesmadisonuniversity](http://www.facebook.com/jamesmadisonuniversity)
- \* [www.facebook.com/JMUALumni](http://www.facebook.com/JMUALumni)
- \* [www.twitter.com/JMU](http://www.twitter.com/JMU)
- \* [www.youtube.com/DukeDogTV](http://www.youtube.com/DukeDogTV)
- \* [www.linkedin.com](http://www.linkedin.com) (search JMU Alumni Association under "groups")
- \* <http://foursquare.com/jmu>

VISIT JMU VIA:

## Go Mobile!

Stay Purple & Gold on your favorite mobile device  
\* [m.jmu.edu](http://m.jmu.edu)

## Got JMU LOVE?

Want to mentor a JMU student? Share your Study Abroad experience? JMU LOVE (Leaders of Volunteer Engagement) is a movement to build alumni involvement throughout the JMU community. Extend your Madison Experience and strengthen ties between alumni and students. Help spread the JMU LOVE! Sign up at \* [www.jmu.edu/alumni/involved/jmulove.shtml](http://www.jmu.edu/alumni/involved/jmulove.shtml)

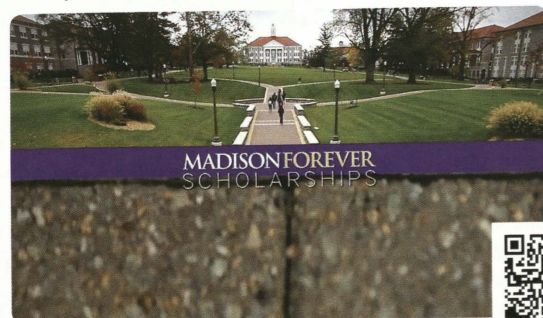
## Back in the 'Burg: Visit JMU!

**Alumni:** Get back to the 'Burg on March 15, 2013, to welcome JMU's sixth president, Jonathan R. Alger. See more on Page 6.

**Prospective students:** Plan your campus visit now to coincide with a concert, lecture or athletics match-up by viewing the events calendar online. \* [www.jmu.edu/admissions/visit](http://www.jmu.edu/admissions/visit)

## Make dreams come true. Give now!

Four JMU students tell how your gifts to Madison Forever immediately changed their lives.



Watch the video: [www.jmu.edu/madisonforever](http://www.jmu.edu/madisonforever)



A JMU nursing student mentors a local child at Harrisonburg's Mercy House.

# 472

Like many JMU academic programs, the JMU Department of Social Work requires all students declaring the major to complete 20 hours of community service-learning before being admitted to the major. To earn a degree in social work, students complete 472 total hours of faculty-directed field practice and community service-learning within local family and children's service agencies, social services, mental health services, hospitals, schools, nursing homes and spouse abuse services. \* [www.jmu.edu/socwork](http://www.jmu.edu/socwork)

Get connected and give now!

[www.jmu.edu/give](http://www.jmu.edu/give)



BETHECHANGE



## Making a Big impact

*Madison students' one-on-one relationships help area children reach their full potential* BY ROB TUCKER

Madison students are changing the lives of hundreds of children in the local community through volunteer service with Big Brothers Big Sisters of Harrisonburg-Rockingham County.

In a prime example of the university's commitment to community engagement, 477 JMU students helped children facing adversity by serving as caring role models in one-to-one mentoring relationships. That represents 67 percent of the individual mentors provided to 712 local children through Big Brothers Big Sisters in 2011, making it the largest such program in Virginia.

"We owe this largely to our ongoing partnership with JMU and the involvement of its students," says Cara Hopson of Big Brothers Big Sisters.

The organization matches volunteers (Bigs) with children (Littles), who range from 5 to 18 years old.

Graydon Uyeda ('14), a junior from Lynchburg, Va., who aspires to become a secondary school teacher, has been matched with his Little Brother Henry since February. Uyeda volunteered at a day care while in high school and has enjoyed working with children since. He says that engagement is not only rewarding, but it informs his academic experience.

Uyeda tells the story of going out to eat and being surprised when 11-year-old Henry began talking about a problem he was

having in school. "I listened," Uyeda says, "and then I asked, 'Why are you telling me this?' Henry answered 'Because I trust you.' Then he asked for my advice on what to do. It's a great feeling when you know you have had a positive influence, and you feel very proud when you see your little brother grow and learn."

Uyeda stresses the importance of education and putting forth effort in school and thinks that his Little is paying attention because "he sees me as a friend, not as an authority figure."

