

## **Report from the November 30 – December 2, 2017 Board of Visitors Meeting Lissa Power-deFur, Ph.D., Faculty Representative**

The Board of Visitors' September meeting was held at Longwood in the Stallard Board Room in Lancaster. The agenda and materials for the meeting are available at <http://www.longwood.edu/about/leadership/board-of-visitors/minutes/>

On November 30, Board members had a scheduled dinner and reception at the home of Farmville Mayor David Whitus.

On December 1, the Board held its business meeting.

Rector Marianne Radcliff welcomed new members Dr. Nadine Marsh-Carter and Mrs. Polly Raible.

The BOV approved the Minutes of the September meeting (Tab 3 of the meeting materials) and the Consent Agenda (Tab 4) of the meeting materials - Edits, Updates, and Amendments Regarding Policy, Procedure and Planning) which included:

- A new policy management policy regarding the process for developing and approving University policies;
- New Administration and Finance policy concerning contracts (clarifying which employees may contractually bind the University);
- Approval of Masters of Science in Counselor Education as a stand-alone degree program;
- Updates to the University's Psychological Emergencies Policy;
- Housing Fees; and
- Foundation By-Laws.

In his report, President Reveley expressed his thanks to the Board for their exemplary service. He commented that there has been an increased in demand for mental health services and invited Dr. Pierson to provide his report.

Tim Pierson, Vice President of Student Affairs, highlighted the extraordinary demand for mental health services in his report (Tab 10). There has been a 57 percent increase in students served as Counseling and Psychological Services (CAPS) in the last 5 year. Students are experiencing significant trauma histories, family dysfunction, chronic suicidality, debilitating anxiety and depression. He noted that the Care team is active with over 600 students it monitors.

Mr. Evans asked about the relationship with the local Community Services Board. Dr. Maureen Walls-McKay, Director of CAPS, reported that they help in emergencies but they are backed up themselves.

The Board asked about the possibility of billing to generate revenue to expand services. Dr. Pierson noted that student fees cover counseling, however, CAPS is now conducting testing for which it can bill. (The student fees cover the co-payment, but CAPS can bill insurance.)

The Board members engaged in a discussion of the relationship between CAPS services and attending class. Dr. Pierson reported that students decide when scheduling an appointment if they wish to miss class. Kevin Napier (SGA President) encouraged increasing the amount of information about CAPS in course syllabi and in Longwood Seminar.

Dr. Pierson reported that the university is considering a phone line in its upcoming new contract with Potomac (the University's health care provider).

The Board asked about efforts to prevent mental health issues. Dr. Pierson reported that a staff member is devoted full-time to education, especially alcohol-related issues, and the Resident Assistants have extensive training and create a number of prevention programs in the dorms. CAPS has less time for outreach due to the increased demand for services.

Victoria Kindon, Vice President of Strategic Operations presented her report (Tab 9), noting an increase in applications (including applications from minorities) and deposits in comparison with prior years. A new initiative is bussing prospective applicants to campus.

The Board asked about the staff available to work in the northern Virginia area. Ms. Kindon reported that there are enough admission counselors. She noted that they all have cell phones now to text applicants.

The Board asked about the economic diversity. Ms. Kindon reported that 19% of the current freshman class represents first generation students (an increase over prior years).

Ms. Kindon introduced the university analytics unit and the hiring of a director and an assistant director of professional networks. She highlighted examples of recent marketing (found at Tab 9), including an ad in the post-season Washington Nationals program.

Troy Austin, Director of Athletics, presented his report (Tab 7 of the meeting materials), speaking to the university-wide support for student athletes. He noted that President Reveley is now serving as Big South President and serves on the NCAA Presidential Forum. There are two new members in the Big South -- Hampton University and USC-Upstate.

Dr. Joan Neff, Vice President of Academic Affairs and Provost provided her report (Tab 5). She highlighted Dr. Amorette Barber's cancer research, noting that the University got a provisional patent to protect her work. Her students will be able to work with the Cleveland Clinic. She noted that the Honors College has made a connection with a course in the Netherlands and CAFE offered a workshop for faculty on writing.

In response to a question from the Board, Dr. Neff reported that the Office of Assessment and Institutional Research (OAIR) is investigating those first generation students who have siblings or relatives with college experience, as this provides them with additional resources in navigating college. OAIR is also investigating the impact of dual enrollment.

Courtney Hodges, Vice President of Institutional Advancement, presented her report (Tab 8 of the meeting materials), commenting on the upcoming work of President Reveley and Emily O’Brion with the General Assembly and the new administration. She reported that the development office is in year-end campaigning with a focus on scholarships. Her office is expanding their approach -- maintaining the traditional letter and phone bank for some alumni, but pursuing new approaches. Their goals are to make it easy to give, to make sure their appeals make it through the “noise,” and to facilitate affinity giving. For younger alumni, they are promoting a message that a gift to the university is comparable to a Yelp review.

In response to Board members’ questions, Ms. Hodges reported that they are pursuing increased options for giving (e.g., PayPal).

Ken Copeland, Vice President of Administration and Finance, presented his report (Tab 6 of the meeting materials). There was a lively discussion of the use of “Goat Busters” to clean the stream behind Longwood Landings. Mr. Copeland commented on construction in progress. He noted that LU Real Estate Foundation has purchased the Watkins Federal Building.

The town of Farmville will be the bond issuer for the Curry/Frazier renovation, with the entire financing being completed prior to the implementation of the upcoming federal tax change proposal which will limit nonprofits’ use of bonds. The entire construction will be approximately \$63 million, which includes some refinancing of current debt, securing a \$90 million bond.

