

**LONGWOOD UNIVERSITY BOARD OF VISITORS**  
**Friday, September 9, 2011**

**Minutes**

**Call to order**

The Longwood University Board of Visitors met on Friday, September 9, 2011, on the campus of Longwood University. The meeting was called to order at 8:45 a.m. by Ms. Marge Connelly, Rector of the Board.

Members present:

- Ms. M. Jane Brooke
- Ms. Marjorie M. Connelly
- The Honorable John W. Daniel, II
- Dr. Edward I. Gordon
- Mrs. Rita B. Hughes
- Dr. Ripon W. La Roche, III
- Dr. Judi M. Lynch
- Mrs. Jane S. Maddux
- Mr. Stephen L. Mobley
- Mrs. Marianne M. Radcliff
- Mrs. Susan E. Soza
- Mr. Ronald O. White

Member absent was:

- Mr. Thomas A. Johnson

Present at the request of the Board:

- President Patrick Finnegan
- Mr. Brandon Fry, Student Representative to the Board
- Ms. Jeanne Hayden, Secretary to the Board of Visitors
- Dr. Kenneth Marcus, President, Longwood University Foundation, Inc.
- Dr. Derek Taylor, 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. Kenneth Copeland, Executive Director, Real Estate Foundation
- Mr. Richard Bratcher, Vice President for Facilities Management and Real Property
- 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
- Dr. Bryan Rowland, Vice President for University Advancement
- Ms. Kathy Worster, Vice President for Administration and Finance

Also present were:

Faculty Representatives:

Dr. Larissa Fergeson

Ms. Sharon Menegoni

Student Representatives:

Ms. Danielle Brown

Ms. Gina DeMarco

Mr. Tucker Dowdy

Mr. Matthew Hovey

### **Rector's Report**

Ms. Connelly welcomed the three new Board members, Mrs. Jane Maddux, Mrs. Marianne Radcliff, and Mr. Thomas Johnson, as well as Dr. Marcus, representative for the Foundation, faculty representative Dr. Taylor, student representative Mr. Fry, and noted the absence of Mr. Meyers, representative for the Alumni Association.

Mrs. Soza was asked to present a resolution of appreciation to Mr. Adams, former member of the Board of Visitors.

WHEREAS, John B. Adams, Jr. has served with distinction on the Longwood University Board of Visitors for eight years – from 1 July 2003 to 30 June 2011; and

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

WHEREAS, he has served as Chairman and Vice Chairman of the Administration, Finance & Facilities Committee; and

WHEREAS, he has served as a Member of the Academic & Student Affairs Committee, and the Internal Audit Committee; and

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

WHEREAS, he and his wife, Bunny are serving as Chairs of the Campaign Committee;

BE IT RESOLVED THAT the Board of Visitors and the entire Longwood University Community extend to John B. Adams, Jr. our most heartfelt appreciation for his devoted service and our best wishes for the future

Ms. Connelly then called upon Mr. Mobley to present a resolution of appreciation to Mr. Brown, former member of the Board of Visitors.

WHEREAS, Otis L. Brown has served with distinction on the Longwood University Board of Visitors for eight years – from 1 July 2003 to 30 June 2011; and

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

WHEREAS, he has served as Vice Chairman and a Member of the University Advancement Committee; and

WHEREAS, he has served as a Member of the Administration, Finance & Facilities Committee, and the Internal Audit Committee; and

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

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

WHEREAS, he was instrumental in the creation of the Real Estate Foundation and has served as President/Director since 2004;

BE IT RESOLVED THAT the Board of Visitors and the entire Longwood University Community extend to Otis L. Brown our most heartfelt appreciation for his devoted service and our best wishes for the future.

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

WHEREAS, Chin Han Kim has served with distinction on the Longwood University Board of Visitors for three years – from 1 July 2008 to 30 June 2011; and

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

WHEREAS, he has also served as a Member-At-Large of the Executive Committee; and

WHEREAS, as a faithful and devoted member of both the Foundation Board and the Board of Visitors, he has given unselfishly of his time and experience to the University;

BE IT RESOLVED THAT the Board of Visitors and the entire Longwood University Community extend to Chin Han Kim our most heartfelt appreciation for his devoted service and our best wishes for the future.

