

**LONGWOOD UNIVERSITY BOARD OF VISITORS**  
**Friday, September 10, 2010**

**Minutes**

**Call to order**

The Longwood University Board of Visitors met on Friday, September 10, 2010, on the campus of Longwood University. The meeting was called to order at 8:45 a.m. by Mr. John Adams, Rector of the Board.

Members present:

Mr. John B. Adams, Jr.  
Ms. M. Jane Brooke  
The Honorable Otis L. Brown  
The Honorable John W. Daniel, II (arrived at 10:30 a.m.)  
Dr. Edward I. Gordon  
Mrs. Rita B. Hughes  
Mr. Chin Han Kim  
Dr. Ripon W. La Roche, III  
Dr. Judi M. Lynch  
Mr. Stephen L. Mobley  
Mrs. Susan E. Soza  
Mr. Ronald O. White

Member absent was:

Ms. Marjorie M. Connelly

Present at the request of the Board:

President Patrick Finnegan  
Ms. Jeanne Hayden, Secretary to the Board of Visitors  
Mr. Benjamin Brittain, Student Representative to the Board  
Dr. Kenneth Marcus, President, Longwood University Foundation, Inc.  
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. Richard Bratcher, Vice President for Facilities Management and Real Property  
Mr. H. Franklin Grant, Associate Vice President for University Advancement  
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

Also present were:

Faculty Representatives:

Dr. Larissa Fergeson  
Dr. Sharon Menegoni  
Dr. William Stuart

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

Mr. Adams welcomed the three new Board members, Dr. Edward Gordon, Dr. Judi Lynch, and Mr. Ronald White, as well as the Foundation, Alumni, Student and Faculty representatives.

### **Public Session**

Ms. Heather Swank, Box Office Manager and Coordinator for Children's Theatre, provided the Board with information on the upcoming performances and invited the Board members to attend.

### **Rector's Report**

Mr. Adams thanked Dr. Ken Perkins for assuming additional responsibilities during the President's illness.

Mr. Adams presented a resolution of appreciation to Dr. Warriner-Burke, former member of the Board of Visitors.

WHEREAS, HELEN P. WARRINER-BURKE, '56 has served with distinction on the Longwood University Board of Visitors for eight years – from 1 July 2002 to 30 June 2010; and

WHEREAS, she has served as Rector of the Longwood University Board of Visitors; and

WHEREAS, she has served as Secretary of the Executive Committee; and

WHEREAS, she has served as Chairman of the Academic & Student Affairs Committee and as Chairman of the Nominating Committee; and

WHEREAS, she has served on the Administration, Finance and Facilities Committee; and

WHEREAS, she has served on the Presidential Search and Screening Advisory Committee; and

WHEREAS, as a faithful and devoted member of the Class of 1956 has given unselfishly of her time and experience to the University;

BE IT RESOLVED THAT the Board of Visitors and the entire Longwood University Community extend to

HELEN P. WARRINER-BURKE, '56 our most heartfelt appreciation for her devoted service and our best wishes for the future.

He then called upon Mr. Brown to present a resolution of appreciation to Mr. Dawson, former member of the Board of Visitors.

WHEREAS, GEORGE W. DAWSON has served with distinction on the Longwood University Board of Visitors for four years – from 1 July 2006 to 30 June 2010; and

WHEREAS, he has served as a Member of the Nominating Committee; and

WHEREAS, he has given unselfishly of his time and experience to the University; and

WHEREAS, his wisdom and judgment have been a source of incalculable value to the University;

BE IT RESOLVED THAT the Board of Visitors and the entire Longwood University Community extend to

GEORGE W. DAWSON our most heartfelt appreciation for his devoted service and our best wishes for the future.

Mr. Kim was called upon to present a resolution of appreciation to Mr. Frye, former member of the Board of Visitors.

WHEREAS, ROBERT E. FRYE has served with distinction on the Longwood University Board of Visitors for four years – from 1 July 2006 to 30 June 2010; and

WHEREAS, he has served as a Member of the Nominating Committee; and

WHEREAS, he has given unselfishly of his time and experience to the University; and

WHEREAS, his wisdom and judgment have been a source of incalculable value to the University;

BE IT RESOLVED THAT the Board of Visitors and the entire Longwood University Community extend to

ROBERT E. FRYE our most heartfelt appreciation for his devoted service and our best wishes for the future.

