

Report from the June 8 – 10, 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/>

On June 8, Board members toured the Southern Virginia Higher Education Center in South Boston and the New College Institute in Martinsville.

On June 9, the Board held its business meeting.

Rector Robert S. Wertz welcomed the members and guests and congratulated Eric Hansen and Colleen Margiloff for their reappointment to the Board. He thanked members for the privilege of serving as Rector and was recognized with a standing ovation.

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

- Revision to Freedom of Expression Policy;
- Addition to the Student Handbook regarding Emotional Support Animal Policy;
- Naming of the Carole Dawson Kraemer '67 Preschool Classroom at Speech, Hearing, and Learning Services;
- Candidate for Promotion to Senior Clinical Educator;
- Summer School Tuition and Fees;
- Changes to the Promotion and Tenure Policies and Procedures in the *Faculty Policy and Procedures Manual*;
- Notice of the Commonwealth's Deficit Provision notice; and
- Latin seal for Longwood University that now incorporates the traditional Latin motto "docemus docere."

In his report, President Reveley highlighted the increase in applications, the excellent giving year, the building of the Upchurch Center, the establishment of the Core Curriculum, the women's softball success. He highlighted improvements over the last four years:

- increase in applications by 40%;
- increase in the Annual Fund giving by 101%;
- improved partnerships with the town of Farmville;
- D1 wins in softball;
- average tuition and fees increases of 2.9% (lowest in the state);
- annual increase in faculty compensation (despite the absence of state funds at times); and
- the national prominence afforded Longwood by the VP debate.

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

- the opportunity presented to Longwood to host the Virginia Junior Academy of Sciences in 2018;
- the number of faculty engaged in the Core Curriculum (29 proposals from over 20 disciplines for CTZN and Foundational Pillar courses); and,
- the Brock fellowships (with four faculty developing two Brock fellows programs);

The Board engaged in discussion of international students. Provost Neff noted that many international students need financial aid and shop for colleges with affordability and reputation.

Tim Pierson, Vice President of Student Affairs, provided his report (Tab 10). He commented on:

- the upcoming Mega Reunion;
- the success of Relay for Life (raised over \$68,000);
- the commitment of students to community services (over 300 students served during the Big Event); and,
- 18 new student organizations (raising the total to over 200).

The Board asked about Title IX complaints and engaged in discussion about services Longwood provides.

Ken Copeland, Vice President of Administration and Finance, presented his report (Tab 6 of the meeting materials), focusing on facilities:

- The admissions building is in final design phase and should be completed by spring 2019;
- Brock Hall will be completed by October 31, 2017;
- The new academic building is in the design phase;
- The Upchurch Center is progressing and Elsie Upchurch, age 96, got a tour of the building, wearing a pink hard hat; and
- The bookstore will be moving to downtown.

Troy Austin, Director of Athletics, presented his report (Tab 7 of the meeting materials). His presentation highlighted the softball tournament and the support from the town (average of 700 attendees per day, the highest in the last 4 years). He is also working on an apparel agreement that should increase revenue and the Athletic Training department is working with a company to bill insurance for services.

Victoria Kindon, Vice President of Strategic Operations presented her report (Tab 9 of the meeting materials), which focused on enrollment management. She commented on the following:

- Records set in number of applications (6077), deposits (1054); out-of-state deposits (48). The increased population of male applicants (36% in 2017 vs 33% in 2012).
- Increased use of texting as primary vehicle for communicating with prospective students;

- Increased use of financial and merit aid to attract students (giving admissions councilors funds [\$25,000] to award); and
- Use of “senior search” to connect with seniors who are not on the traditional path to college (did not take the PSATs).

The Board engaged in discussion about programs that are growing, out-of-state applicants (and resources allocated to recruit out-of-state); transfer students; recruitment of veterans and persons who take a gap year. The Board suggested offering a weeklong “career camp” to help HS students consider various careers (including a focus on the value of a liberal arts degree).

Courtney Hodges, Vice President of Institutional Advancement, presented her report (Tab 8 of the meeting materials). She highlighted the conferences and events team. Girls State will be at Longwood again this summer, its 48th year. Revenue will support development of an updated calendar scheduling software. Summer camps will be concluded earlier, to give facilities more time to prepare dorms.

- She also noted that giving would reach \$10,900,000 this year with greater alumni participation. Reunions have focused on increasing downtown traffic.
- The Board noted that the Brocks were featured on the cover of *Virginia Business Magazine*, highlighting their gift to Longwood. The Board also encouraged offering of more sophisticated “swag” at the bookstore.

The Board discussed the Operating Budget and Plan FY 2017-18 (Tab 12). Mr. Ken Copeland noted that there would be a bit of a surplus at year-end to prepay insurance and pre-buy fuel. The Board discussed the funds in reserved (approximately \$24 million); educational and general program priorities (p. 5), especially the funds dedicated to the Core Curriculum; auxiliary services (especially dining costs), and shifts in E & G expenditures from 2016-17 to 2017-18.

The Board elected officers for 2017-18: Rector – Marianne Radcliff; Vice Rector – Eric Hansen; Secretary – Pia Trigiani; At Large – Michael Evans.

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

- Kendall Lee, President of the Alumni Association, reported on the Alumni Awards ceremony and alumni activities to become involved in the community.
- Representing the faculty, I thanked the outgoing board members (Robert Wertz and Stephen Mobley) for their service and commitment to the faculty. I commented on the faculty’s proposals for the Core Curriculum and the Brock Fellowship and the high quality leadership in both programs.

I observed that the Office of the Attorney General had made a change to the Promotion and Tenure Policies in the Faculty Policy and Procedures Manual after approval. Section U, Tenure with the language “the award of tenure is to be concurrent with promotion to the rank of Associate Professor,” was modified with the addition of the phrase, “except in unusual circumstances.” I noted that this

gave the Faculty Senate Executive Committee pause, as it created opportunities for mischief at any level in the promotion and tenure process.

I highlighted the faculty's work mentoring students, sharing stories such as:

- A student who contacted the CSD faculty the day before surgery to remove a cancerous tumor on her tongue to ask about her future as a speech-language pathologist;
- A history student who became involved in research with Melissa Kravetz, developing her own research skills studying the children of Stratford Hall;
- Chris Bjornsen's invitation to students to participate in his research, resulting in growth in confidence in one student, enabling her to make presentations of her research nationally;
- David Shoenthal's work with a student who had struggled and wondered about whether she wanted to be a math major who, after a directed study, presented her research and will be attending graduate school in the field;
- Lee Bidwell's work encouraging a student with poor academic skills and no self-confidence, enabling her to graduate and return to her community, thereby avoiding the Brain Drain in rural Virginia;
- Elif Guler's work with a student who had doubts about the sufficiency of her academic and family background for college, yet through involvement in the community became more successful academically and professionally. The student commented in the Professional Writing and Rhetoric Program blog, "Longwood is more than an institution of higher learning. It is a place for nurturing relationships and gaining confidence; it's a safe haven for individual growth, and it's where I proudly call home."

After lunch, the Board heard a report on the Curry and Frazer residence halls (Tab 13). Under the leadership of the Real Estate Foundation, architects offered a plan to renovate Curry and Frazer that will take place sequentially in 18-19 and 19-20. The Board approved a resolution authorizing and approving of "certain real estate instruments necessary for financing of Longwood University student housing projects."

Following this presentation, the Board went into Executive Session.

Respectfully submitted by:

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