

Report from Board of Visitors Meeting, Sept 9, 2022
Lee Millar Bidwell, Faculty Representative to the BOV

The Board of Visitors met in Stallard Boardroom, 9:00 a.m. – 12:00 p.m. on September 9, 2022.

- No meeting agenda is available on the Board web site at this time and no written agenda was provided. The meeting followed the typical format.
- The Board of Visitors membership changed this year. Click [here](#) for current Board membership.
- Click [here](#) for the complete Board materials. My written report is found on pages 82-83 of the materials.

President’s Recognition of Heroism

- President Reveley asked for a moment of personal privilege to recognize heroic actions over the summer that saved a student’s life. When a student athlete collapsed during basketball practice this summer, Carly Fullerton, Associate Athletics Director for Health, Wellness, and Performance, immediately recognized the situation as a serious emergency. She rushed onto the court and began administering CPR to the student who was in cardiac arrest. Chief of Police and Director of Public Safety, Doug Mooney, and Lt. R. Stuart Raybold responded to the scene within 2 minutes, where Lt. Raybold—a certified EMT—continued CPR until the ambulance arrived. The combined efforts of these three Longwood professionals saved the student’s life. Ultimately it was determined that the student had a previously undiagnosed heart condition that will prevent basketball team participation, but the student has made a full recovery. All in attendance gave a lasting standing ovation in appreciation of these quick, professional responses.

Rector’s Welcome

- Mr. Mike Evans, the new Rector of the Board, welcomed the three new members to the board: Dr. Judi M. Lynch ('87) and Mr. Ronald White, both of whom have previously served on the Board, and Ms. Kristie H. Proctor ('04). He also welcomed Mr. Robert Wertz, the new President of the Foundation Board, and SGA President Ms. Mackenzie Harry.
- Rector Evans reported results of a survey recently taken by Board members that indicated they understood their responsibilities well.
- The Consent Agenda, the minutes from the previous Board meeting, and resolutions honoring Dr. Pierson and Dr. Palmer were approved.

President’s Report

- President Reveley explained that Ms. Courtney Hodges (VP of Advancement) was not in attendance because she was meeting with Ms. Joan Perry Brock regarding the construction of the JPB Center. Also, Louise Waller (VP of Finance) was in meetings in Richmond.

- President Reveley shared some of the results of the SCHEV Survey “[Virginia Educated: A Post-College Outcomes Study of Virginia Public College and University Graduates from 2007 to 2018](#).” He noted that Longwood University was in the top 6 of the 15 Virginia public colleges/universities on measures of alumni satisfaction, having a mentor, class size, employment, internship, and keeping in touch with friends from college. (Click [here](#) for the Executive Summary of the survey).

Reports from Vice-Presidents

Athletic Director

- Mr. Tim Hall shared his plans and guiding principles with the Board, at this, his first BOV meeting.
- He said the staff and coaches in his area are all educators whose lessons compliment what students learn in the classroom.
- His leadership vision includes the following: delivering students a world-class student athlete experience; keeping recruiting promises; supporting students’ intellectual growth; adhering to all university and NCAA rules; competing fairly and honorably; keeping strict financial responsibility; nurturing athletes through to graduation; competing to win championships; and ensuring players, staff, and coaches represent Longwood in a positive fashion at all times.
- All of his leadership decisions are “about people.” He said he always keeps in mind that everybody is someone’s son or daughter and therefore they deserve to be treated with respect, dignity, and honor.
- He introduced the new Head Coach of the Women’s basketball team, Ms. Erika Lang-Montgomery, who said she is happy to be at Longwood. The players are currently in conditioning. She also wants students to excel in the classroom and keep or exceed last spring’s team-GPA of 3.1.

Interim Vice-President for Student Affairs

- Mr. Cam Patterson thanked members of his senior leadership team for their hard work. They hired several new people over the summer in Student Affairs.
- The incoming class demonstrated much energy during New Lancers Days.
- The activities thus far in the semester, including the Involvement and Volunteer Fair and the Big G.A.M.E, were very successful. Additionally, they have implemented Adam’s Law Hazing Prevention and are focusing on campus traditions and fostering a sense of belonging.
- Ms. Raible asked about meeting the mental health needs of students. Mr. Patterson said they have a federal grant that has allowed the hiring of a trauma specialist in CAPS, who is also offering training across campus. Ms. Raible said it is important to plan to maintain funding for these endeavors after the grant money runs out.

Vice-President for Administration

- Mr. Matt McGregor, who will officially assume the role of Vice-President for Administration in October, thanked those on the COVID-19 Incident Command Team and everyone across campus for working cooperatively to manage the pandemic the past 2 years. The campus has moved to a place where the virus is becoming more endemic. As such, the University has moved away from institutional control for COVID-19 reporting and toward individual responsibility. Support systems are still in place for students who need it.
- He gave an update on the Joan Perry Brock (JPB) Center, which the Board was slated to tour after the meeting. Next month the building will be dried in and they will begin working on temporary air circulation. Installation of fixed seating will be begin in November. The interior finishes begin early next year and the building should be ready to open by the end of next summer. President Reveley said there is no firm open date for JPB and they are still thinking through how to celebrate the opening of the facility.
- They have sent out a Request for Proposal to contract with a management partner or booking agent who can help make connections in the entertainment industry to bring events to the center.
- Several contracts that Longwood University currently has in place are scheduled to expire soon, including those with Adidas, VCU Sports Medicine, our beverage provider, and Barnes and Noble, and his team is currently working on those issues.