Ms. Connelly asked that the resolutions for Mr. Adams, Mr. Brown, and Mr. Kim be affirmed by the Board. The motion was unanimously approved by the Board.

The Rector reported that an update on the purchase of the property at 200 North Main Street was presented at the August 4 Executive Committee meeting. Other meeting agenda items included: a review of the Six-Year Plan, an update on the SACS reaffirmation of Accreditation, and a discussion regarding a joint meeting/retreat in June 2012 with the Foundation Board and Alumni Association Board. Ms. Connelly requested that Board members provide feedback on options for location(s) and topics for discussion for the June retreat.

### **President's Report**

President Finnegan thanked Mr. Adams, Mr. Brown, and Mr. Kim for their service to Longwood. His report included an outline of a number of events that were held on campus during the summer. These events included: Girl's State, conferences for teachers and administrators from middle and high schools, and orientation sessions for the incoming freshmen and transfer students. He reported that the current freshman class is the largest ever.

He introduced staff members: Dr. Rowland, Vice President for University Advancement; Ms. Palmer, Dean of the Library; and Dr. Riley, Director of the Office of Diversity and Inclusion.

President Finnegan announced that the public service announcement contest, sponsored by the Governor's Office, was won by Longwood. He explained that Longwood's entry was one of three selected from a pool of thirteen submissions. Voting was held on-line and Longwood's entry received the most votes. The President went on to report that the GAME 2.0 was a huge success and was attended by more than 2,000 faculty, staff, students, and community members. He reported that the new mascot was unveiled at this event.

President Finnegan announced that Longwood was recently included in a list of 135 schools in the Southeastern United States listed in the *Princeton Review*, 2012 Best Colleges: Region by Region section, and was also listed in *Forbes*, America's Best Colleges List for 2011 that includes only the top 15% of schools in the country.

He presented highlights of some of the 2010-2011 Year End Report results of the Five-Year Strategic Plan (2008-2013) and some of the goals for 2011-2012. (A copy of the Year End Report and the 2011-2012 goals are filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Handout 1 and 2, September 9, 2011.) He also reviewed the dashboard indicators related to "providing quality education." (A copy of the dashboard indicators is filed with "Addenda to Minutes of Meeting of the Board of Visitors" as Handout 3, September 9, 2011.)

The President reported that preliminary findings of the fire at the Longwood Golf Course appear to be storm related. Dr. Pierson stated that the Town of Farmville and The Manor have loaned some golf carts to the University until new ones can be purchased. (The text of the President's Report is filed with "Addenda to Minutes of Meeting of the Board of Visitors" as Appendix 1, September 9, 2011.)

## **Business**

### **Consent Agenda**

#### Item 1 – Approval of Consent Agenda

Ms. Connelly presented to the Board for its approval the consent agenda, the minutes for the June 17, 2011, Board meeting and the approval of revisions to the Administrative Policies. A motion was made by Mrs. Hughes 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 2, September 9, 2011.)

### **Audit**

#### Item 2 - Update on Internal Audit Activities

Mrs. Howard presented an update on Internal Audit activities and the creation of an Enterprise Risk Management program. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 3, September 9, 2011.) Following her review on the University's Enterprise Risk Management program and the top twelve risks, Mrs. Howard announced that she will provide a presentation at the December meeting on how the risks will be reported.

## **Presidential Reports**

### Item 3 - Report on Student-Athlete Academic Performance 2010-11

Ms. Michelle Meadows, Associate Athletic Director for Student-Athlete Enhancement/Senior Woman Administrator, provided the Board with the Report on Student-Athlete Academic Performance 2010-11. Ms. Meadows announced that student-athletes' cumulative GPA at the conclusion of the Fall semester 2010 reached 3.00 for the first time as a Division I institution. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 4, September 9, 2011.)

