

LONGWOOD UNIVERSITY BOARD OF VISITORS
Friday, March 25, 2011

Minutes

Call to order

The Longwood University Board of Visitors met on Friday, March 25, 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. Connely
The Honorable John W. Daniel, II
Dr. Edward I. Gordon
Mrs. Rita B. Hughes
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

Board member absent was:

The Honorable Otis L. Brown

Present at the request of the Board:

President Patrick Finnegan
Ms. Jeanne Hayden, Secretary to the Board of Visitors
Dr. Kenneth Marcus, President, Longwood University Foundation, Inc.
Mr. Stephen Meyers, President, Alumni Association
Dr. Larissa Fergeson, substituting for Dr. Pamela Tracy, Faculty Representative to the Board of Visitors
Mr. Benjamin Brittain, Student Representative to the Board

Present at the request of the President:

Ms. Brenda Atkins, Executive Assistant to the President for Governmental Affairs and Special Projects
Mr. Richard Bratcher, Vice President for Facilities Management and Real Property
Mr. H. Franklin Grant, Interim Vice President for University Advancement
Mr. Robert Smith, substituting for 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. Linda Lau
Dr. Sharon Menegoni
Dr. Cathy Roy

Student Representatives:
Mr. Brandon Fry
Mr. John Harwood Scott

Rector's Report

The Rector welcomed Board members to the meeting. He introduced the faculty and student representatives who were present. Mr. Adams also invited members wishing to assist with the President's inauguration to inform Ms. Hayden.

He reported that the Executive Committee took action on a revision to the Student Handbook at its February 25, 2011 meeting. The action included the addition of one of the National Fraternity Organizations omitted from the revisions approved at the December Board meeting. Mr. Adams also reported that the Executive Committee reviewed scenarios for tuition and fees, received a legislative update, discussed plans for the June 2011 Board meeting, and was updated on the Presidential Inauguration.

Public Session

Dr. Robert Webber presented through a powerpoint presentation, the March 2011 Annual Salary Survey of the American Association of University Professors (AAUP) report, prepared by the Longwood University chapter. (A copy of the report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Handout 1, March 25, 2011.) He reported that faculty salaries continue to lag behind other state colleges and universities as well as some of Longwood's benchmark institutions. (A copy of the powerpoint is filed with "Addenda to Minutes of Meeting of the Board of Visitors" as Appendix 1, March 25, 2011.)

Following Dr. Webber's report a discussion ensued regarding conducting a faculty salary study by an independent firm. The Rector stated that the Board and the President would be supportive of the study and finding ways to help finance increases for faculty salaries. Ms. Connelly recommended investigating the success of faculty salary increases among other state college and universities and what sacrifices or concessions those institutions had to make in order to increase faculty salaries.

Mr. Adams concluded the discussion by stating that the issue of faculty salaries will be ongoing and looks forward to the presentation of the study on faculty salaries. He went on to say that all of the issues associated with faculty salaries need to be consolidated into one and comparisons that are created with other institutions should be analytical, interpretive, and include recommended solutions.

President's Report

President Finnegan presented an overview of the activities that he has been involved in during the Spring semester. He announced that the planning process for the Academic Strategic Plan

has begun and he expects to have recommendations in 2012. The Academic Strategic Plan will be constructed in unison with the new Six-Year Plan required by the State. The President also reported that Mr. Austin continues to pursue conference affiliation with the Big South and that he will be meeting with some of the presidents next week.

Also included in his report was an update on Admissions. He reported that applications are down by 6% but acceptances are up 4% and deposits are up 24%.

He reported the only dashboard indicator to present at the meeting was on Spring Revenue generated from total credit hours. The total for Spring 2011 is \$11,821,564; compared to Spring 2010 with \$10,883,734. The President also reported that he has been hosting Founders Day events in the past weeks. Thus far, the events have been held in Richmond, Fredericksburg, and Chesapeake and he announced plans to continue these events in the future. He concluded his report by reporting that the dates for his upcoming inauguration are October 20-21, 2011. He reported that he wants the focus of his inauguration to be on students and the University and wants expenses for the inauguration kept at a minimum. (The text of the President's Report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 2, March 25, 2011.)

Following the President's report, Mr. Meyers, President of the Alumni Association, presented a brief report on the recent activities of the Association. He reported on the development of "Project Lancer" and plans this summer to launch the initiative. He also reported on the first Alumni Awards Program which was held on March 4, 2011 and the regional Founders Day events. (A copy of his report is filed with "Addenda of Minutes of Meetings of the Board of Visitors" as Handout 2, March 25, 2011.)

