

# DISCOVERY



The President's Report  
and 2007 – 2008  
Annual Report of Gifts  
for Longwood University

## Pictured Above

Dr. David Buckalew, associate professor of biology  
with Longwood student Michael Edwards, Class of 2006,  
who is now enrolled in the Doctor of Veterinary Sciences  
Program at Virginia Tech.

# A Message from President Patricia P. Cormier



**Discovery ...** this is a prevalent theme on the Longwood campus, whether we are encouraging our students to discover the power within or supporting our faculty members as they discover innovative ways to inspire our campus community. From research projects to choosing the right major, from finding a new passion for one's life or embracing the concept of citizen leadership, discovery is happening every day at Longwood and provides the perfect background for this, our 2007-2008 Annual Report.

As you can see from this report, the seed has been planted for the growth of the culture of philanthropy at Longwood. It is evolving each day as we welcome donors of all ages and gifts of all sizes, which help us achieve our goals. We are still enjoying the momentum of our first capital campaign completed in 2003. It was an amazing start with over \$33 million raised. However, we have new priorities and face new challenges that make a second campaign a necessity. We will be calling on all of you to step forward once again, and I cannot wait to tell you more about our plans in the coming year. Now, more than ever, your support will help ensure our success.

Despite the current economic situation, our annual fund enjoyed a record year during 2007-2008, exceeding \$1.5 million for the first time ever with our sights set even higher this year. It pleases me to see these milestones reached, and our success has only been achieved through an outpouring of support from alumni, parents, students, friends, faculty, staff, corporations, and foundations. You are supporting all facets of the University: endowment, annual fund, athletics, scholarship, LCVA, and much more. We could not succeed without you, and I am pleased to share the results of your generosity with you through this report. I hope you are pleased with the ways your gift has made a difference for Longwood and our students.

I have great faith that the culture of philanthropy and citizen leadership we are nurturing at Longwood will thrive and our needs will continue to be fulfilled ... with your help.

Please accept my most sincere gratitude for making this vision a reality.

With appreciation,

**Patricia P. Cormier**

President, Longwood University



Dr. Consuelo Alvarez, assistant professor of biology, in the lab with undergraduates

# DISCOVERY

Longwood students are conducting the kind of research that is usually found only at the graduate school level.

It's just one of the ways in which our students are gaining real-world "hands-on" experience. And it's one of the main reasons why our graduates enjoy a 90 percent placement rate in graduate school or the job market.

## 2007-2008 Highpoints *A Timeline*



### Longwood Opens New Barnes & Noble Bookstore

Barnes & Noble opened July 30, 2007 on the ground floor of Longwood Landings at Midtown Square. The Longwood store, operated by the national bookstore chain since October 1998, was previously housed in the former Blackwell Dining Hall. The new store has 9,000 square feet of space, nearly double the space of its former location, and includes a Starbucks Café.

2007

July

## A Message from Dean Charles Ross



**The** Cook-Cole College of Arts and Sciences is the largest and most comprehensive of Longwood's three colleges and touches the lives of everyone at Longwood. The extensive course offerings, research projects, and internships in Cook-Cole provide the foundation of a broad-based education to all of Longwood's students and assist them in becoming educated citizens who are able to demonstrate creativity, critical thinking, and resiliency in addressing the issues of a diverse and interdependent world. Faculty-student collaboration drives every aspect of teaching and learning in the arts and sciences, allowing students to develop personal and professional relationships that last a lifetime.

The faculty members of Cook-Cole promote faculty-student scholarly collaborations as our "signature program." These projects, which range from tabletop nuclear fusion to musical partnerships, allow students to extend their learning beyond the classroom and to become apprentices in critical work in their chosen discipline. These projects also allow our faculty members to maintain a vigorous scholarly agenda while continuing to teach students, the reason we came here in the first place.

Our undergraduate scholarship program is strong, and we are actively getting the news out across and beyond Longwood's campus and throughout the nation. Each December brings our Undergraduate Scholarship Showcase, a mini-conference at which 20-30 Cook-Cole students present their scholarly work. And in April 2008 we unveiled the first edition of *Incite, the Journal of Undergraduate Scholarship of the Cook-Cole College of Arts and Sciences*. This journal, with subsequent volumes to be released on an annual basis, has been distributed across campus, and sent to state dignitaries, potential donors, and numerous institutions of higher learning.

In short, we hope to continue to get more and more students involved in undergraduate scholarly work. It exemplifies everything that is good about Cook-Cole and Longwood.

**Charles D. Ross, Ph.D**

Dean, Cook-Cole College of Arts and Sciences



August

### New Health & Fitness Center Opens


On August 28, hundreds of Longwood students, faculty and staff turned out for the grand opening ceremony of the new Health & Fitness Center. The center was honored in 2008 with the Gold Certification Rating in Leadership in Energy and Environmental Design (LEED) from the U.S. Green Building Council. The Council's Green Building Rating System recognizes energy savings for new and existing buildings and commended the design team and construction firm for its environmentally-friendly construction methods and recycling of construction byproducts and waste materials.


Dr. Chuck Ross, dean of the Cook-Cole College of Arts and Sciences, believes strongly in the value of research and what he calls “mentored” creative activity.

“One-on-one work with a faculty member is a great way to learn,” he said. “I’ve mentored about 20 students, and I’ve really seen the light come on. Students almost always do better in the classroom once they’ve gained confidence working on a project with a faculty member. It’s also good for faculty since it keeps them engaged in their discipline.”

