



***LONGWOOD UNIVERSITY  
BOARD OF VISITORS***

**– MEETING MATERIALS –**

**March 17, 2023**

## Minutes

**LONGWOOD UNIVERSITY**

**BOARD OF VISITORS**

**December 2, 2022**

**Minutes**

**\*\*\*\*\* DRAFT \*\*\*\*\***

**Call to Order**

The Longwood University Board of Visitors met on Friday, December 2 in Stallard Board Room. The meeting was called to order at 9 a.m. by Rector Michael Evans.

Members present:

Michael Evans  
Polly Raible  
Shawn Smith  
Rhodes Ritenour  
Katharine Bond  
Steven Gould  
Nadine Marsh-Carter  
Judi Lynch

Also present:

President W. Taylor Reveley IV  
Justin Pope, Vice President and Chief of Staff  
Cameron O’Brion, University Counsel  
Larissa Smith, Provost and Vice President for Academic Affairs  
Cameron Patterson, Interim Vice President for Student Affairs  
Matt McGregor, Vice President for Administration and Finance  
Victoria Kindon, Vice President for Strategic Operations  
Tim Hall, Director of Athletics  
Lee Bidwell, Faculty Representative  
Mackenzie Harry, SGA President  
Bob Wertz, Longwood University Foundation  
John Daniel, Longwood Real Estate Foundation  
Erica Dickson Howell, Alumni Association

**Rector’s Welcome and Approval of Minutes and Consent Agenda**

The Rector welcomed those in attendance, and noted the sad news of the passing of Board member Ricshawn Roane’s father-in-law overnight. President Reveley noted that Ron White and

Kristie Proctor were also absent due to family funerals, and Cookie Scott was recovering from a medical procedure. He also noted this is the first moment the Board has gathered since the recent tragedy at U.Va. He asked for a moment of silence in memory of those students who lost their lives. He noted such a situation, as Dean of Students Jen Fraley commented in a Richmond Times-Dispatch article over the past weekend, is the worst nightmare for any institution. But he said there is also much to celebrate, as we are reminded with the inspiring view from Radcliff of the Rotunda and holiday tree, which was ritually lit earlier in the week. The president said that thanks to the hard work of so many, the admissions cycle is moving forward well, with families making applications and visits. Also, Longwood is poised to begin construction in the days ahead on the new facilities building, which will make possible later the Wygal replacement music building. He also noted the Rector and Cookie Scott had a productive meeting with representatives from C.H.A.N.G.E to discuss diversity equity and inclusion issues on campus, and how Longwood can continue to make progress on the Diversity Strategic Plan adopted by the Board this time last year, as well as a set of steps related to student-centric issues that are in motion and warrant continued attention. The Rector said it is also refreshing to meet with students, especially those who come well prepared to present their views and concerns in a way that encourages civil discourse. It's also encouraging to hear students offer ideas on how we can do things better, as leaders don't always have a full opportunity in the swirl of work to consider new ways to move forward.

The Rector asked for a motion to approve the minutes and Consent Agenda. Katharine Bond so moved, Steven Gould seconded and the motion was approved unanimously.

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

Cam Patterson noted, as the Board is aware, Chief Doug Mooney will retire January 1 after a 36-year career in law enforcement. He called the chief a "salt-of-the-earth" leader, and noted he addressed the SGA this week for the final time, capping a career that included stints as Farmville's police chief as well as Longwood's. He has always believed in building up a team of leaders below, so Lt. Stuart Raybold is well positioned to lead the department starting in January. Patterson noted the continuing hard work of Dean of Students Jen Fraley, and thanked the Longwood Foundation for the student emergency fund that has been a useful tool in supporting students facing urgent needs. He said he is proud of how that fund has been deployed, and of the collaboration with Advancement and other parts of the university it represents. He commended the flexibility around Octoberfest this year due to weather complications, and the ensuing productive partnership with Admissions. He also commended the Lancers Vote initiative during the recent election – a non-partisan effort to help students register and make a plan to vote. He commended in particular Katya Mayer '24, the Virginia 21 rep to SGA and also involved in many other activities on campus and off. Her efforts led Longwood to win the "Motivate" competition in which we registered the highest percentage of students to vote over the fall semester. He said the effort is an example of how we build good habits of democracy, and how in-class activities through Civitae coincide with extra-curriculars. Lastly, he shared the Counseling Center has been awarded a SCHEV grant to support a pre-licensure counseling



position that will boost resources. Longwood will utilize this position in particular to help support the needs of our underrepresented student population.

He also noted the remarkable recent news that the County of Prince Edward, which has not always been on the right side of civil rights history, recently redesigned the County seal with an image of the Moton Museum at its center. He said the step represents the forward progress of the museum and its partnership with the community, as well as the importance of our history, and the importance of sharing it more broadly. “If you know the history of this community, and you know where we’ve been, it is amazing to see where we have come.” The town of Farmville was also extremely helpful in endorsing the Moton Overlay District, an important step in the museum’s application for World Heritage status.

Tim Hall reported a successful start to the basketball season, including the highly successful November 18-20 JK54 MTE tournament, which had strong fan and donor support. The Joan Perry Brock Center is moving forward, and planning is underway among athletics and others across campus regarding management of the facility. The trajectory for the cross country program is strong. He is reviewing overall program, facility and broader needs. He said he continues to believe Athletics has great potential in helping tell the Longwood story, and JPB will be a game-changer. Some athletic facilities will need some care. The people in the community love Longwood and the Longwood brand, and feel there is a strong link between the community and the university. He said another challenge is that staffing levels continue to be stretched, and that the NCAA in January will be setting new expectations for Division I programs. He noted Jonas Kalchner of men’s soccer was the Big South Scholar Athlete of the year.

Lara Smith noted that it is nearly the end of the semester, and reported on a successful Symposium Day for students. Campus leaders were scheduled to travel to Atlanta for an important SACS-COC accreditation meeting as the re-affirmation process moves forward. She noted events on campus including a talk by noted author Sandra Cisneros, which attracted more than 300 students and community members in attendance. She said the event was college at its best – a well-known intellectual speaking to students about their own experience and the broader human experience, using the humanities to create a sense of community on campus. She reminded the Board of key elements and timelines of the accreditation reaffirmation process and the work underway. The Quality Enhancement Plan is one element of the requirements, and it must focus on the student experience. It would be implemented in the fall of 2024. The Rector said the Board deeply appreciates the amount of time and effort that goes into the reaffirmation work.

