

## **Report from the March 23 – 25, 2017 Board of Visitors Meeting**

### **Lissa Power-deFur, Ph.D., Faculty Representative**

The Board of Visitors' March meeting was held at Longwood in the Stallard Board Room in Lancaster. The agenda and materials for the meeting are available at

<http://www.longwood.edu/about/leadership/board-of-visitors/minutes/2016---2017-minutes/>

Rector Wertz welcomed the members and guests and recognized that this is Stephen Mobley's last meeting of the BOV and concludes his 18 years of service to Longwood on both the Foundation Board and the Board of Visitors.

The BOV approved the Consent Agenda (Tab 4 of the meeting materials - Edits, Updates, and Amendments Regarding Policy, Procedure and Planning) which included:

- A Change in degree title for the BA and BS in Anthropology to the BA and BS in Anthropology and Archeology;
- Updates and clarification to the Room Entry and Search and Seizure Procedures;
- Approval of proposed course fees; and
- Ratification of appointment to the Board of the Real Estate Foundation and the REF's involvement with Hull Springs Farm.

The BOV members approved the consent agenda with a minor edit to the Room Entry and Search and Seizure Procedures. The course fee proposal was clarified (creation of potential professional development courses that mirror existing courses that will have the same course fees).

In his report, President Reveley noted that the 4-year graduation rate has exceeded 50 percent for the second year.

Joan Neff, Vice President of Academic Affairs and Provost provided her report (Tab 5). She commented on

- the General Assembly legislation that requires universities count American Sign Language for foreign language credit, noting concern from foreign language faculty;
- the College of Business and Economics will be undergoing AACSB accreditation;
- Charles White's service as interim dean and the incoming CBE dean, Timothy O'Keefe;
- the finding of a signed original F. Scott Fitzgerald book in Greenwood Library which is triggering a review of the library's conservation of artifacts;
- grant submissions (as found in the Office of Sponsored Program' report);
- CAFÉ's work to support implementation of the Core Curriculum;
- Efforts to achieve a stable safe situation at Hull Springs Farm; and
- the Moton's museum's offering of Saturday hours.

The BOV members complemented Dr. Larissa Smith Ferguson's Op-ed piece on the historical significant of renaming the Ninth St Office Building in honor of Barbara Johns.

The members asked whether the university is subsidizing the Early Childhood Development Initiative, with the response that the university would offer support at first with the expectation that tuition would enable a break-even point at year 3 or 4. Dr. Neff also acknowledged the gift from Jane Taylor. She reported that some scholarships would be available for a small number of students, with a desire to grow that fund.

The BOV asked about untapped potentials on the Professional Studies side. Dr. Jeannine Perry, Dean of the College of Graduate and Professional Studies commented that the goal is to keep Longwood alumni turning to Longwood for their professional development.

Colleen Margiloff, Katharine McKeown Bond, and Marianne Radcliff commented on the faculty's concern regarding use of ASL for foreign language credit, speaking to the students who have processing issues for whom learning a foreign language is challenging.

Mr. Wertz asked about the New College Institute, asking for data on the number of students, the programs, and the costs at the June meeting.

Tim Pierson, Vice President of Student Affairs, provided his report (Tab 10). He commented on Relay for Life becoming a signature event for Longwood with \$90,000 raised for cancer research. He noted that student activism is increasing, a unity march held early this semester.

The BOV asked about staffing at the Police Department. Mr. Pierson and Mr. Copeland comment that part of the problem is compensation.

The BOV asked about how the university is moving forward with information gathered during the Discussion Groups related to diversity and how the university will evaluate its success. Mr. Pierson noted that there have been increased requests for training from various offices and Dr. Neff reported that CAFÉ would be working with faculty. The BOV asked about evaluation of faculty in this area. Dr. Neff commented that this should be reviewed and mentioned Faculty Senate's recent efforts to update the student evaluations. She also explained the annual evaluation that chairs complete.

