

LONGWOOD UNIVERSITY
BOARD OF VISITORS
June 8-9, 2018
Minutes

***** DRAFT *****

Call to Order

The Longwood University Board of Visitors met on Friday, June 8, 2018 at the Williamsburg Lodge. The meeting was called to order at 9:10 a.m. by Rector Marianne Radcliff.

Members present:

Mrs. Eileen M. Anderson '83
Mr. Michael Evans
Mr. David Hallock
Mrs. Marianne M. Radcliff '92
Mrs. Ricshawn Adkins Roane
Ms. Pia Trigiani
Mrs. Nadine Marsh-Carter
Mrs. Polly Raible '91
Mrs. Colleen Margiloff '97
Ms. Katherine Busser

Members absent:

Mr. Steven Gould
Ms. Katharine McKeown Bond '98
Mr. Eric Hansen

Also present:

President W. Taylor Reveley IV
Dr. Lara Ferguson, Interim Provost and Vice President for Academic Affairs
Mr. Kenneth Copeland, Vice President for Administration and Finance
Ms. Victoria Kindon, Vice President for Strategic Operations
Dr. Tim Pierson, Vice President for Student Affairs
Ms. Courtney Hodges, Vice President for Institutional Advancement
Mr. Troy Austin, Director of Athletics
Mr. Justin Pope, Vice President and Chief of Staff
Mrs. Kay Stokes, Executive Assistant
Mr. Mike Ellis, Longwood University Foundation
Mr. Bill Walsh, Longwood University Real Estate Foundation
Ms. Tammy Jones '81, Alumni Board
Dr. Lissa Power-deFur, Faculty Representative
Mr. Cameron O'Brion, Office of the Attorney General

Rector's Welcome and Approval of Minutes and Consent Agenda

The rector called the meeting to order and welcomed members of the Board and others in attendance. She commended the university community on its spirit and attitude during Commencement. She said she had heard more positive comments about this year's memorable events than in any previous year.

The rector welcomed Farmville native Sen. Monty Mason, who also extended his welcome to the group to Williamsburg, highlighting new sites celebrating and honoring the area's history. He celebrated the signing this week of the state budget and commended Longwood's Board and leadership team, adding he was extremely excited about new developments in Farmville.

The rector also expressed her appreciation for the passage of the state budget. She asked for a motion to approve the Consent Agenda, including the minutes of the March and May meetings. Mr. Hallock seconded, Mrs. Raible seconded and the motion was approved unanimously.

President's Welcome

President Reveley also expressed his welcome. Regarding budgeting, he said the categories of funding including philanthropy, capital funding and grants (i.e. categories other than the principal streams of tuition and state support for operations) this year crossed the \$100 million mark in aggregate during his five years as president. Approximately half of that is General Assembly capital appropriation, the fruits of which are steadily becoming more visible around campus. President Reveley said he looked forward to welcoming the two new basketball coaches to the day's luncheon, noting that college athletics is an important part of the "special sauce" of American higher education, which among other virtues plays an important role in connecting higher education with the general public. He said Ken Copeland would provide a budget overview later, noting the intrinsically central role of people and thus personnel costs in higher education, which makes it different from other industries. The president noted Longwood will this year for the first time spend more than \$10 million on health insurance. He said the year now coming to a close has been a long one, but he is excited for 2018-19 when many of the efforts of recent years including new buildings and the new Civitae curriculum will be in full swing.

Vice Presidents' Reports

Mr. Austin said both new basketball coaches, Griff Aldrich and Rebecca Tillett, each with William & Mary ties, were pleased to be joining the Board meeting. He said the trend of greater use of Longwood gear is showing up in increased licensing revenue. An original goal of \$50,000 in licensing sales has been surpassed, and at \$64,000 the department is approaching its new goal of \$70,000. He said the year has seen increased efforts in academic support, and the department continues to hit high marks in academic success metrics, including graduation rate and the Academic Progress rate, where Longwood is near the top of the Big South conference. He said the NCAA is implementing financial rewards for academic success, not just success in the NCAA Basketball Tournament, that starting in 2019-20 has the potential to increase Longwood's revenue distribution. President Reveley offered further detail on this transition and its potential

benefits for institutions with strong academic success rates like Longwood. Mr. Austin also provided an update on matters related to the Big South Network, and thanked President Reveley for his impactful leadership of the conference.

Ms. Kindon reported it has been an exceptionally busy spring. Staff have moved into Brock Hall this week, in time for orientation, which will mark the beginning of a new coaching model and the infusion of Civitae into the experience of the incoming freshman class. She provided an update on the vision and design of the Admissions Building, which will also serve as a welcoming space for the entire community. She provided an overview of marketing and advertising initiatives, and plans going forward to provide top-level marketing to important initiatives including Civitae and the Brock Experiences.