Matt McGregor said he has spent the first semester navigating transition, getting to know people and the work they do, and better understanding the broad range of work that takes place across his division. This has prompted some productive reorganization, including moving the budget office in with broader financial operations to create a more seamless flow and be more proactive than reactive. The budget office will be meeting with budget managers around campus to try to be more interactive and forward-thinking as the FY ’24 process moves forward. He noted room and board rates have now been approved in the Consent Agenda, and reflecting the Aramark

contract, which is now approaching 67 years as a partnership; Longwood was Aramark's first higher education partner. In capital planning, Longwood just this week has received its final building permit and is moving forward with construction of the facilities building. President Reveley noted that the new facilities building will contribute to the architectural fabric of Farmville in a positive way. Matt McGregor noted JPB remains slated for substantial completion in May 2023, and planning involves almost every area of campus as the building will have broad impact, including Athletics, Student Affairs, Conferences and Events, and Advancement. Lastly, he noted all faculty/staff in good standing received a \$1,000 bonus from Longwood and the Commonwealth this week. He also noted the recent retirement of Lisa Mooney as head of HR, with Shannon Meador poised to take over after January 1. In response to a question about parking for JPB events, Matt McGregor said it remains an area of focus, but he and President Reveley noted it is clear that there is ample parking supply but the main issue will be wayfinding and communication.

Victoria Kindon noted this is an extremely busy stretch for admissions, with December a priority deadline for the admissions cycle, including for merit scholarships and the nursing program. Demand for the Honors College is strong. Staffing challenges remain as people with data-management expertise are in high demand and have had strong job market opportunities elsewhere, and she is working to ensure data work remains on track. Admissions goals completed remain on target at this still-early phase of the cycle, with completion applications at their highest-level ever for December 1. However, there are many other factors in play that can affect yield, with tremendous continued change in the admissions landscape. The next incoming Longwood class were high school sophomores at the height of Covid and did not take the PSAT, which is a key communication pipeline to prospective students. She commended the deans for their support of initiatives to connect faculty with prospective students. She reported on a new partnership to respond to the challenge of keeping up-to-date information on alumni. She also provided an update on steps IT continues to take to meet the ongoing threat of cyber attacks.

Courtney Hodges reported that the success of men's and women's basketball has translated to increased giving to athletics generally, and a focus on planned giving is bearing fruits, with a matching incentive fund of \$300,000 securing more than \$5 million in pledges. University Events and Ceremonies remains extremely busy, with events including the Senate Finance retreat last month, with 35 of the 40 state Senators on site and having a very positive experience visiting Longwood and Farmville.

### **Reports of the Representatives to the Board**

President Reveley noted the presence of a number of students representing C.H.A.N.G.E., some of whom have met recently with him, the Rector and Board Secretary Cookie Scott.

Bob Wertz noted he had circulated the Foundation's annual report, and that those who have donated scholarships were recently notified the names of their recipients. He also noted the Foundation's recent contribution to the Longwood Cares Fund. Longwood's benchmark for its endowment fund is negative 22 percent, but Longwood's fund is down only about 10 percent currently, in what is of course a sharply down year overall for markets. Year-over-year

scholarship awards were up to \$2.98 million from \$2.6 million the year before, helping more than 700 students. A recent analysis shows that awards align with the demographics of the student body. The Foundation is also managing a basketball strategic fund for the University that is performing well. He noted recent operational savings in the Foundation. President Reveley said Longwood is tremendously fortunate that in a tumultuous time in the markets Bob Wertz and Burt Hazelwood are so ably overseeing Longwood's endowment.

Erica Dickson Howell reported on the occasion of her first Board meeting as Alumni Association President on a number of recent networking and connection events. She noted a VIP package being offered to alumni to take in a home basketball game during the final season in Willett Hall.

John Daniel said Lori Blackwood has stepped in very successfully to move the Real Estate Foundation along seamlessly after the departure of Louise Waller following her move to Alabama. He reported on a successful fundraising event at the Baliles Center on November 5.

Lee Bidwell said as a teacher of a Citizen 110 course on change-making she is proud of students who are in attendance. She highlighted the broad ways Greenwood Library highlights both the campus and local community. A partnership with CAPS focused on community connections, helping bring students together following the Covid-19 pandemic. Also, the Southside Reads community initiative has helped bring students, faculty and community members together in various ways. She reported the club launched electronically during the pandemic, and on a personal note she reported it provided a very important point of connection for her mother during the isolation of the pandemic, and she wanted to express her thanks for the Library.

Mackenzie Harry noted that concerns expressed by the leadership of C.H.A.N.G.E regarding the climate for minority students on campus have been a recurring subject of discussion at SGA this semester, and she offered a statement on behalf of the group and noted appreciatively the attention of the Rector, Ms. Scott, and President Reveley.

Nadine Marsh-Carter said the group's concerns and communication have been shared with the Board, and she knows the issues they care about are a priority for Board members. She said members needed time to digest and reflect. She commended the students for advocating for issues that are important to them and encouraged them to be willing partners. She said the diversity of the board is a reflection of Longwood's commitment to expand diversity, but it can't only start from the top. She encouraged the students to recognize that in a time when the country is so divided, students have an opportunity to give examples of how people can come together to make progress.

The Rector thanked students for coming and said Board members had expressed support for the steps being taken, and affirmed the commitment of the administration and the Board to making progress. But he said it is important to recognize that change does take time, and requires process, commitment and cooperation. However, it is helpful that students continue to remind Board members of the importance of making progress.

Mackenzie Harry continued with her report, noting the success of Symposium and Research Day. She said overall the mood on campus is positive and students are glad to be more back to normal post-Covid. She noted there are student concerns regarding reports of sexual assaults and other crimes on campus, but LUPD had a productive meeting with SGA this week to outline their practices and response. She also noted the success of the Safety Walk, and also the successful multi-year effort to persuade Centra Southside Hospital to maintain a S.A.N.E. nurse on staff to serve the campus and local communities.

The meeting was adjourned to join the Camerata Singers in the Rotunda, followed by lunch.

### **Quality Enhancement Plan**

Pam Tracy presented the Board with an update on the process and development of Longwood's Quality Enhancement Plan under the SACS-COC reaffirmation process. She described the process of consulting faculty, staff and students through feedback sessions and a campus-wide survey. She emphasized the importance of student-centered outcomes such as retention, and that outcomes can be assessed going forward. The relationship between self and community is forefront, and post-graduate success will require goal-setting, planning, reflecting and connecting. A key goal for students is for students to choose and complete curricular and co-curricular experiences that are linked to their post-graduate plans.

President Reveley said the thrust of the proposal is to give real substance to how Longwood students can be prepared for careers and post-graduate study, and invited the Board to contribute feedback during this process as to what Longwood could be doing in this regard, based on Board members' life and work experiences. Board members engaged in further discussion and feedback based on their own experiences

### **Executive Session**

The vice rector asked for a motion that the Board go into closed session pursuant to Virginia Code Section 2.2-371(a)(1) for discussion of personnel matters. Mr. Smith so moved, Mr. Gould seconded and the motion was approved unanimously. A motion was offered by Mr. Evans to return to open session. Mr. Gould so moved, Mr. Ritenour seconded.