In spring 2008 the Cook-Cole College of Arts and Sciences (CCCAS) premiered the inaugural issue of *Incite, the Journal of Undergraduate Scholarship in the Cook-Cole College of Arts and Sciences*. The journal, which will be published every spring, is part of Longwood’s effort to develop a national reputation for excellence in undergraduate research and creative activity. The 108-page issue, printed by Longwood’s Printing Services, contains 16 submissions by 18 students, including research articles, poems, paintings, photographs, and music and theatrical performances by students. The student performances are contained in a 30-minute DVD that accompanies the journal. The front cover features a painting by senior Rachel Wolfe.

Listed below are some examples of undergraduate research within the Cook-Cole College of Arts and Sciences.

 Andrew Grzankowski, '08, a mathematics major, worked with chemistry professor Dr. Keith Rider during the summer of 2007 to construct a Farnsworth Fusion Reactor. Andrew continued his work on the project during the 2007-08 academic year by enhancing the reactor’s power supply and modifying the electrodes to achieve more efficient fusion reactions.

 Longwood’s Archaeology Field School, founded by Dr. Jim Jordan, professor of anthropology and sociology, provides numerous opportunities for undergraduate research. Nearly 1,000 students have studied at the field school since it opened in 1980. Students also regularly study at Hull Springs Farm and at locations outside Virginia including the British Virgin Islands where, in summer 2007, seven students studied with Dr. Brian Bates, '92, associate professor of anthropology, director of the Archaeology Field School, and chair of the department.





## Longwood Launches New Emergency Communication Plan

Longwood implemented a multi-faceted emergency communication plan at the beginning of the 2007-08 academic year. Three new communication systems – text messaging, voice messaging, and a public address/siren warning system – are designed to communicate quickly with faculty, staff, and students in the event of an emergency. These systems complement existing communication tools including e-mail and web page announcements and can be used simultaneously.



Archaeology Field School

 Ashley Swandby, '07, a mathematics major, conducted DNA microarray data analysis as part of a collaborative project between the mathematics and biology departments. Swandby worked with Dr. M. Leigh Lunsford, associate professor of mathematics, and Dr. Consuelo Alvarez, associate professor of biology, on "A Comparison of Image Analysis Methods in cDNA Microarrays." Swandby also participated in a research experience for undergraduates at Miami University in Ohio where she completed a project in multivariate statistics to analyze health data obtained from the Centers for Disease Control.

 Douglas Horchler, '08, spent 27 days at Hull Springs Farm during the summer of 2007 assisting biology professors



Hull Springs Farm

Dr. Tom Akre and Dr. Mark Fink with data collection for a long-term research project to examine the effectiveness of the planned sill/fringe marsh management technique in maintaining and/or restoring the aquatic biotic community.

 Two of the nation's most historic homes, Monticello and Mount Vernon, serve as the site for environmental research by a team of Longwood undergraduates led by Dr. Dan Druckenbrod, assistant professor of environmental science. The researchers are using tree rings, geographical information systems, and other documentary evidence to reconstruct the forest histories of Monticello and Mount Vernon. Rachel Young, '07, assisted with the Monticello project and was the lead presenter of a poster, "Interpreting Landscape History of Thomas Jefferson's Plantation," at the annual meeting of the Association of American Geographers in Boston in April. Heather Carty, a senior biology major, and Michael Thorogood, a sophomore anthropology major, assisted with the Mount Vernon project.





### Longwood Ranks with the Best in National College Reports

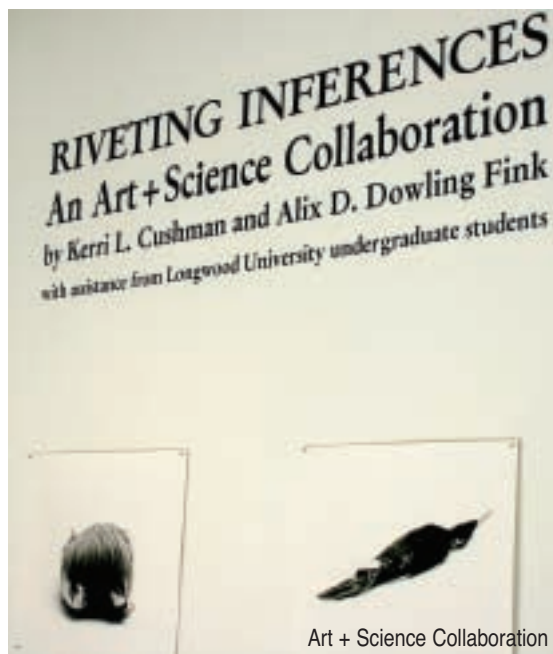
For the 10th straight year, Longwood University was ranked among the best in the *U.S. News & World Report* "America's Best Colleges." The 2008 Report, released on August 17, 2007, ranked Longwood as one of the "Top Public Universities – Master's" in the South at the number 11 position. Among all Southern Universities – Master's (public and private) Longwood moved up within the top tier to position 31 from 33 last year. Additionally, Longwood was one of only 146 schools in the Southeast listed as a "Best Southeastern College" in the *2007 Princeton Review*.



Monticello - Mount Vernon Project


 Jen Clapp, a senior honors history major, has traveled to China on four occasions to either teach English or study the Chinese language. In December 2007, she successfully defended her senior honors thesis "The Cross Beyond the Great Wall" which examined the development of Protestant Christianity in China. As a freshman, she presented her honors research project on China's "one child policy" at the Southern Regional Honors Council and the National Collegiate Honors Council conferences. Her goal is to become a history professor and teach Western history, culture and philosophy in China.

 Five Longwood senior art students (Alex Grabiec, Kristen Herndon, Michael McAteer, Laura Nodtvedt and Kari Wilson) assisted with the installation of *Riveting Inferences: An Art + Science Collaboration*. The multi-faceted exhibition, displayed at the Longwood Center for the Visual Arts during summer 2008, included an oversized artist book, photography, and handmade papers. The students worked with Longwood artist



Art + Science Collaboration

Kerri Cushman and biologist Dr. Alix Fink on the cross-disciplinary project.

