

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." ■

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