



***LONGWOOD UNIVERSITY
BOARD OF VISITORS***

– MEETING MATERIALS –

September 13, 2024

Minutes

**LONGWOOD UNIVERSITY
BOARD OF VISITORS**

June 7, 2024

Minutes

******* DRAFT *******

Call to Order

The Longwood University Board of Visitors met on Friday, June 7 at One Mill Street in Farmville. The meeting was called to order at 10 a.m. by Rector Katharine Bond.

Members present:

Katharine Bond
Ron White
Shawn Smith
Fabiola Carter
Vellie Dietrich-Hall
Steven Gould
Nadine Marsh-Carter
Jeff Nottingham
Kristie Proctor
Polly Raible
Kathryn Roberts

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
Matthew McWilliams, Assistant Vice President for Communications, Marketing and Engagement

Rector's and President's Welcome

President Reveley welcomed Board members, noting the 80th anniversary of D-Day on June 6, sharing words from President Franklin Delano Roosevelt in 1944. He welcomed Board members to the Farmville landmark the Old Mill, and shared highlights of the year, including the Moton Museum making continued progress to be named a World Heritage Site, a March Madness appearance, a positive and well-run SACS-COC visit as part of the re-affirmation process, the planning and development of a strong budget for the coming year despite the delayed passage of the state budget, Longwood's continued place as a leader in the state in terms of keeping tuition low, more than \$10 million in philanthropy, and the largest expected incoming freshman class in six years.

The Rector welcomed the Board, and reflected on her eight years of service. She praised the people at Longwood, crediting the president and vice-presidential leadership and their teams for the trajectory of the University. She thanked Board members for the opportunity to serve.

Consent Agenda and Approval of the Minutes

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

Reports of the Vice Presidents

Cameron Patterson provided an update regarding efforts to designate the R.R. Moton Museum as a UNESCO World Heritage Site, saying that it is moving closer to reality. He said there has been a great deal of work both locally and nationally to advance the nomination, and said it is notable that the United States is supporting the effort to include the Robert Russa Moton Museum with some of the most well-known and important sites in the country. He said there is still work to be done at the federal and international level, but the progress is significant.

He also said the University is transitioning to a different bookstore partner from Barnes & Noble to Follett, which will happen this month. He said the new bookstore will be in the same place and will be branded the "Longwood University Store." He answered several questions about the transition.

He said that Student Affairs recognized student leaders in several awards ceremonies to close out the year, and praised the Residential and Commuter Life team for their work in helping students grow and develop over their four years on campus. He thanked the University Advancement team for their collaborative work to help develop student-focused programs and organizations like Alpha Alpha Alpha, a first-generation honor society, and BOND (Building Our New Direction), a transition-to-college program geared toward first-generation students. During discussion about first-generation students, Kristie Proctor asked about the GPA requirement for the honor society, which is 3.2.

Tim Hall said that student-athletes tied their GPA record, and recorded the 15th straight semester above a 3.0. He praised the work of Farrah Young, who leads the academic team within athletics.

He highlighted several teams and student-athletes, including Kiersten Witte, who earned the Bob McCloskey Insurance Big South Conference Graduate Fellowship. He also spoke about Justin LaRue, a member of the men's golf team, who made the NCAA Tournament as an individual player, saying that he has gone through PGA qualifying school, but decided to come back for his senior year. He said several student-athletes earned honors and awards at the Student Athlete Awards Banquet this spring. Katharine Bond and several Board members agreed that the GPA record is a notable accomplishment.

Larissa Smith said that the University received the written report from SACS-COC that included no recommendations, a positive sign ahead of the official vote this fall on re-affirmation of accreditation. This spring, the University kicked off its Quality Enhancement Plan, part of the reaffirmation process, which is called the Post-Graduate Success Initiative. Central to the initiative were activities at Symposium Day and Research Day, introducing students to different aspects of the plan, *Consider Life Design* and *Practice Career Everywhere*. She said that work continues on the Baliles Center to facilitate more research projects and further increased faculty, staff, and student usage. The University has made key replacement hires in business, biology, and art, and a new dean in the College of Business and Economics, Dr. Khawaja Mamun. Dr. Mamun is an expert in developing business colleges to meet the needs of current students. Smith thanked Sara Neher for her service as interim dean over the last two years, which she said had strengthened C.B.E immeasurably and built a strong foundation for the future.

Courtney Hodges said that this was a year of firsts for the University Advancement team, including an international trip with donors and the men's basketball team, the grand opening of the Joan Perry Brock Center and hospitality inside the building during games, the confluence of Day of Giving—which raised more than \$1 million for the first time—and the NCAA Tournament in Memphis, and many other events. She said major gifts came in across athletics, 18 new scholarships were established, gifts to the Cormier Honors College, and a bequest that helped fill the gap for students who were impacted by changes to the FAFSA form and calculation.

Katharine Bond asked about philanthropic trends. Hodges said that monthly “subscription” giving is trending upward. Less common is unrestricted giving, so opportunities exist to match philanthropy with specific projects or departments. “The donor today wants to be engaged and be a part of the University,” she said. Vellie Dietrich-Hall and Kathryn Roberts posed a number of question regarding philanthropic activities and priorities.

Victoria Kindon reported that the admissions cycle was challenged with delays to the FAFSA process, though the changes to the form have made it easier for families to complete. The University typically releases financial aid packages to families in February and was forced by federal delays this year to release those packages in April. Nonetheless, she reported deposits and yield have increased year over year, a testament to our strategy and approach to the challenge.

Kathryn Roberts asked if there would be an impact to the freshman class because other schools have different deadlines because of FAFSA delays. Kindon said that there is typically some change to the class over each summer, but we are not seeing anything atypical, and that the team

is encouraged by strong registration numbers for Orientation. Kristie Proctor asked if the University has seen any impact to children of small business owners and rural families because of the FAFSA calculation changes. Kindon said we had not, the group that was impacted most negatively is families with multiple children in college. She said a strength of Longwood's is in serving families, which prompted the Financial Aid office to move to Radcliff Hall to be closer to families on visiting tours. Vellie Dietrich-Hall asked about admissions counselors. Kindon said that in the last year, the University launched a strategy to have counselors live and work in their recruitment areas, which is producing early results. Katharine Bond said that she has heard positive feedback about Longwood embracing undeclared students and building in the flexibility to still graduate on time, and that the University emerged from the FAFSA challenges in a positive way. Discussion about enrollment and the University's MBA program followed. Kindon noted a strong improvement in the number of new Longwood students choosing to enroll in Exploratory Studies, reflecting a strong culture of encouragement to help students who are not yet sure what they want to study.

Matt McGregor recognized the work of the grounds and facilities staff who prepared for an outdoor Commencement and then quickly transitioned to an indoor ceremony. He also said that the financial staff worked hard to finish the latest audit on an aggressive timeline, which earned praise from outside agencies.

He said that Longwood is committed to keeping tuition and fees increases as low as possible, with proposals of a 2 percent tuition increase, among the lowest in the state, along with modest increases in the comprehensive fee, housing, and dining costs. He said that the proposed tuition for graduate degree seekers will remain flat. President Reveley said that Longwood has been a leader in the state over the last decade in keeping tuition increases as low as possible. McGregor said that food costs continue to trend upward, and that a state-mandated salary increase also drives cost increases, significantly impacting the budget. Vellie Dietrich-Hall posed questions beginning a discussion with Katharine Bond, Kathryn Roberts, and President Reveley about out-of-state versus in-state tuition and graduation rates, and how best to communicate changes to students.

Kristie Proctor started a discussion that was joined by Polly Raible, Kathryn Roberts, and Vellie Dietrich-Hall about cost of attendance and course fees. President Reveley noted that Longwood's employment rate among young alumni is among the best in the state. He also noted that the default rate on student loans is a good barometer for return on investment and Longwood's default rate among young alumni is very low. He added that the vast majority of students receive scholarships and financial aid to defray cost increases. McGregor noted that Longwood publicizes its merit scholarship chart, which aids families that are calculating cost of attendance, and that the University is very conservative when projecting revenue and expenses.

McGregor gave an overview on the Operating Plan, noting that the projected expense and revenue work begins in December for each upcoming year, and affects various aspects of campus, including procurement, athletics, and others. His staff meets regularly with other vice presidents on developing the plan.

President Reveley gave an overview of the VMSDEP program following a question by Kristie Proctor and said that the University is anticipating a planned special session of the General Assembly regarding policy changes around the program.

McGregor then reported on the Capital Budget Plan and said the University community is looking ahead to the completion of the newly named Charter Hall, which will house the facilities department. Demolition will then commence and construction will follow on the site of the new music building. He said that the University received meaningful funding for maintenance reserve projects, which is among the important benefits of being a state institution.

Katharine Bond asked for a motion to approve tuition and fee changes, the FY25 operating plan, and capital budget plan as submitted. Ron White so moved, with a second by Jeff Nottingham. The motion passed 10-0 with Steven Gould abstaining.

The meeting then turned to the annual election of officers. Steven Gould, chair of the nominating committee, introduced the following slate of proposed officers for the 2024-25 year: Ron White as rector, Jeff Nottingham as vice-rector, Shawn Smith as secretary, and Ricshawn Adkins Roane as member-at-large of the executive committee. President Reveley as presiding officer during elections invited discussion, and then asked members for a vote to approve the nominated slate. Members voted unanimously to approve the slate.

President Reveley presented gifts and resolutions to Polly Raible, Steven Gould, and Rector Katharine Bond, who are ending their terms, and read resolutions commemorating their time on the Board of Visitors.

The meeting adjourned for lunch at One Mill Street, with Polly Raible and Kathryn Roberts making planned departures.

Following lunch, the Board was joined by Sherika Montgomery, commissioner of the Big South Conference, who gave an update and answered questions regarding the state of the conference and intercollegiate athletics at a time of exceptional change and transition for the NCAA.

Steven Gould moved pursuant to Virginia Code 2.2-3711(A)(1) that the Board convene in closed session to discuss matters pertaining to personnel. Ron White seconded and the motion was approved unanimously.

A motion was offered by Steven Gould to return to open session. Ron White seconded and the motion was approved unanimously.

In compliance with the provisions of the Freedom of Information Act, the Board returned to open session. Steven Gould moved that the board certify by roll call vote that, to the best of each member's knowledge, 1) only matters lawfully exempted from open meeting requirements were discussed, and 2) only matters identified in the motion for closed session were discussed. Kristie Proctor seconded, and all members in attendance voted by roll call to certify: Katharine Bond, Ron White, Steven Gould, Fabiola Carter, Vellie Dietrich-Hall, Jeff Nottingham, Nadine Marsh-Carter, Kristie Proctor, Shawn Smith.

The rector then commended President Reveley on his annual performance, reflecting the Board's performance evaluation of him, with Vellie Dietrich-Hall abstaining as a new member of the board attending her first meeting.

With no further business, the meeting adjourned at 3 p.m., ahead of the annual Alumni Awards Banquet that evening.

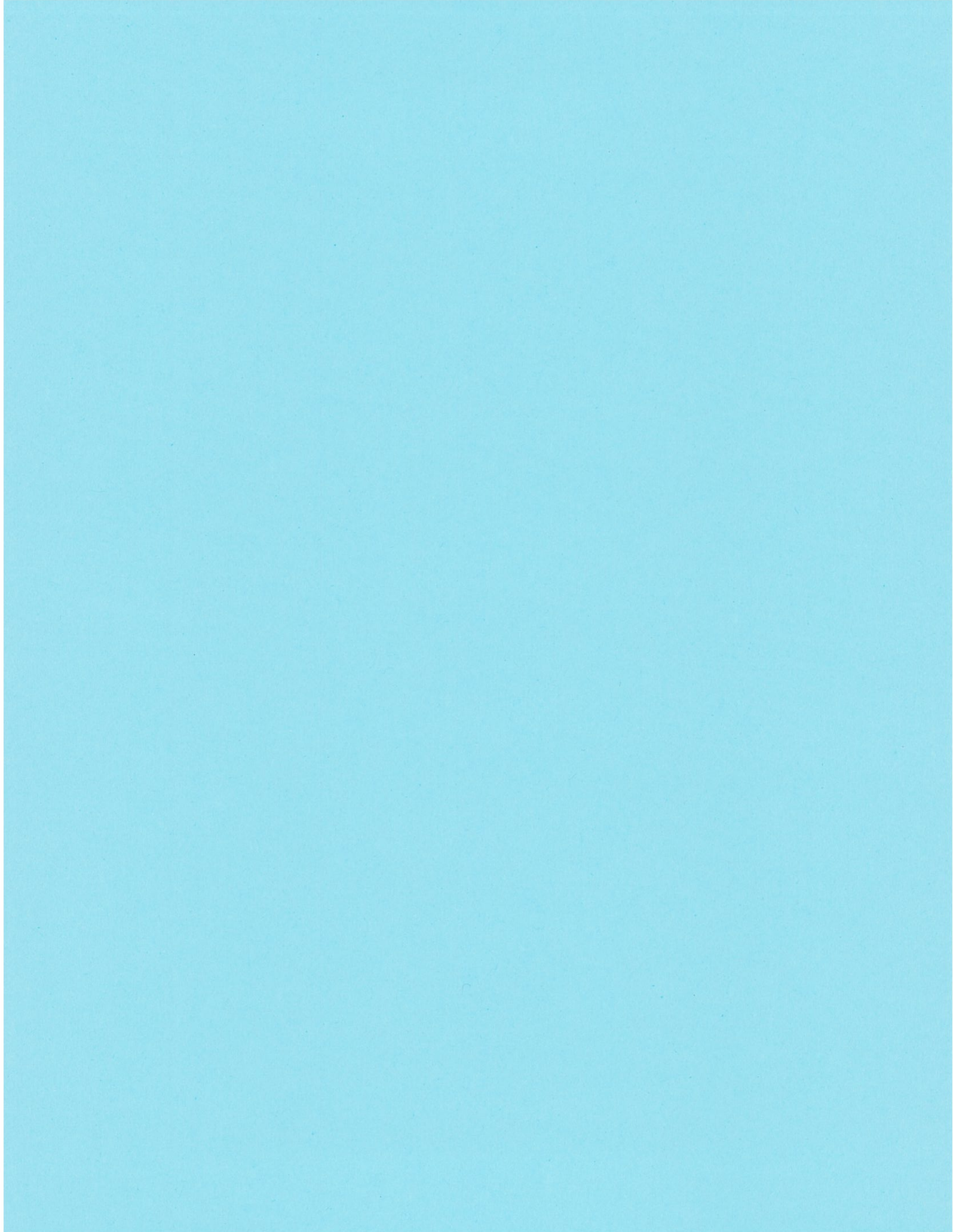
Consent Agenda



Edits, Updates, and Amendments Regarding Policy, Procedure and Planning

This section includes standard procedural steps and routine edits, updates, and amendments to policies and procedures, as well as other reports and straightforward University matters for the Board of Visitors. These include:

- Updating the B.S. in Early Childhood Education to add a distance education component to students at the New College Institute.
- Updates to the University's policy related to prohibition of pets on campus, and associated exceptions.
- Updates to the University's policy related to the Longwood University Police Department's jurisdiction, reporting, and training.
- Additions to the policy related to the use of the University's facilities, including use of temporary structures and masking.
- Updates to the University's Freedom of Expression policy.
- A consolidation of several policies related to the University's Information Security Program to increase efficiency and reduce ambiguity in response to feedback from the University's annual A.P.A. audit. The consolidation is the industry standard and represents best practices for university Information Security offices. Policies 6003, 6005, 6009, 6011, 6012, 6020, 6021, 6023, 6024, 6026, 6028, 6029, and 6034 will, with Board approval, be consolidated into one document that falls under Policy 6033: University Information Technology Security Program.
- Appointing Tim Pierson, former Vice President for Student Affairs, to the Longwood Real Estate Foundation Board of Directors.
- Ratification of the five-year Longwood Center for the Visual Arts 2025-30 Strategic Plan



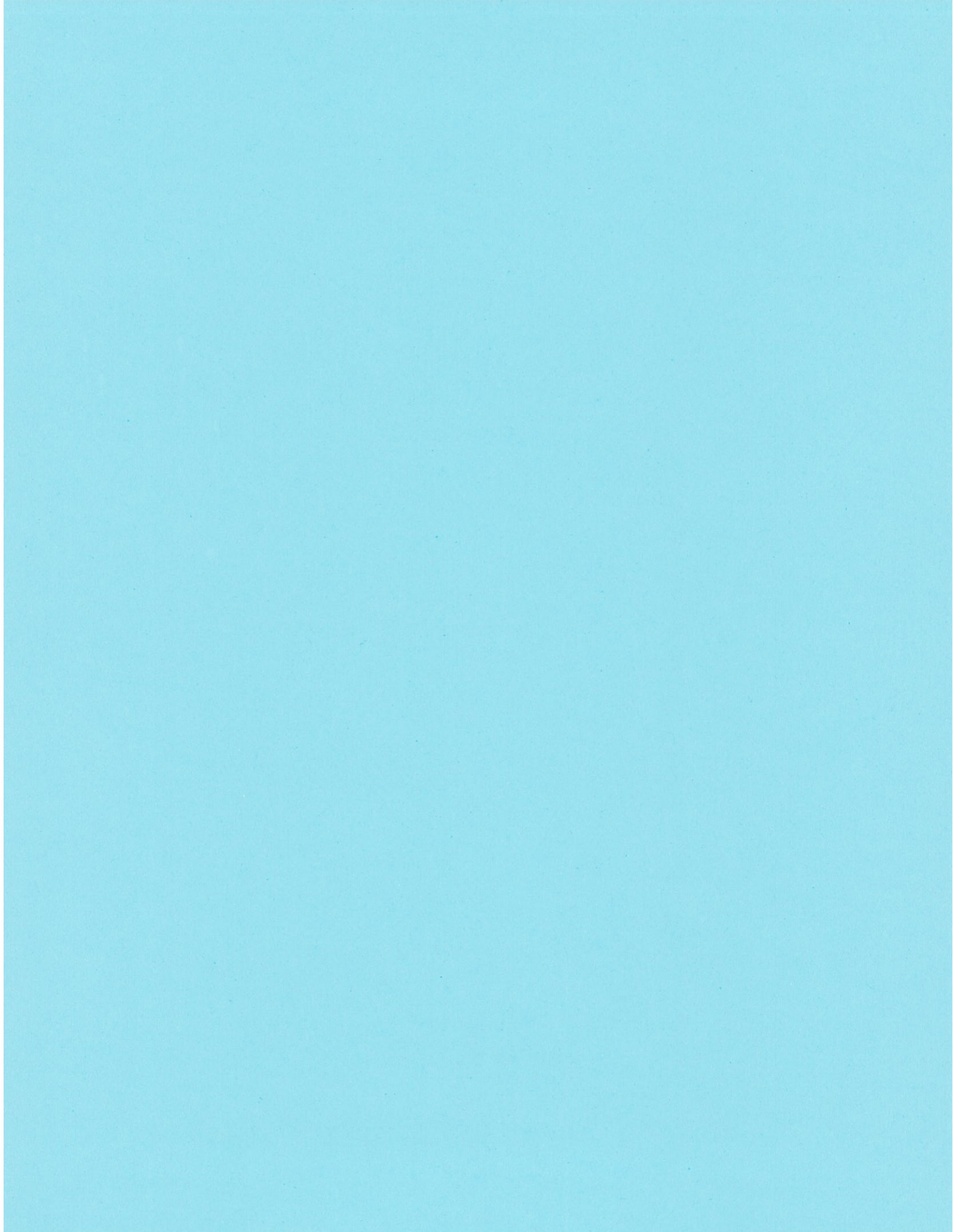
ACADEMIC AFFAIRS

INFORMATION ITEM CURRICULUM

The BS in Early Childhood Education will add a distance education modality at the New College Institute (NCI) starting in Spring 2025.

Program faculty want to allow flexibility for students and for staffing of coursework at NCI. The department chair, dean, and the Educational Policy Committee (EPC) have been notified, and the Provost and Vice President for Academic Affairs (PVPAA) has approved this change.

In accordance with SACSCOC substantive change guidelines, a notification to SACSCOC is required prior to a program adding a modality. Per Policy 1016, the PVPAA is informing the Board of this change.



Prohibition of Pets/Animals in University Owned or Managed Buildings 2045

I. POLICY OWNER

The Vice President for Administration & Finance oversees this policy, and the Longwood University Police Department is responsible for implementation and proper procedures.

II. PURPOSE

The purpose of this policy is to establish a prohibition against the presence ofkeeping animals in any university managed, owned, or leased facilities.

II. POLICY

Animals are prohibited in all university managed, owned, or leased facilities/buildings at all times.

A. Exceptions:

1. Service animals trained to perform in an assistive capacity for an individual with a disability; or
2. ~~Animals that which~~ are used as approved a teaching or research tools in the academic classroom and/or lab. AnimalsThey shall be maintained in cages in lab areas at all times except when being used in class or lab research; or
3. Non-carnivorous and non-poisonous fish in residential roomsuniversity-assigned living spaces as outlined in the Student Handbook; or
4. Emotional Support Animals in university-assigned living spaces approved by the Accessibility Resources Office as outlined in the Student Handbook; or
- ~~3-5.~~ Animals may be allowed for university-approved and pre-authorized programs and events; or
- ~~4-6.~~ Animals may be allowed in faculty/-staff housing depending on the terms of the lease or housing agreement.

~~B. Prior Approval: Prior Approval of the Chief of Police is required for exceptions listed in Section A.1 and A.2, of this policy.~~

B. SanctionsViolations: Situations involving a pet or animal in a university managed, owned, or leased facilities/buildings without the prior approval of the Chief of Police~~not included under an exception~~ will result in immediate removal of the pet or animal. Any employee, student or faculty that violates this policy may be referred for appropriate disciplinary action.

1. Students: Violations of this policy may result in restitution to the University for any damage, disciplinary action through referral to Student Conduct and Integrity, and appropriate removal action taken by the Longwood University Police Department.
2. Faculty and Staff: Violations of this policy may result in restitution to the University for any damage, action through referral to Human Resources or the contract supervisor, and appropriate removal action taken by the Longwood University Police Department.

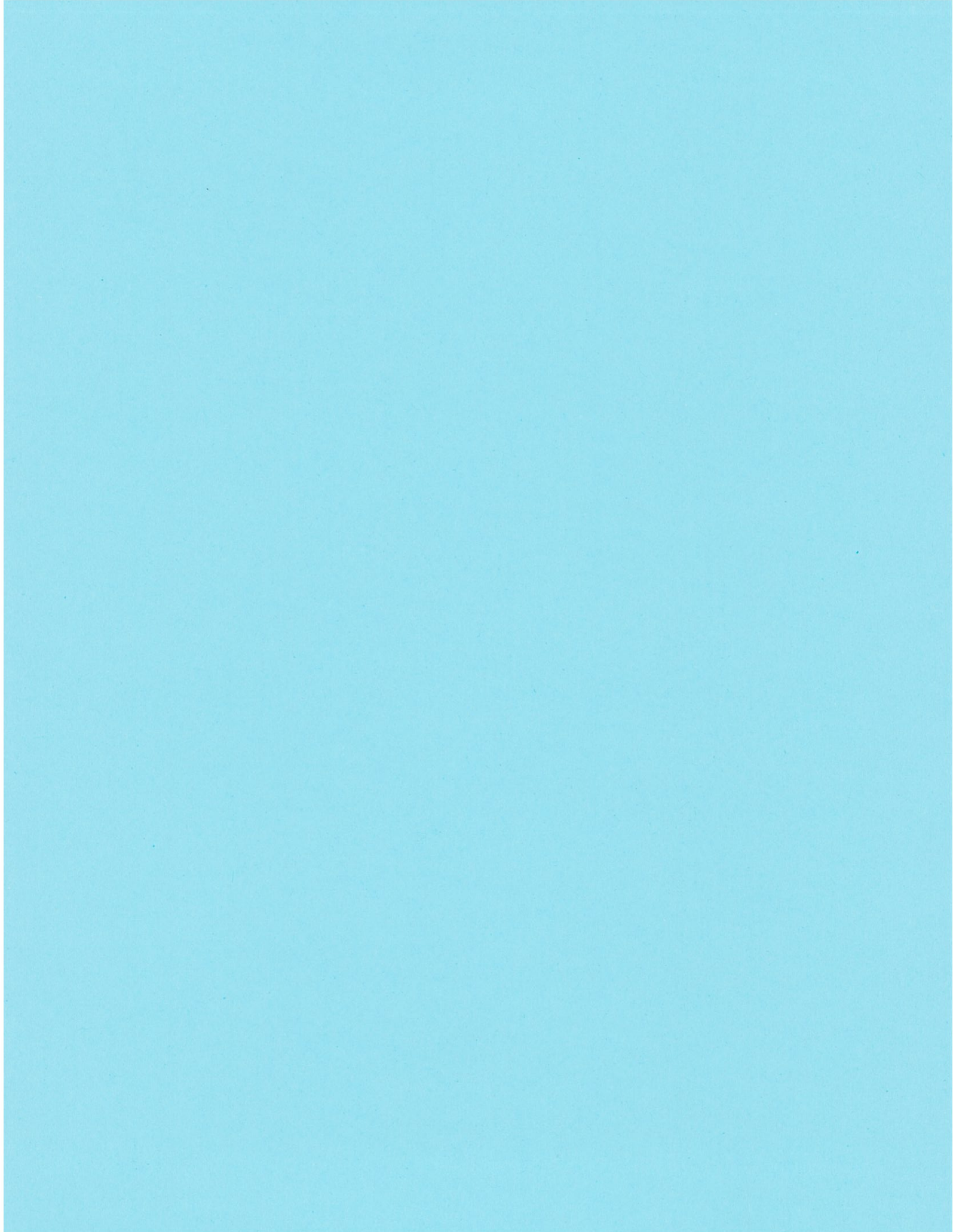
1-3. Guests and Visitors: Violations may result in restitution to the University for any damage and appropriate removal action taken by the Longwood University Police Department.

Revised and approved by the Board of Visitors, September 7, 2002.

Revised and reviewed by Cabinet, August 8, 2012.

Revised and approved by the Board of Visitors, September 14, 2012.

Revised and approved by the Board of Visitors, September 13, 2024.



Annual Crime and Sexual Misconduct Training Crime and Safety 2032

Policy Owner: The Vice Presidents for Administration & Finance and Student Affairs oversee the policy. The offices of Education & Prevention Programs, Environmental Health & Safety, Longwood University Police & Public Safety, Title IX, and Human Resources are responsible for monitoring compliance with the policy and taking any necessary corrective action.

I. PURPOSE Purpose: This policy establishes Longwood University Police Department (LUPD) jurisdiction, physical building access control, crime and fire reporting, training, and data collection, as well as emergency preparedness training requirements.

This policy requires training of employees, students or third parties on the reporting of crimes, fires, missing persons, and issues of all forms of sexual misconduct, including sexual discrimination, sexual harassment, sexual assault, sexual violence, dating and relationship violence, and stalking. Training shall be conducted annually during each calendar year.

Policy:

Data Collection

LUPD maintains a daily crime log that is published on the LUPD webpage. The log displays a minimum of the prior 60 days of incidents reported to LUPD. Crime classifications are assigned using the definitions of crimes found in the Federal Bureau of Investigations' Uniform Crime Reporting Guidelines. An Annual Security and Fire Safety Report (Report) is published in compliance with the *Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (Clery Act)*. The Report compiles statistical information from LUPD, the Title IX Coordinator, the Office of Student Conduct and Integrity, the Office of Environmental Health and Safety, and local law enforcement agencies. The scope of the Report covers Longwood University's campus and properties, approved off-site educational sites, and approved travel locations where students stay for a minimum of three nights.

Longwood University Police Department Jurisdiction

LUPD officers hold primary jurisdiction for properties owned by Longwood University and the Longwood Real Estate Foundation within Farmville, VA. This jurisdiction includes roads within and immediately adjacent to these properties. This primary jurisdiction is generally referred to as Longwood University's primary Clery Act geography. The Annual Security and Fire Safety Report includes Clery Act reportable crimes within this jurisdiction.

LUPD officers have extended patrol jurisdiction as the officers are generally sworn as Prince Edward County Deputy Sheriffs and are dispatched by the Farmville Emergency Communication Center. Concurrent jurisdiction exists within the limits of the Town of Farmville. LUPD officers respond as a backup to the Farmville Police Department and, when requested, respond as the primary responding agency for law enforcement calls within the Town of Farmville. Clery Act crimes located within the extended patrol jurisdiction are not included in the Annual Security and Fire Safety Report but are included in the LUPD daily crime log if LUPD is the law enforcement agency of record for the call.

Longwood University maintains approved off-campus instructional sites and sends students on approved travel throughout the United States and around the world. While LUPD is not responsible for law enforcement at these locations, those employees designated as Campus Security Authorities are responsible for ensuring Clery Act reportable crimes are reported to the proper local authorities and to

LUPD for crime statistic reporting. These locations are considered non-campus for the Annual Security and Fire Safety Report.

Physical Access Control

Longwood maintains physical access control of buildings using both physical keys and ID card access. Keys are issued to employees and students under the direction of the Facilities Operations Key Shop (Key Shop). Employees complete a key request form for approval and issuance. When the requested key operates only one lock, the request form may be approved by the Building Area Coordinator; when opening multiple locks (sub-master or building master key), approval must be granted by the applicable Vice President; grand master key approval must be granted by the applicable Vice President and the President. Residential students are issued keys for their assigned residential community under the approval of Residential and Commuter Life. Contractors must secure approval for team key sets from the Director of Facilities or Director of Capital Design and Construction.

Secure building key boxes are located in academic and administrative buildings and each residential community. Key boxes contain team key sets, sub-masters, and master keys. Access to the key boxes requires the authorized user's ID card and personalized PIN number. Key boxes record the identification of the individual accessing the key box, the key ring number, time of access, and time of return. Automated notification is sent to the Key Shop and Electronic Access Operations if keys are not returned to any key box at the end of the work shift. Facilities Operations maintains a key box for employees and contractors requiring the temporary issue of a team key set. LUPD maintains key access for all locations through a dedicated key box at LUPD.

Outside entrances to academic and administrative buildings are open during normal business hours or specifically published hours (e.g., LUPD maintains availability 24 hours per day, seven (7) days per week). During non-business or non-published hours, entrance to academic and administrative buildings is granted through ID card access readers. Employees must request access through the Electronic Access Operations of the Lancer Card office. Residential facilities with outside doors remain locked and require a physical key or ID card access at all times. All employees and students are issued a Lancer ID card coded for building access needed for individual residential living, educational activity, and/or employment.

The Facilities Operations Key Shop maintains a master inventory of all keys in a content management system and an inventory log for all temporary issue key sets. Key loss should be reported to the Key Shop and LUPD immediately but no later than 24 hours after the loss is discovered. Audits are conducted regularly to review records of separated employees, and bi-annual audit reports are prepared for internal and external purposes.

Training

A. Crime Reporting: Notice of who and how to report crimes, including Clery reportable crimes, to the institution. All new incoming students, faculty, and staff are required to participate in training during their respective orientation programs. Those students, faculty, and staff designated as a Campus Security Authority (CSA) will participate in annual training. A CSA is defined as an employee of the University who, because of their job function, is required to promptly notify the University of all alleged Clery Act crimes that they become aware of or that they may personally witness. CSAs, by virtue of their position and significant responsibilities, include:

- a. A member of a campus police/security department;
 - b. Individuals having responsibility for campus security in some capacity, who are not members of a campus police/security department (e.g., an individual who is responsible for monitoring the entrance to University property);
 - c. People or offices that are not members of a campus police/security department but where policy or state law directs individuals to report criminal offenses to them or their office;
 - d. University officials that have significant responsibility for student and campus activities, including but not limited to student housing, student discipline, and campus disciplinary proceedings. An official is defined as any person who has the authority and the duty to take action or respond to particular issues on behalf of the institution.
- B. Emergency Preparedness: Notice of who and how to report active shooter events. Notice of protocol for active shooter events. Training occurs for all incoming students, faculty, and staff during their respective orientation programs. Once trained, returning students will participate in training biennially.
- C. Fire Safety Reporting: Notice of who and how to report an active fire or evidence of an active fire.
- D. Missing Persons: Notice of who and how to report a missing person.
- E. Title IX Misconduct: Notice of who and how to report sexual misconduct (sexual assault, sexual harassment, sexual exploitation, dating, relationship and domestic violence), stalking, and discrimination based on sex. Primary prevention and awareness programs take place for all incoming students, faculty, and staff during their respective orientation programs, including initial and ongoing education programs to promote awareness of sexual misconduct, stalking, and sex and gender discrimination. Those students, faculty, and staff designated as Responsible Employees participate in annual training. All University employees, except those designated as Confidential Reporting Options, are designated as "responsible employees." Responsible employees are required to promptly report all incidents and/or knowledge of Title IX misconduct, including personally identifiable information of the parties involved, to the Title IX Coordinator.

