

President's Advisory Council Meeting
January 28, 2020 3:30pm
Stallard Boardroom, Lancaster Building

- 1) There appears to be a new emphasis on allocating scholarship money to freshmen to aid in our recruiting efforts. If these are indeed renewable scholarships, can you discuss the funding streams for these freshman scholarships? On the surface, it appears that if we take what was a one-year scholarship and devote it to an incoming student for four years that our number of students impacted would be quite a bit lower.

President Reveley (PR) started by saying that there are different ways in which cost is defrayed. From the foundation, the philanthropic money is only one of 4-5 different streams that help students. Federal aid (PELL) is most prominent, these funds flow through the foundation. Institutional dollars are often a hot topic in the general assembly. The state isn't really part of this equation. The Foundation has been playing with the idea that ensures that the most money gets into the students' hands and makes the most impact on their time at Longwood (getting them here and keeping them here). They are also mindful that scholarship dollars are frontloaded enough so that freshman are excited about the prestige that comes with a named scholarship (that would continue in some fashion [it might not be the same named scholarship, but hopefully comparable in value] as long as they maintain a level of academic achievement). The philanthropic value is only part of the scholarship universe.

Students should be made aware that certain scholarships are designated as freshman scholarships and aren't surprised when their financial award changes (with an attached endowed name); but they would be given the opportunity for continued financial help.

We asked what the financial impact of this would be long term and PR answered that hopefully there would be none; hopefully the total pool of awards would be the same, but it would allow the Financial Aid office at an earlier point in the recruiting cycle to (a) know with more precision what the pool of award dollars would be and (b) have the added benefit of prestige with named scholarships. It would allow for earlier predictability in the freshman recruiting cycle. What's prompting this is the understanding that the Foundation should be focusing more on scholarships and deploying them.

In prior years, who got a scholarship was not well synchronized with who would most likely alter their intention to enroll/stay at Longwood. This is one way to try better to connect with students who would most benefit from scholarships. It will take a few years to see how this is working. Foundation board will meet in a few weeks, so we can get more information about this at that time.

- 2) Faculty used to receive a fairly detailed report on crossover day and at the end of the session regarding legislative changes that could affect Longwood and also about what we had requested from the state and the outcome of those requests. Can we revive that practice in a systematic way?

About 15 years ago, every April there would be an email sent that included a detailed legislative report. This has not been the case recently. PR will ask Emily O'Brien to schedule a time to present legislative updates to faculty and staff in the near future.

It was asked if the recent 2nd amendment sanctuary events would have a negative bearing on our future hiring and recruiting. PR said if Prince Edward County was, say, 1 of 10 it might be a concern—but we are just one of many in the Commonwealth so it's less of a concern. It's merely rhetoric and legally bogus.

- 3) Can you address why the BOV felt the need to give less notice to A/P faculty who are being terminated? For example, on the attached BOV consent agenda, faculty who had been here 10 years were given 4 month's notice to find another job. This has now been reduced to one month.

PR honestly didn't know the rationale off the top of his head. He surmised that it was likely something dealing with state regulations, the AG's office. It was likely suggested (lawyerly) that a shorter time made things easier to work though from a legal standpoint. PR will check in to see who brought this up to get a better sense of the rationale. Chuck Ross will send a reminder if needed.

ADDENDUM 2/6/20--Response from PR re the rationale: "Thanks Chuck and sorry just getting back to you now. Checked into it, and it was the Attorney General's office working with Longwood HR. I don't think that A/P HR policies are particularly consistent across all Virginia institutions, but my understanding is that this change was just to try to bring the customary timeline of reviews and renewals here into closer coordination.

Thanks a ton."

General comments: Things in Richmond has a slight air of controlled chaos. The governor's budget was pretty favorable to us, so we are mostly playing defense. Good big picture: money for moving facilities (the lumberyard, new music building) is in the budget. Money to fund the new Early Childhood efforts, moving the Andy Taylor Center. On core issues confronting higher educations, Democrats are just as intensely focused on that as Republicans. The cost of college will likely be an important topic as the presidential election draws near. Outlook for F/S raises is also pretty good. PR was asked about the state's stance on free tuition for F/S spouses and

children, but he hasn't heard anybody talking about it and would be surprised if they started down that road. It is also unknown if HSC college is experiencing similarly low enrollment this year.