

Report from Board of Visitors Meeting, December 5-6, 2019
Lee Millar Bidwell, Faculty Representative to the BOV

The December meeting of the Board of Visitors began on Thursday, December 5 with an Executive Meeting and lunch, followed by an Audit Committee Meeting, and then a reception and dinner in Radcliff Hall. The general meeting was held Friday, December 6 in the Stallard Board Room, Lancaster. The Board concluded their meeting events Friday evening with a Longwood Foundation Reception, followed by the holiday dinner and concert.

- Click [here](#) for the complete meeting agenda.
- Click [here](#) for a list of the 2012-2020 members of the BOV
- Click [here](#) for access to the complete Board materials
- The written report I submitted is located in [Meeting Materials Part 2](#), under Tab 12

Friday, December 6

- **Rector's Welcome and Consent Agenda**
 - Rector Eric Hansen opened the meeting by saying the Board had a “robust discussion of the enrollment strategy” the previous day.
 - He thanks the Board for supporting scholarship funds in a significant way and commented on the dedication of the Radcliffe Hall.
 - The consent agenda was approved.
- **President's Report**
 - President Reveley's remarks were extremely brief, likely owing to the shock and grief of his family's recent loss of his sister-in-law.
 - The President commented that the campus looked “resplendent” with holiday decorations and said he was looking forward to sharing in the annual dinner and concert with Board members later in the evening.
 - He turned the meeting over to Provost Smith for a surprise announcement, followed by all reports of representatives.

REPORTS OF REPRESENTATIVES

- **VP for Academic Affairs/Provost: Dr. Larissa Smith**
 - Dr. Smith's surprise announcement was the delightful news that Dr. Amorette Barber, Associate Professor of Biology, had been awarded a SCHEV Outstanding Faculty Award. Dr. Smith's introduction of Dr. Barber, who was in attendance at the beginning of the meeting with her daughter, highlighted the many accomplishments that led to this well-deserved state recognition.
 - Dr. Smith continued with other good news, describing the 2-year \$100,000 grant Longwood received from the [Teagle Foundation](#) to support Civitae faculty development. The money will in part fund the annual Teaching and Learning Institute. The 2020 Institute, which will focus on SCHEV's newest competency—civic engagement—will be open to faculty state-wide. Faculty teaching CTZN 110, and developing Symposium courses and Brock Experiences

will be particularly encouraged to attend. At the end of the 2-year grant period, Longwood would like to have state and national recognition for faculty development in the area of civic engagement.

- Dr. Smith said she is excited about the name changes to the education programs. This change will keep Longwood competitive in teacher preparation programs. The Early Childhood Education program in partnership with Patrick Henry Community College will next need SCHEV and SACS-COC approval.
- Academic Affairs is collaborating with other areas such as Admissions, Student Success, and Enrollment Management, to share information, prioritize ideas, and access resources. Some initiatives that reflect this collaboration are: the on-line MBA program for working adults, revitalizing the Call Me Mister program, and a guaranteed admission agreement with SVCC for students into the RN-BSN program.
- The academic space improvement program is almost complete. Consultants were used to facilitate this process, which helped inform the use of the New Academic Building.
- Work for the SACS-COC 5th Year Interim report is progressing well, and is due in March.
- Provost Smith noted the close connection between Longwood University and the community, and thanked everyone for the work that went into hosting the Virginia Children's Book Fair. She also described the work of students in Dr. Lettner-Rust's capstone course called "Rhetoric of Apology." Students in that class explored the history of Farmville and how the community and Longwood have dealt with the legacy the school closings. Students in the course gave prayers at a recent monthly Moton Prayer Breakfast and offered apologies. A woman at the breakfast who had been shut out of the schools thanked the students for their work. Dr. Smith read an e-mail from one of the students expressing how much the course helped her learn about the power of apology and reconciliation.
- Rector Hanson commented that he was excited about the new two-course sequence in entrepreneurship taught by Mr. Jacob Dolence, Honors Faculty Scholar, that students in any major will be able to take. He also commented on the value of cross-institution collaboration with Hampden-Sydney.
- **VP for Administration and Finance, Ms. Louise Waller**
 - Ms. Waller began her report by noting that the institution is financially sound, noting that the lower tuition revenues this year have been off-set by other revenue. The Commonwealth gave a health insurance premium "holiday" to state institutions in October, saving Longwood significant money. Although housing revenues are down, dining revenues are up, and spring semester and intersession enrollments are strong.
 - In her construction update, Ms. Waller noted that the New Academic Building is 75% complete; it should be finished in May or June and will be open for fall 2020. The Facilities Annex Project will begin construction in spring 2021 with a completion date of fall 2023. The Wygal Replacement project has just formalized

