

Tab 7



Intercollegiate Athletics
Michelle Meadows, Director of Athletics

Highlights

- **Basketball Season Underway**
- **Fall Sports Review**
- **Strong academic performance includes APR milestone, women's soccer player named top Big South scholar-athlete**
- **Longwood Athletics set to celebrate 100th Season**

Basketball Season Begins

The 2019-20 men's and women's basketball seasons are underway, fueled by the second-year momentum generated by Longwood's head coaching duo of Griff Aldrich and Rebecca Tillett. Both teams had players named to the Preseason All-Big South Team, with senior guard Shaboody Phillips representing the men and senior forward Dayna Rouse the women. Both of those players enter the season among the best in the conference, solidifying that status in the preseason poll voted upon by the league's head coaches and media.

The men's team also earned the No. 6 spot in the Big South Preseason Poll, matching the Lancer program's highest preseason placement since joining the conference eight years ago. That recognition came on the strength of last year's breakout season that saw Longwood reach the postseason with a bid to the College Basketball Invitational. Three starters and seven letterwinners return in 2019-20 from that team, including the senior quartet of Sean Flood, Shaboody Phillips, JaShaun Smith and Jaylon Wilson. Coach Aldrich has bolstered that group with a highly touted eight-man signing class, which has included several impact newcomers including leading scorers DeShaun Wade and Christian Wilson, as well as the Big South rebounding leader Leslie Nkereuwem. Longwood started the season 4-1, with the only loss at Atlantic 10 program and former Final Four participant George Mason after cutting a 15-point deficit to just two points during the second half.

The women's team also added an athletic group of seven newcomers to a squad of six returners highlighted by Rouse. Freshmen Anne-Hamilton Leroy and Kyla McMakin come to Longwood after stellar high school careers, highlighted by 2000-plus points for Leroy and 1,900-plus points and 1,000-plus rebounds by McMakin. Both Leroy and McMakin have made immediate impacts in their first few games, as have fellow newcomers Tra'Dayja Smith and Allyisah "Cookie" Boothe.

Reserved Season Tickets for Men's Basketball a SELL OUT

The buzz surrounding the Longwood basketball season produced another milestone in ticket sales, as the men's basketball team sold out of reserved season tickets for the first time. All 120 available season tickets were either renewed or purchased by new season ticket-holders, resulting in a 43 percent increase in reserved season ticket sales from the start of the 2018-19 season.

2019 Fall Sports Season Review

Field Hockey

The field hockey program, led by head coach Iain Byers, had another solid season finishing sixth in the Mid-American Conference regular season standings. They made history along the way, winning the program's first MAC Tournament game when they upset No. 5 seed Ball State to advance to the tournament's semifinal round where they fell just short of No. 1 overall seed Kent State 2-1. The year concluded with 3-3 record in MAC play and the highest number of all-conference accolades of all MAC schools, including two major conference awards in the MAC Defensive Player of the Year Katie Wyman and – for a second straight year – the MAC Freshman of the Year Camila Duarte.

Women's Soccer

The women's soccer team, under head coach and Todd Dyer '92, returned to the Big South Championship tournament for the fourth consecutive year. They ended the regular season with a 4-4-2 record in Big South play, doing so with a group that included nine newcomers. After a regular season that included a win over reigning conference champion Radford and a double-overtime draw against 2019 Big South regular season champion High Point, Longwood saw its season come to a close in the rematch against Radford in the quarterfinals of the Big South postseason. Also in yet another nod to the program's longstanding academic success, junior Carrie Reaver was named Big South Scholar-Athlete of the Year – the conference's top academic honor – and was shortly after named to the CoSIDA Academic All District First Team. She is now on the ballot for the CoSIDA Academic All-America Team, vying to become the second Lancer of Longwood's Division I era to receive that award. The All-District award is Reaver's second straight.

Men's Soccer

The men's soccer team finished the season 6-10 overall and fell just short of qualifying for the Big South Conference tournament's six-team field, finishing tied for eighth in regular season play. The squad was dealt an early blow when All-Big South forward Willy Miezán suffered a season-ending injury, but several Lancers stepped up to finish the year among the Big South's top 10 in points in his place. Among those, junior Ander Etxaniz enjoyed a breakout season with five goals and two assists and will return as a senior in 2020. Sophomore Jonas Kalchner anchored Longwood on the defensive end and earned All-Big South second team recognition, while freshman Filip Hinge also made his mark with four goals in his inaugural season.

Cross Country

The men's and women's cross country teams had one of their most decorated seasons in recent years, highlighted by numerous personal records throughout the season and the strongest collective performance the Big South Conference Championships where both programs finished eighth. Eight runners placed in the top of our men's or women's all-time leaderboard for career bests throughout the season, while Casey Williams became the first Longwood runner to earn Big South Runner of the Week honors for the women's program. In addition, Grace Puleo ran the fastest 5K time for a Longwood freshman at the Big South Championship, and Williams clocked the third-fastest 4K time in school history.

Postseason Individual Accolades

Field Hockey – Mid-American All-Conference Selections

2019 Player of the Year-Defender

Katie Wyman, Senior, Goalkeeper

2019 Freshman of the Year

Camila Duarte, Midfielder

2019 All-MAC First Team

Katie Wyman, Senior, Defender

Luna Lopez, Sophomore, Midfielder

2019 All-MAC Second Team

Sophia Loscher, Sophomore, Midfielder

Charlotte Wilm, Junior, Midfielder

Camila Duarte, Freshman, Midfielder

Karly Harwood, Junior, Forward

Men's Soccer – Big South All Conference Selections

2019 Big South Second-Team All-Conference

Jonas Kalchner, Sophomore, Defender

2019 Big South All-Academic Team

Jonas Kalchner, Sophomore

Women's Soccer – Big South All Conference Selections

2019 Big South First-Team All-Conference

Taylor Alvey, Senior, Defender

2019 Big South Second-Team All-Conference

Madison Lockamy, Junior, Midfielder

Carrie Reaver, Junior, Midfielder

2019 Big South Honorable Mention All-Conference

Kennedy Culbreath, Junior, Forward
Madison Van Dyke, Junior, Goalkeeper

2019 Big South All-Academic Team

Carrie Reaver, Junior

2019 Big South All-Tournament Team

Kiersten Yuhas, Freshman, Forward

2019 Big South Women's Soccer Scholar-Athlete Player of the Year

Carrie Reaver, Junior

Cross Country – Big South All Conference Selections

2019 Big South All-Academic Team

Casey Williams, Junior
Nick Howell, Sophomore

Department Initiatives

Department Hits Record NCAA Academic Performance Rate and Continues to Post High Graduation Marks

Longwood's 14 varsity programs achieved a collective Academic Performance Rate (APR) of 985 for the 2018-19 academic year, which qualifies Longwood to earn the NCAA's new Academic Based Revenue Distribution (ABRD). By reaching that mark, the department contributes a revenue unit to the Big South Conference, with the total number of all units from conference member institutions being redistributed within the Big South revenue model. A collective APR of 985 or higher is one of three metrics that can qualify an institution, along with a 90 percent single year Graduation Success Rate and a 13-point differential between the student-athlete federal graduation rate and that of the student body for the institution. It is estimated that a unit will be worth \$20,000 within the conference distribution this year, but could grow upwards of \$200,000-\$400,000 depending on institutional achievement by 2025.

Even before the NCAA attached a revenue-based reward to those academic metrics, each of those measures have long been viable means to gauge the academic performance of a school's student-athletes, as well as each university's commitment to academic success. Longwood has performed admirably as a whole in each of those areas, and they remain key metrics for the department's strategic plan.

The APR is a required NCAA performance metric for all Division I sports programs that measures academic eligibility and retention each semester of a program's scholarship student-athletes. The formula is (total points earned)/(total possible points)*1000. Each individual sport program is required to maintain a rolling four-year average of 930 to be eligible for NCAA postseason play and avoid possible financial aid or playing season restrictions.

This year's collective mark results from eight of the department's 14 sports receiving a perfect rate of 1000 and three additional programs achieving above a 980 mark. Those programs achieving a perfect score include men's cross country, men's golf, women's cross country, field hockey, women's golf, women's lacrosse, women's soccer and women's tennis. Programs achieving above a 980 were men's basketball, softball, and women's basketball.

Graduation rates released this fall by the NCAA publicized Longwood's athletics graduation success rate, a metric specific to intercollegiate athletics, at 90 percent for the most recent 4-year cohort including 2009-2012. This mark places Longwood athletics in the top 3 among Big South peers. Longwood students and student-athletes top the charts among Big South institutions in federal graduation rate at 67 percent and 68 percent, respectively for the current 4-year cohort. This rate is commonly known as the IPEDS (Integrated Postsecondary Education Data System) six-year graduation rate for higher education.

Coaches Leadership Academy Underway

With the goal of providing personal and professional development opportunities throughout the athletics department, the administration has launched a new program that will foster a culture of continual learning and growth of our coaches.

The initiative, titled The Coaches Leadership Academy (CLA), is a 6-8 month program with monthly in-person facilitative discussions that seeks to provide educational opportunities to expand the sphere of competence for Longwood's coaching within a variety of areas specific to the coaching profession, leadership and professional development in general.

Planned program sessions will cover varying topics such as building a coaching philosophy, communication strategies on social media, program assessments, foundational leadership theory and practice, etc. After each session, assignments will be utilized to support and bolster the participants learning experience throughout the program.

