

LONGWOOD UNIVERSITY BOARD OF VISITORS
Friday, June 17, 2011

Minutes

Call to order

The Longwood University Board of Visitors met on Friday, June 17, 2011, on the campus of Longwood University. The meeting was called to order at 8:45 a.m. by Mr. John B. Adams, Rector of the Board.

Members present:

- Mr. John B. Adams, Jr.
- Ms. M. Jane Brooke
- Ms. Marjorie M. Connelly
- Dr. Edward I. Gordon
- Mr. Chin Han Kim
- Dr. Ripon W. La Roche, II
- Dr. Judi M. Lynch
- Mr. Stephen L. Mobley
- Mrs. Susan E. Soza
- Mr. Ronald O. White

Members absent were:

- The Honorable Otis L. Brown
- The Honorable John W. Daniel, II
- Mrs. Rita B. Hughes

Present at the request of the Board:

- President Patrick Finnegan
- Ms. Jeanne Hayden, Secretary to the Board of Visitors
- Mr. Stephen Meyers, President, Alumni Association
- Dr. Pamela Tracy, Faculty Representative to the Board of Visitors

Present at the request of the President:

- Ms. Brenda Atkins, Executive Assistant to the President for Governmental Affairs and Special Projects
- Mr. Troy Austin, Director of Athletics
- Mr. Richard Bratcher, Vice President for Facilities Management and Real Property
- Mr. H. Franklin Grant, Interim Vice President for University Advancement
- Mrs. Sheri McGuire, Director of the Small Business Development Center
- Dr. Francis Moore, III, Vice President for Information and Instructional Technology Services and Chief Information Officer
- Dr. Kenneth Perkins, Interim Vice President for Academic Affairs
- Dr. Tim Pierson, Vice President for Student Affairs
- Ms. Kathy Worster, Vice President for Administration and Finance
- Mr. Kenneth Copeland, Executive Director of the Real Estate Foundation

Also present were:

Faculty Representatives:

Dr. Larissa Fergeson

Dr. Sharon Menegoni

Dr. William Stuart

Others present:

Mr. Joseph Stepp, Director of Higher Education Programs, Auditor of Public Accounts

Ms. Betsy Wilson, Auditor of Public Accounts

Rector's Report

Mr. Adams introduced the representatives who were present at the meeting and thanked them for their service to the Board. He shared a message from Mr. Brown who was absent. The message was a reflection of his time spent on the Board of Visitors and what he sees as the University's successful future.

President's Report

President Finnegan reported on the May commencement ceremony and announced that Longwood would host Girl's State in the upcoming week. This will be the 37th year that Girl's State has been held at Longwood. He also presented an Admissions update. The President announced that as of the meeting 1,105 freshmen deposits have been received and he expects this to be the largest freshman class with an enrollment of 1,060-1,070 students. 180 transfer students are expected to enroll. He attributed the increase in recruitment in part to the participation of faculty at open houses. President Finnegan also announced that 53 freshmen have been accepted as Cormier Honors students.

The report also included updates on special projects. The projects he reported on included: the Hull Springs Farm Taskforce exploration of generating funds to sustain the farm, the expansion of the International Affairs program to recruit more international students, the consultation with vendors for generating a study of faculty/staff salaries to determine how they compare with other state colleges and universities, an update on the SACS reaccreditation study, and an update on the Academic Strategic Plan Taskforce.

He concluded his report by announcing that he will submit goals for the 2011-2012 Strategic Plan at the September Board meeting and thanked the Board for its support and assistance during his first year as president.

Business

Consent Agenda

Item 1 – Approval of Consent Agenda

Mr. Adams presented the consent agenda for the Board's approval. The minutes for the May 14, 2011 Board meeting were on the agenda. A motion was made by Ms. Brooke to approve the consent agenda as presented. The motion was seconded by Mrs. Soza and unanimously approved by the Board.

Audit Committee

Item 2 – Report from Auditor of Public Accounts

Mr. Joseph Stepp, a staff member with the Auditor of Public Accounts, reported on the University's 2010 audit report. He stated that the APA has issued an unqualified opinion on the University's financial statements for the year ended June 30, 2010. He discussed in detail a summary of the APA report that included recommendations related to monitoring and reviewing how third-party processors access and revise Longwood data, including student data; performing a complete review of risk management, continuity of operations plan and disaster recovery plan; and the periodic scanning of network devices for weak security control settings.

Also distributed for the Board review was a copy of "Report on Audit for the Year Ended, June 30, 2010". (A copy of this document and the summary is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Handout 1, June 17, 2011.)

