

Report from the March 22, 2018 Board of Visitors Meeting

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The Board of Visitors' November meeting was held on the Longwood University campus. The agenda and materials for the meeting, including the reports summarized below, are available on the Senate website.

On Thursday, March 21st the Board's Executive Committee met (12:30-4:30).

On Friday, March 22nd, Rector Marianne Radcliff welcomed Board members, and guests and began the reports from those in attendance (9:00-around noon).

The Board approved the Consent Agenda.

In his brief comments, President Reveley mentioned:

- It was very cool to see the Lancers (basketball) triumph last Wednesday evening
- It has been a very big year for Longwood and we are gaining momentum

Next, Courtney Hodges, Vice President for Institutional Advancement, made her report.

- The Day of Giving is next week on March 27th. It will be an exhausting 24 hours! The goal is 25 hundred donors. It is the most visible effort for giving. Their goal is to increase annual giving, increase alumni donor participation.
- She asked each Board member to reach out to 10 people.
- She is hoping for scholarship dollars to support and retain students.
- They have more than 15 donor challenges for the Day of Giving already.
- The entire campus has been working very hard on this event.

Next, Louise Waller, Interim Vice President of Administration and Finance, presented her report.

- We are performing well financially
- Revenue has been a "tad bit" down but she is not worried. It will catch up. We realized some salary savings due to hiring savings.
- She introduced Chip Evans from the Fahrenheit Group. He is a consultant. He has been a wonderful asset to Longwood. They are looking at multiple year modeling.
- Housekeeping at Longwood is one of the largest contractors. It employs more than 50 people. In 2018 they issued a new RFP. The Budd Group won the contract. Their emphasis is on staff development and training. So far it is going very well. All of their staff work 40 hours per week. They invest in their staff which is important to us.
- Capital construction: The admissions building is coming along well. It is a 20 thousand square foot building. The brick work will be coming soon. They are aiming at a September move-in date.

- The Academic building was delayed due to the rain. They are pouring concrete now. This time next year it should be complete.
- The Facilities Annex. We have selected RMM firm. Intro design. It will be near the Andy Taylor center. 2021 we will begin construction.
- Wheeler Steam tunnel. We are almost ready to go to bid. We need to be sure we have access to the mall during the process.
- Wygal Replacement. Everyone is thrilled. We have a unique situation. We have authority to move into the design phase. The 2022 session we will request construction money.
- Academic space improvement. Not sure what the status of this was.
- Curry & Frazer. Progressing well. Between 100 and 150 people working on site daily. We are on target for completion and on budget.
- The 2019 Service Awards Banquet was very successful. 17 retirees & 123 were recognized for 2016 years of service.

Lara Fergeson, Provost and Vice President for Academic Affairs, presented her report. It was very lengthy and represented Academic Affairs well. She closely followed what is in the Board material.

- Civitae is rolling along. The faculty have worked hard to create classes for Perspectives level. This is the hardest part of the curriculum because they have common learning outcomes. It takes a lot of collaboration between faculty. Courses have interesting titles (she read several course titles). It gives faculty a chance to co-teach with each other. They partner with others across campus. We are still developing courses. We will talk about developing Symposium courses. What will be the broad campus wide theme? Then we will develop courses around that. We need to keep morale up and collaborate and encourage. We also need to collaborate with other offices across campus like Student Success. There is more to come.
- Brock Fellows. They are shifting the courses to Civitae and offering their courses as Perspective courses now. We have good enrollments in the Brock Experience.
- We are working toward making the academic programs competitive and attractive. All of the nursing students passed the NCLEX! The RN program was ranked 6/62 programs nationally!
- It is faculty hiring season. This is a very important activity. We have 32 active searches and have issued 17 contacts so far. She mentioned a couple of the hires we have made.
- We are looking at the administrative structure of some programs. She talked about the MBA program making changes and moving to 7-week classes (on-line). The Cook-Cole College of Arts and Sciences and the College of Education and Human Services made some changes to make teacher preparation more visible by creating a center for teacher preparation coordinated by Dr. Gena Southall. This is intended to be a “one stop shop” for teacher preparation students to put all of the teacher preparation activities in one

place to make it more visible to students and to external constituencies. It was also intended to better meet CAEP accreditation standards.

- Outreach – the Moton Banquet was excellent. It brought together members of the community. The Youth Art K-12 was also excellent. Since we now have enough hotels in the area to host conferences, we are attracting more to Longwood. We hosted 800 math teachers at a conference at Longwood recently. Also hosted the VA History Conference. The VA Social Science Conference is coming soon.
- Continuing grant work is creating a pipeline of students to the university. She gave several examples (like Amorette Barber's grant, Sarah Porter's grant).

Victoria Kindon, Vice President of Strategic Operations, presented her report. She thanked everyone for being at the meeting.