Mr. Adams asked that the resolutions for Dr. Warriner-Burke, Mr. Dawson, and Mr. Frye be affirmed by the Board. The motion was unanimously approved by the Board.

Mr. Adams reminded all Board members that they are required to complete on-line conflict of interest training and if they have not yet taken the training, they were asked to do so as soon as possible.

Mr. Adams reported on the August 16 Executive Committee meeting where an error in the issuance of diplomas was discussed. The May and December diplomas had the name of the previous Rector, Marge Connelly, and not the Rector during that timeframe, Dr. Helen Warriner-Burke. The Attorney General's Office has reviewed the issue and determined that there is no legal issue. The President has the authority to award diplomas and the President's name was correct. Mr. Adams reiterated that steps have been taken to ensure that this does not occur again.

The Executive Committee's recommendation to the Board was to allow the diplomas to exist as they were distributed and if any student wants a new diploma, the University will issue a new diploma; however, the student must return the original diploma before receiving the reprinted diploma.

Mrs. Hughes moved to approve the recommendation of the Executive Committee. The motion was seconded by Ms. Brooke and the Board unanimously approved.

## **President's Report**

President Finnegan thanked everyone for their good wishes during his illness. He thanked Dr. Perkins and the team for their work during his absence.

President Finnegan provided the Board with his initial impressions since his arrival on July 1. He stated that there has been little growth in enrollment and the University must seek ways to attract quality students. Stimulus funding will be gone in 2012 and state funding is unpredictable. We do not know if there will be limitations set on tuition increases, but keeping the cost affordable is very important. President Finnegan feels that we must raise Longwood's profile. He also stated that the University needs an academic plan – what is our niche? President Finnegan also stated that the University needs to focus on private funding for the University Center, which he feels, when constructed, will help attract more students. Over the next several months, President Finnegan will meet with each class (freshmen, sophomores, junior and seniors), the SGA president, department chairs, and others and develop a plan to move the institution forward.

President Finnegan stated that the Governor's Commission on Higher Education Reform, Innovation, and Investment could have some potential recommendations that are at odds with what Longwood does.

President Finnegan pointed out the Dashboard Indicators handout in their Board Handout packet. (A copy of this item is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 1, September 10, 2010.) The President stated that this was base line data for future years. He also asked the Board members to let him know if there are other measures that should be looked at for future reports.

The Five-Year Strategic Plan Goals (2008-2013) 2009-2010 Year End Report was provided as an information item (A copy of this item is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 2, September 10, 2010.) The President pointed out that most goals have been accomplished; however, the Board members were asked to review the report and let him know if there were questions.

Mr. Adams commented that the Academic Master Plan was a great idea since the University has had such success with the Campus Master Plan.

## **Business**

## **Consent Agenda**

### Item 1 – Approval of Consent Agenda

Mr. Adams presented to the Board for its approval the consent agenda, the minutes for the June 10 and 11, 2010, Board meeting. A motion was made by Mrs. Soza to approve the consent agenda as presented. The motion was seconded by Ms. Brooke and unanimously approved by the Board. (A copy of the consent agenda is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 3, September 10, 2010.) Dr. Gordon abstained.

## **Audit**

### Item 2 - Approval of Updated 2011 Audit Plan

Mr. Adams welcomed Mrs. Penelope Howard back to Longwood University as the Director of Internal Audit, and for the new Board members stated that the Internal Auditor reports directly to the Board of Visitors and to the President for day-to-day responsibilities.

Mrs. Howard stated that after reviewing the Audit Plan that had been approved by the Board in June, there were several changes that needed to be made. She went over the changes and asked the Board to approve the Updated 2011 Audit Plan (A copy of the Updated 2011 Audit Plan is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 4, September 10, 2010.)

Ms. Brooks moved to approve the Updated Audit Plan. The motion was seconded by Dr. LaRoche and unanimously approved by the Board.