Healthy doses of fun balance out the serious talks, says Uyeda, who likes making homemade ice cream with Henry and hanging out at Barnes & Noble to indulge their shared passion for books and reading.

Big Brothers Big Sisters of Harrisonburg-Rockingham County was highlighted at JMU's Community Day Celebration prior to the first home football game. Before kickoff, approximately 50 staff members, supporters, JMU volunteers, Bigs and Littles took the field for the presentation of a plaque to President Jonathan R. Alger in appreciation for the ongoing partnership between the two organizations. ❧

**JMU students are engaging with 477 area youth in the Harrisonburg-Rockingham Big Brothers Big Sisters program.**



## Mapping an innovative course

Faculty outreach strengthens Virginia high schoolers BY MARTHA BELL GRAHAM

Reaching beyond the classroom is a concept that Bob Kolvoord embraces.

Kolvoord, interim dean of the College of Integrated Science and Engineering, co-created the Geospatial Semester, a class that combines the best of Madison's hands-on approach to learning with cutting-edge technology to teach Virginia's high-school seniors about the innovative field of geospatial analysis.

Geospatial analysis applies a variety of mapping techniques and technologies to the complex relationships between events, populations and the environment at a variety of geographic scales.

During a semester that melds highly inventive and technical training with classroom and hands-on learning, Kolvoord and two JMU colleagues work closely with high-school seniors and their local teachers, who teach the senior-level course in 18 high schools throughout Virginia.

The course is "a way to introduce technology and concepts that are not usually taught at the high-school level," Kolvoord says.

Students enrolled in the Geospatial Semester not only learn the technology, but they also use it. Working in teams, students employ GIS technologies to solve real-world projects for local businesses, governmental agencies or nongovernmental organizations such as the Nature Conservancy. Students have created evacuation plans for a small city, analyzed crime patterns and studied land conservation.

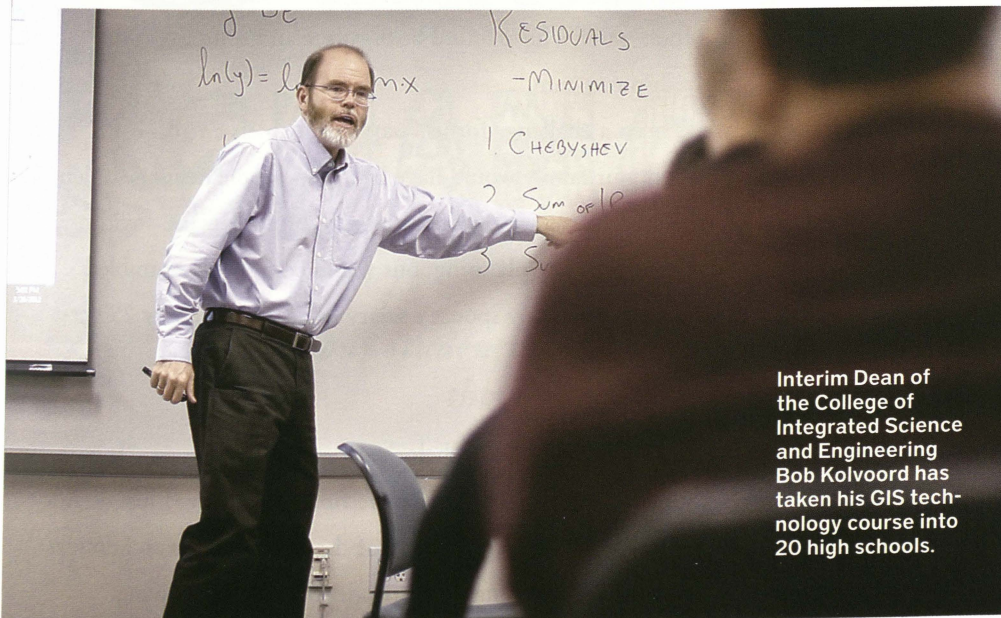
"Too often," Kolvoord says, "students were taking AP courses and coming to JMU unable to use what they had learned. The Geospatial Semester solves that."

Like AP and IB courses, enrolled students can earn college credit at JMU. Unlike those courses, however, students do not face standardized exams but are evaluated during an oral mid-term, a final project presentation and close project mentoring, Kolvoord says.

The advantage of Geospatial Semester for students is obvious; less obvious is the opportunity for JMU to attract excellent students. According to Kolvoord, the program has become a "fertile recruiting tool." Quite a few students have chosen to come to Madison after taking the course, he notes.