Mr. Adams reported that a meeting was held on March 23, 2011 to discuss rebooting the Comprehensive Campaign. Upon the advice of some experts, the Rector announced that it is time to become active again. He stated that Longwood's alumni will be a key element to the success of the campaign.

Business

Consent Agenda

Item 1 – Approval of Consent Agenda

Mr. Adams presented to the Board for its approval four items on the consent agenda: the minutes for the December 3-4, 2010 Board meeting, revisions to Information and Instructional Technology policies, revisions and deletions to Administrative policies, and approval of the proposed Board of Visitors' meeting dates for 2011-2014. A motion was made by Ms. Brooke to approve the consent agenda as presented. The motion was seconded by Mr. White and unanimously approved by the Board. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 3, March 25, 2011.)

Audit

Item 2 - 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. They included: the Athletics Special Review, the Registrar Special Review, the fall portion of the NCAA recurring audit, and the LENEL information system audit. Ongoing audit projects include: Human Resources, Asset Management, Police Department, the spring portion of the NCAA audit, and a special review of Graduate and Professional Studies. (A copy of this update is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 4, March 25, 2011.)

Administration, Finance, Facilities and Technology

Additional Item – Approval of Certification of Debt Management Policy

Ms. Worster, Vice President for Administration and Finance, presented a request to approve the certification that the University has complied with the Board approved Debt Management Policy. (A copy of the request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Handout 3, March 25, 2011.) She explained that in compliance with the Code of Virginia, each institution of higher education must comply with a Debt Management Policy and that it is one of the measures used by State Council of Higher Education for Virginia to determine if the institutions are eligible to receive interest on its auxiliary balances.

A motion was made by Mrs. Hughes to approve the certification stating that Longwood has complied with the Board approved Debt Management Policy. The motion was seconded by Ms. Brooke and unanimously approved by the Board.

Item 3 - Approval of Tuition and Fees for FY 2012

Ms. Worster, Vice President for Administration and Finance, presented a request to the Board of Visitors to approve the University's recommendation to increase tuition 9% resulting in a 5.7% increase of total costs for 2011-2012 for in-state residential students and 7.1% for out-of-state residential students. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 5, March 25, 2011.)

After reviewing the materials and discussing funding options for the future, Ms. Worster was asked to create scenarios for 10%, 11%, and 12% increases for discussion at the afternoon session.

Item 4 - Approval of Request for Funds from Auxiliary Reserve

Also presented for the Board's approval was a request to approve the allocation of \$1,400,000 from Auxiliary Reserve for repairs to the Longwood Bed and Breakfast, purchase property for a fuel depot and the Longwood Center for the Visual Arts, and borrow funds for the Nursing Program renovations and planning for the renovation to French Hall. Funds for the Nursing Program renovation and planning for the renovation to French Hall will be fully reimbursed when the funding is received from donors and from the State bond sale. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 6, March 25, 2011.)

A motion was made by Mrs. Soza to approve the request as presented with a caveat that the funds requested for the repairs and maintenance for Longwood House and the Longwood Bed and Breakfast be approved for an amount up to \$100,000. Mrs. Hughes seconded the motion and it was unanimously approved by the Board.

Following a discussion regarding funding for the Bed and Breakfast, Mr. Adams requested that a profit and loss statement be prepared for the Board to review at the June meeting.

Item 5 – Approval of Property Acquisition

Mr. Bratcher, Vice President for Facilities Management, presented for the Board's approval, a request granting the University permission to acquire 17.68 acres, located on Highway 460, from the Longwood University Real Estate Foundation to be used as a biomass fuel depot and also property located at 117 West Third Street in Farmville, VA. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 7, March 25, 2011.)

He explained that the property located on Highway 460 is ideal for use as a biomass fuel depot due to its proximity to a major highway and its flat terrain. Mr. Bratcher stated that a biomass fuel depot would provide Longwood with enough land to stockpile large quantities of sawdust and better manage the fuel supply. It would also provide a site to locate the equipment and infrastructure necessary to process other forms of woody biomass and allow for diversification of fuel sources. The property on West Third Street would allow expansion of office space for use by the Longwood Center for the Visual Arts.