Item 3 – Approval of Fiscal Year 2012 Audit Plan

Mrs. Howard presented for the Board's approval the Fiscal Year 2012 Audit Plan. (A copy of the recommendation is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 1, June 17, 2011.) She stated that the plan provides guidance for the internal audit functions performed annually.

A motion was made by Ms. Connelly to approve the audit plan. The motion was seconded by Ms. Brooke and unanimously approved by the Board.

Item 4 - Update on Internal Audit Activities

Mrs. Howard, Director of Internal Audit, presented a report on the status of current audit projects. She reported that several audit and review projects have been completed or will be completed in a few weeks. The audits and projects included: Human Resources, the Police Department, the Asset Management Information Systems, the ongoing NCAA compliance review, and special requests from Graduate and Professional Studies and the Grounds Department.

Mr. Kim requested that Mrs. Howard and Dr. Moore research the use/purchase of software that would allow the Board of Visitors access to information identifying risks and the ability to review the documented resolutions to the risks. President Finnegan will report to the Board on the progress of the purchase of the software.

Questions followed regarding the findings in the audit from Human Resources. Mrs. Howard assured the Board that the findings are being addressed and some were being addressed prior to the audit. She went on to say that there had been a tremendous staff/director turnover in Human Resources over the past few years and that there have been ongoing problems that the new Director has had to resolve.

Administration, Finance, Facilities and Technology

Item 5 – Approval of Internal Operating Budget for 2011-2012

Ms. Worster, Vice President for Administration and Finance, presented for the Board's approval the University's Internal Budget for FY 2011-12. (A copy of the budget recommendation is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 2, June 17, 2011.)

The projected revenue for 2012 is \$101,540,040. Of this total, \$3,051,624 includes onetime American Recovery and Reinvestment Act funds, Educational and General Funds totaling \$59,225,216, and \$40,352,792 in Auxiliary Funds. The budget reflects a planned contribution of \$1,962,032 to the auxiliary fund.

A motion was made by Dr. Lynch to approve the operating budget recommendation as presented. The motion was seconded by Ms. Brooke and unanimously approved by the Board.

Additional Item - Approval of Resolution to Utilize 9(d) Capital Project Bond Funds

Also presented by Ms. Worster was a request for the Board to approve a resolution allowing the use of bond proceeds remaining in the Lankford Hall project to fund the University Center design project. After the completion of the Master Plan, it was determined that a new building would be constructed for the University Center to provide space for a one-stop shop for students and that Lankford would be renovated for library space. (A copy of the recommendation is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 3, June 17, 2011.)

A motion was made by Mr. White to approve the resolution as presented. The motion was seconded by Ms. Connelly and unanimously approved by the Board.

Item 6 – Review of Compliance with Management Standards

Ms. Worster stated the letter received annually from the Secretary of Finance has been received and that the University has met all management standards for the year.

Item 7 - Report on Six-Year Capital Plan

Mr. Bratcher, Vice President for Facilities Management and Real Property, presented through a powerpoint presentation, a report on the University Six-Year Capital Plan. (A copy of the powerpoint is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 4, June 17, 2011.) He reported that a team of University staff members formulated and prioritized a list of capital projects based on the 2020 Campus Master Plan and Longwood’s existing six-year capital plan.

Ms. Connelly stated that she wants to see a better utilization of space through the use of centralized scheduling. After a discussion and comments related to space utilization a request was made to have the President review how the University utilizes centralized scheduling.

Mr. Mobley requested that a report be created to outline the purpose, the types of events, and who the potential constituents will be who could benefit from the construction of a multipurpose building.

Item 8 – Capital Projects Update

Mr. Bratcher, Vice President for Facilities Management, presented a brief overview of current campus construction projects. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 5, June 17, 2011.)

Presidential Reports

Item 9 - Report from Longwood Real Estate Foundation

Mr. Copeland, Executive Director of the Real Estate Foundation, presented a comparison financial report for the Longwood Bed and Breakfast for 2010 and 2011. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 2, June 17, 2011.)

Following his overview of the financial reports, questions were raised about the overnight rates that are charged for guests and the possibility of raising them to keep in step with the local hotels and rates they charge for special event weekends.

Mr. Adams requested that rate increase scenarios be created for the Longwood Bed and Breakfast and presented at the next Board meeting.

Item 10 - Report from the Longwood Small Business Development Center on Downtown Farmville Market Analysis

Mrs. McGuire, Executive Director of the Small Business Development Center, presented an overview of the Center and its activities/purpose. She reported that the SBDC is a vital outreach tool for Longwood and the community. The SBDC provides internship opportunities for Longwood’s students as well as consulting services for local businesses.

