

LONGWOOD UNIVERSITY BOARD OF VISITORS
University Advancement Committee
Friday, September 10, 2004
Minutes

Call to Order

The University Advancement Committee meeting was called to order by the Chair, Ms. Phillips, at 3:35 p.m.

Members present:

Ms. Helen E. Phillips, Chair
The Honorable William W. Bennett, Jr.
Mr. Otis L. Brown
Mr. Ricky L. Otey
Dr. Rhonda Brock-Servais (Faculty Representative)
Ms. Sarah E. Rogers (Student Representative)

Present at the request of the Committee:

Dr. Patricia P. Cormier
Mrs. Frances M. Arehart
Ms. Bobbie S. Burton
Mr. Robert J. Chonko
Ms. Jeanne S. Hayden
Mr. Richard Mazzuto

Others present:

Mr. J. David Adams
Mr. John B. Adams, Jr.
Mr. Barry J. Case
Dr. Craig A. Challenger
Mrs. Paula King
Mrs. Susan E. Soza
Mrs. Anne Gregory Vandemark
Dr. Helen Warriner-Burke

INFORMATION ITEMS

Item 1: Admissions Report

Mr. Robert J. Chonko, Director of Admissions, introduced three new members of his staff – Owen Compher, Charnitta Raymond and Celia Teoh. He referred the Board to the handout, Fall Freshman Profile, 2002, 2003, 2004. (A copy of this handout is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 1, September 10, 2004.)

Mr. Chonko presented an overview of the selection process, focusing on how we build a pool, what the criteria are, and why prospective students select or do not select Longwood. He also reviewed changes to the SAT, which will affect the Fall 2006 entering class. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 1, September 10, 2004.)

Item 2: Report on Student Athletic Academic Progress 2003-2004

Mr. Richard Mazzuto, Director of Athletics, presented a report on the academic performance of student athletes, showing comparative statistics with previous years as well as a ranking of Longwood's 14 intercollegiate sports by semester and cumulative index. Overall, athletes perform extremely well; this will continue to be a high priority for the entire intercollegiate athletic program. To illustrate this commitment, students with a GPA of 2.5 or below have mandatory study halls. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 2, September 10, 2004.)

Item 3: Update on Move to Division I

Mr. Mazzuto reported that Longwood's application for membership in the Big South Conference was reviewed at their June meeting and deferred. Longwood feels strongly that the Big South is the best fit for the University and will continue to pursue membership.

By NCAA policy, Longwood may officially place two teams in Division I a year earlier, as of September 1, 2006. Mr. Mazzuto announced that Men's Golf and Women's Lacrosse have been selected. He reminded the Board that all teams will be playing predominantly Division I institutions this year, and our records will reflect the higher level of competition. The coaches and athletes are excited about this challenge.

Item 4: Public Relations Report

Ms. Bobbie Burton, Vice President for University Advancement, referred Board members to the Public Relations Report in their books. She highlighted one item in the report – the New Marketing Plan. The President's Committee on Marketing and Communications reviewed 10 proposals and has narrowed the field to two firms. The firm selected will develop a major marketing plan, with new materials expected by next fall. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 3, September 10, 2004.)

Item 5: Annual Report on Fundraising and Foundation Assets at Longwood

Ms. Burton referred the Board to the Annual Report on Fundraising and Foundation Assets in their books. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 4, September 10, 2004.)

She reviewed briefly two initiatives for University Advancement:

1. Raising the giving level of young alumni – To illustrate, she reported some giving percentages: decade of the '50's – 51%; decade of the '90's – 10%. To combat this trend, there needs to be a staff member whose major responsibility is working with younger alums.
2. Fundraising for Athletics, with emphasis on raising funds for the construction of the Convocation Center.

Adjournment

The Chair adjourned the meeting at 5:00 p.m.

Frances M. Arehart
Assistant to the President