In compliance with the provisions of the Freedom of Information Act, the Board returned to open session. Mr. Evans 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. Mr. Smith so moved, Mr. Ritenour seconded, and all members in attendance voted by roll call to certify: Michael Evans, Polly Raible, Shawn Smith, Rhodes Ritenour, Katharine Bond, Steven Gould, Nadine Marsh-Carter, and Judi Lynch.

University Counsel, Cameron O'Brion, briefed the Board regarding members' obligations under the Freedom of Information Act and the Conflict of Interest Act. In addition, he briefed the

Board regarding the role of the Office of the Attorney General and the scope of attorney client privilege.

There being no further business, the meeting was adjourned at approximately 4 p.m.



## 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:

- A new policy governing remote participation in Board of Visitors meetings, drafted in consultation with the Office of the Attorney General
- A resolution in honor of David Whitus '83, upon completion of his two accomplished terms as Mayor of Farmville
- A resolution in honor of Kyle Kallander, retiring after 27 years as Commissioner of the Big South Athletic Conference



## **Policy Title: Remote Participation in In-Person Board of Visitors Meetings**

### **Policy Number: 0005**

It is the policy of Longwood University that individual members of the Board of Visitors may participate in meetings by electronic communication as permitted by the Code of Virginia.

#### 1. Remote Participation in In-Person Meetings

A. A member of the Board who is unable to attend an in-person meeting of the Board or one of its committees for one of the reasons authorized by this policy, and wishes to participate remotely, shall notify the Rector or committee chair on or before the day of the meeting. The member shall identify the reason and request to participate remotely. If the reason for the request is a personal reason, the member shall identify the nature of the personal matter with specificity. The Rector or committee chair may approve the request if a quorum of the Board or committee of the Board is physically assembled at one primary or central meeting location.

B. Members of the Board may participate remotely for the following reasons:

1. The member has a temporary or permanent disability or other medical condition that prevents the member's physical attendance;
2. A medical condition of a member of the member's family requires the member to provide care that prevents the member's physical attendance;
3. The member's principal residence is more than 60 miles from the meeting location identified in the required notice for such meeting; or
4. The member is unable to attend the meeting due to a personal matter and identifies with specificity the nature of the personal matter. However, the member may not use remote participation due to personal matters more than two meetings per calendar year.

#### 2. All-Virtual Meetings

The Board may conduct all-virtual meetings using electronic communication means, during which all members of the public body who participate do so remotely rather than being assembled in one physical location. A decision to hold an all-virtual meeting of the Board shall be made by the Rector, upon consultation with the President. A decision to hold an all-virtual meeting of a committee of the Board shall be made by the committee chair, after consultation with the Rector and the President.



LONGWOOD UNIVERSITY  
RESOLUTION IN HONOR OF DAVID E. WHITUS '83

WHEREAS, David E. Whitus '83 has been a great champion of Longwood as a student, community civic and business leader, and as Mayor of Farmville from 2014 to 2022; and

WHEREAS, the Town and Administration of Farmville have thrived under his leadership, through periods of great pride and achievement, notably hosting the 2016 U.S. Vice Presidential Debate, as well as great challenge, especially our community's response to the Covid-19 Pandemic; and

WHEREAS, during his time in office, America's first two-college town has prospered, celebrating together Longwood's emergent success in Division I athletics; the development of a campus Master Plan in close partnership with the Town; the growth and prosperity of Main Street; and wider attention to the attractions of Farmville, all of which have brought positive attention and investment to our community; and

WHEREAS, under his thoughtful and inclusive leadership as Mayor, our community has reckoned courageously and honestly with its history, including important Civil Rights history commemorated in the Moton Museum, whose thriving partnership with the Town and University have been a source of healing, pride and national recognition; and

WHEREAS, he has been a loyal supporter and friend to students, faculty and staff, and of Lancer basketball, and many other aspects of campus life;

**NOW THEREFORE BE IT HEREBY RESOLVED** by the Board of Visitors of Longwood University, that the Longwood Board of Visitors expresses its gratitude and appreciation for David E. Whitus '83, on this 17<sup>th</sup> day of March in the year Two Thousand and Twenty-Three, in the one hundred and eighty-fourth year of Longwood University.





LONGWOOD UNIVERSITY  
RESOLUTION IN HONOR OF KYLE B. KALLANDER

WHEREAS, Kyle B. Kallander has announced his planned retirement after serving 27 years with great distinction as Commissioner of the Big South, successfully leading the conference during a consequential and turbulent period in intercollegiate athletics; and

WHEREAS, he was instrumental in Longwood's transition to membership in the Big South, confirmed officially on July 1, 2012; and

WHEREAS, he worked closely with President Reveley during his tenure as President of the Big South from 2017-22, as the conference navigated a period of tremendous change in college athletics, maintaining its values, geographic continuity and reputational strength; and

WHEREAS, Longwood's membership in the Big South has been mutually beneficial as Longwood has enjoyed growing competitive success, with five softball championships and, in 2022, first-ever conference championships and NCAA Tournament appearances by both men's and women's basketball; and

WHEREAS, Longwood and Farmville twice hosted the Big South Softball Championship Tournament, in 2017 and 2022; and

WHEREAS, generations of student-athletes at Longwood and across the Big South have enjoyed transformational educational experiences under his leadership and paramount commitment to their well-being;

**NOW THEREFORE BE IT HEREBY RESOLVED** by the Board of Visitors of Longwood University, that the Board expresses its gratitude and appreciation for Kyle B. Kallander, on this 17<sup>th</sup> day of March in the year Two Thousand and Twenty-Three, in the one hundred and eighty-fourth year of Longwood University.

## Vice Presidents' Reports



**Academic Affairs**  
**Larissa M. Smith, Provost & Vice President**

**Highlights**

- **Longwood students compete for prestigious national scholarships**
- **Reaccreditation teams visit the College of Business and Economics and the Communication Sciences & Disorders graduate program**
- **Author Carolina De Robertis accepts 41st annual John Dos Passos Prize on April 5**
- **LCVA landmark exhibition *Reflections of the Heart: Eldridge Bagley — 50 Years of Painting* is on view through April 16**

**Academic Affairs**

National Scholarships: Longwood's work to develop strong, competitive candidates for prestigious national scholarships continues. We work to identify and contact students during their freshman and sophomore years who meet basic requirements for individual scholarships and work with them through their application process, which typically takes most of a year. In 2023, we have two students who have submitted competitive applications to these foundations:

- Truman Scholarship: For the first time, Longwood held a campus competition and earned a university nomination for the Truman Scholarship. The Truman Scholarship is the premier scholarship for undergraduate students pursuing a career in public service, and boasts Supreme Court justices, senators, congressional representatives, legislative experts, and nonprofit directors among its alumni. Universities are limited to four nominees; nine students expressed interest and met basic requirements. In July, Longwood selected one student, Emily Robertson '24, to proceed with the application. After eight months of work, she submitted her application and was selected as a Truman Finalist. The three Virginia finalists attend Longwood, Harvard and the University of California-Berkeley. The Truman Foundation's Finalist Selection Committee selected 199 students from 133 institutions to interview with the Foundation's Regional Review Panels between March 2 and April 4.

