

Report from the September 14 - 16, 2017 Board of Visitors Meeting

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

The Board of Visitors' September 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 Sept. 14, Board members had an Executive Committee meeting and participated in the Convocation ceremony.

On September 15, the Board held its business meeting.

Rector Marianne Radcliff welcomed new member Mrs. Ricshawn Adkins Roane, the Longwood University Real Estate Foundation representative to the BOV (Bill Walsh), and all other representatives to the BOV.

The BOV approved the Minutes of the June meeting (Tab 3 of the meeting materials) and the Consent Agenda (Tab 4) of the meeting materials - Edits, Updates, and Amendments Regarding Policy, Procedure and Planning) which included:

- Approval of Revisions to Funds Handling and Deposit Procedures
- Resolution naming The Andy Taylor Center for Early Childhood Development
- 2017 Six-Year Plan Part II (Narrative).

In his report, President Reveley highlighted the piloting of Core Curriculum courses in 2017-18, the latest U.S. News and World Report ranking, the Foundation's work to increase student scholarships, and the support of the Real Estate Foundation. He highlighted the women's softball team's success in the Big South, with 4 championships in 5 years. Coach Riley and members of the team joined the meeting to be recognized.

Courtney Hodges, Vice President of Institutional Advancement, presented her report (Tab 8 of the meeting materials). She highlighted the \$11.2 million in gifts and commitments, noting that the annual giving of \$1.6 million is the largest in a decade (FY 17). Her office is focusing on increasing alumni participation (10.7% in FY17) as this speaks to alumni satisfaction with Longwood and these data are captured in national rankings. She announced that a new scheduling data base is coming on line this year, to better serve the campus. She complemented Jen Cox's work with the local community.

The Board members discussed targeting alumni from the 80s' and 90s' and the change in date of the Mega Reunion to May. Courtney commented that seniors and faculty will still be on campus for the May date of the Mega Reunion, as many alumni like to see students and interact with former faculty.

In response to Board members' comments regarding scholarships, Ms. Hodges noted that her office is considering a mini-campaign to focus on scholarships.

Ken Copeland, Vice President of Administration and Finance, presented his report (Tab 6 of the meeting materials), which includes an update on construction and the Statement of Revenue and Expenses.

He spoke to the Composite Financial Index (CFI) metric on the Dashboard of Principal Metrics for the Strategic Plan 2014-18 (Tab 11), noting that there was change in how universities must present the Virginia Retirement System obligation on the balance sheet as FY 16, making it difficult to compare with prior years.

The Board members asked about the plans for Lankford after Upchurch is completed. Ken noted that programs such as Campus Police, Lancer Center, Core Curriculum, Brock Experience, and International Affairs will likely move in. This will facilitate use of state maintenance of reserves for building maintenance as these are Education and General (E & G) programs (the program is currently 100% Auxiliary).

The President commented that the state budget for Longwood has been cut for 8 out of the last 10 years, yet, under Ken's leadership, Longwood's budget has grown by approximately 25% while keeping tuition low. He noted that Academic Affairs' budget has increased by \$10 million since 2013-14, approximately 32% in 4 years.

Victoria Kindon, Vice President of Strategic Operations presented her report (Tab 9 of the meeting materials), focusing on applications and enrollment. She noted that admissions has a goal of increasing the applications from northern Virginia by 20%, and the number of counselors in that region has increased to 2, one of whom is Spanish speaking. Ms. Kindon also reported that the Office of Alumni and Career Services hosted over 30 regional events, with an increase year-over-year of over 25%. That office is in the process of creating a Director of Professional Networks to facilitate linkages between alumni and students.

Dr. Nellie Simmons-Owen asked how the graduate numbers were increasing (587 headcount fall 2017 in comparison with 492 in fall 2016). Dr. Jeannine Perry reported that this is due to the Education Leadership off-site cohorts and they used direct emails to schools to announce the program.

Ms. Kindon reported that her office has plans to market the sponline program, as the program reports it can "scale up."

Troy Austin, Director of Athletics, presented his report (Tab 7 of the meeting materials). He noted that two games were on ESPN, highlighted the Athletics Benefit Celebration in Richmond on Oct 21, and noted that a student athlete is currently preparing a Rhodes Scholar application.

Dr. Joan Neff, Vice President of Academic Affairs and Provost provided her report (Tab 5). She commented on the piloting of the Core Curriculum, the first cohort of LIFE STEM students who joined Longwood supported by a competitive National Science Foundation grant.

Dr. Nellie Simmons-Owen asked about the expansion of library hours (now 2 am). Dr. Brent Roberts noted that it was slow (5 – 10 students between 12 and 2 am), but he anticipated it increasing as the semester progressed.

The Board asked whether school districts with teaching shortages are reaching out to Longwood, to which Dr. Neff and Dr. Paul Chapman reported that they are.

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

- The Health and Fitness Center is celebrating its 10th anniversary (complementing Matt McGregor for his leadership);
- The Conduct and Honor Board cases have decreased by half, yet administrative hearings have increased;
- There has been a 100% increase in new students registering with the Office of Disability Support Services, with the largest increase in the category of emotional disability; and
- Hazing training will be offered this fall.