In the program's eight years, more than 2,000 high-school students have taken the class and more than 30 high-school teachers have taught it. This year, 550 students are enrolled, and for the first time the program has moved beyond Virginia's borders. A school on Long Island, N.Y., is participating in the Geospatial Semester. ■

**JMU faculty outreach in GIS technology studies has reached more than 2,000 high-school students and 30 high-school teachers.**



Interim Dean of the College of Integrated Science and Engineering Bob Kolvoord has taken his GIS technology course into 20 high schools.

## Engaging one child at a time improves power of community

The longtime relationship between JMU and the Harrisonburg Big Brothers Big Sisters organization was strengthened in 2011 when JMU researchers and agency staff started collaborating on a groundbreaking research study funded by a \$438,229 federal grant from the U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention.

According to 2011 assessment data, a majority of children served by the Big Brothers Big Sisters program reaped these benefits:

- 83%** improved academic performance
- 88%** increased self-confidence
- 81%** were able to make better decisions
- 84%** had better relationships with family and peers
- 76%** improved classroom behavior

Volunteerism and civic engagement are ingrained in the culture of Madison and even a requirement in some academic majors. "By creating a national model for an engaged university, we are creating the best learning environment both in and outside the classroom," says JMU President Jonathan R. Alger. "Our students and faculty members will be engaged with ideas and with the world around them. The JMU learning community is committed to the idea that all humans are interconnected, and we have the power and potential to solve any issue. The students who volunteer for Big Brothers Big Sisters prove that engagement makes a difference in their lives and in the world around them." ■



WHY GIVE?



# MADISON

WHEN THE WORLD YOU KNOW CRUMBLES — WHETHER FINANCIALLY, PHYSICALLY OR MENTALLY — IT IS A COMFORT TO HAVE FAMILY MEMBERS TO LEAN ON.

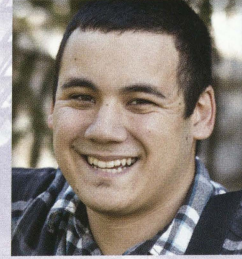
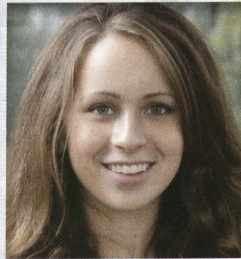
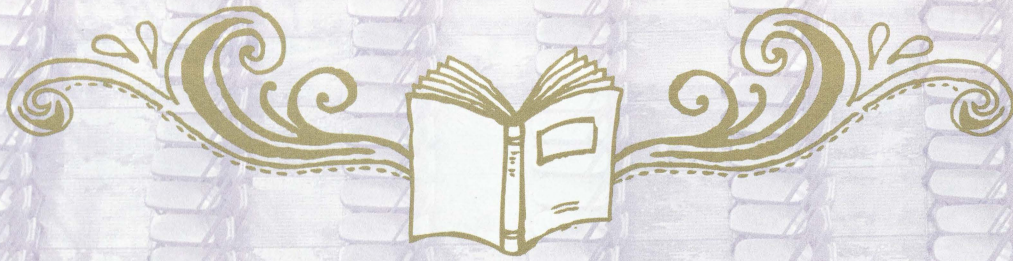
In the last two years more than 200 Madison students and their parents have found both solace and solution in the Madison family and their gifts to the Madison Forever Scholarship program.

“Emotionally, being in a position to need to ask for help has been a challenge for us,” says Liz Daniels (’13P, ’16P), mother of Zachary (’13) and Josh Daniels (’16). “A few years ago, our family would have been the people helping students like Zachary. My husband and I have been married for 27 years and have always worked hard to build a secure environment for our family. Despite what we thought were good decisions and safe planning, our world completely crumbled over the last two-and-a-half-year period; the effects of the economy caused my spouse’s salary to decrease to only 25 percent of what it had been for the previous 10 years.”

The Madison Forever Scholarship program made the difference.

The scholarship “made it possible for my son to graduate from JMU with his bachelor’s degree,” Daniels says. “It is one thing for parents to face ruin, but had that also cost my son his opportunity for a secure financial future, I just do not know how we could have dealt with it emotionally. I am truly humbled by the generosity of those individuals and donors who have made this possible. There will never be a time that I will not feel immense gratitude for this act of giving.”





