

## **Report from the April 2016 Board of Visitors Meeting Lissa Power-deFur, Ph.D., Faculty Representative**

The April meeting of the Board of Visitors was held in the Stallard Board Room, Lancaster Hall on April 1-2, 2016. The agenda for the meeting can be found at

[http://www.longwood.edu/assets/president/Schedule\\_BOVSpring16.pdf](http://www.longwood.edu/assets/president/Schedule_BOVSpring16.pdf)

The Board meeting materials can be found at

<http://www.longwood.edu/assets/president/fileshare/BOVSpring16.pdf>

I attended the meeting on April 1. The April 2 meeting was an Executive Session.

Rector Margiloff welcomed the Board members and guests, noting how nice it is to return to the Longwood campus.

- The Board approved the minutes from the December meeting (Tab 3 in the meeting materials).
- The Board approved the consent agenda (Tab 4 in the meeting materials), which included the following:
  - Discontinuation of the Masters of Arts in English and the Master of Science in Sociology degree programs.
  - Employee Educational Benefit Program revisions (after renaming to be Employee and Retiree Educational Benefit Program)
  - PCI (Payment Card Industry) Project Team Charter
  - Policy 1015 Payment Card Security Policy
  - Resolution naming the Wilma Register Sharp '66 Hall and Marc Boyd Sharp Hall
  - Emergency Operations Plan

The Board removed the Approval of Revisions to the Athletics Department Drug Policy until later in the meeting, to ensure the Board members had a copy of the policy that clearly delineated revised requirements.

The Board received comments from citizens interested in keeping the Longwood University Golf Course open.

The Board celebrated the full accreditation of the Longwood University Police Department by the Virginia Law Enforcement Professional Standards Commission. This is a distinction held by less than a third of the law enforcement agencies in the state.

- In his report, President Reveley noted the following:
  - Applications for both freshmen and transfer students have increased, with a 33% increase since 2012-13.
  - The number of full-time faculty has increased by approximately 10 percent since 2012-13.
  - Longwood has the highest percentage of courses taught by full-time faculty of any public institution in Virginia.

- Faculty compensation averaged 4.65% increase in 2015-16, the greatest increase in 15 years.
  - Longwood continues to focus on controlling costs to students and families.
  - The general education reform is unfolding well.
  - The recent decline in alumni giving is being reversed.
  - Farmville is America's oldest two-college town.
- Joan Neff, Provost and Vice President of Academic Affairs presented her report (Tab 5 of the meeting materials), that included the following.
    - The appointment of two Associate Provosts:
      - Professor Lara Fergeson as Associate Provost for Outreach Programs and Initiatives, working closely with LCVA, Hull Springs Farm, and the Moton Museum.
      - Associate Professor David Lehr as Associate Provost for Academic Innovation and Development, focusing on analyzing existing data and developing additional metrics to better understand factors related to student retention and academic success.
    - The appointment of the Dean for the Cook-Cole College of Arts and Sciences is imminent.

In response to a question from the Board, Dr. Neff reported that the rollout for the Academic Core Curriculum would occur in fall 2018. The additional year will allow for course development and integration with the peer mentor program.

- Ken Copeland, Vice President of Administration and Finance presented his report (Tab 6 of the meeting materials), which included the following:
  - Implementation of the new state accounting system (CARDINAL) on February 1, 2016.
  - Facilities Management Services is working to prepare for the debate, which includes such tasks as ensuring both cell phone and internet service.
  - The Register and Sharp dorms will be ready by fall. The Upchurch center delays are due to state approvals associated with the funding approach used for this building.

In response to a question from the Board, Mr. Copeland reported that the new Bureau of Labor Statistics requirements regarding overtime could have as much as a \$1 million annual affect at Longwood.

In reviewing the "Statement of Revenue and Expenditures, as of January 31, 2016," the Board members asked about the budget and athletics and about the low amount of funding from grants (included in "other sources" on the statement). The Board expressed a desire to make grant funding a focus of a future meeting.

- Troy Austin, Director of Athletics was present at an NCAA meeting, but his report was included (Tab 7 of the meeting materials).

- Courtney Hodges, Vice President of Institutional Advancement presented her report (Tab 8 of the meeting materials), which included the following:
  - The inaugural, Love Your Longwood Day, was successful, securing 533 donors and \$65,000 in a 24-hour period. Of these, 70 percent were small gifts (\$25 - \$100); 15 percent were from young alumni (within the last 10 years), and 24 percent were from new donors.
  - The Campus Community Campaign (formerly known as the Faculty/Staff Campaign) raised over \$76,000, with a campus participation rate of 45 percent, a 12 percent increase over FY 15.
  - Alumni participation in giving has increased 1.5 percent.

In response to questions from the Board, Mrs. Hodges reported that the Advancement office is actively seeking sponsors for debate activities.