The program is spearheaded by senior associate athletics director Rick Canter, who will serve as a facilitator of discussion for the sessions while also bringing in guest presenters with various areas of expertise from both inside and outside Longwood's athletics department.

In addition, monthly programming for administrators at the Director level and above is also underway with facilitated discussions from John Maxwell's *The 21 Indispensable Qualities of a Leader*. Each administrator is responsible for presenting on one of the principles throughout the year and facilitating a discussion that promotes leadership development among his/her colleagues.

Longwood Athletics Set to Celebrate 100th Season

Longwood athletics was birthed during the 1920-21 season when the then-State Normal School of Farmville women's basketball team competed in the first recognized intercollegiate athletics event against her counterpart in Harrisonburg. Despite a loss in that game, a rich history of athletics began and continues to this day.

In celebration of our varsity athletics centennial, the department is hosting a variety of activities which began at the start of November with a social media campaign of “100 Lancers in 100 Days” and will also include a run of feature stories on LongwoodLancers.com. A signature reception to celebrate the anniversary is scheduled for Friday, February 7 in Radcliff Hall followed by a men’s and women’s basketball doubleheader the following day in Willett Hall. The year will conclude with a twist on our biannual Longwood Athletics Hall of Fame Induction in conjunction Longwood’s Alumni Weekend to take place May 28-30.

Longwood Athletics Finds Ways to Give Back to Community

One of the department’s core priorities is utilizing the platform of sports to transform and serve the local community. The Longwood Student-Athlete Advisory Committee hosted a donation drive to generate supplies for the Prince Edward County Schools at various athletic events from October 16-29. Items collected included tissues, paper towels, cleaning wipes and hand sanitizers totaling 100 items. In addition to SAAC, individual sports programs have participated in a variety of activities this semester throughout out community. Activities have included participating in the youth reading program at Barnes & Noble, hosting a free youth clinic, volunteering with Movers and Shakers, FACES, Twin Lakes, and a local animal shelter.

At the home basketball opener on November 5, Longwood Athletics partnered with SGA and Elwood’s Cabinet to collect non-perishable items for the cabinet’s pantry. The department staff is set to support a collection of non-perishable items for families in the Prince Edward area for this upcoming Thanksgiving holiday.

Spooky Slugfest, hosted by the Longwood baseball team, was another smashing hit this fall. This year the free community event set new records in attendance with over 550 spectators, including 300 costumed kids, to watch Longwood’s baseball student-athletes dressed as a collection of characters competing a full game of humorous, entertaining, and not-quite-fundamentally-sound baseball. Characters this year included Mr. Incredible, Rocky, and the Stay Puft Marshmallow Man. At the conclusion of the event, children were invited to trick or treat on the field around the bases while players handed out over 5,000 pieces of candy.

Tab 8



Institutional Advancement
Courtney Hodges, Vice President

Highlights

- **Family Scholarship Challenge event raises \$180,000 in scholarship commitments**
- **Inaugural Women & Philanthropy Summit held**
- **Scholarship Day raises over \$172,000**
- **November elections resulted in big changes in Virginia General Assembly**

Development

Athletic Fundraising: This fall, we launched the “Rise to 5” campaign. Athletic donors received a Longwood pennant with the new “Rise to 5” logo, explaining this bold, new, multi-year initiative of growing Lancer Club members to 5,000. Rise to 5 will be featured on multiple marketing pieces as well as social media to educate supporters on the importance of strengthening a foundation of support that is vital to the success of our student-athletes. To be a Lancer Club member, a donor can make a gift to support the Lancer Scholarship Fund or any of our 14 sport programs and other athletic initiatives.



Women & Philanthropy Summit: On September 27-28, Longwood hosted its inaugural Women & Philanthropy Summit. Designed to help women find their inner philanthropist, more than 120 women participated in panel discussions, interactive sessions and enjoyed listening to dynamic keynote speakers. Participants left the summit with a personalized plan to serve their communities and areas of philanthropic passion with time, money, and heart.

Longwood Family Scholarship Challenge: The Longwood University Family Scholarship Program officially launched this fall with a Kick-Off Party held on October 24th at the Longwood Alumni House. Over 84 people attended this exciting and celebratory event. Throughout the evening, 12 donors stepped forward, committing \$15,000 each to be matched by lead donors, totaling \$180,000 in scholarship commitments. To date, a total of 14 donors have “joined the Family”.

The Family Scholarship Program offers 90 scholarship matching gift opportunities within the College of Business & Economics, Cook-Cole College of Arts and Sciences, College of Education and Human Services and Lancer Athletics.

College of Education and Human Services

Lead Donors: Janie & Ron Evans

Scholarships Secured (out of 25 available): 4

Cook-Cole College of Arts and Sciences

Lead Donors: Tammy & Mike Jones

Scholarships Secured (out of 25 available): 4

College of Business and Economics

Lead Donors: Lancer Student Investment Fund

Scholarships Secured (out of 25 available): 4

Lancer Athletics

Lead Donors: Joan Perry Brock & Patty Kingsley Ramsey

Scholarships Secured (out of 15 available): 2

Scholarship Day: On November 7th, we piloted a fall ‘Day of Giving.’ This 24 hour campaign, focusing on the importance of scholarships at Longwood, was driven solely via social media marketing efforts. The overall donor goal was set at 434. Lancer Athletics set a goal of 100 donors for 100 years of Lancer Athletics. This effort served to showcase the impact of giving to scholarships while:

1. Educating donors on the need for scholarship support and how to endow a scholarship
2. Introducing the Scholarship Impact Fund - educating donors on how small gifts can change lives (for those who can’t yet endow their own scholarship)

The day was an overwhelming success as we closed with 445 donors and raised over \$172,000 in scholarship gifts. The donor count included \$12,000 in gifts from 105 athletic donors. Additionally, we received three commitments to endow three new scholarships on Scholarship Day.

Save the Date:

Annual Scholarship Dinner – February 20, 2020

Love Your Longwood Day – March 25, 2020

Government & Community Relations

Government Relations: The elections on November 5th resulted in big change in the Republican-led Virginia General Assembly. All 40 seats in the state Senate and 100 seats in the House of Delegates were on the ballot this year. After winning two seats in the Senate and as many as six in the House, Democrats will now take control of both chambers in January.

Delegate Eileen Filler-Corn (D-Fairfax), who currently serves as minority leader in the House, was elected Speaker-designee by her Democratic colleagues, with the power to appoint chairs and membership of House committees. Filler-Corn will be the first woman to ever serve as Speaker of the House in Virginia. House Democrats selected Delegate Charniele Herring (D-Alexandria) to serve as majority leader and Delegate Richard “Rip” Sullivan (D-Fairfax) to serve as caucus chair. Current Speaker of the House Kirk Cox (R-Colonial Heights) won re-election but will not serve as minority leader when the General Assembly reconvenes next year.

Perhaps most significantly, House Appropriations Chairman Chris Jones (R-Suffolk) was defeated by his challenger Clint Jenkins. The Appropriations Committee will look entirely different next session, after multiple retirements and election year losses. Of the 22 members who currently serve on the committee, only 13 are expected to return to Richmond in January, and only three of the seven House members who have served as budget conferees will continue to serve in the House in 2020.

In the Senate, Senator Richard Saslaw (D-Fairfax), who currently serves as minority leader, will become majority leader. Senator Thomas Norment (R-James City) is expected to continue to lead the Republican caucus. Senator Janet Howell (D-Fairfax) will become chair of the Senate Finance Committee, which will also see a significant change in composition. Howell will become the first woman to chair Virginia’s powerful Finance Committee.

Governor Northam will release his budget for the 2020-22 biennium on December 17th. The Commonwealth’s revenues appear to be growing at a solid rate, but there will be many competitive budget pressures on the Administration and the General Assembly, especially in the areas of Medicaid and public education. State funding remains essential to Longwood’s strength. Support for higher education is bi-partisan in Virginia, and we have built strong relationships across both sides of the aisle. We are looking forward to working with the new leaders in the General Assembly to ensure that Virginia students have access to an affordable education and to preserve Virginia’s world-class system of higher education.

Local & Community Relations: The Office of Local & Community Relations has continued to pursue opportunities to partner with businesses and stakeholders in the community. The fall semester has been event focused for local businesses and area landlords. Events have included the Local Job & Internship Fair, the Landlord Breakfast in partnership with Residential & Commuter Life, and the Housing & Rental Fair so that students can look at housing options on and off campus for the 2020-2021 academic year.

For the first time this past summer, the office hosted a “Farmville Area Resources” tent during Orientation sessions in June and July. The purpose of the tent was to make sure that Longwood students and their families are familiar with the resources in the Farmville area (with some resources just steps from campus). Many businesses contributed coupons and promotional materials for this and also for Family Weekend in September. Businesses have continued to be encouraged by Longwood’s willingness to partner.

The office is also working to have a visible presence at Prince Edward County School Board meetings, having attended multiple meetings this semester.

Finally, the Office of Local & Community Relations was excited to help host the Radcliff Hall Community Open House on November 26th. Stakeholders from throughout the Town and County were invited to attend including elected officials, administrators, business owners, chamber members, clergy, etc.

