

LONGWOOD UNIVERSITY
BOARD OF VISITORS
November 30, 2018
Minutes

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Call to Order

The Longwood University Board of Visitors met on Friday, November 30, 2018 in the Stallard Boardroom. The meeting was called to order at 9:09 a.m. by Rector Marianne Radcliff.

Members present:

Mrs. Marianne Radcliff
Mrs. Eileen Anderson
Mrs. Katharine Bond
Mr. Michael Evans
Mr. Steven Gould
Mr. Eric Hansen
Ms. Pia Trigiani
Mrs. Colleen McCrink Margiloff
Mrs. Ricshawn Adkins Roane
Mrs. Nadine Marsh-Carter
Mrs. Polly Raible
Mr. Larry Palmer

Also present:

President W. Taylor Reveley IV
Dr. Larissa Smith Ferguson, Provost and Vice President for Academic Affairs
Ms. Louise Waller, Interim Vice President for Administration and Finance
Ms. Victoria Kindon, Vice President for Strategic Operations
Ms. Courtney Hodges, Vice President for Institutional Advancement
Dr. Tim Pierson, Vice President for Student Affairs
Ms. Michelle Meadows, Interim Director of Athletics
Mrs. Kay Stokes, Executive Assistant
Mr. Mike Lewandowski, Longwood University Foundation
Mr. Bill Walsh, Longwood University Real Estate Foundation
Dr. Jennifer Apperson, Faculty Representative
Mr. Josh Darst, Student Representative
Mrs. Tammy Jones, Alumni Board
Ms. Lindsey Moran, Staff Representative
Mr. Cameron O’Brion, University Counsel

Rector's Welcome and Approval of Minutes and Consent Agenda:

The rector welcomed those in attendance. She said she was looking forward to the holiday events planned for the evening. The rector asked for a motion to approve the Consent Agenda, including the revised minutes of the previous meeting. Mr. Evans so moved, Mrs. Bond seconded and the motion was approved unanimously.

President's Welcome

President Reveley welcomed everyone and encouraged members to spend time walking around campus, which is even more exquisite during the holidays. He remarked that the university had to navigate through many events of the semester, including the hurricanes.

Dr. Fergeson thanked Dean of the Library Brent Roberts and the staff of the Greenwood Library for providing shelter to students during the hurricane. She said that the first Research Showcase this fall was a huge success, with presentations from more than 400 students. She also provided an update on Civitae, which she said will give Longwood students the soft skills they need to be effective in the workplace. She said that faculty are busy developing Perspectives-level courses, some of which were rolled out this fall, while others will debut in the spring. Higher education publications – including the *Chronicle of Higher Education* – have taken note of Civitae. The *Chronicle* interviewed Longwood faculty for an article about reforming general education. Dr. Fergeson said that next year faculty will begin thinking about Symposium-level courses. Dr. Fergeson thanked the board for its support of Civitae. President Reveley added that the Civitae Core Curriculum can truly be called distinctive and comes at a time in which it is truly needed.

Dr. Fergeson gave several examples of initiatives that align with the state's workforce and economic development priorities, including a recent summit on building a regional workforce that was attended by representatives from higher education, public education, and the business community. She announced that Longwood is one of five institutions to receive a grant from the Provosts' Initiative for a pilot model for workforce development called "Teachers and Technologists for Tomorrow." Dr. Fergeson also mentioned a recent Early Childhood Pathways meeting held at Longwood that continued an important conversation among two- and four-year colleges. Dr. Sara Miller will begin working on the next phase of Longwood's Early Childhood Development Initiative, which is the development of a new degree program that combines special education and early childhood education.

Dr. Fergeson noted that she is very proud of Longwood's nursing program, which for the third straight year achieved a 100% passage rate on the NCLEX exam. Mrs. Margiloff asked a question about the possibility of beginning a Nurse Practitioner program. Cook-Cole College of Arts and Sciences Dean Roger Byrne replied that the nursing faculty has discussed where they would like to take the nursing program, and that may include a master's degree in nursing. Dean Byrne discussed some of the challenges and opportunities associated with expanded nursing and other allied health programs. Dr. Fergeson mentioned degree production funding that was included in the state's budget in FY20 that will help to enhance Longwood's nursing program.

Ms. Waller described the impact of Hurricane Michael on the Longwood campus. She said that Longwood always responds really well in a crisis situation, and she praised staff for their good work during and after the hurricane. She noted that Longwood is developing a comprehensive landscape plan that involves replacing trees lost to the hurricane. Ms. Waller provided an update on campus construction projects. The rainy fall has been a challenge, but work on the Admissions Office and New Academic Building projects are proceeding. Construction on the Admissions Office is scheduled for completion in early fall 2019, and the New Academic Building is scheduled to be completed in spring 2020. She noted that capital project requests, including a planning request for the Wygal Hall replacement project, were submitted to the state this fall.

