

**LONGWOOD UNIVERSITY**  
**BOARD OF VISITORS**  
**June 9, 2017**  
**Minutes**

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**Call to Order**

The Longwood University Board of Visitors met on Friday, June 9, 2017 at Berry Hill in South Boston. The meeting was called to order at 9:30 a.m. by Rector Robert Wertz.

Members present:

Mr. Stephen Mobley  
Mr. David Hallock  
Mrs. Marianne M. Radcliff  
Mrs. Eileen Anderson  
The Hon. Robert S. Wertz, Jr.  
Mr. Michael Evans  
Ms. Pia Trigiani  
Mr. Eric Hansen  
Mr. Steven Gould  
Dr. Nettie Simon-Owens  
Ms. Katherine Busser  
Ms. Colleen Margiloff

Also present:

President W. Taylor Reveley IV  
Dr. Joan Neff, Provost and Vice President for Academic Affairs  
Mr. Kenneth Copeland, Vice President for Administration and Finance  
Ms. Victoria Kindon, Vice President for Strategic Operations  
Dr. Tim Pierson, Vice President for Student Affairs  
Ms. Courtney Hodges, Vice President for Institutional Advancement  
Mr. Troy Austin, Director of Athletics  
Mr. Justin Pope, Chief of Staff  
Mrs. Kay Stokes, Executive Assistant  
Dr. Lissa Power-deFur, Faculty Representative  
Dr. Kendall Lee, President, Alumni Association  
Dr. Jeannine Perry

## **Rector's Welcome and Approval of President's Contract, Minutes and Consent Agenda:**

The rector welcomed those attending and thanked Dr. Simon-Owens for helping organize the Board's tours of Southside Virginia Higher Education Center in South Boston and the New College Institute in Danville. He congratulated the Board members who have been reappointed and thanked Mr. Mobley for his distinguished service on the occasion of his final Board meeting, to applause. The rector thanked the Board for the privilege of serving as rector, and said he would continue to be involved at Longwood, also to applause.

The rector asked for a motion to approve the minutes of the previous meeting. Ms. Busser so moved, Ms. Anderson seconded, and the motion was approved unanimously.

The rector asked for a motion to approve the consent agenda. Ms. Busser so moved, Mr. Evans seconded and the motion was approved unanimously.

## **President's Report and Discussion:**

President Reveley commended the rector for his service to Longwood, and for serving as rector during arguably the most accomplished year in its 178-year history – a year of record applications, record fundraising, athletic success, campus construction, hosting the Vice Presidential Debate and the approval of a new general education curriculum, all capped by a successful first Mega-Reunion the previous weekend.

Among indicators of institutional momentum: Compared to four years ago, applications are up 41 percent, after declining over the four previous years. The annual fund has increased 101 percent compared to four years ago; during the four prior years it declined 19 percent. Longwood and Farmville are powerful partners. Over the four years tuition and fees have increased only 2.9 percent annually – by far the lowest average annual increase in the state. And the debate has given Longwood a fresh sense of national prominence.

## **Reports of the Vice Presidents:**

Troy Austin reported on the great success of Longwood hosting and winning the Big South Softball Tournament, with strong feedback to the hosting staff and excellent exposure stemming from the team's run to the regional final in the NCAA Tournament. He outlined plans for the summer on a number of fronts, providing a status update on negotiations related to apparel and other contracts that offer substantial cost-savings potential, along with similar arrangements related to athletic training and media rights.

Tim Pierson said he had told alumni at Mega-Reunion that if they loved Longwood before, they would love it even more today. Student engagement has been exceptional this year, with 18 new student organizations registered, bringing to more than 200 the number of student organizations on campus. He expressed his deep excitement for the incoming class. Ms. Margiloff asked for an update on Title IX reporting. Dr. Pierson indicated reports have declined, and the number pursuing the process through its entirety has declined substantially. There was discussion

regarding possible explanations, including students simply accessing Title IX resources but not wishing to pursue them further, as well as that some students may find the process intimidating.

Victoria Kindon provided an update on the admissions cycle and the incoming freshman class. She provided an overview of new practices and strategies undertaken during the previous year including texting and scoring yield likelihood, and more flexible allocation of scholarship resources. There was discussion of the gender breakdown and trends related to interest in particular academic programs. In response to a question from Ms. Busser, Ms. Kindon provided an overview of out-of-state applications. The number of out-of-state applicants has passed 1,000 for the first time. There was discussion regarding allocation of resources to out-of-state recruiting and strategies to continue to improve numbers. Ms. Busser expressed the importance of having sufficient human resources in place to engage in face-to-face recruiting. Ms. Kindon also addressed diversity. In 2012, 21 percent of the incoming class was nonwhite. For the 2017 incoming class the figure is 28 percent. She also provided an overview of transfer numbers, which are trending well for the coming year. There was some discussion of gap years and opportunities to recruit students outside the traditional cycle and mechanisms, and possible directions for “signature programs” that would set Longwood apart in the marketplace.

Courtney Hodges provided an update on conference and event services, including the annual arrival of Girls State later in June. The summer schedule includes 22 conferences and 4500 attendees, representing an opportunity to extend Longwood’s brand and producing more than \$330,000 in net revenue, which is used not only staff to support the conferences and events office but also supports projects more widely across campus. There was a discussion about the need to work with Barnes & Noble to produce and sell a greater variety of more high-end Longwood gear. Ms. Hodges also reported that all conferences this summer will end by July 27, allowing for an easier transition into the school year. Regarding philanthropy, she said she was extremely proud of the current fiscal year, with total giving standing at just under \$11 million heading into the final weeks.

