

**LONGWOOD UNIVERSITY
BOARD OF VISITORS**

September 15, 2023

Minutes

Call to Order

The Longwood University Board of Visitors met on Friday, September 15 in Stallard Board Room. The Rector called the meeting to order at 9 a.m.

Members present:

Katharine Bond
Shawn Smith
Polly Raible
Fabiola Carter
Ron White
Steven Gould
Nadine Marsh-Carter
Jeffrey Nottingham
Kristie Helmick Proctor
Ricshawn Adkins Roane
Kathryn Roberts
Brian Schmalzbach

Also present:

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

Burt Hazelwood, Longwood University Foundation
Christ Tunstall, Alumni Board
Meredith Foster, Student Government Association
Lisa Kinzer, Faculty Representative

Rector's and President's Welcome

The Rector welcomed Board members. President Reveley said there is clearly a “happy buzz” around campus this fall. It comes on the heels of success in admissions, and many aspects of campus life fully returned to normal. Cameron Patterson introduced to the Board new Police Chief Angela Comer. He thanked the search committee, led by Dean of Students Jen Fraley, and others such as the Virginia Association of Campus Law Enforcement officials who were instrumental in the search. He said Chief Comer has already become deeply engaged with the community. Chief Comer spoke briefly, and commended the students she has met so far.

President Reveley also commended Larissa Smith and David Shoenthal's successful submission of material for the SACS-COC re-affirmation process and continued leadership of this intensive and important process. He said the process has involved many across campus, but asked David Shoenthal to stand for particular commendation for his leadership.

President Reveley also noted the signing this week of the state budget compromise, which is good news for Longwood, including approximately \$5 million for HVAC units.

Regarding enrollment, President Reveley noted that in comparison with the Fall of 2019, Longwood appears, thanks to the work of many, to be at stable enrollment, and likely slightly higher. Statewide, among private and public institutions, more than half will have lost enrollment since 2019, and several public institutions have seen significant declines.

President Reveley introduced Rohn Brown '84 who spoke briefly about the biography of his classmate Jerome Kersey and his impact on Longwood.

Reports of the Vice Presidents

Courtney Hodges said Institutional Advancement is working hard to capture the excitement of the new Joan Perry Brock Center to fully reengage constituents in all aspects of Longwood, including those who have purchased season tickets, which have jumped from fewer than 200 to over 700 and counting. She noted the success of the Grand Opening, and that there are 21 named spaces within the building, most named by former student-athletes and alumni. Polly Raible and Katharine Bond extended their gratitude to the team involved, and also conveyed positive feedback from those who have not yet seen the building in person but been impressed with the photography and storytelling around the opening shared on social media.

Matt McGregor gave a brief report on the partnership with Centers to help manage events at the JPB. He noted the successful completion of summer financial reporting work. The signing of the state budget helps with general fund and capital needs. This will have some impact on the budget dashboard going forward. He highlighted a community collaboration between the Environmental Health and Safety Office on July 11 for high-ladder firefighter training, and the strong ongoing partnership between Longwood and local first-responders of all kinds. He noted half of the Prince Edward Volunteer Rescue Squad volunteers are either Longwood or Hampden-Sydney students. He gave an overview of new practices in place over the summer to prepare and inspect

housing for the return of students, which resulted in a highly successful transition into the fall semester compared to previous years.

Larissa Smith noted we have reached the end of Week 4 of classes. She said anecdotally, it does feel that we have a highly engaged first-year class, eager to be in the classroom. She said it's important to recognize the unusual degree of student-centeredness that characterizes all parts of Longwood. President Reveley added it is clear that the way Longwood emphasized student well-being throughout Covid has had enormous benefits. She introduced the academic deans in attendance, and a number of faculty and staff in Academic Affairs taking on new roles, including Brent Roberts, now serving as Assistant Provost for Academic Outreach in addition to his role as Dean of the Library. She provided a reminder of the timeline going forward regarding the ongoing re-affirmation process, noting the multi-year process is essentially at its mid-point. An off-site team of peer evaluators will read the submitted report and give their response in November. In March there will be an onsite visit by evaluators. Evaluators will also carefully examine Longwood's Quality Enhancement Plan, which is focused on an aspect of student learning and success. Longwood's plan "Preparing for Post-Graduate Success," is currently in a pilot semester. SACS-COC will make its decision about compliance ahead of the national meeting in December of 2024. Having served as a peer-reviewer for another institution, she said she has come to appreciate the process has value for institutions to reflect on what they do and how they can improve. Lastly, she added she was pleased the Board will see the Longwood Center for the Visual Arts and important new exhibitions there, noting the LCVA is among only 16 percent of college and university art museums nationally, and four in Virginia, that are nationally accredited.