- Victoria Kindon, Vice President of Strategic Operations presented her report (Tab 9 of the meeting materials), which included the following:
  - In the area of admissions: applications are up 15 percent; deposits are up 30 percent; high school GPAs are up (40 percent have 3.7 or higher). She noted that Longwood does very well with students with 3.2 – 3.3 GPAs (as well as those with GPAs much higher.) As applications from Richmond had recently decreased, this became an area of focus, resulting in a 22 percent increase in applications. Out of state applications are increased by 55 percent (455 – 719).
  - Work is continuing on removing barriers for students, with a current focus on holds that are in place during the registration process and understanding why students move from full-time to part-time status.
- Tim Pierson, Vice President of Student Affairs presented his report (Tab 10 of the meeting materials), which included the following:
  - Longwood’s Health and Fitness Center earned a ranking of 11th on the Great Value Colleges’ 2016 ranking of 20 Great Recreation Centers at Small Colleges.
  - Students are working on a diversity statement to be included in the student handbook.
  - Five programs within student affairs are currently doing self-studies based on national standards.

The Board asked about how students on academic probation are connected to the Care team.

- Following reports from the Vice Presidents, representatives to the Board of Visitors offered their reports.
  - Student Government Association President, Constance Garner, spoke about the success of Relay for Life, Democracy Day, and the Social Justice Summit. She discussed a new vetting process for persons interested in positions on the conduct and honor boards.

- Representing the faculty, I provided a report that included the following:
  - I commented on the recent General Faculty meeting, expressing appreciation to Provost Neff and President Reveley for responding to faculty questions about faculty lines and costs associated with implementation of the Academic Core Curriculum.
  - I shared a story about the connections between faculty across departments and colleges to facilitate meetings with potential applicants.
  - I provided a report on faculty research with students. I received information from over 25 faculty members, across all three colleges, about their work mentoring undergraduate and graduate students in research. Many of these grew out of the very successful PRISM program, now in its 4<sup>th</sup> year. I highlighted projects in which students have reserved awards at state and national conferences (e.g., the Applied Climatology Student Poster Competition and the Speech-Language-Hearing Association of Virginia). I also reported on such diverse projects as installing photovoltaic cells in Ecuador, tracking eye movement in drawings in picture books, spatial patterns of wildfires, and analysis of “on time” graduates from the College of Business and Economics.
  
- Ryan Catherwood, Assistant Vice President for Alumni Relations, represented Kendall Lee, President of the Alumni Board 2015-16, and spoke to recent alumni events.
  
- Mike Lewandowski, President of the Board of Directors of the Longwood University Foundation reported that the Foundation’s Endowment performance is good and seven members are rolling off the board.
  
- Courtney Addison-Jones represented the Staff Advisory Committee, reporting that the Committee is creating coffee chats with staff to increase communication between the committee and staff. Staff awards will be given on May 20.
  
- During lunch, Board members met in their strategic priority subgroups: Retention and Graduation, National Marketing, Foot Traffic by Alumni and Friends, Prosperity of One of America’s Oldest Two-College Communities, Strengthening the University Community, and Organizations, Structuring, and Governance. The board members reported out following lunch. The Retention and Graduate Task Force indicated that 86 percent retention rate from freshman to sophomore year is doable and spoke to the Foundations’ role in getting scholarships to eligible students.
  
- Professor Bill Abrams provided the Board of Visitors with the Annual Salary Survey, Longwood University, March 2016, Prepared by the Longwood University Chapter,

American Association of University Professors (available at <http://www.longwood.edu/senate/reports.htm>), using the same presentation he made at the General Faculty meeting.

- Dr. Jeannine Perry, Dean of the College of Graduate and Professional Studies (CGPS), and Dr. Kevin Doyle, Chair of the Graduate Task Force, provided a report on graduate education, the work of the Graduate Task Force, and the March 7, 2016 recent CGPS Consultation Report from the Council of Graduate School (CGS) consultants. (The consultation report is available at Tab 12.) Their report included the following anticipated findings of the Graduate Task Force:
  - Underfunding of graduate assistantships;
  - Separation of graduate fees from undergraduate fees, giving graduate students autonomy over use of funds generated by graduate students;
  - Consideration for differentiated tuition for graduate programs;
  - Need for market research regarding areas of demand for future graduate programs; and
  - Value of creating a graduate advisory council for friend/fund-raising.

The Board applauded the university for securing a third-party review of graduate programs and CGPS. Members encouraged the CGPS to be creative in identifying and evaluating potential graduate programs, specifically looking for programs that may differentiate us. The Board discussed use of graduate assistants as teaching assistants without disrupting Longwood's commitment to having faculty teach the courses. (Currently teaching assistants are used as tutors and do not teach classes and this approach is expected to continue.)

Board members asked why Longwood did not have a 5-year elementary education program, comparable to other Virginia universities, wondering how many potential students Longwood was losing because they are seeking a 5-year program culminating in a master of education.

President Reveley commented that the Graduate Task Force and the CGS Consultants' Report provide a great opportunity for Longwood.

- The Board of Visitors meeting concluded with an Executive Session.

Respectfully submitted by:

Lissa Power-deFur, Ph.D.  
Professor, Communication Sciences and Disorders  
Faculty Representative to the Board of Visitors, 2015-16