the architecture team selection, a combination of [David Schwartz](#) and CJ&W—which she referred to as the “design dream team.” Funding for the project should occur in the 2021 General Assembly session, with construction to begin in Fall 2023, with occupancy to begin in summer 2025.

- She noted that there is trend of an aging trades workforce. Longwood is working on an apprenticeship program that will benefit the campus and the larger community by training workers in trade occupations that are in demand.
- A search for a new Director of Financial Reporting is being conducted with the help of a consulting firm.
- Cashiering and Student Accounts is looking at raising the limit of outstanding fees a student can have before a registration hold is put in place.
- Human Resources, Payroll, and the Office of Student Employment have been consolidated in Lancaster.
- Rector Hansen complimented Ms. Waller for developing strategic goals with metrics and efficiency goals for all of her departments. He said he would like to see data from Human Resources on classified and staff positions where people are nearing retirement. He wants to ensure that there is a sufficient pipeline of talent to accommodate impending retirements.
- **Athletic Director, Michelle Meadows**
 - Ms. Meadow’s report followed closely the information provided in her report to the Board. She noted team and individual player accomplishments and upcoming athletic event dates.
 - Her report highlighted the way that athletics increases diversity and overall student engagement on campus. She noted that currently 160 students participate in activities that directly support athletics such as the pep band and cheer squads.
 - She reported on leadership development of her staff, including a Coaches Leadership Academy that was launched this fall.
 - President Reveley noted two national issues that are likely to be addressed soon by the General Assembly that directly affect college athletics. First is the Supreme Court ruling that sports betting can be legal in every state. Second is the California legislation passed that allows students to be compensated for any revenues generated from use of the athletes’ name, image, or likeness.
- **VP for Student Affairs, Dr. Tim Pierson**
 - Dr. Pierson reported that his area is improving dialogue with students and taking action address concerns.
 - His team recently had a staff development workshop focusing on first-generation students led by Dr. Evan Long.
 - 925 documented incidents by Residence Life have been reported to date; all are followed-up on by staff.
 - Student Affairs staff meet regularly to be aware of and connect students to resources across campus.
 - Dr. Pierson reported that nationwide, and here on Longwood’s campus, fraternity membership is low. Last spring IFC requested a change in policy to allow first-

semester freshman recruiting on campus. Although their request was not approved, Student Affairs has discussed ways fraternities can improve recruiting efforts through marketing. SGA President Haleigh Pannell noted that the increase in club-level sports helps explain the decline in fraternity membership. Club sports, which students often get involved with in high school, provide similar social opportunities as fraternities at a lower financial cost. Sorority membership is not similarly on the decline. However, Dr. Pierson noted that Delta Zeta will not be returning to campus following their 1-year suspension.

