

**LONGWOOD UNIVERSITY  
BOARD OF VISITORS**

**June 9, 2023**

**Minutes**

**Call to Order**

The Longwood University Board of Visitors met on Friday, June 9 at Bear Creek Lake State Park in Cumberland County. The Rector called the meeting to order at 1 p.m.

Members present:

Michael Evans  
Shawn Smith  
Judi Lynch  
Katharine Bond  
Polly Raible  
Rhodes Ritenour  
Cookie Scott  
Fabiola Carter  
Ron White

Also present:

President W. Taylor Reveley IV  
Tim Hall, Director of Athletics  
Courtney Hodges, Vice President for Institutional Advancement  
Lara Smith, Provost and Vice President for Academic Affairs  
Matt McGregor, Vice President for Administration and Finance  
Victoria Kinson, Vice President for Strategic Operations  
Cameron Patterson, Vice President for Student Affairs  
Justin Pope, Vice President and Chief of Staff

The Rector welcomed members and asked for a motion to approve the Consent Agenda and minutes of previous meetings. Katherine Bond so moved, Rhodes Ritenour seconded and the motion was approved unanimously. President Reveley gave a brief overview of the process of developing the proposed budget, distributed recently to the Board. Matt McGregor gave a brief overview noting the conservative nature of the budget in light of the ongoing discussions in Richmond regarding the state budget. The Rector asked for a motion to approve the budget as presented. Katharine Bond so moved, Fabiola Carter seconded and the motion was approved unanimously. Katharine Bond expressed her recognition of the challenges of assembling a budget and appreciation to Administration & Finance staff. President Reveley welcomed the group and noted that overall it has been a very positive year for Longwood. Thinking back a year ago, he noted that there are three new vice presidents who have

stepped in since that time and done exceptional work. He commended in particular Tim Hall, who was new not just to his position but to Longwood. He said he feels good about how the year has gone and the future, even amidst continued challenges across higher education and the world.

The President thanked the Board for filling out the Board self-evaluation surveys that were distributed following the previous meeting. He circulated the results of the survey and discussed responses to each of the questions, noting that all response scores indicated agreement or strong agreement that the Board is working well together. He addressed in particular the three items that had the relatively lowest scores (though all at least 4.56 out of 5 on a scale of 1 to 5, with 1 being “Strongly Disagree” and 5 being “Strongly Agree.”). He discussed the continued challenges and importance of protecting the Board members from undue external influence. He said there is an important balance between fostering public engagement and protecting the institution from undue influence, and he believes the Board has navigated this balance very well.

The Board, guided by the President, reflected on Longwood’s mission statement and its continued relevance to the institution. President Reveley read the Mission Statement in its entirety from the 2019-2025 Strategic Plan: Forefront for the Commonwealth. No one voiced thoughts regarding a need to change the mission statement. President Reveley said he believes the durability of the mission statement is a positive thing, reflecting clarity and a common sense of purpose across the University.

The president noted the Strategic Plan is deliberately one page rather than 100 pages, which he continues to believe strongly is a source of strength. He also spent time reviewing the metrics regularly presented to the Board as part of their briefing materials. He said there is no perfect barometer for how a university is doing, but he believes these serve as a strong one.

There was discussion among Board members regarding the challenge between striking a useful balance going forward between metrics that show the university is performing and what its goals are. Polly Raible said she would like to see if there are ways to share and emphasize the mission more broadly. There was some discussion stemming from her question about how going forward into future strategic plans to potentially incorporate goals more explicitly (rather than current snapshots), and the pros and cons of such an approach, considering the inherent unpredictability of higher education. She also expressed that she wished metrics could better capture the strong work of the vice presidents.

Tim Hall gave a quick overview of the off-season roster changes in the men’s and women’s basketball programs, which he said have been very positive in terms of the players who have been recruited. He noted how challenging it has been for the men’s basketball program to find other programs willing to play Longwood, which has made it a struggle to set the schedule for the coming year. There was discussion regarding the NCAA and NIL issues, and expectations for future developments in this area, including prospects for Congressional regulation. He and Courtney Hodges gave an overview of plans for the opening of the Joan Perry Brock Center and the building excitement in the community regarding the building, including a substantial increase in season ticket sales, currently at over 400, compared to less than 200 last year in Willett Hall. Tim Hall noted the achievement of designing a building that can work elegantly for a variety of

uses. Victoria Kindon noted the building of a newly reconceptualized homecoming weekend for alumni around the opening of basketball season.