**YTD Fiscal Year Comparison
Gifts July 1 through October 31, 2019**

Fiscal Year	Unrestricted	Operating Accounts	Total Annual Giving
2011 YTD	\$90,640.06	\$152,232.17	\$242,872.23
2012 YTD	\$78,284.96	\$193,833.19	\$272,118.15
2013 YTD	\$88,703.43	\$142,776.74	\$231,480.17
2014 YTD	\$88,534.97	\$111,505.28	\$200,040.25
2015 YTD	\$65,413.38	\$192,190.11	\$257,603.49
2016 YTD	\$95,442.00	\$215,488.06	\$310,930.06
2017 YTD	\$90,371.64	\$279,903.65	\$370,275.29
2018 YTD	\$64,943.04	\$603,254.18	\$668,197.22
2019 YTD	\$27,711.03	\$340,318.25	\$368,029.28
2020 YTD	\$41,394.21	\$149,136.22	\$190,530.43

Fiscal Year	TOTAL RAISED¹
2011	\$5.77M
2012	\$5.52M
2013	\$9.43M
2014	\$2.82M
2015	\$7.94M
2016	\$4.18M
2017	\$11.18M
2018	\$12.41M
2019	\$18.32M
2020 YTD	\$880K

¹ Total new funds received or pledged

Fiscal Year	Annual Giving	Grants & Special Initiatives	Endowment/ Capital	Bequest	Non-cash/ Gift-in-Kind	Total Cash Giving	Total Donors	Alumni Participation*
2011 YTD	\$242,872.23	\$94,200.00	\$258,119.97	\$390,434.85	\$37,145.51	\$1,022,772.56	1,645	FY2011 11.41%
2012 YTD	\$272,118.15	\$130,059.00	\$539,194.70	\$79,843.56	\$4,941.20	\$1,026,156.61	1,488	FY2012 10.97%
2013 YTD	\$231,480.17	\$78,250.00	\$257,898.01	\$3,743.20	\$130,693.00	\$702,064.38	1,543	FY2013 10.15%
2014 YTD	\$200,040.25	\$97,560.06	\$461,801.36	\$1,115,474.67	\$1,239.00	\$1,876,115.34	1,327	FY2014 9.47%
2015 YTD	\$257,603.49	\$185,526.06	\$63,943.15	\$257,500.07	\$10,109.43	\$774,682.20	997	FY2015 10.94%
2016 YTD	\$310,930.06	\$119,000.00	\$151,063.87		\$83,103.10	\$664,097.03	1,299	FY2016 11.21%
2017 YTD	\$370,275.29	\$106,325.00	\$86,875.28	\$42,960.94	\$59,906.58	\$666,343.09	1,354	FY2017 10.07%
2018 YTD	\$668,197.22	\$112,175.00	\$2,152,789.29	\$163,598.18	\$3,462.62	\$3,100,222.31	958	FY2018 9.53%
2019 YTD	\$368,029.28	\$133,775.00	\$146,325.24	\$20,180.00	\$1,100.20	\$669,409.72	528	FY2019 7.60%
2020 YTD	\$190,530.43	\$139,005.30	\$939,613.01	\$62,490.80	\$2,207.20	\$1,333,846.74	765	FY2020 YTD 1.46%

* Alumni Participation reflects participation rates through the end of the fiscal year.

Tab 9



Strategic Operations

Victoria Kindon, Vice President and CIO

Highlights

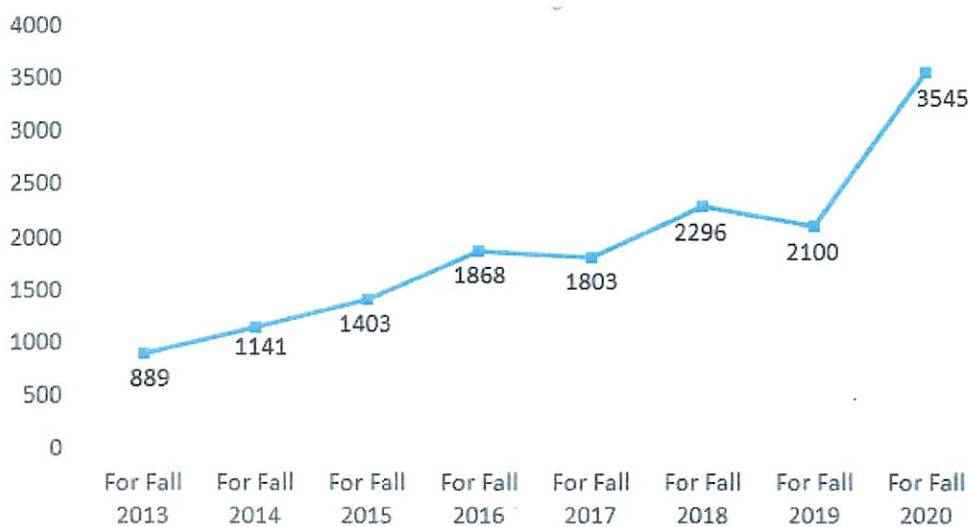
- Applications for Fall 2020 class strong
- Four-year graduation rates hits 52%
- Alumni Family Game returns January 4, 2020
- Special issue of Longwood Magazine on mentoring published this fall

Undergraduate Admissions

Fall 2020 Cycle Update

While it is still early in the application process, the number of undergraduate applications year over year has increased 68 percent and quadrupled since November 2012.

Applications for freshman class as of each prior November 10 (i.e., 11/10/2018 for fall 2019)

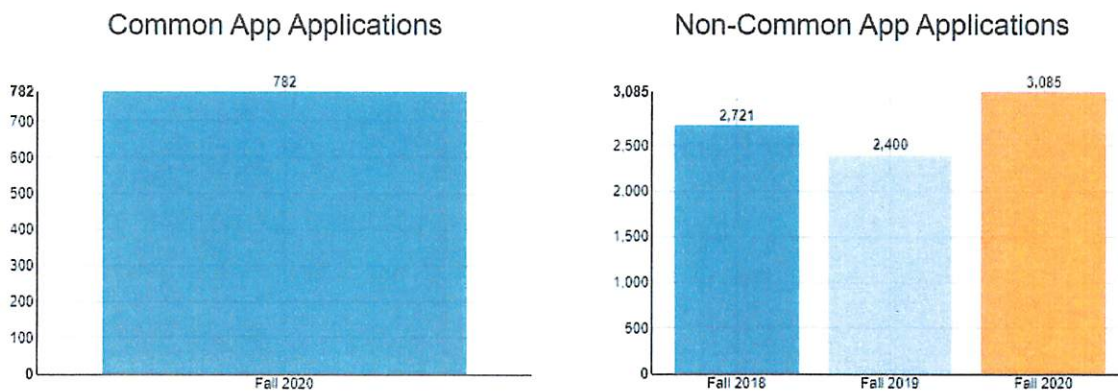


Common App launch

In a recent national survey of college-bound students, 60 percent said the Common App (National Common Application) is the most appealing way to apply to college. With goals of clarifying Longwood’s identity as a public institution and increasing the size of our applicant pool, Longwood launched the Common App on September 13, 2019. Just two days later, we already had four applications in hand. As of mid-November, over 750 students have submitted, another 1100 are progress and over 1400 students have expressed interest in Longwood through a “profile save.”

One of the great benefits of the Common App is that students are already familiar with it—and they also use it to start a possible relationship with a school they may not have considered as a first choice. In short: It markets itself. At the same time, Longwood has come alongside the App by providing information to school counselors and direct mailing that targets in- and out-of-state markets.

It should also be noted that while the Common App applications are providing a robust stream of applicants, the native applications are still up 28% year over year.



Merit Award Strategy

For this year’s cycle, we have developed a scholarship-awarding strategy that allows students to know the minimum amount of merit-based scholarship aid they can expect from Longwood when they receive their acceptance letter. Students with excellent high-school GPAs (3.75 and above) will receive the Presidential Scholarship, which ranges from \$3,000-4,000. In addition, all students with a GPA of 3.0 and above will receive some sort of named merit-based aid. Complete financial aid packages, including need-based aid and other scholarships, will be sent to students beginning in the third week of January.

This new strategy is the product of a yearlong process of coordination among offices to assure that our students have access to clearer, more timely information about the value Longwood

places on their application. It allows us to award merit-based aid to more students, thus sending a broad message to applicants that we value them and want them to join our community. Communicating minimum offers this early also allows us to engage prospective students in a more meaningful way from the point of acceptance. Timely follow-up through the yield season will allow us to build stronger relationships with students than in the past.

<http://www.longwood.edu/financialaid/types-of-aid/scholarships/>

Scholarship	High School GPA Requirement	Early Action: Guaranteed Award for those applying by Dec 2, 2019	Regular Admission: Potential Award for those applying after Dec 3, 2019
Lancer Distinction Award	3.0 - 3.25 GPA	\$1,000 - \$2,000	Up to \$1,000
Dean's Scholarship	3.26 - 3.75 GPA	\$2,000 - \$5,000	Up to \$2,000
Presidential Scholarship	3.75 and above GPA	\$5,000 - \$4,000	Up to \$5,000

Faculty-Staff Ambassadors Program

Prospective students who visit campus commonly request some face time with someone who works in an area in which they have an interest—an academic discipline or Greek life, for instance. Until now, Admissions has arranged these encounters on a case-by-case basis, reaching out when students request it. A new program set to roll out in January 2020 will allow us to formalize a process for making these connections, thereby increasing the number of students who make a personal, long-lasting connection on a campus visit and involving a larger number of Longwood faculty and staff in the recruitment process.

Faculty-Staff Ambassadors (FSAs) will serve as volunteer hosts for prospective students and their families, working alongside Admissions to share class time with students, meet during office hours to discuss academic opportunities or touch base over lunch/coffee to discuss

extracurricular opportunities available on the campus. As preparation for this role, FSAs will learn how best to present Longwood's brand, gain familiarity with the functions of various offices around campus, and adopt best practices for inviting others to experience the warmth and hospitality of the Longwood community.