Vice-President of Strategic Operations

- Ms. Victoria Kindon introduced the new Dean of Admissions, Jason “Ferg” Ferguson, and Associate Vice-President for Enrollment Management, Dr. Jennifer Green to the Board.
- In response to a question from a Board member, Ms. Kindon explained that the Coaching Model for incoming students was implemented with Civitae to help incoming students acclimate to Longwood and connect with a faculty or staff member. While assessment data on the program have been collected for 4 years, two of those year were during the pandemic making it difficult to draw conclusions from the numbers.
- Ms. Kindon focused her remarks on “cross-apps”—students who applied to Longwood but decided not to attend. Longwood participates in a Clearing House service that provides data on what those students do or where they decide to attend instead. For the past 8-9 years students who applied but did not come to Longwood went to another 4-year institution (92%), mostly other publics in Virginia (70%). However, during the past 2 Covid years there has been an increase (5%) in cross-app students who do not go to any school. Also, private colleges/universities are increasingly offering more competition, particularly Liberty University (the percentage of cross-app students attending the Liberty has almost doubled since 2015).
- She said the “take-away” from all of the data is that our main competition is other Virginia public colleges/universities; we need to work more on capturing students who attend CNU and JMU. Students who do decide to attend Longwood report it is because of the connection they feel when they visit campus, so it is important to get prospective students to come take a tour.

- In response to a question from Ms. Roane about student retention, Ms. Kindon said many students who transfer away from Longwood go to a community college to save money. Therefore, it is important to give students financial aid and scholarship money as early in the process as possible. She explained the merit award system implemented a few years ago and said that increases in foundation money and state funds for scholarships have allowed Longwood to increase student financial assistance. Additionally, the federal work-study funding process was changed to allow the funds to travel with a student at Longwood, rather than reside in a particular department.
- Ms. Proctor asked when we begin reaching out to prospective students. Ms. Kindon replied that typically that occurs in the sophomore year after students have taken the PSAT. However, PSAT administration was disrupted during the pandemic, along with college fairs. Currently, Longwood is reaching out to high school counselors and asking what they need to help them get information to students.
- Mr. White asked about how Longwood was leveraging alumni who work in the classrooms across Virginia. Ms. Kindon said Longwood hosts opportunities for LU alumni to come to campus for continuing education. A long discussion ensued about how Longwood recruits students and handles financial aid.

Provost and Vice-President for Academic Affairs

- Dr. Larissa Smith reminded the Board of the SACS-COC reaffirmation timeline and QEP topic.
- She then introduced Dr. David Shoenthal, Associate Provost, and the deans to the Board.
- The remainder of the Provost's report was a "deep dive" into graduate studies, led by Dean Jeannine Perry, who provided an overview of the College of Graduate and Professional Studies, its mission, history, and programs offered. Interim Dean Sara Nehr and Dean Angela McDonald described the graduate programs in their respective colleges. Contact Dr. Perry if you would like to see the detailed, professional slide presentation they delivered.

Reports from Representatives to the Board

LU Foundation Board

- Mr. Robert Wertz reported that although the stock market is down, the investment returns at Longwood are better than at our peer institutions. Since June 30, there has been a 10-12% decrease in investment returns.
- The Foundation took advantage of a private equity investment opportunity that has yielded a 65% increase from what was invested.
- In the 2021-22 year, the foundation contributed 2.3 million dollars in scholarship funds to the University; this year they will contribute 2.6 million dollars, a 30% increase.
- Wetland mitigation tax credits at Hull Springs Farm will be able to generate significantly more revenue because the district where these credits can be sold has changed to now include Northern Virginia.

Student Representative to the Board

- Ms. Mackenzie Harry, SGA President, reported that first-year student move-in went well, as did other opening events of the semester.
- Students are excited about the fitness center being named in honor of Dr. Pierson.
- Students are looking forward to Family Weekend, the Heart of Virginia Festival, and Oktoberfest—the theme of which is NashVegas.
- There is a new enthusiasm in the student body to return to a normal year. SGA is working on activities to emphasize community and to educate students on Longwood traditions. A “hammock grove” was recently approved between Cox and Wheeler which includes posts for which students can check-out hammocks to relax outside. Discussion is underway to plan a school-wide formal dance to compensate for proms that many students missed out on during the pandemic.
- There is an ongoing effort to continue to encourage student voter registration.

Faculty Representative to the Board

- My report emphasized the remarkable collaborative work that faculty engaged in over the summer. Rather than iterating the information included in my written remarks, I mentioned three collaborative summer projects that support professional development among our faculty and Virginia K-12 educators: The Brock Experiences Chesapeake Bay Faculty Institute; The Longwood Summer Literacy Institute; and the development of a speech instruction workshop to aid in teaching speaking-infused Civitae courses.

President’s Closing Remarks

- Before adjourning, the President said it was important to publicly note that amidst all the excitement and good news, there are dark problems nationally and globally. The economy is not strong; the situation in Europe is dangerous; and democracy is fragile.

The meeting adjourned at 12:20 pm for Board members to tour the Joan Perry Brock construction site, have lunch, and then go into closed session in the afternoon.