Mrs. McGuire presented a report through a powerpoint presentation on the downtown Farmville market analysis performed by the SBDC. (A copy of the powerpoint presentation is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 6, June 17, 2011.) The presentation outlined the objectives, the constituents of the survey, and some of the preliminary findings.

Following her presentation, Mr. Gary Shanaberger a 2011 graduate and student intern who assisted with the survey, commented on his experiences as an intern at the SBDC and his work on the Downtown Survey.

Item 11 - Year in Review for Intercollegiate Athletics

Mr. Troy Austin, Director of Intercollegiate Athletics, presented an overview of the intercollegiate athletics year. He highlighted the season records of the Men’s Baseball and Women’s Softball teams, Men’s and Women’s Golf, and Women’s Lacrosse. Mr. Austin reported that Longwood junior Mark Montgomery has been drafted as a pitcher for the New York Yankees.

He concluded his report with an announcement that a new school mascot is in production and that its unveiling will take place on Sunday, August 21 at the G.A.M.E. (Greatest Athletics March Ever) when the women’s soccer team welcomes Howard University for a match. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 7, June 17, 2011.)

The Board adjourned for lunch at 12:17 p.m. and reconvened at 1:25 p.m.

University Advancement

Item 12 - Public Relations Report and Marketing Plan Update

Mr. Grant, Interim Vice President for University Advancement, referred to the report on Public Relations and Marketing in the Board's materials. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 8, June 17, 2011.)

Mr. Munson, Associate Vice President with CRT/tanaka, and Ms. Oucado used a powerpoint to report on strategies and tactics for advertising and recruiting new students. (A copy of the powerpoint presentation is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 9, June 17, 2011.) Also presented were scenarios of cost of advertising for the upcoming year.

Following a discussion regarding the survey tools used and the proposed strategies and tactics, Board members had several requests and recommendations for CRT/tanaka. These included: drawing a distinction between tactics and content, create ways to get the most out of marketing funds, collect data on social media and compare it with the top universities, sharpen Longwood's image, define Longwood's brand personality, build on Longwood's strengths, and create a clearer picture and tell the story of Longwood University.

Item 13 - Comprehensive Campaign Report

Mr. Grant presented an update on the Comprehensive Campaign. He reported that of the \$44 million needed to reach the Campaign Objectives for Phase 1, the amount raised as of April 30, 2011 is \$25,144,278. He also reviewed the Total Cash Giving Report for the period of July 1, 2010 through June 9, 2011. Total giving for the 2011 period is \$5,366,206.10 compared to \$4,600,274.19 for the same period in 2010. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 10, June 17, 2011.)

In the absence of a representative from the Foundation Board, Mr. Grant presented a report on the activities of its Board. He announced the retirement of two Foundation Board members: Mr. Gravitt and Mrs. Paulette. Mr. Grant reviewed the slate of officers and directors approved at the Foundation meeting held earlier in the month. He reported that the Gift Committee voted to accept a gift of property from Dr. Cook located in Virginia Beach, Virginia, the Budget Committee reviewed and authorized the 2012 fiscal year endowment distributions, and the Board approved the 2012 fiscal year operating budget. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Handout 3, June 17, 2011.)

Following this report, Mr. Adams expressed his appreciation to Mr. Grant for serving as interim Vice President for University Advancement.

Academic and Student Affairs

Item 14 – Approval to Accept American Sign Language (ASL) Toward Satisfaction of Longwood's Foreign Language Entrance Requirement

Dr. Perkins, Interim Vice President for Academic Affairs, presented a recommendation to approve the acceptance of American Sign Language toward the satisfaction of Longwood's foreign language entrance requirement. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 11, June 17, 2011.) He explained that the General

Assembly amended a section to the Code of Virginia requiring public institutions of higher education to count successful completion of ASL courses either in a secondary school or higher education institution toward satisfaction of the foreign language entrance requirement.

A motion was made by Dr. Gordon to approve the course credit. The motion was seconded by Dr. La Roche and unanimously approved by the Board.

Item 15 – Approval to Grant Undergraduate Course Credit for Cambridge Advanced Examinations

Also presented for the Board’s approval by Dr. Perkins was a request to grant undergraduate course credit to students who have successfully taken the Cambridge Advanced Examinations and achieved the minimum required scores. (A copy of this request is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 12, June 17, 2011.) He explained that the General Assembly amended a section to the Code of Virginia to include awarding course credit for the Cambridge Advanced Examinations taken by high school students as part of the secondary school diplomas in addition to the existing Advanced Placement and International Baccalaureate programs in the statute. The Board’s approval is required by statute.

