

## **Report from Board of Visitors Meeting, September 15, 2023**

Lisa Kinzer, Faculty Representative to the BOV

The Board of Visitors met in Stallard Boardroom, 9:00 a.m. -12:00 p.m.

Current Board membership found [here](#).

Board materials for 9/15 meeting [here](#).

- My written report on faculty recruiting initiatives is on pages 120-121.

### **Rector's Remarks**

- Rector Katharine Bond welcomed everyone and introduced newly appointed board members Jeffrey Nottingham, Kathryn Roberts, and Brian Schmalzbach. President Reveley took a moment to recognize Meredith Foster, SGA president (new student representative) and Lisa Kinzer, new faculty representative to the board.

### **President's Remarks**

- On a sunny, crisp morning, President Reveley remarked “fall came on cue” for these early semester events. Convocation at the new Joan Perry Brock Center was truly special and guest speaker (Farmville Mayor) Brian Vincent’s comments were spot on. There seems to be “a happy buzz” on campus as life at Longwood seems to be returning to a post-Covid normal. He attributed this sense of well-being in part to the great success of the admissions team this year.
- The president asked Cameron Patterson, Vice President for Student Affairs to introduce Chief Angela Comer as the Assistant Vice President for Public Safety and Chief of Police. Chief Comer began her service at Longwood on August 18, 2023, following her career with the Arlington County Police Department, then with the Department of Wildlife Resources.
- President Reveley also noted the submission 2 weeks ago of our SACS report, giving thanks to Provost Larissa Smith and Associate Provost David Schoenthal. Later in the meeting Board Member Ricshaw Roane expressed thanks for the thoroughness of that report.
- The Governor finally signed the state budget, which the president said was great for us. A portion of state money additionally allotted to Longwood will allow for the desperately needed repair and maintenance of campus HVAC systems.
- The president’s continued remarks centered around our coming back from Covid, as he recognized the work of Vice President for Strategic Operations, Victoria Kindon, and Associate Vice President for Enrollment Management and Student Success, Jennifer Green, toward stabilizing our enrollment and bringing our numbers closer to those of Fall 2019. He continued to note that more than half of Virginia Colleges and Universities have lost enrollment since Fall 2019, and the fact that we could proceed with projects such as the Joan Perry Brock (JPB) center and Wygal Replacement during this time is remarkable.
- Closing his remarks, President Reveley introduced Ron Brown (class of ’84), classmate of Jerome Kersey, who shared with the board his work with former Longwood Sports Information Director Hoke Curry on the biography of Kersey. Details about this publication can be found on p. 123 of the [board materials](#). Mr. Brown is seeking to

increase awareness of the book; a portion of the proceeds will go to the Kersey scholarship at Longwood.

#### Reports from Vice Presidents

Vice President for Institutional Advancement – Courtney Hodges (full report, p. 88 [board materials.](#))

- Ms. Hodges emphasized the importance of the new JPB center bringing new foot traffic to campus. The grand opening had a “WELCOME HOME” theme. Basketball season ticket sales have increased 230% over last year. When asked about additional staffing needed to manage events in JPB, Ms. Hodges indicated that there is an off-campus vendor called CENTERS who will be managing the space in conjunction with Conferences and Events.
- The Rector congratulated all who worked to open this building and have worked to raise awareness of it on social media platforms, particularly Victoria Kondon and her staff.
- A full fundraising report can be found on p. 93 of [board materials.](#)

Vice President for Administration and Finance – Matthew McGregor ([full report](#) on p. 79)

- Mr. McGregor spoke further about events in JPB, citing the first external event will be a comedian during Oktoberfest. While students will pay for tickets to future events, there will be some free tickets available to them at this first one.
- He stated that the university had a successful audit and reiterated that the newly approved state budget offered some additional funding. “Overall, we’re in pretty good shape,” said Mr. McGregor.
- He emphasized the importance of collaboration, citing the multi-departmental efforts to ready the campus for summer events and the return of students in the fall. This theme continued into his discussion of events led by Environmental Health and Safety with local fire departments that featured a ladder truck response and deployment to Moss/Johns, and a Dorrill Dining Hall tour for fire response pre-planning.
- Mr. McGregor concluded his remarks with mention of the remodel of Chick-fil-A and the big switch to Pepsi vendors on campus. Dr. Larissa Smith suggested that one might still be able to find a Coke product on campus😊

Provost & Vice President for Academic Affairs – Larissa M. Smith ([full report](#) p. 63)

- Dr. Smith marveled that we are at the end of week four, and noted that although evidence was anecdotal, our first-year students seem “incredible and engaged.” She credited members of Academic Affairs as putting students at the center of all we do. At this juncture President Reveley took a moment to recall the remarkable way we brought students back to campus during the pandemic, demonstrating “boldness in the face of uncertainty.”
- After introducing new appointments in Academic Affairs, Dr. Smith outlined the timeline for the SACS-COC review, saying that we are about at the midpoint of the process. Board member Brian Schmalzbach asked how we stand with regard to our readiness for this review. The Provost shared that there are 73 points of compliance that must be met, and that our 5-year study revealed no great weaknesses in any particular area. She contended that having the Associate Provost/Vice President for Academic Affairs who was in charge of Accreditation and Compliance enabled us to be in this strong position.