II. TYPES OF TRAINING

- ~~A. Crimes: Notice of who to report crimes to at the institution.~~
- ~~B. Fire Safety: Notice of who to report an active fire to and who to report evidence of a fire to if the employee or student is not sure if Campus Police has responded.~~
- ~~C. Missing Persons: Notice of who to report a missing person to at the institution.~~
- ~~D. Sexual Misconduct: Notice of who to report sexual misconduct (sexual harassment, sexual assault, sexual violence, dating and relationship violence, and stalking) and discrimination (Title IX) to at the institution. Such training shall include:

 - ~~1. Initial and ongoing education programs to promote the awareness of sexual misconduct, including sexual harassment, sexual assault, sexual violence, dating and relationship violence, stalking, and discrimination, which shall include primary prevention and awareness programs for all incoming students and annual training for employees.~~~~

~~2. Annual notice of procedures for institutional disciplinary action in cases of alleged sexual misconduct, including sexual harassment and discrimination, sexual assault, sexual violence, dating and relationship violence, and stalking.~~

~~III. FAILING TO COMPLY WITH ANNUAL TRAINING~~Failure to Comply with Training Requirements

~~a. Students: Failure to comply with training requirements in this policy may result in disciplinary action through referral to Student Conduct and Integrity.~~

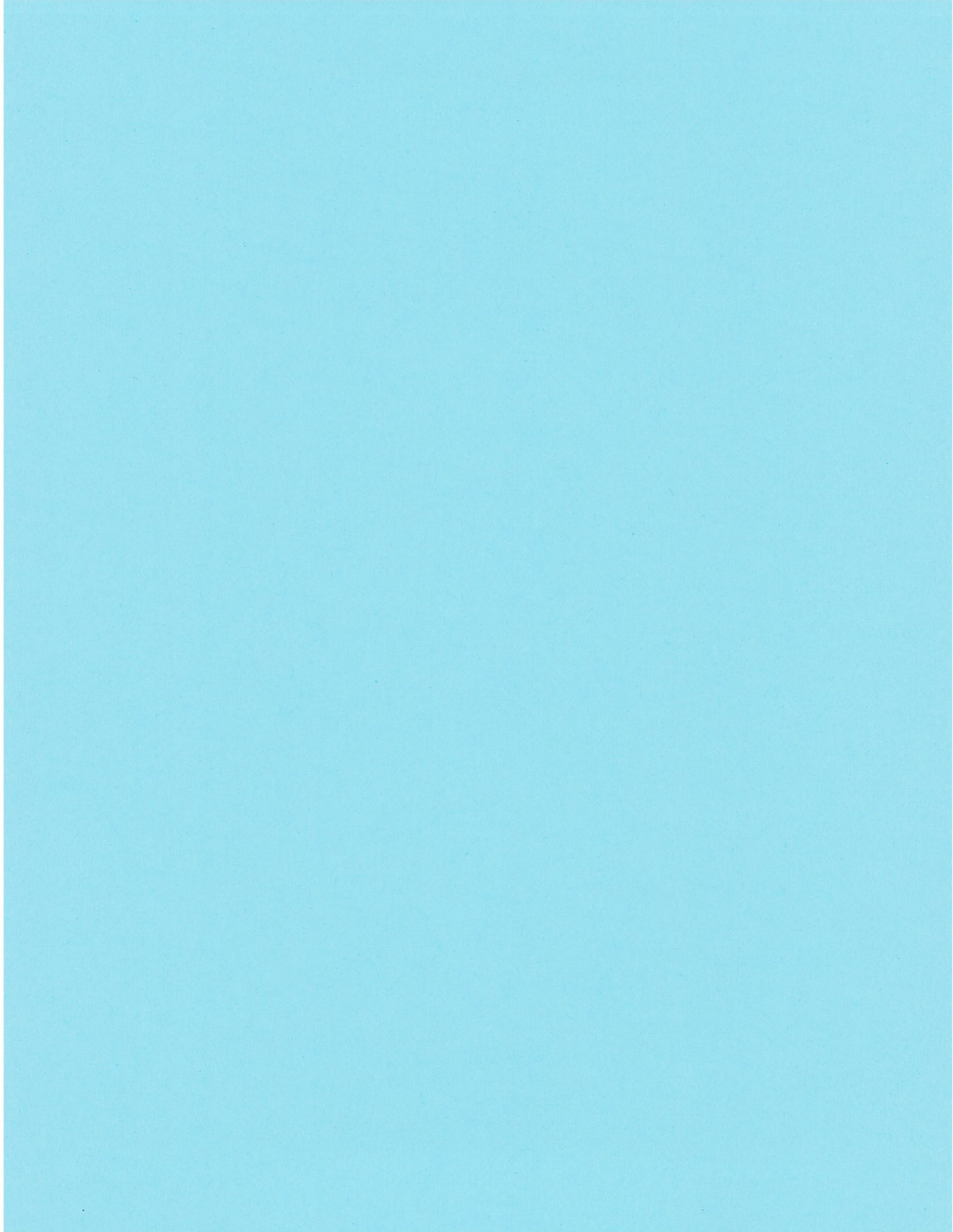
~~b. Faculty and Staff: Failure to comply with training requirements in this policy may result in action through referral to Human Resources or the contract supervisor.~~

~~Any Longwood University employee that fails to complete the mandatory annual training will receive a letter from the Human Resource Department Director advising the employee that they are ineligible to receive pay increases or promotions and shall have their Longwood University IT account suspended until the training is complete.~~

~~Employees that violate this policy in a second or subsequent offense shall be referred to the applicable Vice President for disciplinary action or possible termination.~~

Approved by the Board of Visitors, June 10, 2016

Revised and approved by the Board of Visitors, September 13, 2024



Use of University Facilities 4005

I. DEFINITIONS

- A. **University Academic Activities** - Activities directly related to the instructional mission of the University such as credit earning classes and programmatic activities resulting from academic coursework.
- B. **University Sponsored Activities (Internal Events)** - Activities directly related to the life of the campus community beyond the classroom and include intercollegiate athletics, cultural, social, recreational, and student programming activities. Eligible programs under this category may be scheduled or sponsored by faculty, staff, administrative offices, approved student organizations and conferences.
- C. **University Co-Sponsored Events (Sponsored External Events)** - These events are when an organization or group whose affiliation with Longwood University derives primarily from the participation of a member of the Longwood University community, but whose organizational purpose does not necessarily advance or support the educational, research or public policy mission of Longwood University, and whose membership is made up of a majority of NON-Longwood employees.
- D. **Non-University Events (External Events)** - Are the programs and activities organized by individuals, organizations or groups not part of the organizational structure of the University who request to use University facilities for the benefit of their own programs.
- E. **Partnership Events** - Are those events and activities sponsored by organizations which have an affiliation with the University. Community partners have been identified by the University as external organizations that are integral to the institution's relationship to the community.

II. POLICY OWNER

The Vice President for Administration & Finance oversees this policy, and University Events and Ceremonies and the Longwood University Police Department are responsible for implementation and proper procedures.

III. PURPOSE

This policy establishes guidelines and procedures which govern the use of Longwood University owned facilities to ensure they are used in a manner consistent with the mission of the institution and requirements of the Commonwealth of Virginia for the consistent and fair use of campus space. Facilities for the purpose of this policy include all buildings, land and physical property of Longwood University. Longwood University facilities exist for the primary purpose of education and use by faculty, staff, students, and affiliated organizations and constituencies. When space availability allows, the University is committed to making its facilities available to groups and organizations outside the University whose purpose is consistent with the University's mission. The University attempts to maximize the use of these facilities and services to meet these commitments. Consequently, to maintain good stewardship of these resources, fees may be charged to generate revenue or recover reasonable and necessary costs of facilities operation.

IV. POLICY

- A. **Facilities Purpose:** The primary purpose for the existence of the University's facilities is to provide an environment where faculty can teach and do research and students can be challenged to learn from their instructor, books, and living environment. However, as a public service, the institution makes its facilities available to the general public for lectures, workshops,

institutes, conferences, meetings, and other programs. All requests for use of these facilities must be submitted a minimum of fifteen (15) business days in advance. The following policies relating to the use of facilities have been adopted within this context. Sound accounting and costing practices dictate that the charges to departments and organizations, both internal and external, for the use of campus facilities fully reflect the cost associated with the use of that space and the provision of associated services.

Priority is given for use of campus facilities in the following order:

1. University Academic classes and activities
 2. University Sponsored Events including athletic competitions and student events
 3. University Co-Sponsored Events and activities in partnership with an external constituent/client
 4. Events sponsored by Non-University/External clients/constituents
- B. **Liability:** The requestor shall assume responsibility for liability for injury to Longwood employees or damage to Longwood property in conjunction with the use of Longwood facilities. The requestor shall agree to hold Longwood harmless for any and all liability relating to the requestor's employees or guests. Formal evidence of insurance coverage may be required where the nature of the event presents a serious loss situation. Additional information regarding liability is provided in the Event Management Handbook.
- C. **Denial of Use of Facilities:** Longwood University reserves the right to deny use of its facilities if that use is not in the best interest of the institution or if the event conflicts with or upsets the balance of the academic calendar.
- D. **Designated Marches Location:** Marches may take place on streets and sidewalks of the campus between the hours of 10:00 A.M. and 4:00 P.M., Monday - Friday, when school is in session. Plans for an event of this nature must be submitted to the Office of University Events and Ceremonies three (3) business days in advance. University Events and Ceremonies staff will submit the plan to the Longwood University Police Department. Limitations may be placed on the time, place, and manner of such an event in order to serve the interests of safety, to prevent disruption of the educational process, and to protect the rights of others. Groups are encouraged to confer with local authorities regarding off campus marches or demonstrations.
- E. Tents/Camping: Constructing, occupying, or sleeping in tents or camping on university-owned or operated properties is prohibited. Tents shall include any structure, enclosure, or shelter with or without sidewalls or drops that is constructed of canvas or pliable material supported in any manner except by the contents it protects. Camping shall include (a) the use of any item to create a shelter; (b) the outdoor use of heating devices, generators, or the use of portable toilets; (c) sleeping outdoors with or without a tent between the hours of 12:00 A.M. and 6:00 A.M. These prohibitions shall not apply to the University.
- F. Masking to Conceal Identity: Consistent with Va. Code § 18.2-422, any individual who is present on University Owned or Managed Property or attending a University Program or Event who is wearing a mask, hood, or other device whereby a substantial portion of the face is hidden or covered so as to conceal the identity of the wearer, must present an Identification Document

when requested by an Authorized University Employee or otherwise establish their identity to the satisfaction of the Authorized University Employee.

E.G. Determination of Associated Costs: Requestors of all events are required to contact the Office of University Events and Ceremonies to confirm event fees and permitting prior to establishing entry or event attendance fees and publication of events to determine the total cost of all space and resource requirements.

F.H. Reservations Not Coordinated Through the Office of University Events and Ceremonies:

1. Longwood Center for the Visual Arts: LCVA Director - 434-395-2206
2. Residence Halls during the academic year: Contact the appropriate REC/GCC
3. Longwood Health & Fitness Center: Director - 434-395-2356

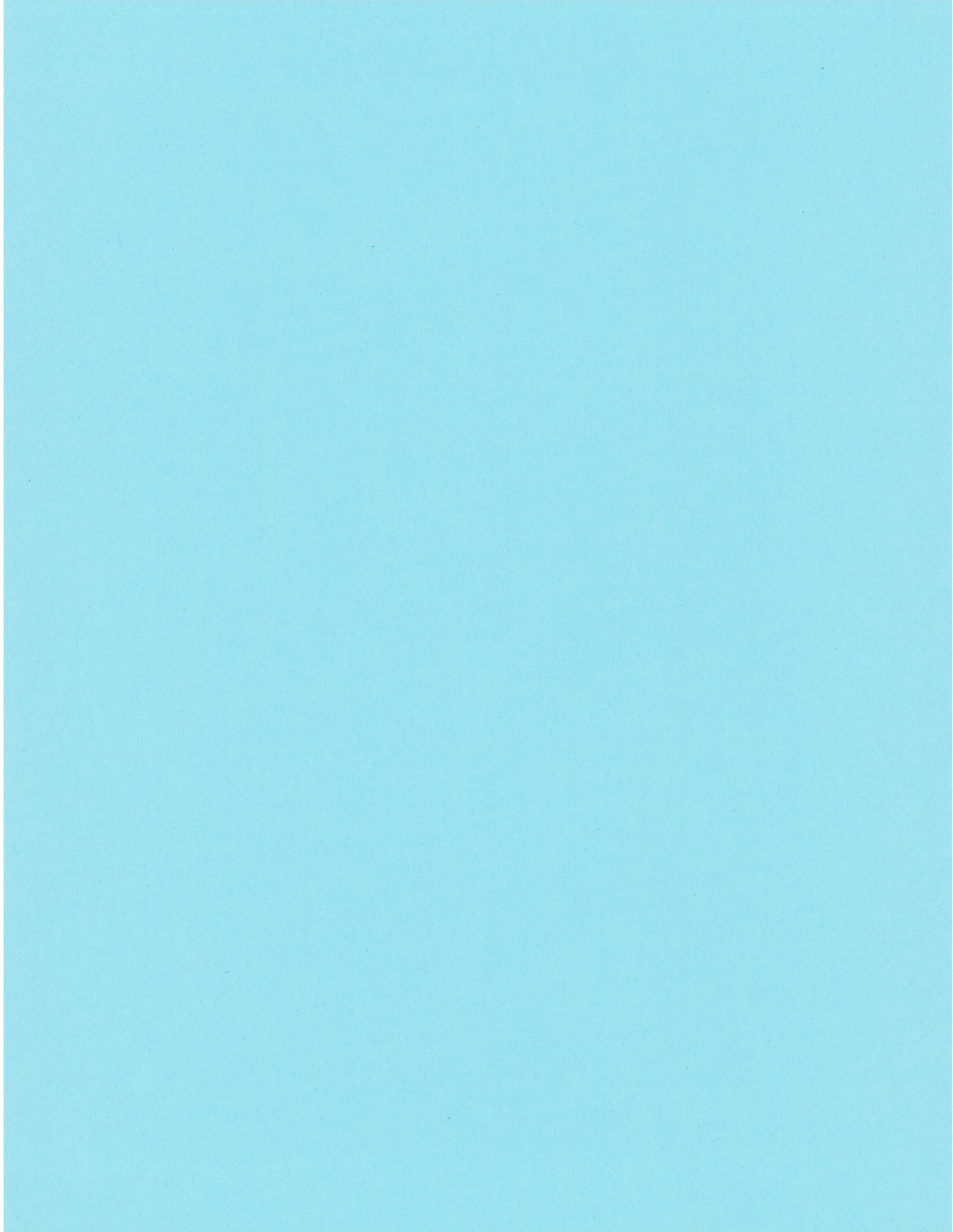
G.I. Associated Scheduling Policies include Policy 4004, Use of Eason and Rotunda First Floor Public Space.

Revised and approved by the Board of Visitors, September 7, 2002.

Revised and approved by the Board of Visitors, March 28, 2008.

Revised and approved August 2020.

Revised and approved by the Board of Visitors, September 13, 2024.



Freedom of Expression Policy 5006

Purpose: This policy is structured to assure equal opportunity for all persons, to preserve order within the campus community, to protect and to preserve University property, and to provide a secure environment to individuals exercising freedom of expression.

Policy Statement: No rights are more highly regarded at Longwood University than the First Amendment, which guarantees freedom of speech, freedom of expression, and the right to assemble peaceably. Longwood University remains firmly committed to affording organizations and individuals, the opportunity to engage in peaceful and orderly protests and demonstrations. In order to achieve this objective, while at the same time ensuring that the University fulfills its educational mission, the University may regulate the time, place, and manner of expression.

Policy:

1. In order that the persons exercising freedom of expression not interfere with the operation of the University, violate state or federal law or the rights of others, the following shall apply without exception to any form of expression.
 - a. The University does not permit expression that is not protected by law. Such expression includes defamation, incitement to unlawful conduct, imminent threats of actual violence or harm, obscenity, fighting words, copyright or trademark violation, criminal or civil harassment, sexual harassment and misconduct, trespass, and false advertising.
 - b. There may be no interference, including sound amplification, with educational and administrative activities inside or outside of buildings on campus and/or University owned or managed property.
 - c. ~~There must be no obstruction of entrances or exits to buildings and/or activities.~~ There must be no disruption or obstruction of the normal living and work environments of other members of the University community or the functions or activities of the University (as well as authorized activities conducted on University owned or managed property). Examples include: blocking entrances, corridors, or exits; interfering with ongoing educational programs and activities, cultural events, or recreational, extracurricular, cocurricular, or athletic programs; unauthorized presence in a building or on property after normal closing hours or after notice that the building or property is being closed; interfering with vehicular or pedestrian traffic; creating unsanitary conditions; and interfering with any other effort to protect the health and safety of members of the University community or larger public.
 - d. There must ~~ay~~ be no attempt to prevent scheduled University ceremonies, activities, or events.
 - ~~d.e.~~ There must be no obstruction, disruption, or attempt by physical force to cancel or discontinue speech by any speaker, or the observation of speech by any person intending to see or hear a speaker.
 - e.f. Malicious or unwarranted damage to or destruction of property owned or operated by the University or by students, faculty, staff, or visitors to the University is prohibited. Persons or organizations causing such damage are financially and legally responsible.
 - f.g. All persons must comply with all state and federal laws and University rules, regulations and policy, and policies. Violators will be referred for appropriate legal or disciplinary action.

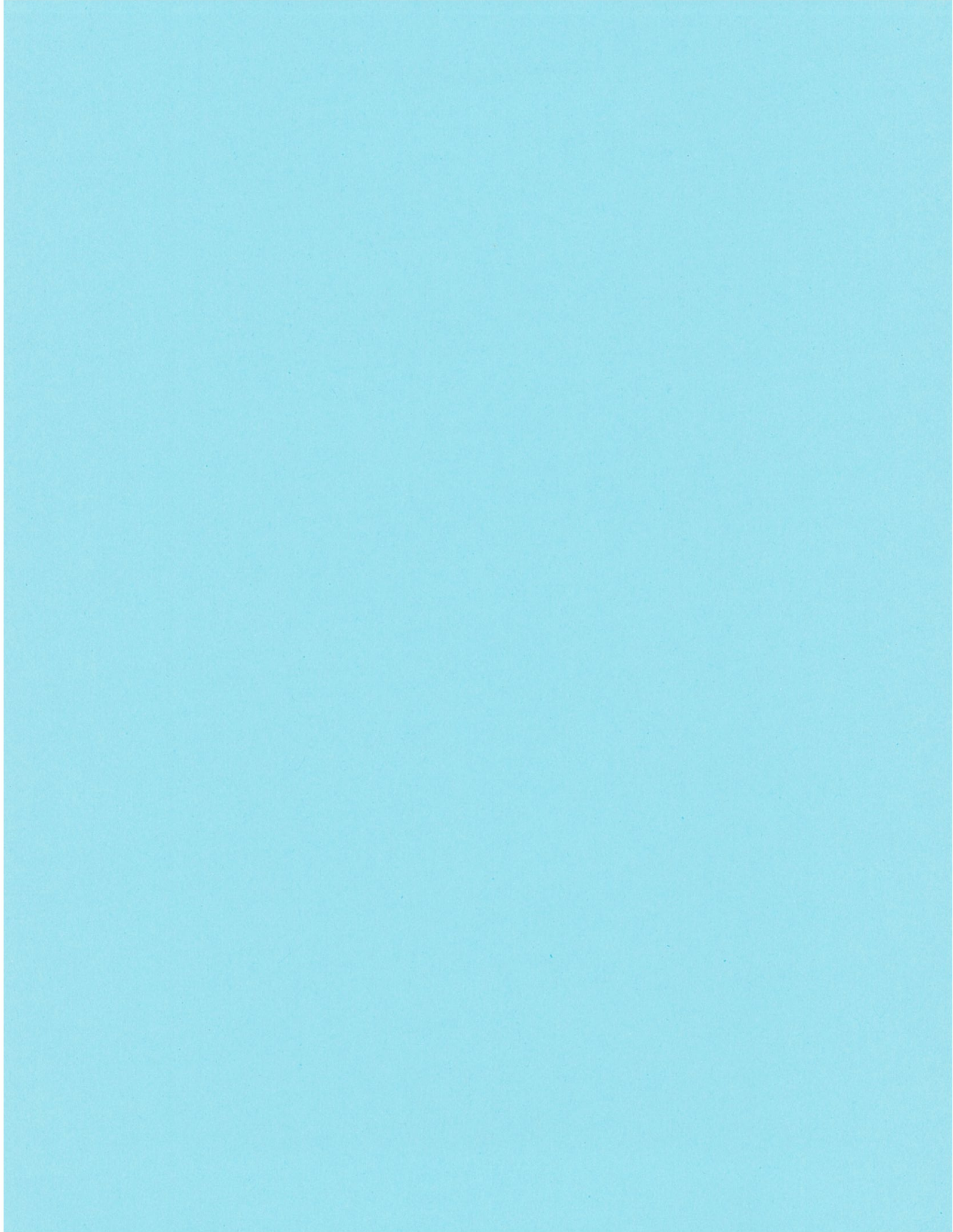
g-h. Public sidewalks and streets shall not be obstructed, preventing the passage of any vehicle or pedestrian. Illegal obstruction is a violation of Virginia Criminal Law (§ 18.2-404, Riot and Unlawful Assembly), obstructing the free passage of others.

2. All members of the University community, faculty, staff, and students, enjoy the right to freedom of speech and expression regardless of their viewpoint. Citizen leadership requires active participation in an intellectually challenging and culturally diverse learning community. In the presentation of ideas, the University encourages civil discourse, and respect for differing points of view. Being open to the ideas and opinions of other members of the community will lead to discussion that is characterized by courtesy and mutual respect.
3. Regulations for individuals and groups not affiliated with the University:
 - a. Speeches and Demonstrations: The open area designated for speeches and demonstrations is the Sharp/Register Lawn and will consist of the patio and the area located between Sharp Hall and Register Hall. Individuals and groups not affiliated with the University may use this area between 9 a.m. and 9 p.m., Monday – Friday, when school is in session, for speaking, demonstrating, and other forms of expression. A request for use of this area must be made a minimum of three (3) business days in advance of the event. All structures, signs, and litter resulting from the activity must be removed from the area by the end of the event. Groups or individuals may only use those designated areas once per month and for a maximum period of two days. Groups not affiliated with the University may request use of this space through University Events and Ceremonies by submitting a request at <http://www.longwood.edu/eventservices/event-scheduling/>; University Events and Ceremonies staff will submit the plan to the Longwood University Police Department. Limitations may be placed on the time, place, and manner of such an event in order to serve the interests of safety, to prevent disruption of the educational process, and to protect the rights of others.
 - b. Distribution of Written Material: Distribution of written materials must comply with the university's Advertising and Posting Policy. Handbills may not be placed on cars. The University maintains a position of neutrality as to the content of any written material distributed on the campus under this policy.
 - c. Marches: Marches may take place on streets and sidewalks of the campus between the hours of 10 a.m. and 4 p.m., Monday – Friday, when school is in session. Requests for a march must be scheduled a minimum of three (3) business days in advance through University Events and Ceremonies by submitting a request at <http://www.longwood.edu/eventservices/event-scheduling/>; University Events and Ceremonies staff will submit the plan to the Longwood University Police Department. Limitations may be placed on the time, place, and manner of such an event in order to serve the interests of safety, to prevent disruption of the educational process, and to protect the rights of others.

Approved by the Board of Visitors on September 14, 2018.

Revised and approved by the Board of Visitors on June 6, 2022.

Revised and approved by the Board of Visitors on September 13, 2024.





INFORMATION TECHNOLOGY SECURITY PROGRAM

Longwood University

Abstract

Standard for the Information Technology Security Program

STD-ITSP

In compliance with Incident Response Policy 6014, this plan will be reviewed annually.

Revision 24.7.24

Tinsley, Jason
infosec@longwood.edu

PREFACE

NOTICE

It is the reader's responsibility to ensure they have the latest version of this Standard. Revision questions should be directed to Longwood University's Information Security Officer (ISO). The most recent, approved version of this Standard will always be available upon request and on Longwood University's Information Security Office (InfoSec) Policies & Procedures website.

AUTHORITY

Memorandum of Understanding between Longwood University and the Commonwealth of Virginia code § 23.1-1003.

The Chief Information Officer (CIO), or designee, has approval authority over this Standard.

PURPOSE OF THIS STANDARD

To define the minimum requirements for Longwood University's Information Technology Security Program.

GENERAL RESPONSIBILITY

The agency head has designated the ISO to develop information security policies, procedures, and standards to protect the confidentiality, integrity, and availability of Longwood University's information technology (IT) systems, networks, and data. Therefore, the ISO is the author and maintainer of this Standard.

SCOPE

This standard applies to all of Longwood University.

BASE STANDARDS

International Organization for Standardization and the International Electrotechnical Commission ISO/IEC 27000 series.

Center for Internet Security (CIS) Benchmarks Level 1

TABLE OF CONTENTS

Preface	1
Notice	1
Authority	1
Purpose of This Standard.....	1
General Responsibility	1
Scope	1
Base Standards	1
Introduction.....	5
Intent.....	5
Roles and Responsibilities	5
Exceptions to Security Requirements.....	5
Exemptions from this Standard	6
Enforcement.....	6
Access to Information Technology Resources and Systems Standard.....	6
Purpose	6
Standard.....	6
Longwood Affiliated:.....	6
Not Longwood Affiliated:	7
Granting Privileges:	7
Privileged Access:	7
Physical Access:	8
Remote Access:	9
Accountability:	10
Terminating Access:.....	10
Access Reviews:	10
Exceptions and Exemptions:	10
Authentication Standard.....	10
Purpose	10
Standard.....	11
Data Classification Standard.....	11
Purpose	12
Standard.....	12

Classification of Data	12
Procedures.....	12
Data Handling Standards.....	12
Electronic Data Disposal Standard.....	14
Encryption Standard.....	17
Purpose	17
Standard.....	17
Minimum Encryption Standards.....	18
Encryption Key Management Standards.....	19
Firewall Standard	19
Purpose	19
Standard.....	19
Information Security Roles and Responsibilities Standard.....	20
Purpose	20
Designation of Roles.....	20
Chief Information Officer (CIO).....	20
Information Security Officer (ISO)	21
System Owner.....	21
Data Owner.....	22
Incident Response Team (IRT).....	22
Incident Response Coordinator (IRC)	22
System Administrator	22
Data Custodian.....	23
Privacy Officer	23
User.....	23
Information Technology Systems Development Lifecycle Standard	23
Purpose	23
Standard.....	24
Establishment of the SDLC	24
Initiating the SDLC	24
Consideration of Security in the SDLC.....	24
Phases of the SDLC	24
Definitions.....	27
Malware Protection Standard.....	28

LONGWOOD
 U N I V E R S I T Y

 I N F O R M A T I O N S E C U R I T Y

Purpose	28
Standard.....	28
Prevention of malware:.....	28
Deployment of Malware Protection:.....	29
Exceptions and Exemptions:	29
<i>Password Management Standard</i>	29
Purpose	29
Standard.....	30
EXCEPTION AND EXEMPTIONS	Error! Bookmark not defined.
Minimum Password Standards.....	30
<i>Security Awareness and Training Standard</i>	31
Purpose	31
Standard.....	31
Enforcement.....	32
Employees	32
Retirees.....	32
Exception (Not-Longwood Affiliated) Users	32
<i>Security Logging and Monitoring Standard</i>	32
Purpose	32
Standard.....	32
Requirements:	33
<i>Wireless Communication Standard</i>	34
Purpose	34
Standard.....	34
Implementation of Wireless Access	34
Protection of Wireless Services.....	34
Expectations of Use.....	35

INTRODUCTION

INTENT

The intent of this Standard is to establish a baseline for information security and risk management activities for all of Longwood University. These baseline activities include, but are not limited to, any regulatory requirements that the University is subject to, information security best practices, and the requirements defined in this Standard. These information security and risk management activities will provide protection of, and mitigate risks to, University information systems, networks, and data.

This Standard defines the minimum acceptable level of information security and risk management activities for the University, commensurate with sensitivity and risk.

Each component contains requirements that, taken together, comprise the Information Technology Security Program. This Standard recognizes that University departments may procure IT equipment, systems, and services from third parties. In such instances, University departments remain accountable for maintaining compliance with this Standard and must enforce these compliance requirements through documented agreements with third-party providers and oversight of the services provided.

ROLES AND RESPONSIBILITIES

The University should utilize organizational charts depicting the reporting structure of employees when assigning specific responsibilities for the security of IT systems, networks, and data. The University shall maintain documentation regarding specific roles and responsibilities relating to information security.

EXCEPTIONS TO SECURITY REQUIREMENTS

If a Longwood University department determines that compliance with the provisions of this Standard or any related information security standard would adversely impact an official Longwood University business process, the Longwood University department may request approval to deviate from a specific requirement by submitting an exception request to InfoSec. For each exception, the requesting department shall fully document:

- The business need and justification
- The scope and extent of the deviation
- Mitigating safeguards
- The related risks
- The system owner's approval accepting residual risks

Each request shall be in writing to InfoSec using the [IT Security Policy & Standard Exception Request Form](#).

EXEMPTIONS FROM THIS STANDARD

The following are explicitly exempt from complying with the requirements defined in this Standard:

- Systems under development and/or experimental systems that do not create additional risk to production systems, networks, and data. To be considered for exemption, these systems must not contain Highly Sensitive data.
- Surplus and retired systems.

ENFORCEMENT

Longwood University regards any violation of this policy as a serious offense. Violators of this policy are subject to disciplinary action, in addition to possible cancellation of IT resources and systems access privileges. Users of IT resources and systems at Longwood University are subject to all applicable local, state, and federal statutes. This policy does not preclude prosecution of criminal and civil cases under relevant local, state, federal and international laws and regulations.

ACCESS TO INFORMATION TECHNOLOGY RESOURCES AND SYSTEMS STANDARD

PURPOSE

This standard is to identify the requirements for granting, maintaining, and terminating users' access to Longwood University IT resources and systems.

STANDARD

Access to and use of Longwood University IT resources and systems will be limited to persons directly affiliated with the University. Exceptions to this limitation are permitted under certain conditions subsequently described.

LONGWOOD AFFILIATED:

- Learners: any persons enrolled, including full or part-time students and degree or non-degree seeking students, or those accepted into an established academic program.
- Professionals: any persons employed by, or retired from, Longwood University or Foundation, including:
 - Faculty holding either permanent or temporary appointments.
 - Adjunct Faculty
 - Instructors
 - Visiting Faculty
 - Staff holding either part-time or full-time positions.

Not Longwood Affiliated:

Access to and use of IT resources and systems by persons not directly affiliated with Longwood University must involve work to be performed, sponsorship and approval.

- Nature of the Work: Must satisfy at least one (1) of the following conditions:
 - the work relates directly to or is in support of Longwood University sponsored activities.
 - the work involves use of IT resources and systems available only from Longwood University and can be accommodated without disruption to established workloads.
- Sponsorship of Access: Requests for access by persons not directly affiliated with Longwood University must be sponsored by a professional of Longwood University who agrees to assume responsibility for use and adherence to the Acceptable Use of IT Resources and Systems Policy and maintains communication with Information and Instructional Technology Services (IITS) as necessary regarding the given access.
- Approval of Access: Requests must be submitted by the sponsor in writing to the CIO for approval. Requests must identify the person(s) needing access, describe the access needed, indicate the duration of the access (not to exceed 1 year), and provide contact information for the individual receiving access or the organization he or she represents.