Courtney Hodges also gave a brief report on trends in advancement, including growing philanthropic interest among parents. She noted she is pleased Longwood has recently been able to add to its gift officer team, and events and ceremonies team. She said there are three times as many events on campus this spring as last year. Michael Evans commended the team for its execution of Commencement.

Lara Smith noted the pride of all of Longwood regarding Emily Robertson's Truman Scholarship and Antonio Harvey's Goldwater Scholarship – two hugely prominent national awards earned by Longwood students this past spring. She commended the campus-wide effort to shepherd students through the process, in particular Matt McWilliams, assistant vice president for marketing and communications, who worked especially hard to help prepare applicants. She noted Antonio came through Longwood's PRISM program, and also that both award winners are part of the Honors College. The other Virginia finalists whom Emily beat out came from Harvard and UC-Berkeley.

Lara Smith thanked the Board for its thorough discussion of the Board self-evaluation and Longwood mission statement. She provided an update on the SACS reaffirmation process. She gave a reminder of the structure of standards. She noted the two standards that relate to governing boards, reminding the Board they will have a role during the in-person visit in March, 2024. She provided a detailed reminder of the requirements of the standards related to governing board characteristics and responsibilities, enumerating each.

President Reveley noted the achievement of Civitae now being firmly established in the Longwood firmament. Michael Evans recalled and commended Lara Smith on the energy she brought to the process of developing Civitae.

Matt McGregor gave an overview of progress in the campus construction and maintenance pipeline, reiterating the important focus on maintaining old buildings even as new buildings come online. He noted it is an exceptionally busy time of year for his team, closing out the budgeting process, various audits, and the 6-Year Plan. He noted his pride at the appearance of campus over Commencement weekend. He and President Reveley gave a brief overview of the Auditor of Public Accounts process and timeline. Michael Evans asked about the relationship with APA staff, and Matt McGregor said he feels it is positive, citing a recent productive phone call with Victoria Kindon and APA staff. He said Jennifer Wilkerson has a positive day-to-day working relationship with the APA.

Victoria Kindon said Longwood currently sits at 850 freshman deposits but that melt will occur as usual through the summer. She said the Admissions Office took some risks this cycle. This year's high school seniors were sophomores during the height of Covid, so there were not PSAT names to purchase, but Longwood had already diversified the way it acquires prospect names. Because of these circumstances we had expected our application pool to decline this year, but it was even. We continue to try to elevate Longwood's brand with certain steps. For instance, we no longer offer "immediate decision" where applicants receive instant notification if they were

accepted. She also noted the University is working to develop a degree combining a bachelor's and MBA. The process is in the groundwork stage but we believe has strong market potential. She commended the Administration & Finance team for their hard work and strong partnership with her division.

Cam Patterson noted housing has become an important partnership among Student Affairs and the Real Estate Foundation and Administration & Finance. He noted there has been success with a 12-month leasing programs; 185 students are taking advantage of that program this summer. He also noted we are in the third and final year of a series of apartment community renovations. He noted the positive First-Gen student celebration on the Friday evening of commencement, involving more than 70 students who identified as first-generation students, and 170 students and family members altogether. Families were excited and celebratory. He also discussed and commended the involvement of Student Affairs in Civitae, and initiatives including Lancers Vote to encourage civic participation. He noted a Virginia 21 initiative that uses an app to track voter registration throughout the Commonwealth; Longwood had the highest percentage of its students who registered to vote through that program. "Our students are engaged. Our goal is to continue to foster that engagement, and build those good and healthy habits. It's a good way to complement what's happening in the classroom." President Reveley noted that another positive aspect of this work is that it's an area where College Republicans and Democrats work together. Mr. Patterson also said he is proud Longwood students and staff offer a strong and successful Greek experience. The work of the Retention Committee has confirmed Greek Life positively impacts many students. He noted 1500 students went through hazing prevention training. Lastly, he provided an update on the continued work regarding the Diversity Strategic Plan and the Action Plan Agreement the president worked with C.H.A.N.G.E to implement. He noted that he, President Reveley, and the Provost met with students in a town hall toward the end of the academic year and it was heartening to hear students do see progress. He said work for the summer includes identifying expanded multicultural space for students and student groups; continuing to evaluate and assess campus climate; and making sure students are aware of Title VI resources and use them when appropriate. He gave a progress report regarding specific implementation of aspects of the Action Plan Agreement and the different parties on campus that have been assigned various steps to address. President Reveley also provided an update on the continued work toward helping Moton move toward achieving status as a UNESCO World Heritage Site.