- May 1st is National Deposit Day when most colleges ask students to make a deposit. We are working on our yield (those accepted and deposited). We have events planned to meet students and parents. Roughly 20% of those accepted have already deposited. The events give them a chance to express concerns, to ask questions, and to make sure this is the right place for them. The weekend after next is one of those events.
- Crash on Campus – this is an event where prospective students stay overnight with current students. They recruit student hosts for prospective students to “crash” with.
- Collecting data. We are keeping track of where students go if they do not select LU. We are also using texting campaigns. Students prefer texts to emails and snail mail. 45% of our deposits come in the last 2 weeks of April. They are also running focus groups with current students to learn the positive and negative aspects of LU. They selected current students who came here from less than 100 miles of Farmville and from more than 100 miles of Farmville and looked for a balance of demographics within each group. They had groups of 12-15 each. They asked them about the positive and negative aspects of LU and asked them why they selected LU. They got valuable information from the focus groups.
- Changing demographics. The number of graduating HS senior is predicted to decline in the next few years. They are preparing strategies for attracting more students here from a dwindling pool of available HS students. They also anticipate competition from other states who are facing the same situation (or worse).
- Events. She listed a number of events on campus: Alumni Awards, Ring Ceremony, connecting with alumni from companies coming to campus, Senior Toast (where they bring an alum).
- Coaching Model. They gathered research and statistics on the model. Students who valued the coaching had higher GPAs.
- Marketing. We had our 180th Birthday (and we don't look a day over 179!). The picture mosaic was a big hit (if you missed, you should look it up....it is very cool!).

Michelle Meadows, Interim Athletics Director, made her report.

- They are on the rise!
- Men's basketball is on the rise. They had a good season. Coach is a finalist for a first-year coach award. We have had very good media exposure. 41% increase in ticket sales. Philanthropic giving is up. The excitement is amazing.
- Women's basketball didn't do as well but is also on the rise. Several games were within 1 point. They have good prospects for recruiting.
- She emphasized the strides they made academically. Refer to her written report that has the GPAs. They are impressive.
- I also call your attention to the LifeSkills Initiatives in her written report. Also impressive.
- I missed what came next.....see her written report: Midway Point Forecasts Another Strong Year for Longwood. Softball, Soccer, Field Hockey.

Tim Pierson, Vice President of Student Affairs, presented his report.

- He emphasized campus safety and security and listening to student concerns (particularly referencing the incident with the student who had a firearm on campus property). "This generation has grown up under a veil of violence." Two to three hundred students came to a town hall meeting with Chief Beach, Tim Pierson, and Jen Frailey. More than 60 students spoke. They were concerned about communication between campus police (student affairs) and students and transparency. He was impressed with the role of student leadership, though it was hard to hear how upset they were. He feels that we got this one wrong and we will do better next time. Students will be notified sooner on a "need to know" basis in a way that will minimize alarm but to inform honestly, openly and transparently.
- Campus involvement is higher than it has ever been.
- We have more first generation students than ever before. Approximately 40% of our students are first generation college students.
- In January dispatch was turned over to the Town of Farmville. That eliminated 7 positions. Lisa Mooney helped place those people (many with the Town of Farmville).

Josh Darst, student government representative to the Board of Visitors, made his report.

- "If there is something unique about this group of students, it is fear."
- He thought the town hall meeting was productive and thanked the administration for listening to student concerns, and promising to take action.
- Students have established Elwood's Cabinet, a food bank for students in need to access food and toiletries. Students show their LU ID to access food or toiletries. Elwood's Cabinet now has been registered as a student organization.

- Students are in the process of requesting that fraternity/sorority recruitment be moved from Spring semester back to the Fall semester. I asked why. He said “fear.” I asked what he was afraid of. He said that their numbers were dwindling. Then he said he thought it would be good for the students and for retention. He was advised to gather evidence.
- Students are planning to make feminine hygiene products available on campus for free or at a low cost.
- Students are conducting a strategic needs assessment for organizations.
- They are also studying a compensation structure for SGA officers and board members. To that end, they have established a compensation committee.

Tammy Jones, from the Alumni Board made a brief presentation.

- They participated in the Angel Tree, Elwood’s Cabinet, the Ring Ceremony, Senior Toast, Alumni Weekend and many regional networking events.

Patty Rosenberg, from the Foundation Board made a brief presentation.

- The endowment has reached \$65 million. Spider Returns are performing well. \$5 million was sent to the university for scholarships, etc. We want to create affordability for students
- They have established a student emergency fund. They have more than 800 students from the CARE Team who needed financial help. Some students needed a small amount of money, some needed more. They first encourage students to find a way to solve their own financial problems, but some still need help. They ask students to pay it back when, or if, they can.

Lindsey Moran, Staff Representative made a very brief presentation.

- They are planning a Halloween party!

The Board was invited on a construction tour of Frazer Hall (the view is awesome!).

After lunch with Music students, the Board went into Executive Session (2:30-4:30).

The Board met in Executive Session again on Saturday (9:00-10:30) followed by the dedication of the portrait of President Patrick Finnegan in the Rotunda.