 Zachary Dalton, a junior theatre major, examined Henrik Ibsen's rarely produced masterpiece *Peer Gynt* in fall 2007. Dalton served as a dramaturge for the Longwood Theatre production of the play, directed by Dr. Gene Muto. As dramaturge, Zachary's charge was to edit the play in a way that would be true to the original work. His efforts were successful as the four-hour play was condensed to two hours and presented in terms familiar to modern audiences. Other students assisting with *Peer Gynt* were senior theatre majors Zac Campbell, assistant scenic and lighting designer; Annaliese Weber, assistant costume designer; and Kate Wackerle, assistant sound designer.



### Beale Plaza Dedicated in Honor of Lynne O'Steen Beale, Class of 1964

A new memorial garden at Longwood University recognizes an alumna's lifelong attachment to her *alma mater* and her Longwood classmates. Beale Plaza, which honors Lynne O'Steen Beale, '64, was dedicated in a special ceremony on September 21, 2007. The Plaza, located by the fountain behind Grainger Hall, features a semi-circular colonnade, garden areas, a brick sidewalk and borders, two granite benches and two commemorative benches. Numerous friends and family members contributed to the project.

## A Message from Dean Paul Barrett



By guiding students to discover their full potential, the College of Business and Economics (CBE) sets the standard in preparing students to be effective and successful business leaders. The CBE prepares students to soar above the competition through practical real-world internships and class projects, faculty-directed student research projects, and interaction with real business leaders.

In the CBE, students have the opportunity to work individually with faculty to conduct in-depth research on a particular topic, present their papers at academic conferences, and submit their research for publication in academic journals. The skills and knowledge students gain from the investigative research process provide excellent preparation for graduate school, set them apart in the job market, and give them a life-changing experience few undergraduate students have.

Designed to enrich the business curricula, our required internship program provides students with on-the-job learning opportunities to apply their technical and professional skills to the work situation, to observe organizations in action, and to quite literally expand their horizons. In addition, students discover their potential through class consulting projects such as conducting market research and real estate appraisals, designing web pages, and developing marketing plans for area business and government agencies.

Through the Executive-in-Residence Program, CBE students regularly interact with top industry leaders from such companies as ARAMARK, Capital One, The Martin Agency, Federal Reserve Bank of Richmond, Northwestern Mutual, Owens & Minor, Sheetz, and Ukrop's Super Markets as these leaders share their personal experiences and business philosophies.

The full realization of the benefits of being a student in the CBE is found in the fact that more than 95 percent of our graduates are employed in their field or enter graduate school after graduation.

### Paul T. Barrett, Ph.D.

Dean, College of Business and Economics




### Science Center Named for John and Karen Chichester


In October 2007, Longwood University's science center was named for one of Virginia's most prominent legislators and his wife, an alumna who is a former president of the Longwood Foundation Board. The John H. and Karen Williams Chichester Science Center honors the former president pro tem of the Virginia Senate and a 1974 Longwood graduate who served on the Foundation Board for 12 years. A dedication ceremony was held later on December 7, nearly two years to the day after it was opened.


Collaborative research is one of the ways in which the College of Business and Economics (CBE) is preparing the business leaders of tomorrow.

The research projects by CBE students reflect the College's commitment to real-world experience that complements coursework and expands the learning process beyond the traditional classroom setting. The projects range from the real estate industry to the stock market to pharmaceutical sales. Examples of undergraduate research include the following:

 Caitlin Hooe, '08, presented a paper, "Two-Stage Least Squares: Simultaneous Determination of Days on Market, Length of Contract, and Percentage Overpriced," at the annual conference of the American Real Estate Society in April 2008 in Captiva Island, Fla. The paper, her senior honors research project, examined the relationship among the listing contract, the selling time and actual time on market of a house listing, using Multiple Listing Service data from the Smith Mountain Lake area. Hooe presented another paper, "Asymmetric Information: Does a moral hazard situation exist for properties sold in less than thirty days?," at the annual meeting of the American Society of Business and Behavioral Sciences (ASBBS) in February 2008 in Las Vegas. Hooe, who double-majored in finance and real estate, was the Owens & Minor

Outstanding Senior in the College of Business and Economics in 2007-08. She now works as a financial analyst for Dominion Resources in Richmond, where she interned during the summer before her senior year.

 Chad Roberson, '08, presented a paper, "The Examination of the Relationship Between Real Estate Brokerage Firms and Home Inspectors: Is the Relationship Truly Arms Length?," at the 2008 ASBBS meeting. The paper, his senior honors research project, was based on a survey of people who had bought homes in the Farmville area in the past few years, and it examined the satisfaction of people who used a certified home inspector versus those who used a non-certified inspector. Roberson received the Outstanding Real Estate Internship Award for this internship with the Longwood Real Estate Foundation during the summer before his senior year. He double-majored in finance and real estate.

 Amy Swayne, '08, presented a paper, "Maximization or Minimization: How Asymmetric Information Contributes to the




## Therapeutic Recreation Programs Celebrates 25th Anniversary

Longwood University's Therapeutic Recreation program – the first nationally accredited program of its kind in the country – celebrated its 25th anniversary with a conference that for many participants was a homecoming. The conference, themed "Honoring the Past, Building the Future: Celebrating 25 Years of Therapeutic Recreation at Longwood University," drew about 100 people, including dozens of alumni and several former faculty of the program.




Executive-in-Residence Program

Conflicts of Dual Agency Representation,” at the 2008 ASBBS meeting. The paper, her senior research honors project, examined dual agency, the situation whereby a broker represents both the buyer and the seller in a real estate transaction. She used the same survey that Roberson used for his paper. Swayne, who triple-majored in management, real estate and marketing, is now an MBA student at Longwood and works as a graduate assistant in the Academic and Career Advising Center. The faculty adviser for this project and those listed above was Dr. Bennie Waller, associate professor of computer information management systems/finance.