Enrollment Management and Student Success (EMSS)

Early data demonstrates that our continuing efforts to help incoming freshmen transition successfully and be positioned for enrollment in the spring semester and beyond is working. This fall, 29% more freshmen were eligible to register for spring semester thanks to our coordinated and strategic outreach to students who needed to take action to ensure their eligibility. Instrumental in this outreach was the work of our first-year coaches.

Furthermore, mid-semester grade reporting, a best practice that allows timely outreach to help students make adjustments necessary to improve their grades, is promising. Based on the grades reported, 89% were an A, B or C, which is a 5 percentage-point increase compared with fall 2018. Both academic advisors and coaches receive students' mid-term grade reports and contact students with either praise and encouragement or engage in conversations to provide guidance on next steps the students should take to finish the semester in good academic standing.

This fall we launched a process designed to guide the strategic development, and in some cases refreshing, of academic and co-curricular programs. The process includes maintaining a robust list of possibilities and evaluating the feasibility, cost and return on investment of the ideas. Possibilities are prioritized for research and approval by the Enrollment Management Group, which consists of the Vice President for Strategic Operations, Provost and Vice President for Academic Affairs, Deans and key Enrollment Management and Student Success staff. Once approved, each project is assigned a point person and a detail coordinator/project manager to ensure projects are on track and determine if timelines need to be adjusted or resources need to be shifted to achieve the project goals. Currently 15 projects are approved that will influence the next two entering classes.

On the graduation front, we continue to see steady improvements in our four-year graduation rates, with 52% of the freshmen who began their studies in fall 2015 graduating this past May. The key initiative that has contributed to the increase is a focus on students' planning their four-year pathway, supported by advisors and technology. The recent return to banded tuition is another initiative that will encourage students to take more credit hours, which in turn promotes more timely degree completion. We have already seen a 3.5% overall increase in the average number of credit hours students are taking, with freshmen having the largest average increase of almost 1 credit hour. We also realized a 2 percentage-point gain in freshmen registering for the spring semester compared with last year at the end of the early registration week. Additionally, the staff in Student Success offer assistance to all students who have not taken advantage of early

registration to get them enrolled in classes. Responses from students who were contacted doubled compared with the same outreach last year.

Information Technology Services (ITS)

Infrastructure Projects

- Infrastructure installed in new Admissions building to support network, CATV and building-security infrastructure.
- 10 classrooms were upgraded to HDMI technology during fall break.

Security Projects

Spirion, a leader in data-security solutions, has been procured and is in the test phase before being fully launched on campus. This product will allow users to scan their computers for unencrypted restricted data, allowing users to identify the data and delete, encrypt or place it in a secure environment, thereby reducing the risk of data loss.

Office of Alumni and Career Services (OACS)

Social Media Engagement Increases Significantly in 2019

The OACS team is excited to report significant increases in engagement on our social media accounts over the last year. We've seen an increase in Facebook followers (7.1%), Instagram (29% on Alumni and 49% on Career accounts) and Twitter (5% on Alumni and 4% on Career accounts).

Alumni Family Gameday Returns

On Saturday, January 4, 2020, the OACS team will host the fourth iteration of the successful Alumni Family Gameday event. With registration historically in the range of 350-500 alumni and guests, the event is billed as an indoor tailgate that takes place in a transformed Health and Fitness Center. Alumni Family Gameday is fun for all ages, particularly children, from toddler to teenager. Registration for this year's event includes tickets to the men's basketball game against USC Upstate.

Introducing Joanie's Adventures

The Office of Alumni and Career Services has launched a new engagement initiative featuring a three-volume coloring book series starring a 7-year-old version of Joan of Arc. *Joanie's Adventures* is part of a Kids Clubhouse initiative designed to engage the children and grandchildren of Longwood alumni and friends. *Joanie's Adventures* is a fun, imaginative mixture of modern-day Longwood and 14th-century France that emphasizes and promotes

OACS traditions programs. The books will have a significant presence at the upcoming Alumni Family Gameday on January 4. Coloring books can be purchased individually and as a set of three.

University Analytics

Fall is heavy reporting season for University Analytics, with about 10 reports/surveys due around the same time to federal and state agencies as well as private educational interest groups. Thanks to our work with automation, this is not the hectic time of year it could be. While completing our reporting requirements, we can take the time to delve into data integrity and how it relates to process in a thoughtful way instead of a rush to “check a box.” This approach will inevitably give us better data for future enterprise reporting.

We have also begun work on several new reporting initiatives designed to support decision making at the highest levels of the university in terms of finance and enrollment. We are currently working with stakeholders to determine what questions need to be answered and how best to get at the data necessary to do so.

As a way to demonstrate how our work with reporting automation is paying off, we were recently made aware that a rather ordinary report request we worked on last year has made a positive impact on recruitment for our ever-growing Honors College, enabling them to review dozens of portfolios more quickly than ever before. We are so excited to be doing work that moves the university forward.

University Marketing and Communications

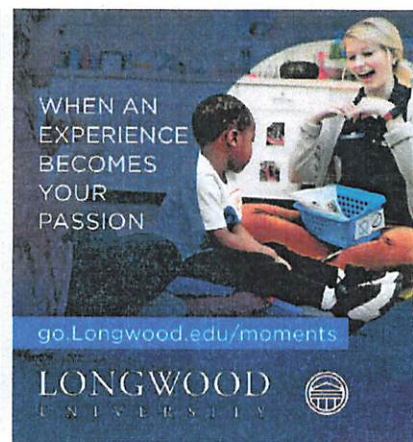
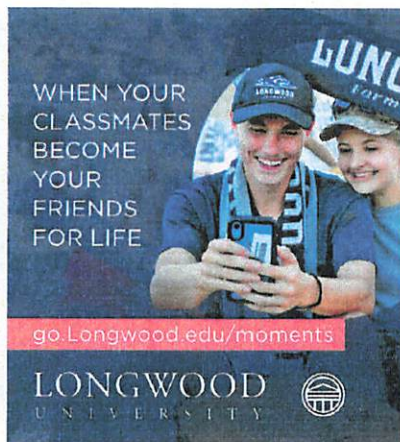
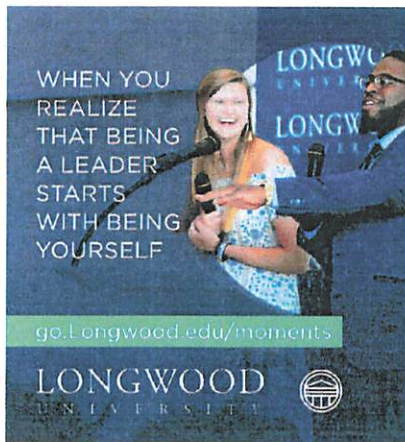
Special Issue of Longwood Magazine Explores Mentoring

“Mentoring is in the blood here. It’s in the culture.” That’s how one administrator describes Longwood’s systemic commitment to helping students find their way in this special issue of Longwood magazine. Published in November, the magazine puts a wide range of mentors and mentees in the spotlight—faculty members who are still providing guidance for students who graduated years ago; alumni who have formed a bond with a current student; students who are helping other students. Other content provides a look at the institutional foundation that supports and encourages these types of relationships.

“That Moment When...” Brand Awareness Campaign Kicks Off

As so eloquently stated in Longwood’s Brand Guide, the Longwood experience is a journey of daily evolution and discovery, sparked by thousands of “Aha” moments—both big and small—that lead to profound and lifelong personal growth. It’s this theme that’s the umbrella for our latest comprehensive ad campaign, Where Moments Move You, which was described as both “personal” and “encouraging” in market research done by our partner firm, SPARK451.

The campaign, which kicked off this fall and will feature both digital and traditional components, includes ads as seen below and points prospects to a lead-generation landing page at: <http://moments.longwood.edu>



Tab 10



Student Affairs

Tim Pierson, Vice President

Highlights

- **Frazer and popular events set tone for fall**
- **Initiatives to Support New Intercultural Groups**
- **Greek Life Updates**

The tone for students was propelled by the unveiling of the new Frazer Hall which left many awestruck, much like the response to the opening of the Upchurch University Center. Fall orientation was solidified by the smiles, reassurance, and helpful hands of the peer mentors, resident assistants, and movers and shakers. Beautiful fall weather aided three traditional and highly attended campus-wide programs, The Greatest Athletics March Ever (The G.A.M.E), Family Weekend, and a record crowd attending the main stage acts for Oktoberfest.

Continuing the momentum started last year with an active group of student leaders from our underrepresented populations representing the campus culturally-based organizations, President Reveley met early in the semester with students to provide updates on the progress of proposed changes and initiatives on campus related to security, communication, transparency, and cultural understanding raised during the last academic year. The meeting also provided newer students leaders with the opportunity to engage in rich and meaningful dialogue about current issues, needs, and concerns. This remains an area of focus for the President, and plans have been made to meet with this group of students regularly throughout the year.

The decision has been made to allocate the Clark House for an Intercultural Student Center and the former Honors House on Pine Street to the National Pan-Hellenic Council (NPHC) sororities and fraternities providing important temporary space for these groups who lost lounge space in Frazer and Curry hall renovation. Relocating Commuter Student Lounge from Mid-town to Upchurch has also received good reviews from students.