GRANTING PRIVILEGES:

Access to IT resources and systems is granted only for the resources and systems that are necessary for an individual to perform his or her duties, is explicitly granted by the data owner or his or her designee to an individual and is assigned via a unique access account/ID. Authentication is required at the time of access through the use of a password, ID card, etc. (see Authentication Standard).

PRIVILEGED ACCESS:

Privileged access is defined as a level of access above that of a normal user. This definition is intentionally vague to allow the flexibility to accommodate varying systems and authentication mechanisms. In a traditional Microsoft Windows environment, members of the Power Users, Local Administrators, Domain Administrators and Enterprise Administrators groups would all be considered to have privileged access. In a traditional UNIX or Linux environment, users with root level access or the ability to sudo would be considered to have privileged access. In an application environment, users with system administrator roles and responsibilities would be considered to have privileged access.

- Use of Privileged Access: Privileged Access to IT resources and systems should only be used for official Longwood University business requiring the use of privileged access and should be consistent with a user's role or job responsibilities.
 - Longwood University business is not:
 - accessing restricted information that is outside the scope of specific job responsibilities.
 - exposing or otherwise disclosing restricted information to unauthorized

- persons.
- using access to satisfy personal curiosity about an individual, system or other type of entity.
 - without prior authorization, documented by management:
 - circumventing user access controls or any other formal Longwood University security controls.
 - circumventing bandwidth limits.
 - circumventing formal account activation/deactivation procedures.
 - circumventing formal account access change request procedures.
 - Accomplishing general day-to-day activities, such as e-mail and internet browsing/research, never require privileged access.
 - Install software from authorized and authoritative sites only. Abide by any license agreements for any software installed using the privileged access and be able to provide a copy of the license if requested.
 - Authorization of Privileged Access: Privileged access will be granted on a system-by-system basis requiring approval from the System Owner, the ISO, and the user's supervisor, or designee (to include Third Party Contract Language). Privileged access is requested via the Privileged Access Request form.
 - Exemptions:
 - All users of the Faculty/Staff Workstation System have System Owner approval for privileged access; therefore, privileged access requires supervisor and ISO approval.
 - All users whose job requires specific Active Directory administrative group membership have System Owner approval for privileged access; therefore, privileged access only requires supervisor and ISO approval.
 - Authentication Requirements: Supplementary and/or stronger authentication is required to utilize privileged access. As such, privileged access requires at least one of the following:
 - A unique-to-the-privileged-access password that meets the Password Management Standard as well as an abbreviated expiration, at a minimum of every 90 days.
 - Multi-factor Authentication via the Longwood University approved application.
 - Termination of Privileged Access: When a user's role or job responsibilities change, privileged access should be promptly updated or removed.
 - Enforcement: Violators of this standard are subject to disciplinary action, in addition to possible cancellation of privileged access.

PHYSICAL ACCESS:

The following rules are for the granting, controlling, monitoring and removal of physical access to Longwood University IT resources and systems facilities. These facilities include areas containing sensitive data and telecommunications equipment.

- All physical security systems must comply with all applicable regulations such as, but not limited to, building codes and fire prevention codes.
- All facilities must be physically protected in proportion to the criticality or importance of their function at Longwood University.

- Access to facilities must be granted only to authorized personnel whose job responsibilities require access to that facility.
- The CIO or his or her designee must authorize access to facilities.
- Access to facilities will be promptly terminated when the need for that access no longer exists. The CIO or his or her designee reserves the right to suspend and/or terminate any access privileges he or she determines to be a potential threat to the confidentiality, integrity or availability of any sensitive IT resources and systems.
- Individuals without authorized access privileges must be escorted by an Information and Instructional Technology Services staff member with authorized access to the facility for the duration of the visit.
- All access to the facilities must be logged.
- All incoming or outgoing equipment from a facility should be identified, inventoried and logged with documentation to include the Longwood University tag number, model number, date installed or removed and equipment description.
- At a minimum, access to facilities will be reviewed by the ISO on an annual basis.

REMOTE ACCESS:

Remote access is the ability to get access to Longwood University IT resources and systems without directly connecting to the Longwood University's wired network.

REMOTE ACCESS USAGE REQUIREMENTS:

- All computing devices used for remote access to the Longwood University IT resources and systems must adhere to:
 - the [Malware Protection Standard](#),
 - [Protecting Your PC](#),
 - [Protecting Your Mac](#)
 - and [Protecting Your Smart Device](#).
- Non-Longwood University Owned Computing Device
 - Individuals remotely accessing Longwood University IT resources and systems from non-Longwood University owned computing devices may use:
 - Publicly available web-based applications
 - Web-based Virtual Private Network (VPN) with two-factor authentication via Remote Desktop Protocol (RDP)
 - WebEx service
- Longwood University Owned Computing Device
 - Individuals remotely accessing Longwood University IT resources and systems from Longwood University owned computing devices may use:
 - Publicly available web-based applications
 - VPN technology installed on the device with two-factor authentication
 - WebEx service
- Users remotely accessing Longwood University's IT resources and systems are responsible for selecting their own Internet Service Provider (ISP) and maintaining compliance with the contracts and policies of their ISP.
- Users must not attempt to bypass security controls implemented for remote access solutions, including inactivity time limits.
- Users should be aware that encryption technologies, which may be installed on devices used for remote access, are protected by U.S. government export restrictions. Further details may be found in the [Encryption Standard](#).

- Eligible employees using non-Longwood University-owned computing devices for remote access must be aware of the requirements in the Information Technology Standard Use of Non-Commonwealth Computing Devices to Telework document from the Virginia Information Technologies Agency (VITA).

ACCOUNTABILITY:

The owner of an access account/ID is accountable for its use. It is the ID owner's responsibility to protect the integrity of accessible systems and preserve the confidentiality of accessible information as appropriate. Beyond the account/ID creation process any subsequent access to any discrete resources and/or data must be authorized by the appropriate data owner. Under no circumstances can the data owner, the data owner's authorized alternate or any other individual authorize access for him or herself.

TERMINATING ACCESS:

General Requirements:

Access will be promptly terminated when the need for that access no longer exists. The ISO or his or her designee reserves the right to suspend and/or terminate any access privileges he or she determines to be a potential threat to the confidentiality, integrity or availability of any sensitive IT resources and systems.

Specific Requirements:

- Professionals:
 - Access will be terminated after a period of 12 months of account inactivity.
- Learners:
 - Access granted for learners as part of their employment by Longwood University will expire no later than the end of each academic year.
 - Academic Unix server access for students will be reviewed every six months for inactivity and inactive accounts will be subsequently removed.

ACCESS REVIEWS:

Commensurate with sensitivity and risk, all access will be reviewed periodically for accuracy by the data owner(s).

EXCEPTIONS AND EXEMPTIONS:

Exceptions to or exemptions from any provision of this policy must be approved in writing by the CIO or his or her designee.

AUTHENTICATION STANDARD

PURPOSE

The purpose of this standard is to ensure that the person supplying an identity is the person to whom the supplied identity has been assigned.

STANDARD

Authentication is the process of verifying the identity of users. Generally, it is accepted that the forms of authentication come in three types that may be used separately or together: something the user knows (e.g., a password), something the user carries (e.g., an ID card) or something about the user (e.g., a fingerprint).

The system owner or his or her designee for the system involved will, with input from data owner(s) and system administrator(s), make the decision about the level and type of authentication that will be deployed. The following types of authentications listed in order of strength are permitted for use on Longwood University systems:

- Network Address/Physical Location: May be used to restrict access to data or a particular service to persons using a specific networked device or any Longwood University networked device in general. "Proxy"-type services may be deployed where it is necessary to provide this access to University users who are not physically attached to a University network segment (e.g., library databases). An additional form of authentication will be necessary to ensure that the person accessing this proxy mechanism is indeed a member of the Longwood University community and as such authorized to access the network address-protected services.
- Personal Identification Number (PIN): PIN authentication will be available for use as a security measure for smart devices. The PIN must be a minimum of four digits. Users will be responsible for safeguarding the integrity of their PIN.
- Password: Passwords or passphrases may be used for applications where access to data or information systems requires individual or personal identification, and where this single password or passphrase is sufficient to authenticate this identity. Passphrases differ from passwords in that they are much longer (typically 20 to 40 characters) making them more secure against "dictionary attacks." The secure password or passphrase should be used for systems requiring a high level of individual accountability. See the Password Management Standard for more information on the use of passwords.
- Authentication Device: This level of protection makes use of password token technology in addition to a password, for systems requiring a higher level of individual accountability than a password alone can provide. The user must physically possess the device in addition to knowing the password associated with the account.
- Biometrics: Biometric authentication verifies a user's identity by requiring the capture of a biometric sample (e.g., fingerprint) and comparing that sample to a stored biometric sample that was enrolled by the user. This level of protection is appropriate for systems requiring a higher level of accountability than a password can provide and when a system for secure enrollment of users' biometric samples is present.

All information used for authentication, either stored or in transit, must be protected. The data must be encrypted according to the Encryption Standard. Only the minimum amount of access necessary should be granted to allow the authentication process to function.

DATA CLASSIFICATION STANDARD

PURPOSE

The purpose of this standard is to identify how the sensitivity of Longwood University's data will be classified. Sensitivity is the degree of adverse effect a compromise of confidentiality, integrity or availability would have on Commonwealth of Virginia interests, the conduct of Longwood University programs or the privacy to which individuals are entitled.

STANDARD

Longwood University data owners, as defined in the [Information Security Roles and Responsibilities Standard](#), will be responsible for identifying all types of data handled by the University and classifying the sensitivity of the data. In determining the sensitivity of the data, the requirements of federal, state, and local laws must be considered.

CLASSIFICATION OF DATA

- Data will be classified based on the following:
 - Public data is the least sensitive information and is acceptable for public consumption.
 - Internal data is moderately sensitive information. All Longwood University data is considered Internal unless classified otherwise.
 - Restricted data is highly sensitive information for which an unauthorized disclosure may result in identity theft or Longwood University liability for costs or damages under laws, government regulations or contract.
- Data owners are required to follow the instructions and format approved by InfoSec for conducting and completing their data classification. This includes an initial classification and the re-classification of data at least annually.
- Data Classifications will be publicly available.
- Users will be responsible for the data they handle and adhering to the [Data Handling Standards](#) prescribed to consistently protect the data throughout its life cycle and in any form.

PROCEDURES

DATA HANDLING STANDARDS

Data owners may impose additional security controls/protections needed for a type of data, in addition to the controls required by the classification level.

- Classification Label:
 - Public:
 - Confidentiality: Low
 - All Longwood University data acceptable for public consumption.
 - Disposal:
 - Electronic data:
 - Delete
 - Non-electronic data:

- o Recycle
- o Internal:
 - Confidentiality: Medium
 - All data used for conducting Longwood University business that is not meant for distribution beyond the University. All University data is considered "Internal" until classified otherwise.
 - Storage:
 - Electronic data: Not publicly accessible
 - Non-electronic data: Secure location with appropriate physical controls
 - Disposal:
 - Electronic data:
 - o Delete
 - o Redact
 - Non-electronic data:
 - o Redact
 - o Shred with cross-cut shredder*
- o Restricted:
 - Confidentiality: High
 - All Longwood University data for which an unauthorized disclosure may result in identity theft or University liability for costs or damages, under laws, government regulations or contract.
 - Storage:
 - Electronic data:
 - o Data owner's approval
 - o Not publicly accessible
 - o Encryption required
 - Non-electronic data:
 - o Data owner's approval
 - o Secure location with appropriate physical controls
 - o Labeled at data owner's discretion
 - Transmission:
 - Campus Mail: Secured and labeled at data owner's discretion
 - External Mail: Secured and labeled at data owner's discretion
 - Electronic Transmission: Encryption required (internal and external** e-mail, file transfers, VoIP, etc)
 - Disposal:
 - Electronic data:
 - o Redact
 - o Make unreadable/unrecoverable per Electronic Data Disposal Standard
 - Non-electronic data:
 - o Redact
 - o Shred with cross-cut shredder*

*Per Virginia Administrative Code: Note: Although you may not have a cross-cut shredder, as long as the shredded records are pulped or incinerated, it meets the requirements of the regulations that Social Security Numbers in the records be made, "...unreadable or undecipherable by any means."

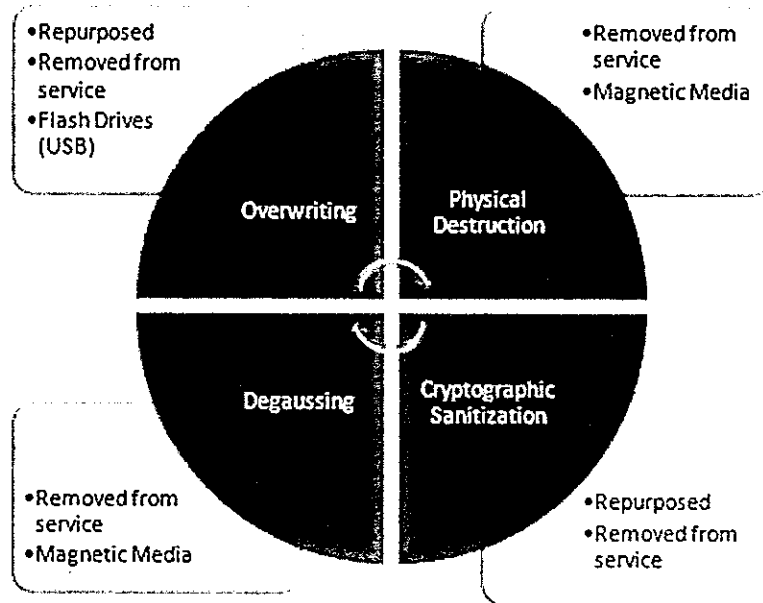
**External e-mail containing Social Security Numbers (SSN) and/or Credit Card Numbers (CCN) are prohibited.

ELECTRONIC DATA DISPOSAL STANDARD

The intent of this standard is to minimize the risks of exposing data to unauthorized individuals and inadvertently transferring software to those not licensed to use it. Removing from service and/or repurposing any Electronic Data Storage Device (EDSD) or computer software creates risks for Longwood University. These risks can include unauthorized disclosure of data and the violation of software license agreements, copyrights or other intellectual property that might be stored. Any EDSD, especially those containing restricted data, must have all data sanitized prior to disposal as specified by these standards and the terms of any licensed software.

Electronic Data Storage Device (EDSD): Any device requiring electrical power to be capable of storing and/or processing data, such as those containing volatile memory and/or magnetic or optical storage. This includes but is not limited to hard drives of personal computers, servers, mainframes, Personal Digital Assistants (PDAs), routers, firewalls, switches, tapes, diskettes, CDs, DVDs, cell phones, smart phones, printers, multifunction devices, digital cameras, flash memory cards or SD cards, and Universal Serial Bus (USB) data storage devices.

Cycle Matrix of Data Disposal:



Standards Matrix of Data Disposal:

		Overwriting	Cryptographic Sanitization	Degaussing	Physical Destruction	Battery Removal
Functional						
In service	Repurposed	•	•			
Removed from service	Surplus value	•	•			
	No surplus value*	•	•	•	•	
Non-Functional						
Volatile Memory						
						•

*Includes ESDs from which data cannot be removed.

The sanitization of data must be performed on an ESD in a manner that gives assurance that the data cannot be read and/or recovered.

- 1) All ESDs shall be sanitized at the earliest time after being taken out of use but not later than 60 days.
 - a) Multi-user ESDs, such as lab and loaner pool computers, will be sanitized between users as time permits, but not less than annually.
- 2) All documentation and communication must be completed as outlined in bullet point 5 for any ESD.
- 3) The method used for data disposal depends upon the functional state of the ESD.
 - a) A Functional ESD that will be repurposed or removed from service and has surplus value shall be overwritten or cryptographically sanitized prior to disposal. If the ESD is to be removed from services and has no surplus value, it shall be overwritten, cryptographically sanitized, physically destroyed, or degaussed.
 - b) If the ESD is non-functional, it shall be physically destroyed or degaussed.
 - c) Data stored in volatile memory, in both functional and non-functional ESDs, shall be disposed of as outlined in bullet point 4.e.
- 4) The following bullet points outline the acceptable methods of data disposal from any ESD.
 - a) Overwriting: Overwriting of data means replacing previously stored data with a predetermined pattern of meaningless information. The overwriting process, including the software products and applications used for the overwriting process, shall be capable of:
 - i) Overwriting the entire ESD, independent of any limitation that the ESD may have, making it impossible to read and/or recover any intelligible data.
 - ii) Overwriting a minimum of one pass of pseudo random data or zeros on all sectors, blocks, tracks, and any unused disk space on the entire ESD.
 - iii) Verifying that all data has been sanitized. This verification can be either a separate process or included as part of the software used for overwriting.
 - (1) Verification on flash memory, to include USB data storage devices and solid-state drives, shall be suspect.
 - (2) If data is not completely overwritten, and sanitization fails verification, then overwriting is not an acceptable method of data disposal, and another approved method must be applied.
 - b) Degaussing: Degaussing is a process whereby the magnetic media is sanitized. ESDs seldom can be used after degaussing. Please note that extreme care should be used when using degaussers since this equipment can cause damage to nearby telephones, monitors, and other ESDs. Also, the use of a degausser does not guarantee that all data

- on the EDSD will be sanitized. The following steps shall be followed when EDSDs are degaussed:
- i) Follow the product manufacturer's directions carefully. It is essential to determine the appropriate rate of coercivity for degaussing.
 - ii) Shielding materials (cabinets, mounting brackets), which may interfere with the degaussing equipment magnetic field, shall be removed from the EDSD before degaussing.
 - iii) Hard disk platters shall be degaussed during the degaussing process in accordance with the manufacturer's specifications.
- c) Physical Destruction: Physical destruction shall be accomplished to an extent that precludes any possible restoration of the data. The following steps shall be followed when EDSDs are destroyed:
- i) Cut the electrical connection to the EDSD.
 - ii) Shielding materials (cabinets, mounting brackets), which may cause injury during EDSD destruction, shall be removed from the EDSD before destruction begins.
 - iii) The EDSD should then be subjected to physical force or extreme temperatures that will disfigure, bend, mangle or otherwise mutilate the EDSD so it is unreadable. Acceptable means of destruction include:
 - (1) pulverization (pounding with a sledgehammer)
 - (2) incineration and melting
 - (3) shredding and disintegration
 - (4) Multiple holes drilled into the hard disk platters.
 - iv) Destruction by end users is not recommended. CD-ROM discs do not require extensive destruction. Discs that are outdated or no longer needed may be rendered unreadable by cutting in half or deep scratching the data side (the shiny side without the label) with a nail, screwdriver, or similar tool. Two deep radial scratches extending from the small inner hole to the outer edge are sufficient to prevent unauthorized access to the data. These discs may be placed in the general waste stream for disposal.
- d) Cryptographic Sanitization: Sanitization by cryptography works by first encrypting all data as it is written to the EDSD. The only way to read or recover data protected in this manner is to use a valid decryption key. Instant and thorough sanitization occurs when the decryption key is destroyed. See the Longwood University [Encryption Standard](#).
- e) Data Disposal from Volatile Memory Media: Any EDSD that holds data or configurations in volatile memory shall have all data sanitized by either the removal of the battery or electricity supporting the volatile memory or by such other method recommended by the manufacturer for an EDSD where the battery is not removable. This often includes computer equipment that has memory such as personal computers, PDAs, routers, firewalls, and switches.
- 5) Documentation and Communication: Any disposal action, including certifying that the data has been effectively disposed of, shall be completed in accordance with the following:
- a) The following information regarding the data disposal process shall be documented prior to an EDSD being removed from service and/or repurposed and communicated to the new user/consumer:
 - i) All individually identifiable Number(s), such as Asset Tag Number(s), Serial Number(s), etc. that are uniquely associated with the EDSD from which data is being sanitized.
 - ii) The type of EDSD from which data is being sanitized.
 - iii) The date of the data disposal.
 - iv) The method(s) used for data disposal.
 - v) The name of the person responsible for the data disposal.

- vi) The name and signature of the person's supervisor.
- b) The completed documentation shall be maintained in a secure location and available for audit.
- c) The communication to the new user/consumer shall accompany the sanitized EDSD. Communication must include one of the following:
 - i) Certification Tagging:
 - (1) Certification Tags may be printed on a label that is size-appropriate to the EDSD. Preferably the tags will be printed in red letters for ease of recognition.
 - (2) Certification Tags must be affixed to the EDSD such that:
 - (a) For individual EDSDs such as hard drives, or PDAs, and networked appliances, a certification tag shall be affixed to each EDSD.
 - (b) For multiples of EDSDs such as CDs, tapes, etc. a certification tag shall be completed for each physically aggregated lot by affixing the certification tag to the storage container or shrink-wrapped pallet. Lots must be aggregated when there is more than one person per function per lot (i.e. more than one data disposer, or more than one quality assurance tester, etc.).
 - (3) Acknowledgement via "Terms of Use" (Data Disposal Certification in a document signed by the new user/consumer.)

Other related procedures may be maintained internally by Information Technology Services (ITS).

ENCRYPTION STANDARD

PURPOSE

The primary purpose of this standard is to protect restricted data, as defined by the Data Classification Standard, by limiting the use of encryption to those algorithms that have received substantial public review and have been proven to work effectively while setting standards for all use of encryption, and to identify federal exportation regulations regarding encryption technologies.

STANDARD

Proprietary Encryption: An algorithm that has not been made public and/or has not withstood public scrutiny. The developer of the algorithm could be a vendor, an individual or the government.

Encryption Key: A piece of information used to encode or decode data with a cryptographic algorithm.

- All use of encryption technology must be managed in a manner that permits properly designated Longwood University officials prompt access to all data, including for purposes of investigation and business continuity.
 - Encryption keys and their backups must be retained for the lifetime of the encrypted data.
 - Encryption key management procedures must be in place to ensure integrity and recovery of encryption keys.
- No encryption technology other than that approved and distributed by ITS may be used to protect restricted data.

- ITS will provide:
 - Minimum Encryption Standards
 - Encryption Key Management Standards
- Proven, standard algorithms should be used as the basis for encryption technologies. These algorithms represent the actual cipher used for an approved application.
- The use of proprietary encryption algorithms is not allowed, unless reviewed by qualified experts outside of the vendor in question and approved by the Information Security Office.
- Acknowledgement of Federal Exportation Regulations: Be aware that the export of encryption technologies is restricted by the U.S. government. Residents of countries other than the United States should make themselves aware of the encryption technology laws of the country in which they reside.

MINIMUM ENCRYPTION STANDARDS

Symmetric Cryptosystem: A method of encryption in which the same key is used for both encryption and decryption of the data.

Asymmetric Cryptosystem: A method of encryption in which two different keys are used: one for encrypting and one for decrypting the data (e.g., public-key encryption).

One-way Hash Function: An algorithm that does not require a key and produces an irreversibly encrypted cipher-text. Other names for this algorithm are message digest, fingerprint, digital signature, and compression function.

Restricted data which is encrypted and stored on Longwood University managed resources and/or systems should have:

- Symmetric cryptosystem key lengths that must be at least 128 bits
- Asymmetric cryptosystem keys that must be of a length that yields equivalent strength.

Restricted data which is encrypted by Longwood University managed resources and/or systems for transmission should use:

- Web server certificates and web servers which support SSLv3/TLSv1 in strong encryption mode (128 bit or higher symmetric/bulk encryption, 1024 bit or higher public key encryption)
 - For public facing resources: Certificates must be issued by a trusted certificate authority as approved by the CIO.
 - For non-public facing resources: Self-signed certificates may only be used for the purpose of managing such resources.
- SSL to wrap any cleartext protocol/service not encrypted via another method
- SSH 2
- Kerberos
- PCAnywhere
- PGP
- Terminal Services
- EAP, IPsec
- WPA2

ENCRYPTION KEY MANAGEMENT STANDARDS

Encryption Key: A piece of information used to encode or decode data with a cryptographic algorithm.

Encryption Keys and their backups must be:

- handled in a manner that permits properly designated Longwood University officials (Internal Audit, Information Security, and/or Campus Police) prompt access to all data, including for purposes of investigation and business continuity,
- physically secured when stored or transmitted offline,
- stored or transmitted separately from the data protected by the encryption key,
- and retained for the lifetime of the data being protected.

Related policies, standards and guidelines may be maintained internally by ITS.

FIREWALL STANDARD

PURPOSE

This standard provides the configuration, maintenance, control, and monitoring of enterprise-wide firewall technology used to safeguard Longwood University's IT resources and systems.

STANDARD

Firewall Technology: Any combination of network hardware, network software and host-based software used within an organization to prevent unauthorized access to system software or data.

Outbound Connection: An outbound connection allows University network users to utilize Internet services.

Inbound Connection: An inbound connection allows Internet and external IP network users to reach the University's networks.

- Longwood University's enterprise firewall technology provides a degree of separation between layers and prevents unauthorized access from a less trusted layer to a more trusted layer. From outermost (least trusted) to innermost (most trusted), the layers are:
 - Internet and other external IP networks
 - Perimeter networks (varies according to level of trust)
 - Internal network (the most trusted network)
- Firewall technology will inspect network traffic to determine if the requested connection should be permitted or denied.
 - Outbound connections (more trusted to a less trusted layer) are generally permitted by default.
 - Inbound connections (less trusted to more trusted layer) are denied by default.
- The system administrator of a system located on a more trusted network may request in writing a firewall "rule" to allow access (inbound connections) from a system on a less trusted network to a more trusted network. The ISO must approve all rule requests.
 - Temporary or testing access requests must include a reasonable expiration date not to exceed 30 days at a time.

- Requests for access to student owned systems will be valid for only one academic year at a time and will be automatically removed each May after graduation.
- Requests for access to faculty and staff systems from the Internet are not allowed.
- Firewall technology will be configured to use system logging.
- Daily operation and maintenance of firewall technology will be the responsibility of the Communication and Telephony Services (CTS) department.
- CTS will review firewall configurations annually or in the event of a situation warranting review of the configuration. Examples of such situations are (but not limited to):
 - The implementation of major enterprise computing environment modifications.
 - Any occurrence of a major information security incident.
 - New applications are being considered or applications are being phased out or upgraded.
- The ISO or his or her designee reserves the right to review, modify or revoke any rule requests or configuration changes at his or her discretion.

INFORMATION SECURITY ROLES AND RESPONSIBILITIES STANDARD

PURPOSE

This Standard defines the key IT security roles and responsibilities included in the Information Technology Security Program. These roles and responsibilities are assigned to individuals and may differ from the role title or working title of the individual's position. Individuals may be assigned multiple roles, if the multiple role assignments provide adequate separation of duties, provide adequate protection against the possibility of fraud, and do not lead to a conflict of interests.

DESIGNATION OF ROLES

- All security roles will be designated in such a way that allows for separation of duties and prevents conflict of interests.
 - The ISO is not a system owner or a data owner except in the case of compliance systems for information security.
 - The system owner and the data owner are not system administrators for IT systems or data they own.
- Designations of security roles and assigned responsibilities must be documented:
 - for employees, in their Position Description or Employee Work Profile.
 - for system vendors in their contract.
- Responsibilities of individuals in security roles will be reviewed annually.
- Any individual designated as system owner and/or data owner must be an active, management level employee.

CHIEF INFORMATION OFFICER (CIO)

The CIO is accountable for directing the information and data integrity of the enterprise to include:

- Reporting data breaches to the Office of the Attorney General or to the Commissioner of Health without unreasonable delay.
- Working with senior management when contacting external agencies or authorities regarding an incident, as defined in Incident Response.
- Designating an alternate, as relevant to Incident Response.

INFORMATION SECURITY OFFICER (ISO)

The ISO is responsible for developing and managing the IT security program to include:

- Developing and managing an IT security program in accordance with the Information Technology Security Program Policy.
- Developing and maintaining a security awareness and training program in accordance with the Security Awareness and Training Standard.
- Ensuring that all Longwood University data and IT systems are classified for sensitivity.
- Implementing and maintaining an appropriate balance of protective, detective, and corrective controls for IT systems commensurate with data sensitivity, risk, and systems' criticality.
- Designating a single system owner for each IT system.
- Designating Incident Response Coordinator(s), certified in incident response, as approved by the ISO.
- Designating an alternate, as relevant to Incident Response.
- Documenting the responsibilities for each role.
- Reviewing System Security Plans:
 - Approving System Security Plans that provide adequate protections against IT security risks; or
 - Disapproving System Security Plans that do not provide adequate protections against security risks and require the system owner implement additional security controls on the IT system to mitigate those security risks.
- Assist in the determination of investigative goals during an incident, as defined in Incident Response.

SYSTEM OWNER

A system owner is responsible for the operation and maintenance of the IT system(s) they own, to include:

- Managing system risk and developing any additional procedures required to protect the system in a manner commensurate with risk.
- Determining the investigative goals during an incident, as outlined in the Incident Response Plan.
- Ensuring compliance with applicable policies and standards.
- Ensuring compliance with requirements specified by data owners for the handling of data processed by the system.
- Designating system administrators:
 - Each system will have at least two system administrators.
 - Security tasks may be divided between application security and infrastructure

- security which may be assigned to different individuals.
- Any individual designated as a system administrator for infrastructure must be either a member of ITS staff or a vendor.
- Designating the data owners for any data created or shared within their division.

DATA OWNER

A data owner is responsible for the policy and practice decisions regarding data he or she owns, to include:

- Evaluating and classifying the sensitivity of the data.
- Defining the protection requirements for the data based on the Data Classification Standard and/or business needs.
- Communicating data protection requirements to the system owner.
- Defining requirements for access to the data.
- Determining the investigative goals during an incident, as outlined in the Incident Response Plan
- Designating a data custodian for the data.

INCIDENT RESPONSE TEAM (IRT)

An IRT is responsible for the investigation of incidents, as outlined in the Incident Response Plan, to include:

- Collecting and analyzing evidence to determine the threat and subsequent containment of the incident.
- Documenting individual actions during an incident.

INCIDENT RESPONSE COORDINATOR (IRC)

An IRC is responsible for assembling and managing an IRT during the investigation of an incident, as outlined in the Incident Response Plan, to include:

- Serving as a liaison between the ISO and the IRT.
- Ensuring that system and data owner investigative goals are met, and special handling instructions and priorities are adhered to.
- Ensuring evidence is properly collected, documented, and secured.

SYSTEM ADMINISTRATOR

A system administrator is responsible for implementing, managing and/or operating a system, for which he or she has been assigned, at the direction of the system owner, data owner and/or data custodian to include:

- Managing and documenting vulnerability scans.

- Implementing security controls and other requirements of the security program.
- Reporting security events per the Incident Response Policy.

DATA CUSTODIAN

A data custodian is responsible for the physical or logical data for which he or she has been assigned to include:

- Protecting the data from unauthorized access, alteration, removal, or usage.
- Establishing, monitoring and operating systems in a manner consistent with security policies and standards.
- Providing, administering, and documenting general controls, such as backup and recovery systems.

PRIVACY OFFICER

A privacy officer is responsible for directing Longwood University's adherence to state or federal privacy law (e.g., FERPA, HIPAA) to include:

- Providing guidance on the requirements of the laws or regulations, including limits on disclosure of and access to sensitive data.
- Advising the University on the adoption of security protection requirements in conjunction with IT systems when there is some overlap among sensitivity, disclosure, privacy, and security issues.

USER

All members of the Longwood University community are responsible for the protection of the confidentiality, integrity, and availability of University data to include:

- Adhering to the Data Handling Standards to consistently protect the data throughout its life cycle and in any form.
- Knowing, understanding, and abiding by the following:
 - Virginia DHRM Policy No. 1.75: Use of the Internet and Electronic Communication Systems
 - Policy 6002: Acceptable Use of Information Technology Resources and Systems
 - Policy 6023: Password Management
 - Policy 6014: Incident Response
 - FERPA

INFORMATION TECHNOLOGY SYSTEMS DEVELOPMENT LIFECYCLE STANDARD

PURPOSE

The purpose of this standard is to establish a Longwood University IT systems development life cycle to offer consistency and structure to the IT systems development process and to ensure that security is considered throughout an IT system's development.

STANDARD

Systems Development Life Cycle (SDLC): The SDLC is a process for developing IT systems that offers consistency and structure in the progression of an IT system from concept to implementation to disposition.

ESTABLISHMENT OF THE SDLC

The SDLC is described in detail and will be followed for all Longwood University IT systems.