 Chris Foster, '08, presented a paper, “The Changing Pharmaceutical Selling Environment,” at the spring conference of the Allied Academies International in April 2008 in Tunica, Miss. In the research project, part of an independent study, Foster, a marketing major, interviewed people in pharmaceutical sales about trends and past and current practices. The faculty adviser for this research project was Dr. John Gaskins, assistant professor of marketing.



CBE's Hiner Hall

 Several finance majors presented or published research papers recently. They include Nick Kinsler, '08, whose paper “Stock Repurchase Announcements: A Test of Market Efficiency” won the Best Paper Award at the 2008 ASBBS meeting and will be published in the *ASBBS E-Journal*, the organization's official online journal. A paper by Nick von Gersdorff, '08, “U.S. Mergers and Acquisitions: A Test of Market Efficiency,” was published in the *2008 Conference Proceedings of Allied Academies International* in April 2008. A paper by Eric McMillan, '06, “FED Funds Rate Changes: A Test of Market Efficiency,” his senior honors research project, was published in the winter 2007 issue of *Management Review: An International Journal*. A paper by Isaac Weiderman, '08, “Hurricane Katrina's Effect on Oil Companies' Stock Prices,” will be published in the *Academy of Strategic Management Journal*. McMillan is now a financial analyst with Circuit City Stores. All of the papers were co-authored with Dr. Frank Bacon, professor of finance.



### Gotta Dance: Rodney Williams Honored

Rodney Williams, artist-in-residence and director of the Longwood Company of Dancers, was selected as the Dance Professional of the Year by the Virginia Association of Health, Physical Education, Recreation and Dance in November 2007. He also received the award in 2004 and 1999. “I've been really blessed to be able to do what I love, and I also like passing it along,” said Williams.



**The** College of Education and Human Services prides itself on the fact that many of the nation's best educators and administrators, social workers, therapeutic recreation specialists, athletic trainers, exercise scientists, speech and language therapists, library media specialists, and school/community counselors have obtained their preparation within this college.

This is largely due to the reality of classroom instruction that comes alive for students through hours of multiple field experiences, internships, and capstone research projects, which empower our students. Through such "hands-on" experience, students develop confidence in their ability to be effective, to create new knowledge that adds to the field, and to excel in their chosen careers. Field experiences are not only a requisite for graduation from the college, they are a way of life.

All of the programs in the College of Education and Human Services go beyond minimum standards in providing hands-on experience in real world settings. We begin early in students' programs, and continue throughout, providing experiences in diverse settings, with quality supervision, and increasing responsibilities.

## Deneese L. Jones, Ph.D.

Dean, College of Education and Human Services

## Virginia Tobacco Commission Awards Funding to Develop Nursing Program

The Virginia Tobacco Indemnification and Community Revitalization Commission awarded Longwood University \$392,293 to develop a B. S. in nursing program. The funding will enable Longwood to hire a program director, an associate director and a simulation lab director for the program, which will be aimed primarily at rural communities. The funding also will support one year of planning, including developing a curriculum, the clinical sites and the simulation laboratory, and obtaining approval from the Virginia Board of Nursing and the State Council of Higher Education for Virginia.

# The College of Education and Human Services




Undergraduate research in the College of Education and Human Services (CEHS) is expanding knowledge and enabling students to become better practitioners in their future careers.


Research and other field experiences such as internships “empower our students” and help them “develop confidence in their ability to be effective, to create new knowledge that adds to the field, and to excel in their chosen careers,” said Dr. Deneese Jones, dean of the CEHS.

The CEHS comprises three departments: Education and Special Education; Social Work and Communication Sciences and Disorders; and Health, Recreation, and Kinesiology.

Although many CEHS programs are graduate programs, there is still plenty of undergraduate research, along with related activities. Examples include the following:

 Three athletic training majors – Erin McNett, '08, Nancy Naradzy, '09, and Ashley Schoenwetter, '09 – presented research papers at the annual meeting of the Virginia Athletic Trainers' Association in January 2008 in Charlottesville. McNett's paper was “The Effects of Proprioceptive Neuromuscular Facilitation and Proprioceptive Neuromuscular Facilitation with Thermic Ultrasound on Hamstring Flexibility.” Naradzy's paper was “The Effects of Selected Footwear on

Stride Length in the Normal Gait Patterns of College-Age Females.” Schoenwetter's paper was “Nutrition Knowledge in Division I Athletes: Differences Between Males and Females.” Naradzy is doing an internship this semester at Johns Hopkins University in which she is working primarily with its football team. Schoenwetter is currently doing an internship at the Carolina School for the Arts in which she is working mostly with high school- and college-age dancers. McNett is working at ACAC Physical Therapy in Charlottesville. Their papers were the senior research project for each and were done in a senior research methods class taught by Dr. Sharon Gaunt, lecturer in kinesiology.


 Two papers by Longwood students were presented at the National Black Association for Speech-Language and Hearing annual convention in April 2008 in Arlington and the third annual Graduate Student Research Forum in April 2008 in Richmond. Matthew Eiban, '08, Jessica McAlexander, '08, and graduate students Kelsey Griffin and Lori Beth Simpson presented a paper titled “Educating Habitual Voice Users” at the former conference and a modified version of the paper,




## Accreditation Renewed for College of Business and Economics


The College of Business & Economics (CBE), first accredited in 1998, successfully completed its maintenance of accreditation review from the Association to Advance Collegiate Schools of Business (AACSB) International, the premier accrediting body for college business programs. The AACSB Board of Directors ratified the recommendation of its three-member Peer Review Team granting accreditation to Longwood's BSBA and MBA degree programs in business for an additional five years. “This is a major accomplishment,” said Melinda Fowlkes, then interim dean of the CBE. “It means our business program has met rigorous and stringent standards of quality in faculty qualifications, assessment of student learning, and strategic management of the program.”

