

## *Longwood University Planning Council (UPC)*

### *Minutes*

*October 25, 2016*

**Present:** President W. Taylor Reveley IV, Bettie Bass, Xun Bian, Rhonda Brock-Servais, Roger Byrne, Paul Chapman, Ken Copeland, Jeff Halliday, Susan Hines, Naomi Johnson, Mark Kendrick, Victoria Kindon, Virginia Kinman, Matt McGregor, Joan Neff, Jonathan Page, Jeannine Perry, Tim Pierson, Justin Pope, Sarah Porter, Lissa Power-deFur, Brent Roberts, Kim Wingo, Dillon Yonker, Teresa Irish (recorder)

**Absent:** Troy Austin, Paul Barrett, Courtney Hodges, Brett Hursey, Cat Mobley, Michelle Shuler

### **Call to Order**

The University Planning Council (UPC) met on October 25, 2016 at 4:30 PM at the LCVA. President Reveley called the meeting to order and welcomed all members and guests. He noted the appropriateness of this meeting being downtown at the LCVA because today we will focus on the relationship between Longwood and Farmville.

Many campuses do not have a forum to provide opportunities to talk about campus wide topics. The UPC's committee structure lends itself to working across campus but the Council may also address particular issues which are capturing headlines in higher education.

It has been a consequential fall for Longwood. We are still gleaning some of the concluding information from the debate, and we will spend the second half of the January UPC meeting presenting that data. Preliminarily, we estimate the value of the exposure for Longwood to be north of \$75 million (using the Centre College methodology) because we had three major networks broadcasting from campus for several days.

Hosting the debate addressed the following strategic goals: retention of students, national marketing, increased foot traffic on campus, and the prosperity of Longwood's broader community. Additionally, it gave our students a unique opportunity, produced intense camaraderie among faculty and staff, and was a meaningful forerunner to our proposed revised Core Curriculum. We are as proud of operating the university in a normal manner during the debate as we are of issuing performance-based compensation increases and holding tuition to a historic low.

In conclusion, President Reveley spoke about what's next: (1) evaluating the debate's impact on admissions, e.g., a meaningful uptick in out of state applications/enrollment, which will indicate whether cash from reserves used to put on the debate may be turned into E&G cash; (2)

implementing the new Core Curriculum; and (3) fostering collaboration with the broader community.

### **UPC Committee Updates**

Technology Committee: Mark Kendrick reported that Longwood's Banner contract expires June 2017. All agencies in Virginia which use Banner are discussing combining forces and leveraging that power to renegotiate a group Banner contract. This effort is proceeding with the Governor's blessing.

Box, a file sharing software which was used with great success and acclaim during the Debate (primarily with outside vendors), will be shared across campus with a rollout in December.

IT is working with the registrar and associate dean of student conduct regarding the issue of identification of transgender students.

Procurement Committee: Kim Wingo reported that the Procurement Committee met before the debate to collect data about areas where we could save money and the impact of standardizing some items being purchased. The Supply Room is now on a VASCUP contract.

Finance Committee: Ken Copeland thanked everyone on UPC for their kind words when Cindy Wilson passed away in August. President Reveley added that Cindy made it all tick and was the heart of the group.

Mr. Copeland talked about synergy between the Technology, Procurement and Finance Committees, citing the development of a Banner statewide contract. He noted that the Finance Committee has held two budget workshops (May and September). He wants to convene a subset of the Committee to look at the proliferation of course fees and where there are other opportunities to take advantage of collaboration statewide.

Mr. Copeland noted that the Governor will announce changes to the biennial budget on Dec. 16.

Dates for the January and April UPC meetings will be announced in the near term.

Diversity Committee: Jonathan Page reported that the Diversity Committee worked on strategic planning and researching what diversity at Longwood looks like in Admissions, Human Resources, Athletics, and in the academic curriculum. They are gathering preliminary diversity data with student focus groups (4 so far, 4-5 more planned).

The Committee plans to do a campus climate survey. At its November meeting the seven subcommittees will present and there will be keynote speakers to do workshops. Mr. Page is proud of the work of the Bias Response Team, under the leadership of Courtney Jones-Addison. The team has developed a bias incidence protocol with the guidance of Cameron O'Brion of the Attorney General's office.