In response to a question from Brian Schmalzbach about areas of focus by the university's accreditor, Provost Smith responded the institution had a clean 5-year interim report, and that Longwood has in place an associate vice provost for accreditation and compliance to ensure all issues are addressed. An important standard concerns faculty credentials, and so a process has been put in place to manage that requirement efficiently. She said we are moving into this accreditation cycle in a strong position.

She gave an overview of approaches toward program innovation, including the regulatory requirements around developing new majors. Longwood has focused in recent years on refreshing and developing new concentrations within majors at the undergraduate level. There are currently 29 undergraduate majors, but numerous concentrations. New concentrations do not require approval from outside the institution. She emphasized Longwood remains willing to develop new majors - the most recent program requiring outside approval being early childhood education. However, concentrations remain a focus. The pre-med concentration with Biology has had a positive impact on enrollment. There is also a concentration in engineering as part of the physics program. At the graduate level, the online MBA program launched during Covid has had strong enrollment. Like JPB, that was an effort that touched across campus, including Strategic Operations and Finance and Administration. There are tracks within the MBA program, and there are plans to launch additional tracks in accounting, finance and health care administration over the next 18 months. Longwood has also made it possible for undergraduates to take six

credits of graduate courses while still an undergraduate. The goal there is to help students to see a stronger pathway to graduate degrees.

Victoria Kindon gave an overview, particularly for new members, about the Strategic Operations division. Macro-challenges for undergraduate admissions, at Longwood and nationally, include dramatic industry changes and the upcoming “demographic cliff.” Students are coming in with more credits from dual enrollment, AP courses and other credits. We have seen a shift in competitors – still mainly Virginia public institutions, but there has been some uptick to private institutions as they continue to increase tuition discounting. Amidst enrollment challenges across higher education, we believe the strong partnership between Admissions and marketing within our division, and with partners across campus, has Longwood strongly positioned to navigate this changing landscape. Kristie Proctor noted the importance of reaching students as early as middle school to get them focused on the benefits and opportunities of attending a 4-year college. Provost Smith noted the Virginia Children’s Book Festival brings thousands of students to campus. She summarized some of the K-12 outreach efforts scattered across the university.

In response to a question from Ricshawn Roane about a return to a more deadline-driven application cycle, Victoria Kindon said institutions nationally are mostly either “rolling” or “schedule-driven” with a single or handful of application deadlines. Longwood has moved back toward the second model, for reasons including 1) students were mostly applying by a certain date ahead of the holidays anyway, and 2) some programs have portfolio requirements that don’t work well with rolling admissions. Rector Bond indicated continuing interest of the Board in a deeper understanding of program enrollment trends. She also read from a recent email she received that praised the Longwood Life program, which said the program “should be a model for public universities everywhere.” Provost Smith gave further details about the program and praised Dr. Karen Feathers for her work establishing and supporting it.

Tim Hall noted the important role of Athletics in enrollment. Last year total student-athlete numbers were 286. This year there are 313 and he hopes they will reach 330. Partnerships across the University have been instrumental in this progress, through steps such as improving the FAFSA application rate from 40 percent to roughly 96 percent. He said he has been part of two new building openings and a renovation at past institutions, and Longwood’s execution of these projects and ceremonies has been a model. He noted he traveled with the men’s basketball program in Europe in August, a trip made possible by donors. Many players had not previously traveled out of the country. A number of players prepared with an international studies course. He noted the hiring of new women’s golf coach Megan Weaver, who has a distinctive professional background and comes highly recommended. As a college student-athlete, she was chosen her sportswoman of the year for her conference. He also noted Carlos Lora as new tennis coach. He reported 79 percent of student-athletes earned a 3.0 GPA or greater, and 18 received a perfect 4.0. In response to a question from Brian Schmalzbach, he gave an overview of what Longwood is doing in response to developments in “Name, Image and Likeness.” He gave a brief overview of how collectives work, and said Longwood is engaged in a comprehensive educational effort to help student-athletes navigate the changing landscape – given that most of the attention in NIL is focused on higher-dollar sports and programs that do not impact the

majority of student-athletes, particularly at institutions like Longwood. President Reveley noted he had been extremely concerned about NIL when it first emerged during his tenure on the board of the NCAA, but said it has unfurled in a smoother and healthier way than he would have predicted.

