

# LONGWOOD

U N I V E R S I T Y



**LONGWOOD UNIVERSITY BOARD OF VISITORS**  
**University Advancement Committee**  
**Friday, March 24, 2006**

**Minutes**

**Call to Order**

The Board of Visitors' University Advancement Committee held a meeting on Friday, March 24, 2006, at Longwood University. The meeting was called to order by the Chair, Mrs. Soza at 1:15 p.m.

Members present:

Mrs. Susan E. Soza, Chair  
The Honorable William W. Bennett, Jr.  
Mrs. Anne Gregory Vandemark  
Dr. Pamela J. Tracy (Faculty Representative)  
Ms. Tiffany Rice (Student Representative)

Member absent:

The Honorable Otis L. Brown  
Ms. Marjorie M. Connelly

Present at the request of the Committee:

Dr. Patricia P. Cormier  
Ms. Jeanne S. Hayden  
Ms. Bobbie S. Burton  
Mr. Dennis A. Sercombe  
Mr. Troy S. Austin

Others Present:

Mr. John B. Adams, Jr.  
Mr. Barry J. Case  
The Honorable John W. Daniel, II  
Mr. Thomas I. DeWitt  
Dr. Helen P. Warriner-Burke

**Business**

Item 1 - Public Relations Report and Marketing Plan Update

Mr. Sercombe, Director of Public Relations, presented a report on Public Relations and the Marketing Plan. He noted that the University received the Award of Merit in the 3<sup>rd</sup> Annual Services Industry Advertising Awards Program for the new Admissions website and the CASE

District III Advancement Award of Excellence for “Overall Website design and Implementation” for the new *whylongwood.com* website.

Mr. Sercombe concluded by reviewing the concept for the new Longwood Athletic logo. A team was created to develop the new logo. The team consisted of design students from Longwood’s Art Department, working in collaboration with the design team of CRT and Chris Register, Associate Professor of Art and Chair of the Art Department. He praised the members of the concept team and congratulated them on a job well done. (A copy of the Public Relation and Marketing Plan Update is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 1, March 24, 2006.)

#### Item 2 - Gift Report through February 28, 2006

Ms. Burton, Vice President for University Advancement, briefly reviewed the gift report through February 28, 2006. She reported that although the report indicates that giving at this time is below last year’s level, she is confident that funding will come in at or above last year’s level. Ms. Burton stated that it appears to be a matter of timing and that there are several gifts in progress. She also expressed concern over the level of giving to the Longwood Fund and reported that the numbers are lagging behind the same time period last year. Restricted giving, especially for athletics has increased. Ms. Burton reported that the Longwood Fund is the “bread and butter” portion of support for the Foundation funding several operations at the University. (A copy of the report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 2, March 24, 2006.)

Ms Burton reported that she and the President have had preliminary conversations regarding a future capital campaign. Once all the components are complete the new campaign could begin in the Fall of 2007 with the silent phase, emphasizing scholarships.

#### Item 3 - Athletics Fundraising Report

Mr. Austin, Director of Development for Intercollegiate Athletics, presented a report on Athletics’ fundraising activities. Mr. Austin reported that fundraising has increased over the same time period for the previous year and that the annual restricted support was 22%. He stated that he has been working with coaches to help improve fundraising training and skills. (A copy of the report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 3, March 24, 2006.)

Following his report, he announced that Mr. Grant has secured a gift from Mr. Lee Pollack, Class of 1953, for \$25,000 and Mr. Austin secured a five year pledge for \$50,000 from Mr. Joe Kuntz.

#### Item 4 – Update on Hull Springs Farm

Ms. Burton presented a powerpoint presentation update on Hull Springs Farm. She outlined several areas of progress and programs including: a face lift for the camp; a forest stewardship plan, a living shoreline program; a wetland restoration feasibility assessment; and a survey and engineering assessment of the farm’s structures. Ms. Burton reported that each of the different projects is in partnership with other groups or organizations. She described in detail the activities

of each program. (A copy of her presentation is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 4, March 24, 2006.)

**Adjournment**

There being no other business the Chair adjourned the meeting at 2:06 p.m.

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Jeanne S. Hayden  
Secretary to the Board of Visitors