INITIATING THE SDLC

All new IT systems developed will enter the SDLC at the Planning Phase when a request for a new IT system or significant modification to an existing IT system is made through the Project Management Office's established IT project request procedures. New IT systems or significant modifications include those developed at the University or acquired from a third party.

CONSIDERATION OF SECURITY IN THE SDLC

Security will be integrated into each phase of the SDLC. An IT System Security Plan will be updated and maintained throughout the life cycle of an IT system.

PHASES OF THE SDLC

The SDLC process is a phased process, and phases will be completed in the order specified:

PLANNING

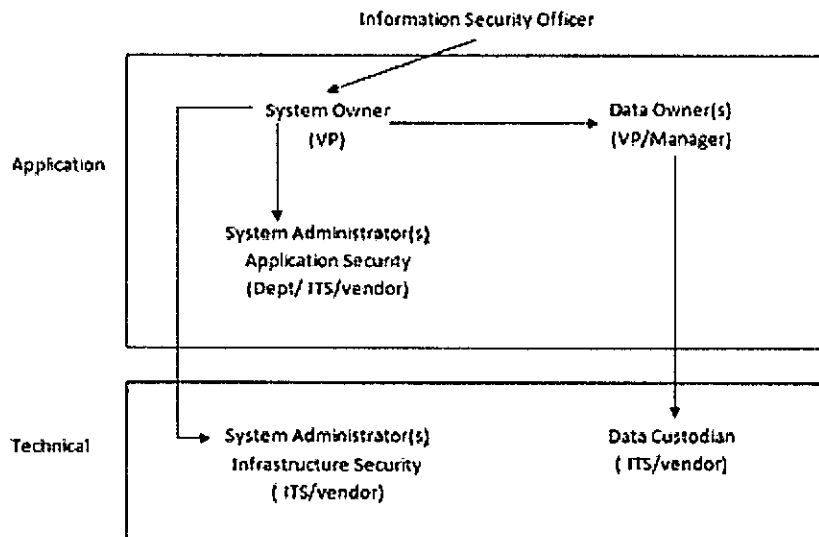
Requests for IT systems are developed into a Project Plan through the steps delineated by the Project Management Office.

INITIATION

Identify IT System Security Responsibilities based on the Information Security Roles and Responsibilities Standard.

Security roles and responsibilities are assigned:

- The ISO designates a system owner.
- The system owner designates the system administrator(s) and the data owner(s).
- The data owner(s) designate the data custodian.



Identify Risks and Controls:

- The system and data owner(s) or their designees perform an initial risk analysis based on initial requirements and objectives to establish security guidelines for system developers.
- The data owner(s) classifies the types of data the IT system will process and classify the data's sensitivity.
 - For any data classified as sensitive the need for collection and maintenance of that data is re-evaluated.
 - Sensitivity of the IT system is determined by the sensitivity of the data.
- For any system identified as sensitive, the system owner develops an initial draft of the IT System Security Plan that documents the controls that the system will enforce to provide protection against identified risks.
- Classes of security controls:
 - Management Controls
 - Operational Controls
 - Technical Controls
- The IT System Security Plan is reviewed by the Information Security Office.

DEFINITION AND CONSTRUCTION

Design IT System Characteristics:

- The physical characteristics of the IT system are designed during this phase. The operating environment is established, inputs and outputs are defined and processes are allocated to resources.
- Design specifications for the security requirements of the IT System Security Plan are

- developed and documented.
- Everything requiring user input or approval is documented and reviewed by the user. The physical characteristics of the IT system are specified and a detailed design is prepared.

Develop IT System:

The detailed specifications produced during the design phase are translated into hardware, communications, and executable software. Software components are unit tested, integrated, and retested in a systematic manner. Hardware is assembled and tested.

- The incorporation of the security controls into the IT system design is verified and documented in the IT System Security Plan.
- At the discretion of the ISO, the ISO or his or her designee tests for proper and effective functioning of the security controls that may be tested prior to deployment. (Certain non-technical controls may not be effectively tested until the IT system is deployed.)

INTEGRATION AND TEST

Integrate IT System Components:

- All IT system components (hardware, communications, software, security controls) are incorporated and systematically tested.

Test Functionality and Security:

- The user ensures that the IT system's functional requirements are satisfied by the developed system.
- The IT system undergoes any necessary certification and accreditation activities.
- InfoSec conducts an IT system security evaluation to ensure that the security requirements, as defined in the IT System Security Plan, are satisfied by the developed or modified IT system.
- The IT system security controls are accepted by the system owner.

IMPLEMENTATION

Make IT System Operational:

- The IT system or IT system modifications are installed and made operational in a production environment.
- This phase continues until the IT system is operating in a production environment in accordance with the defined design specifications and security requirements.

Document Risks and Controls:

- The system owner and data owner(s) or their designees will conduct a risk assessment of the system.
- The system owner or his or her designees will document the final IT System Security Plan to

- document the security controls implemented.
- The completed IT System Security Plan is approved by the ISO.

OPERATIONS AND MAINTENANCE

Continue Operation of IT System:

- With the IT system operation ongoing, the IT system is monitored for continued performance in accordance with design specifications and security requirements. Operations continue if the IT system can be effectively adapted to respond to an organization's needs.
- The IT system is periodically assessed through In-Process Reviews to determine how the IT system can be made more efficient and effective.
- The security controls are periodically assessed through security evaluations.

Modify IT System:

- Needed modifications are incorporated into the IT system.
- When major modifications or changes are identified, the IT system may reenter the Planning Phase.
- The IT System Security Plan will be updated by the system owner to document any changes to security controls implemented for the system and approved by the ISO. The IT System Security Plan will be reviewed and approved no less than once a year for restricted systems and once every three years for non-restricted systems.

DISPOSITION

When a decision is made to cease use of an IT system the following requirements must be met in the disposition:

Make Data Retention Decisions:

- Data handled by the IT system will be retained in accordance with Longwood University and/or Commonwealth of Virginia record retention requirements.

Dispose of the IT System Components:

- Electronic media will be sanitized, and hardware and software disposed of in accordance with Longwood University and/or Commonwealth of Virginia requirements.

DEFINITIONS

- Data: Data is an arrangement of numbers, characters and/or images representing information, knowledge, facts, concepts, or instructions.
- Data Owner: A Longwood University employee designated as responsible for the policy and practice decisions regarding data.
- Management Controls: A set of mechanisms designed to manage organizations to achieve desired objectives.
- Operational Controls: IT security measures implemented through policies and

procedures.

- Risk Analysis: A systematic process to identify and quantify risks to IT systems and data and to determine the probability of the occurrence of those risks.
- Risk Assessment (RA): The process of identifying and evaluating risks so as to assess their potential impact.
- Security Evaluation: Procedures used in the analysis of security mechanisms to determine their effectiveness and to support or refute specific IT system weaknesses.
- Sensitivity Classification: The process of determining whether and to what degree IT systems and data are sensitive.
- Security Controls: The protection mechanisms prescribed to meet the security requirements specified for an IT system.
- Sensitive Data: Sensitive data is any data in print or electronic form of which a compromise of confidentiality, integrity or availability would have a significant and noticeable impact on the University's achievement of its mission.
- System: IT systems are interconnected sets of IT resources, including application systems which meet a defined set of business needs and support systems that provide services to other systems.
- System Owner: A Longwood University employee designated as responsible for the operation and maintenance of a University IT system.
- Technical Controls: IT security measures implemented through technical software or hardware.

MALWARE PROTECTION STANDARD

PURPOSE

The purpose of this standard is to protect Longwood University IT resources and systems from the introduction of malware.

Malware: Malware, short for malicious software, is any software designed to damage, disrupt, harm, or compromise any computer, server or network. Viruses, worms, trojans, rootkits, bots, and spyware are all various forms of malware.

STANDARD

All Longwood University users and IT resources and systems must operate in a way that protects against malware.

PREVENTION OF MALWARE:

- Users should not intentionally develop or experiment with malware on Longwood University's network.
- Users should not intentionally spread malware on Longwood University's network by:
 - Failing to run and maintain malware protection software.

- Improperly using operating systems and or software updates.
- Arbitrarily opening e-mails, specifically:
 - opening e-mail attachments within said e-mails.
 - clicking on links within said e-mails.
 - responding to said e-mails with requested personal information (phishing emails).
- Arbitrarily opening files contained on portable media.
- Failing to validate links, "hover over", when navigating the internet.
- Due to possible software vulnerabilities, users should not install software on Longwood University managed computing devices unless prior authorization is granted by the ISO or his or her designee.

DEPLOYMENT OF MALWARE PROTECTION:

- All Longwood University managed computing devices, whether connected to the University network or standalone:
 - must utilize Information and Instructional Technology Services (IITS) approved malware protection software and configuration.
 - must maintain malware protection software and configuration such that the software is not removed, disabled, bypassed, or altered in a manner that will reduce the effectiveness of the protection.
- All non-Longwood University computing devices, while connected to the University network, must utilize adequate malware protection software.
- All E-mail sent and received by Longwood University's mail system will be examined for malicious code.

EXCEPTIONS AND EXEMPTIONS:

- Exceptions to or exemptions from any provision of this policy must be approved in writing by the ISO or his or her designee.

PASSWORD MANAGEMENT STANDARD

PURPOSE

Effective password management is the most central single element in assuring the overall security of Longwood University IT resources and systems and the protection of University data. The purpose of this policy is to ensure that all users are aware of their responsibilities in effective password management and to ensure that appropriate password standards are applied to all Longwood University IT systems.

This standard applies to all IT systems whether connected to the network or standalone, hosted internally or externally or administered by ITS or another department.

Password Management: Password management is the selection, distribution, use, modification and testing of computer system passwords.

STANDARD

All who participate in the use and administration of Longwood University's IT resources and systems share responsibility for effective password management. Specific responsibilities are assigned as follows:

- **Password Standards:** Passwords will be required on all University sensitive IT systems and other IT systems where passwords are necessary for accountability, as well as on University mobile devices (e.g., smart phones). IITS will provide Minimum Password Standards that must be applied to all University IT systems that utilize passwords for authentication; however, more rigorous password requirements will be applied to IT systems commensurate with the systems' sensitivity and risk. The actual password requirements applied to the IT system will be documented in the IT system security plan.
- **Password Testing:** IITS reserves the right to monitor the overall security of The University's IT environment by testing the strength of passwords on all University IT systems, both those it administers and others.
- **Personal Ownership of Password Management:** Ultimately, individuals using The University's IT resources and systems are responsible for assuring effective password management. To fulfill this responsibility, they shall be aware of and follow the Minimum Password Standards. Most notably, this includes creating strong passwords and safeguarding their passwords' integrity. Passwords represent an individual's identity to the IT system and should never be disclosed to or used by others.
- **Responsibility to Report Compromise:** All users are required to immediately contact the Help Desk and change their password if at any time they suspect their password has been compromised.

EXEMPTIONS AND EXCEPTIONS

The ISO must approve exceptions to or exemptions from any provision of this policy or the Minimum Password Standards in writing.

MINIMUM PASSWORD STANDARDS

- LancerNet passwords must:
 - be at least 15 characters.
 - meet at least 3 out of the 4 requirements for quality:
 - at least (1) lower case letter
 - at least (1) upper case letter
 - at least (1) number

- at least (1) special character (?, *, %, etc.)
- be changed, at a minimum, every 120 days.
- be unique:
 - Users should create a different username and password for external services such as personal e-mail, banks, music services, stores, personally owned computers or other systems.
 - Users should not repeat previous passwords and accordingly an encrypted record of previously used passwords will be maintained.
- LancerNet passwords must not:
 - be known or used by others.
 - Users must never provide their password to anyone.
 - Users must log off of applications when done using them.
 - Users must secure workstations when they are away from them. Devices will be subject to lockouts for inactivity.
 - Users must never use the "Remember Password" feature of any applications.
 - be all or part of your LancerNetID
 - be all or part of the IT system's name,
 - be blank,
 - be based on a single dictionary word,
 - contain more than (2) repetitive characters (e.g., Mmmmmmm1, Ab7777777, etc.),
 - be based on a simple keyboard combination (e.g., Qwerty).
- Non-Single Sign-On (SSO) Longwood University IT System password management
 - All University IT systems that do not authenticate via SSO should follow LancerNet Password standards.
- Users must report suspected password compromises.
 - Users must contact the Help Desk if they believe someone has obtained their password.
 - Users must change their password if they suspect it has been compromised.

SECURITY AWARENESS AND TRAINING STANDARD

PURPOSE

The purpose of this standard is to identify the conditions necessary to provide IT system users with appropriate awareness of system security requirements and of their responsibilities to protect IT resources and systems.

IT system users in this context means faculty, retired faculty, staff, Longwood University Foundation employees, retired staff, student workers and any other individuals approved for access by the CIO.

STANDARD

Requirements:

- InfoSec will provide an online Security Awareness Training course and/or live workshops.

- Attendance and monitoring:
 - Documentation is required for all IT security training,
 - Training must be completed within 30 days of: (1) access being granted to IT resources and systems or (2) the assignment of role-specific security responsibilities; and all assigned training is required at least annually thereafter.
 - Annual training must be completed by October 31st of the calendar year.
 - InfoSec is responsible for monitoring receipt of IT security training.
 - InfoSec is responsible for enforcement of the requirements.

ENFORCEMENT

EMPLOYEES

- Area vice presidents will be notified of users who have yet to complete the training no later than October 15.
- Users' access will be suspended on November 1st (or within 3 business days).
- The user will be responsible for notifying ITS to have access re-enabled for a one-week grace period to complete all training.
- Users' access will be suspended if the training is not completed by the end of the grace period.

RETIREES

- Users' access will be suspended on November 1st (or within 3 business days).
- The user will be responsible for notifying ITS to have access re-enabled for a one-week grace period to complete all training.
- Users' access will be suspended if the training is not completed by the end of the grace period.

EXCEPTION (NOT-LONGWOOD AFFILIATED) USERS

- Sponsors will be notified of users who have yet to complete the training no later than October 15.
- Users' access will be suspended on November 1st (or within 3 business days).
- The user will be responsible for notifying ITS to have access re-enabled for a one-week grace period to complete all training.
- Users' access will be suspended if the training is not completed by the end of the grace period.

SECURITY LOGGING AND MONITORING STANDARD

PURPOSE

This standard provides the core of the security log management framework used to detect security events that pose a threat to IT resources and data. The intent is to log events that may appear innocent in isolation, but when viewed as part of a pattern may be determined to be malicious. Monitoring and logging are also crucial to security investigations and to ensure that IT security controls are in place and not being bypassed.

STANDARD

Core Business – Applications, systems, and network devices vital to the University's mission and business functions that are dependent upon the services provided by the core infrastructure.

Core Infrastructure – Applications, systems and network devices that support other systems or applications by providing essential services. (Examples include Active Directory, DNS, DHCP, routers, switches, etc.)

Log – Is a record of the events occurring within an organization's systems and networks. Logs contain information related to specific events that have occurred within a system or network.

Public-facing – Applications, systems, and network devices accessible from the internet and available to the public; also called customer facing.

Windows Event Viewer – Tool to view Windows OS logged events as well as 3rd party software written to send logs to the Event Viewer.

REQUIREMENTS:

- System administrators will develop logging procedures for systems they administer.
- Logging:
 - All Endpoints will be monitored, and logs collected through the detection and response platform.
 - Key Windows and syslog events to monitor:
 - Any changes to System files or folders ACLs.
 - Registry Changes.
 - Local and Domain Account changes.
 - Windows and SSH login success or failures.
 - Anti-virus logs.
 - Windows Event Log aggregation.
 - Access to network infrastructure.
 - Changes to ACLs on switches, router, or firewalls.
 - Web server access.
 - HTTP "404" errors.
 - FTP server access and file transfers.
 - Server security log events.
 - Key Windows Event logging categories to enable:
 - Logon events – Success/Failure.
 - Account logons – Success/Failure.
 - Account management – Success/Failure.
 - Directory Service access –Failure.
 - System events – Success/Failure.
- Log Event Management Solution:
 - Logging facilities and log information will be protected against tampering and unauthorized access to include:
 - Alterations or deletions to logs that are recorded.
 - Storage capacity of the log file media being exceeded, resulting in the failure to record events or over-writing of past-recorded events.
 - Log Event Management must meet the following requirements:
 - Automate collection of log files.

- Ability to query log data for specific log event activity for analysis.
- Secure log aggregation and storage for Windows Event logs and syslog data from devices and OS's.
- Supports SQL and Oracle database log data.
- Agent monitoring (Windows, MAC OS, and Linux).
- Real-time monitoring.
- Ability to create custom "alerts" for log monitoring.
- NetFlow Data
 - Automatically collect NetFlow data from core router switches for analysis
- Logs will be maintained according to the Library of Virginia Data Retention schedule.

WIRELESS COMMUNICATION STANDARD

PURPOSE

This standard covers all wireless data communication devices (e.g., personal computers, cellular phones, PDAs, etc.) connected to any of Longwood University's networks. This includes any form of wireless communication device capable of transmitting data over a network. Wireless devices and/or networks without any connectivity to the University's networks do not fall under the purview of this policy

STANDARD

Access Point: An access point is a piece of hardware that serves as a common connection point for devices on a wireless network and connects to the wired network allowing wireless access to the campus network.

IMPLEMENTATION OF WIRELESS ACCESS

- All wireless services in use at Longwood University will be supported, maintained and protected by Information and Instructional Technology Services (IITS) for use by its faculty, staff, students and any other authorized individuals.
- Wireless networking is provided as a supplement to wired networking, but due to issues including bandwidth and reliability wireless networking is not a substitute for wired connections.

PROTECTION OF WIRELESS SERVICES

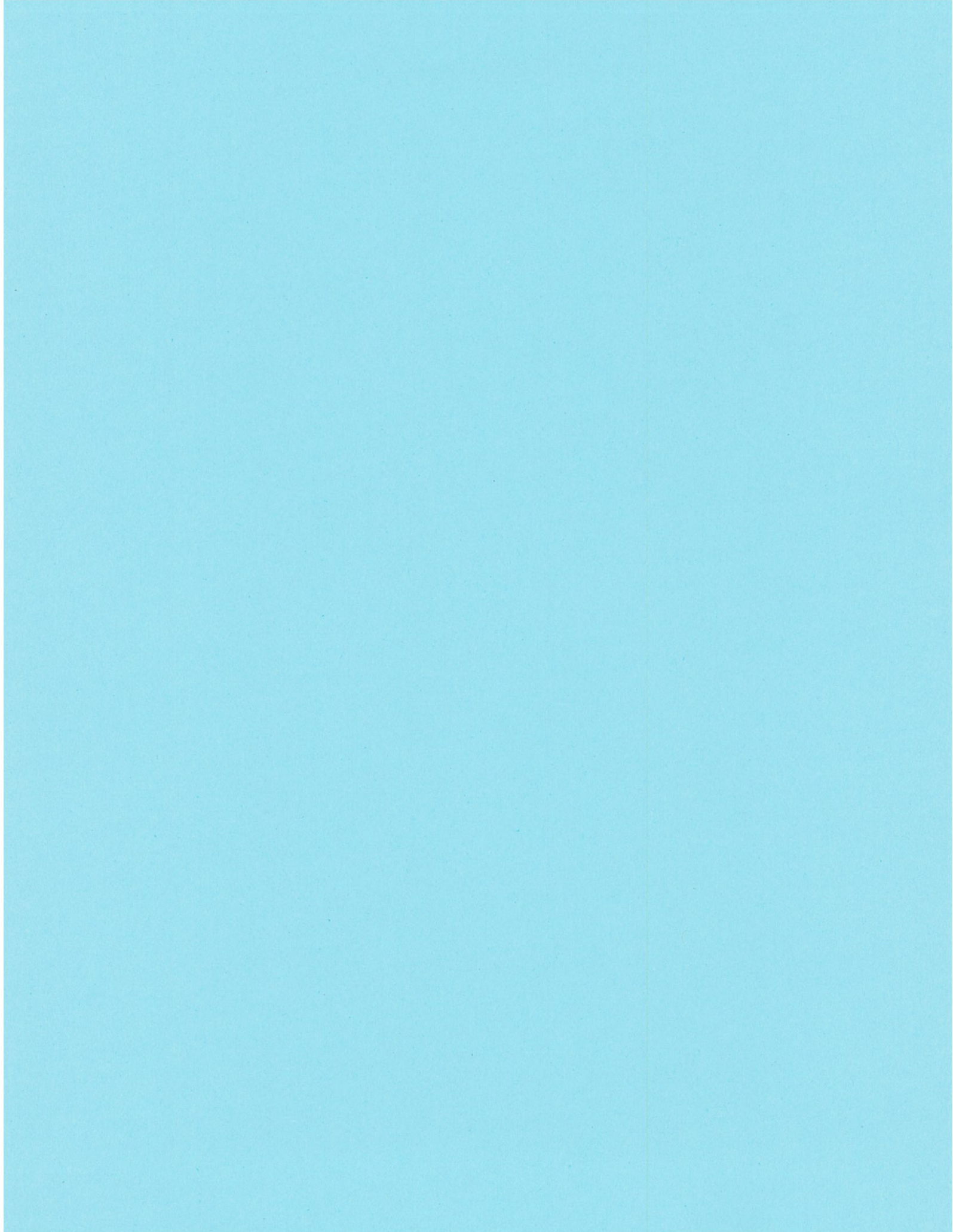
All users of Longwood University wireless services should be aware that IITS will implement the following standards for protecting wireless services:

- Will maintain encryption between the data communication device and the access point.
- May register and track a hardware address (ex. MAC address) of those devices accessing the network.
- Will prohibit physical access to wireless access points by anyone other than authorized IITS staff.
- Will support the use of The University's virtual private network (VPN) technology. Further details may be found in the Remote Access Standard.

EXPECTATIONS OF USE

Due to its dependence on a scarce and shared resource, radio communication is subject to additional rules concerning interference and shared use.

- Interference or disruption of authorized wireless communications or unauthorized interception of any wireless communications is prohibited.



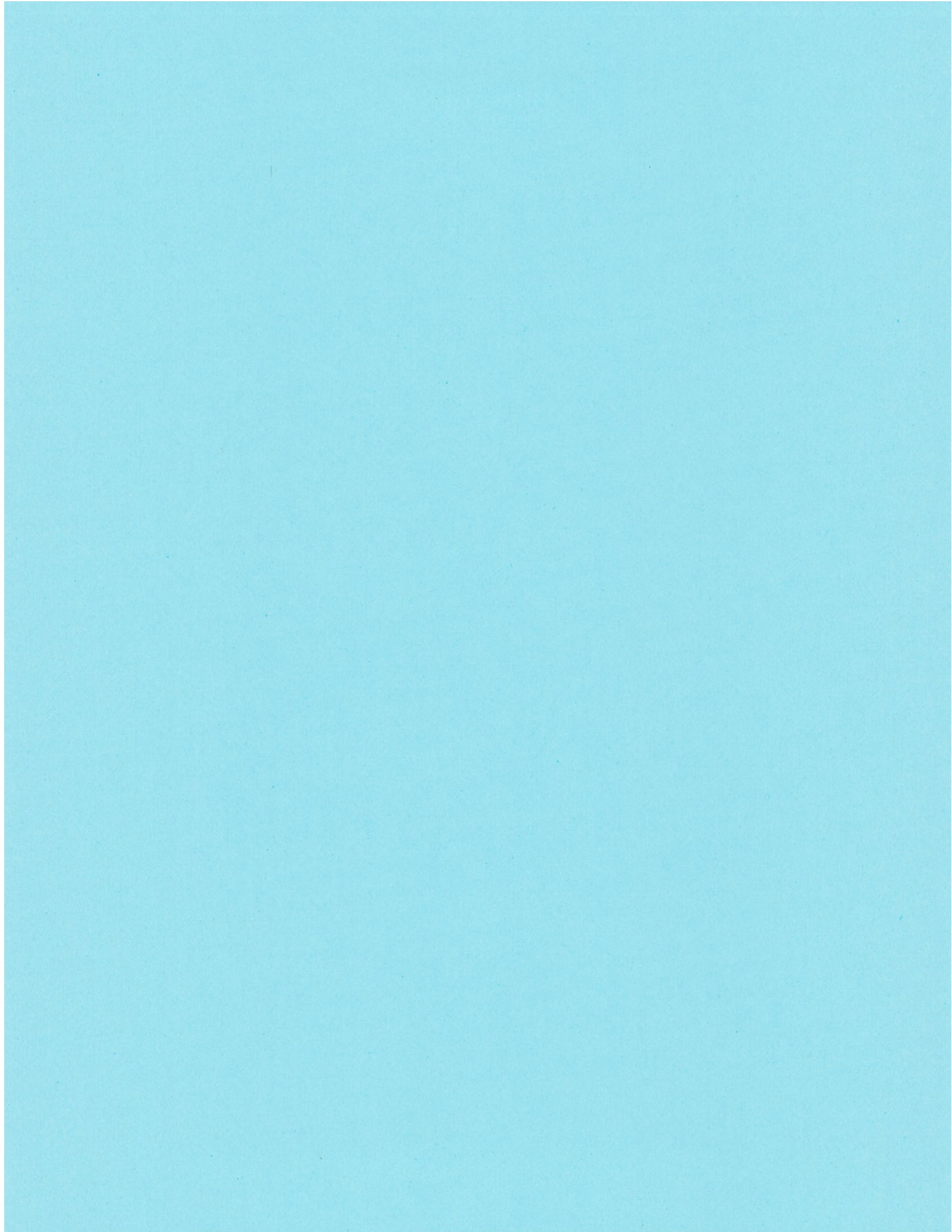
BOARD OF VISITORS
LONGWOOD UNIVERSITY REAL ESTATE FOUNDATION (LUREF)
ACTION ITEM

Appointment of Tim Pierson to LUREF Board of Directors

LUREF bylaws require BOV ratification for appointments to LUREF Board

Resolved, the Longwood University Board of Visitors ratifies the appointment of Tim J. Pierson to the Longwood University Real Estate Foundation (LUREF) Board of Directors. He has been nominated by the LUREF Board and has agreed to serve. He will serve a four-year term to expire Dec. 31, 2028, and a biographical summary appears below.

Tim J. Pierson, vice president emeritus and athletics department liaison, has for more than three decades served in leadership roles at Longwood University, retiring in 2022 as Vice President for Student Affairs after more than two decades in the role. During his time overseeing Student Affairs, he oversaw student housing, campus dining, recreation and health, student conduct and integrity, Counseling and Psychological Services, fraternity and sorority life, and the Longwood University Police Department. He worked from 2022-24 as an advisor to athletics department leadership. Previously he served in student affairs positions at Willamette University and Michigan State University, his alma mater.



STRATEGIC PLAN
LONGWOOD CENTER FOR THE VISUAL ARTS, 2025-2030
(Rev. 6/22/24)

Approved by the LCVA Advisory Board 7/15/2024
DRAFT Pending approval by the Longwood University Board of Visitors

Our Mission

The Longwood Center for the Visual Arts is a collaborative forum for students and faculty of Longwood University and the people of South Central Virginia to explore visual art and its relevance to everyday life. The LCVA fosters creativity, intellectual curiosity, and involvement in the visual arts through its exhibitions, educational programs, permanent collection, and volunteer and internship programs. The LCVA is committed to improving the quality of life in the region by providing full access to the visual arts and to the ways art exemplifies beauty, hope, and the power of human imagination.

Our Opportunity

Through the transformative power of the visual arts, we have the opportunity to engage our communities and enrich the quality of life in our greater region.

Our Principal Values

The Centrality of Art to Individual and Community Life

Works of art are essential records of human history and can influence and enrich every aspect of living. Art can inspire people to lead more hopeful, creative and participatory lives within the community for the greater good. With these convictions in mind, the LCVA treats all visitors in a welcoming and inclusive manner while fostering an aesthetic appreciation of diverse experiences, forms, media and content. The LCVA encourages participation in the creative process regardless of age, training, or ability. The LCVA designs exhibitions, educational volunteer programs, and internships to spark community interaction and development.

Artistic Integrity

The LCVA is an advocate for artists by insisting on fair, respectful, and professional treatment of artists within our institution as well as in the community-at-large. The LCVA fully accepts the role of steward for art in its possession and commits itself to preserving the original intent of the artist. The LCVA dedicates itself to presenting compelling examples of exemplary artistic vision and craftsmanship.

Professionalism

In the conduct of its business and in the exhibition, collection, preservation, and maintenance of works of art, the LCVA adheres to the highest professional standards and ethical considerations as outlined by the American Alliance of Museums, the Commonwealth of Virginia and Longwood University.

Our Priorities

Foster equity and access in every facet of our activity

Strengthen our collections and human and physical infrastructure to ensure the museum thrives and endures to serve future generations

Pursue and foster interdisciplinary collaborations that spark creative inquiry

Engage and inspire our community through transformative art experiences rooted in our collections and programs, strengthen our connections with one another, and foster social and physical well-being

Contribute meaningfully to contemporary conversations with our peer institutions

Measuring Progress

LCVA will assess progress semi-annually, and revise its action plan as appropriate. Additional benchmarks will include:

Participation numbers both onsite and offsite

Annual and campaign-specific donor giving

Increased attention to inclusive practices

Increased partnership and interaction with our professional museum peers

Quantifiable and qualitative improvement of collections and human/physical infrastructure

Vice Presidents' Reports



Academic Affairs
Larissa M. Smith, Provost & Vice President

**September 2024
Highlights**

- **Dr. Khawaja Mamun joins as Dean of the College of Business and Economics.**
- **Moton Museum World Heritage nomination moves forward.**
- **Longwood faculty and staff apply for 15 grants totaling \$13.6 million.**

Academic Affairs

In June, Dr. Khawaja Mamun joined the College of Business and Economics as the new dean, after a national search.

Dr. Mamun most recently served as a professor of economics and the Associate Dean of the Jack Welch College of Business and Technology at Sacred Heart University in Fairfield, CT. He also served as the Program Director for the M.S. in Business Analytics, a 30-credit interdisciplinary degree program offered in both 100% online and hybrid formats that enrolled over 500 students. He previously served as chair of the Department of Economics and Finance, where he helped to increase enrollment and build new academic programs.

In these roles, Mamun acquired extensive experience in academic program and curriculum development, AACSB accreditation, college operations, and faculty professional development. He was also deeply involved in undergraduate and graduate student recruitment, retention, and success efforts. At Sacred Heart, Mamun built collaborative relationships across the university and strategic partnerships with employers, alumni, and other universities in the New York City region.

Mamun earned his doctorate and master's in economics at Southern Methodist University in Dallas, TX. He received his bachelor's and master's in economics at the University of Dhaka, the oldest active public university in Bangladesh. He teaches econometrics at the undergraduate and graduate levels and has published numerous papers in several quality economics journals, including the Journal of Urban Economics, the Journal of Environmental Economics and Management, PLOS ONE, and Applied Economics Letters. His current research interests are Applied Econometrics, Macroeconomics, and Derivatives.

Mamun's skillset and experiences will help the CBE continue to build on its recent success in the MBA program and in achieving AACSB reaccreditation, while working with college faculty and staff to continue to advance both CBE's and Longwood's strategic priorities, including the recruitment and retention of undergraduate students. He is already making a positive difference on campus.

Brock Experiences

Over the summer, the Longwood University @ Yellowstone National Park (LU@YNP) course traveled with 62 students and a strong team of faculty and staff. The Place & Voice course in San Francisco traveled with 17 students. Both courses support the Civitae Core Curriculum through course offerings at the Perspectives level.

This fall, Gregory Mole, assistant professor of history, begins his Brock fellowship to develop a course focused on how New Orleans citizens grapple with the many facets of their past. Professor Mole has invited Mike Waddell, assistant professor of music, Ravi Shankar, assistant professor of environmental science, and Cainan Townsend, executive director of the Moton Museum, to join him in planning the course. The course is expected to be a Civitae Perspectives course that satisfies the Historical and Contemporary Insights category. Other Perspectives categories may be offered as well depending on the course development process.

Civitae Core Curriculum

On August 15, members of the Civitae Core Curriculum Committee offered sessions for each area of Civitae during Longwood's second annual Undergraduate Professional Development Day. Faculty shared assessment results and strategies for teaching and student learning. At lunch, faculty participated in an AI Across the Curriculum Panel Discussion.