- Goldwater Scholarship: Longwood's nominee for the Barry Goldwater Scholarship, given annually to undergraduate students pursuing a career in STEM research, is Antonio Harvey '25. Harvey, a Farmville native, has as a sophomore completed more research in chemistry than most graduating seniors. He began working on the collegiate level as a junior in high school, when he joined Longwood's Summer Scholars program with Dr. Sarah Porter. He has completed a PRISM research fellowship with Dr. Andrew Yeagley. Goldwater Scholars are announced at the end of March and receive a yearly stipend for the duration of their undergraduate career.

University Diversity Strategic Plan: Work on various objectives and strategies of the University Diversity Strategic Plan continues. In fall 2022, a Provost's Advisory Committee (Strategy 1.6), comprised of eight faculty and staff volunteers, was formed and has held two meetings. The Provost's Advisory Committee is focusing on two additional strategies in the plan: create a mentorship program for faculty (Strategy 1.5) and conduct research on best practices for acknowledging faculty who do work in DEIB areas (teaching, research, service) through annual evaluations and the promotion and tenure process (Strategy 21.1).

### **Brock Experiences**

Four courses plan to travel in summer 2023: Longwood at Yellowstone, which will run for its 16<sup>th</sup> year; Being Human (San Francisco), which was piloted last year; and two new courses, Place & Voice (San Francisco) and Weathering the Storm (Charleston). One can learn more about these courses at the redesigned Brock Experiences website: <http://www.longwood.edu/academics/brock-experiences/>.

This spring, the Brock Advisory Board is running a series of faculty professional development workshops for fellows and all faculty and staff interested in Brock Experiences. The Chesapeake Bay Brock Experience plans to operate as a faculty development institute again in May as well as a fall semester course for undergraduates. There are three confirmed participants for the faculty development institute. Students will sign up for the fall Chesapeake Bay class at registration in late March.

The Brock Advisory Board and the director of Brock Experiences are working to develop a formal, publicized application process for faculty who would like to run mature Brock courses, defined as courses that have been piloted and run since the introduction of the Brock fellowships in 2016, and be part of the yearly rotation of Brock courses.

### **Civitae Core Curriculum**

The work in Civitae continues to be focused on developing the curriculum, supporting faculty development, and improving student learning, while also engaging in statewide and national conversations around civic engagement.

Symposium Day is scheduled for Tuesday, April 18, and continues to be a day of dialogue, deliberation, and discussion around the Civitae theme "E Pluribus Unum." The third year of

Symposium Day will be focused on intentional deliberation. After an opening call to action from President Reveley, over 300 students who are taking CTZN 410: Symposium on the Common Good this semester will present in four concurrent sessions over the course of the day. To end the day, students will engage in deliberative dialogues, a pedagogical strategy faculty learned at last year's Teaching and Learning Institute. Students will be placed in small groups in Blackwell Ballroom. Each group will have a moderator to ask them how they define "E Pluribus Unum" and what is a good citizen. The day will end with a whole group dialogue, so students can hear and learn from each other.

In fall 2022, Dr. Heather Lettner-Rust, director of Civitae, joined the SCHEV Civic Engagement Advisory Committee to assist in developing a cohesive definition of civic engagement for state-wide work under SCHEV's policies. Currently, she is on the committee to design SCHEV's Day of Dialogue: Civic Learning & Engagement to be held on June 5 at the University of Mary Washington.

As part of this work with SCHEV, Dr. Lettner-Rust presented with representatives from South Carolina and Florida in a panel entitled "Infusing Civic Inquiry and Purpose Across the Core Curriculum: New Urgency, New Vision, New Educator-Policy Leader Alliances" at the conference "Civic Learning for an Engaged Democracy," sponsored by the Civic Learning and Democracy Engagement Coalition (CDLE). The CLDE is a new coalition comprised of organizations dedicated to fostering civic learning at colleges and universities. Organizations include the State Higher Education Executive Officers Association, the Association of American Colleges and Universities (AAC&U), Complete College America, and College Promise.

In February, Dr. Meg Thompson, associate professor of kinesiology, presented on behalf of Longwood with a poster entitled "What's Ceramics Got to Do With It?: General Education Reform Through Civic Education" at the AAC&U Conference on General Education, Pedagogy, and Assessment in New Orleans, Louisiana. This presentation shared Longwood's approach to shaping the clay, if you will, of students' discipline-specific skills and processes to the mold of active citizens ready for civic engagement.

The message of the good work of Longwood's general education program is spreading beyond Virginia. On February 5, Johns Hopkins University President Ron Daniels, author of *What Universities Owe Democracy*, mentioned Longwood in his plenary speech to the Association of Catholic Colleges and Universities, stating that Longwood, along with Stanford and Purdue, are taking seriously the need for higher education to engage students with their role in democracy. A copy of these remarks is included in the Informational section towards the end of these BOV briefing materials.

### **Cook-Cole College of Arts and Sciences (CCCAS)**

CCCAS faculty continue to engage in revising their curriculum to attract students to Longwood. Three significantly redesigned degree programs have been approved:



- Bachelor of Arts (BA) in Visual and Performing Arts has a new concentration in Art, designed for the student with an interest in pursuing careers in art that are outside of art education or professional fine arts. This expands opportunities for students to pursue topics in Studio Art with a minor or a second major in business or one of the social sciences.
- Bachelor of Science (BS) in Physics has a new concentration in Engineering Physics that provides Longwood students with an opportunity to gain specific engineering experience at Longwood and in four years. This will serve as an alternative to the already popular 3-2 dual degree options with ODU, and should provide guaranteed admission to masters of engineering programs at UVA and the newly negotiated program at VCU. Longwood Engineering Physics was designed to be ready for accreditation by ABET (Accreditation Board for Engineering and Technology) once students have graduated from the program.
- The BS in Liberal Studies non-licensure concentration underwent revision to become a multidisciplinary concentration. The concentration will still serve as an off-ramp for students who do not want to pursue elementary or middle school teacher licensure. The redesigned concentration now also provides for individuals who have stopped out of college a viable option for completing a degree. The concentration is also intended to provide highly talented and motivated students, especially those in the Cormier Honors College, the opportunity to take coursework from multiple disciplines to complete the major requirements.