- Dr. Pierson complimented the success of Frazier residence hall, noting that “good housing improves the first-year experience and aids in student retention.”
- Student safety is always a priority at Longwood. Student Safety Walks are held regularly to identify areas with poor lighting, in need of cross-walks, etc. Longwood is the only Virginia school in the Top 20 of Best Campus Police.
- Upchurch has become a center for campus engagement.
- Ms. Raible asked if the Counseling Center had enough staff given that Care Team referrals are higher. Dr. Pierson replied that students referred to the Care Team do not always need CAPS support, but other resources instead.
- Rector Hansen asked how the NSEE data will be used. Provost Smith replied that we use NSSE data to inform curriculum construction (such Civitae) and student success resources and needs.
- Rector Hansen asked about how to increase the commuter student population. Haleigh Pannell explained what is currently done on campus to address commuter students’ needs and that many choose to commute to campus to save money and because they prefer not to live in residence halls. Mr. Hansen noted that increasing the commuter student population could be an area for growing enrollment.
- **VP for Institutional Advancement, Ms. Courtney Hodges**
 - Ms. Hodges reported on the success of the Women in Philanthropy weekend in September. Ms. Pannell said it was one of the best experiences she has ever had at Longwood.
 - The Family Scholarship Program was launched in October, allowing a \$15,000 scholarship contribution to the program to be matched by one of the lead donor families. Four “family” scholarships are available for donations—one designated for each college, plus one for athletics. Donors can have their contributions matched until June 30, 2020 or until all matching funds (90 scholarships available) have been exhausted.
 - The new Scholarship Day in November yielded 455 contributions, exceeding the goal of 434. The goal of 100 contributions to scholarships targeting student athletes was exceeded as well, with 105 being received. Those who donated on scholarship day included: alumni (58%); those who also gave to the Love your Longwood Day (44%); first-time donors (10%); lapsed donors (10%); and the BOV (87% participation from Board members, with a total of \$87k in contributions).

- **VP of Strategic Operations, Victoria Kindon**

- On the previous day, Ms. Kindon had given Board members a “deep dive” into admissions and recruiting so her report was relatively brief.
- She noted that December 3 was the Early Action deadline.
- The “merit scholarship strategy” (transparency in how awards are made) is “helping increase applications.”
- As of 12/6/19, Admissions had received 5712 freshman class applications, compared to 3745 the same date last year.
- The total number of completed applications is up from 1980 this time last year to 3563 on 12/6/19.
- As of 12/1/19, 1300 applications had been received through the Common Application process, of which one-half were fully completed. She noted the “Common App” is primarily a marketing tool and allows additional reach to students beyond where Admissions counselors typically interact with guidance counselors, and they are “being realistic about the yield” that will come from this new application process.
- Applications through the “Native Application” (not Common Application) process is still strong, with just under 4000 having been received this year, compared to 3338 received in 2018 at this same time.
- Ms. Kindon noted that her office is partnering with Ms. Waller’s area to discuss open positions and how to best fill them. One example is a new position in Finance that does admissions data analytics that will be very valuable for the Admissions Office.
- A redundant internet pipe was installed over the summer and already has proven very valuable in saving internet down time.
- Ms. Kindon read a letter from a parent complimenting the fine treatment the family had received during an Open House event from Jessie Znosko in the Cormier Honors College, resulting in the student deciding to attend Longwood.

- **Reports from Representatives to the Board**

*Given that the meeting had run past the noon break, Representatives’ reports were kept very short; full details of the reports are available in [Meeting Materials Part 2](#), under Tab 12.

- LU Foundation Board:

- Mr. Lewandoski reported that the Foundation Board has been focusing on scholarships to accelerate yields.
- He noted that the Board is discussing how to develop prestigious, full-ride scholarships such as the Jefferson Scholarship at UVA. Additionally, they are exploring establishing a regional network of alums to identify and vet potential award winners, as is done with the Jefferson Scholarship.
- The Board is examining moving from calendar year reporting and improving operations.
- The Board received a “Golden Can” award from Elwood’s Cabinet for their “exemplary service,” having collected \$1300 worth of canned goods.