A motion was made by Mrs. Soza to approve the course credit. The motion was seconded by Ms. Brooke and unanimously approved by the Board.

Following Dr. Perkins’ presentation, Mr. Meyers, President of the Alumni Association, presented a report on recent activities of the Alumni Association. He reported that five new Alumni Board members attended the meeting and voting for one additional Board member was held. The conversion to the new data software is on schedule. Attendance for the Milestone and Decade of the ‘70s reunions exceeded projections. He reported that responses from alumni during and after these events were very positive.

Due to inclement weather, the Garden Party reception for seniors and their families had to be moved from Longwood House to Blackwell. An estimated 550 new alumni and family attended the reception. Plans are for this to become an annual event. Mr. Meyers announced that planning is underway for 2011-2012 alumni events. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 4, June 17, 2011.)

He concluded his report by expressing his appreciation to Mr. Adams and Mr. Brown for their service to Longwood and to the Board of Visitors.

Item 16 - Approval of Revisions to Student Handbook

Dr. Pierson, Vice President for Student Affairs, presented for the Board’s approval a revision to the *Student Handbook*. (A copy of this request is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 13, June 17, 2011.) Dr. Pierson stated that this addition will help Longwood maintain compliance with SACS requirements on institutional procedures to respond to students’ written complaints.

A motion was made by Dr. La Roche to approve the revision as presented. The motion was seconded by Ms. Brooke and unanimously approved by the Board.

Item 17 - Update on Housing

Dr. Pierson presented a housing update. He reported that residential housing for Fall 2011 is at capacity and plans are being made to house the remaining students. As of June 15, 2011 total residents was 3,237 or 106% and the number of paid deposits totaled 1,084. Dr. Pierson stated that approximately 200 students will be housed in transitional housing. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 14, June 17, 2011.)

Following Dr. Pierson’s presentation a discussion ensued regarding solutions for easing future housing overcrowding. Ms. Connelly recommended loosening the University’s on-campus credit hour requirement for releasing juniors from University managed housing. Dr. La Roche recommended encouraging students to travel abroad during the first semester by offering financial incentives. President Finnegan stated that part of the issue with overcrowding is that juniors and seniors who qualify for release from on-campus housing do not want to leave. Dr. Pierson and his staff will work on finding a solution using some of the Board’s recommendations.

Item 18 - Update on Six-Year Plan

Dr. Perkins gave a brief overview of the progress of the construction of the Six-Year Plan. He invited Ms. Atkins to review the timeline for submitting the plan. (A copy of this plan is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 5, June 17, 2011.) Ms. Atkins reviewed the timeline in detail and reported that the Board of Visitors will have to approve the plan in September for submission to the State Council of Higher Education for Virginia by October 1, 2011.

The deans each highlighted two initiatives included in the plan and reported on the importance of the programs within their colleges. Ms. Worster explained the process used in determining funding for the proposed initiatives. Following her presentation, Board members recommended that the University reexamine the costs for some of the initiatives, especially those that affect salaries.

Item 19 - Report on Faculty and Staff Resignations and Retirements

Dr. Perkins briefly reviewed the report in the book. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 15, June 17, 2011.)

Item 20 - Presentation on Greenwood Library Participation in National Digitization Project

Dr. Barbour, Dean of the Library and Professor of Library Science, gave an overview of the Library’s participation in the National Digitization Project that began in September 2010. Mrs. Howe, Head of Technical Services Library and Learning Services, through a powerpoint presentation shared samples of materials that are available online with the project. (A copy of this presentation is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 16, June 17, 2011.) Noting Dr. Barbour's impending retirement, the Board expressed its appreciation for his great service to the University.

Following the Library presentation, Dr. Tracy, faculty representative to the Board, reported on Faculty Senate activities. The Senate held two additional meetings this past year to discuss critical issues. Some of the issues included: how faculty communicate with the Administration and the

campus as a whole, creation of an ad hoc committee to review absent/maternity leave policy, review of the online technology institute policies and procedures, passage of a proposal for the creation of an interim director of faculty development, review of timelines for promotion and tenure, and design of a committee for academic outcomes, assessment, and program review.

She reviewed some of the results of a survey of questions sent to faculty members who are on tenure-track. When asked why they come/stay at Longwood, she reported that faculty stay because of class size, Farmville, academic programs, and collegial support. When asked what their primary needs are, she reported more equitable pay, an academic strategic plan, more focus on academics, and need for more funding for research.