Ken Copeland, Vice President of Administration and Finance, presented his report (Tab 6 of the meeting materials), which included an update on capital projects and the budget. He commented that the General Assembly took back \$325,000 of its appropriation after the start of the fiscal year and that tuition is reduced due to a reduction in credit hours being generated (a smaller freshman class). In addition, Longwood provided a salary increase when the General Assembly withheld it. The university is looking at discretionary spending that can be delayed.

The BOV asked about Housing revenue. Mr. Copeland noted that the housing fees goes to the Longwood Real Estate Foundation for the student housing that REF owns, which has a benefit to Longwood. He noted that Longwood does not pay a penalty for dining services if it underestimates participation. The BOV asked why we obligate a meal plan and Mr. Copeland noted that this a vestige of the contract and this contract will be renewed next year. In response to BOV comments, Mr. Copeland noted that Longwood would look into an opportunity for students to opt-in to a meal plan mid-year.

Troy Austin, Director of Athletics, presented his report (Tab 7 of the meeting materials).

Victoria Kindon, Vice President of Strategic Operations presented her report (Tab 9 of the meeting materials), which included the following:

- Introduction of Jason Faulk, Dean of Admissions and Dr. Emily Heady, Senior Director of Student Success and Retention;
- Cautious optimism regarding fall admissions (6027 applicants, 3878 admit [increase of 370], an 411 deposits [increase from 377 last year at this time], and 40% increase in students with 3.75 GPA or higher;
- More rapid decision-making regarding admission; and
- Earlier offerings of financial aid and scholarships.

The BOV members asked about the profile of students who are enrolled – specifically how many had GPAs of 3.75 or higher. (Ms. Kindon reported approximately 1000). The BOV members asked about staffing counselors, especially in Northern Virginia (there is one counselor), noting that Longwood needs more “boots on the ground.”

Courtney Hodges, Vice President of Institutional Advancement, presented her report (Tab 8 of the meeting materials), which included the following:

- Longwood has exceeded \$10 million in giving, and
- The Day of Giving was very successful with an increase in the total giving, student giving, and faculty and staff giving.

Following reports from the Vice Presidents, representatives to the Board of Visitors offered their reports.

- Mr. Michael Ellis provided the report from the Foundation, noting the new CFO for the Foundation, Sharon Payne, who started in December.
- Kendall Lee, President of the Alumni Association, reported on the Alumni Awards ceremony occurring that evening. He noted that his term ends June 30.
- Dillon Yonker, SGA President, reported on student concern regarding the university’s protest policy (that a faculty sponsor is needed).

The BOV asked why a sponsor was needed and requested an update at a future meeting.

- Ms. Bettie Bass, representing the Staff Advisory Council, noted that the SAC is recognizing various offices for excellence, recently recognizing the First Year Experience, Admissions, Registrar, and Heating Plan. They held a Lunch and Learn regarding unconscious bias that was well attended.

- Representing the faculty, I reported that the Faculty Senate is completing a thorough review of the Promotion and Tenure Policies in the *Faculty Policy and Procedures Manual*, the work of the Senate's Promotion and Tenure Committee, Provost Neff's ad hoc committee on promotion and tenure, and the Academic Chairs Council. I commented on faculty involvement in developing proposals for Core Curriculum courses for 2017-18.

I highlighted the faculty's involvement within the community, which included:

- Work with detainees at the Immigration Center
- Archeological work at Hull Springs Farm
- Longwood's Center for Community Music
- Virginia Holocaust Museum's Teacher Education Institute, with a presentation at Longwood by a survivor
- Service on the Prince Edward Gifted Advisory Board
- Service on the Appomattox School Board
- Creation of the annual Senior Walk at Prince Edward (seniors walking in their cap and gowns through the elementary school)
- Engagement with the community for the production of "You're a Good Man, Charlie Brown"
- Participation in various community fund-raisers (Alzheimer's Walk, Relay for Life)
- Presentations to various agencies and community groups
- Lancer for a Day program for Prince Edward 4<sup>th</sup> graders
- Over 500 hours of reading instruction in local school districts
- Training for early childhood providers through the Early Childhood Development Initiative and Speech, Hearing, and Learning Services grant
- Over 2000 clients served through early intervention, speech-language, audiology, and tutoring
- Support for Special Olympics power-lifting event.