- Dr. Smith's written report to the board includes descriptions of numerous achievements in Academic Affairs. At the meeting she offered her thoughts on program innovation throughout the colleges, recognizing this as a way of refreshing the curricula and developing new concentrations. She explained to the board that unlike entirely new degree programs, concentrations do not require approval from SCHEV or SACS (although some departments have not shied away from new programs, e.g., the B.S. in Early Childhood Education). She recognized that the newly formed, pre-med concentration in Biology would be a draw to prospective students, as would the engineering concentration in Physics. She also shared that we are looking at offering graduate credits to undergraduate students in various disciplines and how to include those credits in banded tuition.
- Dr. Smith noted that the board would be lunching at the LCVA, and took that opportunity to share that the museum's accreditation with the American Alliance of Museums places it in "elite company."

Vice-President of Strategic Operations – Victoria Kindon ([full report](#) p. 101)

- Ms. Kindon began her remarks by outlining, particularly for new members, the strategic operations unit. She emphasized that her unit's mission touches every stage of a Lancer's life: prospect, current student, alum through the offices of Admissions, Financial Aid, Registrar, Student Success, Student Employment, and the Alumni Office. Marketing, IT, and Analytics, also under this unit's umbrella, support its mission.
- Ms. Kindon recognized Admissions as one of the most important areas, and outlined how they are working to meet the challenges to enrollment caused by COVID and the "demographic cliff." While some students are opting to attend private colleges (who now more than ever offer discounts in tuition), we still compete primarily with other Virginia state schools.
- During COVID, PSAT and SAT exams were not offered, and even though that testing has been restored, the College Board is no longer selling lists of student names to colleges. "We do not rely on that," said Ms. Kindon, and offered that we use digital media to build prospective student pools and going into Fall of 2020, we had our strongest pool ever.
- FAFSA form deadlines are looking to move from October 1 to December 15. This later date can create further challenges for recruiting.
- Related to this, Longwood has become transparent with merit scholarships: students can see readily what their high school GPA may earn them in merit scholarships. These scholarships were funded by the Longwood Foundation and overseen by Jennifer Green.
- Encouraging news about our Pell Grant receiving students: the retention rate of these students is much closer to the rate of the non-Pell population, according to early indicators.
- When asked by a board member when admissions begins prospecting, Ms. Kindon replied, freshman year of high school. The board member (I could not see her from where I sat) suggested looking at the model of GO TEC, <https://www.gotecva.org/>, which is targeting middle schoolers, and gleaning something about how they are "speaking to" this population.

- Ms. Kindon shared a new recruitment strategy that will further professionalize their staff and place brand ambassadors in key recruitment areas; have counselors living in those communities.
- Additionally, Longwood is moving back to a deadline driven approach to admissions, as opposed to a rolling approach. After offering appreciation for an email from a father of a first-year student (included in [materials](#), p. 103), board member Ricshawn Roane asked Ms. Kindon to elaborate on this move back to the deadline approach. Ms. Kindon replied that we will be able to release acceptance letters before the holiday break, but reiterated her concerns about the late FAFSA deadline, now in December. President Reveley interjected that Longwood is not alone in these challenges, and feels we are competing well. The Rector requested an enrollment report by program for the next meeting.
- New marketing materials can be seen on p. 106 of [materials](#).

At this point, Rector Katharine Bond took a moment to share an email she received extolling the many fine qualities of the Longwood Life Program, led by Dr. Karen Feathers. The parent who authored the email cited the numerous opportunities afforded to their student to increase job skills for students like their own, with special needs. With its outstanding focus on inclusion, the program is “a model of excellence,” of which Longwood should be proud.

It also may have been at this time that the minutes from the June meeting were approved unanimously.

#### Director of Athletics – Tim Hall, p. 97 of [full report](#)

- Adding to the various reports on recruitment, Mr. Hall stated that Longwood athletics is bringing school-aged kids here to campus. He would like to see north of 300 athletes on campus and says we need scholarships to support that. He reiterated the importance of getting families to file the FAFSA and says the completion rate (for athletes) is now at 96%, up from around 40%.
- Mr. Hall shared that he had been at many new building openings, but the opening of JPB was “the most well done and elegant. A crown jewel that we can be proud of.”
- He offered that the basketball team’s European tour this summer was truly a unique experience. He credited an academic class as helping to prep these athletes for the trip, many of whom had never been out of the country. “What an educational experience,” he concluded as he thanked Courtney Hodges for her work in channeling the donors who made the experience possible.
- After announcing Megan Weaver as the new women’s golf coach and “rock star” Carlos Lora as the new coach for both men’s and women’s tennis, he announced that 79% of athletes earned a 3.0 or higher, earning them a spot on the Big South Presidential Honor Roll.
- Board member Brian Schmalzbach asked Mr. Hall to talk about how Longwood is handling student athletes who may be paid for having their name or likeness used. Mr. Hall cited SANIL (<https://studentathletenil.com/brands/>) and the use of a collective to manage this. Students are being educated on how to navigate this, and President Reveley added that this is a comparatively small number of Longwood student-athletes involved in very small sums of money.