Michael Evans addressed the vice presidents, thanking them for their "amazing work," and stating that it has offered him great pride to consider them colleagues. He offered profound thanks and praise for Kay Stokes in her work in support of President Reveley.

President Reveley thanked Michael Evans for his great service of a full two terms on the Board. Rhodes Ritenour presented a slate of proposed nominations for the election of officers for 2023-24: Rector Katharine Bond, Vice Rector Judi Lynch, Secretary Cookie Scott, and Member-at-Large Ricshawn Adkins Roane.

The President asked for any discussion and then a vote on the proposed slate. The slate was approved unanimously. Michael Evans congratulated the Rector and presented to her a gold Longwood pin that had been presented to him by Ken Perkins. He addressed his fellow Board

members. He said his own father, who made a career in the military, had instilled in him the importance of service to others, and he considered his service to Longwood the pinnacle of his public service career, and thanked members for making the experiences a good one. President Reveley noted the Rector's longtime commitment to Southside, and their long connection dating back to an internship in the president's days as a masters student in his early 20s. The Rector noted the fruits of the project undertaken that summer became a citizen's guide to Richmond city government, and the foundation of its first website.

President Reveley presented the Rector a framed image of the Farmville Freedom Monument along with the text, quoting Abraham Lincoln, at the base of the obelisk. He also read a resolution in honor of Michael Evans, as follows:

**LONGWOOD UNIVERSITY**  
**RESOLUTION IN HONOR OF**  
**MICHAEL A. EVANS**

**WHEREAS, Michael A. Evans**  
has served a full tenure of two terms on the Board of Visitors  
of Longwood University from 2015 to 2023;

**WHEREAS**, he was elected to lead the Board of Visitors as Rector from 2022 to 2023, having served as Vice-Rector from 2021 to 2022, and as Secretary from 2019 to 2021;

**WHEREAS**, as an acclaimed leader in local and state government for the Commonwealth, his devotion to Longwood has elevated the Alma Mater, driving and encouraging its progress from strength to strength, amidst and despite national tumult and the challenges of Covid-19;

**WHEREAS**, his service to Longwood began with the 2015 adoption of the University's campus master plan, uplifting guide for historic development and construction since, which has greatly strengthened the bond of Longwood and Farmville, especially and including the landmark Robert Russa Moton Museum, as well as broader Southside, to which he holds deep ties;

**WHEREAS**, today, through his leadership and dedication over this period of momentous years, the University and its students, faculty, staff, administration, friends, and alumni have a collaborative spirit and sense of resolve, bound even more strongly by galvanizing moments such as the 2016 U.S. Vice Presidential Debate, the 2018 dedication of the Farmville Freedom Monument, the groundbreaking celebration of the Joan Perry Brock Center, and the historic 2022 March Madness run for both Men's and Women's Basketball, as well as through powerful and candid conversations he has led with

students, with University officials, and President W. Taylor Reveley, IV, to whom he has been friend and mentor through the decades;

**NOW THEREFORE BE IT HEREBY RESOLVED** by the Board of Visitors of Longwood University of the Commonwealth of Virginia, the Commonwealth's third-oldest public institution of higher learning, chartered and established in 1839, that on behalf of the University we extend our gratitude most profoundly to Rector Michael A. Evans, faithful and devoted champion of the Alma Mater and our great friend.

The rector asked for a motion under pursuant to Virginia Code 2.2-3711(A)(1) that the Board go into closed session to consider a matter of personnel, the president's evaluation. Rhodes Ritenour so moved, Cooke Scott seconded and the motion was approved unanimously. In compliance with the provisions of the Freedom of Information Act, the Board returned to open session. Michael Evans moved that the Board certify by roll call 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 the closed session were discussed. Shawn Smith seconded, and all members in attendance voted by roll call to certify: Michael Evans, Katharine Bond, Cookie Scott, Shawn Smith, Judi Lynch, Polly Raible, Fabiola Carter and Ron White. The rector commended President Reveley on his annual performance, reflecting the Board's performance evaluation of him.

There being no further business, the meeting was adjourned. Board members and vice presidents attended a dinner on campus in Stallard Board Room in honor of President Reveley's 10<sup>th</sup> anniversary as president.