Following her report, Mr. Austin, Director of Athletics, presented highlights of upcoming Athletic events. He stated that Athletics will host a Hall of Fame brunch later in the fall. He announced that the unveiling of the new mascot has created enthusiasm throughout the campus community and anticipates that it will be a tremendous marketing tool. Mr. Austin also stated that he remains optimistic of achieving conference affiliation. Achieving affiliation with a conference is at the forefront of goals for the Athletics Department and the President and Athletic Director continue to explore strategies to accomplish this goal.

### Item 4 - Presentation of New Student Housing Project

Mr. Copeland, Executive Director of the Real Estate Foundation, introduced members of the committee who reviewed the designs for the new housing project at Lancer Park. He also introduced the design/build team, from English Construction Company Doug Dalton, CEO and Robert Lee; from Walk to Campus Properties, Matt King, President; and the architects for Mitchell-Matthews Company, John Matthews and Orrin Arvold.

Mr. King reviewed the five primary goals for the new student housing project: 1) design a space to accommodate 450 replacement beds and amenities to replace the Cunninghams; 2) deadline date of the fall 2013; 3) the design must meet the architectural design that reflects Longwood; 4) use of land at Lancer Park/north campus; and 5) the design must enhance the student experience. Mr. John Matthews reviewed in detail the architectural renderings of the project. Mr. Dalton expressed his gratitude for the past relationship English Construction has had with Longwood and stated that it is a privilege and honor to work again with the University on this project.

Dr. Lynch raised issue with the size/angle of the roof on the commons building. Mr. Matthews stated that the roof is similar to other roofs on campus. The style that was selected is within the budgetary constraints of the project. He stated that the angle of the roof in the presentation is not the same as the angle as when you approach the complex once it is built. Dr. Lynch requested that the architects revisit the pitch/size of the roof on the commons building so that it is less prominent. (A copy of this presentation is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Handout 4, September 9, 2011.)

### Item 5 - Approval of Support Agreement for New Student Housing

Mr. Copeland presented for the Board's approval, a request to approve a support agreement for the new student housing being built at Lancer Park. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Handout 5, September 9, 2011.) A motion was made by Mrs. Soza to approve the request. The motion was seconded by Mr. Daniel and unanimously approved by the Board.

**The Board adjourned for a tour of Bedford Hall and lunch at 11:08 a.m. and reconvened at 1:00 p.m.**

**University Advancement**

Dr. Rowland, Vice President for University Advancement, presented through powerpoint a report on the “Big Picture Goals” for University Advancement. His report also included the primary functions and strategic goals for each division in his unit. (A copy of this presentation is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 5, September 9, 2011.)

Item 6 - Comprehensive Campaign Report

Dr. Rowland deferred to the Comprehensive Campaign Report and University Advancement: A Year in Review report included 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 6, September 9, 2011.)

Item 7 - Public Relations Report and Marketing Plan Update

Dr. Rowland deferred to the Public Relations Report and Marketing Plan Update included 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 7, September 9, 2011.)

**Administration, Finance, Facilities and Technology**

Item 8 - Approval of Request for Funds from Auxiliary Reserves

Ms. Kathy Worster, Vice President for Administration and Finance, presented a request for approval of a loan totaling \$445,000 from auxiliary reserves to replace the current score boards at the athletic fields.

Dr. La Roche raised concerns about the need/cost of purchasing new score boards and the extra financial burden it places on students. Mr. Austin stated that the new boards will be used for advertisement which will eventually enhance funding for Athletics. Mr. Bratcher reported that the technology of the current boards is outdated and the expense of maintaining the current boards is becoming cost prohibitive.

Dr. La Roche continued to express his concerns about the wisdom of using University funds to make this purchase. Mr. Austin stated that the new boards would bring the sports facilities up-to-date which in turn would enhance the University’s chances of becoming affiliated with an athletic conference.

Following the discussion, Ms. Connelly recommended that the funds be provided to rather than loaned to Athletics for this purchase. Mr. Daniel moved to approve the request to provide funds from the University’s General Auxiliary Reserve Fund for the purchase of the new score boards. 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 8, September 9, 2011.)