Mr. Copeland provided an update on the status of projects in the capital projects pipeline, as well as the bookstore relocation to Main Street, noting the boost this will give to downtown Farmville, particularly considering it will be open on Sundays.

Joan Neff expressed appreciation for the close-knit relationship with other vice presidents that has allowed the university to work with faculty to seize opportunities to bring more high school students to campus, and to the faculty for engagement with the new general education curriculum and a successful first research and assessment day for students. She provided an update on the new College of Business and Economics dean and his work on its new accreditation report, with planning underway for a site visit scheduled for September. In response to a question from Ms. Margiloff, there was a discussion regarding trends and efforts related to recruiting of international students.

### **FY 2017-2018 Budget Discussions**

Ken Copeland thanked his colleagues for successfully navigating a year that included a number of challenges related to adjustments in Commonwealth funding and other unusual circumstances,

noting Longwood is on track to end the year with a small E&G surplus that will allow the university to take prudent steps going forward such as pre-buying insurance for next year. He gave an overview of the proposed operating budget for 2017-2018. Noting the extraordinary impact of personnel health care costs on the budget, there was a discussion regarding the state system and Longwood's limited ability to influence health care costs. He discussed housing and dining revenues, the nature of expenditures on student services, and the revenue implications of enrollment and retention. He also gave an overview of the proposed capital budget, addressing questions about athletics revenues and expenses, as well as reserve funds.

The rector asked for a motion to approve the 2017-2018 Operating Budget and Plan. Ms. Busser so moved, Mr. Evans seconded and the motion was approved unanimously.

During lunch Kendall Lee presented an update from the Alumni Association, including a report on the new slate officers, assorted community service activities, the success of the first Mega-Reunion. The Board thanked him for his service on the occasion of his final report as president, to applause.

Lissa Power-de-Fur thanked the Board for their commitment to the faculty and to improving faculty compensation. She expressed excitement regarding courses under development for the new core curriculum and appreciation to all involved for the process of revising and clarifying tenure and promotion policy. She conveyed to the Board that some language in the policy as passed by the Faculty Senate, in particular concerning whether tenure and promotion to associate professor occur in conjunction, had been adjusted by the Office of the Attorney General. She gave several examples of exceptional work and mentoring of students by faculty, including student-faculty research collaborations.

Edward Owens, the mayor of South Boston, presented President Reveley and the Board a bag of gifts to thank members for their visit to the community.

### **Annual Elections**

Mr. Hallock on behalf of the nominating committee proposed the following set of officers for the 2017-18 academic year:

Rector: Marianne Radcliff

Vice Rector: Eric Hansen

Secretary: Pia Trigiani

At-large member Mike Evans

President Reveley, acting as temporary chair under the bylaws for purposes of the election, invited discussion and called for a vote on the recommendation of the committee. The vote was unanimously approved.

## **Presentation on Curry and Frazer**

President Reveley gave an overview of the process by which various options for addressing the urgent need to replace or renovate Curry and Frazer have been reviewed and evaluated, and how the recommendation was developed to strip the buildings to their concrete and steel and undergo a complete interior renovation, saving substantial costs relative to other options. This plan, due to the relatively small current freshman class, can be accomplished without the need to spend an additional \$20 million or more to construct “swing space” during the transition.

John Kirk of Cooper-Robertson, Richard Nabb and Beth Buffington and Little Diversified Architectural Consultants, and Michael Franck of Franck & Lohsen Architects gave a presentation and overview of the proposed plan and design, including its connection to the 2015 Campus Master Plan. Mr. Kirk emphasized the supreme importance of this project in achieving the goals of the plan – in particular connecting to the community and creating new urbanist connectivity and vibrancy, while also aiding with retention. He noted Curry and Frazer were originally designed to turn their backs to Farmville, and there is now an opportunity to make them an attractive connecting point between town and campus. “This is probably the quintessential important first project to come out of Longwood’s vision for itself as expressed in the Master Plan,” he said. Mr. Nabb provided a detailed overview of the planned interior redesign, including efforts to improve common spaces and lighting. There was discussion concerning issues such as philanthropic opportunities and the proposed construction timeline. Ms. Radcliff and Ms. Margiloff expressed their great appreciation for the design and its success in identifying a transformative design for the buildings that will turn them into architectural assets for Longwood’s campus.

President Reveley indicated that construction cost is approximately \$30 million per tower, which he believes can be achieved with annual housing fee increases roughly in line with those of recent years, with construction and financing to be undertaken by the Real Estate Foundation. There was discussion regarding energy efficiencies and opportunities to use renewable energy sources.

The rector entertained a motion to approve the resolution presented to the Board regarding authorization and approval of certain real estate instruments necessary for financing of Longwood University student housing projects (the resolutions are included as Appendix 1).

Mr. Mobley so moved, Ms. Margiloff seconded, and the motion was approved unanimously.

The rector proposed a motion to go into Closed Session under Section 2.2-3711(A)(1) of the Code of Virginia to discuss matters pertaining to the performance of Longwood University employees. Mr. Hallock so moved, Ms. Trigiani seconded and the motion was unanimously approved.

By roll call vote, the Board returned to open session. The Board strongly commended President Reveley on his leadership of the University during the 2016-17 fiscal year.

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