### Item 3 - Approval of Internal Audit Charter

Mrs. Howard presented proposed changes to the Internal Audit Charter. (A copy of the revised Internal Audit Charter is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 5, September 10, 2010.) The internal audit charter had not been updated since 1999 and after a review, it was determined that minor changes needed to be made to reflect updates in the Institute of Internal Audit’s professional practice framework, which guides the work performed by internal audit offices worldwide.

Mrs. Hughes moved to approve the changes to the Internal Audit Charter. The motion was seconded by Mr. White and unanimously approved by the Board.

### Item 4 - Update on Internal Audit Activities

An update on Internal Audit activities was presented by Mrs. Howard. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 6, September 10, 2010.) She indicated to the Board that the report dates had been shifted out two to three weeks. Mrs. Howard informed the Board that she had hired a staff auditor and that the office is now fully staffed. She also stated that there were no student interns this fall; however, the student internship program will resume in the Spring semester. Mrs. Howard stated that in the future, the Internal Audit Office will tie its Audit Plan into the Enterprise Risk Management process.

## **President's Reports**

### **Item 5 - Report on Student-Athlete Academic Performance 2009-10**

Ms. Michelle Meadows, Associate Athletic Director for Student-Athlete Enhancement/Senior Woman Administrator, provided the Board with the Report on Student-Athlete Academic Performance 2009-10 (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 7, September 10, 2010.) Ms. Meadows pointed out that for the Spring 2010, the Student-Athletes' semester GPA average was 3.07, breaking the 3.0 mark for the first time. Mr. Kim recognized Ms. Meadows for her induction in the Virginia Tech Hall of Fame, the first female softball player ever selected for this honor.

### **Item 6 - Presentation of the Intercollegiate Athletics Strategic Plan**

Mr. Troy Austin, Athletic Director, provided a presentation on the Intercollegiate Athletics Strategic Plan and talked about the major goals of the Plan: Conference Affiliation, Student-Athlete Enhancement, Student-Athlete Leadership Development, Create and Maintain Competitive Edge, Revenue Generation, and Branding of Longwood Athletics. (A copy of this plan is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 8, September 10, 2010.) Mr. Austin talked about activities underway including continuing to meet with colleges in the Big South Conference, getting several of the home basketball games televised on channels that carry regional programming, and developing a major athletic fundraising event. Mr. Austin stated that the basketball facility has been updated with new lights, locker rooms, and floor. He added that scoreboards are needed for all facilities.

### **Item 7 - Report from Longwood Real Estate Foundation**

Mr. Ken Copeland, Executive Director of the Longwood Real Estate Foundation, provided an update on the Foundation's activities. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 9, September 10, 2010.) Mr. Copeland thanked people for attending the dedication of the new pedestrian and vehicular bridges that lead into Lancer Park. He stated that the Foundation has 11 empty beds out of 960. Mr. Copeland commented that the Foundation is looking at the potential of constructing 450 beds to replace the Cunningham Residence Halls when they are demolished to make room for the new University Center and that information has been provided to developers who have expressed interest in partnering with the Real Estate Foundation to provide the replacement beds. Mr. Copeland also commented that it had been recommended by the Real Estate Foundation's financial advisors at Bank of America that Longwood and the Real Estate Foundation pursue an independent bond rating.

**The Board recessed for a break at 10:15 a.m. and reconvened at 10:30 a.m.**

## **University Advancement**

### **Item 8 - Comprehensive Campaign Report and University Advancement: A Year in Review**

Mr. H. Franklin Grant, Associate Vice President for University Advancement, presented the Comprehensive Campaign Report and University Advancement: A Year in Review. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 10, September 10, 2010.) Mr. Grant commented that there had been a gap from 2008-09 to present due to the economy, but things are improving.

Item 9 - Public Relations Report and Marketing Plan Update

Mr. Grant presented the Public Relations Report and Marketing Plan Update (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 11, September 10, 2010.) Mr. Adams asked that a presentation on marketing activities be presented at a future meeting.

**Administration, Finance, Facilities and Technology**

Item 10 - Approval of Request for Funds from Auxiliary Reserves

Ms. Kathy Worster, Vice President for Administration and Finance, presented a request for approval of an allocation of up to \$1,173,116 from the University’s General Auxiliary Reserve fund to increase marketing (\$155,588) and to complete the architectural drawings for the new technology center in French Hall (\$1,017,528). (A copy of this request is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 12, September 10, 2010.) Ms. Worster explained that the University will get the \$1,017,528 for the architectural drawings back when the bonds for the project were sold.