Dr. Tracy reported on professional work that faculty perform outside of the classroom. They advise student groups and serve on committees. One hundred and forty-four faculty are involved in scholarship activities, 94 of whom are involved with publications. She reported that a number of non-tenured faculty have leadership roles within their communities. Dr. Tracy also announced that over the course of the summer, faculty will be teaching over 300 classes.

She announced that she has been involved with orientation as the faculty speaker for the parents. This year she stated that she and Mr. Robertson created a program called “Academic 101 – LU Cares”, in which they communicate to parents that Academic and Student Affairs work together and share the responsibility for student success.

Dr. Tracy concluded by reporting that a number of faculty members, primarily department chairs and program coordinators, are working on summer assessment projects. She also presented examples of summer research projects being conducted by faculty.

Closed Session

Mrs. Soza moved to go into Closed Session under Section 2.2-3711 A1, 3, and 6 of the *Code of Virginia* to discuss matters related to personnel appointments, performance, terminations, and disciplinary actions of faculty and staff members, the acquisition of property for a public purpose, and the discussion of investment funds for the acquisition of real property. The motion was seconded by Dr. Lynch and approved unanimously by the Board.

A motion was made by Mrs. Soza to return to Open Session. The motion was seconded by Dr. Gordon and was unanimously approved by the Board.

In compliance with the provisions of the Freedom of Information Act, the Board returned to Open Session. Mrs. Soza moved to certify that the discussion in Closed Session was in accordance with the *Code of Virginia*. The motion was seconded by Ms. Brooke and affirmed by Mr. Adams, Ms. Connelly, Dr. Gordon, Mr. Kim, Dr. La Roche, Dr. Lynch, Mr. Mobley, and Mr. White. (A copy of this compliance is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 17, June 17, 2011.)

- A motion was made by Mrs. Soza to approve the University’s lease of 200 North Main Street if the following conditions are met:

- the space adequately meets the programmatic needs of the University without significant renovation
- a building inspection reveals no major deficiencies
- a fair market purchase price can be agreed upon by the Longwood University Real Estate Foundation.

Dr. Gordon requested that the motion be amended to state that this property is outside the University's Master Plan.

The motion was amended to include that there is an understanding that this property acquisition is not part of the Master Plan. The amended motion was seconded by Ms. Brooke and approved by a vote of 9 to 1. Dr. Gordon requested that the reasons for his nay vote be recorded in the minutes. He stated that he voted against the motion because the proposed property acquisition was outside the scope of the University's Master Plan and that this has not been discussed with the community.

- Dr. La Roche made a motion to approve the reappointment of Mr. Case, Mr. Brown, and Mr. Myrtetus to the Real Estate Foundation Board. The motion was seconded by Mrs. Soza and unanimously approved by the Board.
- Mr. Kim made a motion to affirm the hiring of new faculty members: Dr. Donald P. Blaheta, Assistant Professor of Computer Science; Ms. Emily Cox, Instructor and Librarian for Instruction and Reference Services; Dr. Danette C. Gibbs, Assistant Professor of Psychology; Mr. Blain C. Harrison, Instructor of Exercise Science; Dr. Brett Martz, Assistant Professor of German; Mr. Michael J. Mergen, Instructor of Art; Ms. Susan Szasz Palmer, Dean of Greenwood Library and Professor of Library Science; Dr. Gary L. Page, Visiting Assistant Professor in Physics; Mr. Sean R. Rudy, Assistant Professor of English; and Mr. Thomas H. Wears, Assistant Professor of Mathematics. The motion was seconded by Ms. Brooke and unanimously approved by the Board.
- Dr. Lynch made a motion to hire Dr. Bryan Rowland as the University's Vice President for University Advancement. The motion was seconded by Ms. Brooke and unanimously approved by the Board.

Nominating Committee

Mr. Adams called on Mrs. Soza, chair of the Nominating Committee to present her report. The Rector turned the gavel over to President Finnegan. Mrs. Soza reported that she, Mr. Adams, and Mrs. Hughes selected a slate of officers. She presented them as follows:

Rector – Marge Connelly
 Vice Rector – Rita Hughes
 Secretary – Judi Lynch
 Member at Large – Jane Brooke

Mrs. Soza moved that the slate of officers be approved as presented. President Finnegan called for other nominations from the floor. There being none, Ms. Brooke seconded Mrs. Soza's motion

and the Board unanimously approved the slate as presented. The President then turned the gavel over to Rector Connelly.

Old Business

No old business was presented.

New Business

No new business was presented.

Announcements

Mr. Adams stated that it has been his honor and a joy to have served on the Board and served the University for the past eight years.

Adjournment

There being no further business, the Rector adjourned the meeting at 6:16 p.m.

M. Jane Brooke
Board Secretary