# FOREVER

# Scholarships CHANGE Lives.

*Four students share gratitude for gifts allowing them to stay Madison forever*





Ericka Welsh ('13)

## A lesson in the sun

BY MARTHA BELL GRAHAM



As Ericka Welsh ('13) toiled in the Nicaraguan sun last summer, she realized something important. "I have a passion for serving others," says the Madison Forever Scholarship recipient and senior psychology major from Suffolk, Va.,

Welsh was in Nicaragua as part of a team working with Because We Care ministries. The team cultivated food, distributed food and clothing, and interacted with the Nicaraguan people. "I remember the Nicaraguan heat," recalls Welsh. "I was trying to cultivate the ground and plant things. It had to have been 110 degrees, but it was the most peaceful and fulfilled I've ever felt. I had zero agricultural skills, so it wasn't that I was doing a great job.

But, I realized how fulfilling it can be to work hard for someone else."

Welsh plans to seek a law degree and work in humanitarian law. She hopes to be an advocate for public policy changes and understands how important her Madison education is in helping her reach her goals.

At the beginning of her freshman year Welsh knew JMU was exactly where she was supposed to be, but finances were a consistent stress on her family. To supplement her tuition and rent, Welsh has worked in the Student Festival and Conference Center and Carrier Library. She is a peer adviser for psychology students and a research assistant for the Cultural and Racial Diversity Lab. Most of her

**'JMU really cares about students. Madison Forever shows we matter.'**

**— Erika Welsh ('13),**  
*psychology major*

spare time, she says, is devoted to academics. "I really can't put a price on realizing how valuable my education is — not just solely my degree but my experiences and everything that JMU has been to me."

Madison Forever made a huge difference for Welsh, who says, "JMU really cares about students. Madison Forever shows we matter. Now I want to serve others and show they matter." **M**



## Jeremy Hashiguchi ('13) Making a memorable senior year possible

BY KELLEY FREUND ('07)

Jeremy Hashiguchi ('13) was all set to return to JMU for his senior year. In fact, he was already in the 'Burg. A fan of Harrisonburg's small-town feel, Hashiguchi spent the summer in town working at Bravo's. He was excited to start his senior year and continue his leadership with InterVarsity Christian Fellowship, an organization he has been involved with since his freshman year. Hashiguchi is also a member of Skyward, a band started at his church. On a whim, the members entered a competition and won a trip to Florida to record a full-length album during the 2012 winter break.

It was looking like it would be a memorable senior year.

