

## **Report from Board of Visitors Meeting, March 25, 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 March 25, 2022. Note: This meeting originally was scheduled for March 18 but was moved due to the NCAA tournament.

- No meeting agenda is available on the Board web site at this time and no agenda was provided to me. The meeting followed the typical format.
- Click [here](#) for the complete Board materials. My written report is found on pages 70-71 of the materials.

### **Rector's Welcome**

- Rector Trigiani opened the meeting by noting that this would be her last meeting in Stallard after serving 8 years on the Board.
- She noted that there was much to be excited about on campus, including the successful basketball seasons and a \$15,000 donation on Love Your Longwood Day to the cheerleading program.
- SCHEV was on campus this week and President Reveley held the members in “rapt attention” with his presentation regarding the importance of higher education to democracy stating that “residential colleges are our last best hope.” When he was asked by a SCHEV member to discuss what he sees in the future, President Reveley was frank about admissions challenges and also the joy of our students. He concluded that “they [students] need us and we need them.”
- Students from across the Commonwealth gave remarks at the SCHEV meeting and the Longwood students were by far the best spoken. Students discussed concerns about social anxiety and the importance of their social connections to each other and their professors. The Rector noted that increased counseling services are important and tied to retention.
- SCHEV members toured the Moton Museum, which provides a great learning experience for so many. SCHEV saw our “strength, stability, and confidence.”
- The Rector thanked me for my report on the work of graduate faculty and applauded Dr. Sean Barry’s essay on Longwood’s Civitae curriculum that was submitted as part of our Phi Beta Kappa application (see pp. 73-84 of Board materials).
- The minutes of the December meeting were approved with corrections to who was in attendance noted.

### **Consent Agenda**

- The Board passed the Consent Agenda, which included minor changes to our admission’s policies and renaming the Department of Health, Athletic Training, Recreation, and Kinesiology to the Department of Health, Recreation, and Kinesiology.

## President's Report

- The President began his remarks by stating that this was the first meeting in Stallard since December 2019, marking a return to normality. Although we are moving toward normality, we also are on the verge of global conflict.
- He noted that the General Assembly approved a resolution honoring Longwood's basketball teams.
- The graduating class of 2022 will be the first cohort of students to complete the Civitae core curriculum. The campus is "coming back to life in a real way" and residential education works best when campus is in "full cry."
- Longwood is in "good stead" with the General Assembly on both sides of the aisle. However the state budget ultimately comes out, it is a comfort to know the General Assembly wants "to do right by us." Longwood is watching closely to see if the next phase of funding for the Wygal Replacement will come through in this budget.
- Without an approved state budget, Longwood is being "budget prudent, not budget exuberant." "Revenues have been a little soft this year, by a couple percent" (see budget overview on p. 44 of the Board materials). "With prudence we will get through this." He explained that unlike many universities across the country, Longwood is moving forward without being financially dependent on federal stimulus money.
- He asked each of the Vice-Presidents to focus on particular highlights of their written reports as follows:
  - Courtney Hodges: Love Your Longwood Day
  - Victoria Kindon: Admissions
  - Tim Pierson: Spring Weekend and how campus is coming back to life
  - Lara Smith: SACSCOC and QEP
  - Louise Waller: Construction, now and in the future
  - Michelle Meadows: March Madness

## Reports from Vice-Presidents

### Vice-President for Institutional Advancement

- Ms. Hodges reported that presently \$388,284 had been collected on Love Your Longwood day, but she expects when all gifts are tallied they will have raised \$400,000. She noted that the goal of the first Love Your LU Day (a.k.a. "day of giving") 6 years ago was to have 500 donors. They raised \$65,000 that day. The 2022 Love Your LU Day has generated 2,200 gifts.
- Focusing on a day of giving helps create student awareness of giving, and generates pride and energy among alumni, parents of students, friends, and Board members. The campus feels a sense of community and celebration. Additionally, the campaign spotlights amazing programs on campus and can lead to future donations. She noted that Joan Perry Brock's first contribution was \$25.