CCCAS faculty are engaged researchers, while also mentoring undergraduates in research. Participating in research as an undergraduate is a proven high-impact practice and enables students to discover their passion and find their career path. Highlights of this work this academic year include:

- Dr. Amorette Barber, professor of biology, was the keynote speaker at the Fifth International American Moroccan Agricultural, Health, and Life Sciences Conference in Tangier, Morocco, and an invited speaker at the Abdelmalek Essaâdi University in Tangier, Morocco, in December 2022.
- Dr. Scott Cole, professor of political science, has published research completed during his sabbatical in an article, entitled “Time for a Change: Replacing the Populist Model with Elite Theory,” in the *Journal of Populism Studies*. Dr. Steven Isaac, professor of medieval history, also published an article, “Women in Command: the Matildine War” in the journal *War & Society*.
- The Department of Psychology has their first ever participants in the Longwood Senior Thesis program. In fall 2022, Joshua Bain ‘23, under the supervision of Dr. Eric Laws, conducted an experiment that tested the effects of aphantasia (the inability to create mental images of objects/places/people) on memory. Under the supervision of Dr. Eric Laws, professor of psychology, Joshua wrote up his findings and successfully defended his thesis at the end of the fall semester. He is awaiting news on his applications to neuroscience PhD programs. Another psychology major, Leah Richardson ‘23, is



currently in the Senior Thesis program, under the direction of philosophy faculty member Dr. Charles Repp. Her project addresses the methodological differences and effects of philosophical therapy compared to psychological therapy. Leah is also in the process of applying to graduate school. Both students are members of the Cormier Honors College.

- Chemistry students Jammie McMurtry '24 and Antonio Harvey '25 (Longwood's Goldwater nominee) were accepted to the Council on Undergraduate Research-Scholars Transforming Through Research initiative, which is a successor to the "Posters on the Hill" program. Dr. Sarah Porter, professor of chemistry, and the students met with Senator Kaine's and Senator Warner's aides, and they will present their research projects "on the hill" in April.
- Biological and Environmental Science faculty are mentoring students for a total of 42 credit hours in research courses during Spring 2023, the second semester of the pilot project to count research mentoring as part of faculty teaching loads.
- Joel Worford '18, who majored in English, was just accepted to the Iowa Writers Workshop, the most prestigious graduate creative writing program in the country. Iowa has produced writers such as Flannery O'Connor, Rita Dove, Kurt Vonnegut, and Jane Smiley among others.

Arts and literary events this spring:

- In February, the theatre program's production of *Crimes of the Heart* was a great success. The Red Carpet event prior to the show was well-attended, and one participant pledged \$1,000 that night to the theatre program. Dr. Ronda Scarrow, associate professor of theatre and program coordinator for theatre, is the recipient of the 2023 Nancy B. Shelton alumni award, which will be presented in June.
- Author Carolina De Robertis has won the 41st John Dos Passos Prize. De Robertis is best-known for the novels *The President and the Frog*, *Cantoras*, and *The Gods of Tango*. Selected from a group of four finalists, the Uruguayan-American author will receive the prize and give a reading on Wednesday, April 5.

### **College of Business and Economics (CBE)**

This February, the CBE welcomed peer reviewers from Nicholls State University, Southeastern Oklahoma State University and Lander University to campus for the Association to Advance Collegiate Schools of Business (AACSB) accreditation review. The AACSB requires a continuous improvement review every five years. During the visit, the reviewers were impressed by how the CBE's programs support career readiness, emphasize teaching and incorporate the civic leadership mission of Longwood into the curriculum. In addition, faculty research with undergraduates, including the work Dr. Frank Bacon, professor of finance, does every year, and the support of the CBE Advisory Board were also praised. Reaffirmation will be confirmed later in the spring.

As part of the next five-year reaccreditation cycle, the AACSB requires schools to select an area of focus for societal impact. In May, the CBE faculty and staff will be reviewing faculty research agendas and programs that support the surrounding community, in order to better articulate CBE's overall impact. These programs include one led by Dr. Dawn Schwartz, assistant professor of accounting, that pairs students with community members who need help on their tax returns, as well as consulting projects led by Dr. Vince Magnini, associate professor of management, with students and small businesses working with Longwood's Small Business Development Center (SBDC).

As another requirement of AACSB, the CBE continues to refine the College's strategic plan. This spring the faculty are embarking on a curriculum review process. As a result, the hope is to implement additional college readiness support for students entering the majors, identify new minors and MBA tracks to offer, and ensure that the curriculum is meeting the needs of employers. Alumni and corporate representatives will be providing feedback in April on skills and competencies they seek in new hires and employees.

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

CEHHS programs, along with CEHHS faculty and staff, continue to earn recognitions and to serve the local community and the Commonwealth:

- The Praxis licensure exam pass rate for the Communication and Science Disorders graduate students scheduled to graduate this May had a Praxis licensure exam pass rate of 100 percent. This success rate was one of many accolades the graduate program faculty received from the on-site peer review team from the Council on Academic Accreditation in Audiology and Speech-Language Pathology (CAA) of the American Speech-Language-Hearing Association (ASHA).
- With 11 cohorts throughout Virginia, the Educational Leadership Professional Studies cohorts have a 99.2 percent pass rate on the school leader licensure exam.
- Two CEHHS graduate programs placed in the top 100 of U.S. News and World Report rankings for online programs: Reading, Literacy, & Learning and Health & Physical Education.
- Dr. Kendall Lee, director of the Infant Toddler Connection, will serve as chair of the Virginia Interagency Coordinating Council and, in this capacity, assist with the early intervention and interagency cooperation throughout the Commonwealth.
- In January, the Collaborating with Lancers for Academic Success Program (CLASP) partnered with the Longwood Black Alumni Association and the Office of Multicultural Affairs to provide a day of service for MLK Day in the Farmville Community Garden.

- Faculty in the Department of Education and Counseling are offering professional development sessions and engagement activities for students in Prince Edward County Public Schools.
- The Andy Taylor Center for Early Childhood Development has grown and is now serving 69 children between birth to 5 years old.

This spring, CEHHS faculty and staff are hosting numerous events with students and community partners:

- The Infant Toddler Connection Heartland Offices will host its annual Informative Transition Session in March working with students from the Social Work program to help parents and caregivers better understand transition services at public schools in the region and with community-based programming.
- On March 21, Longwood will host the Virginia Teacher of the Year for a celebration of teachers with an evening event for prospective education students, community partners from K12 schools in the region, education majors, and faculty.
- On April 11, the 3rd CEHHS Interprofessional Education Event will be held from 4:00 p.m. to 7:00 p.m. in the Soza Ballroom. This event joins students and faculty from across multiple areas of specialization within the College to address case study scenarios in interprofessional teams. This year's event is supported by a Parent Council grant.
- The CEHHS Dean's office is hosting a monthly Early Childhood collaborative joining together key community stakeholders, including Prince Edward County Public Schools, in early childhood education with faculty members from throughout the College offering interdisciplinary expertise. The purpose of the collaborative is to seek solutions to the needs of very young children and their families and to pursue opportunities to work together to meet these needs.

### **College of Graduate and Professional Studies (CGPS)**

Graduate Studies: The Graduate Research Symposium will be held on Saturday, April 29, in the Upchurch University Center. This symposium highlights new and ongoing graduate research and class projects, as well as offers students an opportunity to present their work in a professional setting to faculty, peers and visitors.