Ms. Connelly requested that the University make sure that future requests be reflective of an overall strategic plan as it relates to facilities and to make sure that other important needs are not being overlooked.

Mrs. Hughes requested that the University communicate to the students the importance of this decision as it relates to the campus as a whole.

Dr. Lynch wanted to make sure that the communication to the campus states that the Board's decision to approve the funds from Auxiliary Reserves would not impact student fees.

#### Item 9 - Approval of Revisions to Administrative Policies

Ms. Worster presented several revisions to the Administrative Policies for the Board to approve. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 9, September 9, 2011.) Mrs. Hughes moved to approve the new policy as presented. The motion was seconded by Ms. Brooke and unanimously approved by the Board.

#### Item 10 - Approval of Non-Credit Program Fees

Also presented by Ms. Worster for the Board's approval was a request to approve non-credit program fees. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 10, September 9, 2011.) She explained that the University will offer an English-as-a-Second-Language program to help increase the number of full-time, degree-seeking international students on campus.

Dr. Robert Frank, Director of International Affairs, explained how the ESL program will work and its importance in recruiting and maintaining a successful international student population. Following a number of questions about the strategies and the expectations of the program, Mrs. Soza moved to approve the fees as presented. The motion was seconded by Ms. Brooke and unanimously approved by the Board.

#### Item 11 - Financial Review for Period Ending July 31, 2011

The financial analysis for both auxiliary funds and E&G funds for the period ending July 31, 2011, was presented by Ms. Worster. She stated, as was the case for the prior fiscal year, general fund cash is being transferred to agencies on a monthly basis. Also included in her report was a review of the Financial Dashboard Indicators for the period ending July 31, 2011. (A copy of this report and dashboard indicators is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 11, September 9, 2011.)

#### Item 12 - Update on Risk Assessment

Dr. Moore, Vice President for Information and Instructional Technology Services and Chief Information Officer, reported that his department is examining the IT systems of the University to identify vulnerabilities that put the system at risk and ways to mitigate these risks. He reported that Longwood has 39 systems to examine. Dr. Moore went on to report that there is software being used to assist with the assessment of each system. This software helps rank the severity of the risks. A Risk Management Workbook is also used as part of the risk assessment process. (A copy of this workbook is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 12, September 9, 2011.)

He stated that he plans to have the assessment completed by June 30, 2012 and to have the mitigation in place by that time. This will be an ongoing process for any legacy system that may have change in the future.

#### Item 13 - Update on Fuel Management Project

Mr. Bratcher, Vice President for Facilities Management and Real Property, through a powerpoint presented a thorough review of the Fuel Management Project. (A copy of this presentation is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 13, September 9, 2011.) He reviewed the history of Longwood’s use of biomass products, the environmental impact of using these products, the management of the program, and steps to make it successful.

#### Item 14 - Campus Construction Update

Mr. Bratcher briefly reviewed with the Board the report in their board materials. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 14, September 9, 2011.)

### **Academic and Student Affairs**

#### Item 15 - Approval of Reaffirmation of Longwood’s Military Mobilization Policy

Dr. Perkins, Interim Vice President for Academic Affairs, presented for the Board’s approval the reaffirmation of Longwood’s Military Mobilization Policy. (A copy of this request is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 15, September 9, 2011.) He reported that the State Council of Higher Education Virginia pursuant to Virginia Code 23-9.6:2 approved a resolution adopting the revised “Virginia Tuition Relief Refund and Reinstatement Guidelines”. Each institution is required to review and revise its specific military reinstatement policies and seek approval of these policies from its governing board.

A motion was made by Mrs. Soza to approve the affirmation of Longwood’s policy on Student Military Mobilization as required by Virginia Code 23-9.6:2. Her motion was seconded by Ms. Brooke and unanimously approved by the Board.

#### Item 16 - 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 16, September 9, 2011.)

#### Item 17 - Report on Fall 2011 Enrollment

Dr. Whitworth also reported on enrollment for Fall 2011. She reported that the total headcount as of September 6, 2011 is 4,835 and highlighted several of the different categories for the composition of the student body. (A copy of an updated report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 6, September 9, 2011.) She announced that a final Fall 2011 report will be presented at the December 2011 Board meeting.