Mr. Copeland provided an update on the recent restructuring of the Lancer Card operation to improve efficiency and service. He provided updates on each of the several campus construction projects, including timelines. Mr. Evans offered commendation on the overall quality of the new buildings that have come online during his time on the Board. Mr. Copeland commended Bob Chambers on his exceptional work guiding Brock Hall to completion despite substantial challenges posed by the contractor. He provided an update on the work of the campus-wide parking group, including faculty, staff and students, on a parking assessment that concluded there is ample parking supply on campus but made suggestions for reallocation to make more efficient use of current spaces. Regarding a question from Mrs. Margiloff expressing concerns about commuting students, Mr. Copeland said the situation for commuting students has been front and center during the recent parking study. Mrs. Raible requested the use of a map the Board can consult during future meetings to consult during campus and construction updates. There was general discussion regarding possible future uses of the federal building, and planning for future uses of Lankford, including as a possible future home for campus police and other non-auxilliary services.

Dr. Fergeson gave an update on implementation of Civitae. Registration of incoming students is underway. Longwood hosted a highly successful Teaching and Learning Institute in May to prepare for developing perspectives level courses next year. She noted that while many universities are working to improve their curricula, the process and substance of the development of Longwood's new curriculum have been uniquely powerful. She noted a number of major recent events and activities that have kept faculty busy, including the highly successful Virginia Junior Academy of Science meeting, which brought more than 600 high-achieving school students to campus. Brock Experiences pilots are underway. She reported Longwood students will be studying in 11 different countries this year. She provided an update on leadership transitions, with Prof. Wade Edwards replacing the retiring Joanna Baker as associate dean in the Cook-Cole College of Arts and Sciences, with Prof. Sarai Blincoe serving in an assistant role. Charles White will take on such duties in the dean's office of the College of Business and Economics. There are approximately 34 new faculty arriving in the fall, and she said the cohort is excellent. She commended an exciting folk art exhibition coming to Longwood. She described the process by which Moton has been invited to join in a group nomination of U.S. civil rights sites for consideration by UNESCO's World Heritage site committee. The only other sites in

Virginia recognized by UNESCO are the University of Virginia and Monticello. Ms. Trigiani also commended the faculty on their enthusiastic participation in the Commencement ceremony. President Reveley also echoed that commendation to the faculty, especially in light of the rain. Dr. Power-deFur noted other examples of faculty stepping up to help the ceremony continue smoothly.

Ms. Hodges commended the work of Conferences and Events Services, noting the growing pool of revenue the department receives supports projects across the university. She provided an update on progress toward achieving the goals of the 2014 Campus Master Plan, with annual giving up from about \$900,000 to \$1.8 million. The national average of alumni participation at public institutions at 5 percent; from 2014-2018 Longwood has maintained 10 percent alumni percentage participation.

She reported that late last year, an anonymous donor had offered a \$5 million matching offer if the university could raise, during the remaining six months of the year, another \$5 million on its own. In past years, Longwood has typically raised about \$1 million for scholarships in any given full year, so the challenge has been substantial. She announced that with several weeks to go the university just crossed the threshold and has raised \$5.8 million, successfully meeting the challenge that will trigger the additional matching gift, for a total of \$10.8 million and still growing. She said the donor has given permission for her identity to be revealed, and revealed to the Board it is Joan Brock '64. President Reveley commended the Advancement Office on the achievement. President Reveley also announced and thanked Bill Walsh for a \$250,000 scholarship gift in honor of his mother. Mrs. Raible commended Ms. Hodges on the personal touch she provides to donors.

Dr. Pierson commended the most recent cohort of student leadership, as well as the housing staff on accommodating students successfully during the Curry-Frazer construction. Longwood continues to face record numbers of students requiring counseling or other assistance. He noted the challenges of recruiting and hiring counselors, and said his division has been working with Administration and Finance to make adjustments to help. He said the Student Affairs department appreciates the clear concerns of the Board to the student experience and their needs. He also noted the Campus Health and Recreation Center was recently recognized as one of the top 50 campus recreation centers in the country, joining only VCU among schools in Virginia. He also commended the club baseball team on its successful run to and in the College World Series in Kansas, taking third place there after winning state and regional competitions. He shared a note from parents thanking Longwood for their support.

Ms. Busser said that in her long experience serving on many boards, Longwood's current group of vice presidents is the most impressive she has encountered both in terms of their work and commitment to the university, and several Board members expressed their appreciation for the level of personal attention the institution provides students.