The Board had no questions about the budget (Tab 6).

Following reports from the Vice Presidents, representatives to the Board of Visitors offered their reports (Tab 12).

- Mike Lewandowski, Longwood University Foundation Board, reported that they parted ways with the CFO due to communications and relationships. A search will commence in 2018, after some shifting of responsibilities to the university. They are implementing Academic Works to promote scholarships. Their current focus is on generating funds for scholarships. The Foundation is currently benefiting from an 8.25% return with Spider Management. They are investing \$4 million for the Upchurch center.

In response to the Board member’s question about review of investments, Mr. Lewandowski reported that this will be the responsibility of the Foundation’ Finance Committee.

- Bill Walsh, Longwood University Real Estate Foundation (REF), complemented Ken Copeland for his vision in handling the bonds for Curry and Frazier, saving the university thousands of dollars. He reported that the REF will be fund raising, in collaboration with Courtney’s office for the Hull Spring Farms renovation.
- Tammy Jones, President of the Alumni Association, reported on the planned ring ceremony and other association activities.

- Kevin Napier, President of SGA, reported that there have been fewer student complaints about dining and other areas and thanked Jonathon Page and Grant Avent. He commented that Longwood needs to be on top of mental health issues, adding that CAPS needs more resources. The SGA is considering having the Conduct Board conduct administrative hearings only, leaving the Honor Board as the only student-run board. He noted that the students are concerned with the status of LSEM and peer mentors as Longwood moves to the Core Curriculum.
- Representing the faculty, I commented on Dr. Neff's response to the Board's discussion about the 2017 legislation regarding ASL as a foreign language at the spring meeting. She brought together faculty from Modern Language and Communication Sciences and Disorders to develop a response and to construct ASL classes that conform to the expectations of the Core Curriculum.

I shared examples of the faculty's research with students, including the following:

- Multiple presentations at
  - the Virginia Academy of Sciences (at least 6 presentations, 17 students, and 3 faculty);
  - the National Conference for Undergraduate Research (at least 3 presentations, 4 students, and 3 faculty); and
  - Carolinas Psychology Conference (at least 3 presentations, 4 students, and 2 faculty).
- 1 presentation each at
  - the Society for Integrative and Comparative Biology,
  - American Diabetes Association,
  - International Low-Impact Development Conference,
  - American Association for Cancer Research,
  - Symposium for Young Neuroscientists and Professors of the SouthEast,
  - Society for Neuroscience,
  - Eastern Psychological Association, and
  - Stratford Hall.
- One publication in *Immunology*.

I read *A Message to the Board of Visitors from Faculty Senate* (Appendix A), adding that Academic Chairs Council endorsed the message.

The Board discussed addressed the philanthropic potential of departmental budgets, the enrollment in intersession and summer courses, how Longwood tailors courses to meet student interests and advertises to increase enrollment.

Victoria Kindon noted that they are working with Deans to maximize course enrollment. Joan Neff and I both commented on the importance of giving faculty time for research during intersession and summer, that there should not be an expectation of year-round teaching.

Dr. Neff spoke to the plans to develop a holistic view of budgeting and creation of a new model for generating department budgets. She also spoke to the importance of addressing faculty compensation for teaching during the summer. Mr. Copeland commented that a holistic budgeting model would prevent future problems in the event there are dips in intersession and summer enrollment.

I commented that the current process was created during the recession a decade ago, to incentivize teaching intersession and summer school. However, this system has not evolved. Additionally, I commented that department budgets have not been adjusted as new faculty lines were added.

Mr. Evans asked about the total gap in funding (approximately \$200,000) and noted that this should be manageable as it is less than one-half of one percent of the total budget.

- Bettie Bass Mitchell represented the Staff Advisory Committee and provided the BOV member with Christmas treats.

I was invited to join the Board for lunch with student athletes in Willett and a tour of the Upchurch Center.

The Board concluded the afternoon in Executive Session.

On Saturday, December 2, the Board toured the “Break Glass” exhibit at the Longwood Center for the Visual Arts. (I did not attend.)

Respectfully submitted by:

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Professor, Communication Sciences and Disorders  
Faculty Representative to the Board of Visitors, 2017-18

## Appendix A

### A Message to the Board of Visitors from Faculty Senate

November 30, 2017

The Members of the Longwood Faculty Senate wish to express our appreciation to the Board of Visitors for its longstanding support for faculty salary increases and new faculty lines. These have been valuable in reducing compression issues among the faculty and have enabled us to better address our core mission of educating students.

We wish to share our concern that the Academic Affairs operating budget, specifically departmental budgets, has not increased. The earlier reduction to these budgets during the recession has not been replaced and further reductions took place in 2017-18. These reductions, due to the limited available funds from summer and intersession, adversely impact the faculty's ability to fully execute our mission to prepare citizen leaders. Some examples include:

- Reduction in support for faculty conference travel, a critical component of faculty development, especially for junior faculty;
- Reduction in funds for student research;
- Reduction in department programming;
- Reduction in funding for the Arts Council;
- Elimination of some stipends for area and program coordinators.

The role of summer and intersession funds in supporting Academic Affairs, in general, and department budgets, in particular, results in fluctuating budgets because funding depends on student enrollment. Although these sessions are valuable for many students and programs (e.g. graduate programs), many faculty are concerned that teaching during these periods may become expected, rather than optional.

The Faculty sincerely appreciates the efforts of President Reveley, Provost Neff, and Vice President Copeland to clarify the budget and address its challenges. There has been discussion of revamping the process for funding department budgets, including less reliance on intersession and summer funds. The Faculty Senate offers its full support for such measures and requests the Board's support, as well.