Vice President of Student Affairs – Cameron Patterson, p. 109 of [full report](#)

- From his written report, Mr. Patterson highlighted new programs and initiatives, such as “Welcome Home Lancers,” which greeted new and returning students and offered move-in assistance to new students, and BOND (Building our New Direction) a transition program for underrepresented, incoming first-year students.
- Mr. Patterson also praised the new JPB center, “wanting students to become comfortable in that building.” He felt excitement on campus centered around it, and while the “raucous meter” inside during Convocation did not reach the level he might have hoped, he thought it definitely went up as the seniors in their regalia poured out onto campus.
- Mr. Patterson praised our students for their social engagement, as recounted by Farmville Mayor Brian Vincent in his Convocation address, and informed the board of an upcoming National Voter Registration Day on campus, as well as a “Constitution Day.” He also applauded Business major, Katya Mayer’s leadership in Virginia 21, an organization whose mission it is to empower young people to be engaged citizens.
- Mental health is an important topic that Mr. Patterson thinks about daily, and he shared that Longwood’s Counseling Center has been reaccredited and that wellness clinics are relocating to various places to meet students literally where they are. A counseling open house was recently held specifically for athletics.
- In closing, Mr. Patterson announced that Family Weekend was this weekend (September 16-17), and would offer numerous ways for families to engage.
- Board member Ricshaw Roane asked Mr. Patterson if he knew the issue that had motivated students to attend and speak up at the Farmville Town Meeting. He replied that students were advocating that the town NOT extend an agreement to keep open the Immigrations and Customs Enforcement detention center. He added that students (from both Hampden-Sydney and Longwood) attend town council meetings frequently.

Before the reports from representatives, the Rector took a moment to express her gratitude to Chief of Staff & Vice President Justin Pope and University Counsel attorney Cameron O’Brion for all the “behind the scenes” work they do.

Reports from Representatives

Alumni Board – Chris Tunstall

- The Alumni Board has twenty-two members, all of whom are highly engaged and love Longwood. Seven decades of alumni are represented and each member has a special story.
- Their mission is three-pronged: to create opportunities for alumni to connect over three main regions, keeping them informed and bringing them back to campus; support current students in their career preparations; and support citizen leadership on campus. They contribute to Elwood’s cabinet, make financial donations for student interviews, support the campus career closet. They foster a “Pay it forward” attitude.

Foundation Board – Burt Hazelwood

- The Foundation funded a record number of scholarships last year with 900 awards. According to Mr. Hazelwood, the Foundation was hit by a 4% loss at \$92 million, but are now up to \$97 million. \$3.6 million was given in scholarships this year.

- An ethnicity study done last year indicated that we are in line with the student population; no statistically proven bias was revealed in the awarding of scholarships.
- One of the Foundation Board's initiatives includes investing the monies of our athletic teams.
- Mr. Hazelwood was pleased to announce that sales of credits through the Wetland and Stream Mitigation Bank at Hull Spring Farms have increased significantly.
- President Reveley expressed huge thanks to Burt.

Faculty Representative – Lisa Kinzer, p. 120 of [full report](#)

- In my spoken remarks, I emphasized the need to foster awareness among faculty about all of our recruiting efforts, and noted that this work in recruitment was new to many departments. Many faculty do extraordinary work in bringing current students into their majors or programs, but bringing new students to campus overall is a challenge. I expressed my appreciation for all the recruitment endeavors with which my colleagues are engaged, and underscored the need to coordinate this work with leadership from Admissions, streamline the workload for faculty and keep it equitable, and devise metrics to determine the effectiveness of our efforts.

Student Representative – Meredith Foster, SGA president

- Ms. Foster, a Junior double majoring in Psychology and Sociology, introduced herself to the board and shared her many activities at Longwood (in addition to SGA president!): Honors Student Association Service Chair and Social Chair, Longwood Ambassador, Class of 2025 Secretary, and Peer Mentor.
- SGA members volunteered to work at the Involvement Fair, held on August 31. Among SGA goals for the year are to support Diversity, Equity and Inclusion and C.H.A.N.G.E. initiatives; increase safety awareness on campus and promote well-being for students, and generate excitement on campus by attending other organizations' events.
- SGA is also looking to contribute to the "Sunken Gardens," which was explained to the board to be the green space located along the colonnades down in front of Tabb Hall.

The board adjourned for lunch at LCVA at 12:00 p.m.