A town hall meeting was held in October with all members of the Interfraternity Council (IFC) fraternities to discuss the proposal that had been put forward last fall to allow fall recruitment. Though that proposal will not move forward, students were praised for their collective work with a number of campus groups. Follow-up work is occurring with IFC to support efforts to increase membership and respond to interest in campus space for activities.

Unlike IFC, College Panhellenic Council (CPC) numbers remain steady overall, whereas there are some recruiting and longevity concerns within IFC and NPHC. Some of this can be attributed to the demographics of our campus and more broadly. Both NPHC and IFC are actively engaging in constructive conversations among the councils about organizational challenges and are seeking new ways of recruiting.

Assistant Vice President for Student Affairs (AVPSA)

The AVPSA has been serving as the lead instructor for the longstanding, one-credit, elective course for sophomores commonly known as “*Project Success: EDUC 205 Career and Life Planning*,” that focuses on personal development, civic engagement, career planning, and leadership. In the parallel “*Senior Mentoring: EDUC 470 Mentoring, Academic and Career Planning*,” pre-selected seniors are taught fundamental mentoring and leadership skills and work in small groups with the sophomores to complete a community service project. Side by side, the students engage in activities that promote a sense of direction, resiliency, and social responsibility, all essential traits for success at Longwood and beyond.

There are also partnerships with faculty to develop some professional development content around, “*Understanding and combating the Imposter Syndrome, particularly in First-Generation College Students*” this will be shared campus-wide in January.

Selected groups of faculty, staff, and upper-level administrators participated in customized workshops entitled, “*Reflect, Appreciate, and Deepen: Making Assessment Meaningful & Manageable*,” facilitated by Dr. Jillian Kinzie, Associate Director, National Survey of Student Engagement (NSSE) and the Center for Postsecondary Research, Indiana University Bloomington and NILOA Senior Scholar.

Used annually by hundreds of colleges and universities, the NSSE assesses the extent to which students engage in educational practices associated with high levels of learning and development and how institutions deploy their resources and organize the curriculum and other opportunities known to be associated with student learning and development. Preparations and marketing are underway for the spring administration of the NSSE to all Longwood first-year and senior students. The results will inform educational improvements, and specific measurements will be used for assessment and accreditation purposes (e.g., the Civitae Core and SCHEV competencies) and to enhance student success and retention. Two supplemental topical modules measuring *civic engagement* and *inclusiveness and engagement with cultural diversity* will be included in this administration.

Lastly, as a member of the University Diversity Council (UDC) and author of the 2017 EBI Benchworks Campus Climate Survey reports, the AVPSA has participated in several facilitated discussions with academic departments and staffing/student groups seeking input into the UDC Five-Year Diversity Strategic Plan that will be finalized and submitted to the University Planning Committee for approval in April.

Student Conduct and Integrity

Disciplinary cases have remained consistent as compared to the 2018-2019 academic year at this time. Fifty cases have been processed as of October 31st, 2019, with four resulting suspensions. The Honor and Conduct Board is meeting the high standards set for this student hearing body, and is an asset to the Office structure, making recommendations in 26 cases.

Training for students surrounding campus free speech was completed for all new, incoming students, including a veterans-specific session. Primary training initiatives for alcohol and other drugs included an emphasis on the changes to Commonwealth of Virginia law regarding age, which directly effects our student population. Other primary training included online and in-person prevention programs for sexual misconduct.

The Office provided numerous educational and preventative programs across campus, including our signature initiative for the fall, the Red Flag Campaign. This is the 11th year working with this state-wide initiative, a project of the Virginia Sexual and Domestic Violence Action Alliance. The Red Flag Campaign uses a bystander intervention approach to educate about sexual assault, dating violence, and stalking on campus. The campaign encourages individuals to speak up when they see warning signs. With assistance from student volunteers and campus partners, our campaign highlighted awareness and campus support, interactive programming that educated on behaviors of unhealthy intimate partner relationships, appropriate active bystander messages, as well as campus and local resources.

University Clery and Title IX

The Annual Security and Fire Report was disseminated to the Longwood community on October 1, 2019, this office, pursuant to the Clery Act. A comprehensive review of applicable policies and procedures is underway to ensure consistency and compliance with the Clery Act.

Thirty reports of notice have been documented for fall, none of which have resulted in a formal Title IX complaint. Two panel discussions, one for incoming students during New Lancer Days, and one open to all students, presented by the Student Government Association, answered student questions and provided thoughtful discussion surrounding issues of sexual misconduct. Representatives from this office, the Longwood University Police Department, Student Conduct and Integrity, Counseling and Psychological Services, Southside Center for Violence Prevention and Prince Edward County Commonwealth's Attorney Megan Clark participated in these programs.

Dean of Students

Five hundred eighty-eight cases have been processed by the Care Team as of this report. This is an increase of 63 cases from this same point last year. The significant case load includes a variety of issues impacting students, from transition and homesickness, to significant behavioral and mental health concerns.

Longwood Cares - A Student Emergency Fund continues to receive generous contributions and donations and plans for the utilization of those monies to support students in crisis will continue to be developed. To date, the fund has supported two students.

Office of Disability Resources (ODR)

ODR currently serves 439 students. This is a decrease in our total population from fall of 2018. We are serving 9% of the whole student body. There has been a shift in our total percentages by disability categories. Students with Attention Deficit Hyperactivity disorder still comprise the largest subcategory but the percentage is four points lower than in previous years. There has been a slight increase in the number of students with learning disabilities, physical disabilities, and chronic health conditions by at least one to two percentage points. There has been an increase in the percentage of students with mental health concerns and Autism Spectrum disorder by 2 to 4 percentage points. We are working to meet the needs of our ever-changing population through continued case management, individual meetings, and programming. With the information provided by fall midterm grades, ODR will be looking to determine any necessary adjustments that could better support students, faculty, and staff. The Office is happy to announce that three students will participate in interviews as part of our Workforce Recruitment Program with the Federal Government. This could result in internships for these students and potential job placement before graduating from Longwood.

Residential & Commuter Programs

Residence Life staff have addressed 995 documented residential incidents; on-call professional staff have addressed a total of 435 crisis incidents. Additionally, the Residence Life professional and student staff have been dispatched to follow up on 105 Care Team-related student concerns. Student staff hosted 820 educational programs.

Based on student feedback, the Commuter Lounge was relocated into Upchurch University Center where students have greater access to campus services. Additional resources are slated to be added to the space to further increase use and functionality. Led by the Commuter Assistants and utilizing a high-impact model, successful Commuter programs have been facilitated, such as the Commuter Welcome Wagon and New Commuter Breakfast. The Commuter Thanksgiving Luncheon and the Housing & Rental Fair are currently pending.

Housing Operations

In collaboration with the office of Admissions, housing scholarships have been offered to new transfer students for the spring 2020 semester to provide additional aid to students and encourage enrollment. Mercury 4 upgrades will provide capabilities to streamline housing business processes providing additional online housing forms for student use.

Student Engagement Unit

Fraternity and Sorority Life

The all-Greek grade point average continued to be higher than the all-campus average for spring 2019 (3.10 combined for fraternities and sororities, compared to 3.00 all-campus). The sorority average was 3.20 compared to 3.11 for all-women. The fraternity average was 2.84 compared to 2.78 for all-men.

In September, IFC fraternities welcomed 21 new upper class students and CPC sororities welcomed six new upper class students. Planning is underway for formal recruitment in January and February.

Order of Omega and Tri-Council hosted a successful Hazing Prevention Week, September 23rd-27th. Nationally recognized speaker, Dr. Lori Hart, presented a keynote address on risk management and alcohol practices in the context of peer-to-peer duty of care. She also provided consultation with three campus groups. Other events included hazing education trivia, a banner competition, and the “donut” haze fundraiser. 489 students attended the keynote address. Total participation for the week of events was 675.

Leadership Development

The office is focused on providing comprehensive, collaborative, and unique leadership experiences that welcome all students and create curricular and co-curricular opportunities within the context of the Citizen Leader Development Model (CLDM) that was introduced in spring 2019.

A primary goal this semester has been to introduce the CLDM to students and to the campus. It has been presented in classes and retreats with Leadership Studies, Social Work, Greek Emerging Leaders Experience, Student Government Association, and with all student staff and interns in the Student Engagement Unit. Conversations have also been occurring with the Honors College and Center for Global Engagement. Numerous individual conversations with students and student leaders provide the opportunity to introduce and reinforce the model’s concepts.

Other program initiatives include the Leadership 101 series, also with a foundation in the Citizen Leader Development Model. This has included a very effective presentation by Residential and Commuter Life staff on professionalism and effective meeting planning and management. This semester will conclude with a session on resiliency led by Counseling and Psychological Services.

Multicultural Affairs

The office is continuing the transition from Citizen Leadership and Social Justice Education to Multicultural Affairs, with a focus on support of student organizations and individual students. Specific examples include development of a mentoring program for first-year underrepresented student populations and establishing “affinity” groups for underrepresented students based upon

identity and interest. Guided facilitation is included. Student presence in in the Upchurch offices and in the NH Scott Multicultural Center has continued to increase in exciting ways.

The office is supporting student initiative to create two new culturally-based organizations. ASIA (Asian Student Involvement Association) recently received approval from the Student Government Association. MESA (Middle Eastern Student Association) is still in the planning stages. Eighteen workshops and trainings have been presented on diversity and inclusion topics with student organizations, offices and academic classes.

University Center and Student Activities

The G.A.M.E. celebrated its tenth year. Following First Friday Back activities on Stubbs Lawn and the pep rally, the march from campus to the soccer field culminated in the distribution of 1400 Longwood scarves and everyone enjoying a soccer game and a picnic dinner.