A motion was made by Dr. La Roche to approve the request as presented. The motion was seconded by Mrs. Soza and unanimously approved by the Board.

Item 6 - Approval of Administrative Policies

Ms. Worster also presented a recommendation to revise the University's Dress Code policy. She stated that policies and procedures are reviewed and updated on an as needed basis to maintain consistency and to ensure that the policies are meeting the needs of the University. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 8, March 25, 2011.) A motion was made by Ms. Brooke to approve the policies as amended. The motion was seconded by Mrs. Soza and unanimously approved by the Board.

Item 7 - Approval of Revisions to Information and Instructional Technology Policy

Mr. Smith, Assistant Vice President of Information & Instructional Technology Services, and Information Security Officer Information and Instructional Technology Services, presented for the Board's approval, revisions to policies for Information and Instructional Technology. The revisions are to the "Incident Response" policy to include Level 2 requirements and better meet the needs of the Incident Responders. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 9, March 25, 2011.)

A motion was made by Dr. Gordon to approve the revisions as presented and included a recommendation that the University produce an annual report to the Board on data related incidences. The motion was seconded by Mrs. Soza and unanimously approved by the Board.

Item 8 - Review of Financial Report for Period Ending January 31, 2011

Ms. Worster reviewed the financial reports for the period ending January 31, 2011. She reviewed the revenues and expenditures for both E&G and the Auxiliary fund accounts. Ms. Worster reported that compared to the previous year, E&G revenues reflect a 1.2% decrease over the same period last year. E&G expenditures are up 10.6% from the same period last year. She attributed this to increased expense budgets. She reported a 4.7% increase in Auxiliary revenues

as the result of fee increases. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 10, March 25, 2011.)

Item 9 – Update on Direct Lending

Following the Financial Report, Ms. Worster presented an update on Direct Lending. She reported that members of the Office of Financial Aid attended training at Old Dominion University and that to date that office has processed approximately \$25 million for the 2010-11 award year. Ms. Worster stated that the transition was smooth and students/parents received their funds in a timely manner. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 11, March 25, 2011.)

Item 10 - Capital Construction Update

Mr. Bratcher presented an overview of current campus construction projects and a pictorial tour of the varying stages of the projects. (A copy of the update is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 12, March 25, 2011.)

The Board adjourned for lunch at 12:28 p.m. and reconvened at 1:32 p.m.

Upon the reconvening of the meeting, Mr. Adams recommended that the Board not take action on the approval of tuition and fees until the May 14, 2011 meeting. He stated that the delay would allow time to assess the Governor’s budget recommendations scheduled to be released next week.

Presidential Reports

Item 11 - Report from Longwood Real Estate Foundation

Mr. Copeland, Executive Director of the Real Estate Foundation, reported that the REF is purchasing two pieces of property that University has expressed interest in owning. One piece will be purchased for the use as a biomass fuel depot and the other for expanded office space for the Longwood Center for the Visual Arts.

He also reported that a scope document was sent out to developers to create proposals for the replacement of bed space when the Cunninghams are razed. They received six proposals which have been scaled down to three. Presentations will be conducted by the three finalists in April with the expectation that a final decision being made shortly thereafter. Mr. Copeland agreed that a contract would not be awarded until after the Board of Visitors has an opportunity to see the model at their meeting on May 14 and at that time give them a forecast of the financial outcomes of the proposal. (A copy of the report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 13, March 25, 2011.)

Item 12 - Report on Athletics Academic Progress Rate

Ms. Meadows, Associate Athletic Director for Student Athlete Enhancement, reviewed the report on Longwood’s Academic Performance Rate (APR) submitted to the NCAA. She stated that the information in the report was for the academic years 2006-2007, 2007-2008, 2008-2009 and 2009-2010. The purpose of the report is to measure term-by-term academic eligibility and retention of student athletes on athletic scholarships. (A copy of the update is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 14, March 25, 2011.)

Item 13 - Update on Longwood Conference Affiliation

Mr. Austin, Athletics Director, presented an update on Longwood's progress in achieving affiliation with a Division I conference. He reported that over the previous years letters of interest were sent to the Big South, Atlantic Sun, Mid Eastern Conference, and the Northeastern Athletics Conference. Of the possible affiliations, the Big South Conference is the most desirable for Longwood. Positive attributes to vie for this affiliation include: similar institutions are already members, academic reputation, proximity, and demonstrated commitment to winning.