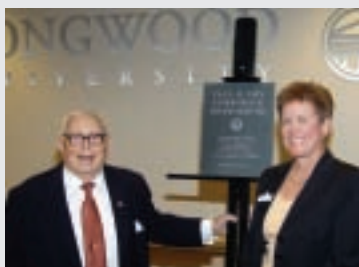
"Preserving Vocal Health for Teachers," at the latter conference. Matthew Eiban spent a week in April 2008 providing speech-language pathology services in the Presbyterian Clinic and Presbyterian day schools in Corozal, Belize. Sophomore Tiffini Gambrell and graduate students Caitlin Freeman and Shatika Kelley presented a paper on "Examining the Efficacy of Providing Cochlear Implants for Children" at both conferences. Freeman and Kelley are graduate students. Dr. Michele Norman, assistant professor of communication sciences and disorders, supervised both papers, and Dr. Lissa Power-deFur, associate professor and director of the Longwood Center for Communication, Literacy and Learning, supervised the paper on cochlear implants along with Dr. Norman. At the Graduate Student Research Forum, Dr. Norman received the 2008 Scholar-Mentor Award from the National Black Association for Speech-Language and Hearing, for her work in mentoring African-American students.

 Amy Sherrill, '08, gave a presentation at the Virginia Association of Health, Physical Education, Recreation and Dance (VAHPERD) annual conference in November 2008 on her use of cup stacking activities in her student-teaching at Prince Edward County Elementary and Prince Edward County Middle schools in the spring. Sherrill, now a graduate student at the University of Virginia, used this activity for fitness and conditioning with athletes (she was the girls' varsity soccer coach at Prince Edward County High School last year). She co-presented at the VAHPERD convention with Dr. Bill Thomson, assistant professor of physical education, who was one of her student-teaching supervisors and from whom she learned this technique.




 Students in Dr. Matt Lucas' Adapted Physical Education (Kinesiology 364) class in spring 2008 developed modifications to the Virginia Wellness Fitness Test for schoolchildren with disabilities. The modifications were done at the request of the Virginia Department of Education and have been distributed to elementary physical education teachers throughout Virginia. The modifications appear in a "guidance document" for teachers created by the students, accompanied by photographs taken by the students that are examples of the modifications for each test. The changes covered all 13 disability categories spelled out in the Individuals with Disabilities Education Act and all six of the specific test items.

 Mia Fitzpatrick, '07, and Emily High, '07, both of whom are fifth-year special education students, did an internship in Ukraine in June in which they worked with the children and staff of the Pahinets Early Intervention Center, introducing them to early intervention therapeutic techniques. Their internship was through the Ukraine Special Needs Orphanages Fund.



### Paul Fox Honored for Contributions to the B-School

Paul H. Fox, one of the most enthusiastic supporters of the College of Business & Economics, was honored for his efforts. The Longwood Board of Visitors named the corporate board room in Hiner Hall the Paul H. Fox Board Room, recognizing the business consultant and retired Reynolds Metals Company executive who helped launch the Corporate Advisory Board and has been an active member since its inception in 1992. Mr. Fox is joined in this photo by Marge Connelly, Rector of the Longwood University Board of Visitors.

 Students in the Physical & Health Education Teacher Education (PHETE) program are involved in various projects promoting community health and fitness. In the Teaching Elementary P.E. (Kinesiology 377) course, taught in the spring semester by Dr. Sarah Bingham, professor of physical education, students conduct their practicum by teaching physical education at New Life Christian Academy, a private school two miles from campus. Students in the Teaching Middle School P.E. (Kinesiology 378) course, taught every fall by Dr. Allison (Vonnie) Colvin, associate professor of pedagogy and PHETE program coordinator, go one afternoon a week to Prince Edward County Middle School where they offer activities in three different sports skills, in which the middle school students are broken up into three groups and rotate from one activity to another. This is the fifth consecutive year that students in Kinesiology 378 are doing this program, called "PE x 3" (Physical Education, Prince Edward, and Promoting Excellence). Students in this course also work with the Virginia Heart Association in correlating curricular materials for "Jump Rope for Heart" (for elementary schools) and "Hoops for the Heart" (middle schools) activities with the schools' Standards of Learning, and they publish calendars promoting fitness, nutrition or health education that are sent to area elementary schools. Students in two other classes publish a newsletter, "Gym Shorts," that also is sent to elementary schools. Those courses are Introduction to the Profession of Health and Physical Education (Kinesiology 175), taught in the fall by Dr. Bingham, and Methods of Teaching Health and Physical Education for Elementary Classroom Teachers (Kinesiology 389), taught by Dr. Matt Lucas, assistant professor of health and physical education.



Innovative Physical Education Programs

PHETE students Amy Beckwith, '09, and Jason Kagarise, '09, and Lauren Harris, '08, along with Dr. Colvin, published a paper about these activities, "PHETE Teacher Candidates Help and Learn in the Community," in the Spring 2008 issue of *The Virginia Journal*, a refereed journal that is the publication of the Virginia Association of Health, Physical Education, Recreation and Dance.



### 800 and Counting!

Longwood University 30-year baseball head coach Charles 'Buddy' Bolding (shown here with his wife Andrea) earned his 800th collegiate coaching victory on March 8, 2008 during a 6-5 win over visiting Binghamton University. Coach Bolding's storied tenure at the helm of the tradition-rich Lancer Baseball program has produced more wins than any other active college baseball coach in Virginia among all Divisions (I, II, III, and NAIA).