Cook-Cole College of Arts and Sciences (CCCAS)

At the end of the spring semester, Short Twig Press, an initiative of the Studio Art program, completed its second limited-edition fine press publication entitled *Specimens to Savor*. This semester-long project was produced by students in Professor of Art Kerri Cushman's Editions course with visiting artist Jessica Spring. The handmade paper/letterpress printed book is based on research conducted in the Harvill-Stevens Herbarium and features drawings and handset type based on 10 Virginia native edible plant specimens from the collection.

Faculty have been active over the summer collaborating and supervising students in research, as well as instilling STEM skills in younger students. Examples in the Department of Math and Computer Science include:

- Kristen Boyle, associate professor of mathematics, worked with two students, Serenity Allen and August Raybold, to develop unique and engaging mathematics experiences. In July, both Serenity and August were selected and funded by the North Carolina Network of Math Teachers' Circles (NCNMTC) to travel to Western Carolina University and lead a workshop

based on their respective activities for the NCNMTC Summer Math Camp. There were approximately 35 math teachers from NC in attendance.

- Sanish Rai, assistant professor of computer science, supervised students Alec Judd Vidanes and Joey Baker in machine-learning projects that showcased the power of artificial intelligence in practical applications. Both Alec and Joey tackled occupancy forecasting models using different approaches and demonstrated that their models were 97-98% accurate in their forecasting.
- Virginia Lewis, professor of math education, and Stephanie Playton, K-8 STEM Specialist for the Institute for Teaching through Technology and Innovative Practices (ITTIP), planned and taught a one-week STEM summer camp at Longwood for rising 4th and 5th graders. The camp was funded through their EMPOWER NSF grant with Paula Leach, director of ITTIP, as the principal investigator. EMPOWER summer activities also included building a national database for a survey for the grant.

Faculty have also been active in advancing their own scholarly agendas this summer. A few examples include:

- Brooke Mathna, assistant professor of criminal justice studies, presented at the Northeastern Association of Criminal Justice Sciences (NEACJS) conference at a roundtable session entitled "Rise of the Machines: Dealing with AI in the Classroom."
- Scott Chapman, associate professor of theatre, designed three shows professionally over the summer for theatre companies in the region: *Spamalot*, *Shrek Jr*, and *Evil Dead: The Musical*.
- Mike Waddell, assistant professor of music, released an album, *Keystone Kitchen*, with the Keystone Tuba-Euphonium Quartet featuring ten new works by a variety of living American composers. Mike also recorded a full album of euphonium and Piano music alongside Lisa Kinzer, professor of music. The recording features twelve new works/movements for euphonium and piano by living American composers and will be released this fall. This was supported by an Academic Affairs Faculty Development Grant.

Looking ahead to this coming academic year, CCCAS faculty are engaged in a number of activities:

- The faculty team who runs the InVEST in STEM program welcomed their first cohort of scholars. This program provides scholarships and academic support to up to 20 undergraduate students, several of whom will transfer from Patrick & Henry Community College and Virginia Western Community College, who major in biology, chemistry, mathematics, or physics while pursuing their secondary teaching licensure. The National Science Foundation grant funds a five-year project totaling \$1.45 million that aims to serve the national need for preparing and retaining highly qualified science and mathematics teachers to teach in rural, high-need school districts.

- Led by Kathleen Kennedy, assistant professor of art in jewelry making/metalsmithing, the Radical Jewelry Makeover is coming to Longwood. Radical Jewelry Makeover is an international community jewelry mining and recycling project focused on education and collaboration. It brings together jewelers, working together to examine mining issues while making innovative jewelry from recycled sources.
- 1925 is known as the Golden Year in American Literature, with publications by over a dozen major American writers, and 2025 is the 100th anniversary of F. Scott Fitzgerald's *The Great Gatsby*. In honor of that occasion, faculty in the Department of English and Modern Languages are planning a year-long celebration of the authors who wrote during this time, and they plan to have a set of classes dedicated to "The Great Gatsby and Friends," with special film screenings and discussions to celebrate Fitzgerald's great American novel.

College of Business and Economics (CBE)

The CBE offered the Personal Finance course (FINA 150) during the summer to a total of 656 high school students. Ninety-eight percent of the students passed the WISE Financial Literacy Certification Exam after the course. Most of the students were from the Richmond area, with 82% from Henrico County. A total of 71 students and their families visited campus to take the WISE exam in person on July 27 and took a tour of the campus. The college will be inviting all the 2024 students and their predecessors from 2023 to a Longwood basketball game during the upcoming winter break.

The McGaughey Center made 35 site visits this summer to meet CBE students working at their internships. During these visits, the center staff met their supervisors, heard about their projects, and observed them in the work environments in person. These visits were then highlighted on the LinkedIn account of the CBE Internship, which has breathed new life into CBE on social media. The McGaughey Center also added new professional clothes to the CBE's Career Closet using their \$5,000 V-TOP Grant.

The CBE added two new tracks to the MBA program: Accounting and Finance. The college also continues to enjoy strong enrollment across the MBA program. The college is also starting a new Introduction to Business course for undergraduate first-year students to help them explore various business disciplines and serve as a springboard for success throughout their academic journey. In addition, CBE has formed an AI integration team to integrate different strategies for AI adoption into the curriculum, teaching, and research.

College of Education, Health, and Human Services (CEHHS)

CEHHS faculty have recently achieved distinctive acknowledgements:

- With Longwood University students accompanying him, Ian Danielsen, associate professor of social work, was invited to attend the bill signing for HB 1427 when it was signed into law by Governor Youngkin. The legislation provides more judicial flexibility for sentencing guidelines for crimes against children, and Professor Danielsen helped provide an expert perspective to members of the General Assembly.

- Audrey Church, professor of school librarianship and chair of the Department of Education and Counseling, was awarded the prestigious 2024 Jesse H. Shera Award by the American Library Association for Distinguished Published Research as a co-author on the article: Wine, L. D., Pribesh, S., Kimmel, S. C., Dickinson, G., & Church, A. P. (2023). Impact of school librarians on elementary student achievement in reading and mathematics: A propensity score analysis. *Library & Information Science Research*, 45(3), 101252. <https://doi.org/10.1016/j.lisr.2023.101252>

This summer CEHHS offered two different study abroad experiences:

- Two faculty from the Department of Nursing, Kim Little, professor of nursing and the department chair, and Lisa Minor, associate professor of nursing, took students to Guatemala for a study abroad course in Global Health. Students learned about differences between health care systems and nursing education, and completed service activities to assist babies and children in need of medical attention.
- Jenn Cuchna, associate professor of health, led a study abroad trip to Australia where students learned more about health care systems globally with a focus on comparing healthcare access and issues among diverse populations, including Aboriginal and Torres Strait Islander communities.

In addition, Alicia Alvarez, a graduate student in the Communication Sciences and Disorders program, participated in an educational experience in Arequipa, Peru. While there, Alicia provided over 60 hearing screenings to the children and members of the Arequipa community. Alicia described this as a life-changing experience; she was able to apply her skills as a developing speech language pathologist in a cross-cultural environment.

Here on campus, CEHHS hosted multiple engagement activities during this summer:

- The Department of Education and Counseling hosted Virginia educators for its 20th annual Summer Literacy Institute, which featured award-winning authors and storytellers from around the country. This event is attended by educators, teachers, reading specialists, and librarians from all across the Commonwealth, including current graduate students and many Longwood alumni.
- The Institute for Teaching through Technology and Innovative Practices (ITTIP) hosted several summer camps including, for the first time, the long-running enrichment camp for gifted elementary and middle school students, TAG Camp. Over 100 students from eight Region 8 school divisions, Chesterfield County Schools, Dinwiddie County Schools, and several homeschool and private schools participated in two weeks of summer camp courses about topics including forensic sciences, art, music, and engineering.
- Students in the Communication Sciences and Disorders program participated in Camp Loud and Clear at Holiday Lake in Appomattox. Camp Loud and Clear is the only summer camp in Virginia designed with the needs of children with hearing loss, regardless of their

communication method, in mind. Children with hearing loss attend public schools and many encounter difficulties in social interactions due to their inability to hear and speak fully. This camp offers deaf and hard-of-hearing children the environment with staff and programming to augment healthy, satisfying socialization experiences. Audio equipment is provided by the Virginia Department of the Deaf and Hard of Hearing.

- The Call Me MiSTER (CMM) program, which aims to increase the number of male teachers and specifically men of color in K12 classrooms, had a busy summer participating in two Summer Institutes. The MiSTERS traveled to Clemson University to attend the founding MiSTER location's Summer Leadership Institute. Josh Ayala '24, who is past CMM president, received the honor of donning his own CMM blazer; Ayala is currently a Special Education teacher in Goochland County and a Longwood graduate student in the Counselor Education program. In late July, the MiSTERS then hosted Longwood's own summer institute for high school students and rising college students with sessions led by community leaders and CMM alumni. The Call Me MiSTER Program is dedicated to fostering the growth and development of young men who are interested in pursuing careers in teaching.

This fall, Longwood LIFE welcomes 15 new students to campus, more than double the number of new students that started last fall. Longwood LIFE, directed by Associate Professor of Special Education Karen Feathers, is a program that provides life skills and social skills development for college age individuals with intellectual disabilities. The total group of Longwood LIFE participants for the academic year is 28, which includes returning participants. Through Longwood LIFE, these students will have the opportunity to experience campus life and also have access to campus-based paid employment opportunities.

College of Graduate and Professional Studies (CGPS)

Graduate enrollment continues to be strong. As of August 28, enrollment stood at 1257 students: 906 students in graduate programs and 351 students in professional studies initiatives.

Of the 906 graduate students, 523 or 58% of them are enrolled in the online MBA program. Professional Studies initiatives include teaching endorsements in Special Education, Gifted Education, and Educational Leadership, as well as courses offered to working adults who are provisionally licensed to teach but are completing coursework to earn their licensure. These endorsements are very attractive to working professionals in education, and often school systems will pay for a cohort of teachers to enroll in an endorsement program.

Cormier Honors College for Citizen Scholars (CHC)

The Cormier Honors College (CHC) welcomed 168 first-year students to its Class of 2028 Leadership Retreat, held August 18-22. Retreat activities are built around the CHC's motto: "Cormier is where cognition unites with compassion to build community."

Cognition: The CHC's scholarship is demonstrated in many ways during the Leadership Retreat, when faculty and staff presented workshops for incoming students. Some of the workshops included: "Chemistry, meet Art" (CHEM); "Trolley Murders and Tossing Squirrels Out

Windows: The Basics of Philosophical Ethics” (PHIL); “A Psychologist's Guide to Making Time” (PSYC); and “Wellness and Resilience for College and Beyond” (Counseling and Psychological Services).

Compassion: During the retreat, students packed more than 25,000 meals for the organization Rise Against Hunger.

Community: Students were also introduced to the local community through various activities:

- Participating in a "Community Quest" exercise where they fanned out throughout Farmville meeting various community members and walking the neighborhoods.
- Visiting the Moton Museum.
- Kayaking and canoeing at the Sandy River Reservoir; 'walking in the trees' at Sandy River Adventure Park; and strolling through Dogwood and Wilck's Lake Trails.
- Dining at local restaurants such as Charley's Waterfront Café, Effingham's, one19, and North Street Press Club.

Greenwood Library

Greenwood Library's work during the 2023-2024 academic year is revealed through numbers:

- Librarians provided 193 information literacy instruction sessions in undergraduate courses, and 7 sessions in graduate courses. 121 of the undergraduate sessions were in Civitae courses.
- Librarians were embedded in 19 courses over the academic year, providing in-depth instruction and enhanced contact with students.
- The Southside Area Libraries Sharing Access (SALSA) consortium circulated a total of 3916 items by courier between libraries since its inception. Of that total, Longwood received 456 items from Farmville, Buckingham, Cumberland, and Hampden-Sydney College, and sent 1096 items to consortium libraries by courier.

Greenwood Library received a \$10,000 grant from the National Endowment for Humanities (NEH) that will enable a survey of the library's collection of 6,000 silent film orchestral music scores. The project is titled, “Conserving Kaminsky: An Expert Collections Survey of a Significant Silent Film Collection” and will be led by Tammy Hines, head of collections and information services and associate professor of library science.

In addition to winning grants, librarians are active scholars and collaborators across campus. Highlights of their scholarship include:

- Tammy Hines co-presented the session *Supporting an authentic sense of place through rural literature* with Tammy Parlier & Wendy Snow, both faculty in the Reading, Language, and Literacy graduate program, at the 2023 National Forum to Advance Rural Education.
- Natalie Browning and Sarah Reynolds, both associate professors of library science, co-presented *Let the numbers lead you: Using data to market your library* at the 2023 Library Marketing and Communications Conference. They were subsequently invited to present at the Library Marketing and Communications Virtual Conference in May 2024.
- Jennifer Beach, associate dean of Greenwood Library, and Rebecca Sturgill, director of the Center for Academic Success, expect their peer reviewed chapter “Academic revival:

Librarian advisors for students on academic probation” in C. Abdel-Jawad & D. Theiss (Eds.), *The small to mid-size academic library: Collaborations and outreach* to be published in 2024 by ACRL.

- Natalie Browning and Maureen Walls-McKay, director of CAPS, co-wrote a forthcoming book chapter, “Well-being and student success in the heart of campus: A library and CAPS collaboration” in ACRL’s *The small to mid-size academic library: Collaborations and outreach*.
- Sarah Reynolds and Jennifer Beach collaborated on a book chapter, *Librarians as Partners in Field-Based Education: Fostering Information Literacy and Civic Awareness*, for an upcoming volume on experiential civic engagement from Routledge.
- Brent Roberts, dean of Greenwood Library and assistant provost for academic outreach, and Heather Lettner-Rust, professor of English, co-authored a forthcoming book chapter, *Down the Colorado River with Longwood University*, for an upcoming volume on experiential civic engagement from Routledge.

Offices of Accreditation & Compliance, Assessment & Institutional Research

The SACSCOC Board will provide its final determination about Longwood’s reaffirmation in December 2024. In the meantime, Longwood’s Quality Enhancement Plan (QEP), the Post-Graduate Success Initiative, has officially begun. Guided with input by the multi-division QEP Advisory Board, the Director of Program Effectiveness is leading efforts on the two-fold plan: *Consider Life Design* and *Practice Career Everywhere*. In this first year of the QEP, focus will be on several key initiatives:

- Representative faculty and staff advisors for English, Music, and Exploratory Studies students are participating in professional development to utilize a proactive advising framework, aiming for five substantive contacts with each advisee before the end of the first semester. The advising experience will have additional structure, including the use of Canvas for messaging, record-keeping, and for students to develop goals and (co)curricular plans for discussion with the advisor.
- Five sophomores will be paired with an alumni mentor during winter intersession for a paid, virtual internship. Students will prepare for the internship with online modules developed by the Virginia Talent and Opportunity Partnership (VTOP) and with sessions from staff in the Center for Career Success. Students will complete a project of approximately 20 hours that includes a final presentation. The internships are designed to develop three of the NACE professional competencies: professionalism, career & self-development, and critical thinking.
- Twenty-five juniors will have the opportunity to learn about the graduate school application process, financing options, and career possibilities through a half-day program. Activities will include one-to-one or small group résumé review and career planning as well as panel discussions with program faculty and alumni, followed by a networking reception. The counselor education program will be the focus of this first-time pilot, organized in conjunction with Career Week in early October.

Center for Faculty Enrichment (CAFE)

CAFE facilitated its annual New Faculty Orientation on August 12 and 13 with the President's reception for new faculty on August 20. As a means to develop camaraderie and enhance teaching practices, new faculty will participate in a cohort-building, year-long program to include a reading group focused on teaching and learning. They will also have an opportunity to connect with new faculty at Hampden-Sydney College during an evening at the Moton Museum.

CAFE, in collaboration with the Digital Education Collaborative (DEC), Cormier Honors College, Civitae Core Curriculum Committee, and the Post-Graduate Success Initiative hosted the second annual Undergraduate Faculty Development Day on August 15. Faculty participated in a variety of interactive workshops including syllabus design for Honors classes, Academic Advising syllabus design, Civitae-related sessions, and an assignment design peer-review workshop. Over 90 faculty and staff attended the AI Across the Curriculum Panel Discussion: Lunch and Learn, which included Dr. Alecia Blackwood, assistant professor of education, who has been named an AI Explorations for Educator Preparation Providers Faculty Fellow by the International Society for Technology in Education (ISTE). Throughout this academic year, CAFE will continue to provide resources related to AI in teaching and learning contexts.

Center for Global Engagement (CGE)

Sixty-three international students are enrolled for fall 2024, including the first international student in the Nursing program. There are 30 new students including freshman, transfer, and graduate students. While the majority of graduate students are in the MBA, Counselor Education and Special Education have enrolled international students this year. Fall numbers reflect the second year of new enrollment at 30 or above. The CGE has enrolled the first two students from a new exchange partnership with Lauder Business College in Vienna, Austria. In addition, a spring 2024 exchange student from University of Derby returns for a second semester based on his positive experience at Longwood. Additionally, Derby has sent two applications for exchange students to attend in spring 2025.

Seventy-two students participated in summer Study Abroad programs. Three faculty ran study abroad programs. Jake Milne '99, professor of sociology, ran his very popular course "Sport in the UK," including visiting Twickenham, the home of English Rugby, Wembley Stadium, and many of the other 2012 Olympic sites. The other two programs were led by faculty in the College of Education, Health, and Human Services (see above in this report). In addition, two students this summer participated in new programs for Longwood students, including a program in veterinary science in Thailand and an intensive German language program at Freie Universität Berlin.

This fall two students have gone abroad for the entire semester: one student is in Australia to study Tropical Ecology & Conservation and one student is traveling to Nepal, Jordan, and Chile to study Human Rights. Ten students are already in the application process for Spring 2025. This is the highest number of full-semester study abroad students since 2020.

Baliles Center for Environmental Education at Hull Springs

Two exciting events are being planned for the Baliles Center at Hull Springs with a dedication of new facilities on Friday, September 27, and the annual Oaks 'n' Oysters Fundraiser set for Saturday, November 2.

Construction of the new overnight accommodations and pavilion has been completed, with the renovation of the two existing cottages on schedule. After receiving the certificates of occupancy from Westmoreland County, plans were finalized to host the final class of the NSF grant-funded LIFE STEM program on August 16-20. The LIFE STEM Program provides financial and academic support, focused career preparation, early research experiences, and high-quality faculty mentoring for scholars majoring in biology, chemistry, environmental science and physics (or dual-degree engineering). This year's class includes 12 students, accompanied by 10 mentors and several faculty members.

A new sidewalk system using porous pavers has been added, linking the buildings and amenities, giving the site a polished, cohesive look, as well as ADA accessibility. These pavers, used for the walkways and in the new parking area beside the lab, will help with overall site drainage and storm events, as well as demonstrate the Center's mission of sustainability.

The two existing cottages have been painted to match the exteriors of the new facilities; insulation and heating/cooling units have been installed; and the ceilings were raised. New kitchenettes will feature the same cabinetry and countertops that were installed in the three, new overnight accommodations.

To accommodate the kayaks, paddles and floatation devices, a storage shed will be located near the rear of the new pavilion. The 20' x 12' shed will mirror the exterior style and colors of the new buildings, and feature a clerestory, front door, two windows, and barn-style double doors at one end to allow for easy access to boats and gear.

The dock at the Ames House has been replaced and raised fourteen inches in preparation for rising tides. Renovation or reuse of the duck hunting hut attached to the structure is being explored.

Longwood Center for Visual Arts (LCVA)

Alex Grabiec '07, curator of exhibitions, has been appointed a commissioner of the Virginia Commission of the Arts by Governor Youngkin. As a student at Longwood, Grabiec earned his Bachelor of Fine Arts degree, concentrating in photography, and went on to earn an MFA from the Maryland Institute College of Art. He has exhibited his work at the New York Art Book Fair at MoMA PS1, the Indianapolis Museum of Contemporary Art, the Katzen Art Center at American University, and at the Ogden Museum of Southern Art. In addition to working at the LCVA, Grabiec also teaches in the art department and in the Cormier Honors College.

The museum’s 2018-2023 Strategic Plan was extended through 2024 while a new plan was drafted. The new 2025-2030 Strategic Plan was developed with LCVA Advisory Board members and Longwood administration. Once the strategic plan is approved by the Longwood Board of Visitors, an action plan will be developed in collaboration with advisory board members, Longwood administration, and community stakeholders.

Looking back over the last six years, participation numbers in LCVA programming and activities have rebounded after the pandemic:

Year	Participation Numbers
2023-2024	Onsite 7/1/23-6/24/24: 6,906 Offsite: 9,634 TOTAL: 16,540
2022-2023	Onsite: 8,077 Offsite: 8,199 TOTAL: 16,276
2021-2022	Onsite: 7,854 Offsite: 9,529 TOTAL: 17,383
2020-2021 (pandemic year – limited in person programming)	Onsite: 2,226 Offsite: 4,463 TOTAL: 6,689 DIGITAL PLATFORMS: 85,444
2019-2020 (pandemic year – galleries closed 3/12/2020 – 6/30/20)	Onsite: 9,197 Offsite: 141 TOTAL: 9,338
2018-2019 (year completed 17% higher than previous year)	Onsite: 20,941 Offsite (regional): 7,625 Offsite (exhibition tour: Rural Avant-Garde) 7,832 Offsite (exhibition tour: Break Glass) 18,324 TOTAL: 54,722

Upcoming exhibitions at the LCVA include:

- *Letters From Farmville* is a four-part exhibition that tells an important story of finding freedom and advancement through education while deepening relationships with ancestors. The artist Dr. Debra J. Ambush tells her family’s narrative of emancipation, Jim Crow, education, and the Civil Rights Movement. Together these works of art become a testament to and reconciliation of encountering a site of memory and understanding what remains. In this pursuit, Ambush, along with her descendants, show that through fragments and

collective memory the preservation of family history is imperative and meaningful. On view September 6, 2024 – January 21, 2025.

- This season’s exhibition in collaboration with the Virginia Children’s Book Festival is entitled *Bad Kitty Does Not Like Art Museums* and highlights works of art from author and illustrator Nick Bruel. For over twenty years, his stories have connected with children and adults alike. His whimsical narratives teach valuable life lessons through humor and the curious Bad Kitty character. He is the author/illustrator of three dozen books. The exhibition explores themes of perseverance when faced with disappointment, navigating the unknown, cultivating patience and approaching unexpected experiences with an open mind. The art’s accessibility and appeal to people from all walks of life, even those who might – like Bad Kitty – feel they are not “museum people,” is part of LCVA’s strategic approach to breaking down the psychological barriers that might discourage museum visits. On view October 16, 2024 – February 9, 2025.

Moton Museum

The federal government has authorized a dozen iconic sites of the U. S. Civil Rights Movement, including the Robert Russa Moton High School and Museum, to be nominated for possible inscription on the World Heritage List. Following review and approval by the National Park Service Office of International Affairs (OIA), the completed dossier of the Serial Nomination of U.S. Civil Rights Movement Sites will be submitted to the Assistant Secretary of the Interior for approval. Next follows an independent review by the International Council on Monuments and Sites (ICOMOS), which sends its recommendation to the World Heritage Convention of the United Nations Educational, Scientific and Cultural Organization (UNESCO). Finally, at a future annual Session of the World Heritage Committee, state parties will make the ultimate decision regarding inscription of the U.S. civil rights sites on the World Heritage List. The date of when the final dossier will be completed is unknown. This is an exciting milestone in this effort, which is led by a team of researchers at Georgia State University, and supported by tourism associations throughout the South, as well as the communities where the sites are located. The project began in 2016.

This calendar year, the museum has engaged with over 10,000 people at the museum and through museum-sponsored programs. The museum typically reaches between 10,000 and 12,000 people annually so this is great progress in an anniversary year for Prince Edward civil rights history (70th anniversary of *Brown v. Board* decision, 65th anniversary of the public schools closing, 60th anniversary of *Griffin v. Prince Edward* and the reopening of the public schools). There have also been significant gains in digital/virtual outreach efforts, and the museum has seen a 12% increase in following across all social media channels.

Highlights of recent programming include:

- In May the first group of nine Bridge Builder students completed their legacy projects and earned their scholarships for postsecondary educational opportunities. Their projects ranged from increased economic opportunity in the county to using history to increase tourism in the county. On August 5, Moton welcomed the third cohort of Bridge Builders with 11 students.

- In June, the Moton Museum hosted teachers from all over the Commonwealth for its annual Moton Museum Teacher' Institute. Teachers hailed from the counties of Halifax, Henry, Chesterfield, Caroline, and Loudoun, as well as from the cities of Roanoke, Richmond, Manassas, and Virginia Beach. This year's theme was Educational Access and Civic Literacy. This institute continues to build relationships and the museum's network of teachers across Virginia.
- From July 5-7, the Moton Museum collaborated with Twin Lakes State Park to host Dr. Opal Lee for a belated Juneteenth celebration. Dr. Lee is known as the "grandmother of Juneteenth," having previously walked from Texas to Washington D.C. to bring awareness to the holiday. Over the three-day celebration, the Museum welcomed hundreds of people to participate in programming and festivities.

Moton LIVE 2024 will take place on September 15, which is the anniversary of the Rev. L. Francis Griffin's birthday. This virtual fundraiser/day of giving is the fourth annual installment of this event that raises funds for museum programming.

Office of Research, Grants and Sponsored Projects (ORGSP)

Between the end of the spring semester and the beginning of the fall term, faculty and staff members collaborated to submit 15 grant proposals with total requests of \$13,562,284. The proposals included:

- Four federal proposals: two U.S. Department of Education and two National Science Foundation
- Eleven state proposals (some of which are distributions of Federal funds): two SCHEV, three Commonwealth Cyber Initiative, three Department of Education (VDOE), one State Police, one Department of Criminal Justice Services (DCJS), and one Department of Behavioral Health and Development Services

Highlights from these submissions include:

- Two proposals focused on intentional support of Pell-eligible students
- Five proposals focused on supporting students and teaching professionals in rural school districts in Southside and Southwest Virginia
- Three proposals focused on increasing cybersecurity research by faculty and students and also expanding students' preparation for the cybersecurity workforce
- One proposal focused on providing mental health and well-being support to students

Importantly, these grant development activities engaged faculty and staff members across the institution. The following totals include applications for which an associated faculty/staff member was the Principal Investigator, Co-Principal Investigator, or Longwood's lead on a partnership project:

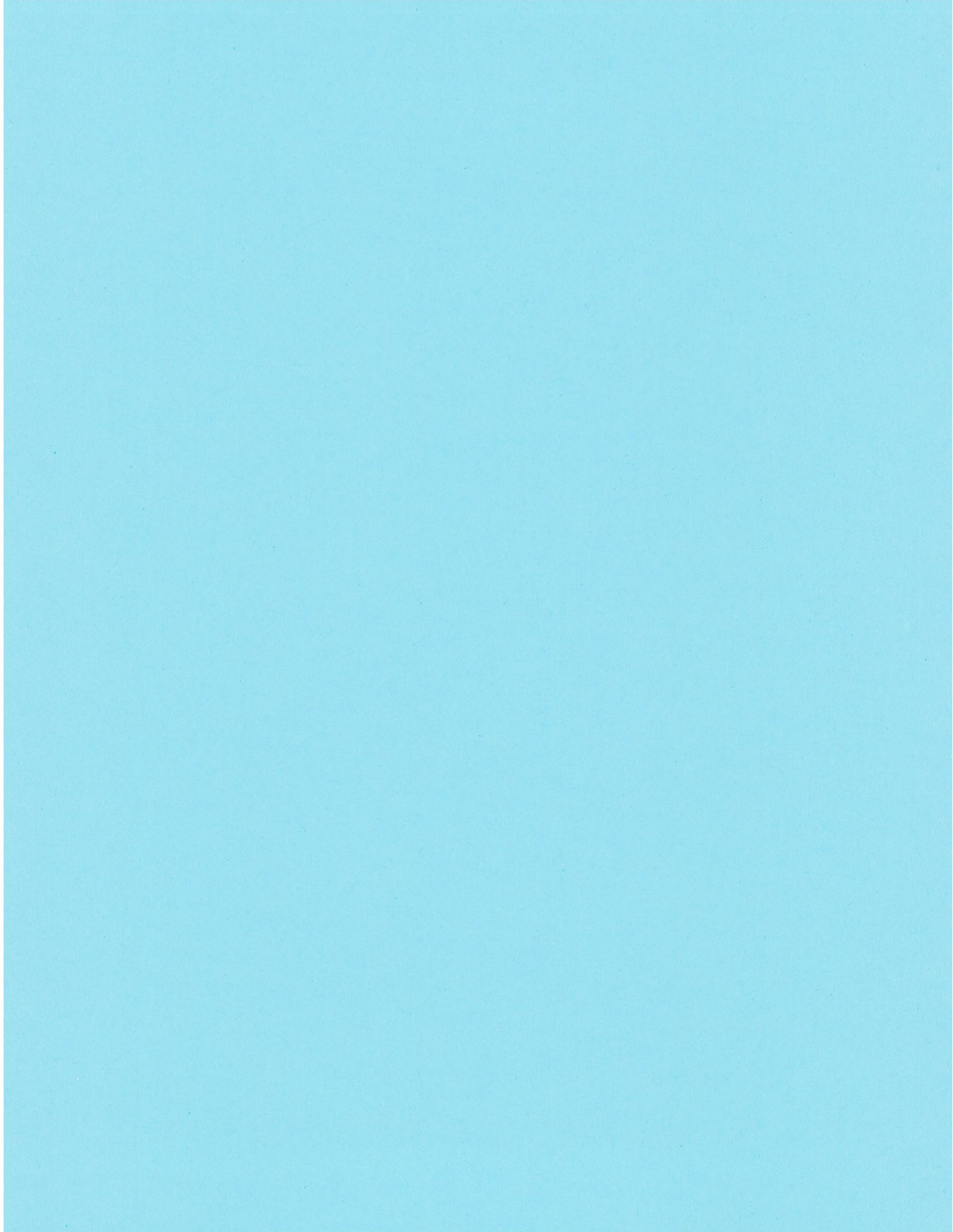
- Cook-Cole College of Arts and Sciences (CCCAS): \$1.5 million

- College of Education, Health, and Human Services (CEHHS): \$427,225
- Institute for Teaching through Technology and Innovative Practices (ITTIP), part of CEHHS: \$10.1 million
- Strategic Operations: \$1.2 million
- Student Affairs: \$238,000
- Other Academic Affairs: \$24,000

As of late August, most of those proposals were still in review. However, four have been funded for \$1.4 million (two SCHEV, one State Police, and one DCJS). One U.S. Department of Education proposal missed funding by just three points; that program made awards to only 18 of 118 submissions.

Office of Student Research (OSR)

- The OSR is looking forward to the Fall Student Showcase on November 20. This event will highlight student research and inquiry projects from all academic colleges. This fall the Student Showcase will also include career-development workshops where students can learn how to highlight communication, collaboration, critical thinking, and professionalism skills to employers and graduate schools.
- In the 2024-2025 year, the OSR will continue to focus on growing the Longwood Senior Thesis, Undergraduate Research Apprentice program, and encouraging student submissions to *Incite*, Longwood's undergraduate research publication. The OSR will also continue to offer student research and travel grants to support student research projects and presentation of research at conferences.





Administration & Finance
Matthew McGregor, Vice President

Highlights

- **Welcome Back Students**
- **Centralization of Procurement**
- **Follet Bookstore on Campus**

The return of students in August is always an exciting time on campus. The Administration & Finance team has a hand in everything from preparing the residence halls and managed apartments for the welcoming of students back to campus, to ensuring meal plans and parking permits are in place, to finalizing student account details with our students and families, which all require coordinated effort across campus. Staff from all parts of campus step in to assist new and returning students in their Longwood journey.

A new service partner on campus this year is Follett Bookstore. Following a competitive search this spring, Follett will manage our textbook services and operate the Longwood Store at the corner of Third and Main streets in downtown Farmville. Follett is one of the largest companies in the campus bookstore industry and is excited to implement their vision for our textbook program.

These specific changes as well as the “normal” annual preparations for the academic year requires the expertise and care of the professionals throughout our Administration and Finance team.

