

## Report from December 4-5, 2014, Board of Visitors Meeting Audrey Church

The December meeting of the Board of Visitors was held in the Stallard Board Room, Lancaster Hall, on Thursday afternoon, December 4, and Friday, December 5. The agenda for the meeting can be found at [http://www.longwood.edu/assets/president/Dec\\_BOV\\_Schedule.pdf](http://www.longwood.edu/assets/president/Dec_BOV_Schedule.pdf); materials for the meeting can be found at [http://www.longwood.edu/assets/president/DecBoardBK\\_201412.pdf](http://www.longwood.edu/assets/president/DecBoardBK_201412.pdf).

### Thursday Afternoon Session:

- Rector Colleen Margiloff called the meeting to order and welcomed everyone, noting that each person had a Longwood gift bag at his/her seat, compliments of Dick Bratcher. Each bag contained a brick, a door knob, and background information on the Cunningham residence halls.
- Minutes from the September Board meeting as well as the consent agenda were approved.
- President Reveley gave brief remarks to answer the question, “How is Longwood doing?” more specifically addressing the question, “How is enrollment doing?” He noted that Longwood is one of three institutions in the state where enrollment is up this year; the other two are JMU and UVA. He thanked Colleen Margiloff and her husband Will for their gift of funds for the purchase of an analytic software package specifically for higher education. Next President Reveley commented on Longwood’s academic strength, giving as an example the shout-out to Longwood in a recent Cambridge University Press publication, and on our athletic success, defeating Dartmouth in men’s basketball in a close game the evening before. He commended the Longwood Police Department for its work in keeping our campus safe and relayed that they were recently named 16th in the nation among colleges and universities in the annual evaluation of the security industry by *Security Magazine*. Next he asked Vice President for Student Affairs Tim Pierson to share information regarding Title IX.
- Dr. Pierson discussed the various activities on campus related to Title IX including student, staff, and faculty training. He noted that incident report numbers are up and suggested this reflects increased awareness which is healthy for the institution. Katherine Busser suggested that the Board of Visitors consider issuing a statement to the campus community and parents indicating Longwood’s position and proactive stance on Title IX.
- Vice President for Strategic Operations Victoria Kindon reported on various strategies implemented to boost applications for admission including a marketing campaign in northern Virginia to increase name recognition and marketing to high school freshmen and sophomores. She indicated that efforts seem to be paying off since both visits to campus and application numbers are up. She also thanked Colleen and Will Margiloff for the donation to purchase the analytic software and described some of its capabilities for Board members. In response to a question regarding indicators that predict retention, she noted GPA and engagement in the first 60 days on campus.
- Vice President for Facilities Management and Real Property Dick Bratcher reported on progress with the campus master plan, stating that the analysis and discovery phase is almost complete and that we will move to the options development phase next. He anticipates bringing the final plan to the Board for approval in September, 2015. Tom Ffrisbie-Fulton made a brief presentation to the Board mentioning issues such as academic and research space usage, sustainability issues, and town-gown synergy. He noted that the goal is to create a campus for learning. Board members questioned their role in the master planning process, and President Reveley indicated that more work will be done on it at their March meeting.