Wii Bowling Study

Four athletic training majors – Katie Brush, '09, Chris Deneault, '09, Lindsay Pasch, '09, and Katie Talman, '09 – participated in a study-abroad trip to Italy during the spring break week in March. They were among 38 students from colleges across the United States who traveled throughout Italy in a program about the history of sports medicine, hosted by the Collegiate Sports Medicine Foundation.

Three faculty are conducting research to determine if older adults with arthritis can be helped by playing a simulated bowling video game. The study is trying to find out if Nintendo's Wii video game system, increasingly popular in rehabilitation therapy, can indeed help improve lower extremity endurance and shoulder range of motion. The study, which included a group of older adults meeting once a week in a Longwood classroom in spring 2008 to do Wii bowling, is being led by Dr. Susan Lynch, associate professor of therapeutic recreation; Dr. Matt Lucas, assistant professor of

physical and health education; and Dr. Cathy Roy, associate professor of exercise science. Dr. Sharon Gaunt, lecturer in the Department of Health, Recreation, and Kinesiology (HRK), and HRK staff member Nancy Scruggs also have helped.

Students majoring in physical and health education teacher education (PHETE) raised money that they used to purchase seven sturdy tricycles for the local Head Start program during the 2007-08 academic year. In the "Trikes for Tykes" project, the students, who had sold raffle tickets, donated five tricycles in December 2007 and another two in April 2008. "The tricycles, which cost \$200 each, are nearly indestructible, don't tip over and will last a lot longer than a \$30 tricycle," said Dr. Allison (Vonnie) Colvin, coordinator of the PHETE program. The trikes went to Head Start sites in Charlotte, Lunenburg and Nottoway counties, none of which had one. The PHETE students also presented Head Start with 10 bicycle helmets donated by a Longwood employee.



### Longwood Launches Journal for Undergraduate Research

The inaugural issue of *Incite*, the Journal of Undergraduate Scholarship in the Cook-Cole College of Arts and Sciences, was published with a focus on undergraduate research and creativity. The 108-page journal, which will be published every spring, includes 16 submissions by 18 students, including research articles, poems, paintings, photographs, and music and theatrical performances by students. The student performances are contained in a 30-minute DVD that accompanies the journal. The front cover features a painting by Rachel Wolfe, '09.

## A Message from Foundation President Ken Marcus



**Greetings** from the Longwood University Foundation. What you have in your hands is the 2007-2008 President's Report and Financial Report of the Longwood University Foundation, Inc., the custodian of donations to Longwood University.

The intention of this report is to inform and encourage. With a theme of "Discovery," we hope to show you how donations to the university are being used for undergraduate and collaborative research within our three colleges. Most of all, this report is a statement of gratitude to those who have enabled Longwood University to produce the kind of citizen leaders of whom we can all be proud.

This is my first year as the president of the Foundation Board. It has been a long journey from being a very average high school student, to a 1982 graduate of Longwood's chemistry and physics program, a Ph.D. chemistry graduate from the University of Virginia, and now a professor of chemistry at Clemson University, a post I have held for more than 20 years. So, I know a little something about higher education. I will forever hold Longwood in high esteem. It is the place where my future was cast and, I am convinced that Longwood is a place where students flourish and lives are changed. The Longwood experience has always been special, and it has continuously evolved to meet the changing needs of students in an ever-changing world.

We hope that this report will inspire you to be a continuing part of this culture of philanthropy, this noble cause. Your support will help make Longwood the very best that it can be. And, as state funding for higher education diminishes across the nation, your gift has an even greater impact. A contribution to Longwood becomes, in fact, a contribution to our future.

Thank you for your time, your interest, and your support.

**R. Kenneth Marcus, '82**

President, Longwood University Foundation Inc.



### Troy Austin Named Director of Athletics




Following an intensive national search, Troy Austin was named director of athletics. Austin had served as the interim AD at Longwood since August 2006. A native of Orange, N.J., Austin earned his B. A. degree in sociology, along with a certificate in markets and management from Duke University where he was a four-year football letterman. A team captain as a senior, he earned the William J. Griffith Service Award and was named the team's Most Outstanding Defensive Lineman. Austin earned his M. S. degree in sports leadership from the VCU SportsCenter.

A Report from Hazel P. Duncan, MBA

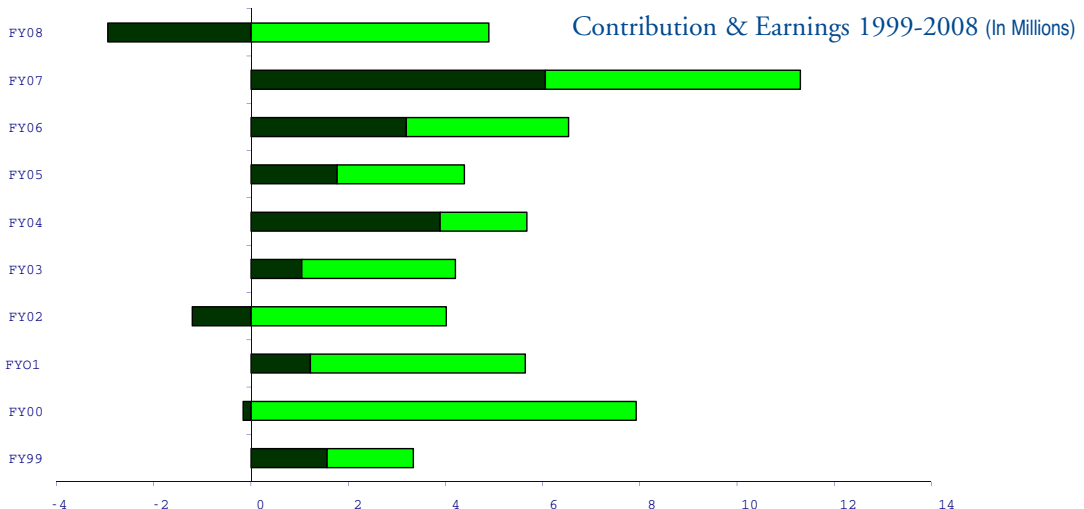
Longwood University Foundation Inc.