Campus Planning

Capital Design and Construction Department (CDC) continues working on the third and final design phase (preparation of Working Drawings) of the project to construct the Wygal Hall Replacement Building. Construction also continued on the project to renovate and expand Charter Hall, and on the project to create the SEED Innovation Hub at Mid-Town Square. Design has commenced on a capital project to replace the air conditioning chillers in Eason Hall, Lankford Hall, CSTAC, and LCVA. In August four Capital Project Requests were submitted to the Virginia Department of Planning and Budget for consideration by the 2025 General Assembly for funding:

1. Furniture, Fixtures, and Equipment for the Wygal Hall Replacement Building (funding for equipment purchase only)
2. Replace IT Network Equipment and Security Cameras (funding for equipment purchase only)
3. Replace Roof, Windows, and Doors Lankford Hall
4. Renovate Greenwood Library

Capital Design and Construction Department

August 12, 2024

Major Projects In Design									
Description	New Construction	Renovation	Appropriation To Date	General Funds	Non-General Funds	Total Expenditures and Encumbrances	Authorized Design Phase	Current Design Phase	Milestones
Wygal Hall Replacement	60,894 SF	0 SF	\$89,056,922	\$89,056,922	\$0	\$7,867,766	Working Drawings	Working Drawings	Working Drawings were submitted to the Virginia Division of Engineering and Building in June. Comments have been received and revisions are being made. Funding for furniture, fixtures, and equipment will be requested from the 2025 General Assembly.
Baseball Field Turf Conversion	0 SF	3.63 acres turf	Philanthropy	\$0	\$1,830,340 cash and commitments to date	\$261,588	Working Drawings	Working Drawings	Funded by philanthropy. The Working Drawings have been approved by the Virginia Division of Engineering and Buildings, and an invitation for construction bids will be issued on August 16.
Replace Steam Lines to Four Campus Buildings (Jarman, Eason, Greenwood, Wygal)	1,025 linear feet	0 SF	\$4,267,000	\$4,068,684	\$198,316	\$0	Working Drawings	Working Drawings	Documentation requesting allocation of design funds is being prepared. A project order for design will be issued as soon as the funds are available.

Major Projects Under Construction									
Description	New Construction	Renovation	Total Appropriation	General Funds	Non-General Funds	Total Expenditures and Encumbrances	Construction Contract Amount	Percent Completed	Construction Start Date / Completion Date
Facilities Annex Renovation and Expansion	19,209 SF	24,624 SF	\$29,950,374	\$29,950,374	\$0	\$29,120,931	\$23,373,521	90%	Construction commenced on January 3, 2023, and is expected to be completed in late fall 2024.
Baliles Center Construction Phase 2 (LUREF project)	2,530 SF	0 SF	\$1,577,500	\$0	\$1,577,500	\$1,263,432	\$1,204,415	99%	Construction commenced on July 10, 2023, and is expected to be completed in early fall 2024.
SEED Innovation Hub at Midtown Square	0 SF	9,900 SF	Grants	\$0	\$3,105,526 grants to date	\$1,636,387	\$2,816,000	50%	Funded by grants. Construction started April 12, 2024; completion is expected in December 2024.

Major Projects With Multiple Subprojects									
Description	New Construction	Renovation	Total Appropriation	General Funds	Non-General Funds	Total Expenditures and Encumbrances	Percent Expended and Encumbered	Subprojects Status	
HVAC System Controls and Equipment Replacement – COVID-19 Response (five sub-projects)	0 SF	Equipment	\$3,773,000	\$3,715,000	\$58,000	\$2,705,776	72%	1. Maugans chiller: Completed. 2. Hiner fan coil units: Completed. 3. Bedford HVAC controls: Completed. 4. Building Automation System interface units for multiple campus buildings: Completed. 5. McCorkle Chiler: This is an addition to the original four sub-projects. A project order for design will be issued as soon as the funds are available.	
Replace Air Conditioner Chillers in CSTAC, Eason, Lankford, and LCVA	0 SF	Equipment	\$5,000,000	\$5,000,000	\$0	\$207,563	4%	1. CSTAC: In design. 2. Eason: In design. 3. Lankford: In design. 4. LCVA: In design.	

Campus Operations consists of Facilities, Landscape and Grounds, Environmental Health and Safety, Space Planning and Business Information Systems, Post Office, and Print Shop. The operations team maintains our buildings and building systems, provides clean and safe facilities, beautiful campus grounds, oversees the planning of university space usage, and provides printing and postal services to students, faculty, and staff.

The Facilities team has worked diligently over the summer with other campus partners to prepare student housing for arrival of our students. Large summer projects included the campus building automation system upgrade, campus backflow preventer repair and replacement, Wheeler Hall

interior painting, Landings apartment repairs, and Voltus Demand Response contract updates, which have all been completed. Dorrill Dining Hall dishwasher replacement and golf cart replacement projects are soon to be completed.

Environmental Health and Safety established safety and compliance programs and procedures that address environmental, occupational health, fire protection, and safety regulations and mandates for campus. The team completed life safety inspections for all on- and off-campus fire alarms, sprinklers, fire shutters, and fire pumps with the assistance of facilities staff. Safety inspections in the studios and shops were completed in CSTAC and Bedford Hall. Multiple hazardous waste determinations were created for the science department.

Heating Plant staff worked to complete annual preventative maintenance on all equipment to minimize service disruptions through the heating season. Summer maintenance has been completed on the steam distribution system and steam traps to minimize campus interruptions, increase longevity of the piping, and reduce town water usage requirements.

Landscape and Grounds worked hard to improve and maintain a beautiful campus for summer events and admissions tours. The team is currently preparing all sports fields for fall sports.

Post office staff are updating their packaging distribution address book for both on campus and Lancer Park post offices to incorporate the current student body.

Print Shop installed two new digital press machines over the summer that produce a higher quality print for university printing materials. All print shop staff received two weeks of training on the new machines. A new envelope machine should arrive in the fall providing a better-quality product more efficiently for campus. Additionally, staff successfully implemented a new work order system which eases budget code requirements and improves tracking inventory.

The Space Planning and Business Information Systems team collaborated with campus partners to develop new equipment guidelines for campus. Departments ordering new equipment must go through the Space Planning process. This process will review equipment before purchase to ensure compatibility with current building systems. The staff assisted in creating an app for the construction inspectors to use in the field to capture relevant data saving time and money.

Community & Economic Development

The Office of Community and Economic Development (OCED) and the Small Business Development Center (SBDC) provide business and economic development support for a 24-county region in Southern Virginia.

SBDC:

- Provides direct confidential consulting and training to entrepreneurs and small businesses.
- Is a nationally accredited program funded in part by U.S. Small Business Administration.
- Has a 34-year history at Longwood as one of the first two SBDC's in Virginia.
- Has an operational and funding structure supported by the 24 counties/cities served.

Local investment in SBDC drives local and regional connections, leading to participation in economic development and strategic planning initiatives within the region.

SBDC continues to generate economic impact throughout the region. From January through December 2023, SBDC small business clients reported, via survey and personal interviews, creating 181 new jobs and raising \$4.4 million in new capital as a result of SBDC consulting by staff, faculty and students. Mid-year impact surveys were deployed in late July to collect and assess FY24 results.

Recent and Ongoing Initiatives:

OCED and SBDC staff coordinate with campus partners, community partners, faculty and students to provide leadership and management of grants and projects in economic and community development, research, and knowledge transfer at Longwood.

- 2019-2021 – OCED collaborated with Mid Atlantic Broadband to develop GO Virginia Region 3’s strategic plan for innovation and entrepreneurial development
- 2021-present – OCED continues working with GO Virginia and partner organizations to implement portions of the Innovation and Entrepreneurship Strategy. Implementation is funded by GO Virginia and includes:
 - Virtual business boot camps
 - Collegiate business planning and pitch competition
 - Creation of physical innovation hubs as points of connection
- 2022 - SEED Innovation Hub at Midtown Square, as an element of GO Virginia’s regional plan, was awarded a total of \$3.1 million in grants from US EDA, GO Virginia, and Virginia Tobacco Region Revitalization Commission. Construction is expected to be finished early 2025. SEED is scheduled to open in early 2025, providing a community centric space for innovation in collegiate and community programming, resources, and business development. All programming at SEED will be focused on leveraging existing resources in new ways, elevating Longwood’s success in the Quality Education Plan through student engagement and achievement, recruitment and retention, student pipeline development, social innovation and entrepreneurial development. The focus at SEED is not creating “new” programs, it is creating new energy and growth by combining the resources of current successful activities in new ways in a community accessible space.
- 2023 to present – OCED is working with GO Virginia and SOVA Innovation Hub on a Phase II Grant to continue entrepreneurship programming.
- 2023 to present – LU was awarded and is collaborating on a multi institutional NSF EPIIC grant to expand innovation capacity (Tech Transfer, IP development) at non R1/R2 institutions. Longwood chose to collaborate with three other rural institutions at various stages of innovation hub development: Angelo State University (Texas Tech), Independence Community College (Kansas), and Richard Bland College (Virginia).

Human Resources

Human Resources (HR) is a customer-focused department, dedicated to serving the Longwood University community, by providing services and guidelines to Longwood faculty and staff through onboarding, benefits, recruiting, and general inquiries. HR brings VRS, TIAA, Corebridge, Aflac, and other vendors, as well as offering flu shots to campus with various options.

Since the Fall of 2022, HR has been transitioning to a generalist model. HR focused on cross training staff to be better positioned to provide outstanding customer service to campus.

HR provides policies and guidelines related to a variety of topics, including recruitment of faculty and staff, conduct, compensation, etc. In continually revising and improving guidelines, HR tries to streamline the process to be as efficient as possible.

HR staff assist in new hires in onboarding services to ensure they have the resources necessary to be successful in their Longwood role. HR begins to provide better resources for supervisors so we can support new and current supervisors in being more effective leaders for their department.

HR staff continually work to make processes and procedures more efficient and effective to ensure time and resources are managed in the best possible way. Various systems and areas within HR include highly sensitive employee information which is handled with the utmost discretion and confidentiality. Employee confidence and trust in HR is vitally important, so faculty and staff understand HR is here to assist, guide, and make their lives easier so they can focus on the reason we are all here - students.

Financial Operations

Financial Operations provides fiscal services to the university, from general accounting to financial reporting to handling student payments, and serves as liaison with external agencies for fiscal matters. The office ensures that all funds are properly received, recorded, expended and reported in accordance with university policies and state and federal regulations.

Financial Operations includes General Accounting, Financial Reporting, Cashiering & Student Accounts, and Procurement Services each of which helps the office maintain the integrity of data within the university's finance system.

General Accounting has been reorganized to focus on creating a cash management model to better control cash flows throughout our fiscal year. We are building a cash projection model to be able to accurately project revenues, expenses and cash in the near and distant term.

Financial Reporting closed FY24 smoothly and is currently in the process of preparing financial statements and Commonwealth reporting schedules. Statement of Net Position and Statement of Revenues, Expenses, and Changes in Net Position will be completed in September with the Cash Flow Statement and accompanying notes to the statements finished in the following months.

Cashiering and Student Accounts had a smooth move-in this year. There were fewer than 100 students blocked from move-in at the end of freshman move-in days.

Lancer Card Center provides ID card production, database management, meal plan management, management of debit account (Lancer CASH), and coordination with the Integrated Security Office to provide access solution.

Auxiliary Services coordinates with our business partners to provide quality services for meal plans, parking services, vending machines and laundry services to faculty, staff and students.

Procurement Services began the transition to a centralized procurement process in April 2024. Procurement Officers were recruited and the full procurement process will be implemented by September 30. An effort to use SWaM vendors has been emphasized to all the Requesters on campus. The office’s name has changed from Materiel Management to the Office of Procurement Services to better reflect the office’s role.

FY2024 Longwood’s SWaM Goal vs Spend

SWaM Category	LU Goal	LU Spend
Small	34.00%	56.60%
Woman	2.00%	2.16%
Minority	1.00%	1.43%
Micro	1.00%	1.26%
SDV	4.00%	3.78%
ESO	0.00%	0.00%
8A	0.00%	0.00%
EDWOSB	0.00%	0.00%
WOSB	0.00%	0.00%
FSDV	0.00%	0.00%
SWaM Total	42.00%	65.23%

Financial Planning and Analysis

The office of Financial Planning and Analysis (FPA) consists of overseeing both our budgeting and payroll departments. The budget office is responsible for creating and overseeing the organization's budget, analyzing financial data, monitoring expenditures, and ensuring compliance with financial policies. It plays a key role in planning and aligning budget allocations with strategic university goals. In contrast, the payroll office handles the day-to-day management of employee salaries, tax withholdings, ensuring accurate and timely payments. It also maintains records and addresses employee inquiries related to compensation.

This summer, FPA successfully developed and submitted the FY2025 Operating Plan including the Tuition and Fees Schedule, successfully closed FY2024, created the new Annual Budget Based Spreadsheet for local accounts and submitted to the Commonwealth of Virginia, Six-Year Plan update, FY2025 Operating Budget Requests, and our Capital Project Requests.

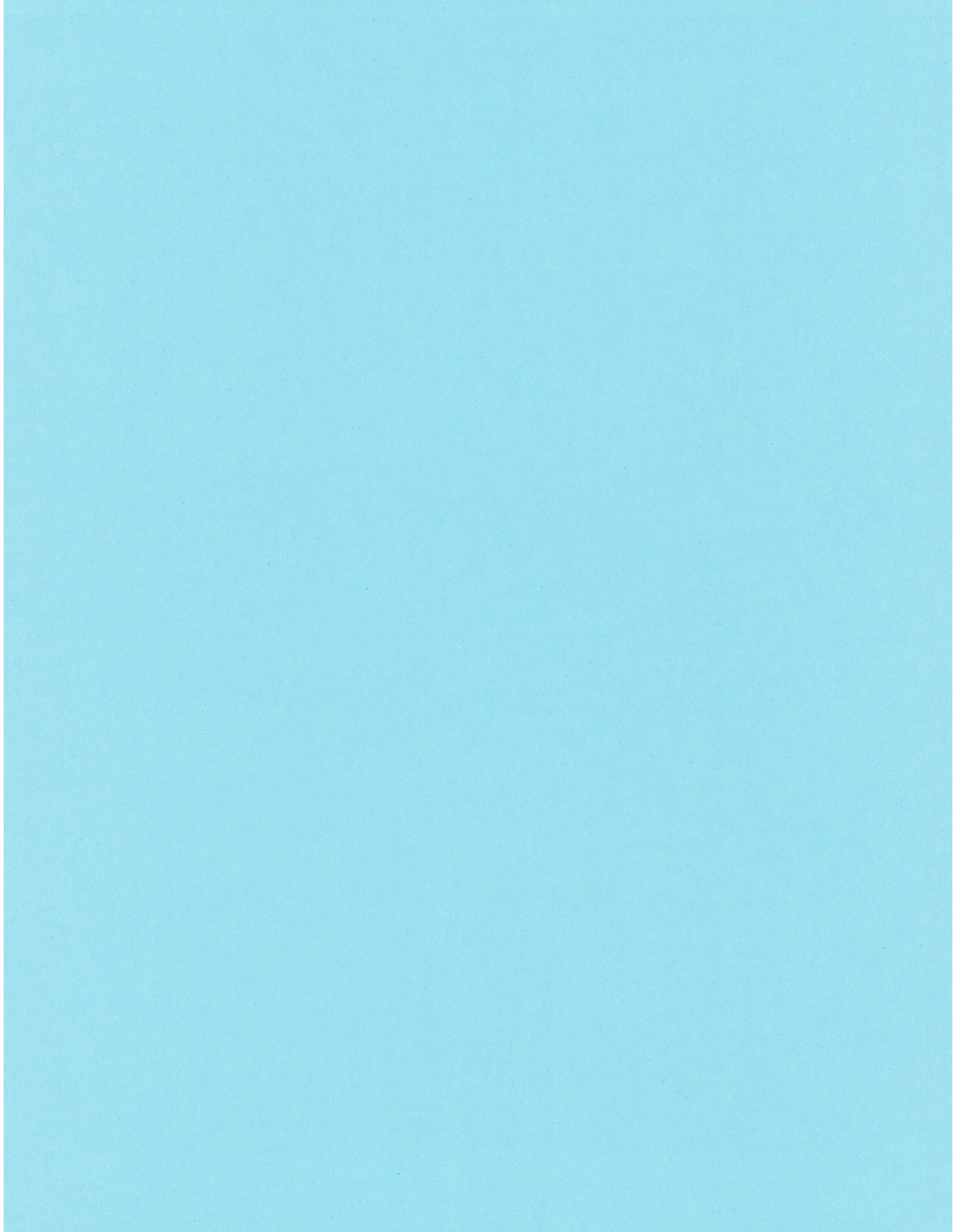
Longwood University
Financial Overview
As of July 31, 2024

FY2024-25 Budget Dashboard YTD

E&G	BOV Budget	Adjustments	FY Estimate	YTD Actual	Percent	PY Percent
Revenues						
Tuition & Fees	36,343,980		36,343,980	6,380,852	17.56%	18.61%
General Fund	49,693,742	1,431,300	51,125,042	5,876,767	11.49%	15.70%
Federal Workstudy	50,000		50,000	0	0.00%	0.00%
Total Revenues	86,087,722		87,519,022	12,257,619	14.01%	0.00%
Expenditures						
Instruction	42,611,094	104,506	42,715,600	3,181,356	7.45%	7.14%
Public Service	485,350	1,106	486,456	39,861	8.19%	7.81%
Academic Support	8,072,178	48,679	8,120,857	594,408	7.32%	6.34%
Student Services	4,832,071	112,308	4,944,379	415,439	8.40%	7.83%
Institutional Support	20,499,268	-	20,499,268	1,655,791	8.08%	10.33%
Facilities Operations	8,778,567	71,731	8,850,298	1,658,111	18.74%	11.64%
Scholarships	2,995,639		2,995,639	(5,157)	-0.17%	0.00%
Salary Savings	(2,186,445)		(1,139,433)	(287,958)		0.00%
Total Expenditures	86,087,722		87,473,064	7,251,851	8.29%	7.77%
TOTAL	0		45,958			
AUXILIARY						
Revenues						
Housing	24,768,778		24,768,778	1,729,483	6.98%	6.33%
Dining	8,444,970	1,273,309	9,718,279	305,259	3.14%	2.84%
Comprehensive Fee	19,974,240	888,418	20,862,658	2,548,684	12.22%	0.00%
Other Revenues	6,653,786	(245,347)	6,408,439	260,823	4.07%	0.00%
Federal Workstudy	154,300		154,300	0	0.00%	0.00%
Total Revenues	59,996,074		61,912,454	4,844,249	7.82%	7.27%
Expenditures						
Housing	25,208,774	1,066,815	26,275,589	3,995,335	15.21%	0.02%
Dining	9,044,970	-	9,044,970	47,276	0.52%	0.40%
Athletics	12,180,348	359,960	12,540,308	1,482,645	11.82%	4.08%
Other Services	13,861,982	408,692	14,270,674	2,783,201	19.50%	3.91%
Salary Savings	(300,000)		(300,000)	(37,112)		0.00%
Total Expenditures	59,996,074		61,831,541	8,271,345	13.38%	1.81%
TOTAL	0		80,913			
LOCAL						
FY25 Budget YTD Expense						
Academic Affairs	1,312,521		(120,646)			
Advancement	565,009		(26,585)			
Athletics	245,347		(68,317)			
Other Local	186,908		(124,279)			
Totals	2,309,785		(339,827)			

INVESTMENTS AND CASH
University Component Unit Expendable Assets \$54MM
Endowment - Longwood University Foundation \$104MM

Working Paper prepared by management to estimate year end results





Institutional Advancement
Courtney Hodges, Vice President

Highlights

- **Through the new LevelUP program, we have secured five funded commitments yielding \$42,500 in scholarship support for first generation students.**
- **“Lift Up a Lancer” campaign begins in September highlighting support for the Longwood Fund.**
- **University Events & Ceremonies processed over 3000 event requests from campus partners and external clients since January 1, 2024.**

Development

Fiscal year 2024 has come to a close and there are 10.9 million reasons to celebrate! This number represents the total philanthropy raised for Longwood this fiscal year. Annual giving raised more than \$1.5 million, the centerpiece of which was our annual 24-hour day of giving which crushed all records raising more than \$1 million. We received significant gifts for all areas of campus and student scholarships. Fiscal year 2024 was a successful year and we can celebrate the 2,890 donors that chose to invest in Longwood University, our students, and their futures.

Plans are underway for fiscal year 2025 as we continue to build a strong culture of philanthropy across campus as well as within our Longwood community. This past fiscal year was a positive year and our donors are to be applauded.

ANNUAL GIVING

Annual Giving FY25 Solicitations

The approach for FY25 focuses on continuing the personal touch with specific goals tailored to specific audiences, ultimately aiming to strengthen donor relations. The emphasis is consistently generating awareness of campus needs by sharing impactful stories. This has proven to create a sense of urgency for donors to contribute, enhancing their understanding of the impact of their gifts and deepening their connection to the students. Highlighting these student stories is imperative in fostering donor engagement and ensuring the success of the annual giving campaigns.

- In July, we launched our first e-appeal for FY25, celebrating the largest freshman class since the covid pandemic. As gifts continue to come in through this campaign, it serves as a reminder to our donors of the importance of their continued support.

- Our next campaign, “Lift Up a Lancer,” will drop in September highlighting support for the Longwood Fund.

The Fountain Society is comprised of dedicated alumni, family, friends, and esteemed faculty and staff who make recurring gifts to Longwood University. Over the years, the society has played a vital role in supporting our mission. As we concluded FY24, the society had 190 members, 87 of which are current faculty and staff. We are actively working to engage existing members and have a more personalized stewardship program for them.

Level UP

The Institutional Advancement team has been pleased to offer an additional scholarship support initiative to Longwood’s valued donors through LevelUP Scholarships, designed to benefit first-generation students. Being the first in a family to attend higher education can be a rewarding and exciting experience. Research shows that first-generation college students also face challenges, often related to economic and social factors.

The LevelUP initiative is made possible by an anonymous donor from the Decade of the 90s who was eager to celebrate Dr. Ken Perkins’ 39 years of service to the University.

LevelUP offers donors the opportunity to establish immediate-use scholarships for 39 first-generation students. These scholarships are supported by donors aspiring to the Citizen Leader Society level of giving; \$2,500 annually. When a donor commits to a philanthropic investment over four years of \$7,000, it coupled with a \$1,500 match, which yields \$8,500 in scholarship support for first-generation students.

Longwood was able to secure five funded commitments yielding \$42,500 in scholarship support for first generation students over the next four years since the launch of the program last fall. There are 34 more Scholarships to fund and award.

After working within the parameters of the programs initial design for over six months, the team is fine tuning their approach for FY 2025. Initially, the program was designed to move donors into the Citizen Leader Society level of giving. We are now approaching a broader pool of prospects by including this program as a talking point with other engaged donors interested in making an immediate impact.

The Family Impact Leadership Society (FILS) has been created to celebrate families who support Longwood University at a philanthropic level of \$2,500 annually.

FILS enhances the lives of Longwood students through scholarship, program, and athletic support at a Citizen Leader level. This Society works independent of the valued Parent’s Council with the Office of Institutional Advancement to ensure University priorities are communicated to student’s family members who are open to supporting legacy transformations within Longwood’s mission beyond annual gifts. The impact of this giving society enriches the lives of students as members support giving opportunities which are representative of the University’s

nearly two centuries of experience as a leader in higher education throughout the Commonwealth. These partnerships make a difference for future generations of Longwood students.

Planned Giving

Planned gifts allow donors to create lasting legacies and impact on the missions that they care about and/or have been meaningful for their families. Planned gifts also present an opportunity to leave a significant gift that may not have been possible in a donor's lifetime due to other commitments. Longwood is fine tuning our focus on planned giving to ensure we are optimizing the momentum launched during the highly successful Legacy Challenge program recently completed.

Focus areas for FY25 include, but are not limited to, exploring:

- Securing 100% participation in planned giving from our leadership board members including the BOV, Foundation, and Alumni boards.
- Ensuring donors with existing endowments understand the impact of "hybrid giving" by including their endowed fund in their estate plans.
- Engagement with donors who are close to Rotunda Society Membership (\$250,000 lifetime giving) and ensure they understand the impact of including Longwood in their estate plan.
- Ensuring our current members of the 1839 Society (planned gift donors) feel our gratitude for their support as well as ensuring the University stays aware of details relevant to their estate gift.

Events

The Student Philanthropy Council will host its annual National Philanthropy Day event November 15, 2024. This event is designed to celebrate our donors and raise awareness about the significant impact private philanthropy has on Longwood's campus.

The Office of Institutional Advancement will partner with the Foundation office to assist scholarship students in writing thank you letters to their donors. This initiative was highly successful last year, receiving positive feedback from both students and donors.

Stewardship

The 2024 Donor Impact report, featured in the August alumni magazine, expressed gratitude to our donors while spotlighting students from across campus and showcasing the positive effects of their gifts.

Fountain Society members will receive a 2024 Longwood scarf to thank them for their continued support throughout FY24.

All donors who made a gift in FY24 continue to receive personalized stewardship through email messages that share stories of the impact their gifts have made, reinforcing the significance of their gifts.

ATHLETICS ANNUAL GIVING

Sports Advocates and Supervisors Program

We recently launched the Sports Advocates and Supervisors Program as an interdepartmental initiative between the Office of Institutional Advancement and the Department of Athletics. This initiative was created to enhance the levels of communication and further develop the interdepartmental partnership between both offices as we seek to strategically enhance both the fundraising opportunities and stewardship demands of athletic fundraising. To date, all sports advocates, supervisors, and Head Coaches have met to discuss specific fundraising initiatives as we transition to a philanthropic plan of focusing on raising funds in a sport specific manner.

Club Memberships-Basketball Hospitality

During the inaugural season in the Joan Perry Brock Center, we introduced season ticket packages with a philanthropic component attached. For the 2023-24 season, there were 182 Champions Club Memberships sold and 94 Club 64 Memberships purchased. The club memberships combined produced a total of \$116,850 in unrestricted revenue while also providing an environment to cultivate relationships with donors.

At the conclusion of the season-ticket renewal process in early August, the initial numbers are encouraging despite price increases, non-renewals, no a-la-carte parking passes, and no donor wall recognition to encourage that gift.

As of August 5th, we have 227 season ticket accounts (76% of last year's 299)

Total Tickets Sold = 659 (83% of last year's 792)

Total Revenue = \$164,310 (88% of last year's \$187,050)

Total Ticket Revenue = \$76,700 (109% of last year's \$70,200)

Total Philanthropic Revenue = \$87,610 (75% of last year's \$116,850)

Club 64 Passes: 87 (94 for the 23-24 season)

Champions Club Passes: 78 (182 for the 23-24 season)

Parking Passes: 76 (146 for the 23-24 season)

Due to the strategic price increases, our hospitality spaces will be a much more manageable and cultivatable subset of the athletics donor base. In addition, we have incorporated measures to drastically reduce the cost associated with running the hospitality spaces. With season-tickets and memberships now being open to the public, we expect these numbers to continue to increase.

For the Blue & White Society

On August 26, we launched the *For the Blue & White Society*, a newly established philanthropic society dedicated to enhancing the experience of our student-athletes and bolstering the strength and success of Lancer Athletics. This initiative underscores our unwavering commitment to support our student-athletes while also fortifying the enduring support of our alumni, parents, and friends. The *For the Blue & White Society* focuses on three key areas which enrich the student-athlete experience. Members can direct their contributions to a varsity sport of their choice, the Student-Athlete Wellness Fund, or the Student-Athlete Excellence Fund. These additional resources will help overcome any current challenges while also preparing for future ones, thus ensuring a strong and supportive environment for our student-athletes.

Leadership Giving

Over the course of the end of FY24 and the beginning of FY25, we have continued to partner with donors to impact multiple areas of campus, including operational needs for the new Career Closet, new support for a therapy dog program within CAPS, a \$10,000 gift for BOND (Beginning our New Direction) and \$62,000 for a new manikin for the Nursing Simulation Lab. Since July 1, five new scholarship endowments have been established which will support students studying physics and chemistry, students attending Longwood from Halifax County, student-athletes and first-generation students.

Also, in July, Dr. Ray Gaskins, a long-time benefactor of Longwood University, established via bequest (and with an annual immediate impact award) a new scholarship for the Men's and Women's Cross Country and Track & Field team. This recent scholarship adds to a legacy that now includes nine named scholarship endowments and substantial annual scholarship impact for Longwood students that will endure in perpetuity.

University Events and Ceremonies

The University Events and Ceremonies team (UE&C) is currently on par with this time last year, currently having touched/processed over 3,000 event needs/requests from campus partners and external clients since the beginning of Jan. 2024. This includes the basic day-to-day room scheduling, meetings/events with multiple event needs, Commencement and summer conference season.

This time last year, with the opening of the Joan Perry Brock Center, UE&C was pleased to provide coordination/production support for all of the events hosted in the Joan Perry Brock Center; from basketball related events (hospitality in Club64, Champions Club and the President's suite) to the auxiliary events that needed assistance such as concerts, student events and Southside VA Community College's Commencement. We look forward to being a part of these events again this season – including the SVCC Commencement which has asked for a 5-year contract.

Conference season 2024 welcomed back the Virginia Department of Forestry (VDof), multiple LU Women's & Men's Basketball camps, LU Cross Country camp, LU Soccer camps, Cheer camp, VA Literacy Act Training, American Legion Auxiliary Virginia Girls State (ALA Girls State), Summer Literacy Institute, multiple Longwood University Institute for Teaching through Technology and Innovative Practices, Virginia Department of Education Literacy & Math Camps, Call Me Mister program, and the Talented and Gifted program. Our only overnight guests are the VDof and ALA Girls State. Choosing to pass on additional overnight camps has continued to prove a welcome and meaningful change to the University. Campus partners were afforded a more reasonable amount of time to prepare with more attention to detail in the residence halls for our own incoming students, resulting in a significant reduction of move-in related complaints. The decision also afforded us more open event spaces to welcome day programming.