Tim Pierson noted that the OCR encourages Climate Surveys on campuses. Perhaps we could weave the Diversity Committee's and Student Conduct's efforts into one effort. Dr. Pierson introduced Lindsey Moran, our new Title IX coordinator. Virginia Kinman noted that the Diversity and Compliance committees share four of ten goals. Now that Ms. Moran has replaced Jen Fraley on the Compliance committee, perhaps Ms. Fraley could serve as the liaison between the two committees. President Reveley suggested that Ms. Kinman and Justin Pope visit about the possibility of some procedural stitching between the Diversity and Compliance committees.

Compliance Committee – Virginia Kinman distributed the Assessment Policy Update (Attachment A). Most institutions have a university-wide assessment committee, which then branches out into academic assessment and administrative assessment sub-committees. We already have academic assessment, so the Compliance Committee suggests another standing committee of UPC which would serve as the university-wide assessment committee to look at coordinating surveys, timing, duplication of effort, etc. President Reveley would like to meet with Ms. Kinman and Michelle Shular about this.

### **Collaboration between University and Community**

President Reveley welcomed Farmville Mayor David Whitus, Town Manager Gerry Spates, Commonwealth's Attorney Megan Clark, and Prince Edward County Assistant County Administrator Sarah Puckett, and offered deep thanks for their participation in the UPC meeting.

Mayor Whitus thanked President Reveley for the invitation. He said the debate was phenomenal for Farmville; now everyone knows where we are.

Mr. Spates invited Greg Coles to the UPC meeting. Mr. Coles is chairing the town's Parks and Recreation committee and discussed how Longwood and Farmville may intersect in this realm. The town is looking for a firm to develop a master plan and will be holding resident meetings (and hopes the Longwood community will come out) to generate a huge wish list. These things will happen between now and the end of the fiscal year.

Mr. Spates listed the following town projects which are under way:

- South Main Street middle of the road project, starts in Feb./Mar., 6 lanes of traffic, dedicated left turn lanes
- Southern States building was bought by Walk to Campus which also bought the concrete plant and Buffalo Shook Co. Exciting things are being developed there.
- At the Firehouse on West 3rd Street, there will be a pedestrian bridge tying Wilkes Lake trail to High Bridge trail, and eventually to WalMart
- ICA, the immigration detention center which employs 250 people, just added 25 more jobs with an expansion
- Ground is broken on the Holiday Inn Express behind Hampton Inn (96 rooms), and the Hilton True Hotel, on the site of the former Lutheran Church, will have 105 rooms

- Schewels is building a freestanding store because the center housing its current location has been sold (and there is talk of new restaurants and maybe a grocery store going there)
- Murphy Oil is open and Farmville gas prices are lower
- Ground has been broken for a new apartment complex (100 units) just past Tractor Supply. The apartments will be geared toward professionals
- Studies for the roundabout at the intersection of High, Oak and Griffin are ongoing
- A new burn building training center for fire departments in the area is under construction
- Charley's wine tasting room is open, and there will be a brewery in the old Southern States building
- Upgrades to sewer projects and apron expansion at the Airport (where 10 jets landed during the debate) are in the plans
- Several restaurants are looking at moving in downtown

Some of these projects have been spurred by the growth of Longwood and the debate. Greenfront reported that downtown was so busy last weekend there was not a parking space left.

Megan Clark said that the growth of Longwood and Farmville was shocking in a positive way when she returned to become Commonwealth's Attorney. Some residents are cautious about the growth because of the history between Longwood and Farmville, but she counsels them to give it a chance.

Sarah Puckett says that Prince Edward County's projects and investments may not be as exciting as those on Mr. Spates's list but there are different layers in the relationship and Longwood, Farmville, and the county work well together. President Reveley added that everything is Prince Edward County, and Farmville overlaps into a smaller part of Prince Edward County.

Sherri McGuire applauded the tangible projects which benefit all constituents, and pointed to the collaborative effort which produced VisitFarmville.com.

In response to Jeannine Perry's question about lifelong learning for senior citizens, Mr. Coles talked about the development of Life Enrichment programs at The Woodland, on site or at Longwood.

Naomi Johnson asked about holistic and systematic connections with local schools, which spurred a discussion about an aggregate current reality list of engagement with local schools. President Reveley asked Jen Cox to coordinate the effort to produce such a list. Paul Chapman stated that David Locascio has the beginnings of a list of resources.

Brent Roberts asked how Longwood employees can better infiltrate different town organizations. Mayor Whitus, with the help of the Chamber of Commerce, is compiling a list of groups in Farmville. The list tops 60 right now and many are looking for speakers and members.

President Reveley closed the meeting by thanking Teresa Irish for taking minutes and thanking all members and guests. The meeting adjourned at 6:03pm.