

Report from the November 30, 2018 Board of Visitors Meeting

Jennifer Apperson, Ph.D., Faculty Representative

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

On Thursday, November 29th the Board's Executive and Audit Committee met.

On Friday, November 30th, Rector Marianne Radcliffe welcomed Board members and guests.

The Board approved the Consent Agenda.

In his brief comments, President Reveley mentioned:

- We experienced 2 hurricanes!
- Campus sustained some damage, especially during the second hurricane. We lost some trees and Bedford flooded again displacing faculty and students.
- We are moving full speed through the semester.
- The campus looks exquisite as we prepare for the holiday season.

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

- Hurricane Michael was a challenge for campus. We always shine through crises. We communicate well in crises and don't have egos. Bedford Hall sustained significant water damage to the lower level. We had to relocate classes and faculty. It should be okay by Spring semester. There was also some damage to Lancer Park. They are in the process of moving back in now. We lost several trees which is very sad. We are in the process of constructing a comprehensive landscaping plan.
- The admissions building is coming along well. We have had challenges because of all of the rain. We are still hoping to open this coming Fall semester. There will be parking on 1 side of the building. The town of Farmville has been very good to work with. Buffalo Street will re-open.
- The academic building is coming along well also. It should be finished in late spring 2020. The rain has caused delays to this building. The steel is coming in late January.
- We are in the planning phase of a new music building.
- In October Graduate and Professional Studies participated in a Summit on Regional Workforce Development. There is a need for more technical jobs and trade. Students need more technical education, and better communication skills. They need to be able to write and speak effectively.
- Financially, Longwood is doing very well. Our revenues are down a little. It looks like intersession will do very well and should help us compensate for that. The Fahrenheit consultant has been very helpful to her. Board Member, Eric Hansen asked if they might have a balance sheet to look at to determine how the institution is doing financially; to look at cash flow sensitivities or to do a sensitivity analysis. Ms. Waller responded that she would provide that.
- Finally, she discussed housing and dining rates. The Real Estate Foundation hired a consultant to give us feedback regarding our rates. We are in line with the private market. **Action item:**

the Board of Visitors voted to increase housing and dining rates <6% for the next academic year.

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

- We are half-way through the academic year and she is encouraging gifts before December 31st.
- They are watching changes to tax laws to see how they affect how people make decisions regarding giving.
- They are watching how the Day of Giving affects donor giving.
- They are introducing several new initiatives:
 - Scholarship challenge
 - Looking for new donors
 - Fund raising for the Performing Arts (more refined cultivation)
 - The year of cultivation. Face to face visits to get donors engaged and to cultivate new donors. Learn what they are interested in and how we match what they are interested in.
 - She will give a report later on the success of the new initiatives
- Conferences and Scheduling is now called Events & Ceremonies. They are now doing more event planning and offering more services and expanded services.
- We have an expanded partnership with the Wyanoke Hotel
- We are seeing all who visited with conferences as a way of introducing people to our campus.
- All events on campus are touched by the Events & Ceremonies team.

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.

- She gave a “shout-out” to Brent Roberts and the library staff for giving shelter to students who were caught on campus during the recent hurricane. He drove students to their apartments after the FAB stopped running.
- She talked a little about the evening of the hurricane and how the campus responded to the emergency.
- Bedford Hall’s lower floor has flooded for the second time in 3 years. Repair is underway now. Jewelry making and metal crafting have been moved to Lankford temporarily (she didn’t say what happened to pottery).
- This week is the first Fall University Research Showcase, coordinated by Amorette Barber and Sarah Porter. Over 400 students presented papers and posters.
- The Holiday Dinner will showcase music students.
- We had an on-site accreditation visit for CAEP focusing on elementary and secondary education offerings.
- Civitae continues to be rolled out. The Citizenship classes are finishing now. We will talk about how the first semester went. We are developing Perspectives courses. We rolled out Modern Language courses already. We are piloting more courses in the Spring semester. She listed several of the new courses that are on the schedule or that have been approved. We are dovetailing Civitae with other opportunities. For example, the Chesapeake-Hull Springs Farm and Brock Experience and study abroad experiences. We were interviewed by the Chronicle of

Higher Education regarding the process and outcome of Core Curriculum review. They have made 2 professional presentations about our process of core curriculum revision.