Professional Studies: Many area school divisions are turning to Longwood University's professional studies options for their teachers:

- Franklin County Public Schools recently selected Longwood's gifted education endorsement courses for 30-40 of their teachers.
- Charlottesville City and Virginia Beach Public Schools are interested in the Educational Leadership Endorsement courses for their future school leaders.

- An English Language Learners (ELL) Bootcamp is being offered to teachers in Campbell County Public Schools for the second time.
- Other spring initiatives include the Licensed Clinical Social Worker Supervisor Training and a First Aid and Emergency Cardiac Care workshop.

In addition, faculty and staff continue to innovate to add Professional Studies offerings:

- The application to serve as an approved Virginia Department of Education (VDOE) Career Switcher program provider is in the final review stages at the state level, and hopefully that initiative will begin in fall 2023.
- The graduate program in School Counseling is launching a new pathway this summer for re-specialization in school counseling that will enable graduates of the clinical mental health counseling program to return for fast paced professional studies courses that lead to state credentialing as school counselors to help meet increased demand for mental health professionals in Virginia's K12 schools.

Digital Education Collaborative (DEC): The DEC, in collaboration with CAFE, is holding workshops, facilitating discussions and sharing resources around new developments in AI and Chat GPT to ensure faculty and students remain informed of AI trends and consider how they will adjust and redesign their teaching and assessment strategies as this new technology continues to change and grow.

### **Cormier Honors College for Citizen Scholars (CHC)**

The college motto: "Cormier is where cognition unites with compassion to build community."

Cognition: The CHC's emphasis on scholarship is exemplified by the recent accomplishments of both our students and staff. For example, Emily Robertson, the current president of the Honors Students Association, was one of only four Virginia students to be named a Truman Scholar Finalist. The CHC's Dean collaborated with the SEED Innovation Hub on submitting a National Science Foundation first-stage grant application to build the knowledge, tools and partnerships at Longwood in an effort to help south central Virginia harness "emerging technologies." On April 13 and 14, the CHC will host the Virginias Collegiate Honors Conference (VCHC), during which honors colleges and programs from Virginia and West Virginia will present work around the theme of "Global Connection."

Compassion: The CHC is compassion-oriented and it is clearly reflected in the volunteer activities (at least every other weekend) that our students engage in. Cormier Honors College students have volunteered at the Farmville Area Community Emergency Services (FACES) four times and raised \$500.00 for the organization. In addition, the Honors Student Association

participated in ten litter cleanups at Longwood and along Farmville's waterways collecting over 3,400 pieces of garbage.

Community: The CHC staff and students have been collaborating with Admissions in building our community by participating in both Preview and Junior Days resulting in over 80 prospective students committing (via deposits) to attending Longwood and the CHC in Fall 2023. The CHC will also host a Senior Send-Off at LCVA for 70 graduating seniors in April.

## **Greenwood Library**

Staff at the Greenwood Library continue to strengthen the library as the “beating heart of campus” in a variety of ways. Most significantly, SALSA, Southside Area Libraries Sharing Access, the new area library network linking Greenwood Library, Hampden-Sydney College’s Bortz Library, and the Central Virginia Regional Library (with branches in Farmville and Dillwyn), marked several important milestones:

- December 15, 2022: The shared SALSA catalog went live.
- January 18, 2023: The weekly courier started service.
- January 30, 2023: At an event marking SALSA’s formal launch, local library, community, and university leaders spoke to a crowd of over 70 people about the origins and anticipated future of SALSA and the importance of collaboration in building community.

On February 9, Greenwood Library and the Moton Museum co-sponsored a talk entitled “Living Under Jim Crow: The Dr. Yemaja Jubilee Story.” A life coach, author, creative consultant, and song writer, Dr. Jubilee recounted the injustices she experienced while being raised in the Jim Crow South. Interspersed with poetry and music, her powerful message struck a positive tone as she encouraged attendees to “unbecome” what they have been taught to be in order to reach full expression of their true selves.

## **Office of Accreditation & Compliance, Assessment & Institutional Research**

The Office of Accreditation & Compliance is continuing to work on narratives demonstrating compliance with SACSCOC standards as part of our decennial reaffirmation process. External reviews of all narrative drafts have been received, and work is proceeding on writing new drafts and determining appropriate evidence. Another round of external review will occur prior to official submission of the compliance certification in early September.

A draft of the implementation timeline and budget for the Quality Enhancement Plan (QEP), “Preparing for Post-Graduate Success,” has been reviewed by the Reaffirmation Leadership Team. The first draft of the full QEP is expected this semester, after which it will go out for external review. Institutional Research staff have gathered data to help inform strategies in the roll-out of the planned initiatives.



An off-site team will review our submissions and provide us with feedback and requests for more information around the middle of the fall semester 2023. The institution will respond through a Focused Report in January 2024. An on-site visit by peer evaluators will occur from March 18-21, 2024.

As part of the preparation for Longwood's reaffirmation, Dr. David Shoenthal, Associate Provost/Vice President for Academic Affairs is serving as an observer on a SACSCOC on-site committee team at another institution March 13-16, 2023.

### **Center for Faculty Enrichment (CAFE)**

Faculty and Student Well-being: CAFE continues to focus on student and faculty well-being particularly as it intersects with teaching and learning. On January 4 and 5, faculty participated in a two-day Pre-Semester Seminar Series, "For the Health of it! Learning and Course Design." Recognizing the cumulative effects of a semester's worth of teaching, learning, completing assignments, and grading, the seminar focused on how they might plan the semester differently. Topics included "Ubuntu Pedagogy: Cultivating a Sense of Belonging and Connection," "Slow Teaching: Reflection and Meditation for Clarity and Calm in the Classroom" and "Scaffolding & Assignment Pacing."

Weekly, CAFE offers meditation and mindfulness sessions for faculty and staff. In late March, CAFE, in collaboration with Academic Affairs, will host Faculty Well-Being Days, as a way to show appreciation to faculty at a particularly busy time during the semester.

In terms of student well-being, CAFE, in collaboration with colleagues in Counseling and Psychological Services (CAPS), will host two learning opportunities for faculty and staff:

- Trauma in the classroom: what can I do? This workshop will focus on caring well for students whose trauma impacts their performance in the classroom.
- Racialized Trauma workshop with Dr. Stacey Pearson Wharton. Dr. Stacey is the Dean of Health & Wellness and Director of Counseling Center at Susquehanna University.

AI, ChatGPT, and Teaching: Longwood, along with the rest of the academic world, is buzzing about the implications of the new artificial intelligence tool, ChatGPT. This conversational bot has the ability to search quickly large amounts of online data to develop everything from computer code, translate languages, design songs with lyrics, write essays, and even make medical recommendations. CAFE and the DEC offered a workshop to demonstrate how ChatGPT works, discuss the steps that programs like Turnitin are working to identify products produced using AI, and offer quick tips that educators can incorporate into their courses to help combat AI-plagiarism.