- Vice President for Administration and Finance Ken Copeland presented proposed housing, dining, and specialized course fees for 2015-2016. Dining costs increase by 2%; housing costs increase by 4%. Tuition and mandatory fee proposals for 2015-2016 will be presented to the Board in March.
- Associate Vice President of Alumni Relations Nancy Shelton reported on successful October alumni events, described the diploma wall that will be featured in the Maugans Alumni Center, and shared that art classes are creating sculptures from materials from the Cunninghams. These sculptures will also be on display in the Maugans Alumni Center. She announced winners of this year's alumni awards.
- Interim Vice President for Commonwealth Relations Courtney Hodges reported that we have partnered with Royall & Company to assist with donor acquisition and retention. We are working to reach more people in more ways through more channels. Annual and alumni giving are moving in the right direction. The intent is to zero in on the academic core as gifts increase. Courtney also introduced Emily O'Brion, the new Director of Government Relations.
- Director of Internal Audit Ella Maokhamphiou gave an update on internal audit activity, noting that one report had been sent to Board members, five additional audits are on the way, and the network vulnerability audit will begin soon.
- Joe Gills, SGA President, shared information regarding fall voter registration drives on campus, his visit to the White House with other SGA presidents, and diversity work of the social justice committee as well as the Relay for Life (Longwood is \$3000 away from raising a total of \$1 million) and the Big Event in March which provides service to the community.
- As Faculty Representative to the Board of Visitors, I described the atmosphere on campus at the end of the semester and last week of classes as we grade papers, help students finish projects and presentations, and prepare for exams. I shared with the Board that, as faculty, we are happy to have 10 members on the search committee for the new Provost and Vice President for Academic Affairs and, that with this cross-college, cross-discipline representation, we feel that we have a voice in this very important process. In regard to the new campus master plan, I asked that as we move forward we (1) balance academics and athletics, and (2) save the trees whenever possible, stating that, while faculty were sad to see the Cunninghams go, we were even sadder to see the beautiful trees in front of the Cunninghams cut down. I noted that Dr. Larissa Ferguson and Dr. Sharon Emerson-Stonnell would provide an update on the General Education revision, the Academic Core Curriculum, on Friday morning. The next item I mentioned was salary compensation, suggesting that I felt that faculty would be very pleased to find that Compensation for Faculty and Staff had been highlighted as the Principal Metric in the Strengthening the University Community priority of the *Strategic Plan 2014-2018*. I stated that I felt that this emphasis on faculty compensation indicated Board support and appreciation for what we do and thanked them for their continued support. Finally, I described the general mood on campus as positive and forward-moving, noting that the President's leadership style has helped faculty to focus our energies on teaching and research. I ended with a quote from a fellow faculty member—that "last year at this time President Reveley was the 'new' president whereas this year he is 'our' president."
- Bart Mitchell, President of the Foundation Board, reported that the Foundation's total assets are \$75 million. He noted that he was pleased with the annual return of 11.56%.
- Allison Allgood reported for the Staff Advisory Committee, sharing the mission of the committee and information about recent events the committee has sponsored, the highlight of which was the "pieing" of Tim Pierson and Troy Austin. Proceeds from such events support the staff textbook fund.

- Troy Austin, Director of Athletics, reported on the successful October Athletic Benefits and Auction that will become an annual event. He commented on the united effort of team members and crowd during the men's basketball game against Dartmouth the previous evening and also shared that he has been appointed to the NCAA Division I Council.
- Further discussion centered around the issue of Centra Hospital staffing related to sexual assault issues. President Reveley has been in discussion with Centra officials.

Friday, December 5 Session:

- President Reveley opened Friday morning's session with recognition of members of Longwood's Police Department. Chief Dale Beach made brief remarks.
- Farmville Mayor David Whitus and Town Manager Gerry Spates indicated that they see partnership between Longwood and the town as mutually beneficial. They thanked President Reveley for being engaged with the town since the beginning of his time at Longwood. David Hallock asked about the university master plan, and Mr. Spates and Mr. Whitus indicated that they were glad to be a part of it and to participate in it. They suggested that, from the town's perspective, key components are access to and from campus and parking. They also indicated that the town has no problem with Longwood students due to Longwood's expectations. Eric Hansen asked how Longwood and the town can work together on economic development, and Thomas Johnson asked about economic growth. Mr. Spates and Mr. Whitus indicated that the town has incentive packages to attract new businesses and encourage them to locate in Farmville.
- Vice President for Administration and Finance Ken Copeland explained the Composite Financial Index, noting the four ratios, factors, and weights. He stated that the overall financial health of the institution is strong. Questions and discussion followed.
- Dr. Sharon Emerson-Stonnell, Chair, and Dr. Larissa Fergeson, Vice-Chair, reported from the Academic Core Curriculum Committee. They provided background information on the committee, research on general education, surveys conducted with students and faculty, and a history of general education at Longwood. They shared the Committee's work to date on defining citizen leadership in academia and noted the development of the guiding principles document which will be discussed by faculty early in spring semester and presented to the Board in March. Board members asked many questions to which Dr. Emerson-Stonnell and Dr. Fergeson responded. I believe that Board members now have a better understanding of the process behind the revision of general education at Longwood and are very excited about the possibilities presented.
- President Reveley then distributed work assignments as Board members divided into Strategic Priority Task Forces to address each of the priorities identified in the *Strategic Plan 2014-2018*.

Final note: while the Board meeting materials (linked on page 1 of this report) are extensive, you might take a look at Tabs 14 (Strategic Plan and Dashboard of Principal Metrics) and 15 (Strategic Priorities) which expand and provide additional information regarding our *Strategic Plan 2014-2018*.

I am truly honored to serve as your representative to the Board of Visitors. Please do not hesitate to contact me should you have questions.

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