Ms. Waller provided a financial overview, indicating the materials in the Board's briefing book provide a management view of the FY18-19 budget. She then gave an overview of proposed housing and dining rates for FY19-20. She said the proposed rates are in line with peer institutions, and she noted that the housing rates are very important to the Real Estate Foundation. President Reveley commented on the importance of approving the housing and dining rates in December, so that families have ample time to plan. Mrs. Roane asked a question about occupancy rates next year. Ms. Waller replied that she expects the occupancy rate to possibly be a bit higher next year. The Board briefly discussed the advantages of living in Longwood-managed housing. A motion was made by Mr. Evans and seconded by Ms. Trigiani to approve the housing and dining rates for 2019-20. The board approved the motion unanimously.

Ms. Hodges said that Institutional Advancement is beginning to focus on fiscal year goals, as we approach the largest annual giving solicitation time period. She noted two potential trends that the Development team is watching. One involves changes in tax law that may encourage individuals to bundle gifts every two years, which could impact individuals who make significant gifts. The other involves how Day of Giving may change behavior. She said that Day of Giving reminds donors to give, while the disadvantage is that it occurs near the end of the fiscal year. She said that Development is looking for ways to engage new donors through a new affinity giving initiative. One affinity program focuses on Women in Philanthropy and another focuses on the Performing Arts. Ms. Hodges also provided an update on the newly renamed "University Events and Ceremonies" department.

Ms. Meadows thanked the Board for placing their trust in her as she transitions into her new role. She reviewed the fall athletics season, which included 27 athletics and academic honors for fall programs. She said that 2018 marked the 25th anniversary season of women's soccer, led by program founder Todd Dyer. More than 70 women's soccer alumnae returned to campus to celebrate the program and Mr. Dyer, culminating in the creation of an endowed scholarship in honor of Mr. Dyer, which has raised \$18,000 to date. Ms. Meadows said she was very excited about the start of the basketball season. She noted the men's team is off to the best start of the Division I era, while the women's team recently secured its first win. She announced that Longwood achieved an NCAA graduation success rate of 90%, which exceeds the national average and puts Longwood in a tie for second place in the Big South conference. She noted that

for the second year in a row, a Longwood student athlete – Paige Robertson, a member of the women’s soccer team – was a Rhodes Scholar nominee.

Ms. Kindon provided an update on Admissions and Financial Aid. She mentioned that some institutions are rolling out tuition-free programs for low and middle-income students. Longwood has 1,2036 students from families making \$80,000 per year or less. She said her team looked at the students who were offered merit scholarships last year. They found that of the 2,200 students who were offered a scholarship, 584 matriculated, and 550 of those who matriculated filed FAFSA and had need. She said that this shows that while the aid was merit-based, it also went to students who had need. Strategic Operations is continuing to look at a variety of ways to allocate aid. Longwood doesn’t have enough cash to guarantee aid over four years, but does put packages out early; merit letters will go out in December this year. Mrs. Roane said she was pleased that Longwood is able to direct aid to students who need it. She said she would love to hear more about the students whose families make less than \$80,000. Ms. Kindon stressed the importance of campus visits. Data shows that Longwood’s yield rate is 40% if students have visited Longwood. This year Longwood is expanding a weekend visit program to 150 students. Ms. Kindon also commented on the importance of differentiation and remarked that her team is looking at innovative ways to promote unique Longwood programs like Civitae and the Brock Experience.

Dr. Pierson remarked on the incredible impact of the new Upchurch University Center. He said that students have responded very positively to Upchurch. He said that the fall semester was intense and challenging as a result of events throughout the country and on campus. He noted that the message President Reveley sent to campus following a meeting with student leaders really brought students together. He said that Jonathan Page, Director of Citizen Leadership and Social Justice Education, has been providing diversity and inclusion events for the community, which is part of the growth and healing process. He said that the fliers that were left on campus this semester were disturbing and upsetting, and the university continues to take steps to ensure that all students know that they matter and that they belong at Longwood. He also mentioned the number of students in need of mental health services. Mrs. Raible asked Dr. Pierson to bring back more information about how Longwood is responding to the mental health needs of students. She indicated that information about the strategies Longwood is putting in place would be helpful to the board. Mr. Gould asked if there are ongoing conversations between public education and higher education about student mental health needs and services. College of Education and Human Services Dean Paul Chapman responded that that the issue has been discussed at meetings between Longwood faculty and regional superintendents. He noted that Longwood recently received SCHEV approval for a Counselor Education graduate degree.