Mrs. Hughes moved to approve the request for funds from the University’s General Auxiliary Reserve Fund. The motion was seconded by Mr. Mobley and unanimously approved by the Board.

Item 11 - Approval of Administrative Policies

Dr. Tim Pierson, Vice President for Student Affairs, presented a new policy, Policy 1014 on Video Surveillance, for the Board to approve. (A copy of this policy is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 13, September 10, 2010.) Dr. Pierson explained that this policy puts in place how we use surveillance cameras on campus. This policy will be placed in both the Student Handbook and the Administrative Handbook.

Ms. Brooke moved to approve the new policy as presented. The motion was seconded by Mrs. Soza and unanimously approved by the Board.

Ms. Kathy Worster, Vice President for Administration and Finance, presented revised Policy 5220, Inclement Weather/Campus Emergency Closings, for approval. (A copy of this policy is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 14, September 10, 2010.) Ms. Worster explained that last year when there was above average snowfall, gaps were discovered in our policy, particularly for areas that require 24 hour/7 days per week operation. The revisions to the policy bring Longwood’s policy in line with the State policy.

Mr. Brown moved to approve the revised policy as presented. The motion was seconded by Mrs. Soza and unanimously approved by the Board.

Item 12 - Approval of Proceeding with Performance Contract for Energy Management

Ms. Worster requested that the Board approve Longwood University proceeding with a performance contract for energy management. (A copy of this request is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 15, September 10, 2010.) Among the energy savings measures included in this performance contract would be the installation of the

third boiler in the new heating plant, which would totally eliminate the use of oil in the boilers. Ms. Worster recommends that the University borrow the money to cover the cost of the contract and repay the loan from the savings from the energy contract.

Dr. Gordon made a motion to approve the University proceeding with a performance contract for energy management. The motion was seconded by Mrs. Hughes and unanimously approved by the Board.

Item 13 - Financial Review for Period Ending July 31, 2010

The financial analysis for both auxiliary funds and E&G funds for the period ending July 31, 2010, was presented by Ms. Worster. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 16, September 10, 2010.) Ms. Worster pointed out that there was a BANNER programming problem and that funds should have gone to tuition first, but went to housing instead. The problem has been corrected. Ms. Worster also pointed out that the State gives appropriation one month at a time and since the University does not collect tuition fees until August, this presents a one month cash flow problem. Also included in the report was a report on Financial Dashboard Indicators as of July 31, 2010.

Item 14 - Report on Compliance with Textbook Requirements As Set Forth in the Higher Education Opportunity Act (HEOA)

Ms. Jaime Hillman, manager of the Longwood University Barnes and Noble Bookstore reported on the compliance with textbook requirements as set forth in the Higher Education Opportunity Act (HEOA). Ms. Hillman reported that Longwood University is in compliance with the HEOA through the information provided on the website. Ms. Hillman explained that students can obtain textbooks in four ways: (1) Purchase New; (2) Purchase Used; (3) Rent, or (4) Digital. It was clarified that students can use financial aid for books; however, some students may have to wait a short period of time if a check has to be written to cover the books. Dr. Tracy outlined some of the initiatives that faculty have undertaken to help reduce the cost of text books for students. Mr. Adams requested that the Board be updated at the next meeting on the activities that the University and Bookstore undertook to notify students of the multiple ways they can obtain textbooks.

Item 15 - Report on FY 2011 Flu Preparations

Ms. Potts, Director of Student Health, provided the Board with a report on flu preparations for this academic year. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 17, September 10, 2010.) Ms. Potts stated that the SGA pays for the students’ shots; state employees’ insurance pays for their shots; and, the University pays for shots for part-time employees. The first shipment should be arriving shortly and will start with the immunization of students with underlying health issues, then student workers who have contact with large numbers of people, and athletes. The University follows the vaccine timing recommendations of the Center for Disease Control in administering vaccinations.