Following her report the President stated that he would like to see enrollment of minority students increase to 20%.

#### Item 18 - Report on Fall 2011 Admissions

Mrs. Sallie McMullin, Interim Dean of Admissions, presented a Fall 2011 Admissions report. The report included profiles for freshman and transfer students. She reported that Longwood has a freshman class of 1,074 students, the largest class in the history of Longwood. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 17, September 9, 2011.)

Following her report a discussion ensued related to recruiting out-of-state students and early decision. Mrs. McMullin stated that her staff is focusing on schools out-of-state that yield higher numbers of recruits. She also stated that open houses with the support of faculty have aided in yielding more students.

#### Item 19 - 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 18, September 9, 2011.)

#### Item 20 - Review of Crime Statistics

Dr. Pierson reviewed the Crime Statistics for 2010. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 19, September 9, 2011.)

#### Item 21 - Review of Judicial and Honor Board Statistics

Dr. Pierson reviewed the 2010-2011 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 20, September 9, 2011.)

#### **Discussion Topic: Report on the University Opening and New Student Transition**

Ms. Sarah Whitley, Director of First Year Experience, introduced student coordinators, Bobby Smith and Ernest Elliott. Ms. Whitley presented an overview of the transition for new students. She discussed the programmatic aspects of the program that included: the Answer Book, summer orientation and registration, an introduction to the First Year Reading Experience, and the 1839 Experience.

Mr. Smith outlined his responsibilities as a summer orientation registration coordinator. He supervises and trains the summer team peer mentors who assist with the summer programs. Mr. Smith provides assistance for their housing needs and produces the schedules for the summer programs. He also manages the office database for the 1839 Experience, coordinates the placement of the hospitality tents, and assists Mr. Elliott with New Lancer Days.

Ms. Whitley gave an overview of the opening days activities and the New Lancer Day program and called on Mr. Elliott to expand on the New Lancer Day program. Mr. Elliott outlined the New Lancer Day events and activities. He assists in planning the training session for peer mentors and summer staff, researched and brought in performers and guest speakers for the New Lancer Day program, and worked as a liaison with Athletics on the GAME 2.0.

Ms. Whitley concluded the report by describing Transform, a program for new transfer students, and reviewed other events that included: the GAME, Transfer/Commuter Welcome Day, and Rock the Block.

### **Closed Session**

Mrs. Hughes moved to go into Closed Session under Section 2.2-3711 A1 and 10 of the Code of Virginia to discuss matters related to hiring of new faculty and the consideration of awarding an honorary degree. The motion was seconded by Dr. Lynch and approved by the Board.

A motion was made by Mrs. Hughes to return to open session. The motion was seconded by Mr. Daniel 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 Mr. White and affirmed by Ms. Brooke, Ms. Connelly, Mr. Daniel, Dr. Gordon, Mrs. Hughes, Dr. La Roche, Dr. Lynch, Mrs. Maddux, Mr. Mobley, and Mrs. Radcliff. (A copy of this compliance is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 21, September 9, 2011.)

Ms. Connelly reported that while in Closed Session the Board reviewed and approved the awarding of an honorary degree and the affirmation of new faculty members.

- A motion was made by Mrs. Hughes to approve the awarding of Doctor of Humane Letters honorary degree to Longwood’s Commencement guest speaker, the Honorable John Charles Thomas. The motion was seconded by Mrs. Soza and unanimously approved by the Board.
- Mrs. Soza made a motion to affirm the hiring of new faculty members: Dr. Karen Bibbins, Visiting Assistant Professor of Therapeutic Recreation; Dr. Donald P. Blaheta, Assistant Professor of Computer Science; Ms. Jo Ann Davis, Clinical Educator; Dr. Catherine Lowry Franssen, Lecturer in Biology; Mr. Edward Howarth, Lecturer in English; Ms. Donna Kanary, Lecturer in Physical Education; Dr. Roland A. Karnatz, Lecturer of Music; Dr. Pamela D. McDermott, Visiting Assistant Professor and Director of Choral Activities; Dr. Richard C. Mulligan, Lecturer in English; Dr. Noureddine Hamamouch, Lecturer in Biology; Dr. Jeannine R. Perry, Dean of the College of Graduate and Professional Studies and Associate Professor of Reading and Literature; Dr. Pamela P. Randall, Assistant Professor and Program Coordinator at Martinsville New College Institute; and Mrs. Barbara H. Shepard, Lecturer in History. The motion was seconded by Ms. Brooke and unanimously approved by the Board.

