

UPC Meeting Minutes  
Tuesday, October 29, 2024, 3:30 p.m.  
Martinelli Boardroom

President Reveley called the meeting to order at 3:33 p.m. The following members were present:

Mr. Travis Bridgham	Dr. Khawaja Mamun	Mr. Justin Pope
Dr. Roger Byrne	Dr. Angela McDonald	Ms. Kim Redford
Ms. Jennifer Fraley	Mr. Matt McGregor	President Taylor Reveley
Dr. Jennifer Green	Ms. Kelly Nelson	Dr. Brent Roberts
Mr. Carl Harvey	Mr. Cameron O’Brion	Dr. David Shoenthal
Ms. Susan Hines	Dr. Jonathan Page	Dr. Larissa Smith
Ms. Courtney Hodges	Mr. Cam Patterson	Ms. Aneicia Stimpson
Juliana Keller	Dr. JoEllen Pederson	Ms. Kim Wingo
Dr. Chris Kukk	Dr. Jeannine Perry	

Ms. Ashley Long, Recorder

Also present were – Mr. Waleed Ahmed, Mr. Josh Blakley, Ms. Jen Cox Carne, Mr. Jacob Dolence, Ms. LeAnn Ferguson, Mr. Ryan Ferebee, Mr. Gus Hemmer, Ms. Sheri McGuire, Mr. Matt McWilliams, Ms. Kathyn Nasburg, Dr. Sarah Tanner-Anderson, Dr. Pam Tracy, Dr. Maureen Walls-McKay

Absent were – Dr. Lee Bidwell, Ms. Samantha Dunn-Miller, Mr. Tim Hall, Dr. Shannon Salley, Dr. Dawn Schwartz

The minutes from the [April 23, 2024](#) UPC meeting were approved as submitted.

President Reveley opened the meeting by providing updates since the committee had last gathered in April.

- President Reveley welcomed College of Business and Economics Dean Mamun to his first UPC meeting.
- He mentioned the upcoming election and plans to send an email to students tomorrow.
- Longwood’s enrollment looks good though the national average for first-time, full-time freshmen is down 8.5%.
- Application numbers are looking strong, and Admissions is cautiously optimistic.
- Total enrollment numbers are higher today than the fall before COVID, thanks to Dean Jeannine Perry and the work of Graduate and Professional Studies, the staff in the Admissions office, and partners across campus.

Assessment Committee – Dr. Brent Roberts reported that assessment reports are still coming in and are due tomorrow. AAC and CAPAR have met and will have recommendations related to improving assessment in the next couple of months. These will come to the assessment committee; resulting budget requests will be reviewed by the finance committee. Those recommendations will be shared at the UPC meeting in April.

Compliance Committee – Dr. David Shoenthal and Ms. Jen Fraley provided four items:

- Financial Aid’s FY23 audit showed no issues.
- The Virginia State Approving Agency, which approves education and training programs for veterans, reviewed and approved the 2024-2025 catalog. Related to that, the DoD MOU was renewed in August 2024. This allows active-duty military students to use tuition assistance.
- Compliance certification for sexual violence and the report on protected speech have both been submitted to the Governor’s office.
- Under Accreditation:
  - We will hear SACSCOC official decision in December. The on-site report was received in May and was very positive.
  - The CAEP self-study is due at the end of the year. Dr. Shoenthal thanked Dr. Angela McDonald and Dr. Tara McDaniel for all of the writing that they are doing for this report.

University Diversity Council – Dr. Jonathan Page announced the following:

- The council is finishing their mid-year report for the five-year diversity strategic plan. The goal is to have that completed by the spring.

- The campus climate survey is undergoing a data review.
- UDC is also reviewing two reports done by Hanover Research, the first completed in 2024 was a survey about campus climates across higher education and the second completed in 2023 explored diversity initiatives across higher education. They are comparing the data from those two reports and what the campus climate survey shows.

Dr. JoEllen Pederson announced that the council had met one time and had another meeting scheduled for tomorrow. The council also met with President Reveley, Provost Smith, and Mr. Cameron Patterson to understand their strategic priorities for the year.

Technology Committee – Ms. Aneicia Stimpson reported that IT is working on the next implementation of multi-factor authentication to enhance security and protect our data.

Ms. Stimpson and Ms. Susan Hines provided a [handout](#) of the updated charter for IT Governance.

Purchasing Committee – Mr. Ryan Ferebee, head of procurement, will join Ms. Kim Wingo on the purchasing committee.

President Reveley announced an alumni estate gift from the Foundation was received and part of that gift will be used to create a Special Projects Fund. The finance committee will have around \$100,000 a year that faculty and staff across campus can apply for special projects. The hope is to have the application form ready and an initial set of awards announced as early as February and another round of awards in March.