Cameron Patterson said the new academic year represents a new beginning. He noted the successful debut of the B.O.N.D program at the start of the academic year, and a new first-generation students meet-and-greet. He said start-to-they-year activities have been successful and helped get students accustomed to the JPB before basketball season gets underway. He said Greek Life is important here at Longwood, both in terms of social opportunities but also academic and service opportunities. He noted Greek students persist and retain well, they have good academic standing, and represent the university well. He said Convocation had tremendous energy and there is strong energy across campus this semester. He gave an overview of campus engagement and voter encouragement efforts, including a “Test Your Knowledge of the Constitution” initiative during lunchtime on Tuesdays on Brock Commons. Mental Health continues to be an important area of focus. The Counseling and Psychological Services Center has been re-accredited by its national organization, confirming its thoughtful and creative leadership and programming. Wellness clinics have moved out of CAPS office space and into residence halls and Upchurch, to increase visibility and encourage more students to participate. There was also a recent open house for student-athletes. In response to a question from Ricshawn Roane, he gave an overview of the local issue of the Town of Farmville contemplating whether to extend its relationship with a privately owned immigration detention facility, an issue which had attracted student advocates from Longwood and elsewhere to a recent town council meeting.

Consent Agenda and Approval of the Minutes

The Rector asked for a motion to approve the Consent Agenda and Minutes of the previous meeting. Ron White so moved, Polly Raible seconded, and the motion was approved.

Reports of Representative to the Board

Chris Tunstall gave an overview of recent work by the Alumni Board. The group is engaging alumni by creating events that bring them together in three main regions: Northern Virginia, Richmond and Hampton Roads. He described alumni involvement in career networking events on campus, and also a partnership with Career Services on a “Career Closet” that provides financial support and clothing to help students prepare for job interviews. The Board is also involved with Elwood’s Cabinet and its efforts to provide essential supplies for Longwood students in need.

Burt Hazelwood reported the endowment has recommenced its growth trajectory after the down-market year of 2022. He thanked Courtney Hodges and Jennifer Green for their partnership raising scholarship money and getting it awarded to students. The Foundation’s endowment assets have recovered to about \$97 million and the Foundation’s 10-year return continues to exceed benchmarks. The Foundation expects to provide \$3.6 million in support this year, up from \$3.1 million and \$3.3 million the last two years. A self-study last year found that the awarding of student scholarships mirrors almost exactly the demographic makeup of the student

body. The Foundation continues to sell wetland credits to support the Baliles Center at Hull Springs Farm. President Reveley thanked him and his adroitness guiding the endowment through challenging times.

Lisa Kinzer said she is excited to be serving in her new role as faculty representative. She said she hoped her report would help spread awareness and ideas about how their colleagues can contribute to recruiting students. She said her department has always by nature of the field been involved in recruiting students. Other departments may be more historically accustomed to recruiting students already on campus into the major, as opposed to new students to the university. She said faculty also are gratified to hear when they have played a helpful role, so a set of metrics to better track effective practices and report back would be welcome. She gave an overview of a number of initiatives related both to music but also to other fields that introduce students to Longwood. She thanked the Board for their work on behalf of Longwood and the opportunity to share the work of faculty with the Board. President Reveley said the new performing arts center will be an opportunity to grow not just the number of music majors but also people in other majors who wish to continue to pursue musical interests.

Meredith Foster gave an overview of her background and extensive involvement on campus. She said students are extremely excited about the JPB, which feels like a completion of Brock Commons. She said students are also excited about Octoberfest, and it is the first year since before Covid campus life feels truly back to normal. Initiatives include beautification of the Sunken Gardens, Lancer Vote and Constitution Day, and a point system to encourage student involvement. SGA's priorities for the year include 1) diversity, equity and inclusion 2) safety and knowledge and 3) general excitement around Longwood.

The meeting adjourned for lunch at the Longwood Center for the Visual Arts.

Following lunch, Justin Pope, along with Jennifer Green, Associate VP for Enrollment Management and Student Success, and Wade Edwards, Associate Dean of the Cook-Cole College, gave an overview of the work of the Retention Task Force, summarizing findings and recent trends with regard to student retention, and answer questions from the board.

Cameron O'Brion and President Reveley reviewed for Board members their obligations under the state FOIA laws with regards both to public meeting requirements and availability of public documents.

There being no further business, the meeting was adjourned.