- She explained that in 2015 fundraising for athletics occurred over a week called “Lancer Giving Madness” and they raised \$14,000. Yesterday’s day of giving generated \$210,000 in donations to athletics.
- She noted that this year’s day of giving generated larger gifts, and traffic on the site was quicker and more consistent throughout the day. This day is important for building a culture of giving and is a good “brand builder” for Longwood and the community.
- Ms. Roane was asked to share her experience traveling to the NCAA men’s and women’s games with her children.
- Mr. Ritenour asked if Longwood already has or has considered an alumni day or weekend. Ms. Hodges explained that we do have a reunion weekend, and that falls under Ms. Kindon’s leadership.
- Ms. Raible asked about the new Longwood Ladies’ Row sign outside of Maugans. Ms. Hodges explained that this sign and the series of benches along that sidewalk honor 12 women of the class of 1964 who met as freshmen at Longwood and they maintained a friendship ever since. They have met annually for 62 years, with six of the women still living. All 12 women have been significant contributors to Longwood, including Joan Perry Brock and Ms. Beale, for whom Beale Plaza is named.

#### Vice-President of Strategic Operations

- Addressing Mr. Ritenour’s question, Ms. Kindon explained that Alumni Weekend is separated from Institutional Advancement following the model that Princeton University uses, keeping alumni connections separate from fundraising.
- She reported that currently Longwood is hosting regional recruiting events in NOVA, Tidewater, and Richmond areas. These events allow more family members of prospective students to attend, noting that today decisions about which college to attend are more of a family decision. President Reveley attends these regional meetings.
- This spring there are 12 accepted student events between now and May. Only 15% of accepted students have deposited yet; many accepted students are planning a second visit to campus. Admissions tries to ensure that students’ visits are a different experience each time.
- High school juniors also are visiting campus. Admissions is targeting individual high schools and encouraging juniors to visit during their Spring Break.
- Ms. Roane asked Ms. Kindon to address what other universities have seen in terms of enrollment trends following big athletic seasons. Ms. Kindon said that these games give the school more name recognition and create pride among alumni and current students. However, events like March Madness come at the end of a recruiting cycle so there is not necessarily an immediate jump in enrollment. High school sophomores and juniors may be more aware of the school and likely to apply.

#### Vice-President for Student Affairs

- Dr. Pierson said that Spring Weekend, April 23-24, is entirely student planned. This year 80 student organizations will participate. Students must plan for big name bands, make a

series of decisions, and manage a budget. All of these activities reflect the skills students are developing in the classroom and prepare them for career demands.

- Students engage in many philanthropic activities, raising funds for various charities during spring semester, again demonstrating citizen leadership.
- He said that mental health of students continues to be a concern and that a trauma specialist has been hired in CAPS. He also noted that the Well-Trac App provides students with 24-hour assistance, which is particularly important for certain populations who are less likely to access counseling services in person.
- The Rector complimented Dr. Pierson on his leadership in guiding student organizations.

#### Provost and Vice-President for Academic Affairs

- Dr. Smith identified the Reaffirmation Leadership Team and reported that they met 4 times this year. They have been reviewing policies and practices that need to be addressed as part of the reaffirmation process. Reaffirmation Leadership Team members attended a virtual SACSCOC meeting earlier in the semester.
- The on-site team will be on campus March 18-21, 2024; the final report must be submitted in September 2023.
- She explained the process that led to the selection of the QEP that was revealed at the Spring Faculty meeting the day prior and announced that the topic is “Preparing for Post-Graduate Success.” The goal of the QEP is to improve student retention, particularly of BIPOC students.
- Dr. Smith also highlighted grants that faculty and staff have received this year, reporting that the Moton Museum recently received a \$500K federal grant to improve infrastructure at the facility. Dr. Kathy Gee’s (Associate Professor of Environmental Sciences) grant application to the ERI program was recently funded. This year 6 science faculty have received NSF funding.
- Board members were encouraged to attend the April 19 Symposium Day and April 20 Research Showcase Day presentations.
- The Moton Museum will hold a fundraising event April 20.
- The Rector remarked that the QEP topic is very important because soft job skills, including business writing and how to interact in an office setting, are essential.