Finance Committee - Mr. Carl Harvey announced that the committee had met twice this semester, once was to plan the Budget and Enrollment Forum.

Mr. Matt McGregor provided an update from FY25 and leading into FY26:

- Forecasting numbers were really close and revenue is running a couple of percentage points above FY24.
- Expenses through the first quarter are on track and another assessment will occur at the end of the year for the spring.
- The budget work for FY26 starts in mid-December when Governor Youngkin announces his budget and the process begins again.

Retention Committee – Dr. Wade Edwards provided the below updates:

- 80% is the latest retention number from the current sophomore class that matriculated. This is two percentage points better than 2022 and four points better than 2021.
- The task force established a goal of a 1% increase in retention each year, and they are pleased with the efforts so far.

Dr. Jennifer Green then provided the committee's initiatives:

- A shift was made in the coaching program to have the coaches meet with the incoming fall 2024 freshmen individually in the first 2-3 weeks of classes. They had about 65% of the freshmen participate in these meetings as well as the group meetings. This fall, they had 76% of fall 2024 freshmen participate in the individual meetings.
- A SCHEV grant was received to support PELL students by securing a student success coordinator for Cook-Cole College of Arts and Sciences and one for the College of Education, Health, and Human Services.
- College of Business and Economics has recently hired a coordinator that will assist with PELL students as well.
- Acquired a communication tool that prevents faculty from having to pull individual midterm grades. Advisors can communicate directly with students using this tool. They are expecting a wider rollout in fall 2025.
- Kennedy and Company is working to create a dashboard tool that will provide retention data more quickly and efficiently.
- The committee also began meeting with Dr. Sarai Blincoe with the QEP to talk about the advising vision for the university. That report will be complete in the spring.

President Reveley then provided an update on campus construction projects.

- The new music building will break ground in the spring semester and will be a great draw to campus, students, and the Farmville community and region.
- Charter Hall is almost complete and will be ready for occupancy. Departments in Bristow will move to Charter Hall. Once Bristow has been vacated, the building will be removed to make way for the new music building.
- The Intercultural Center will be moving to the main floor of Lankford and plan to open with the fall semester.
- A grant was received from the Virginia Department of Environmental Quality to address the storm water runoff issues around Beale Plaza. Beale Plaza Fountain will get a refresh over the summer.
- Aramark has provided a gift to refresh the interior of D-hall over the summer.
- The SEED Innovation Hub will open down at the Landings in January.

Mr. Matt McGregor provided a timeline for Bristow and Charter Hall:

- Charter Hall substantial completion date is mid-November.
- Capital Planning will move in early December and the end of fall semester.
- Facilities will fully move early January and be fully operational for the start of the semester.
- Once Bristow is clear, the area will be prepped for the start of the construction process of the new music building.
- The working drawings have been submitted for the new music building and are in their second or third iteration of the process. The demolition of Bristow should occur sometime in the early part of the spring semester.
- Vehicle and golf cart rentals will move to Charter Hall. The rental process will remain the same. There will be protocol for how to get the golf carts back to campus as well.

Mr. McGregor announced a baseball field turf project that has been fully donor funded and will commence over the summer. He also announced that David Pletcher is retiring at the end of the fall semester as the director of Capital Planning.

Ms. Sheri McGuire and Mr. Jacob Dolence provided a [presentation](#) on the new SEED Innovation Hub that will be housed in the former Longwood bookstore location. The presentation provided background on how SEED came to be and the resources that are available at the facility. They also announced the new Director of SEED as Mr. Evan Jones.

Following the presentation, President Reveley touched on the Baliles Center Cabin Dedication that took place in September. Dr. Larissa Smith provided the following information:

- A few years ago, a one-million-dollar research lab was built on the former camp site at Hull Springs. The property was dedicated as the Baliles Center for Environmental Education at Hull Springs back in 2021.
- In September 2024, new spaces were dedicated. There are now two new student cabins, one new faculty cabin, two refurbished faculty cabins, and a pavilion with a screened porch that can be used as a teaching space.
- Groups are able to come stay in the new facilities, which also include a boat dock, canoes and kayaks for groups to use.
- Several years ago, work began on restoring Hull Springs' farmland back to wetlands, and the proceeds from wetland mitigation credits were used to finance much of the construction.
- Planning to schedule open houses for the spring for faculty and staff to visit for the day.
- Dr. Dina Leech, professor of biology, is the research director for the property and works with faculty on what they would like to do at the site.
- Ms. Sherry Swinson, executive director of the Baliles Center at Hull Springs, can help arrange visits to the Ames House and usage of the facilities.

There being no further business, the meeting was adjourned at 4:42 p.m.

Respectfully submitted,  
Ashley Long