The meeting adjourned for the day at 4:48 p.m.

**LONGWOOD UNIVERSITY BOARD OF VISITORS**  
**Saturday, September 10, 2011**

**Minutes**

**Call to order**

Ms. Connelly reconvened the Board of Visitors' meeting at 9:00 a.m. on Saturday, September 10, 2011.

Members present:

Members present:  
Ms. M. Jane Brooke  
Ms. Marjorie M. Connelly  
Dr. Edward I. Gordon  
Mrs. Rita B. Hughes  
Dr. Ripon W. La Roche, III  
Dr. Judi M. Lynch  
Mrs. Jane S. Maddux  
Mr. Stephen L. Mobley  
Mrs. Marianne M. Radcliff  
Mrs. Susan E. Soza

Members absent were:

The Honorable John W. Daniel, II  
Mr. Thomas A. Johnson  
Mr. Ronald O. White

Present at the request of the Board:

President Patrick Finnegan  
Mr. Brandon Fry, Student Representative to the Board  
Ms. Jeanne Hayden, Secretary to the Board of Visitors  
Dr. Kenneth Marcus, President, Longwood University Foundation, Inc.  
Dr. Derek Taylor, 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  
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  
Dr. Bryan Rowland, Vice President for University Advancement  
Ms. Kathy Worster, Vice President for Administration and Finance

## **Reports from Representatives**

Dr. Ken Marcus, President of the Longwood University Foundation Board, presented a report on Foundation Activities. His report included:

- financial information – rate of return on investments is 17.87%
- a summary of asset changes since June 2010
- the announcement of new Foundation directors
- information related to the sale of Dr. Cook’s property in Virginia Beach, VA

(A copy of the details of the report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 7, September 10, 2011.)

Dr. Marcus concluded his report by stating that the Foundation Board is looking forward to reviewing the report being created by the Hull Springs Farm Taskforce that will address future prospects of the Farm. He also stated that this is the last year that the Foundation is obligated to provide financial assistance.

In the absence of Mr. Meyers, President of the Alumni Association, Mrs. Shelton, Director of Alumni Relations, presented the Alumni Association report. Her report included:

- Milestone reunion plans for 2012
- Alumni events for fall semester and spring semester
- alumni involvement in the Presidential Inauguration
- activities enhancing engagement with students
- the Alumni Office’s involvement with helping facilitate the production of a video about the history and purpose of Chi

(A copy of the report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 8, September 10, 2011.)

Following her report, Mrs. Shelton was asked to review some of the events/activities that the Alumni Association supports or sponsors. She reported that they support reunions (decade and milestone), Greek organizations, online communities, affinity group, and social media connections. She went on to report that there is a “Longwood Loot” program that reaches out to alumni who inform them of events that they are having with other members of the Longwood alumni community. When the Alumni Office is informed about parties or events that an alumnus is sponsoring with other alumni, they send a package containing Longwood products to share at the events to enhance connections with alumni.

A discussion ensued related to the types of reunions and activities that attract the different age groups of alumni. The discussion then turned to the availability of Longwood merchandise at retail stores. Mrs. Shelton advised the Board that retailers have to have a license to sell Longwood merchandise. Concerns were expressed that local vendors are not aware of how to acquire a license and how many who come to Farmville know nothing about Longwood. A recommendation was made to make available to the Town Office instructions for acquiring a license to sell Longwood products. Mrs. Shelton stated that Longwood receives no revenue from local merchants. The main goal for merchandising Longwood products is to spread the word about the University.

Ms. Connelly recommended that the University have a broad communication plan based on the new mascot and advertising.