The Board had lunch with Student Affairs Leadership and toured construction after lunch.

After lunch, the BOV received an update and discussion regarding the 2017 General Assembly session. (NOTE: Dr. Sarah Porter, President of Faculty Senate, took the following notes, as I had to leave to offer a presentation at a state conference in Richmond and host an alumni gathering at my home that evening).

#### AAUP Salary Study from Bill Abrams

Dr. Abrams presented the AAUP salary study that was also presented to the faculty at the Spring General Faculty Meeting. The data he presented was from November 2016, and so it included the raises that were in effect in September. The salary study only includes those faculty members that are paid from E&G funds. Of note, it was mentioned that increases for Assistant Professors have outpaced increases for Associate Professors and Professors since 2008. Dr. Abrams reported that faculty salaries were up about 4% from last year.

The BOV discussed how increases in faculty salaries compared with the workforce in general over the region, state and nation. Dr. Abrams believed that we are keeping up nationally but hesitated to answer definitively

because he has only studies salary data for faculty. Questions were also raised about unemployment among faculty, and the general consensus was that it would vary considerably by discipline, and would be hard to make a general statement about it. BOV members asked how Longwood compared to other employers in the region, but it was noted that Longwood is the biggest employer in our region and so there was not a good basis of comparison there. The BOV noted that it would be helpful for the Board to have some more data to understand where the priorities should be. Virginia Kinman offered that the Delaware Study due to come out this year will be helpful in framing that conversation.

#### Legislative Update from Emily O’Brion

Ms. O’Brion reported from the recent legislative session in Richmond. The General Assembly approved a 5% cut to Longwood’s E&G budget, but it really amounts to closer to 2.5% because some money went back into that budget over the summer. Some headlines of note include questions about how Universities are being transparent with their budgets, and the results of the recent election’s populist message (distrust for the “elites”). For the bills that were passed by the GA, affordability and transparency in higher education was a theme. All bills that were passed will take effect in the next academic and fiscal year.

#### Discussion

BOV members discussed how some other states have recently passed bills that are “assaulting” higher education, asking if we were at risk in Virginia. Pres. Reveley answered that he felt Virginia higher education was not at close risk. This comment led to a question about whether the “tides” against higher education might be changing faster than expected as leadership in the state and nation are changing. The idea was posed that the Board could be more aggressive about communicating with legislators throughout the year, and not just during the General Assembly session. Among other things, concerns about the disparity between in-state and out-of-state tuition are not going to go away anytime soon. The BOV members suggested that they members should seek opportunities to reach out to legislators and asked Ms. O’Brion to keep them informed of possible opportunities.

BOV members also discussed the idea that Longwood should become a messenger for what affordability in higher education should look like. We need to seek feedback and make it a theme going into the future. That would separate us from the rest of the “pack.” Affordability means not only focusing on tuition, but looking for opportunities to show how Longwood is the best value.

Pres. Reveley introduced happenings at the federal level that might impact Longwood, either directly or indirectly. He gave the examples of changes in PELL grant funding and the decrease in federal workforce, which would impact our students and future students in the Northern Virginia area. A BOV member asked if the Board would commit to some “scenario” planning. How would we respond to a devastating occurrence (for example, the implementation of a credit check for PELL grant applicants led to a 25% decrease in enrollment at VSU)? Ken Copeland offered that his office could run some budget scenarios before the BOV June retreat. The discussion turned to some “disaster scenarios” that have happened elsewhere and could happen here. Pennsylvania may be closing some of their state schools. Fires, recessions, major shifts in higher education philosophy and policy that occur every 3-4 generations were discussed.

Rector Wertz asked if the Board has a legislative agenda. If not, should they? The Council of Presidents and SCHEV may play a role in helping to shape one.

Rector Wertz thanked everyone and the Board adjourned to their Executive session.

*Faithfully reported by Sarah Porter*

On Saturday, the Board met at the Longwood Center for the Visual Arts.

Respectfully submitted by:

Lissa Power-deFur, Ph.D.

Professor, Communication Sciences and Disorders

Faculty Representative to the Board of Visitors, 2016-17