**The Board adjourned for lunch at 12:05 p.m. and reconvened at 1:03 p.m.**

Item 16 - Campus Construction Update

In addition to the Capital Construction Update provided in the Board book (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 18, September 10, 2010.), Mr. Dick Bratcher, Vice President for Facilities Management, presented a power point showing the simulation laboratories in Stevens Hall for the Nursing Program. He also showed slides of the small fire that took place in late August at the Bedford addition construction and indicated that some brick work may have to be removed to see if there is water damage between the brick and the wall. Mr. Bratcher stated that the University had worked with the Town of Farmville to temporarily close a section of Race Street behind the construction area. Mr. Bratcher announced that the new heating plant would be coming on line in the next three to four weeks and that the Jarman Hall renovation would be complete in two weeks. He also reported that two new outdoor classrooms had been created with one located between Hull Education Center and the Health and Wellness Center and the second one between the high-rises and the Health and Wellness Center.

### **Academic and Student Affairs**

#### Item 17 - Approval of Bylaws for the College of Graduate and Professional Studies

Dr. Perkins, Interim Vice President for Academic Affairs, asked the Board to leave this item on the table. Mr. Adams agreed and reminded the members that at the June Board meeting the Board had requested some changes and those were taking longer than anticipated.

#### Item 18 - Approval of Longwood Center for the Visual Arts Emergency Plan

Ms. Johnson Bowles, Director of the Longwood Center for the Visual Arts (LCVA), requested the Board approve the Longwood Center for the Visual Arts Emergency Plan, which is required as a part of the Center’s accreditation process. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 19, September 10, 2010.) Ms. Bowles stated that the LCVA plan was based on the University’s emergency plan. It was suggested that on page 102, last paragraph, that the word building be changed to “property” to reflect that the plan refers to the LCVA building and the parking lot, not the public sidewalk. Ms. Bowles also thanked Board member, Jane Brooke for her contributions for the Kissee exhibition. She went on to say that funds for the exhibit were also raised from several businesses for a total of \$56,000.

Mr. Mobley moved to approve the Longwood Center for the Visual Arts Emergency Plan, as amended. The motion was seconded by Ms. Brooke and unanimously approved by the Board.

#### Item 19 - Report on Summer School Enrollment

Dr. Ling Whitworth, Director of Assessment and Institutional Research, presented a final report on Summer School enrollment. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 20, September 10, 2010.) While the total number of students was down slightly from last year, the credit hour production was up.

#### Item 20 - Report on Fall 2010 Enrollment

Dr. Whitworth also reported on enrollment for Fall 2010. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 21, September 10, 2010.) Total enrollment through September 10 is 4,808, 16 students less than last year. Dr. Whitworth stated, however, that the data was not final pending registration of several off-campus

graduate classes. Mr. Adams commented that the Board of Visitors discussed an enrollment of 5,600 and that needs to be thought of as goal rather than just a limit. He voiced disappointment that out-of-state students have decreased, which presents financial issues for the institution.

Dr. Perkins called the Board members' attention to the 2010 Faculty Handbook, which was at their seat.

Item 21 - Report on Name Change for Department of Health, Recreation, and Kinesiology

Dr. Perkins, Interim Vice President for Academic Affairs, notified the Board that the Department of Health, Recreation, and Kinesiology had changed its name to the Department of Health, Athletic Training, Recreation and Kinesiology (HARK) to reflect that Athletic Training is no longer a concentration in Kinesiology, but a separate Bachelor of Science Program.

Item 22 - Report on Faculty Resignation

Dr. Perkins informed the Board that Dr. James Christopher Moore, Assistant Professor of Physics, resigned effective July 30, 2010.

Item 23 - Report on Fall 2010 Admissions

Mr. Bob Chonko, Dean of Admissions, provided a report on Fall 2010 Admissions (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 22, September 10, 2010.) He also recognized new Board member, Dr. Judi Lynch, who worked in the Admissions Office after graduating from Longwood, and introduced Olander Fleming who has been hired as a new admissions counselor hired to work with emerging populations. Mr. Chonko noted that fall applications and admissions were up; however, the yield was down. This was attributed in part to budget pressures, family affordability, students applying to more schools, and the economy. Mr. Chonko passed around to Board members a plaque he had received from U.S. News & World Report recognizing Longwood for being in the first tier, top ten colleges and universities in the South.

