

Report from September 12-13, 2014, Board of Visitors Meeting Audrey Church

The September meeting of the Board of Visitors was held on the Longwood campus. I attended the meeting on Friday, September 12, in the Stallard Board Room, Lancaster Hall. Saturday's meeting was a closed, executive session. Agenda and materials for the Board meeting can be found at <http://www.longwood.edu/assets/president/BOV914.pdf>.

Morning Session:

- Rector Colleen Margiloff called the meeting to order and asked members of the Board, representatives to the Board, and vice presidents to introduce themselves. She thanked Marianne Radcliff for her service as rector, acknowledged the loss of Jane Maddux as a Board member, and welcomed the four new members of the Board. The Board voted to approve the consent agenda.
- President Reveley commented on the previous day's convocation and reception afterward honoring Dr. Jim Jordan as well as recent alumni events and reunions. He shared with the Board that he and Rector Margiloff had had a good meeting with Farmville mayor David Whitus and Farmville town manager Gerry Spates the day before. President Reveley also noted the positive impact of last year's 2.1% tuition increase including strong enrollment and a record number of applications. He announced that the third round of compensation for faculty and staff will now move forward focusing on merit and those who have not received salary increases in the previous two rounds. He also reminded the Board that Longwood average faculty salary is next to the lowest among Virginia colleges and universities, ranking only above the University of Virginia at Wise.
- Provost and Vice President for Academic Affairs Ken Perkins stated that he looked forward to returning to the classroom next year and hoped to play a role in advancement as well. He shared information regarding the colleges and universities from which our new faculty had earned their degrees, noting that Longwood has a national draw of which we should be proud. He also indicated that we expect a vote from the SACSCOC in Nashville in December reaffirming our accreditation.
- Vice President for Administration and Finance Ken Copeland highlighted the opening of the new environmental science center building at Lancer Park which provides a space for field study. He then shared information regarding financing for the new residence halls to be built between ARC and the Library, 220 beds total, scheduled to be available in fall 2016. Discussion followed regarding students' current preference for on-campus v. off-campus housing, the loss of beds with the closing of the Cunninghams, the number of beds in the two proposed residence halls, and the timing of building two residence halls in the context of the development of a new campus master plan. The *Resolution of the Board of Visitors of Longwood University Regarding Support for Financing and Refinancing of the ARC Quad and Related Student Housing Projects* was distributed and approved by the Board.
- Troy Austin, Director of Athletics, noted a good beginning for fall sports and reported that there will be minimal impact on Longwood sports from the current NCAA changes. He invited Board members to attend the Athletics Benefit Celebration to be held in Richmond in October.

- Rector Margiloff expressed thanks to Brenda Atkins, Vice President for Commonwealth Relations, for breaking out the giving dollars in her report.
- President Reveley reviewed the *Strategic Plan 2014-2018*, giving background on the process, summarizing the content, and explaining the planned implementation through cross-departmental teams. Board members asked where we were in the General Education revision process and President Reveley indicated that the Academic Core Curriculum Committee would be reporting to the Board, perhaps at the December meeting. He also indicated that baseline data for the metrics in the plan would be available at the December meeting. Additional discussion followed regarding monitoring and measuring progress on the various priorities; continued investigation into the current tuition structure of charging by the credit hour; the university's role in job skills development (particularly in the area of effective communication/writing skills); job fairs, job placement, and connecting students to alumni for mentoring purposes; the citizen leader concept and focus on developing leaders; and post-graduate data analysis. The Board voted to approve the *Strategic Plan 2014-2018*.
- Reports from Representatives to the Board:
 - Joe Gills, SGA President, reported on revision of SGA bylaws, Constitution Day, a voter registration drive, and other student activities on campus. He briefly shared concerns about diversity issues, MyStudentBody, construction on campus, and transportation issues.
 - As Faculty Representative to the Board, I shared that graduate enrollment is up for this fall and that there is great potential for growth at the graduate level. I updated the Board on the activities of the Academic Core Curriculum Committee: discussion topics and attendance at the luncheons and reception held since the beginning of the semester; learning outcomes and goals and the structure to be addressed this academic year; targeted dates for piloting new courses 2016-2017; implementation 2017-2018. I also shared the results of my one-question survey (*In three words, please tell me what you did with your summer*). Thanks to the 98 of you who responded! The handout that I shared with the Board is attached.
 - Bart Mitchell, President of the Foundation Board, reported on investments.
 - Kathleen Early, President of the Alumni Board, reported on various alumni activities.
 - Kelly Rhoades, Co-chair of the Staff Advisory Committee, reported on upcoming events on campus including Spirit Week and the Halloween Bash.

Afternoon Session:

- Ann and William Oppenheimer were recognized by the Board for their ongoing support of the Longwood Center for the Visual Arts and for their agreement to transfer operation of the Folk Art Society of America to the LCVA. They also made a \$100,000 gift to Longwood. Johnson Bowles was thanked for all her work for the LCVA and for Longwood.
- Vice President for Facilities Management & Real Property Management Dick Bratcher and John Kirk, a representative from Cooper, Robertson & Partners, made a presentation to the Board regarding a new campus master plan. The firm's specialty is "new urbanism" (place-making, creating a public commons, community, connectivity). Discussion followed regarding Longwood as a residential campus, who should live on

campus, where residence halls and housing should be located, the best use of available real estate, etc. Meetings continue regarding the development of the new master plan.

- Tim Pierson, Vice President for Student Affairs; Cameron O’Brion, Office of the Attorney General; and Jen Fraley, Director of Student Conduct & Integrity and University Title IX Coordinator, discussed the University’s response to Title IX in regard to students and to faculty and staff. Title IX is “victim-centric” with protection of the victim as the key. With the increased focus on Title IX, it is expected that all colleges and universities will see an increase in reported incidents.
- Ella Maokhamphiou, Director of Internal Audit, shared information regarding the risk assessment process and presented a proposed four-year audit plan. Board members requested that an audit of Advancement be moved earlier in the plan and that an audit of IT network security be conducted as soon as possible. Vice President for Strategic Operations Victoria Kindon’s office will work with the internal audit office on the network security audit.

Once again, I am honored to serve as your representative to the Board of Visitors. Please do not hesitate to contact me should you have questions.

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