Reports from Representatives of the Board

Mr. Lewandowski reported that the Longwood University Foundation will be bringing on two new directors. He noted the presence of executive director Patti Rosenberg, who has been working closely with Ms. Waller and the Fahrenheit consultants. He said that he would like to take the foundation board to Hull Springs Farm, so that everyone can appreciate the benefits of Hull Springs. He said that the foundation is in the fortunate position to have plenty of reserves; in

case there is a sustained downturn the foundation will be able to continue paying for scholarships. The foundation is looking at ways it can measure progress.

Mr. Walsh reported on the aggressive schedule for the renovation of Frazer Residence Hall. He remarked on the good work of Tom Frisbie-Fulton in campus planning and construction. Mr. Walsh provided an update on the Longwood University Real Estate Foundation's complex refinancing transaction, which is moving forward and is expected to close in December. He said that the projected reduction in the interest rate is nearly a percentage point, which will result in millions in additional funding for working capital. He praised the work of the team involved in the refinancing. Mr. Walsh also commented on the Hull Springs Farm business plan draft, which was produced by The Riverlink Group Partners and identifies opportunities and potential at Hull Springs.

Dr. Apperson discussed faculty collaborations across academic units. She provided several examples of faculty working together to develop new courses, including some that involve international travel.

Josh Darst said that the opening of the first Longwood University affiliated campus food pantry was a success. He provided information to interested members of the board about how they could provide items for the pantry and other monetary donations. He noted that the Student Government Association held a Unity Vigil and have planned a town hall following events on campus and across the country. He said that the SGA is planning a Longwood Student Lobby Day in January before the start of the second semester.

Ms. Jones provided an update on activities of the Alumni Board. She said that Sabrina Brown spoke to the Board and received positive feedback regarding Longwood University Magazine. The Alumni Awards Dinner will be held on March 15, 2019, and the second ring ceremony will be held on March 16th. She said that the Alumni Board looks forward to welcoming new graduates into the Longwood community at the May 10th "New Alumni Welcoming Celebration." She remarked on the Longwood alumni in attendance at the recent Longwood-University of Richmond men's basketball game.

Ms. Moran gave a brief report on Staff Advisory Committee activities during the fall semester.

The meeting adjourned at approximately 12:20 p.m. Board members took a tour of Alexander Stoddart's Joan of Arc statue, followed by lunch in Brock Hall with Brock Experience students and faculty.

Executive Session

Returning to Stallard at approximately 2 p.m., the rector asked for a motion pursuant to Virginia Code 2.2-3711(A)(1) and (9) that the Board convene in closed session to discuss matters pertaining to personnel and philanthropy. Ms. Trigiani so moved, Mr. Evans seconded, and the motion was approved unanimously. A motion was offered by Mr. Evans to return to open session. Ms. Trigiani so moved, Mr. Gould seconded and the motion was approved unanimously.

In compliance with the provisions of the Freedom of Information Act, the Board returned to open session. Ms. Trigiani moved that the board certify by roll call vote that, to the best of each member's knowledge, 1) only matters lawfully exempted from open meeting requirements were discussed, and 2) only matters identified in the motion for closed session were discussed. Mr. Evans seconded, and all members in attendance voted by roll call to certify: Mrs. Anderson, Mrs. Bond, Mr. Evans, Mr. Gould, Mr. Hansen, Mrs. Margiloff, Mrs. Marsh-Carter, Mr. Palmer, Mrs. Radcliff, Mrs. Raible, Mrs. Roane and Ms. Trigiani.

Mrs. Bond and Mrs. Margiloff then made planned departures from the meeting.

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There being no further business the meeting was adjourned. On Friday evening, Board members attended a pre-concert reception in Soza Ballroom, Upchurch University Center, before attending the Holiday Dinner and Concert in Dorrill Dining Hall.

Saturday, December 1, 2018

The Longwood University Board of Visitors reconvened at 9 a.m. on Saturday, December 1, 2018 in French Hall.

Members present:

Mrs. Marianne Radcliff
Mrs. Eileen Anderson
Mrs. Katharine Bond (by phone)
Mr. Michael Evans
Mr. Steven Gould
Mr. Eric Hansen
Ms. Pia Trigiani
Mrs. Nadine Marsh-Carter
Mr. Larry Palmer

Also present:

President W. Taylor Reveley IV

Dr. Larissa Smith Fergeson, Provost and Vice President for Academic Affairs

Ms. Louise Waller, Interim Vice President for Administration and Finance

Ms. Courtney Hodges, Vice President for Institutional Advancement

Ms. Sherry Swinson, Hull Springs Farm Executive Director

Dr. Roger Byrne

Mr. Jared Tackett

Dr. Dina Leech

The board engaged in a discussion with Sherry Swinson, Hull Springs Farm Executive Director, along with others present about future planning for Hull Springs Farm.

There being no further business, the meeting was adjourned at approximately 11 a.m.