Mr. Chonko announced that CRT/tanaka has been awarded a contract to provide public relations services to the University for one year. The Admissions Office is trying to focus on outcomes – what alums and students are doing. Members of the Admissions' staff will place magnetic signs on their vehicles when traveling to provide more visibility for the University. The Admissions Office is having to go to newer technologies such as Facebook and Twitter to reach students. Mr. Chonko said that high schools are giving fewer excuses for students to visit colleges; we may have passed the price point for out-of-state students; and, programming is another issue with several schools creating new majors not available at other colleges. The 150 mile radius that used to be the guide for how far from home a student will travel to attend college may have shrunk. Mr. Adams stated that the Board may need to have a more in-depth study of the PR marketing plan.

Mr. Chonko noted that the Admissions Office was involving faculty more in open houses by having mock classrooms and meeting with students. The Health and Fitness Center is open during open house. While there have been declines in the College of Business and Economics, as at other institutions across the nation, Dean Barrett stated that resources will be devoted to increasing enrollment. With the latest rounds of budget reductions at the local government level,

teacher education is another field that is suffering. Mr. Chonko believes an Academic Strategic Plan will help with programming issues.

**The Board recessed for a break at 2:35 p.m. and resumed the meeting at 2:45 p.m.**

Item 24 - Report on Student Housing

Dr. Tim Pierson, Vice President for Student Affairs, presented a report on student housing occupancy, including on-campus and managed campus housing. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 23, September 10, 2010.)

Item 25 - Review of Crime Statistics

Dr. Pierson reviewed the Crime Statistics for 2009. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 24, September 10, 2010.) Dr. Pierson also reported that there had been two assaults on Longwood students by persons from the community and that both Campus Police and Farmville Police were stepping up patrols.

Item 26 - Review of Judicial and Honor Board Statistics

Dr. Pierson reviewed the Judicial and Honor Board Statistics. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 25, September 10, 2010.) He stated that the statistics have been consistent over the years. Dr. Pierson pointed out that only 8 percent of the student population is involved with 5 percent of those being alcohol related and 1 percent involving drugs.

**Closed Session**

Mrs. Soza moved to go into Closed Session under Section 2.2-3711 A1 & 8 of the Code of Virginia to discuss matters related to personnel and naming opportunities. The motion was seconded by Mrs. Hughes and approved by the Board.

A motion was made by Mrs. Soza to return to open session. The motion was seconded by Mrs. Hughes and 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 Mrs. Hughes and affirmed by Mr. Adams, Ms. Brooke, Mr. Brown, Mr. Daniel, Mr. Kim, Dr. Gordon, 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 26, September 10, 2010.)

**Saturday, September 11, 2010**

**Call to order**

Mr. Adams reconvened the Board of Visitors' meeting at 9:00 a.m. on Saturday, September 11, 2010.

Members present:

Mr. John B. Adams, Jr.  
Ms. M. Jane Brooke  
The Honorable Otis L. Brown  
The Honorable John W. Daniel, II  
Dr. Edward I. Gordon  
Mr. Chin Han Kim  
Dr. Ripon W. La Roche, III  
Dr. Judi M. Lynch  
Mrs. Rita B. Hughes  
Mr. Stephen L. Mobley  
Mrs. Susan E. Soza  
Mr. Ronald O. White

Members absent were:

Ms. Marjorie M. Connelly

Present at the request of the Board:

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

Present at the request of the President:

Ms. Brenda Atkins, Executive Director of Governmental Affairs and Special Projects  
Mr. Richard Bratcher, Vice President for Facilities Management and Real Property  
Mr. H. Franklin Grant, Associate Vice President for University Advancement  
Dr. Francis Moore, 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. Adams reported that while in Closed Session the Board reviewed and approved to affirm the hiring of new faculty members. Dr. Lynch made a motion seconded by Ms. Brooke to affirm the hiring of new faculty members. The Board unanimously approved the motion. (A copy of the

affirmations is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 27, September 11, 2010.)

