

**LONGWOOD UNIVERSITY BOARD OF VISITORS**  
**University Advancement Committee**  
**Friday, December 10, 2004**

**Minutes**

**Call to Order**

Mr. J. David Adams, Chair of the University Advancement Committee called the meeting to order at 10:30 a.m.

**Members present:**

Mr. J. David Adams, Chair  
Mr. Marjorie M. Connelly, Vice Chair  
The Honorable William W. Bennett, Jr.  
Mrs. Anne Gregory Vandemark  
Mrs. Susan E. Soza  
Dr. Rhonda Brock-Servais (Faculty representative)  
Ms. Sarah Rogers (Student representative)

**Present at the request of the Committee:**

Ms. Bobbie S. Burton  
Mr. Robert J. Chonko  
Dr. Patricia P. Cormier  
Ms. Jeanne S. Hayden  
Mr. Dennis Sercombe

**Others present:**

Mr. John B. Adams, Jr.  
Mr. Otis L. Brown  
Mr. Ricky Otey  
Ms. Helen E. Phillips  
Dr. Helen P. Warriner-Burke

**Business**

**Item 1 - Admissions Report**

Mr. Chonko, Dean of Enrollment Management, reviewed a chart of early enrollment trends. (A copy of the chart is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 1, December 10, 2004.) Mr. John Adams raised a question regarding the drop in enrollment of minorities. Mr. Chonko stated that there are several reasons for this, including the concern many institutions have concerning the diminution of affirmative action. Some minority students seem to be enrolling in more of the historically black colleges and universities. A lengthy discussion ensued regarding the creation of a marketing plan to attract more minority and transfer students from Virginia community colleges. A recommendation was made to present at the April meeting comparative data on minority enrollment in Virginia and the nation and also a plan for marketing minority students.

Item 2 - Gift Report through October 31, 2004

Ms. Burton, Vice President for University Advancement, referred the Committee to the Gift Report for the period ending November 30, 2004. (A copy of the report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 2, December 10, 2004.)

Item 3 - Public Relations and Marketing Plan Report

Ms. Burton referred the Committee to the Public Relations and Marketing Plan Report in their books. (A copy of the report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 3, December 10, 2004.)

Mr. Sercombe, Director of Public Relations, reported that the University is partnering with Carter Riley Thomas Public Relations and Marketing Counsel in Richmond to generate a new, comprehensive, integrated marketing and communications plan. He presented a summary of the new marketing and communications plan. (A copy of the summary is filed with “Addenda to Minutes to Meetings of the Board of Visitors” as Appendix 4, December 10, 2004.) Mr. Sercombe reported that a microsite is being created by David Hooper, Lewis Carlyle and Xiaona Ren with plans to have the site online by late summer 2005.

**Adjournment**

There being no further business the meeting adjourned at 12:05 p.m.

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Jeanne S. Hayden  
Secretary to the Board of Visitors