

## Report from June 2015, Board of Visitors Meeting Audrey Church

The June meeting of the Board of Visitors was held at Poplar Springs in Warrenton, Virginia, on June 12-13, 2015. The agenda for the meeting can be found at [http://www.longwood.edu/assets/president/June\\_2016\\_BOV\\_Agenda.pdf](http://www.longwood.edu/assets/president/June_2016_BOV_Agenda.pdf); materials for the meeting can be found at <http://www.longwood.edu/assets/president/BOVJune15.pdf>. I attended the meeting on Friday, June 12.

- Rector Colleen Margiloff called the meeting to order and welcomed everyone. She commented on the successful graduation in May, shared regarding her experiences with faculty and students on the Yellowstone trip, and encouraged Board members to interact with faculty and students whenever possible.
- Minutes from the March Board meeting (Tab 3 in meeting materials) were approved.
- The following items on the consent agenda (Tab 4 in meeting materials) were briefly discussed prior to its approval: LCVA Advisory Board Guidelines; revision of the University Sexual Misconduct Policy; Deficits and Deficit Provision Acknowledgment Form; Student Athlete Arrest Policy.
- In his report, President Reveley noted the following:
  - a successful graduation with Doris Kearns Goodwin as speaker
  - Dr. Joan Neff joining us as our new Provost and Vice President for Academic Affairs
  - hiring of Ryan Catherwood as our new Assistant Vice President for Alumni Relations
  - the sad news of the death of Barry Case, former member of the Board of Visitors and friend to Longwood for many years
  - the opening of the Maugans Alumni Center in fall 2015
  - the Presidential debate commission coming to campus in a few weeks (President Reveley expressed thanks to Board members Marianne Radcliff and David Hallock for their work in getting support for this endeavor from our congressional delegation.)
  - continued work moving forward with the Campus Master Plan
  - continued progress with the revision of General Education
  - progress with admissions and retention
  - successful marketing efforts in the areas of the presidential debate, athletics, social media, the Web site update, and alumni outreach
  - construction on campus
  - the Farmville/Longwood relationship connecting town and campus
  - the budgeting process for 2015-2016, looking ahead to 2016-2017
  - transitions as Dr. Ken Perkins moves to University Advancement, Dick Bratcher retires, a new faculty representative to the Board of Visitors is elected in August, Board member Thomas Johnson goes off the Board, Marianne Radcliff and David Hallock are reappointed to the Board, and new Board member Mike Evans comes on
  - the speaker for the Board's Saturday morning session, ACE Senior Vice President Terry Hartle, who will discuss trends in higher education.

- Questions from Board members were in the following areas:
  - Thomas Johnson asked about preparations for the Presidential debate if Longwood were to be a chosen site. President Reveley indicated that our size would be an advantage during the year we would have to prepare and that the infrastructure put in place for the debate would benefit us in the future.
  - Steve Mobley asked where we were on the Moton affiliation, and President Reveley provided an update.
  - Brad Schwartz asked for further detail regarding the Year-to-Date Comparison of Cash Giving and the Historical Performance Comparison (Tab 7 of meeting materials). Discussion followed regarding alumni giving and giving to the annual fund. Total donor numbers, alumni participation, cash gain, and total accrual numbers are tracked. Board members asked for comparison numbers with other Virginia institutions for their September meeting and questioned if University Advancement had adequate staff.
  - Eric Hansen asked if annual giving rate was the key metric. Victoria Kindon, Vice President for Strategic Operations, indicated that various metrics including open rates of email, engagement on facebook, name recognition surveys, etc. are metrics that are also used.
  - Lacey Ward asked, basically, what makes people give to Longwood? What is the tie to the place? Do alumni feel that they make a difference in the region with their gift?
  - Marianne Radcliff asked for an update on Potomac Health Care Solutions, the University's managing partner for Student Health Services.
  - Troy Austin, Director of Athletics, was commended for the strong student athlete GPA and the softball team's success.
- Vice President for Administration and Finance Ken Copeland talked through the Operating Budget and Capital Budget (Tab 12 in meeting materials). Mr. Copeland indicated that the budget reflected a conservative projection of revenue. Discussion followed regarding strategic use of reserves to advance the mission of the university.
- Vice President for Facilities Management and Real Property Dick Bratcher shared information from his report (Tab 10 in meeting materials) discussing significant capital projects completed and active projects.
- The Board voted to approve both the Operating Budget and Capital Budget (Tab 12 in meeting materials).
- During lunch, Board members worked in Strategic Priorities Task Force groups, and John Kirk of Cooper, Robertson, & Partners made a brief presentation regarding Hull Springs Farm.
- Following lunch, each Task Force group reported out.
  - Retention and Graduation—topics addressed included admissions, students on academic probation, out-of-state tuition, and applications v. yield.
  - Foot Traffic by Alumni and Friends—topics addressed included the new leader coming in, foot traffic on campus and the need to bring alumni back to campus, and the need to connect admissions to first year experience to alumni.
  - Organization, Structuring, and Governance—topics addressed included possible changes in housing costs v. changes in tuition and fees and the need to keep education affordable.

- National Marketing—topics addressed included the storytelling strategy and the need to position the message as a lifelong relationship with Longwood, engagement metrics and analytics, and the refreshing of the University Web site.
- Strengthening the University Community—topics addressed included compensation, competitive salaries, support for professional development, strategies to get people to come to Longwood, the need for strong public schools, and, as longer term issues, the revision of General Education and course load.
- Prosperity of One of America’s Oldest Two-College Communities—topics addressed included connecting the university to downtown Farmville and the regeneration of Main Street.
- More information on each of these task forces can be found under Tab 13 in meeting materials.
- John Kirk of Cooper, Robertson, & Partners provided Board members with an update on the Campus Master Plan (see Tab 14 in meeting materials). Potential projects include a Performing Arts Center, an addition/renovation of Willett, renovations of the Library and Wygal, further development of the Venable Triangle, and roofscapes on Frazer and Curry. Details of the Preferred Master Plan will be presented to the Board at its September meeting.

It has been a privilege to serve as faculty representative to the Board of Visitors for the past two years. I have had the opportunity to observe discussion and dialogue, questions and answers, among individuals who are truly engaged and invested in Longwood University.

Please do not hesitate to contact me should you have questions.

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