Six hundred fifty individuals registered for Family Weekend in mid-September. The weekend events kicked off with a Casino night on Friday night. Events on Saturday included a State of the University program with President Reveley, a yoga session, picnic, and various activities on campus and in the Farmville community. The weekend concluded that evening with mentalist Robert Channing sponsored by Lancer Productions.

The Upchurch University Center celebrated its first anniversary in late October. Upchurch continues to grow as a busy hub of campus activity, particularly for student studying, informal gathering, and hosting of meetings and events. The addition of the art collection in the Oppenheimer Gallery has been well received.

Wellness Unit

University Health Center

The University Health Center has adjusted the appointment scheduling process that has decreased open appointment waiting times and increased access to health care for students, faculty and staff. Appointments for September 2019 doubled over September 2018. Appointments can be made by phone or walk-in.

Campus Recreation Sport Clubs

Campus Recreation implemented a concussion baseline testing program for sport club athletes in 18 of our 23 sport clubs (five clubs were deemed to have low – no concussion risk). The baseline test allows for a comparison to post-concussion injury testing which assists in the return to play protocol. To date, 303 sport club athletes have taken the baseline test.

Popularity of the Alternative Breaks program continues to expand with the first ever fall break service trip to Wilmington, NC, a group to San Diego, and a double service trip (21 participants) to Puerto Rico this spring break. The Alternative Break student organization, advised by Campus

Recreation, offers the opportunity for Longwood University students to engage in community service and/or explore social issues during our academic break periods.

Longwood University Police Department (LUPD)

Each year all Law Enforcement officers must obtain continuing education credits through the Department of Criminal Justice Services (DCJS), which allows them to maintain their certification as a sworn Law Enforcement Officer. This is a significant operational task, as each officer must complete 40 hour of this training. Such a requirement requires staff adjustments and overtime-related expenses. All in-service requirements have been assigned and will be completed by December to maintain DCJS certification for all LUPD sworn officers. All officers completed their annual firearms qualification by the end of November. The firearms effort was significantly increased this year with the implementation of the Patrol Rifle program. All officers have now been certified for that significant elements of operational response.

Administrative Services

During this period there was focus on enhancing the overall safety of the campus by increasing capabilities for communication with the community and resources during crisis events. Through that effort, the Farmville 911 center is now able to perform remote lock-down of electric access controlled buildings on campus. Police supervisors are now able to activate the e2Campus alert system from their phones which will allow for much quicker emergency notifications if ever necessary.

Integrated Security Systems

To date we have 450 cameras installed including off-site campus housing. We are continuing to check areas that that could warrant additional coverage. In the last year dozens of incidents have been identified and addressed based on the significant evidence gained from this technology. The office continues to grow our video monitoring capabilities. This semester multiple conversations with students and staff are expressing their sense of security that such technology brings to the campus community. So far this year we have installed 80 cameras with a savings of \$64,000 by having Longwood's IT Department install cameras instead of contracting. This along with changing our camera provider has made significant savings to departments so more cameras with better quality can be added to this very important element of our campus safety effort.

Tab 11



FOREFRONT FOR THE COMMONWEALTH Strategic Plan 2019-2025

- Dashboard of Principal Metrics -

Intensifying Enthusiasm Across All Enrollment- Principal Metric: Enrollment for Undergraduates, "4+1" and Graduate Students								
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019
<i>Applications Prior Year</i>	4207	4087	4224	4354	4683	4869	5160	4415
Freshmen	1029	1106	1097	1036	928	1053	1007	802
Sophomores	840	809	854	872	799	728	770	756
Juniors	687	774	745	798	782	718	655	686
Seniors	668	635	734	711	740	742	669	590
5 th Year +	224	259	223	257	233	220	217	179
Transfers and Part-Time	885	891	907	971	913	994	764	839
"4+1" Students	76	68	99	113	91	115	100	111
Graduates	479	463	522	474	499	603	587	610

Innovation in What We Offer-Principal Metric: Retention and Graduation Rates			
Reporting Year	Retention Rate	Graduating Class	4-Year Graduation Rate
2013	82%	Class of 2013	44%
2014	79%	Class of 2014	47%
2015	80%	Class of 2015	48%
2016	80%	Class of 2016	54%
2017	81%	Class of 2017	50%
2018	75%	Class of 2018	51%
2019	75%	Class of 2019	52%

Distinction in the Commonwealth and the Nation- Principal Metric: Purchase Volume of University Licensed Logos & Marks	
Fiscal Year	Purchase Volume
FY 2013	\$570,472
FY 2014	\$572,725
FY 2015	\$613,646
FY 2016	\$726,167
FY 2017	\$942,622
FY 2018	\$803,744
FY 2019	\$1,000,355

Reflecting the Diversity of America Principal Metric: Composition of Student Body, Faculty, Staff, Boards and Volunteer Leadership									
Academic Year	Boards and Volunteer Leadership			Faculty and Staff			Student Body		
	% Men	% Women	% URM	% Men	% Women	% URM	% Men	% Women	% URM
2012-13	42%	58%	8%	43%	57%	13%	31%	69%	19%
2013-14	42%	58%	10%	43%	57%	13%	32%	68%	21%
2014-15	51%	49%	9%	43%	57%	14%	32%	68%	22%
2015-16	52%	48%	11%	42%	58%	13%	30%	70%	24%
2016-17	49%	51%	10%	42%	58%	14%	31%	69%	24%
2017-18	44%	56%	8%	43%	57%	12%	31%	69%	26%
2018-19	48%	52%	11%	43%	57%	14%	30%	70%	26%

A Sense of Beauty & Place on Campus- Principal Metric: Overall Attendance at University Events						
	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Total Attendance	44,584	51,729	71,662	124,844	138,126	145,771
College-Town Vibrancy- Principal Metric: Total Population of the Farmville Region (by registered voters)						
	July 2014	July 2015	July 2016	July 2017	July 2018	July 2019
Total Population	38,925	37,626	38,078	38,009	38,280	38,122
A Culture of Philanthropy- Principal Metric: Alumni Annual Giving Percentage						
	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
	10.15%	9.47%	10.94%	11.20%	10.07%	7.60%

Tab 12

Longwood University Foundation Board Report
Board of Visitors Meeting
December 6, 2019

- The annual audit by CPA firm Brown Edwards is complete and the Foundation received a “clean” opinion. This year was especially challenging with staff changes and new reporting rules for non-profit entities.
- The Board held its October meetings on campus with the Friday formal gathering at LCVA where directors were able to see the latest traveling exhibit. The Board’s working session on strategy on Thursday was open discussion with emphasis on having all directors working toward common goals plus thinking about opportunities to contribute to the University’s Strategic Plan. The prime areas discussed were:
 - Scholarships – the main area of focus for the Board is ensuring all available dollars are deployed for students, especially incoming freshmen; protection of donors and honoring their wishes is paramount.
 - Full ride scholarships – rankings of scholarships by the University show considerable interest in full ride awards; using elements of the Jefferson Scholar Program at UVA and working closely with faculty and staff, the Board sees potential opportunities in pursuing a similar program at Longwood University; more research and designated funding are needed.
 - Regional model – the Jefferson Scholar Program utilizes a regional network of alums to identify and vet potential award winners; this same approach could be used by Longwood by having alums serve as primary contacts with regional schools and also could provide a new pool of potential donors.
 - Prestigious Scholarships – the Board sees an opportunity to work with the University in promoting, recruiting, mentoring and aiding students with the process of seeking highly competitive national scholarships such as the Benjamin A. Gilman International Scholarship, Harry S. Truman Scholarship, and Fulbright Scholarship; limited staff and faculty are involved in pursuit of prestigious scholarships, mostly study abroad; the visibility of having award winners could be very beneficial to the University.
 - Metrics – various ways to measure success were identified consistent with the University plus others the Board felt were relevant.
- New members – four new members were welcomed to the Board; they all have a tie to the University and are excited about being involved.
- The Board is highly committed to the new Family Campaign and has already made significant contributions:
 - Two directors and their spouses have made lead donations of \$375,000 each.
 - The Lancer Fund, which is part of the Foundation’s total endowment and is the student investment club, has designated \$375,000 to the new Campaign to help fund scholarships for fellow students.
 - Seven directors (and counting) have sponsored individual \$15,000 endowments.
 - Directors have volunteered to participate in or host regional events held by Advancement.

- The Board is sponsoring several tables at the Holiday Concert along with a cocktail reception in Bedford Hall prior to the event. Special guests have been invited and the reception will have the added excitement of art students exhibiting special holiday pieces for sale. Part of the proceeds will go to the students and part to funding scholarships.

Board of Visitors Meeting

December 2019

Longwood University Real Estate Foundation

Curry and Fraser Residence Halls Renovation

The transformation of Curry Hall is almost complete. The project is ahead of schedule as a result of lessons learned on Frazer by the Longwood University Real Estate Foundation (“REF”), the general contractor and key subcontractors. Curry will be occupied in August 2020.

The overall project is on schedule and on budget.

Joan Perry Brock Convocation Center

Design work is progressing rapidly, as is the relocation of the Willett tennis courts. Initial site work will begin early next year after the new tennis courts are completed. The entire project will be completed in summer 2022.

The University and REF are currently analyzing qualified companies to market and manage the facility.

Deutsche Bank is the lender. The estimated interest rate on the debt is 3.75% for the first six years. A lease with the University will cover the debt service payments. The financing is scheduled to close early in 2020.