He stated that he, Dr. Cormier, and some members of the Board of Visitors have had meetings with some of the Big South presidents. Mr. Austin also reported that President Finnegan has been calling the presidents of the Big South Conference and has meetings scheduled with some next week. He concluded by stating that the purpose of the President's visits is to sway the opinion of Big South Presidents that have not been supportive of Longwood joining the conference. (A copy of the update is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 15, March 25, 2011.)

University Advancement

Item 14 - Public Relations Report and Marketing Update

Mr. Grant, Interim Vice President for University Advancement, deferred to the report included in the book. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 16, March 25, 2011.) Mr. Adams recommended that a new marketing plan be presented to the Board at its May 14, 2011 meeting. Mr. Sercombe stated that CRT/tanaka is creating several different options for Longwood to review.

Item 15 - Comprehensive Campaign Report

The report included the current campaign report for July 1, 2010 through February 28, 2011 with a total of \$2,249,246.56 and a cumulative campaign report for the period of July 1, 2006 through February 28, 2011 with a total of \$24,672,876.00. Mr. Grant stated that campaign efforts have been focused on academics. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 17, March 25, 2011.)

Item 16 - Report on Hull Springs Farm

Ms. Burton, Executive Director of Hull Springs Farm, presented a summary of projects and activities that have taken place at the Farm over the past three years. She also presented an in-depth overview on the strategic planning process for determining the future of the Farm. (A copy of this report and presentation is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 18, March 25, 2011.)

Following Ms. Burton's report, President Finnegan outlined reasons for requesting the strategic plan. He explained the need to review the Farm's future, the need for an action plan, and its position within the University's strategic plan.

Academic and Student Affairs

Item 17 - Approval of Rank of Clinical Educator and Senior Clinical Educator

Dr. Kenneth Perkins, Interim Vice President for Academic Affairs, introduced Dr. Theresa Clark, who presented the rationale for requesting approval of granting the rank of Clinical Educator and Senior Clinical Educator to Longwood employees with clinical faculty responsibilities who do not have benefit of faculty status within the University. (A copy of this request is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 19, March 25, 2011.)

Following a lengthy discussion regarding the circumstances of terminating non-tenure track rolling contract individuals (page 147, item 7) and the review of *Item 20 – Update on Post Tenure Review Policies*, a motion was made by Ms. Connelly to approve the request as presented. The motion was seconded by Mrs. Soza and unanimously approved by the Board.

Item 18 - Approval of Resolution from the Board Affirming Longwood’s Policy for Acceptance of Advanced Placement and International Baccalaureate Transfer Credit

Dr. Perkins introduced Dr. Geoffrey Orth, who presented for the Board’s approval, a resolution affirming Longwood’s policy for “Acceptance of Advanced Placement and International Baccalaureate Transfer Credit”. He explained that the Board’s affirmation is necessary to remain in compliance with the *Code of Virginia*. (A copy of this request is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 20, March 25, 2011.)

A motion was made by Mr. Daniel to approve the request as presented. The motion was seconded by Mr. White and unanimously approved by the Board. Following the approval of this item, Mr. Adams acknowledged that Dr. Orth will be retiring and thanked him for his many years of service to the University.

Item 19 - Approval of Revisions to Student Handbook

Dr. Pierson, Vice President for Student Affairs, presented for the Board’s approval revisions to the *Student Handbook*. He reviewed recommendations for changes to *Sanctions for Alcohol Violations* and *Longwood Dining Services Policies*. (A copy of this request is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 21, March 25, 2011.)

A motion was made by Dr. Gordon to approve the *Student Handbook* revisions as presented. The motion was seconded by Ms. Brooke and unanimously approved by the Board.

Item 20 – Update on Post-Tenure Review

Dr. Fergeson reviewed a handout that included information on recent history of post-tenure review policies in Virginia, Longwood’s post-tenure review policy, and a comparison chart of post-tenure review policies for the major Virginia public colleges and universities. (A copy of the handout is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 4, March 25, 2011.) Dr. Fergeson stated that overall Longwood is in line with the processes being used by other Virginia colleges and universities.