- LU Real Estate Foundation:
 - Mr. Walsh briefly mentioned the fundraising work that is continuing for the Hull Springs Farm project.
- Student Government Association:
 - Haleigh Pannell reported that she is meeting with a coalition of SGA presidents across the Commonwealth so that they can share ideas between campuses. She noted that there is a strong relationship with the SGA president at Hampden-Sydney College as well.
 - Step Africa will be coming to campus in March.
 - The SGA budget has been significantly cut (from 720K to 600K) due to the lower enrollment this year. She said “many student organizations will feel the cut.”
- LU Alumni Association:
 - Ms. Becca Shelton, President of the Alumni Association reported that the first annual Scholarship Day, held Nov. 7, was a great success, with a 42% participation rate from the Alumni Board.
 - The Alumni Awards will be held March 20, 2020. Alumni Weekend is scheduled for May 29-31, 2020.
- Faculty Representative to BOV
 - In the one minute I had to deliver my remarks, I said that the focus of my report this month was on the significant ways that Longwood Faculty, in partnership with their colleagues and students, benefit the Farmville area community and beyond. I noted that I had provided several examples of such faculty-community engagement in my report, but that every day faculty are engaged in projects that use their expertise to benefit communities far beyond the confines of the campus.
- Staff Advisory Committee
 - Ms. Suzanne Stetson reported on a successful Halloween Bash and said the Silent Auction will be held in the spring. The Staff Advisory Committee will assess whether to keep the auction in the spring or move it back to the fall after this year’s event.

The Board recessed for lunch with Longwood Ambassadors at 12:30 and reconvened at 2:00 to have an hour-long conversation with Mayor David Whitus and Prince Edward County Commonwealth’s Attorney Megan Clark.

- Mayor Whitus began by praising the police officers, recent Longwood graduates, who saved a woman from a burning car. He noted the story received international attention. The officers were recognized at the lighting of the town Christmas tree and they will receive plaques honoring their service at the next meeting of the Town Council.
- He noted that the relationship between the town and the university has “blossomed” in recent years, saying “it used to be a them versus us mentality,” and “now it’s a ‘we’re all in this together situation.’” He noted that every time he sees any Board members, he

urges them to renew President Reveley's contract. He again asked them "when are you going to renew this man's contract?"

- Mayor Whitus shared a recruiting brochure they are using to hire a Town Manager. They expect 40-60 applicants.
- He was asked by a Board member about his hopes for the town in the next few years. He said the Convocation Center "will bring the town to the next level" by benefiting lodging and restaurants. The town has received a \$4 million grant to renovate the runway and lighting at the regional airport and another \$200K grant to redo the entrance; the Council is trying to decide how to be utilize the airport.
- He reported that the Town had commissioned a study to examine housing in the area, as there are concerns about the lack of housing and the cost of housing. The study findings will be released publicly soon.
- The Town's financial situation has improved from being \$16 million dollars in debt to "now only about 8 or 9 million." The annual budget is "around 28 million dollars."
- Rector Hansen asked whether the mayor spends more time incubating business growth internally or recruiting businesses from the outside. The mayor replied that the LU Small Business Development Center is essential in helping to build business. He noted that the Town needs to "restructure" their organization and when they do, an economic development position needs to be added. They have not been proactive in external business recruiting recently because of a lack of resources.
- Mayor Whitus also reported that Longwood and Hampden-Sydney have been instrumental in helping to come up with a solution to maintain the local Emergency Medical Services.
- Ms. Clark commented on the importance of the relationship between Longwood and the Moton Museum. She would like to see greater community involvement in fundraising to help sustain the museum and help it grow to have a national and international reputation.
- In answer to a question, Ms. Clark commented that there is a good relationship between the University law enforcement and the town law enforcement, as well as with the University and County justice systems.
- I asked who owns the property upon which the Confederate status sits. The Mayor replied that the Town owns that property. I asked whether any consideration had been given to moving the statue to the Confederate cemetery where some faculty believe it should more appropriately reside. The Mayor said there had been no talk of that and currently Virginia Law prohibits the moving of historical statues, although he said if the law were to change it would most likely happen "in the next legislative session." I pressed and asked if the Town would consider moving the statue if the law changed, and he replied "there has been no discussion of that." Ms. Clark responded and said she "realistically saw no possibility of the people in this town agreeing to move the statue."

The meeting adjourned at 3:00 p.m. and the Board went in to Executive Session.

Respectfully Submitted,

Lee Millar Bidwell, Professor of Sociology
Faculty Representative to the BOV, 2019-2021