Chief Financial Officer / Secretary / Treasurer

The fiscal year that ended June 30, 2008 has been the most unpredictable and volatile year in over a decade. Investment earnings were down almost 7 percent. However, as bad as this may seem, the Dow Jones Industrial Average and the S&P 500 were both down more than 15 percent for the same period. Fortunately, due to positive returns during the last four years and good fiscal management, we were able to endure this downturn in the market. Several financial achievements merit special attention:

-  Scholarship payments increased \$103,644 over the previous year.
-  Contribution revenue was the third highest in the Foundation's history at \$4.891 million.
-  Support to the university increased \$392,667

A goal of the Foundation is to achieve investment performance that supports stable endowment spending from year to year in order to provide steady predictable funding for programs. For the fiscal year ending June 30, 2003, the Foundation Board of Directors approved a reduction of our spending rate by 1 percent. The overriding principle for this move is simple: funds should be managed so that a gift today will fund a donor's objective in perpetuity. The change to a 4 percent spending rate enables each individual endowment to maintain the real value of the endowment and keep pace with inflation. Prudent decisions such as this have enabled the Foundation to sustain the distributions to the university for scholarships as well as other programs during a market downturn like we have seen this year.



	FY99	FY00	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08
■ Earnings	1.564	-0.163	1.22	-1.209	1.041	3.89	1.77	3.195	6.057	-2.951
■ Gifts	1.776	7.925	4.421	4.017	3.164	1.785	2.62	3.338	5.245	4.891

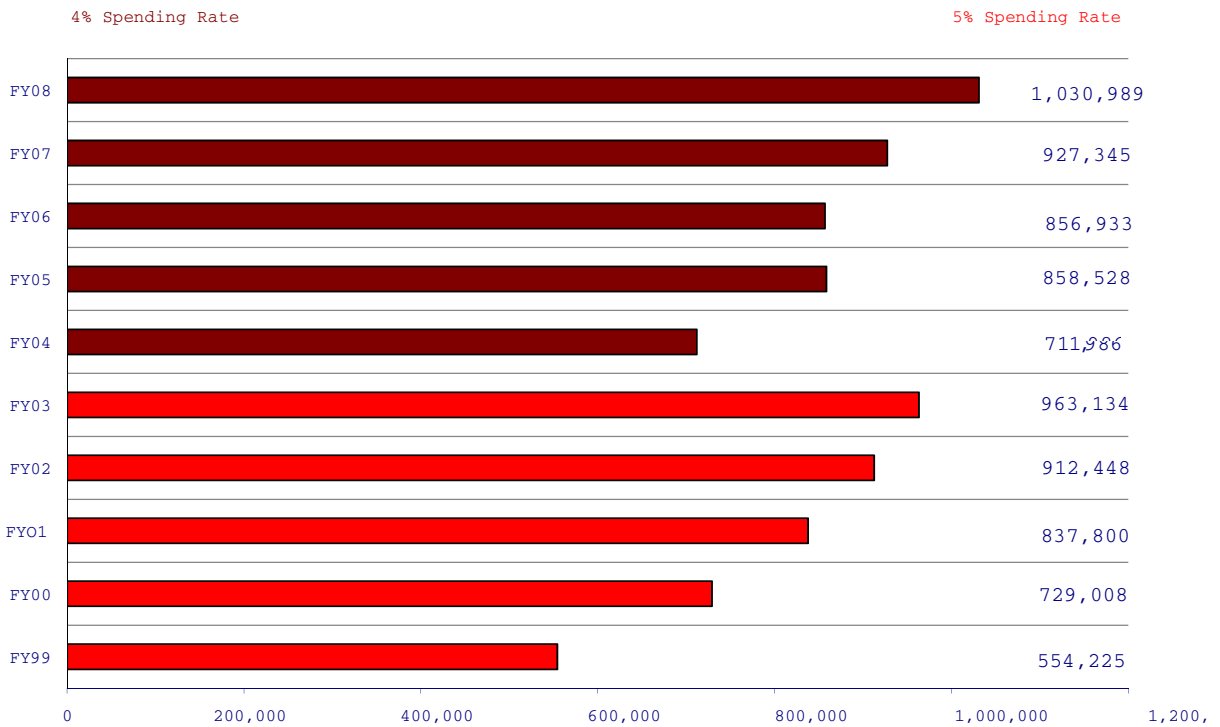
16 We are pleased to report that for the first time the Foundation has provided over \$1,000,000 in scholarship support.

Cherry, Bekaert and Holland, PC conducted its annual independent audit and Longwood University Foundation received another unqualified audit. A copy of the annual

audited financial statements can be found on the Foundation website located at [www.longwood.edu/advancement/foundation.html](http://www.longwood.edu/advancement/foundation.html). Following this summary is a more detailed report that highlights our endowment activity and the Foundation's management policies.



### Scholarship Awards 1999-2008



### Longwood Physics Professor Awarded NSF Research Grant

Dr. Christopher Moore, assistant professor of physics, and two colleagues received a National Science Foundation grant for a research project that could help improve technology for high-density optical discs and PlayStation games. The \$307,474 grant will allow Dr. Moore and Dr. Alison Baski and Dr. Michael Reshchikov of Virginia Commonwealth University to study how the surfaces of the semiconductors gallium nitride (GaN) and zinc oxide (ZnO) affect their electrical and optical properties.

# Annual Report on the Pooled Investment Fund

This report has been prepared to provide information about our donor-raised funds and the management and performance of the Longwood University Foundation's Pooled Investment Funds.

