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**LONGWOOD UNIVERSITY  
BOARD OF VISITORS  
EXECUTIVE COMMITTEE MEETING**

**Thursday December 5, 2019**

**-Minutes-**

**Call to Order**

The Executive Committee of the Longwood University Board of Visitors met on Thursday, December 5, 2019 at Longwood House. The meeting was called to order at 1:25 p.m. by Rector Eric Hansen.

Executive Committee members present were:

Mr. Eric Hasnsen  
Ms. Pia Trigiani  
Mr. Michael Evans  
Mrs. Eileen Anderson

Other Board members present:

Mr. Larry Palmer  
Ms. Eileen Anderson  
Ms. Ricshawn Roane  
Mr. David Hallock  
Ms. Colleen Margiloff (by phone)

Also present:

President Taylor Reveley  
Mr. Justin Pope  
Mr. Cameron O'Brion  
Ms. Victoria Kindon

**University Update**

Following lunch, President Reveley gave an overview of the meeting agenda and a brief update regarding the University. Ms. Kindon gave a presentation on admissions and enrollment strategy and operations. The overview included data and perspective on national and Virginia enrollment trends; long-term trends in how the college admissions timeline and process have evolved; new industry regulatory matters; the competitive landscape among Virginia colleges and universities; strategies and efforts to more effectively target financial aid; strategies regarding geography and deployment of admissions counselors; on-campus recruiting and events; Honors College recruiting; and strategies for continued progress regarding diversity and enrollment of first-generation college students.

There being no further business, the Executive Committee meeting adjourned at approximately 3:30 p.m.