Questions were raised regarding the length of time allotted for the process and the length of time provided for probation. Following the discussion, Dr. Fergeson stated that she believes that the language of the policy could be strengthened to satisfy the faculty and strengthen the range of options for the University. She stated that there are models being used by other state colleges and universities that could be adopted by Longwood. Mr. Adams thanked her for recommending

that the faculty explore revising the language of the current policy that will be amenable to both the faculty and the University. Mrs. Hughes made a motion to have the Faculty Senate review the current policies related to post-tenure review. The motion was seconded by Mr. White and approved by the Board. Mr. Adams requested that the review include a review of the lecturer and clinical and senior clinical educator positions.

Item 21 - Spring 2010 Enrollment Report

Dr. Whitworth, Director of Assessment and Institutional Research, presented and reviewed the enrollment for Spring 2011. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 22, March 25, 2011.)

Item 22 – Report on Faculty/Staff Resignations and Retirements

Dr. Perkins presented a list of the names of faculty and staff members who have either resigned their positions or are planning to retire. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 23, March 25, 2011.)

Item 23 - Report on Student Housing

Dr. Pierson presented a report comparing housing occupancy between Spring 2009, Spring 2010 and Spring 2011. Overall housing for Spring 2009 was 2,838, for Spring 2010 was 2,824, and 2,834 for Spring 2011. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 24, March 25, 2011.)

Item 24 – Presentation on Longwood at Yellowstone

Through a powerpoint presentation, Dr. Elizabeth Kocevar-Weidinger and students Caitlin Zoetis, Caitlin Johnson, and Tiffany Johnson shared information on the Longwood at Yellowstone Project. (A copy of the presentation is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 25, March 25, 2011.) The presentation included the scope of the project, members of the faculty who are involved, testimonials from the students on their own experiences, and perspectives from the faculty and students.

Following the presentation on Yellowstone, Ms. Worster reviewed additional scenarios related to tuition and fee increases as requested by the Board during the morning session. (A copy of the scenarios is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 5, March 25, 2011.) She stated that for in-state residential students raising tuition by 10% would increase total costs by 6%, an 11% tuition increase would raise total costs by 6.3%, and a 12% tuition increase would create a 6.7% increase in total costs.

Mrs. Soza made a motion to defer action on tuition and fees until the Board meeting on May 14, 2011. The motion was seconded by Ms. Brooke and unanimously approved by the Board.

Closed Session

Mr. Mobley 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 the hiring and promoting faculty and staff, the acquisition of property, and discussing the purchase of real estate. The motion was seconded by Mrs. Soza and approved unanimously by the Board.

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

In compliance with the provisions of the Freedom of Information Act, the Board returned to Open Session. Dr. La Roche moved to certify that the discussion in Closed Session was in accordance with the *Code of Virginia*. The motion was seconded by Dr. Gordon and affirmed by Mr. Adams, Ms. Brooke, Ms. Connelly, Mr. Daniel, Mrs. Hughes, Mr. Kim, Dr. Lynch, Mr. Mobley, Mrs. Soza, and Mr. White. (A copy of this compliance is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 26, March 25, 2011.)

The meeting adjourned for the day at 5:38 p.m.

LONGWOOD UNIVERSITY BOARD OF VISITORS
Saturday, March 26, 2011

Minutes

Call to order

Mr. Adams reconvened the Board of Visitors' meeting at 9:03 a.m. on Saturday, March 26, 2011.

Members present:

Mr. John B. Adams, Jr.
Ms. M. Jane Brooke
Ms. Marjorie M. Connelly
Dr. Edward I. Gordon
Mrs. Rita B. Hughes
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

Present at the request of the Board:

President Patrick Finnegan
Ms. Jeanne Hayden, Secretary to the Board of Visitors
Dr. Kenneth Marcus, President, Longwood University Foundation, Inc.
Mr. Stephen Meyers, President, Alumni Association
Dr. Larissa Fergeson, substituting for Dr. Pamela Tracy, Faculty Representative to the Board of Visitors
Mr. Benjamin Brittain, Student Representative to the Board

Present at the request of the President:

Ms. Brenda Atkins, Executive Assistant to the President for Governmental Affairs and Special Projects
Mr. Richard Bratcher, Vice President for Facilities Management and Real Property
Mr. H. Franklin Grant, Interim Vice President for University Advancement
Mr. Robert Smith, substituting for 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
Ms. Kathy Worster, Vice President for Administration and Finance
Mr. Kenneth Copeland, Executive Director of the Real Estate Foundation

Mr. Adams reported that while in Closed Session the Board took action on several matters related to personnel.