The Longwood University Foundation's Board of Directors has delegated the investment management of the Pooled Investment Funds to the finance committee, which operates within the parameters of the Investment Policy.

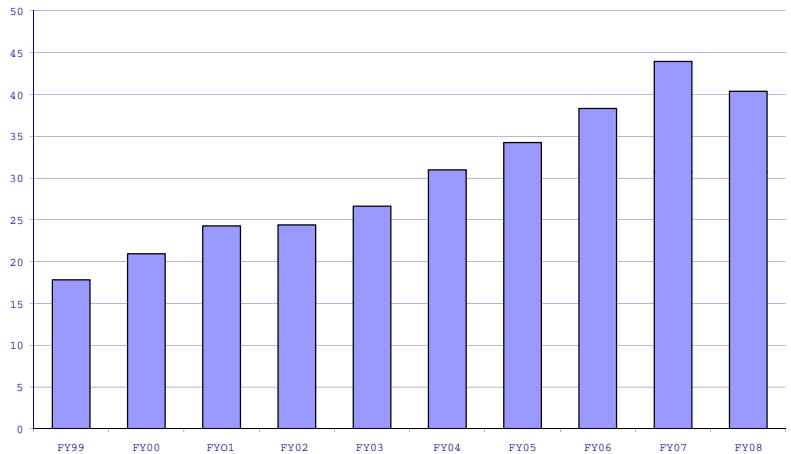
The finance committee seeks investment returns through a diversified investment portfolio consistent with the approved Investment Policy. To achieve its investment objective, the Longwood University Foundation has retained an independent investment firm since April 2001 to provide ongoing evaluation of economic conditions, review manager performance, and provide

advice on asset allocation and performance enhancement.

The Longwood University Board of Directors has adopted the strategy of investing endowment assets to preserve the long-range purchasing power of the endowment in order to provide intergenerational financial support for programs that the endowed funds were created to benefit.

The endowed funds held by the Foundation provide a consistent level of support for current and future needs of Longwood University. The primary investment objective for the endowed funds is to maintain the purchasing power of each individual endowment over time by reinvesting part of the endowment's earnings and appreciation each year. If the principal value of the endowment grows at or above the rate of inflation, an increasing stream of income will be generated to meet the rising costs of education, research and campus life. The chart below represents the fair market value of the endowment funds for each fiscal year over a 10-year period.

## Endowment Dollars FY 1999 – FY 2008 (In Millions)



### duPont Grant Will Fund Longwood's Expanded Sustainability Program

Longwood received a \$138,000 grant from the Jessie Ball duPont Fund to support the consolidation of Longwood's existing sustainability efforts into an expanded comprehensive program. The grant will also partially fund the hiring of a full-time sustainability coordinator who will develop, implement, and direct Longwood's sustainability program.

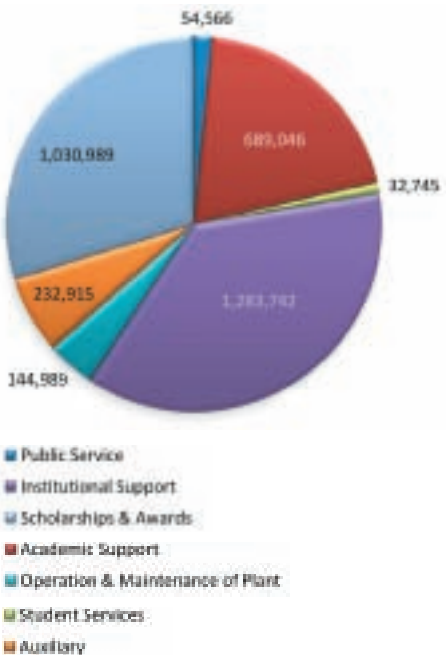
The endowment's performance is calculated on a total return basis, which measures the performance of equity, fixed income and alternative investments. Total return (for purposes of this report) is the combination of income, dividends, and gains and losses for the fiscal year net of investment management fees. Investment performance is determined on the endowment as a whole rather than on each separate endowed fund. Depending upon the timing of additions to an individual fund, returns on a specific endowed fund may vary from the following results.

This fiscal year, due to the downturn in the market and an inflation rate of 5 percent (as determined by the CPI on June 30), we were not able to obtain what the Foundation considers its required rate of return.

### Total Return on the Endowed Funds

Total Return on Endowed Assets .....	-6.97%
Administrative Fees .....	-1.44%
Net Return.....	-8.41%
Required Rate of Return (keeps up with C.P.I.).....	10.44%






### Support by Purpose (FY 2008)



## Foundation Program Support

Endowed funds and non-endowed funds support university programs as designated by the donors. Programs supported by the spending policy distributions include scholarships, fellowships, and professorships, to name a few. Non-endowed funds support capital projects and college department programming.

Many important university activities could not be achieved without the financial support from these funds. In 2007-08, the following activities were made possible through the use of The Longwood Fund's unrestricted gifts.

-  Twenty students were provided scholarships to aid with study abroad opportunities.
-  Twelve students were sent to regional and national honors conferences to present their research.
-  Financial assistance was provided to nine students who were studying in China.
-  Twelve students were sent to Yellowstone National Park to be part of the American Democracy Program.
-  Funding was provided for the Camerata Singers and University Choir to tour during spring 2008.

These are only a few of the activities our funds were used for during the past year. We are fortunate to have donor-raised funds that support programs throughout the university.

Longwood University Foundation's endowments provide a permanent partnership between the university and the donor. The legacy of thoughtful donors plays a role in the life of the university in perpetuity, and becomes the "foundation" upon which Longwood University can achieve its dreams. The generosity of Longwood University's many donors is appreciated by generations past, present and future.