

Longwood University Planning Council (UPC)

Minutes

April 04, 2019

Members Present: President W. Taylor Reveley IV, Lee Bidwell, Roger Byrne, Paul Chapman, Jen Cox, Joshua Darst, Alix Fink, Jen Fraley, Adam Franssen, Jeff Halliday, Courtney Hodges, Naomi Johnson, Mark Kendrick, Matt McGregor, Cat Mobley, Timothy O'Keefe, Jonathan Page, Cameron Patterson, Jeannine Perry, Tim Pierson, Justin Pope, Charles Ross, Steven Samaras, David Shoenthal, Larissa Smith, Louise Waller, Kim Wingo, Susan Cottrell (recorder).

Members Absent: Jason Faulk, Susan Hines, Gary Honickel, Brett Hursey, Victoria Kindon, Michelle Meadows, Lindsey Moran, Lissa Power-deFur, Brent Roberts.

Welcome

The University Planning Council (UPC) met on Thursday, April 4, 2019 at 3:30 PM in the Martinelli Boardroom located in the Maugans Alumni Center. President Reveley called the meeting to order and welcomed all members and guests. He began with the approval of the January 31, 2019 meeting minutes. All members present were in favor and the minutes were approved.

President Reveley declared the purpose of the meeting as a chance to have open-ended discussion regarding the direction of the university and to think about strategic focus to help shape the new strategic plan. After continued deliberation at this meeting, the emerging concepts will be instilled into a draft and distributed to campus, to invite ideas and thoughts from everyone campus-wide. The Board of Visitors would like to adopt a new one-page strategic plan in June.

President Reveley began the conversation by summarizing areas he believes must be represented in some form in the university's highest strategic priorities because they connect to enrollment and can draw students to the university at a time of stagnant demographics in the college-going population in Virginia: (1) Going forward, it is critical for the full campus community to be focused on making Longwood a place that is welcoming and comfortable for everyone. He would like to keep the momentum and continued focus on Farmville as a great college town, but there is more work to do. (2) Longwood the place matters, and it will be important to reinforce the strength of campus by paying careful attention to landscaping and greenery around campus to make it more attractive to visitors and connect it to the town. (3) Longwood must continue to build a culture of philanthropy in order for the university to thrive over the next century (4) A critical strategic imperative will be connecting undergraduate and graduate programs and strengthening co-curricular programs, by deploying energy put into Civitae into other programs, including the growth of 4+1 programs, and (5) Longwood must continue to tell its story around Virginia and nationally.

Deliberation of Strategic Priorities

Those in attendance were invited to express ideas about the university's strategic priorities and how to reflect them in the strategic plan. Larissa Smith began the discussion by saying that Academic Affairs is working alongside Enrollment Management concerning how they can better align academic programs to drive enrollment, and to help with retention and graduation rates. She added the importance of program innovation and focusing on ways to attract students by offering attractive programs and ensuring Longwood stays distinctive and competitive in the marketplace.

Jeff Halliday stressed the need for signature academic programs, building trust and relationships through clear communication and the importance of resources to implement the Civitae Core Curriculum. Louise Waller mentioned the importance of Longwood and Farmville continuing to work together to continue to benefit the community while continuing to increase the population. Tim Pierson added that Longwood needs to keep moving forward to remain competitive and mentioned the Civitae Core Curriculum as an example. He also stressed the importance of creating a sense of belonging and sense of community for the students.

Joshua Darst introduced the newly elected SGA President, Haleigh Pannell.

Naomi Johnson thanked everyone for discussing the importance of diversity and inclusion. She suggested on behalf of the UDC that the strategic plan include specific language, reaffirming the value and importance of diversity on campus. She added it is important to keep focusing on how the university defines diversity as including a range of ideological views, and that it truly is inclusive of people of all backgrounds, which will help with recruitment and retention of students.

Lee Bidwell stressed the importance of documenting successes and creating a culture of assessment while using that data to drive decisions about priorities, spending and marketing. She noted the value of cutting-edge programs and gave the Shenandoah University Video Game Management major as an example. She commented on the importance of trust and transparency and making sure people understand how and why decisions are being made. Jen Cox added the importance of connecting planning and assessment with budgeting and said for all to think about what we as an institution can do to keep people at Longwood. She stressed the importance of finding sense of community.

Paul Chapman commented on strategic opportunity at the graduate level and the leadership program working model and the collaborative culture at Longwood, which he thinks can be extended. Chuck Ross mentioned the importance of keeping the faculty and student connection that exists on campus and believes that is a key thing that makes Longwood special. Cameron Patterson mentioned the strong academic outreach such as LCVA, Moton Museum and Hull Springs Farm that are doing great work and providing opportunities to connect. These outreach units have ability to affect all facets of the university.

Timothy O’Keefe said he believes that in addition to the programs being offered, students choose Longwood because of the experience they expect to have.

Roger Byrne commented on Longwood’s optimism, and students’ experiences in small classes so discussions can take place. He said he sees well-qualified faculty eager to come to Longwood, and work in a place with a commitment to the liberal arts tradition. He believes Longwood shows in its actions that it is a wonderful place and accessible to a wide variety of students.

Pam Tracy commented on collaborative efforts of faculty on campus and the importance of assessment, adding assessment is about improving learning. She also addressed the faculty workload and its connection to assessment.

Adjournment

President Reveley voiced his appreciation to those in attendance for their input and announced the UPC will reconvene as customary in October. There being no further business, the meeting was adjourned at 5:03 p.m.