Teaching and Learning Institute: Five years since the introduction of the Civitae curriculum in fall 2018, CAFE and the Civitae Committee continue to support faculty and student learning in



ways that bring faculty together to collaborate on best practices and sharpen their acumen for teaching. On May 9, the 11th annual Teaching & Learning Institute will be devoted to the theme, "Teaching for Civic Engagement." During the Teagle Foundation Faculty Development Workshop, scheduled for May 10-12, faculty will study the history and current challenges facing the right to vote, while honing their own skills in reading and interpreting foundational documents. That workshop is supported by a continuing grant from the Teagle Foundation.

### **Center for Global Engagement (CGE)**

At the midpoint in the international recruitment cycle, applications for Fall 2023 exceed the sum total for Fall 2022. Greater social media activity across multiple platforms, increased promotion of current students through videos and the Unibuddy platform, and the benefits gained from using the Common Application are believed to be contributing to the higher number of applications. Countries of origin align with the data provided by *The Open Doors Report*, IIE, 2022, attesting to increased student numbers from India, Pakistan, Bangladesh, Nigeria and Columbia. With an emerging middle class, students from Ghana are also studying abroad in higher numbers, a fact supported by the increased number of applications we have received. Working with Enrollment and Student Success to increase scholarship opportunities, recruitment will focus on students from Africa, South Asia and South America.

The CGE has been working closely with Lancers applying to prestigious external scholarships. Spanish and education student Kyla Brown has been named as a semifinalist for the Critical Language Scholarship to study Swahili in Tanzania this summer. Half a dozen Lancers are also pursuing the Federal Gilman Scholarship, which awards up to \$5,000 for study abroad participation.

This summer 67 Lancers are planning to study abroad in Costa Rica, Czech Republic, Denmark, France, Germany, Ghana, Greece, Ireland, Italy, the Netherlands, Spain, Thailand, and the United Kingdom. Two of our four faculty-led programs are traveling for the first time this summer, with an art and history program heading to Berlin, and a social work program taking off for Ghana. In the fall, four Lancers will study in France, South Korea, Spain, and the United Kingdom.

In addition, Dr. Emily Kane, director of study abroad, and Jennifer Miscec, professor of children's literature and experienced study abroad program leader, presented a session at the annual Workshop on Intercultural Skills Enhancement (WISE) at Wake Forest University. Their talk, "Transforming Eager Inertia: Methods for Deliberative Cultural Engagement," was well-received by a standing-room-only audience. The CGE supported the attendance of two additional faculty/staff to the WISE conference.

Patti Trent, executive director of the CGE, joined other Virginia universities in the formation of the VA Senior International Officers group. Advocacy for international education will be a major focus of the group.

## **Baliles Center for Environmental Education at Hull Springs**

The Baliles Center at Hull Springs and the Longwood University Foundation continue to post success in the sale of wetland credits. Since January, 3.051 wetland credits have sold for \$740,750. There are 14.185 credits currently available for sale, and a remaining 6.065 will be available with future credit releases. To date, the Hull Springs Wetland Mitigation Bank has sold a total of 29.36 wetland credits. Proceeds from the sales are supporting renovation and construction projects at the Baliles Center.

The Ames House is undergoing an interior facelift including replacement flooring on the ground level, interior painting and updated lighting throughout the house, along with new furnishings for the foyer and living room.

Tree and stump removal has been completed at the former “camp” site, readying that area for the construction of the student bunks, faculty cabin and pavilion. The contractor has applied for well, sewer, land disturbance, plumbing, HVAC, electrical and building permits. Trusses, windows and door orders have been placed in an effort to avoid delays in product shortages/shipment.

A donation of \$55,600 from the E.B.Duff Charitable Lead Trust was awarded to the Baliles Center for the renovation of one of the two existing bunkhouses. Once remodeled, the two riverside cottages will be dedicated as faculty cabins and offer a bedroom, bath and kitchenette.

The Baliles Center will be participating in Love Your Longwood day on March 22. Proceeds from the day will go toward replacing the old “Honeymoon Cottage,” adjacent to the Ames House, with a screened pavilion for group events.

Rental fees for the Ames and Carey Houses are being reviewed, as they have not been increased in years. At the same time, rental fees for the research lab, the new lodging and meeting spaces, are being established. The Baliles Center Executive Director, the Provost, and the CCCAS Dean are in conversation about ways to cover the rental fees internally for Longwood faculty and student groups so they will not be deterred from using the facilities.

The red barn next to the Carey House is to receive major repairs by Mary Farley Ames Lee’s great nephew, in exchange for 24-months, rent-free storage of lumber. His proposal includes repair of the barn roof, construction/installation of new, front sliding doors, drainage improvements around the structure, and provision of all necessary construction materials, including roofing, lumber and gravel.

## **Longwood Center for Visual Arts (LCVA)**

Work continues on the museum’s storage space renovation, which includes installation of a new, industry-standard mobile art storage system that will provide for optimal preservation and access to LCVA’s collection (4,500 pieces) while simultaneously doubling the usable space within the existing storage area. The project was delayed due to an extended study, initiated by LU’s space planning department, of the collection area’s load-bearing capacity. Results of that study initiated

a relocation and redesign of the system layout, which is pending approval by IMLS staff. LCVA staff requested and received an earlier extension of the grant performance period to accommodate these activities.

#### Current and Upcoming Exhibitions

##### ***Reflections of the Heart: Eldridge Bagley — 50 Years of Painting***

Through April, 16 2023

*Reflections of the Heart: Eldridge Bagley — 50 Years of Painting* is a retrospective exhibition highlighting the career of Virginian artist Eldridge Bagley. The art on view combines personal history with the regional culture and landscapes of Southside Virginia. Scenes of cuisine, farming, faith, cars, gatherings, stores, and urbanization open windows to timeless and accessible themes of love, work, and change. This exhibition is made possible in part by Davenport & Co., Farmville.

##### ***First, People***

Through March 31, 2023

What is a disability? Does disability affect your life, or a loved one's? Is it possible that disability affects you in ways that you may not be aware of? In conjunction with National Disabilities Awareness Month, the artists on view in *First, People* share what disability means to them and invites others to think about a wide range of individual experiences and social connections. This exhibition is co-organized with Longwood University's Accessibility Resources Office.

##### ***Point of Departure and Working Artist***

April 28 – May 17, 2023

Each year, all Longwood visual arts majors create a senior professional project that often forms the core of what will become their professional portfolio. This exhibition features art, projects and design from the class of 2023. Complementing this exhibition is *Working Artist*. This program is designed to provide studio artists a facility, mentoring and additional support as they develop a new body of work at Longwood University, while also increasing students' access and exposure to working artists.

