

Report from Board of Visitors Meeting, June 23, 2014

Audrey Church

The annual retreat of the Board of Visitors was held at Primland, Meadows of Dan, Virginia, on June 23-24. I attended on Monday, June 23. Agenda and materials for the Board meeting can be found at http://www.longwood.edu/assets/president/BOV_June_2014.PDF.

Morning Session:

- Rector Marianne Radcliff called the meeting to order, and the Board voted to approve the consent agenda.
- President Reveley gave his report, indicating that he wants to keep our strong momentum going. He noted successful completion of the 2013-2014 budget year and reported that \$8 million of philanthropic gifts has been raised in the past fourteen months. The student tuition increase of 2.1% for 2014-2015 is the lowest in the state in fourteen years. Retention is up, applications are up, deposits are even, and out-of-state applications have doubled. President Reveley stated that we had gotten good press this year and reiterated our successful SACS reaccreditation.
- Mr. Mobley inquired regarding specifics from University Advancement, dollars pledged versus donated, and requested an Advancement tab in future Board of Visitors reports.
- Mr. Wertz questioned the failed dean's search for the Cook-Cole College of Arts and Sciences. The process in place to hire a dean, including use of a search firm, will be examined. Discussion followed regarding issues of jobs when a two-career family is involved, the expectation that the dean will live in Farmville, etc.
- The next discussion centered on Title IX, and Tim Pierson shared that all college and university campuses are currently focused on Title IX incidents, reporting requirements, etc. Students will see a video on this topic, and all faculty and staff will have training in this area. Board members noted that Longwood should be seen as being proactive in regard to Title IX, not only in accurate reporting but also in preventive measures.
- President Reveley noted that JLARC reports on higher education will be out this fall.
- When asked to report from faculty, I indicated that, while it is summer, many of us are teaching summer school, participating in LOTI training, conducting research, etc. I also shared that the new Master of Education in Reading, Literacy, and Learning was approved by SCHEV at their May meeting.
- The next discussion focused on money: the tuition increase, budget woes in Richmond, its impact on Longwood. Mr. Mobley asked about reaction in Richmond to our low tuition increase. President Reveley noted that reception, for the most part, was positive. The General Assembly budget is not particularly supportive of higher education, but Longwood is in reasonably good shape because this was anticipated. Mr. Mobley indicated that, despite budget challenges, he is committed to addressing faculty and staff compensation issues.
- Mr. Wertz asked about restructuring taking place in University Advancement. The goal is to increase Annual Fund giving. With 33,000+ alumni, our Annual Fund should be a seven-figure amount. There are no plans for a "large hire" in Advancement now. It was suggested that within the next ten to twenty years, we have to have more philanthropic dollars in order to balance the lesser amount that we are receiving from the General Assembly. It was also suggested that, rather than having donors designate the area in which they want to give, it might be strategic to have a "menu of choices" from which they would choose.
- Mr. Schwartz asked about advising for students with undeclared majors being moved from the Academic and Career Advising Center to the Registrar's Office. Victoria Kindon

responded that undeclared students frequently take longer to finish and that the Registrar's Office has a structure in place to advise them and give them the key information needed in order to finish in a timely manner.

- Mr. Mobley requested a comprehensive marketing campaign targeted at students in northern Virginia, and conversation then moved to a larger marketing campaign which would follow the strategic plan, focus on more than simply admissions, be national in focus, etc.
- In discussion regarding the budget, President Reveley noted that Longwood will receive approximately \$800,000 less than what was in Governor McDonnell's initial proposed budget but that this will not be significant for the University due to conservative budgeting. Discussion followed regarding the operating budget and the capital budget.
- Mr. Hansen questioned the university's academic capacity to grow. Space and support staff are there, but additional faculty would be needed.
- Mrs. Radcliff noted that, since the budget must be presented as balanced, the Reserve for Salaries and Benefits is listed at "0" for 2015, but that the Board is committed to compensation increases as a first priority.

Afternoon Session:

- Strategic Plan: President Reveley discussed the draft, *Looking to Our Third Century: Strategic Plan 2014-2018*—the mission, opportunity, key principles, priorities, and measuring progress. He indicated that he would distribute the draft to members of the campus community, asking for feedback, input, and discussion, anticipating bringing it to the Board for adoption in September. Discussion followed regarding the metrics for measuring progress. Board members suggested that they would like to have materials for each area in their briefing books and would like to talk about the areas at each of their future meetings.
- Affiliation with the Moton Museum: potential affiliation with the Moton Museum was discussed with Board members indicating that they felt the affiliation would be mutually beneficial.
- The Board of Visitors approved naming Dr. Jim Jordan a Board of Visitors Distinguished Professor.
- Judi Lynch and Ron White, whose terms are ending, were thanked for their service to the Board of Visitors and to Longwood.

Please let me know if you have questions or need further information or clarification from this report.

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