- Mrs. Soza made a motion to affirm the hiring of the following new faculty members: Ms. Laura Agnich, Assistant Professor of Sociology; Dr. Amorette Barber, Assistant Professor of Biology; Mr. Xun Bian, Instructor of Finance; Dr. Barbara Maling, Assistant Professor of Nursing; and Mr. Jonathan Page, Lecturer in English. The motion was seconded by Dr. Gordon and unanimously approved by the Board.
- Mrs. Soza made a motion to approve the following faculty for promotion to the rank of professor: Dr. Raymond Brastow, Dr. David Coles, and Ms. Elizabeth Kocevar-Weidinger and the following faculty to the rank of associate professor: Dr. Thomas Akre, Dr. Javier Fernandez, Dr. Chene Heady, Dr. Robert Hursey, Dr. Mark Lukas, Dr. Jennifer Miskec, Dr. Michele Norman, and Dr. Larissa Tracy. The motion was seconded by Dr. Gordon and unanimously approved by the Board.
- Mrs. Soza made a motion to approve tenure for Dr. Thomas Akre, Assistant Professor of Biology; Dr. Javier Fernandez, Assistant Professor of Spanish; Dr. Chene Heady, Assistant Professor of English; Dr. Robert Hursey, Assistant Professor of English; Dr. Mark Lukas, Assistant Professor of History; Dr. Jennifer Miskee, Assistant Professor of English; Dr. Michele Norman, Assistant Professor of CSDS; and Dr. Larissa Tracy, Assistant Professor of English. The motion was seconded by Dr. La Roche and unanimously approved by the Board.
- Mrs. Soza made a motion to approve the recommendation to deny tenure to the faculty member discussed in Closed Session. The motion was seconded by Dr. Gordon and unanimously approved by the Board.
- Mrs. Soza made a motion to approve the rank of emeritus status to the following faculty: Dr. Sarah Bingham, Professor Emerita of Physical Education; Dr. Donald Merkle, Professor Emeritus of Biology; and Dr. Geoffrey Orth, Professor Emeritus of German. The motion was seconded by Dr. La Roche and unanimously approved by the Board.

Reports from Representatives

Dr. Marcus, President of the Foundation Board, presented a report for the Foundation. He reported on the following information:

- the need for assistance in seeking nominees to fill five vacancies on the Foundation Board
- the establishment of standard operating procedures for each of their standing committees
- the Foundations assistance in sponsoring a garden party for the 2011 graduates
- Foundation assets summary
- the Foundation's interest in having a joint meeting with the Board of Visitors in 2012

(A copy of the report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Handout 6, March 26, 2011.)

Dr. Fergeson, substituting for Dr. Tracy, faculty representative to the Board, presented a report on faculty activities. She reported that a number of faculty are at conferences and that the University is hosting the Humanities Conference and the Medieval Conference. On the subject of student internships or directive study, she reported that participants have had positive experiences in these programs.

Dr. Fergeson reported that the Faculty Senate is busy preparing documents to present to the Board at its June meeting. She distributed a list of committees that faculty members are involved with and explained the responsibilities of some of these committees. She also reported on the importance of shared governance. (A copy of the list is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 7, March 26, 2011.)

Dr. Fergeson went on to report on the positive connections that faculty maintain with their students after graduation and offered examples of the benefits gained from these connections. She reported that the opportunities offered as work begins on the Academic Strategic Plan have been positive. Faculty members are beginning to have discussions about the future and often times these discussions cross disciplines. Questions are being raised: who are we academically, how do we support what we do in academics adequately, and how do we market and capitalize on what is done at Longwood.

She reported that the faculty met with CRT/tanaka and have interesting and creative ways of promoting what is done at Longwood. Dr. Fergeson shared stories from faculty members on innovative and interesting techniques used in teaching students and promoting Longwood and also included stories on the strong connections faculty maintain with alumni.

Dr. Fergeson concluded her report by asking the Board for its patience as the faculty work through the Academic Strategic Plan and the new Six-Year Plan. Mr. Adams thanked her for taking time to substitute for Dr. Tracy.

Mr. Brittain, student representative to the Board, presented a report on the activities and upcoming projects of the Student Government Association. The report included:

- announced that students are involved in the Big Event and gave a brief overview on the history of how this event began at Longwood
- reported that there is a student disaster relief program for victims of the tsunami and earthquake that took place in Japan
- announced that the seniors have started a fundraiser to raise money for the class
- reported that SGA elections are underway
- stated that the SGA will be reviewing budgets soon and will be awarding funds to student organizations
- reported that students are concerned about the proposed increase of tuition
- thanked the Board for the opportunity to represent the student body and stated that he has gained much experience from his time served

Mr. Adams thanked him for his service and wished him well in his future endeavors.