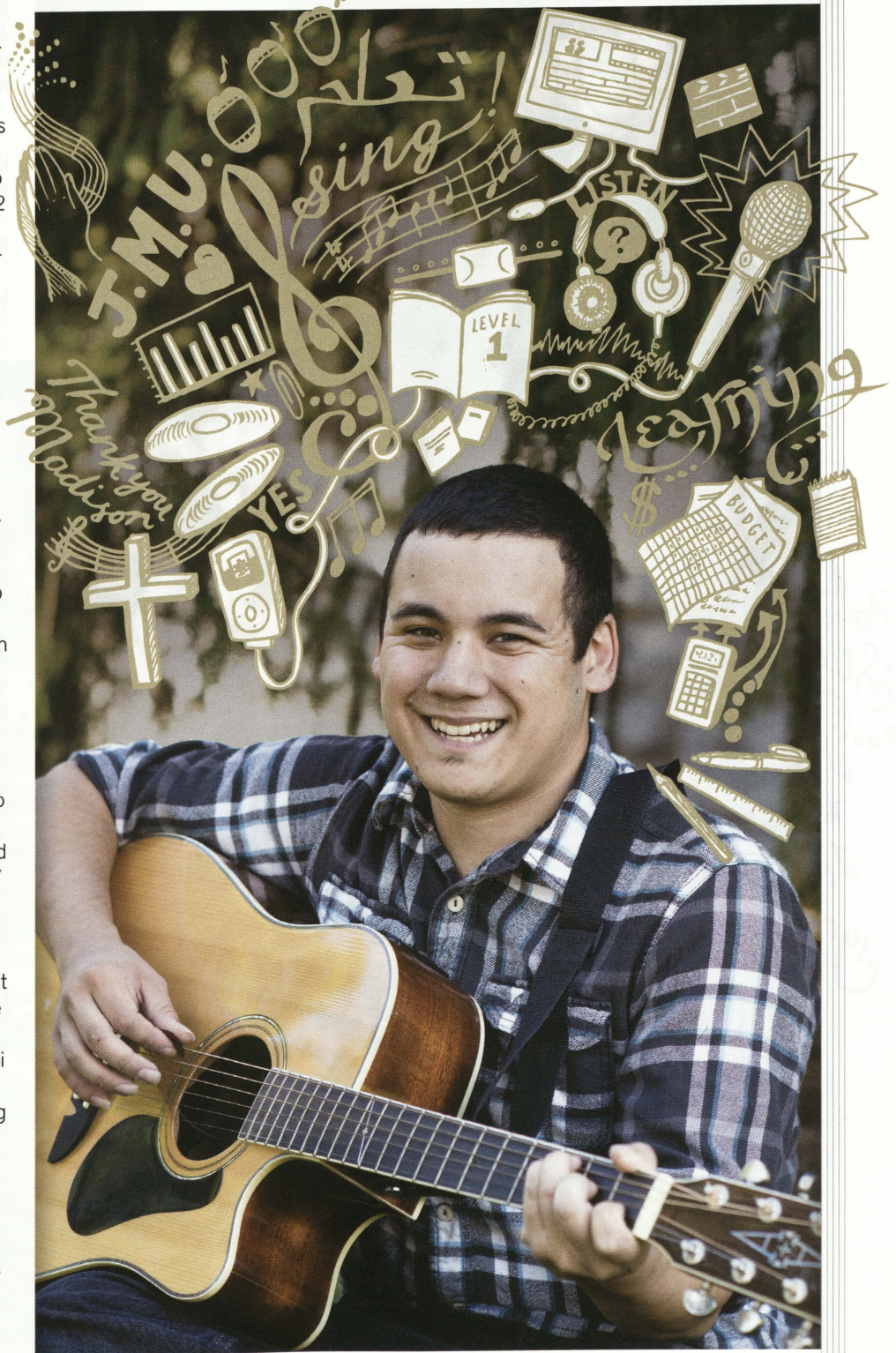
A few weeks before classes started, the loans Hashiguchi had been relying on to pay for school were denied. To make things more difficult, his sister had just graduated from high school and was heading to college in Pennsylvania. With an added financial responsibility of a second child in college, Hashiguchi's parents faced the dilemma of paying for only one.

The Madison Forever Scholarship program saved Hashiguchi's Madison Experience. "The opportunity to return to JMU with financial aid and not worrying about finances means an extreme burden is lifted," he says.

Hashiguchi is making the most of the unforgettable senior year he envisioned. As part of his InterVarsity activities, he leads students in worship every Friday in Wilson Hall. "It's an amazing experience to be part of that community. To be in fellowship with all these students and to lead them in singing and worship is awesome."

Hashiguchi is an international affairs major with a minor in Arabic. He began Arabic classes because he wanted to do something different. "I love learning about a different culture, and I love learning the language."

An Honors Program student, Hashiguchi is working on his thesis – the connection between media and Islam. He's researching how movies and media have encouraged fear in the post-9/11 culture. He hopes to work in homeland security. "I was faced with the possibility of not coming back to JMU," says Hashiguchi. "That there are people out there willing to give to students like me is amazing. The generosity they've shown does not go unappreciated; it really does change people's lives." ❧





Kinsey Browning ('14)

## Staying where she's meant to be

BY KELLEY FREUND ('07)



When Kinsey Browning ('14) was a high-school sophomore her mom brought her to JMU for a visit. As a 10th-grader, Browning was skeptical, thinking it was way too soon to consider college. She instantly fell in love with the campus atmosphere as different students yelled out the "J-M-U Duuuukes" chant during her campus tour.

JMU became Browning's No. 1 choice.

During Orientation Week, Browning knew JMU was right for her. "I had a feeling this was where I was supposed to be. JMU has amazing people. Everyone is welcoming."

Browning was quick to take advantage of all that JMU has to offer. As a sophomore she participated in the Study Abroad program in Salamanca, Spain. "It was by far the best thing I'd done with my life," she says. "I learned so much."

Within a week of returning to Richmond, Va., both her parents lost their jobs. Browning feared for her future. She and her family scrambled to figure out what to do. Options were limited – going through a loan company and facing high interest loans or getting a job and restricting her academic career.

The welcoming Duke spirit that Browning experienced when she first set foot on campus came through. When she got the call that she would receive funds from Madison Forever, Browning said she and her family were shocked. "My mom cried, of course," says Browning. "I hadn't heard about the program and couldn't believe JMU had something like this. Madison Forever Scholarships are a complete lifesaver. Without it, I wouldn't have been able to be involved in everything I am now." A junior geography and Spanish double major, Browning is also minoring in geology and Latin America/Caribbean studies. She is a member of the Honors Program and the National Society of Collegiate Scholars.