- After Amazon made the announcement regarding its move to Northern Virginia, we have been asking what our role might be. There was a Workforce Summit in October that brought together K-12 leaders, business leaders, and representatives from higher education to examine the needs in the commonwealth. We will continue to work on what we can do to contribute. We are on one of five teams working together (Teachers & Technologists for Tomorrow) partnering with Virginia Tech looking for pathways beginning with K-12 to prepare students to enter STEM fields.
- Sarah Miller is involved in state-wide conversations regarding early childhood initiatives. We are considering a degree pathways to address workforce needs. EHS and Cook Cole College are working together to examine the possibilities of an early childhood degree program (LS major) or a degree in SPED and early childhood education.
- We are very proud that, for the 3rd year in a row, nursing graduates have had a 100% NCLEX pass rate. We are happy to have a new department chair in nursing in place now. We have limited clinical placements in the region, so growing the program larger is not likely. We currently have an RN to BSN program in place.

Michelle Meadows, Interim Athletics Director, made her report. She thanked everyone for the opportunity to serve.

- All teams have performed well in the Fall semester.
- Field hockey finished 3rd. This puts us among the elite.
- Women's soccer also finished 3rd.
- This year we celebrated 25 years of women's soccer. More than 70 alumni came back to campus for the celebration. Coach Todd Dyer is the only coach we have had. We have created a scholarship in his name.
- Men's and women's cross-country have improved 4 spots this year
- Men's soccer is doing well
- All of the sports have garnered 27 honors
- Men's and women's basketball have both gotten off to a good start
- Longwood has a 90% graduation rate among scholarship athletes which exceeds the national average

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

- Admissions is working on early actions. This is the 2nd year we have done binding early admission. We have a healthy early class. Applications are up.
- We are putting together the financial aid packages for the Fall semester. We had a discussion of UVa's president's announcement regarding free tuition (based on merit and parents' income) and how that might affect us. It got a lot of press. We are studying Merit Scholarships; who is taking those? Is it working as financial aid? How can we present ourselves in the most positive way?
- We are good on campus visits (if they visit, they tend to come).

- Every college needs something different to attract potential students. We have Civitae and Brock Experience. We are working on piloting some special offers to students as scholarships. Also working on Parents' Link; Blog & newsletters. Parents nudge students (like telling them about new classes or about Thanksgiving dinner).
- Also nudging students in other ways like to complete FAFSA forms and submit them

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

- We have had a positive response to the new Upchurch University Center. Students are always there.
- We had an event on campus following the tragic shooting event in Pittsburg. Josh Blakeley and others brought together a candlelight vigil on campus that was very powerful.
- We have an increasing percent of students with mental health issues on campus. We are working hard to meet their needs.
- We are proud of the work of the Conduct and Integrity Board and of the Office of Social Justice and Citizen Leadership. They are working on how to integrate Civitae into co-curricular experiences. One example he gave is that students are recording sporting events from a horse trainer outside of Willett Hall. This is completely student organized and executed for broadcast on ESPN.
- There have been incidents of flyers being left on campus that made students feel threatened. Campus representatives met with underserved students to ask what we could do to help them. Chief Beach and the officers are responsive and working hard to be sure students feel safe.

Mike Lewandowski, Longwood University Foundation president, presented his report.

- Hull-Spring Farm is working on credits (I believe he was referring to wetland mitigation credits). We need the money to build facilities on the property for educational purposes.
- A committee is working on concrete ideas to increase scholarships for students. They are helping with fundraising. They are going to different campus units to see what the needs are so they can articulate the needs and priorities to potential donors. They are working on a measure of their success and goals.
- In January they will be attending a forum for Foundation Boards to establish good contacts and to see what other boards are doing.

At this point, time was running short and everyone was encouraged to shorten their reports as much as possible. I made a brief report on faculty activities focusing on collaborations among faculty.

Bill Walsh, Longwood Real Estate Foundation representative, presented his brief report.

- English Construction Co. is doing a great job with the de-construction and reconstruction of Frazier Hall. Soon, they will be putting up pre-cast panels. The projected completion is August, 2019. It has been wonderful to work with Tom Frisbee-Fulton, architect from Longwood.
- The refinance is roaring ahead (it wasn't clear to me to what he was referring)
- They are examining possibilities for what structures could be built at Hull Spring Farm to support academic programs there. It could be a wonderful active addition to Longwood and a world

class educational and research facility for Longwood. It could make people aware of Longwood who weren't aware before.

Jones, from the Alumni Board, made a very brief announcement that in March there will be a Ring Ceremony which is a new event. They are also planning more alumni events and big reunions for alumni.

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

- Students have opened a food pantry which they hope will become a student organization.
- Students are creating Moton Ambassadors.
- He was pleased with the response to the rides to the voting polls.
- Students held a unity vigil after the events in Pittsburg and on our campus.
- Students are creating a (student government) strategic master plan for continuity from year to year.
- Students love Upchurch University Center! It has become the place to be and a new home to students.

The Board then was invited to tour Alexander Stoddart's Joan of Arc and to have lunch with Brock Experience students.

After lunch, the Board went into executive session.

In the evening, the Board attended the Holiday Dinner and Concert.