Hull Springs Farm

The architect for the project (RRMM Architects) is scheduling due diligence (e.g., survey, geotechnical engineering and environmental engineering) at the Camp House site. RRMM and Leipertz Construction have met to discuss the potential scope of work for pre-construction services. The Northern Neck Electric Cooperative’s Engineering Department has expressed an interest in working with the REF team during the preliminary design phase.

Fundraising continues for Phase 1, which will include a research laboratory, student and faculty cabins and outdoor teaching and gathering spaces. The Mary Morton Parsons Foundation awarded REF a 2:1 challenge grant of \$250K. The deadline for raising matching funds of \$500K is May 2020. Over 50 companies, foundations and individuals have already been contacted. Over \$100K in gifts and pledges have already been received. Stream and wetland credit sales from the wetlands mitigation bank will fund the remainder of Phase 1.

Housing Refinancing and Consolidation

REF has the opportunity to refinance the 2017 series bonds (Curry/Frazer) and contemporaneously transfer to REF the remaining housing projects (Cox, Wheeler, Stubbs and Arc). The transfer will be executed by means of a long-term lease. This proposed financing includes (1) refinancing \$95 million in Series 2017 bonds, (2) new money of approximately \$3 million to perform needed repairs and upgrades on Arc Hall and (3) new money of approximately \$18 million for assorted REF borrowings associated with properties that support the University (i.e., Midtown Retail, Buffalo Shook, Woodland Pond, etc). The transaction will

also include a cash payment to the University currently estimated to be approximately \$20 million, regarding Arc, Cox, Stubbs and Wheeler.

Following are the benefits to the University and REF:

- 1) While the actual interest rates associated with the transaction depend on a range of market factors, rates have remained low. This will result in substantial long-term debt service savings. Accordingly, it is important that REF move quickly to take advantage of the low rates.
- 2) Consolidation of asset ownership and financial reporting, allowing economies of scale.
- 3) Flexibility of procurement.
- 4) The transaction will allow exit from the Total Return Swap (TRS) associated with the 2017 bonds. The TRS carries potential collateral posting requirements and settlement risks associated with factors such as interest rate fluctuations. The TRS has outlived its usefulness, and its termination will strengthen the University's financial standing in the view of the ratings agencies.
- 5) The \$18 million in assorted REF loans that will be refinanced are currently subject to refinance and interest rate risk. That risk will be mitigated. The loans, which are not currently amortizing, will become part of a long-term, fully amortizing debt structure.
- 6) The Moody's rating on the 2017 series will dissolve and the associated costs will be eliminated.
- 7) The transaction will strengthen the overall financial structure and credit profile of REF by reducing the financial obligations held at the REF parent level and shifting them to revenue producing affiliates (improved asset/liability matching).
- 8) Longwood Village will be withdrawn from the collateralized bond structure and replaced with the new housing assets. This will allow REF to repurpose or sell this asset in the future.

Andy Taylor Center - Relocation to Ground Floor of Lankford Hall

The architect for the project, RRMM Architects, has begun design work. RRMM is coordinating program and space allocation functions with Capital Design & Construction and the Early Childhood Development team. Prior to submitting a preliminary floor plan, RRMM will socialize the project requirements with the Virginia Department of Social Services.

Longwood University SGA Board Report
Board of Visitors Meeting
December 6, 2019

President W. Taylor Reveley IV & Board of Visitors—

Our town hall series has had two impactful town halls this semester. The first was in late September that addressed Title IX with representatives from CAPS, the Office of Student Conduct and Integrity, Madeline's House, and the Chief of Police and the Title IX/Clery head. The second was in late November that discussed the University Diversity Council's 5 year strategic diversity plan and had student feedback on current campus climate.

The Campus Flow initiative for providing free feminine hygiene products in the main campus buildings has been rerouted for sustainability in looking at vending options.

To mark the 65th anniversary of Brown v. Board of Education, the SGA met at the Moton Museum and took a walk through of the museum after the meeting was over.

This semester we started Facebook live streaming our meetings and having a virtual open forum where students can turn in complaints and/or questions when they can't make the meetings.

In the Spring semester we hope to host another Moss Leadership Retreat at the Moton museum and we plan to reach out to Athletics to sponsor a softball game to encourage student attendance at games.

We elected a new executive senator who plans on strengthening the student relationship to the town of Farmville as a whole.

The Presidential Council should be set to start sometime in the Spring semester with a collection of students from across campus meeting with President Reveley three times a year.

The executive board of the SGA will be giving presentations during Senate meetings in the month of February for those interested in our positions. We will start our SGA elections after spring break with the goal of elections ending in the first week of April and being installed on April 19th.

Elwood's Cabinet will temporarily be open to Hampden-Sydney Students while the Wesley Foundation starts a student food pantry at Hampden-Sydney College.

The meal swipe donation initiative will be guest swipes that are donated and we hope to start that at the end of next semester.

We have a multitude of projects and initiatives in the works for the Spring including epi pens in dining locations, adding an international student, a transfer student, and a Longwood ASIA representative to senate, and a way to track the location of the FAB.

Haleigh Pannell
President
Student Government Association

Report from Faculty Representative to the Board of Visitors

December 6, 2019

Lee Millar Bidwell, Professor of Sociology

"Longwood University is an institution of higher learning dedicated to the development of citizen leaders who are prepared to make contributions to the common good of society."

While many universities craft mission statements that lie dormant and ignored, Longwood University faculty, staff, and students embrace and live our mission statement daily. The mission of developing citizen leaders infuses the work that all of us do and has benefits far beyond the campus grounds. For this report, I asked faculty members to share with me activities that they do in collaboration with students, colleagues, and outside agencies to make meaningful contributions to the common good of society. Below are descriptions of amazing projects faculty are engaged in that both foster and model citizen leadership while providing extraordinary benefits to the broader community.

- **Renovating the Farmville WWII Victory Garden**—First-year Assistant Professor of Political Science Dr. Eric Hodges, and retired English Professor and Adjunct faculty Dr. Mike Lund have teamed up to renovate the WWII Victory Garden in Farmville. The goals of the project are to “raise community awareness of military veterans and to help bridge the divide between these two groups.” Located at the intersection of Griffin Blvd. and High Street, just across from Wheeler Hall, Dr. Lund’s class has been working diligently on the garden renovation, while Dr. Hodges is researching the effectiveness of the garden in achieving the project objectives. The two faculty will present their preliminary results at the Veterans in Society Conference in St. Louis, Missouri this coming March.
- **Teaching English and Bringing Art to Immigrants**—Dr. Renee Gutiérrez, Associate Professor of Spanish and Assistant Director of the Center for Academic and Faculty Enrichment continues to bring students and professors to teach English to detainees at the local Immigration Detention Center, a project she has been doing for six years. This year she also is working with students and faculty to bring a separate art workshop to the center that allows immigrants to create art with watercolors, markers, and colored pencils. In addition to being able to apply their classroom knowledge in the community, Dr. Gutiérrez reports “students learn from experiencing new points of view and from crossing cultures as they work with immigrants; my favorite statement was the student who walked out of the Center in tears, saying, “They’re...they’re just *people*.” The detainees can see a different side of US opinions on immigration--and learn a bit of English as well. We have received multiple grants from the Parent's Council and The American Democracy project; Longwood helps with copying costs. It's a marvelous experience, and an excellent way to have our students think about being global leaders and informed citizens.”
- **Applying Biology to Improve Brewing**—Associate Professor of Biology Dr. Dale Beach has been working with David Steeves, the brewer at the Three Roads Brewing Company in Farmville to understand genetic variation in brewing yeasts. For a craft

brewer like Mr. Steeves, understanding these processes leads to better brew design and greater control over the final product. Dr. Beach has implemented novel course-based undergraduate research experiences (CURE's) using brewing yeast strains for the Spring '19 Cell Biology and Fall '19 Genetics courses. Additionally, his research student Sara Dooley (Junior, Biology B.S. program) worked as a PRISM summer scholar continuing her Cell Biology project into this fall semester. She is working to sequence DNA from target genes to identify genetic variants between the varieties of brewing yeast, and she presented her research at the annual meeting for the Virginia Branch of the American Association for Microbiology on November 8-9. Dr. Beach and Mr. Steeves are continuing to collaborate on wild yeast fermentation and other mechanisms to "program" brewing yeast to produce more desirable outcomes.

- **Attacking Area Hunger**—Dr. JoEllen Pederson, Associate Professor of Sociology, and Dr. Adam Paulek, Associate Professor of Ceramics and Crafts teamed up with the Office of Multicultural Affairs to host the second annual Empty Bowls meal at the Moton Museum on Nov. 10 during Hunger and Poverty Awareness Week. The Empty Bowls Project is an international grassroots crafts-based effort to end hunger. Students in Dr. Paulek's Advanced Ceramics class created 100 ceramic bowls and served soup to those attending the fundraiser. Students in the Sociology Club volunteered at the dinner as well. Soup for the event was donated by area restaurants The 119, Effingham's, Merk's Place, and The Fishin' Pig. All of the proceeds from the event were given to Delma's Pantry, a Cumberland County food bank.
- **Providing Professional Development**—Dr. Sarah Tanner-Anderson, Assistant Professor and Program Director of Educational Leadership, provides professional development to school divisions in the areas of leadership (student, teacher, and administrator) and literacy, giving much needed information and advice to local and neighboring communities.
- **Improving Public Schools**—Heather Edwards, Senior Lecturer in French, has worked tirelessly on multiple projects to benefit the Prince Edward Public School system. She has organized efforts to ensure that the Board of Supervisors maintained full-funding of the school budget in 2014 when they threatened \$300,000 in budget cuts, serves on the Prince Edward County Public Schools Endowment Board of Directors, and helped establish the Prince Edward County Schools Band Boosters. Additionally, she founded Support Prince Edward County Schools, a Facebook community and think-tank comprised of a diverse and representative mix of parents, teachers, administrators, government officials, and taxpayers that sponsored a successful ballot referendum making School Board member selection a democratic process in Prince Edward County. Passing with 76% of the vote, this popular initiative allowed Prince Edward's citizens to vote for their representatives – and through the democratic process, the public school system is now governed by leaders who mirror the diverse makeup of the student body.