The Board asked why students are requesting administrative hearings over student-led hearings. Dr. Pierson noted that the administrative hearings are viewed as less intimidating. Board members commented on possible changes in Title IX that may be coming from the U.S. Department of Education.

Following reports from the Vice Presidents, representatives to the Board of Visitors offered their reports. These representatives are now offering written reports (Tab 12).

- Mike Ellis, representing the Foundation, reported on an 11.97% net return on investible assets and the award of 800 Foundation scholarships (\$1,679,000). The Foundation partnered with Financial Aid and IT to acquire and implement a AcademicWorks, a multipurpose scholarship database that will be available to current and prospective students and parents (as well a faculty), to alert students to potential scholarship opportunities. The Foundation approved a Foundation Scholarship Manager position.
- Bill Walsh, from the Real Estate Foundation (REF) highlighted the REF's work at Hull Spring Farm (use of an architectural firm for design and cost estimation services for classroom, wet laboratory space, and accommodations of weeklong visits by students, faculty and staff). He also spoke to the renovation of Curry and Frazer.
- Tammy Jones, President of the Alumni Association, reported on the Association's planning for a ring ceremony and work with the Office of Alumni and Career Services on matching students with alumni.
- Kevin Napier, President of SGA, spoke to SGA's work on issues such a dining services, with Jonathan Page on "Building Bridge: A Discussion on Diversity," the disaster relief fundraiser competition between faculty, staff and students they are hosting, and their work with Emily O'Brion to get students engaged in advocacy at the state legislature.

- Representing the faculty, I commented on the faculty awards bestowed at Convocation. I noted that members of the faculty are troubled by the reduction in summer school and intersession funds and the reduction of funds to department budgets. Funds for travels are reduced, which is of particular concern for junior faculty needing travel funds to support their scholarship.

I reported on the multitude of faculty activities over the summer:

- Many faculty taught, especially those in graduate programs which operate year-round;
- Faculty work on program accreditation reports and responsibilities continued;
- Many faculty mentored undergraduate research in the PRISM and SURI programs;
- Faculty led student trips to Yellowstone, Longwood at The Arctic Circle, and Study Abroad programs;
- Faculty offered many scholarly presentations (at least 14 national/international professional organizations; at least 10 state organizations; plus two on-campus Institutes)
- Faculty served as consultants to local school districts and other organizations; and
- A number of faculty traveled for research purposes.

The Board was very interested in the faculty's activities, asking for copies of the list of PRISM and SURI research projects and of materials faculty shared regarding their various trips. (I have since connected one faculty member with a member of the BOV regarding her research.)

Bettie Bass represented the Staff Advisory Committee and provided the BOV member with Halloween treats.

I was invited to join the Board for a tour of the Andy Taylor Early Childhood, lunch, and tour of the Barnes and Noble facility at the corner of Third and Main.

The Board concluded the afternoon in Executive Session.

On Saturday morning, September 16, I joined the Board members for their meeting in the Winn Room of Maugans Alumni Center for the presentation on Student Success led by Dr. Jennifer Green, Associate Vice President of Enrollment Management; Jason Faulk, Dean of Admissions, and Dr. Emily Heady, Senior Director of Student Success and Retention. The presentation included the following information:

- The typical applicants submits applications to 5 -6 colleges;
- Students are often bringing 4 – 5 persons to orientation (family and friends);
- 19% of Longwood students are first generation college students;
- The sharpest decline in HS graduates is currently occurring for Caucasian students;
- 90% of Longwood students are in-state;
- Longwood's student body is currently 19% diverse;
- 73% of Longwood students file FAFSA,

- Of these, 50 – 60% receive federal or state financial aid;
- Longwood provides merit aid to approximately 10% of the students,
 - With an additional \$1.6 million from the Foundation;
- Students who transfer out of Longwood typically transfer to community colleges;
- There is an increase in students with disabilities (especially anxiety);
- Only 50% of 580 4-year universities have a graduate rate of 50% or higher (7 – 8 of these are in Virginia, including Longwood, UVa, W & M, UMW, JMU, CNU),
 - Longwood’s improvement was facilitated by DegreeWorks;
- Students are increasingly completing the entire college application on the smart phone;
- Longwood is now using TargetX (rather than CollegeNet) for applications; and,
- The SAT scores is not a good predictor of college success.

At the conclusion of this presentation, Provost Joan Neff responded to my comment the previous day regarding a reduction in summer school /intersession funds and the effect on department budgets, especially faculty travel. She noted that the summer school and intersession funds have traditionally been used to support department budgets, with the result that department budgets are decreased when these revenues are reduced. As a result, travel could not be funded to the point it has been in the past. Department budgets were increased by 3% (operating budget), excluding travel. She noted that the Provost’s office does not use these funds for its own operations. Dr. Neff reported she is working with Ken Copeland on a new way of funding the departments to reduce reliance on summer/intersession funds.

Members of the Board asked about the magnitude of the reduction (\$230,000) and why the decision was made to reduce travel when this is important for tenure-track faculty.

The meeting was adjourned at 11 am.

Respectfully submitted by:

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 Faculty Representative to the Board of Visitors, 2017-18