Fundraising Report

As of June 30, 2024

TOTAL PHILANTHROPIC DOLLARS

\$10.9M

Fiscal Year	Total Raised
2015	\$7.94M
2016	\$4.18M
2017	\$11.18M
2018	\$12.41M
2019	\$17.61M
2020	\$4.00M
2021	\$5.98M
2022	\$10.1M
2023	\$6.7M
2024	\$10.9M

TOTAL ANNUAL GIVING DOLLARS

\$1,550,957

Fiscal Year	Unrestricted	Annual Giving
2015	\$384,401	\$1,039,500
2016	\$415,737	\$1,214,689
2017	\$379,208	\$1,628,532
2018	\$336,465	\$1,970,098
2019	\$241,895	\$1,113,041
2020	\$203,876	\$951,818
2021	\$193,796	\$985,800
2022	\$263,974	\$1,551,804
2023	\$236,524	\$1,655,467
2024	\$199,995	\$1,550,957

ALUMNI PARTICIPATION

4.70%

Fiscal Year	Total Alumni Donors	# of Undergraduate Alumni of Record	Alumni Participation
2015	2,976	27,197	10.94%
2016	3,126	27,894	11.21%
2017	2,890	28,691	10.07%
2018	2,813	29,522	9.53%
2019	2,303	30,286	7.60%
2020	1,773	31,074	6%
2021	2,257	31,803	7.10%
2022	2,052	32,458	6.32%
2023	1,861	33,002	5.64%
2024	1,579	33,582	4.70%

TOTAL DONORS

2,890

Fiscal Year	Total Donors
2015	4,569
2016	5,700
2017	4,933
2018	5,463
2019	4,409
2020	2,867
2021	3,928
2022	3,564
2023	3,458
2024	2,890

Fundraising Report

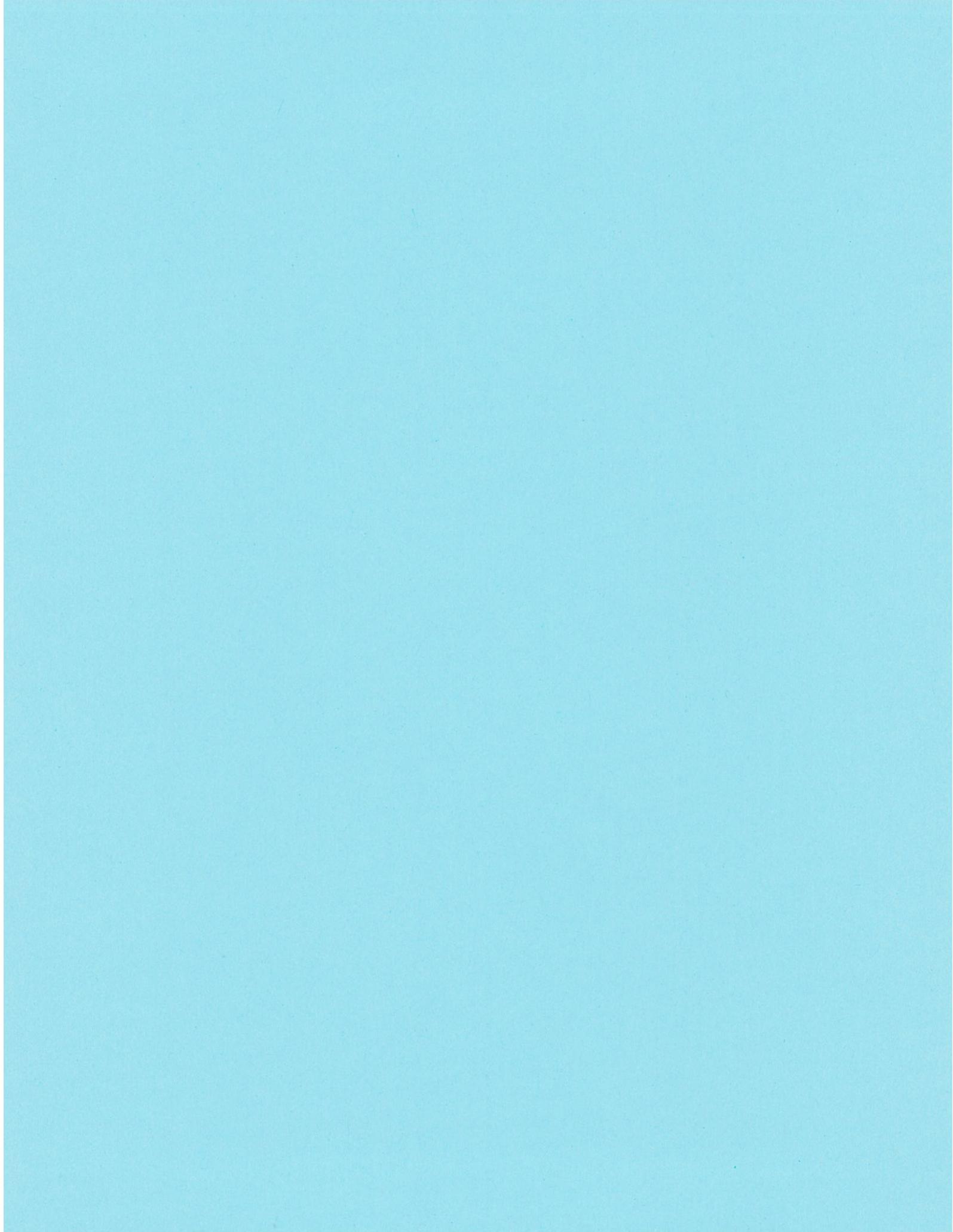
As of June 30, 2024



LOVE YOUR
LONGWOOD DAY

FUNDRAISING INITIATIVES

Year	Donor Goal	Total Donors	Total Dollars
2016	500	533	\$65,000
2017	1,839	1,405	\$126,000
2018	1,790	2,976	\$268,000
2019	2,500	2,700	\$325,000
2020	2,020	Cancelled due to Covid-19	
2021	1,839	1,863	Over \$390,000
2022	1,839	1,723	\$392,500
2023	1,839	1,894	\$735,247
2024	1,839	1,773	\$1.3M
2025	SAVE THE DATE: FEBRUARY 25, 2025		





Intercollegiate Athletics

Tim Hall, Director of Athletics

Highlights

- **New Head Coaches**
- **Big South Presidential Honor Roll**
- **VaSID All-Academic**
- **Season Ticket Sale Success**
- **\$3 for 3 Challenge**
- **Women's Soccer Preseason All-Conference**
- **Baseball Field Update**
- **Naming Rights for Softball**

New Head Coaches Announced

The department welcomed three new head coaches to Farmville over the summer:

Ray Noe is Longwood's new baseball coach. One of the top assistants in the nation, he most recently served as an assistant coach at VMI. While there, he helped helm one of the top offenses in the nation over the past few seasons. Last season, VMI led the nation in stolen bases, and the year prior, they were one of the top hitting outfits, ranking fifth in the nation in batting average.

Dwayne Hicks takes the helm of the Longwood lacrosse program after serving as an assistant in the spring. During the spring, the Lancers had their most successful season in years, qualifying for the Big South playoffs for the first time in five seasons and tying a program record with five Big South wins.

Charlotte Clark comes to Longwood to take over the men's and women's tennis programs following her success at Lenoir-Rhyne. At Lenoir-Rhyne, she spent time as the acting head coach and associate head coach, with both teams ranked nationally at the NCAA Division II level.

Big South Presidential Honor Roll

Longwood athletics had 191 student-athletes named to the Big South Conference Presidential Honor Roll, which recognizes student-athletes maintaining a GPA at 3.0 or above. That amounts to nearly 77 percent of the University's student-athlete population attaining the honor.

Twenty-two student-athletes earned the Commissioner's Award for a perfect 4.0 GPA, and 50 more earned the Gold Award for a GPA between 3.75 and 3.99.

VaSID All-Academic Honors

Six Longwood student-athletes were recognized by the Virginia Sports Information Directors as Academic All-State team members during the summer.

Er'ron Burton (softball), Scott Jordan (men's golf), Saad Khan (men's cross country/outdoor track), Alayna Palamar (women's soccer), Luis Reis (men's tennis), and Lauren Vick (women's cross country/outdoor track) all were named to the All-Academic team.

Basketball Season Ticket Sales Open

Basketball season ticket sales have been strong over the past few months, building on last season's resounding success. Longwood ranked second in the Big South in attendance per game for both men's and women's basketball.

Season ticket renewals opened in June, and went on sale to the general public in August, and the momentum hasn't slowed going into year two.

Over the summer, nearly 700 season tickets have been sold with two months remaining before the opening tip. In addition, ticket revenue has already reached nearly 90 percent of season ticket revenue from a year ago.

\$3 for 3 Challenge

Longwood Athletics and State Farm Agent Edgar Jones have partnered together in the \$3 for 3 Challenge to help benefit the local community.

For every three-pointer made by Longwood men's and women's basketball this season, Jones will donate \$3, and all money raised will go to the Prince Edward Farmville Youth Association (PEFYA). In addition, State Farm corporate office will match Jones' donation, effectively doubling the impact in the Farmville and Prince Edward County community.

PEFYA is a volunteer-run organization that provides athletic programs for the youth of Prince Edward County. The organization serves hundreds of kids every year, providing opportunities to play baseball, softball, soccer, and basketball.

Longwood athletics has worked with PEFYA to host PEFYA dDays at a variety of sports games throughout the years, providing kids an opportunity to see and interact with collegiate athletes while also getting onto a college campus.

Preseason All-Conference Women's Soccer

Longwood women's soccer had three players earn Big South Preseason All-Conference Team honors in August.

Brooke Bonner, Peyton Curney, and Alex Dinger all were on the preseason all-conference team. Curney and Bonner were both First Team All-Big South selections last fall, and Dinger earned a slot on the second team last year.

Buddy Bolding Stadium Field Update

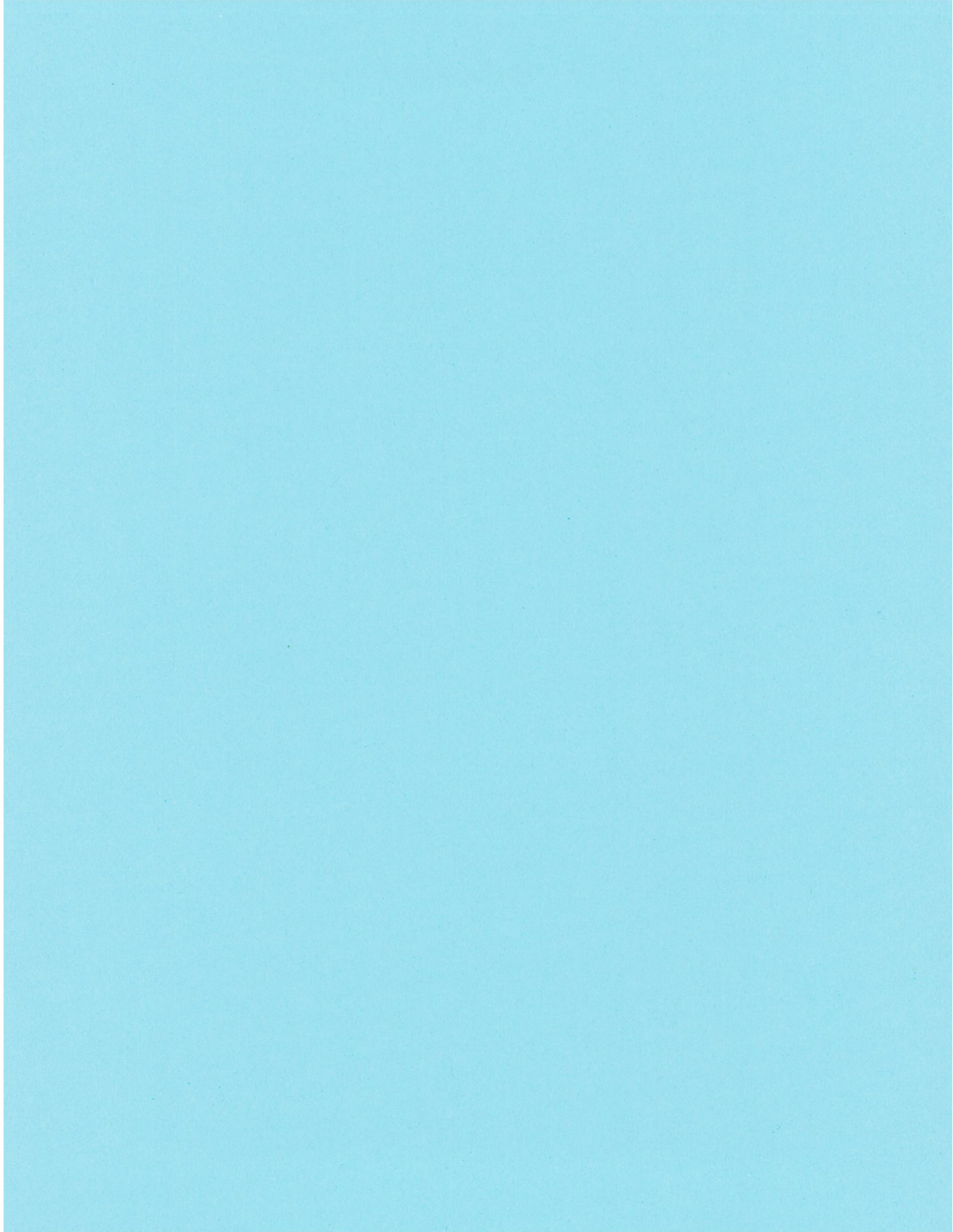
As a facility upgrade, new turf will be installed on the field at Buddy Bolding Stadium beginning this fall. The scheduled completion is February 15, 2025.

Softball Field Naming Rights

Lancer field, the Longwood softball field, will now have a new name. Longwood and Bank of the James have entered into an agreement to have the softball facility named “Bank of the James Park” for the duration of the agreement.

As a part of the terms, Bank of the James will support five annual scholarships for student-athletes competing in one of Longwood’s nine women’s varsity sports: field hockey, women’s soccer, women’s cross country, women’s outdoor track, women’s tennis, women’s golf, women’s lacrosse, and women’s basketball.

The partnership continues to improve the student-athlete experience for Longwood athletics and provides new opportunities for the department to continue to operate with student-athletes at the forefront of decisions.





Strategic Operations

Jennifer Green, Vice President

Highlights

- **Fall 2025 admissions cycle underway**
- **Initiatives to grow Pell student population, success launched**
- **Marketing, Communications & Engagement launches new commercial**
- **Excitement builds around Homecoming**
- **Re-imagined Center for Career Success opens to students**

Enrollment Management and Student Success

Undergraduate admissions update

As we conclude the 2024 admissions cycle, we are pleased to report another year of stability in incoming student enrollment. This success reflects our unwavering commitment to innovation and personal connection. This fall, we proudly welcomed the Class of 2028—an academically accomplished, diverse and dynamic group of students whose stories and aspirations embody Longwood’s core values of community, leadership and service. Their arrival continues our long-standing tradition of nurturing future leaders.

The successes of this cycle, as highlighted in a recent Q&A feature on Longwood’s website, underscore the effectiveness of our personalized recruitment strategy. This approach, centered on authentic connections and a deep understanding of prospective students’ needs, was crucial in navigating a challenging landscape where regional declines in first-year deposits threatened higher education enrollment numbers across the country. Through initiatives such as our tiered campus-visit program and direct faculty engagement, we not only met our enrollment goals but also successfully mitigated summer melt, signaling stronger student commitment to Longwood.

As we turn our focus to the 2025 admissions cycle, we are building on the solid foundation laid over the past year while also adapting to new challenges and opportunities. The first phase of our admissions cycle, the summer campus visits, saw a 15% increase in registrations, signaling a growing interest in Longwood University. This strong start is continuing into the fall, with 18 high schools already confirmed to join us for a Lancer Herd visit.

We will continue our regional recruitment strategy, which embeds staff in key areas as brand ambassadors—a bold step forward in our efforts to deepen relationships with high-school counselors, alumni and prospective students. This localized approach will allow us to maintain a consistent presence in these regions, fostering stronger connections and ensuring that Longwood remains top-of-mind

throughout prospective students' college-decision process. We are confident that this strategy will not only help us reach a wider audience but also will reinforce Longwood's reputation as a university that values personal connection and community engagement.

Furthermore, our shift to a deadline-driven admissions process has created excitement and anticipation around our decisions, aligning more closely with the expectations of students, parents and high school counselors. This change is designed to raise brand awareness, streamline the application process and generate buzz around admissions decisions released before the winter break.

As we embark on the next recruitment cycle, our goal remains clear: attract and enroll a class that is not only academically talented but also eager to contribute to Longwood's vibrant and inclusive community. We are confident that our strategies will lead to another successful year, bringing in a class that will continue to enrich our campus and carry forward the Longwood legacy.

Student Success

The official retention rate for the freshman class that entered in fall 2023 and is now returning for their second year at Longwood will not be available until late October. However, current data suggests the rate is expected to remain stable or show a slight increase. We are also collaborating with Kennedy & Co. to finalize a comprehensive retention dashboard that will be shared with the campus later in the fall semester. This dashboard is designed to facilitate regular review of our retention efforts and identify opportunities for new initiatives aimed at improving year-1 to year-2 retention rates.

During the past academic year, SCHEV provided the Pell Initiative for Virginia grant to increase enrollment, retention and graduation rates among Pell-eligible students. Longwood secured funding for two proposals under this initiative.

First Proposal: Enrolling More Pell-Eligible Students The first proposal focused on recruiting Pell-eligible freshmen from rural Southside and Southwest Virginia. A central feature of this grant is a \$2,000 scholarship awarded annually for four years that aims to bridge the financial gap between aid—federal, state and institutional—and the cost of attending Longwood. This scholarship amount was based on a Retention Task Force analysis, which found that Pell-eligible students receiving an additional \$2,000 in gift aid return for their second year at a 10% higher rate than their peers, thereby supporting both recruitment and retention efforts. This financial support was particularly timely in addressing challenges posed by recent FAFSA implementation issues. Despite these challenges, we are on track to enroll a similar number of Pell-eligible freshmen from these regions. Overall, our incoming Pell-eligible enrollment for fall 2024 is also comparable to fall 2023, when we significantly increased our Pell-eligible enrollment by approximately 30% compared with fall 2022.

Second Proposal: Academic Success and Retention Initiatives The second proposal is aimed at enhancing academic success and retention for incoming Pell-eligible students by implementing key recommendations from the Retention Task Force, along with a one-year pilot program. The primary initiative introduced retention coordinator roles within the Cook-Cole College of Arts and Sciences and the College of Education, Health, and Human Services, building on an existing role in the College of Business and Economics. These coordinators will act as vital links among students, support services and faculty, providing proactive academic support, monitoring student progress and intervening when necessary. While the focus is on Pell-eligible students, these roles will also support other targeted populations as needed. The coordinators' efforts, along with those of academic advisors, will be enhanced by a new technology solution that integrates key campus information, offering a holistic view of each student that enables early identification of those who need additional support.

The one-year pilot program is designed to connect students to existing academic support services, such as the Writing Center, Quantitative Reasoning Center and other tutoring services, to improve academic

success and reduce the number of students on academic probation after their first semester. Students who participate in these services can earn up to a \$250 scholarship at the end of the first semester. While the financial incentive is appealing, the primary goal is to ensure a successful transition to Longwood, enhance academic performance, promote the use of these services as beneficial rather than remedial and encourage continued usage in future semesters. Should the pilot prove successful, we will seek additional funding in the next grant cycle.

Marketing, Communications and Engagement

What do a crocheter, a Broadway dancer and a bilingual pediatric nursing assistant have in common? They're all part of our feature on the Class of '28.

Each new academic year brings fresh energy to the university as we welcome a new cohort of students who comprise about a quarter of our campus community. This year, we tweaked our approach to introducing these new faces—and their unique stories—on social media. The strategy paid off, resulting in a significant boost in engagement (likes, comments and shares) of nearly 500% and an increase in reach (the number of people who see the content) of more than 250% over last year. These short freshman spotlights not only highlight incoming students' unique talents and interests but also generate excitement for the impact they'll have on our campus community.



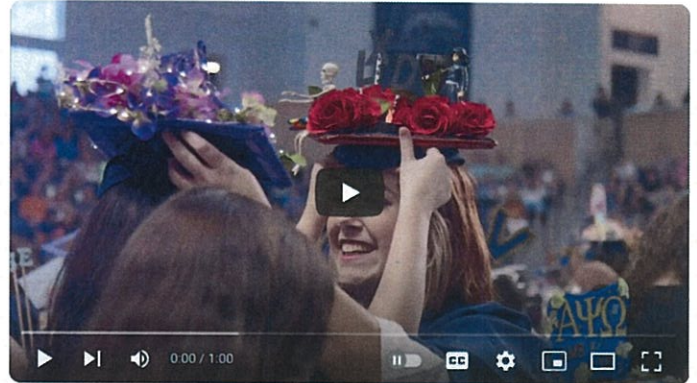
Meet the Class of 2028: go.longwood.edu/longwood28

Enhancing engagement through Gen Z-driven content

During the spring semester, we hired eight students to join our social media team, focusing on creating short-form videos for Instagram Reels. By leveraging popular trends, these student workers enable us to produce timely and relatable content that resonates with our Gen Z audience. Their involvement lets us quickly capitalize on trends before they lose relevance, ensuring our messaging stays fresh and engaging. As a result, engagement (likes, comments and shares) with our Reels **increased by 15%** in the spring 2024 semester compared with the same period in 2023. Additionally, this content has been effectively repurposed for admissions campaigns, further amplifying its reach and impact. We look forward to continuing this successful collaboration with our student workers in the upcoming school year.

Marketing team collaborates with alums on new Longwood commercial, storytelling series to follow

We recently launched a new Longwood video ad (“What The World Needs”) featuring a voiceover by esteemed alum and actor Ransford Doherty ’97 and produced in partnership with alum and film producer Martin Montgomery ’97. The video highlights a dynamic mix of academics, student life and athletics, showcasing the vibrant Longwood experience. This ad, which recently brought home two bronze Telly awards, is a component of our comprehensive digital marketing plan, helping us connect with prospective students and reinforce the Longwood brand. Building on this momentum, we are developing a follow-up series of short ads that will delve deeper into storytelling around relationships within the Longwood community, highlighting the unique connections that define the Longwood experience.



Watch the ad on YouTube: <https://youtu.be/gSM5U8aXc-g>

Watch the behind-the-scenes: <https://youtu.be/vFPrUWI3BYc>

Class Notes: One indicator of alumni engagement with the Longwood magazine

Longwood magazine continues to be a vital connection point for alumni, current parents and friends of the university. A strong indicator of this engagement is the growing popularity of the Class Notes section. Since its introduction in 2012, the section has expanded significantly, with the August 2024 issue featuring 11 pages of updates, including numerous submissions from alumni and their families. This growth reflects the quality and appeal of magazine content as well as the deepening connection between alumni and the university. Unsolicited feedback, like a recent note from Alexander McKesson ’18 further highlights the impact: “...I love reading the class notes to see what former Lancers are up to!”

Office of Alumni and Career Success (OACS)

Alumni Board recognizes service and welcomes new members

This past spring, the Alumni Board of Directors expressed deep gratitude to four members concluding their terms. Brenda Ojibway ’72, Heather Brown ’11, George Moore IV ’14 and Brittany Jackson Smith ’18 were recognized for their dedicated service and commitment to enhancing the Longwood community. The board also enthusiastically welcomed five new members, each a passionate advocate for Longwood’s initiatives and programs: Kelly McAnally Brown ’10, Stuart Chung ’96, Mindy Mason Osborn ’06, Mya Souvandara ’22 and Heather VanDyke ’06.

Homecoming & Alumni Weekend (Nov. 8-10): Nearly 500 registered and counting

Excitement is building as Homecoming & Alumni Weekend approaches, with nearly 500 registrations already made and that number steadily increasing. We are thrilled to announce the expansion of the Lancer Family Tailgate to a third parking lot—Pierson Lot—due to the growing interest from our alumni and community. Collaborative efforts with student organizations, alumni affinity groups and community stakeholders promise a fantastic weekend filled with memorable experiences.

Learn more about Homecoming: go.longwood.edu/homecoming

Longwood's reimagined Center for Career Success opens to the campus community

The Longwood office dedicated to helping students prepare for future careers—including supporting internships, alumni networking, job shadowing, career advising, job fairs and résumé building—recently got a refresh. It even included a closet makeover.

Housed in the now-named Office of Alumni and Career Success, the Center for Career Success will utilize new resources, partnerships and tools to connect students with career learning opportunities as well as support and empower them on their professional journeys.

An open house was held April 12, 2024, inviting the campus community to celebrate the new name and the grand opening of the new career closet. The goal of this refreshed vision of a modern career success center is to shift thinking about career services from a transactional sense—students coming in, receiving a service and then leaving—to embracing a more multifaceted approach that will better address the diverse paths individuals may encounter on their quest for a meaningful career and life.

Read more about the reimagined Center for Career Success: go.longwood.edu/careersuccessrebrand

Career Success team welcomes new associate director of work-based experiences

The Office of Alumni and Career Success is excited to introduce a new line of programming aimed at broadening opportunities for students to engage with professional alumni and employers. The new work-based experiences pathway will feature noncredit offerings such as micro-internships and job shadowing. It will also enhance traditional for-credit courses by facilitating connections with potential alumni hosts and supporting students in overcoming barriers to participating in internships through stipend assistance.

The team is thrilled to announce the appointment of Danika Bellamy Sankar as the new associate director of work-based experiences, effective May 10, 2024. Bellamy Sankar brings a wealth of experience in project management, facilitation and consulting, having worked with more than 20 organizations across various industries during her career. Her expertise will be instrumental in expanding the new work-based experiences initiative.

New professional networking series enhances student-alumni connections

The Office of Alumni and Career Success has launched a new series of professional networking events during the spring 2024 semester. This initiative, developed in close collaboration with academic departments and the Longwood Alumni Association, includes a variety of innovative events designed to connect students with professional alumni. These events included speed networking, a pre-game meet-and-greet for marketing and communication students, an alumni panel for English and modern languages majors and a professional panel at a new Cheers to Careers event during Senior Week. This expanded series has resulted in a notable increase in engagement, with a 63% rise in student participation and a 231% increase in alumni involvement compared with the previous year.

Student Employment

Student Employment Canvas course continues to exceed expectations

Currently, 1,100 students are enrolled in the Student Employment Canvas course, which offers comprehensive listings of federal and Longwood work-study positions. The course has become a valuable resource for both on-campus employers and students. The time between job postings and position fulfillment has significantly decreased, with some positions being filled within days due to high demand.

To further enhance the course, we will add new resources, including a recruitment and selection timeline that outlines all work-study positions and their application periods. A comprehensive list of all work-study positions, including those not currently available, will be provided with detailed descriptions to help students identify future job opportunities.

Additionally, we are reviewing and standardizing student employee position descriptions to ensure consistency and clarity. This effort will emphasize the skills and experiences students will gain in their roles, providing valuable content for their resumes.

Federal Work-Study Orientation

Preparations are under way for our second annual Federal Work-Study Orientation. The event will include a catered dinner, a panel discussion featuring current work-study students, a skills assessment and an alumni presentation on the long-term benefits of work-study experiences. Students will also have one-on-one meetings with a mentor to discuss their on-campus job search.

Building on the success of the work-study orientation, we plan to create a comprehensive orientation program for all student employees. Initial planning for this new program involves observing the orientation and training activities of various campus employers.

Transforming federal work-study planning grant

The grant from the State Council of Higher Education (SCHEV) and Virginia Talent + Opportunity Partnership (V-TOP) continues to play a crucial role in enhancing our work-study resources. Over the summer, we focused on improving our student employment website, including adding training and informational videos produced by student videographers and other content created by a graduate student intern. This grant also supported further enhancements to the Canvas course, as well as the planning of orientation and recognition activities.

Information Technology Services (ITS)

Network share review

ITS is undertaking a thorough review of the 391 network file shares currently housed on our internal servers. The objective is to ensure each share has a designated owner responsible for managing user access, maintaining quota limits and requesting share removal when necessary. A new protocol has been established, requiring the assignment of an owner at the time of share creation.

Windows 11 implementation

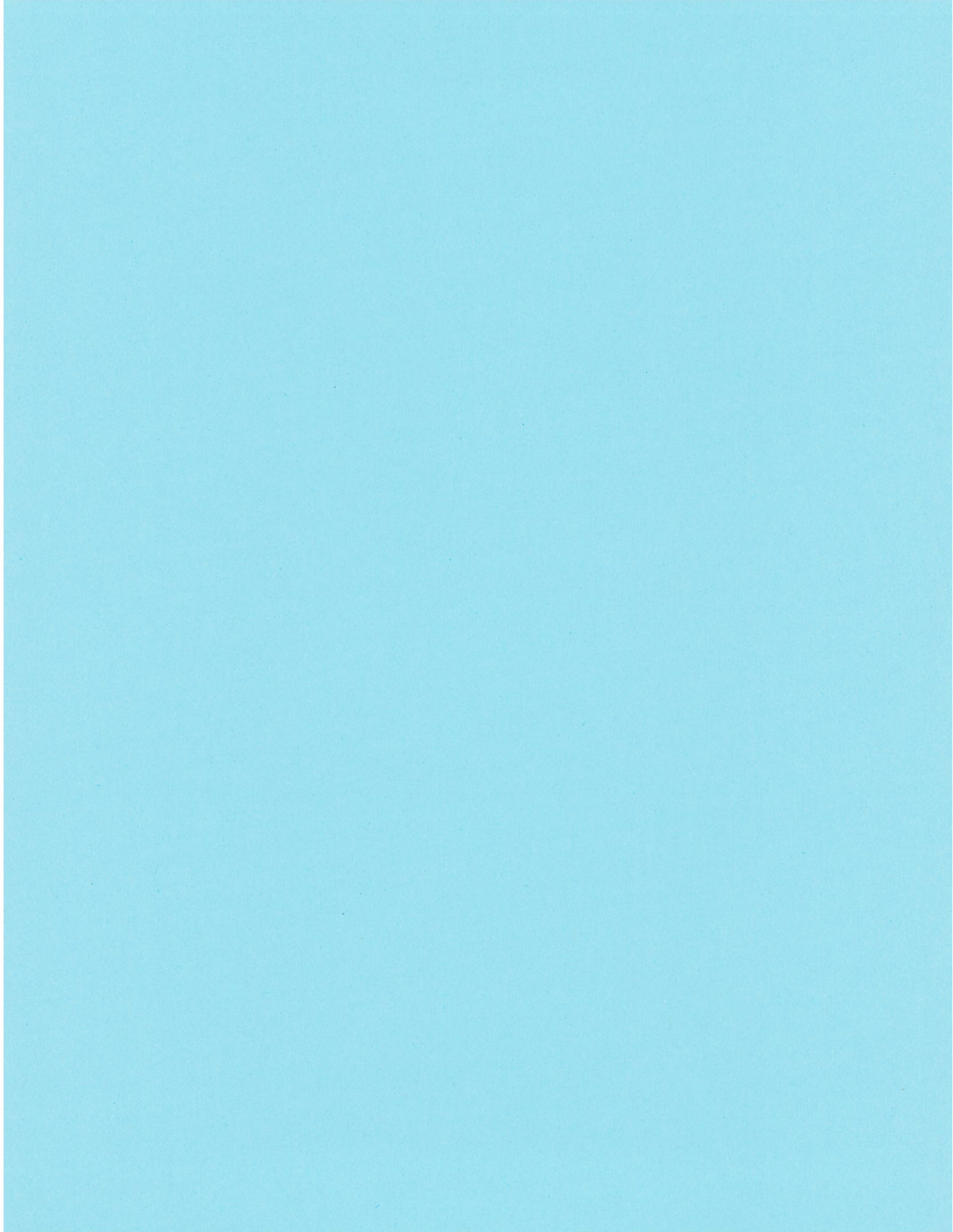
With Microsoft ending support for Windows 10 in October 2025, User Support Services is actively researching and testing Windows 11. Preliminary findings suggest potential compatibility issues with certain Dell models still in use. A detailed report will be submitted to the ITS associate vice president by the end of fall 2024. The campuswide rollout of Windows 11 is expected to begin in late 2024.

Network refresh

ITS is in the early planning stages of replacing aging network equipment, including working with the Budget and Capital Planning offices on the funding request process. The primary focus is on replacing the two core distribution switches, which is scheduled for summer 2025.

Longwood University Store integration

ITS played a crucial role in the recent bookstore vendor transition, particularly in integrating new systems. These integrations will streamline the process for faculty to submit course material adoptions and provide students with quick access to required books and materials via our course search and registration applications.





Student Affairs

Cameron Patterson, Vice President

Highlights

- **Our “Welcome Home Lancers” Program brings together faculty, staff, and students from across campus to provide support for new students and families during move-in.**
- **Student Affairs leads a number of successful campus programs during New Lancer Days including the Lancer Tailgate and the Clark House Cookout.**
- **Student Affairs works to facilitate a number of key initiatives for FY25 including Meaningful Engagement and Lancers Vote, a non-partisan effort focused on voter engagement.**
- **Longwood University successfully secured a second State Council of Higher Education for Virginia (SCHEV) Higher Education Mental Health Workforce Pilot Program grant.**

We are excited to begin a new academic year by welcoming both our new and returning students. The energy that our students bring to our campus community is contagious and we look forward to all the new possibilities that they will have as they navigate life on campus.

The Office of Residential & Commuter Life, along with a number of campus partners, facilitated a successful move-in process. One important element to move-in is the “Welcome Home Lancers” program, which greets new and returning students. Our welcome areas were staffed by 70 students and 30 faculty and staff volunteers who supported new student move-in.

Student Affairs was fortunate to support our partners in Student Success by offering a number of contributions to New Lancer Days. One of those contributions is the Lancer Tailgate which featured the energy of 35 student groups and campus offices. Another strong contribution is the Clark House Cookout, hosted by the CHANGE (Community, Humanity, Allyship, Grace, and Equity) student coalition with support from The Office of Multicultural Affairs. This event

introduced first-year and transfer students to upper-class peers and campus engagement opportunities—and the upper-class students facilitated much of the cooking for the event!

We are excited to launch a number of key initiatives for the new academic year. One initiative led by our staff in the Student Engagement Unit includes *Meaningful Engagement*. This initiative involves staff encouraging students to consider the quality of extracurricular involvement versus quantity. It also aligns with Longwood’s QEP (Post-Graduate Success) to have students think about how their involvement is connected to career and life plans.

We are excited to continue supporting the work of Lancers Vote, a student-led effort supported by Student Affairs staff, which actively encourages voter registration, education, and participation. Additionally, a group of faculty, staff, and students are focused on creating a series of events and programs that will occur on campus leading up to the national election.

