

[Perfect Investment]

Helping them stay Madison for Keeps

More than 3,000 alumni, student donors and JMU friends supported the Madison for Keeps initiative and helped 107 students stay in college. The university awarded \$406,945 to students in jeopardy of putting their college careers on hold due to economic hardship. JMU student

MADISON FOR KEEPS

groups have been a big part of the success of the initiative. The health honor society Eta Sigma Gamma sponsored a 5K run/walk and Student Occupational Therapy Association members hosted a bake sale to support Madison for Keeps. Students in Mert Tokman's Principles of Marketing class are creating four fundraising events as part of their course work.

Madison for Keeps scholarship recipient Courtney Smith ('11) says, "To everyone involved with Madison for Keeps, thank you so much. I was awarded a scholarship, and it lifted a huge weight off my shoulders. This has kept me at JMU, and I am forever grateful!"

* Learn more at www.jmu.edu/madison4keeps and support the JMU annual fund at www.jmu.edu/give/.

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— COURTNEY SMITH ('11)

[Intelligence Partnership]

DEA and JMU partner in education and training



The U.S. intelligence community has joined JMU in a partnership with the information analysis major in the College of Integrated Science and Technology.

Anthony Placido, assistant administrator and chief of intelligence at the U.S. Drug Enforcement Administration, and Sharon Lovell, interim dean of the College of Integrated Science and Technology, signed a cooperative agreement that is twofold. This agreement establishes an intelligence analyst intern program at the DEA specifically for students enrolled in the JMU information analysis program. The agreement also provides mutual support for analytic education and training between the two

organizations. The information analysis major is designed for students seeking critical thinking, geo-political and technological skills to further the capability of the U.S. intelligence community. Madison students chosen to participate in the intern program will spend two consecutive summer semesters at the DEA, which will receive the first cohort of students in summer 2010.

Between the first and second summers, interns will be processed for top-secret clearances and will be well positioned to gain full-time DEA employment after graduation.

DEA representative Anthony Placido and Sharon Lovell, interim CISAT dean, sign an education partnership agreement.

[Entrepreneurs]

James Madison Innovations licenses JMU inventions

By ERIC GORTON ('86, '09M)

A series of computer-based assessment tests developed by JMU professors has been licensed to a startup company in Washington, D.C., that is now marketing the tests to colleges and universities in the United States and the world.

Mary Lou Bourne, director of technology transfer at JMU, feels many more ideas being

tossed around JMU classrooms and laboratories could make the same transition to marketable products — with the right kind of guidance. "You can have the greatest technology, but it would never make it to the marketplace if you don't have entrepreneurs who are experienced about how to make it go," says Bourne, also director of James Madison Innovations, a nonprofit corporation that licenses intellectual property developed at JMU. In her dual roles with JMU and JMI, Bourne has resources to vet ideas for marketability as well as access to a network of entrepreneurs who can help bring JMU inventions to market. Bourne works with Innovate TechVentures

LLC to match commercializable technologies with interested and qualified entrepreneurs looking to start their next business.

JMI's role includes determining if there is a need for the invention and what the competition is like. Some keys to marketability are uniqueness and value to others, Bourne says. The inventions can come from the JMU faculty, staff or students, she adds. JMI also helps with the costly process of securing patents on inventions for which it shares ownership with the university, meaning JMU has invested at least \$10,000 in university resources.

* www.jmu.edu/news/madison-scholar/featureArchive.shtml