Mr. Adams also reported that while in Closed Session the Board reviewed and approved a naming opportunity. Mr. Mobley made a motion to approve the naming of the Edward I. Gordon, M.D. Clinical Simulation Learning Center, including a plaque commemorating his wife. The motion was seconded by Mrs. Soza and unanimously approved by the Board.

### **Reports from Representatives**

Mr. Daniel reported on activities of the Hull Springs Farm Foundation. The Foundation is working with the Longwood Real Estate Foundation on the possible acquisition of an eight acre tract of land that is located within the boundaries of the Hull Springs Farm property. Mr. Daniel stated that while the Foundation currently has no funds, it is working to develop appropriate professional materials that can be used in fundraising for the Hull Springs Farm Foundation. He also reported that approval of the mitigation bank should occur within the next six weeks. Mr. Daniel explained the mitigation bank program for the new Board members. The mitigation bank will provide 80 credits with an estimated value of six to six and half million dollars, based on whether the credits are for restoration or preservation.

Dr. Ken Marcus, President of the Longwood University Foundation Board, reviewed a handout providing financial, asset and Board information. (A copy of the handout is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 28, September 11, 2010.) Dr. Marcus stated that the Foundation had gone through a Request for Proposal (RFP) process and hired a new firm, Spider Management, to handle investments. Dr. Marcus asked Board members to help identify people who could potentially serve on the Foundation. Mr. Adams emphasized the importance of the composition of boards during the current economic times. Mr. Kim suggested that all of the boards meet together once a year to discuss issues of the University. Mr. Adams said that Dr. Marcus had also mentioned this to him and that the Board would take it under advisement.

Mr. Stephen Meyers, President of the Alumni Association, reviewed the Alumni handout. (A copy of the handout is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 29, September 11, 2010.) He stated that the goal of the Alumni Association is to raise friends, cultivating friendship so that fundraising can come later.

Mr. Meyers stated that Longwood University has approximately 28,000 on record alumni. He reported that alumni events are using different programs such as social activities and reunions for sororities/fraternities/clubs to attract alumni back to campus. He announced that the Alumni Awards Committee has revised the way it identifies people for consideration for its three awards: Ruffner Award, Jefferson Award and Curry Award. The Alumni Association is now using “Lancers Forever” as its slogan. Mr. Meyers announced that the Alumni Association is assisting with three major events to introduce President Finnegan and Mrs. Finnegan to alumni this fall and it will launch “Founder’s Month” in March 2011. He also stated that the Alumni Association is looking for ways to involve current students into activities since they will be alumni upon graduation. Ms. Shelton, Director of Alumni Relations, discussed some of the activities they have taken to involve students. Mr. Adams asked the student representatives to bring to the December Board meeting ideas for connecting students, seniors in particular, with the Alumni

Association. Dr. LaRoche suggested that the senior class try to get each senior to donate \$20.11 to the senior class gift and asked if that could go on the Lancer Card. Mr. Adams asked Ms. Worster to check on this.

Mr. Adams asked Mr. Brown, Vice Rector, to talk about an idea he has had. Mr. Brown stated that over 75% of Longwood's alumni live in Virginia. He suggested that the state be divided into "communities" and that we tie the alumni in each of those communities to Longwood's students of the future who live in those communities. A "community" would raise funds with one-half of the funds going for scholarships for students from their community and the other half going to the Foundation. With 94 counties and 36 cities, Mr. Brown estimated that there could be 70 "communities" across the Commonwealth. Ms. Shelton stated that this could be part of the Alumni Association Service Program. Mr. Adams asked Steve Meyers to take the concept and start working with Ms. Shelton and Mr. Grant to put together a pilot program.

Dr. Lynch mentioned that Virginia Tech's slogan is "Virginia Tech for Life" and that it starts with elected class officers in that they are elected for life to help keep the class together. She offered her assistance to the Alumni Office in working with students. Dr. Gordon stated that he believes there is an untapped market of people who want to donate money while they are living so they can see the benefits of their gift.