Longwood University successfully secured a second State Council of Higher Education for Virginia (SCHEV) Higher Education Mental Health Workforce Pilot Program grant. The \$200,000 award extends the initial grant-funded full-time Resident in Counseling to remain at Longwood University CAPS for an additional six months and underwrites the salary and benefits of a second full-time onsite Resident in Counseling hire. “The pilot serves the dual purposes of (1) expanding mental health services to students on an institution’s campus while simultaneously (2) increasing the mental health workforce pipeline overall by offering supervised clinical hours for candidates who seek to become LCSWs or LPCs.” The Virginia General Assembly funded the first pilot in 2022 and allocated continued funding in the 2024-26 budget. Longwood University is one of five universities within the Commonwealth to be granted the second round of grant funding. With the promotion of our Director of Training in Counseling & Psychological Services, we are pleased to have the bandwidth to support the additional Resident Counseling, Practicum, and Interns that we are receiving.

Dean of Students Unit

Dean of Students

The 2024-2025 Student Handbook, which contains updated policies and procedures, was published to students at the beginning of August. The Dean of Students office assisted students and families over the summer with issues, including family and personal emergencies, temporary medical leaves, and academic concerns. Final statistics for the 2023-2024 academic year show 937 students were assisted by the Care Team, a 28% increase from 2022-2023.

Accessibility Resources

To date, 515 students have registered a documented disability with Accessibility Resources (ARO). This is the highest number of registered students in the history of the office. The majority of those registered display significant mental health concerns, ADD/ADHD, and specific learning disabilities. The top four areas of disabilities include emotional disabilities (mental health) - 30%, attention deficit hyperactivity disorder combined and uncombined - 25%,

specific learning disabilities - 20%, and chronic health disabilities/conditions - 14%. ARO welcomed 47 new students during ARO Empowers, a long-standing annual transition program for new students who register with ARO before arrival on campus. Four current students who are registered with the office applied and were selected to serve as peer ARO Ambassadors. ARO partnered with Student Success to transition the ARO Empowers participants into Coaching Groups with professional staff serving as their Student Success Coaches.

Residential and Commuter Life

The 12-month housing and summer storage program offered by Residential and Commuter Life (RCL) for returning apartment residents continues to be popular, providing summer housing or storage to eligible students at no additional cost. The 12-month housing program saw an increase of 135 students, and summer storage saw an increase of 34 students compared to last summer. More than 315 students registered for the 12-month housing, remaining on campus for part or all of the summer. An additional 129 students registered for summer storage and departed campus but continued storing items in their rooms over the summer.

During the summer, RCL partners with Facilities, Housekeeping (Budd Group), the Real Estate Foundation, and University Events and Ceremonies to prepare residential assignments for fall occupancy. Sharp and Register Halls received new mattresses this summer, and the Wheeler Hall painting project was completed to refresh each residence hall room. A detailed work schedule for Facilities to complete necessary repairs and for Housekeeping to complete cleaning was used to ensure thorough room inspections could be performed before fall opening. A continued partnership with the Timbernest Loft company provided a rental or purchase option for a fully assembled lofted bed in a residence hall room. A new partnership formed with the Mircofridge company provided a rental option for a mini-fridge and microwave that was delivered to a student's residence hall room before arrival on campus.

Student Conduct and Integrity

Student Conduct and Integrity cases increased by 7% in 2023-24 compared to the previous academic year, increasing by 11 to 162. Of these 162 cases, two were appealed; outcomes determined as one finding of responsibility with sanctions upheld and one finding of responsibility upheld with sanction modifications. Thirty-three students were charged with alcohol-related violations, a decrease of eight cases from 2022-23. Six students were charged with violations of possession-consumption-use of drugs, in comparison to ten total cases in the 2022-23 academic year. Eighteen students were charged with violations of possession-consumption-use of cannabis. First-year students accounted for 55% percent of cases heard by the Honor and Conduct Board, 37% percent of Administrative Hearing Officer cases, and 67% percent of the cases heard by an Agreed Resolution Officer.

The Honor and Conduct Board selection process resulted in an excellent candidate pool. The 2024-25 year began with 20 members on the Honor and Conduct Board, varying majors and class years, including graduate students, student-athletes, and international students. The Office gained a new Director of Student Conduct and Integrity in August; we welcomed Kermitra Tweedy '11, back to the Alma Mater.

Title IX

Over the summer months, Title IX received one formal complaint, which was resolved by informal resolution. The office received two additional reports of notice, neither of which have resulted in formal complaints at this time. All parties were provided supportive measures, including referrals to resources on-campus, law enforcement, and off-campus resources. Centra Southside Community Hospital has added full-time forensic nursing staff coverage. Forensic nurses are critical in collecting and preserving evidence after an incident through their Physical Evidence Recovery Kit (PERK) exams. Longwood is pleased to be building a partnership with their team in service to our students, employees, and the greater community.

The Department of Education issued new Title IX regulations to be implemented on August 1, 2024. Virginia public higher education institutions, including Longwood, continue to comply with the 2020 regulations pending ongoing national litigation. The University will continue to monitor the legal landscape closely and make policy adjustments as necessary based on national litigation outcomes.

Student Engagement Unit

The following Core Values will continue to guide efforts in the year ahead for the Student Engagement Unit: Access and Inclusion, Community, Education and Learning, Transformative Experiences, and Accountability and Transparency. Specific illustrations of work in these areas for the various offices comprising Student Engagement are included below.

Office of Multicultural Affairs

BOND (Building Our New Direction), the signature transition, was led by the Office of Multicultural Affairs for a second year. A recent financial gift of \$10,000 was donated to support this program. The 31 new students were welcomed to Longwood for four days before New Lancer Days. In addition to being connected to Longwood staff, they were supported by a strong group of 38 upper-class student mentors who introduced them to campus life and several university offices and resources. Student energy was exciting and rewarding to witness, and the feedback about their experiences has been very positive. Additionally, essential partnerships are occurring with Longwood's Call Me Mister program, the Fresh Boyz program in Farmville, and the Longwood Black Alumni Association (LBAA). The Office will also continue to provide key mentoring and support to individual students and student groups in the year ahead.

University Center & Student Activities

The Student Activities office works closely with more than 165 student organizations to provide important resources. Many of these groups participated in the Involvement Fair on Sept. 5, which will allow new and returning students to learn about Longwood's student groups and community service agencies in Farmville. The office also sponsored the traditional First Friday Back and

The G.A.M.E. (Greatest Athletic March Ever) in coordination with Athletics on Sept. 6. This will include the march to the athletic fields, distribution of the traditional Longwood scarf, and supporting the Field Hockey game. Lancer Productions program board has exciting plans for weekly programs on Friday evenings, and Mortar Board is planning the highly anticipated Oktoberfest events on Oct. 5.

Office of Education & Prevention

In accordance with Virginia law, the Office of Education and Prevention Programs continued to provide mandatory education and prevention programs on the topics of human trafficking, alcohol and other drugs, sexual misconduct, and hazing. Incoming students complete *On Watch* and *Not Anymore* online programs, as well as the in-person program, *Keeping it Real*, that address these topics. Additionally, during New Lancer Days, the office sponsored Dr. Linda Hancock, whose program *Perception vs. Reality: What's Happening on Campus?* has resonated very well with students and supports their transition to college life. Hazing Prevention Week in late September will feature tabling, a social media campaign, and a presentation by the Love Like Adam Foundation who is returning to campus for the second time in three years to address the community on the dangers of hazing.

Office of Fraternity & Sorority Life

For a second year, the Fraternity and Sorority Life office sponsored Summer Regional Meet & Greet events which included a number of current students as well as incoming new students and their parents. This year, these occurred in Norfolk, Richmond, Waynesboro, and Arlington. College Panhellenic Council and the Interfraternity Council (CPC and IFC) will host the Back-to-School All-Greek Cookout at the IFC Lodge in Lancer Park and the "Meet the Greeks" event on Brock Commons for new students. K.J. McNamara will be the keynote speaker during CPC's Women's Week in September with a talk, *How to Fight Fair: Navigating Conflict as a Woman in Leadership*. The National Pan Hellenic Council (NPHC) and their groups have a different schedule for recruitment and will also be actively engaging during the fall semester. It has been very exciting to see these groups continue to thrive and grow.

First Generation Student Success Initiative

Longwood's First-Generation students continue to be actively supported by coordinated events including a welcome ice cream gathering for new students in early September and through the First Gen Lounge in Upchurch, a resource that was added last January. More than 80 faculty and staff who were First Generation students themselves continue to serve as First Gen Allies and resource persons. 34% of the new students this fall are First Generation.

The energy and excitement of a new academic year have reinforced our mission and commitment to supportive and enthusiastic work with students.

Well-Being Unit



Campus Recreation

With most of the students gone, Campus Recreation found ways to help the Farmville Community “Be Active” this summer. Spirit Sports utilized the Lancer Park turf field again for the popular Sunday Summer Soccer league. The Pierson Hall Fitness Center hosted summer conferences including Call me MISTER, Fresh Boyz Club and Longwood Athletics’ Basketball Camps. The first ever Summer Group Fitness class “Move into Fitness” was enjoyed by Faculty/Staff and summer students. Preparations for a great fall semester include the appointment of Tommy Preston as the new Assistant Director of Sport Programming. Tommy joined the Campus Rec team in time for All Staff Training as we welcome more than 60 student employees and teach problem solving, leadership, and skills required to run our facilities and programs. At our summer retreat, the Campus Recreation professional staff decided that “Building Community Well-being” will be a focus as we improve engagement, pride, safety, and inclusion in everything we do.

Counseling and Psychological Services

With the departure of a Licensed Clinical Psychologist, CAPS promoted Jaime Huggard, MS, Licensed Professional Counselor (LPC), to full-time counselor. Jaime is a double Longwood alumna (1998 & 2001) and, in addition to private practice, has been providing counseling to Longwood students as a part-time contracted provider in CAPS since 2021.

The Office of Development secured generous donor support for CAPS to launch the Charlie Case CAPS Animal Assisted Therapy Program. This support will provide operational support over five years. Lily Bleu accomplished the American Kennel Club’s Canine Good Citizen title and is serving a support role in CAPS. Students have responded well to this service. Eventually Lily Bleu will attend outreach programming to support the Longwood community further and increase student belonging and connection.

Partially funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) grant, the Trauma Specialist continues to cultivate a trauma-informed campus community. As the grant closes, CAPS proactively implements a new initiative, Skills Training in Affective and Interpersonal Regulation (STAIR). Longwood University is one of 28 institutions serving as an implementation site in a three-year project funded by the Patient Centered Outcomes Research

Institute (PCORI) and directed by a team at Wellesley Centers for Women. The CAPS Trauma Specialist will coordinate the initiative at Longwood University. This project grew out of the recognition that more students are seeking care from university counseling centers to treat symptoms related to trauma. STAIR is an evidence-based trauma-focused treatment modality. All CAPS providers completed a two-day training and will start offering STAIR to students during the fall 2024 semester.

The CAPS Training program provides on-site training and supervision to graduate students from regional graduate programs. The Assistant Director of Training and Supervision was promoted to Director of Training. This role oversees the (a) highly reputable and competitive CAPS Training Program and (b) Resident in Counseling Program. Three Counselors-In-Training have been on-boarded, each from Longwood University's Counselor Education program and are prepared to provide clinical services to Longwood University students under the supervision of CAPS licensed providers.

Longwood University Police Department

Summer Training

Dr. Tracie Giles, Lt. Robert Lenhart, and VP Cameron Patterson attended a Family Assistance Center exercise at the University of Virginia. In August, Lt. Stuart Raybold and Lt. Lenhart attended the two-day FBI-Richmond Joint Terrorism Task Force Conference held at the University of Richmond. The conference provided current information on domestic and international terrorism threats to local, state, and federal law enforcement and intelligence partners. Chief Comer attended the 48th Annual NOBLE Training Conference, bringing back information on training, funding opportunities, and engagement tools. Officer Sydney Nichols attended a week-long Crime Prevention Training for the agency, reinstating our crime prevention program and obtaining her Crime Prevention Officer certification. In October, the LUPD and Longwood University will host two DCJS Crime Prevention Courses (Understanding and Conducting Light Assessments for Law Enforcement/Understanding Locks for Crime Prevention Practitioners). The agency will continue to find opportunities to partner with training academies and entities to bring training opportunities to campus to access progressive, industry-supported training at a reduced cost to the agency.

Funding, Equipment, and Staffing

LUPD has begun converting the current record management system, which was facilitated by a successful grant award. The agency continues to seek grant opportunities to upgrade our Body Worn Cameras. LUPD received a grant from the Virginia State Police's HEAT (Help End Auto Theft) program and purchased two electronic police bicycles to enhance our investigation and prevention efforts in vehicle thefts, thefts from vehicles, and theft of vehicle parts. The bicycles also enhance the agency's visibility and are a great engagement tool. The agency will feature the new bikes prominently during "The Game," Move-In, the Heart of Virginia Festival, and Alumni Weekend. The LUPD is working with university partners to develop a fleet management plan and address the agency's fleet replacement needs

Emergency Management

The Office of Emergency Management (OEM) activated the Emergency Operations Center for Tropical Storm Debby, provided regular weather briefings for the university community, and met regularly with university partners. In August, Brightspeed notified the university that long-distance calling was inoperable. This outage also affected Farmville's Public Safety Access Point (PSAP or 911). As a result of the outage, fire and other alarms, while emitting an audible signal, could not communicate with the dispatch center nor initiate an emergency response. Virginia Department of Emergency Management was notified, which elevated the issue and response due to the impact on public safety. Even after restoring long-distance calling capabilities, the alarm system was not fully functional. Emergency Management Coordinator Tracie Giles, Danny Cooper (Environmental Health and Safety), and LUPD officers patrolled the campus, manually tested all fire alarm panels and emergency phones, and initiated repair requests for all malfunctioning systems. Dr. Giles and Longwood University Alumnae, James Finney (DHS) partnered to complete DHS Virtual Campus Mapping in July. The DHS team was on campus for three days and will deliver the final product in September.

Community Engagement and Education

Officers and LUPD interns presented Code Red Training to the Science Faculty and Library faculty and staff. LUPD, OEM, and EHS delivered Campus Safety presentations during the Cormier Honors College Leadership Retreat. Chief Comer delivered safety and police department overview presentations to Pierson Hall Recreation Center student staff, the Honor and Conduct Board, and new students during a New Lancers Days session.

Informational Items

Report from Lisa Kinzer, Faculty Representative, September 13, 2024

Beyond teaching, service, and scholarship, philanthropic engagement is strong among Longwood faculty. How their giving is demonstrated and its direct benefits to the university are outlined in the following report.

Courtney Hodges reports that during 2023-24, faculty and staff contributed a combined \$41,943 via payroll deduction. While many earmark their gift to home departments, some, such as Sarah Tanner-Anderson diversify: "I [also] made philanthropic donations to various organizations across campus and was a loyal monthly donor of the Fountain Society, until July 2024." Others, like Charles Ross and a personal friend, created a \$25k scholarship for physics majors, while Jennifer Apperson began a scholarship for Counselor Education graduate students by matching all contributions received during 2024's Love Your Longwood Day (LYLD) and promoting donor giving via social media.

Last year, LYLD alone engaged 1,560 donors, 286 of whom were faculty or staff whose gifts totaled \$78,169. Faculty foster participation in this day via social media campaigns, emails to patrons and alumni, and, in some cases, competition pledges. Last year, Ian Danielson and Sarah Tanner-Anderson participated in a triathlon to raise money for Longwood LIFE, a post-secondary education program for young adult students with intellectual disabilities and Autism Spectrum Disorder. Donors to LIFE (faculty, staff, students, and family members) have typically given annually between \$2,000 and \$4,000, believing their gift was 100% dedicated to the LIFE program. As a LYLD donor myself, I also believed my donation went directly to my chosen cause, as the website indicated no alternate use of funds.

The "ACE the Test" initiative, spearheaded by Sheila Seagle, eases the financial burden of test fees incurred by students on the path to student teaching. The Office of Teacher Prep raised \$11.5k this year, with "ACE the Test" paying more than \$70k for 400 student licensure tests over the past four years. Seagle said, "I have personally given over \$2,000 of my own money because I am so passionate about this program," and she is adamant that funds raised for this program remain with it.

Shannon Salley contributed: CSD program's LYLD campaign focused on obtaining alternative / augmentative communication devices for Speech, Hearing, and Learning Services clients. Social Work raised \$265 to directly support the Cover-Rowles Social Work Scholarship endowment. Nursing solicited a \$25k donation from Joan Perry Brock to create their Sigma Honor Society for Nursing at Large Chapter. They also raised approximately \$4,000 to assist with a baby rescue in Guatemala during their study abroad and to purchase CPR- teaching supplies for preschool teachers there.

Alec Hosterman supports the Digital Media Showcase and the Longwood Academy for Event and Meeting Planning initiative (LAMP), as well as the general Communication Studies fund. The LAMP program provides students with event planning certification and career opportunities and invites event planning professionals (some alumni who also contribute to department scholarships and LAMP) to work with students each spring. The yearly balance of \$700 to \$1,000 covers speaker honoraria for the following year. Due to the recent budget changes, the account was reduced from \$987.83 to \$329.28, leaving them unable to offer honoraria or purchase necessary items for the 2024-25 year.

"The Greenwood Library primarily fundraises through LYLD," shared Jennifer Beach. "Our fundraising efforts have always directly benefitted Longwood students, with clear guidance to donors on how funds will be spent." With a matching gift from the Dean, Greenwood Library raised funds last year for a \$1,000 scholarship for a returning Library student assistant. "This scholarship is highly valued by our student assistants and has increased motivation for students to continue working in the library. Due to the reduction in local funds [...] we will discontinue similar campaigns for the future. As a result, the annual scholarship will not be offered after the 2024-25 academic year."

Others work year-round. Throughout LYLD, Ronda Scarrow, Theatre Program Coordinator, sends personal email appeals to donors every few hours. Her program raised more than \$16k, exceeding its \$10k goal. During Theatre season, Ronda shows her appreciation by hosting Red Carpet Events for donors prior to every Saturday night show, and makes clear to donors how their gifts are used: "Sound board, light boards, costumes royalties, swag, sending students to conferences, bringing in guest artists and lamps for the theatre..." Like other programs, she holds onto some money to cover emergencies other budgets wouldn't. "These donors are loyal to *our* program," she concluded.

Some funds honor the memories of faculty, staff, or students who made an impact on us. JoEllen Pederson described a fund about which she cares deeply, one which feeds the Breakthrough Adventures Program. Celebrating Riley Middleton Cole ('15), an Honors Political Science major and active member of the Campus Recreation community, the program was created in collaboration with Riley's parents to honor his passion for learning and funds selected student proposals for projects that challenge their intellect and comfort zones. We lost Riley in his senior year, but his imprint on the campus community remains. This account lost \$8,000 this summer. Eric Laws made personal donations to endowed scholarships that honor Joyce M. Trent (former department administrative assistant) and Bill Stuart (departed COMM faculty member).

Departmental general funds are used for a variety of needs: transportation for student outings, conference fees for students, emergency text book funds, student awards, guest speakers, materials for class projects, alumni events, and recruitment materials. In growing departments, such as Psychology, which has had an enrollment increase of 26%, depleting money from these accounts cripples the department's ability to serve a growing student body.

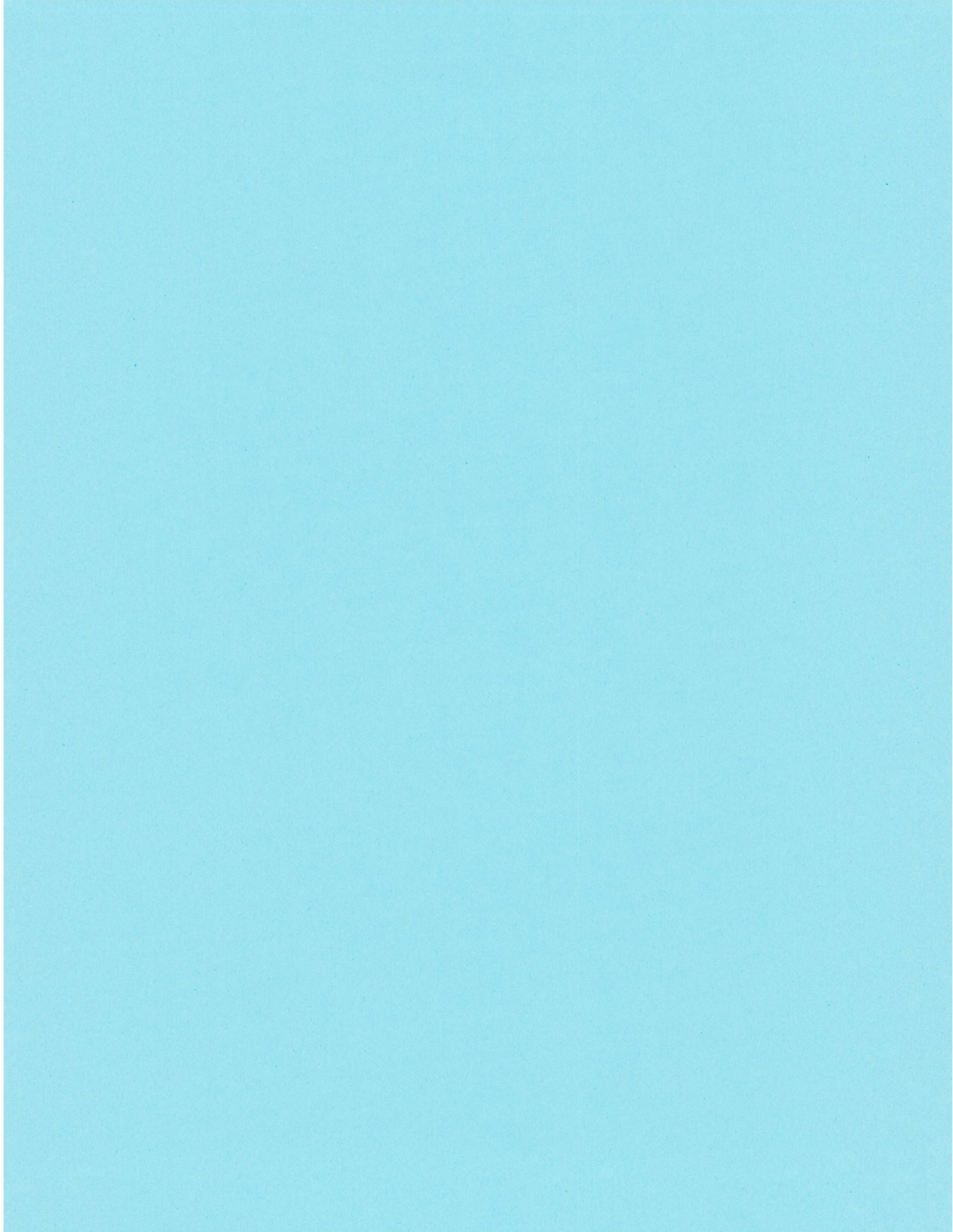
Faculty raise money for LU's community engagement programs as well. On behalf of the Longwood Community Music program, Kristen Topham raised money on LYLD to fund free music classes, a children's choir, instruments for student use, and scholarships. "This year's money was intended as a scholarship for a family with 5 children to provide piano and violin lessons. The dad is a veteran with limited funds, and the children are all dedicated musicians. Since we no longer have the funds in the local account, this family will not be able to take lessons they registered for," said Topham.

Ian Danielson raises tuition-assistance funds between \$2000 and \$3000 annually for the Andy Taylor Center's students and families in need. "Our event is done in partnership with Aramark, who donates refreshments, with the CEHHS Dean's Office, with Jane Taylor [whose late son is the program's namesake], and with staff and family members of the center itself," contributed Daniels. "In all years, we have promised donors that 100% of their donations would go to support the Andy Taylor Center scholarship fund."

Over 800 alumni made donations on LYLD. Sending personal notes, hosting alumni events, and maintaining connections through departmental newsletters, is just the tip of the iceberg when it comes to the work faculty are doing to develop philanthropy among alumni. Renee Gutiérrez talks to students about donating after they graduate—"even at \$5 a year—if and when they can."

David Magill meets personally and regularly with major donors, which last year included the family of alum Karen Foster. Family members presented her posthumous novel *Reasons for Waking* to the community and talked to students about her life and career. Magill reported that "Karen left us a \$50k gift last year – the President took \$40k of it in his sweep and the other \$10k has been redirected to our annual budget. She also gave us another \$200k in her estate, which the family directed to fund our undergraduate literary journal and to create a scholarship in her name. Those were not touched, thankfully."

It is no surprise that faculty are distressed by the recent budget decisions. Creating opportunities for students and building community ties are central to Longwood's unique identity. While some faculty have responded to my query, others are expressing concerns by speaking with the president, raising questions in meetings, halting their direct contributions to Longwood, or pledging not to participate in future fundraising efforts. The implications of these actions are significant, affecting annual faculty and alumni giving, donor relations, recruitment, potential scholarships, student opportunities, and overall faculty morale. Tammy Parlier shared that the Reading, Literacy, and Learning program has enjoyed participating in LYLD for several years. "Unfortunately, nearly 35% of our donated funds were removed from our account without notice to program faculty or donors during the summer months this year. This reduction in funds will prevent us from providing books as promised for the children who will receive tutoring services from our RLL students this fall. As a result, we are concerned about participating in future LYLD initiatives where donors are asked to provide funds for a specific project and a portion of those funds could potentially be diverted to meet other unrelated needs for the university."



LONGWOOD UNIVERSITY



FOREFRONT FOR THE COMMONWEALTH *Strategic Plan 2019-2025*

Our Mission: *Longwood University is an institution of higher learning dedicated to the development of citizen leaders, who are prepared to make positive contributions to the common good of society. Building upon its strong foundation in the liberal arts and sciences, the University provides an environment in which exceptional teaching fosters student learning, scholarship, and achievement. As the only four-year public institution in south central Virginia, Longwood University serves as a catalyst for regional prosperity and advancement.*

Our Opportunity:

In a Turbulent Time, a Thriving Institution – American democracy and American higher education are in a time of division and uncertainty, but Longwood can accelerate and thrive, proving the power of residential, citizenship-focused university education

Our Key Principles:

Academic Enterprise at the Heart – as one of the hundred-oldest U.S. colleges and universities and Virginia's third-oldest public university, we prize faculty engagement with students, our residential character, research and scholarship, and the role of a broader learning community beyond the classroom in preparing citizen leaders committed to the common good in our pluralistic democracy

Transforming Lives – we are at our best when helping to transform lives, by connecting students with people and experiences that broaden their minds, challenge them, and equip them with strong career skills; to succeed we must also help keep college affordable, provide a campus culture that fosters well-being, and be mindful of Longwood's role as a steward in our region of the Commonwealth

Camaraderie – enriched by our many traditions, including our honor code, and commitment to diversity of backgrounds, identities, and intellectual perspectives, we enjoy a distinctive camaraderie, which is fueled by our belief that individuals can make a difference, here on campus and beyond; cultivating this camaraderie gives real strength for collaborating and working together in challenging times

Our Priorities:

Intensifying Enthusiasm across All Enrollment – the University will thrive if students and prospective students at all levels cherish the chance to attend Longwood; academic rigor is fundamentally part of cultivating this enthusiasm, as is affordability via scholarships

Innovation in What We Offer – inspired by Civitas, we can innovate in our major, graduate, co-curricular, and student-employment offerings, enhancing career skills by drawing on strengths like Hull Springs, the LCVA, Moton, Study Abroad, and the Brock Experiences

Reflecting the Diversity of America – strong commitment to diversity of backgrounds, identities, and intellectual perspectives is crucial for our success pedagogically and civically, as is focus on faculty and staff recruitment and retention, including competitive compensation

Distinction in the Commonwealth and the Nation – communicating Longwood's successes and strengths, qualitative and quantitative, will make one of the fifty-oldest NCAA Division I schools into the household name in Virginia and beyond that it should be

A Sense of Beauty and Place on Campus – with its historic sense of place and its accessibility, our campus can serve as a sanctuary of natural and architectural beauty fostering physical and mental well-being; sustainable practices are powerfully important in this regard

College-Town Vibrancy – Farmville, Prince Edward, the surrounding region, H-SC, and Longwood stand together where the Civil War ended and Civil Rights began, as America's first two-college community; our college-town vibrancy is resurgent and crucial

A Culture of Philanthropy – with the Commonwealth as a vital support and catalyst always, it is also of paramount importance for Longwood to build a true culture of philanthropy, among alumni and friends as well as on campus in spirit, budget and procedure

Measuring Progress:

Each part of the University will determine how best to assess progress against these priorities in its own area; here are metrics Longwood will measure as barometers reflecting institution-wide progress, assessed to inform decision-making and budgeting:

- Enrollment for Undergraduates, "4+1" and Graduate Students
- Retention and Graduation Rates
- Composition of Student Body, Faculty, Staff, Boards and Volunteer Leadership
- Purchase Volume of University Licensed Logos and Marks
- Overall Attendance at University Events (Performances, Athletics, Exhibits, Lectures, etc.)
- Total Population of the Local Community
- Alumni Annual Giving Percentage



FOREFRONT FOR THE COMMONWEALTH Strategic Plan 2019-2025

- Dashboard of Principal Metrics -

	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024*
<i>Applications Prior Year</i>	4683	4869	5160	4417	6689	5893	6098	6101	5407
Freshmen	928	1053	1007	799	809	706	783	786	834
Sophomores	799	728	770	770	625	589	537	608	635
Juniors	782	718	655	691	676	542	525	457	550
Seniors	740	742	669	588	632	630	484	469	420
5 th Year +	233	220	217	180	190	195	178	142	138
Transfers and Part-Time	913	994	764	823	1008	823	647	760	788
"4+1" Students	91	115	100	102	122	105	116	122	99
Graduates	499	603	587	609	779	1021	1088	1200	1150

<i>Innovation in What We Offer-Principal Metric: Retention and Graduation Rates</i>				
Reporting Year	Year 1-2 Retention Rate		Graduating Class	4-Year Graduation Rate
2017	81%		Class of 2017	50%
2018	75%		Class of 2018	51%
2019	75%		Class of 2019	52%
2020	79%		Class of 2020	52%
2021	73%		Class of 2021	47%
2022	76%		Class of 2022	47%
2023	78%		Class of 2023	51%
2024	81%*		Class of 2024*	47%

<i>Distinction in the Commonwealth and the Nation-Principal Metric: Purchase Volume of University Licensed Logos & Marks</i>	
Fiscal Year	Purchase Volume
FY 2017	\$942,622
FY 2018	\$803,744
FY 2019	\$1,000,355
FY 2020	\$546,878
FY 2021	\$313,073
FY 2022	\$492,892
FY 2023	\$319,710
FY 2024	\$782,543

*indicates preliminary data

<i>Reflecting the Diversity of America</i>									
<i>Principal Metric: Composition of Student Body, Faculty, Staff, Boards and Volunteer Leadership</i>									
Academic Year	Boards and Volunteer Leadership			Faculty and Staff			Student Body		
	% Men	% Women	% URM	% Men	% Women	% URM	% Men	% Women	% URM
2016-17	49%	51%	10%	42%	58%	14%	31%	69%	24%
2017-18	44%	56%	8%	42%	57%	12%	31%	69%	26%
2018-19	48%	52%	11%	43%	57%	12%	30%	70%	26%
2019-20	42%	58%	18%	43%	57%	13%	29%	71%	26%
2020-21	43%	57%	18%	43%	57%	13%	29%	71%	28%
2021-22	44%	65%	25%	42%	58%	12%	31%	69%	30%
2022-23	35%	65%	27%	43%	57%	12%	30%	70%	29%
2023-24	45%	55%	27%	44%	56%	14%	29%	71%	28%
<i>College-Town Vibrancy- Principal Metric: Total Population of the Farmville Region (by registered voters)</i>									
	July 2017	July 2018	July 2019	July 2020	July 2021	July 2022	July 2023	July 2024	
Total Population	38,009	38,280	38,122	38,630	39,556	40,091	40,270	41,193	
<i>A Culture of Philanthropy- Principal Metric: Alumni Annual Giving Percentage</i>									
	FY2017	FY2018	FY 2019	FY 2020	FY2021	FY2022	FY2023	FY2024	
	10.1%	9.5%	7.6%	5.7%	7.1%	6.3%	5.6%	4.7%	