#### Vice-President for Administration and Finance

- Ms. Waller reported on the current stresses in construction, including supply chain and labor shortages, that increase building costs. She assured the Board that her office is working to “mitigate problems and address challenges.”
- Joan Perry Brock Center (JPB) has experienced some delays in construction due to difficulty obtaining steel. However, the contractor is excellent and is working to keep the project on budget and on time. The projected completion date is August 2023.
- The new facilities building is going out for bid in May, construction should begin in July or August, and is scheduled to be complete in spring 2024.

- The Wygal Replacement facility is planned to be 60,000 square feet and include a 500-seat concert hall. This building will be a huge asset to the campus and community.
- Currently they are waiting on construction funding for this project from the state. The goal is to begin construction in spring 2024, with completion planned for late 2026 or early 2027.

#### Athletic Director

- Ms. Meadows thanked Board members for their support throughout the basketball tournament season.
- She said the winning seasons that led to teams participating in March Madness this year was the culmination of much hard work over 4 years, beginning with the focused efforts of both coaches to build teams and their staff.
- What we saw this year fulfills the vision of what basketball can do build campus community and spirit.
- The success of all of the events surrounding March Madness was the result of a collective effort of many people across campus who went above their job duties to volunteer their time and energy.
- Several Board members gave emotional remarks about how meaningful the games and tournament experiences were for them.
- Longwood will host the Big South softball tournament May 13-15.

#### **Reports from Representatives to the Board**

##### LU Real Estate Foundation

- Mr. Daniel reported that they have applied for a federal grant for funding to construct the remaining facilities at the Baliles Center and hope to hear in May if they receive it.
- The Virginia Senate passed a resolution commending Longwood on the Baliles Center.

##### LU Foundation Board

- Mr. Hazelwood described the mission of the Foundation Board. He said that Foundation Board members assisted with Love Your Longwood Day. They have awarded \$3 million in scholarships this year.
- The market has been volatile, being down 13-20% at times; however, Longwood's portfolio has done much better dropping only 6.2%. The Foundation "grew in investment base and acumen," and Longwood was recently accepted into an elite investment opportunity.
- Longwood's endowment was valued at \$104 million in December and likely will remain stable at about \$100 million in June.

##### Student Representative to the Board

- SGA President Anne Patterson reported that athletics has infused much energy into campus.
- Currently they are holding in-person SGA elections to try to model the experience of voting in local, state, and national elections.

- SGA recently invited a history professor to come speak at a meeting about the conflict in Ukraine and it was the best attended meeting all year. SGA adopted a resolution in support of Ukraine.
- They are struggling to get first- and second-year students involved in clubs and organizations and are working to find ways to re-engage students.
- SGA is funded \$6 per credit hour per student, and with the drop in enrollment they have experienced an overall budget decrease. They are working to equitably distribute their resources.
- The QEP committee engaged students well and she thanked them for soliciting student input.
- Students are excited about Spring Weekend.
- The last day of class will be Food Truck Friday, a vision Ms. Patterson has had for several years.
- Dr. Pierson complimented Ms. Patterson on her leadership.

#### Faculty Representative to the Board

- In my remarks, I highlighted information from my written report on the hard work graduate faculty do in recruiting and retaining students.
- As of March 23, 2022, there were 1,184 graduate students at Longwood, comprising 27% of overall enrollment.
- I noted the breadth and depth of master's degree programs at Longwood and complimented Dean Perry's leadership.
- I described the diverse backgrounds of graduate students and explained that simultaneously meeting the needs of all these students requires a variety of approaches and resources. Recruiting graduate students requires intense faculty-student interaction. Retaining graduate students requires flexible course delivery modes, individualized mentoring, and incorporating innovative practical assignments into pedagogy.
- Graduate faculty collaborate with a variety of campus partners to give students the best experience from admission to graduation.
- I concluded by stating that teaching in a graduate program places unique demands on faculty and requires different types of resources and support. I asked that the Board recognize and applaud the dedication of graduate faculty to the University and students, and indeed the Board broke into applause.
- Ms. Raible emphasized how important it is for graduate faculty to incorporate practical information and assignments into classes and asked how Longwood ensures that professors are able to bring "real world" experiences into the classroom. Dean Perry explained that faculty, whether adjunct or full-time, typically have past or current experience working in the field. Dr. Smith noted that practical experience is a significant factor in hiring graduate faculty.

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