Old Business

Mr. Adams asked for Board reaction as to how the University presents itself for marketing purposes. He asked for comments about having Longwood marketed as a community/public service oriented institution and to build on the heritage of the University. He stated that concentrating on educating students who want to pursue careers in nursing, non-profits, teaching, or the political arena may be an avenue to explore. The Rector also stated that this may of benefit with fundraising.

After fielding many ideas and comments, Mr. Adams stated that this was an idea that he thought could be one area of focus for marketing but not necessarily the main focus. He recommended seeing how the idea progresses as the marketing plan moves forward.

New Business

Item 25 – Legislative Update

Ms. Atkins, Executive Assistant to the President for Governmental Affairs and Special Projects, presented an update on legislative actions during the 2011 Session of the General Assembly. She reported that Longwood will receive \$885,800 for the renovation of a floor in Stevens for the Nursing program, \$472,499 to offset operation and maintenance of new facilities, \$121,716 in base adequacy funding, and \$261,671 in additional undergraduate financial aid support. Ms. Atkins also reported that for the current year the Commonwealth of Virginia provides 49% of Longwood's E&G budget and only 27% of the overall budget. \$6.5 million in interest earnings will be held by the State in 2012 and \$1.3 million in credit card rebates; however, the budget keeps the transfer to the general fund of \$5.4 million in interest earning from auxiliary accounts.

She also reported that 2,667 bills were introduced this session and of those, 1,599 bills passed both the House and the Senate. Several bills will impact higher education:

- HB1435 – American Sign Language Bill requires institutions to accept American Sign Language as a foreign language for admissions purposes.
- HB1910/SB1448 – Usurps the authority of the Board by requiring institutions to provide the same credit for the Cambridge Advanced examinations as they do for the Advanced Placement courses and International Baccalaureate courses.
- SB1477 – establishes the Office of the Inspector General to investigate complaints of alleged fraud, waste, abuse or corruption.

Ms. Atkins also reported on several proposed bills that would have had a negative effect on higher education that did not pass the General Assembly for approval. She announced that the major legislation affecting higher education establishes the Virginia Higher Education Opportunity Act of 2011, also called TJ21 (Top Jobs of the 21st Century). This legislation is the result of the interim report from the Higher Education Reform, Innovation, and Investment Commission. Ms. Atkins went on to review the major points of the legislation that will have an impact on Virginia's public colleges and universities.

One piece of the legislation that requires immediate attention is the development of a Six-Year Plan. This plan must be developed, approved by the Board of Visitors, and submitted to the State Council of Higher Education, the Governor, and Chairs of the House Appropriations Committee and the Senate Finance Committee by July 1, 2011. Ms. Atkins outlined the major components of the information that is to be included in the Plan. (A copy of the text of her

remarks is filed with “Addenda to Minutes of the Meetings of the Board of Visitors” as Appendix 27, March 26, 2011.)

Following her report, Ms. Connelly expressed concern on the State seizing interest earnings on auxiliary reserve accounts. She recommended that the University look at creative ways to use the auxiliary reserve funds that are within the boundaries of the law. Mr. Adams requested that Ms. Worster and the President look at ways the University currently uses its auxiliary reserve funds and create new ideas of ways of using the funds.

Discussion Topic: Discussion of Six-Year Plan

Dr. Perkins led a discussion on the development of Longwood’s Six-Year Plan. The Deans Council and a few other key administrators will be the creators of Longwood’s Plan. He reiterated that the deadline for submitting the plan is July 1, 2011. Dr. Perkins distributed a copy of the legislation and highlighted parts that are important to Longwood. (A copy of the legislation is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 28, March 26, 2011.) Council’s work on the plan will begin on April 1.

Ms. Connelly and Mr. Adams both recommended that the plan be both inspirational and aspirational. Ms. Connelly recommended that the University develop a format and draft of the plan to be sent ahead of the deadline to see if Longwood is compliant and perhaps this format may be recommended for other agencies to use in developing their plans.

Announcements

There were no announcements.

Adjournment

There being no further business, the Rector adjourned the meeting at 11:38 a.m.

M. Jane Brooke
Board Secretary