

LONGWOOD UNIVERSITY BOARD OF VISITORS
Friday, June 15, 2007

Retreat Minutes

Call to order

The Longwood University Board of Visitors met on Friday, June 15, 2007, at Kingsmill Resort in Williamsburg, Virginia. The meeting was called to order at 8:37 a.m. by Ms. Marjorie M. Connelly, Rector of the Board.

Members present:

- Mr. John B. Adams, Jr.
- The Honorable Otis L. Brown
- Mr. Barry J. Case
- Ms. Marjorie M. Connelly
- Mr. Thomas I. DeWitt
- Mr. Robert E. Frye
- Mrs. Susan E. Soza
- Mrs. Anne Gregory Vandemark
- Dr. Helen P. Warriner-Burke

Members absent:

- The Honorable John W. Daniel, II
- Mr. George W. Dawson

Present at the request of the Board:

- Mr. Phillip Burns, Student Representative to the Board
- Dr. Patricia Cormier, President
- Ms. Jeanne Hayden, Secretary to the Board of Visitors
- Ms. Anne Imrie, substituting for Mr. E. Andrew Hudson, President, Alumni Association
- Ms. Sharon Menegoni, Faculty Representative to the Board of Visitors
- Mrs. Rita Smith, President, Foundation Board

Present at the request of the President:

- Ms. Brenda Atkins, Executive Director of Governmental Affairs and Special Projects
- Mr. Richard Bratcher, Vice President for Facilities Management
- Ms. Bobbie Burton, Vice President for University Advancement
- Dr. Wayne McWee, Provost and Vice President for Academic Affairs
- Dr. Francis Moore, Jr., Vice President for Information and Instructional
Technology Services and Chief Information Officer
- Dr. Tim Pierson, Vice President for Student Affairs
- Ms. Kathy Worster, Vice President for Administration and Finance
- Mr. Scott Rash, Associate Vice President for Development and Alumni Relations
- Mr. Michael J. Worth, Principal, Michael J. Worth and Associates

Business

Campaign Discussion

Mr. Worth reviewed the Campaign Feasibility Study he conducted. He and Mr. Rash discussed in detail the report and recommendations from the study. Some of the recommendations included: proceeding with the campaign, identifying key leadership, and identifying potential donors. Mr. Adams recommended the Board of Visitors be updated on the way gifts are constructed.

Following the discussion, a motion was made by Mr. Adams to approve a resolution authorizing the President and the University Advancement staff to proceed with planning and implementing a multi-year comprehensive campaign. (A copy of the resolution is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 1, June 15, 2007.) The motion was seconded by Mr. Case and unanimously approved by the Board. The goal set will be \$55 million plus over a seven year period.

Master Plan and Facilities Audit

Mr. Bratcher reviewed the University's Facility Condition Assessment. The assessment was produced by the Carter Burgess Corporation and Applied Management Engineering (AME). (A copy of the assessment is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 2, June 15, 2007.)

He then presented information on the upcoming University Master Plan and reviewed the three phases of the planning process. (A copy of this information is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 3, June 15, 2007.) Dr. Cormier stated that the Master Plan will dovetail with the campaign but that it is not critical that it be complete by the beginning of the campaign.

Following Mr. Bratcher's presentation, Mr. Adams recommended the Master Plan be completed within nine months. Mr. Brown recommended that the University work with the Town of Farmville, which is currently working on its own master plan. The President agreed that the University needs to be represented in Farmville's planning process.

The Board adjourned for lunch at 11:50 p.m. and reconvened at 12:35 p.m.

Strategic Plan

Dr. Cormier traced the history of the former Strategic Plan and the construction process of the new plan being presented. (A copy of this information is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 4, June 15, 2007.) The Board engaged in a lengthy discussion regarding the language to be used in the University's new Vision Statement. Following the discussion and the crafting of a new statement, Mr. Frye made a motion for the Board to approve the Vision Statement as follows: "The University will be a first choice institution renowned for developing the power of citizen leadership in its students for the benefit of the greater community". The motion was seconded by Mrs. Vandemark and unanimously approved by the Board.

The Board then discussed at length the University's recommendation to increase the size of Longwood between 5,000 to 5,600 in-state undergraduate students by the year 2020 to meet projections in the six-year plan. Ms. Connelly recommended that additional scenarios be presented at the September meeting regarding growth. She also recommended that Board members contact the President's cabinet members with their suggestions regarding growth and she wants to settle this issue in September. Mr. Adams requested a chart listing other state colleges and universities and their enrollment.

Dr. Cormier presented a list of revised Dashboard Indicators. (A copy of the revised Dashboard Indicators is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 5, June 15, 2007.) The Rector reviewed with Board members the purpose of Dashboard Indicators. Mr. Adams recommended eliminating items 1 g and h, 5, 6, and 11.

Following the review of the Dashboard Indicators, several recommendations were made regarding providing additional information for the Board:

- provide evaluation of space utilization numbers.
- provide a post-graduate report (where are they and what are they doing) on alumni.
- provide report on out-of-state population and retention of minority students, graduation rates of these students and campus attitude toward minorities.
- provide an annual report on drop-out rate of all classes of students and break it down according to class and not a lump sum figure.
- provide a copy of the University of Virginia's dashboard indicators.
- provide statistics on the faculty turnover rate.

Adjournment

There being no further business, the Rector adjourned the meeting at 3:35 p.m.

Susan E. Soza
Board Secretary