

## JMU ranks No. 1 in social media engagement

James Madison University has the best engagement on social media among 338 Division I institutions in the U.S., according to the Higher Ed 2018 Social Media Engagement Report from Up&Up and Rival IQ. JMU's top ranking is up from No. 3 in last year's report.

The two marketing companies collaborate to determine the top university-level social media account interactions across three primary platforms: Twitter, Instagram and Facebook. Overall ranking is determined by using a weighted score of audience activity and engagement. Engagement is calculated based on likes, comments, favorites, retweets, shares and reactions divided by total follower count.

**'We strive to offer an authentic experience into the unique and special culture at JMU.'**

— **NANFEI LIU** ('17), social media manager

Up&Up and Rival IQ monitored 338 D-I institutions from June 2017 to May 2018. In addition to its overall No. 1 ranking, JMU ranked first in the category of consistency. Broken down by platforms, JMU ranked second on Twitter, sixth on Instagram and eighth on Facebook.

"We strive to offer an authentic experience into the unique and special culture at JMU and cultivate a network that connects the university community with the outside world," social media manager Nanfei Liu ('17) said.



## Recognizing civic leaders

### David Rubenstein accepts inaugural James Madison Award for the Public Good

As part of the university's Constitution Day celebrations on Sept. 17, JMU President Jonathan R. Alger presented the inaugural James Madison Award for the Public Good to David Rubenstein, co-founder of The Carlyle Group and self-styled patriotic philanthropist. The award recognizes distinguished individuals for their selfless contributions to American civic life.

Rubenstein supports important historical sites and icons symbolic of liberty, democracy and our nation's founding. Among his many contributions, he has generously supported renovations and improvements to the Lincoln Memorial, the Washington Monument, Montpelier and Mount Vernon. He has also purchased original private copies of the Declaration of Independence and Magna Carta to put them on permanent public display for the edification of all.

The James Madison Award for the Public Good will be given annually based on the following criteria: extraordinary contributions to American civic life; a distinguished record of engaged citizenship and serving the public good; acknowledgment and encouragement of the unique role of education in protecting freedom and sustaining democracy; and personification of Madisonian ideals.

Over time, the goal is to recognize individuals from many walks of life and personal and professional backgrounds.

Rubenstein delivered the first Madison Vision Series lecture of the 2018-19 academic year on the topic of James Madison's importance and why we ought to celebrate Constitution Day. For more on the lecture, go to [j.mu/case](http://j.mu/case).



Rubenstein discussed the importance of James Madison and the Constitution during a lecture on campus on Sept. 17.

## Collaborative online international learning initiative

James Madison University is one of six U.S. colleges and universities chosen for the U.S.-Japan COIL Initiative, which aims to expand higher-education ties between the two nations through collaborative online international learning.

JMU, DePaul University, the University of Wisconsin-La Crosse, Ohio's Sinclair Community College, City University of New York College of Staten Island and Northern Arizona University will each partner with a Japanese higher-education institution

to develop, deliver and assess COIL courses to be offered in 2019.

JMU faculty will collaborate with professors from Kansai University in Osaka, Japan, to develop joint syllabuses, and students from the two schools will work together to complete assignments that meet shared learning objectives.

"The COIL Initiative is a direct result of connections made with Kansai University through the Summit Series on the globally sustainable self, and it adds to our expanding portfolio of partnerships in Japan, including with Hiroshima and Ristumeikan universities, among others," JMU President Jonathan R. Alger said.

More at [j.mu/coil](http://j.mu/coil).