Dr. Derek Taylor, faculty representative to the Board, distributed a working draft of the “Academic Strategic Plan Statement and Academic Strategic Plan Goals”. (A copy of the report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 9, September 10, 2011.) He presented a historical timeline for producing the “Plan” and outlined the work to be done to complete the task. Dr. Taylor stated that working with the campus, through meetings with departments and open forums has yielded productive creative ideas. (A copy of the text of his remarks is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 22, September 10, 2011.)

When asked about the timing of the completion of the plan, Dr. Ferguson announced that at the conclusion of the stakeholder meetings, the Taskforce will reconvene and have a draft in December for the Faculty Senate to review. The Taskforce will gather again in January to finalize work on the plan so the Faculty Senate can approve it in February. The ASP will then be brought to the Board of Visitors for approval at its March 2012 meeting.

Ms. Connelly recommended that the “Vision Statement” include language regarding the execution and delivery of what Longwood does to make it stand out from other institutions. Mrs. Radcliffe stated that she feels that the goals should be more specific.

Mr. Brandon Fry, student representative to the Board, gave a report on student events and activities. He announced that the Rugby Club won the National Division III Collegiate Rugby Men’s Championship and congratulated the Office of First Year Experience for coordinating New Lancer Days. Mr. Fry went on to announce that the competition for the Public Service Announcement created by Longwood students was widely supported and won by 400-plus votes. He stated that the G.A.M.E. was a huge success and students are embracing it as a new Longwood tradition. Two final events he reported on were the 911 Commemoration Ceremony being held on Sunday, September 11 and Rock the Block being held on September 16. (A copy of the text of his remarks is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 23, September 10, 2011.)

When asked by the Rector what concerns students have, he responded that tuition, financial aid, and parking are at the top of the list. Other student concerns included textbook prices, student fee allocations to Athletics, housing and transitional housing for the future, and the need to make the new student center a priority.

## **Old Business**

### **Item 22 - Approval of Six-Year Plan**

President Finnegan presented for the Board’s approval the University’s Six-Year Plan. Ms. Connelly asked the President to inform the Board how the Six-Year Plan relates to the University’s 5-Year Strategic Plan. The President stated that the Six-Year Plan addresses academics goals and the “Strategic Plan” outlines the overall goals of the University. He stated that there are two goals for the Six-Year Plan: 1) maintain the character of the University and 2)

meet new goals of the legislation. He went on to say that he could foresee that the University's 5-Year Strategic Plan will have to be adjusted to meet the goals of the Six-Year Plan.

President Finnegan provided background for the creation of the plan which came out of the Governor's Virginia Higher Education Opportunity Act of 2011, also called Top Jobs of the 21<sup>st</sup> Century. The plan will have to be revised annually and will be due by July 1 of each year. He reviewed the goals that were laid out by the Commonwealth.

The President stated that he and staff members met with the Secretary of Education, the Secretary of Finance, Senate Finance Staff Director, the House Appropriations Staff Director, the Director of the Department of Planning and Budget, and the Executive Director of SCHEV on August 23 to receive feedback on Longwood's plan. Based on their feedback Longwood made some adjustments.

President Finnegan reviewed the plan in detail with the Board. (A copy of this plan is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Handout 10, September 10, 2011.) Following questions regarding some of the details of the plan, a motion was made by Mrs. Hughes to approve the University's Six-Year Plan as presented. The motion was seconded by Ms. Brooke and unanimously approved by the Board.

#### **Announcements**

Ms. Connelly asked Board members to please respond to their Inauguration invitation, she announced that the next Board meeting will be held on December 2 & 3, 2011 and a joint Conflict of Interest training session will take place at this meeting. She reminded Board members to let Ms. Hayden know if they had ideas and suggestions about location and topics for the joint June meeting with the Foundation Board and the Alumni Association Board. The Rector announced that Mrs. Radcliff agreed to be the Board representative to the Alumni Association.

#### **Adjournment**

There being no further business, the Rector adjourned the meeting at 11:24 a.m.

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Judi M. Lynch  
Board Secretary