**The Board recessed for a break at 10:25 a.m. and resumed the meeting at 10:35 a.m.**

Dr. Pam Tracy, faculty representative to the Board, began her presentation by thanking Dr. Perkins for taking on the position of Interim Vice President for Academic Affairs. Dr. Tracy reported that the faculty are undertaking a number of initiatives with many of them involving the local community including: the revitalization of Downtown Farmville; working with the Chamber; students consulting with local businesses; students developing websites for businesses; a Teacher Education partnership program that over the past 10 years has had 1000 teacher candidates contributing over 250,000 hours of assistance in local elementary and middle schools; the 100+ Women and their charity donations total \$42,000 since 2008; and the Longwood Center for Communication, Literacy and Learning, which provides infant/toddler early intervention services to children with disabilities from birth to age 3, tutoring after school for children up to grade 8, and a speech language program for children and adults. Several faculty and students have been involved in research projects in the local area.

Dr. Tracy stated that the Faculty Senate is committed to working with President Finnegan and Dr. Perkins. She also stated that the Faculty Senate will be having more meetings and get together for all faculty. Dr. Tracy invited the Board to shadow a faculty member for a day.

Mr. Adams committed that the faculty were demonstrating great citizen leadership and were good role models. Dr. Gordon commented that the bonding between Farmville and Longwood University is becoming greater.

Mr. Benjamin Brittain, student representative to the Board, reported that the Student Government Association sponsored the "Movers and the Shakers," who helped freshmen move into the residence halls. He went on to say that this was a great experience for both the new students and

for the older students. Mr. Brittain showed a video of some of the activities associated with the GAME (the Greatest Athletics March Ever), which created Lancer pride and spirit. Over 1300 people participated – students, faculty, staff, children, and community members. T-shirts and scarves were distributed to the participants. Mr. Brittain commented that the Lancer Park bridges were great for the student body. Mr. Brittain told the Board that the Student Government Association would be holding its retreat the following weekend and would be improving how they work together as an executive board.

## **Old Business**

### Item 27 - Update on the Governor's Commission on Higher Education Reform, Innovation, and Investment

Ms. Brenda Atkins, Executive Assistant to the President for Governmental Affairs and Special Projects, updated the Board on the activities of the Governor's Commission on Higher Education Reform, Innovation and Investment, which was created when Governor McDonnell issued Executive Order Number 9. The 30 member Commission is chaired by Tom Farrell, Chairman, President and CEO of Dominion Resources, with Delegate Kirk Cox serving as vice-chair. The members include presidents from five public institutions, three private institutions, and a for profit institution. She also stated that the Commission will be issuing recommendations in mid-October and an interim report in November and that the Commission will continue its work into 2011.

Ms. Atkins stated that the Commission is looking at awarding 100,000 more degrees over the next 15 years and is looking to increase the number of graduates in the STEM (Science, Technology, Engineering and Math) fields. She said that the Commission is looking at incentives for students to enroll in STEM fields, as well as incentives for institutions to offer more STEM programming.

Ms. Atkins stated that the Commission is looking at more distance education for delivery of programs at a lower cost than traditional programs and that the Commission wants programs delivered year round at institutions of higher education so that students can graduate in three years. She also stated that, to date, there had been no public discussions of a sustainable funding model, which is one of the goals of the Commission.

She went on to say that the Governor had met with the Council of Presidents and urged their support and cooperation. Ms. Atkins further stated that Dr. Merten, President of George Mason University and Council of Presidents Chair was putting together a group to develop information for the Commission and that he and several other presidents would meet with the Governor, and with the Commission Chair and Co-chair.

Ms. Atkins also reported that the Commission on Economic Development and Job Creation and the Government Reform & Restructuring Commission both have several recommendations affecting higher education.

Mr. Adams stated that Longwood could benefit by taking an attitude of openness and opportunity to the work that comes out of these Commissions. He stated that this is an

opportunity for Longwood to be viewed as progressive, eager, and forward facing. Mr. Adams invited the University community to take a mindset that says find every good thing that comes out of this and take advantage of it.

Mr. Brown stated that he and Mr. Copeland would be meeting the following Monday with the Center for Rural Virginia and would be exploring ways that Longwood could be the catalyst for Southside Virginia. He, too, agreed that Longwood University should take advantage of the opportunities that come from the Commissions' work.

**Adjournment**

There being no further business, the Rector adjourned the meeting at 11:40 a.m.

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M. Jane Brooke  
Board Secretary