Operating Budget

Mr. Copeland gave an overview of the proposed operating and capital budgets for the coming year. He noted the budget is based on conservative assumptions about credit hour production and does not factor in some additional state funding that materialized in the delayed state budget and which will be helpful. Ms. Kindon noted that with the economy doing well community college enrollment has declined substantially and that has put downward pressure statewide on transfer numbers. Mr. Copeland said in light of statewide trends he feels very positive about the incoming freshman class and especially the low melt numbers materializing. He noted the line items of additional support that are new to this year's budget are Civitae funding, with just under \$900,000 allocated, with smaller infusions for data analytics and also incremental salary adjustments for faculty by virtue of promotion. He highlighted and explained other elements of the budget. For the 2017-18 budget year now winding down, he said he expects Longwood to end up just over \$1 million in E&G surplus. In response to questions from Ms. Busser, Mr. Copeland described the process of prioritizing capital projects based on need, with life and safety issues rising to the top of the list. There was discussion regarding Dorrill Dining Hall and long-term plans to potentially address improvements in the years ahead, as well as the long-term vision for improving Beale Plaza. Regarding the new Joan of Arc statue, Mr. Copeland said work is underway on site preparation.

The rector asked for a motion to approve the capital and operating budgets as presented. Ms. Busser so moved, Mrs. Anderson seconded, and the motion was approved unanimously.

Reports of the Representatives of the Board

Mr. Walsh expressed his admiration for the work of the Advancement Office during the recent scholarship fundraising campaign, and also commended Louise Waller. He described efforts of the Hull Springs stakeholders group led by Sherry Swinson that will ensure eventual plans for Hull Springs have strong community buy-in.

Mr. Ellis noted this will be his final Board of Visitors meeting but noted as past president he will remain on the Foundation Board. He noted there has been significant transition at the staff level and thanked Mr. Copeland for his support in shepherding through a period of transition to new leadership. He said he believes the Foundation is now on the right track, and said he was pleased to report the Foundation has hired an interim executive director. On a personal note, Mr. Ellis said he was the first in his family to go to college, and said he would not be where he is today without Longwood, and that he is extremely proud of how it serves students today. He thanked the Board of Visitors for their service. The Rector and Board members thanked him with applause.

Mrs. Jones echoed Mr. Ellis' comments and gave an overview of alumni activities, including a report on the second annual Mega-Reunion, where 270 Longwood seniors registered and participated, joining alumni, as well as the debut of the Longwood Circles networking program and other Alumni Association programming over the weekend. She said she was especially impressed with the variety of activities over the course of the weekend.

The rector thanked Dr. Power-deFur for her service on the occasion of her last meeting as faculty representative. Dr. Power-deFur thanked the Board for their interest in faculty activities and attentiveness for faculty concerns during her tenure as representative. She said the faculty appreciated that concerns about departmental budgets had been addressed and is eager to ensure funding for future years. She also appreciated that the faculty had been consulted on the naming of Civitae and desired to be involved in the selection of a permanent provost and vice president of academic affairs.

She commended the joint work of faculty and Student Affairs with students who may be food insecure. She provided a brief reporting highlighting recent activities and achievements of the faculty (included as Appendix 1).

Mr. Austin introduced Griff Aldrich and Rebecca Tillett, the new men's and women's basketball coaches, who each spoke briefly, expressing gratitude for their warm welcome to Farmville and giving an overview of their development thus far and vision for their programs. The coaches joined Board members for lunch.

Annual Elections

After returning from lunch, President Reveley asked Mr. Hallock, chair of the nominating committee, to report to the Board. Mr. Hallock said the nominating committee recommended the following slate of officers for the 2018-19 year: Marianne Radcliff as rector, Eric Hansen as vice rector, Pia Trigiani as secretary and Michael Evans as member at large of the executive committee. Mr. Hallock moved that the slate be approved, Mrs. Margiloff seconded, and the slate was approved unanimously.

Ms. Trigiani offered a motion to go into Closed Session under Section 2.2-3711(A)(1) and (9) of the Code of Virginia to discuss matters pertaining to personnel and philanthropy. Mrs. Margiloff so moved, Mr. Hallock seconded and the motion was approved unanimously.

A motion was offered by Ms. Margiloff to return to open session. The motion was seconded by Mr. Evans and approved by the Board. In compliance with the provisions of the Freedom of Information Act, the Board returned to Open Session. Ms. Radcliff moved to certify that the discussion in Closed Session was in accordance with the Code of Virginia. Ms. Busser seconded. All members then in attendance voted to confirm: Mrs. Anderson, Mr. Evans, Mr. Hallock, Mr. Mrs. Radcliff, Mrs. Marsh-Carter, Ms. Trigiani, Mrs Roane and Mrs. Raible.

Adjournment

There being no further business, the meeting was adjourned at approximately 4 p.m. Members had dinner together at the Williamsburg Lodge. On Saturday morning they visited the William & Mary President's House for coffee as guests of President W. Taylor Reveley III and Mrs. Helen Reveley, as they entered the final weeks of their service as President and First Lady of William & Mary.