Browning is completing an internship at Portwood Farms, where lettuce is grown year-round using hydroculture, the growing of plants in an aquatic-based environment. Floating islands of lettuce grow on top of Styrofoam floating on water. Browning is excited to learn about growing crops sustainably. She hopes to use this experience working abroad and focusing on environmental degradation and resource conservation. **MI**



## Zachary Daniels ('13) A scholarship with teeth

BY MARTHA BELL GRAHAM

Zachary Daniels ('13) loves teeth. "The only things that are for sure in evolution are that our brains get bigger and our teeth are changing," he says.

When Daniels enrolled at JMU, the biological anthropology major from Charlottesville, Va., dreamed of becoming an oral surgeon. "JMU's program is biologically based. You have to know genes, phenotypes, bones. I've spent days studying bone fossils and taking morphologies on skeletons. It's not just the study of man and

culture and how we got here. It's looking at how our bodies work and why some people are more prone to disease."

Daniels' coursework has been a perfect foundation for his dream. But when the economy tanked, his plan was jeopardized. "Growing up, I benefitted from my parents doing well," he says. "Right after my freshman year, everything was starting to go wrong. The economy. Job changes. Homeowners were not homeowners anymore."

Daniels pitched in to help his family. "I started working on a router table for a sign company. I cut out signs, 3-D carvings, everything," he says. "I've always said, 'I'll work myself. I'll get it done' ... but it wasn't going to be a possibility anymore. We needed help. There were no other options," says Daniels.

When his younger brother enrolled at

JMU, the situation became critical. "My grades were good, but the emotional toll it took also working a night job, it was hard. My parents weren't sure how they were going to pay for tuition my senior year. It was a very stressful summer."

Seeking help wasn't easy — but necessary. Daniels applied for and received a Madison Forever Scholarship. "Madison Forever donors made it possible for us to not lose the opportunity to have my son graduate from JMU," says Liz Daniels ('13P, '16P). "I am truly humbled by the Madison community's generosity."

Daniels says he has more motivation to succeed. "I know I can't let anybody down," he says. "I have to continue doing well."

With graduation a semester away, Daniels can again dream about teeth. "I am so thankful I can finish my education." ❧





BETHECHANGE



Every single Madison Connection student caller has made a financial contribution to the Madison Forever Scholarship fund.

# 100 percent

## Madison Connection student callers support JMU and rekindle connections

BY GABRIELLE PICCININNI ('11)

For the second year, every student caller in the Madison Connection program has made a financial gift to JMU. Nearly 40 trained student leaders work in the Madison Connection calling center to contact alumni, parents and JMU friends to request support for JMU. These annual gifts — given to the Madison Forever Vision Fund — facilitate JMU's immediate financial needs and support academic program enhancements, faculty research and numerous other needs.

"I gave to Madison Forever with my fellow Dukes in mind," says Olivia Weber ('15), the 2012–13 Madison Connection manager. "I know my gift will help a student continue the JMU experience. That 100 percent of the Madison Connection student calling team made our own personal gifts speaks volumes about our belief in the



importance of the initiative. We practice what we preach."

Matt Salvatore ('08), staff director of the Madison Connection, says, "The fact that every single student caller in the past two years has personally donated demonstrates a level of commitment that is remarkable and inspiring." ❧

\* Learn more at [www.jmu.edu/madisonconnection](http://www.jmu.edu/madisonconnection)



The Madison Founders Society was created in 1981 to recognize donors who have remembered JMU in their wills and estate plans. These legacy gifts make an indelible mark on future generations.

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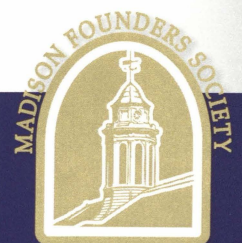
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Please let us know if you have included JMU in your will or estate plan so that we may honor your wishes for the direction of your future gift.

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Madison then. Madison now. MADISONFOREVER



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Madison Forever Scholarships provide emergency student aid to Dukes experiencing a one-time financial crisis. This year alone more than 100 students remain at JMU thanks to donors, and that number will continue to rise with your help.

#### Vision Fund

Help us chart the course for JMU to be the model for an engaged university. We need flexible dollars to create new opportunities, seed money to fund innovative ideas, and dollars to attract and retain talented professors and students.

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