Longwood University Alumni Board Report

December 2019

Longwood Traditions

The first annual Longwood Scholarship Day was held November 7, 2019 to great success. Many groups participated, including faculty, staff, parents and alumni. Goals were surpassed, raising over \$170,000 for much needed scholarships. All three Boards participated, with the Alumni Board at a 42% giving rate. Many thanks to the Advancement team for supporting such a great cause that supports student success.

Alumni Awards: the annual celebration of alumni achievements will be held on March 20, 2020 on campus. This beloved event honors alumni, as new and accomplished professionals. The Alumni Awards Committee has presented a wonderful slate of nominees, and the Alumni Board voted to accept the slate. The nominees showcase the best of the Longwood Spirit.

Ring Ceremony: in the third year, the Ring Ceremony is scheduled for March 21, 2020 in the Rotunda. Class Rings purchased by juniors and seniors 'spend the night' with Joanie in the Rotunda as she keeps watch. Family and friends of the students are invited to the ceremony, with remarks from President Reveley, and the Alumni Board President and Vice President. Afterwards, students and guests enjoy lunch in Blackwell Ballroom with members of the Alumni Board.

Alumni Weekend (Reunion) is scheduled for May 29-31, 2020 for what will surely be another fun weekend of alumni reconnecting and rediscovering Longwood. The Alumni Board will also hold their meeting before the festivities begin that weekend.

Updates from the Office of Alumni and Career Services are forthcoming.

The Alumni Board will meet again March 20-21, 2020.

Respectfully,

Becca Shelton, President, Alumni Association

Longwood Staff Advisory Committee

Report for the Board of Visitors

December 6th, 2019

Currently the Staff Advisory Committee is fully staffed at 15 members with Suzanne Stetson and Kathyn Nasburg as co-chairs, Roxanne Martin as Treasurer and Dustin Hall as Secretary.

Since September, 2019, the Committee was involved with the following campus events:

- **Hosted the annual Halloween Bash where we had several participants and roughly 150 staff and faculty turn out to the event. We had our costume contest 9 different groups/individuals participate. A new addition was honorable mentions for different costumes, for the individuals that didn't want to go up on stage. Another new addition was a pumpkin carving/decorating contest where the guests were able to vote on which one was the best, this allowed those to still participate in the event if they did not want to dress up.**
- **We have decided to move the annual Silent Auction to the Spring to analyze the results, and decide whether to keep the auction in the Fall or move it permanently to the Spring.**

Tab 13

The Last Tour

A senior Ambassador looks back on three years of Longwood campus tours

APRIL 30, 2018

News



On Friday, Allyson Stone '18 set about a familiar routine. She donned her blue Longwood Ambassadors shirt, and greeted an assembled group of prospective students, parents and other visitors in the lobby of Lancaster Hall. Then she stepped outside into glorious spring sunshine to show them a campus she's come to know well and love.

But for the senior communication studies major from Virginia Beach, it was a bittersweet moment. With graduation now just a few weeks away, it was her final tour – her last formal occasion as a student to show off Longwood's campus to those considering following in her footsteps. The Longwood Ambassadors – the volunteer student organization whose duties include leading campus tours – play a critical role in campus life. Often one of the first faces prospective students and parents meet when they visit, Ambassadors have the opportunity to create a lasting impression of Longwood. They convey not just a sense of the place of Longwood and the spirit of the university – buildings, academics, extracurriculars, social life, camaraderie and spirit – but also by example its people. It's a responsibility they take seriously as they give their dozens and, in some cases, hundreds of tours of campus during their careers.



It's really special to feel like I played a part in the biggest decision of someone's life.

– Allyson Stone '18

At last, in senior spring, an Ambassador's final tour becomes one check mark in a series of nostalgic lasts—last class, last trip to D-Hall, last late-night run for food. It's a poignant moment, and one they'll never forget.



Allyson Stone '18 giving her last tour as a Longwood Ambassador

Tell me about your last tour. How did you feel?

It was really bittersweet. The last tour was a pretty typical group—about 15 people and a mix of high school sophomores and juniors, and we did a pretty normal tour. I told them how special it was to me that they were my final group, and we all took a picture at the end. I don't know if it's sunk in that life at Longwood is almost over, but moments like those are pretty special.

What was a memorable moment from your tours?

Sometimes people will come up to me on campus or see me in class and say, "You gave me my tour!" When I became an Ambassador, that type of moment wasn't on my mind—but it's really special to feel like I played a part in the biggest decision of someone's life.

When did you start as an Ambassador?

I've been a Longwood Ambassador since my sophomore year, so I've been giving tours for three years now. Open house days are the most fun because there are just so many people who show up. This spring, I asked to give a tour to computer science students because a student who lives next to my parents was in the group, and the group ended up being more than 60 people! That was definitely the largest group I've been asked to take around.



A big part of what helped me through those first few weeks was getting involved with a couple of organizations and meeting friends that way. My days got busy pretty quickly and, really, they haven't slowed down!

– Allyson Stone '18

Do you prefer large groups or smaller ones?

I actually think that the fewer people, the better the tour. It's a lot more intimate and you can get to know people over the hour or so you spend with them, and kind of shape the tour to their interests.

What does it mean to be an Ambassador?

It's a real honor. I feel very privileged to be a part of such a great group of students that has a big impact on campus. I'm really humbled to be around other Ambassadors who are extraordinarily active in the group—sometimes I wish I had their energy and passion!

What's the most common question you get?

Students generally want to know what there is to do on the weekends, so it's cool to be able to tell them about all the great stuff around campus. Parents actually have the most questions, and I'd say they ask most about safety on campus and the food options—which are about to get expanded just as I'm graduating (grrr...)!



I'll always remember the sense of excitement on their faces as they find out more about life in the place they'll spend the next four years. It's infectious.

– Allyson Stone '18

What's your favorite part of campus to show to groups?

I love taking groups through Ruffner because there is so much charm to it inside and out. Most of the time I'll take them out to the front of the building—even though it's not on the official route—because I just love the view and I think that image sells Longwood really well.

If you could have people take away one thing about Longwood from your tour, what would it be?

How easy it is to get involved. It's actually pretty easy to get too involved, because of all the organizations here. A story I've told tour groups before is my own: I'm very close with my family and the transition to Longwood wasn't easy. A big part of what helped me through those first few weeks was getting involved with a couple of organizations and meeting friends that way. My days got busy pretty quickly and, really, they haven't slowed down!

What will you remember most fondly about being a tour guide?

You can always tell when a student has already decided they want to come to Longwood. I'll always remember the sense of excitement on their faces as they find out more about life in the place they'll spend the next four years. It's infectious.

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You may be interested in...

- [Communication Studies Department \(/commstudies/\)](#)

Tab 14

Farmville mayor-elect David Whitus is first Longwood alumnus to serve in post

MAY 13, 2014

News

Mayor-elect David Whitus '83 is the first Longwood graduate to be elected to lead Farmville.

A native of Farmville, Whitus, the director of administration, marketing and development at The Woodland, garnered nearly 48 percent of the vote in the three-way May 6 contest. He graduated from Longwood in 1983 with a degree in finance and management.

"I am honored and humbled to be the first Longwood graduate to be elected mayor of Farmville," said Whitus. "There is a deep-rooted history between the university and the community, and Longwood has developed into the economic engine of the town. We have a great opportunity—with President Reveley the new leader of Longwood and a graduate the new leader of the town—to work together for a common purpose and continue to strengthen a mutually beneficial relationship."

Longwood University had an enrollment in 2013-14 of 4,960 and celebrates its 175th anniversary this year. It is among the 100 oldest universities in the nation, and the third-oldest public university in Virginia.

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Mayor-elect David Whitus '83

AUGUST 28, 2017

News



Thank you all deeply for your hard work with the start of classes.

Convocation on Thursday September 14th at 4:00 p.m. in Willett Hall marks the ceremonial opening of the academic year. Every September we gather to celebrate and honor our seniors and also the outstanding work of our faculty --- the teaching and research that are the soul of our mission. This year our keynote speaker for Convocation will be Prince Edward Commonwealth's Attorney Megan Clark '05, a highly distinguished citizen leader in our home community of whom we are exceptionally proud.

At this formal opening, one of the handful of occasions where we gather as a full academic community, I will also in my own remarks this year be sharing some thoughts related to our work and obligations as a university in our home community during these challenging times for the nation and Virginia. Our ideal of citizen leadership can and must serve as a beacon, as I have been reflecting on deeply.

Over these early days of the new year, amidst the challenges across the Commonwealth and country, we have also had the heartache of several tragedies within the Longwood family, which weigh on us greatly. Through it all, I hope the buzz of new activity and energy on campus has been inspiring. It is always for me.

Many thanks,

President Reveley