#### Programs and Outreach

The museum has welcomed almost 800 K-12 students on tours this year as of February 24. Other significant programs include:

- Professional Development Teacher Workshop: Paper Making with Mackenzie Lenhart: This full-day workshop satisfied recertification point requirements for educators. It also provided an opportunity for teachers to prepare their students' work for the Youth Art Exhibition.
- High Street Theatre: This spring High Street Theatre showcases foreign films and literature-inspired features.

- Artist Talk with Eldridge Bagley: On March 15, at 6:00 p.m., the community is invited to join Eldridge Bagley in conversation about his current exhibition *Reflections of the Heart: Eldridge Bagley 50 Year of Painting*. This program is free and open to the public, no registration required. A reception with the artist will follow.

## **Moton Museum**

This spring, the Moton Museum continues its strong engagement with K-12 educators while also participating in some high profile public programming. As of February 24, 2023, the Moton Team had engaged with 2,842 individuals via onsite and off-site programming.

Some of the events include:

- Collaboration with the Office of the Attorney General to create a permanent exhibit, entitled *The Legacy of Barbara Johns*, in the lobby of the Barbara Rose Johns Building in Richmond. The exhibit highlights the life of Barbara Johns, along with the contributions of other Prince Edward County citizens to the struggle for civil rights in education. The permanent exhibit was unveiled to the public on February 15, 2023, in a ceremony that featured the Governor, First Lady, and the Attorney General of Virginia.
- Attorney General Jason Miyares also visited the Moton Museum on February 21, 2023. The visit included a business roundtable with leaders from the Farmville Area Chamber of Commerce.

Upcoming events include:

- The Moton Museum will serve as a key sponsor for the Virginia Social Studies Conference March 24 and 25 in Richmond, Virginia. This is the annual meeting of social studies educators from across the Commonwealth of Virginia.
- On March 30 the Moton Museum will hold the Dr. C.G. Gordon Moss Lecture in collaboration with the Office of Academic Affairs, Department of History, Political Science, and Philosophy and Greenwood Library. This year's Dr. C.G. Gordon Moss Lecture will be given by Dr. Melvin Ely, professor of history at the College of William and Mary and a Bancroft Award winner for his book *Israel on the Appomattox*.
- Building on the new affiliation with the National Park Service and the Brown v. Board of Education National Historic Park, the Moton Museum will host a meeting of sites connected to the Brown v. Board decision. This meeting will occur July 11-15 here in Farmville, Virginia. We are excited that the Brown v. Board of Education National Historic Park will fund an internship for a Longwood student who will help to support the planning of this multi-day event.

The Moton Museum continues its work with the Georgia State University World Heritage Initiative. This initiative involves the Moton Museum, along with more than a dozen civil rights sites featured on the U.S. Civil Rights Trail. Cameron Patterson, executive director of the Moton Museum, will attend the National Preservation Training Institute in April in preparation for the nomination to move forward. In its most recently passed budget, Congress included funding for

its dues to UNESCO, the organization that oversees the World Heritage nomination and approval process.

### **Office of Grants, Research and Sponsored Programs (OGRSP)**

In the December to March period, efforts focused primarily upon identifying future funding opportunities and developing or refining proposals for submission later in the year.

Proposals under consideration by the National Science Foundation:

- Robert Noyce Teacher Scholarship Program (Track 1) – to address the critical need for recruiting, preparing and retaining secondary math and science teachers for high need school districts (\$1.45M)
- Enabling Partnerships to Increase Innovation Capacity – to assist the SEED Innovation Hub (preliminary proposal, \$0)

Proposals in development for submission to federal, state, and other organizations include:

- U.S. Department of Education Personnel Preparation in Special Education, Early Intervention, and Related Services for Personnel Serving Children with Disabilities
- U.S. Department of Education Strengthening Institutions Program under Title III of the Higher Education Act of 1965
- National League of Nurses
- CENTRA Hospital
- Virginia Early Childhood Foundation with the Andy Taylor Center
- National Science Foundation Robert Noyce Teacher Scholarship Program (Track 3)
- SCHEV Transforming Federal Work-study

Recent grants that were funded demonstrate diversity of Longwood’s grant-seeking efforts:

- Local Initiatives Support Corporation (LISC) to the Small Business Development Center for capacity building
- Virginia Humanities for “Expanding the Audience for Veterans’ Voices”
- Virginia Commission for the Arts to sponsor music events for the Longwood community

### **Office of Student Research (OSR)**

Longwood successfully hosted the Virginia Junior Sciences and Humanities Symposium on Saturday, February 25. At this statewide science fair competition, 83 high school students from across the Commonwealth presented their research projects and competed for college scholarships. This is the fourth year that Longwood hosted this event.

The OSR is looking forward to the Spring 2023 Student Showcase for Research and Creative Inquiry on April 19. As part of the Spring Student Showcase, the OSR is working with the University Diversity Council to increase opportunities for students interested in conducting research in DEIB topics and is hosting an Inclusive Excellence Research Symposium as part of the Spring 2023 Student Showcase.



To increase the recognition of outstanding faculty mentors for independent student research and inquiry projects, the OSR created a new Faculty Excellence in Mentoring Award. This Faculty Excellence and Mentoring Award will be presented at the Excellence in Research and Creative Inquiry Award ceremony during the Spring 2023 Student Showcase. OSR will also present an award for faculty who mentored students who prepared a publication in *Incite*, Longwood's undergraduate research journal, at this award ceremony in April 2023.

In Fall 2022 and Spring 2023, the OSR provided funding for student research through Student Research and Travel grants. The OSR provided funding to students for 26 different independent research projects and to support 37 students who were presenting their research at state, regional, and national conferences.

In spring 2023, the OSR continued to conduct the new, in-semester undergraduate research program called the Undergraduate Research Apprentice Program (URAP). This introductory program encourages undergraduate students to become involved in independent research and inquiry projects early during their time at Longwood (during their first, second, or third year). This program provides undergraduates an opportunity to become involved in faculty-mentored research projects before their senior year and also provides professional development training to help students develop research skills. Four students from various disciplines (Communication Sciences and Disorders, English and Modern Languages, Biology, and Chemistry) are participating in URAP in spring 2023. Two of the four students' research projects are focused on DEIB research topics, thus further promoting student participation in DEIB research.

Since the OSR has now had three successful semesters of URAP, the OSR Director has created a URAP Director position. The Director of OSR is looking forward to working with the new URAP Director to continue implementing and improving this introductory-research program.





**Administration & Finance**  
*Matthew McGregor, Vice President*

**Highlights**

- **Joan Perry Brock Center (JPB) Nearing Completion**
- **Amazon Lockers added to Upchurch University Center**
- **Next steps for Innovation Hub at Midtown**

**Capital Design and Construction**

Key elements of the Campus Master Plan are in full swing.

One major capital project is in the design phase:

- **Wygal Hall Replacement Building:** Funds are now available for Working Drawings and Construction. Preparation of the Working Drawings is expected to commence no later than April 2023.

Three major capital projects are in the construction phase:

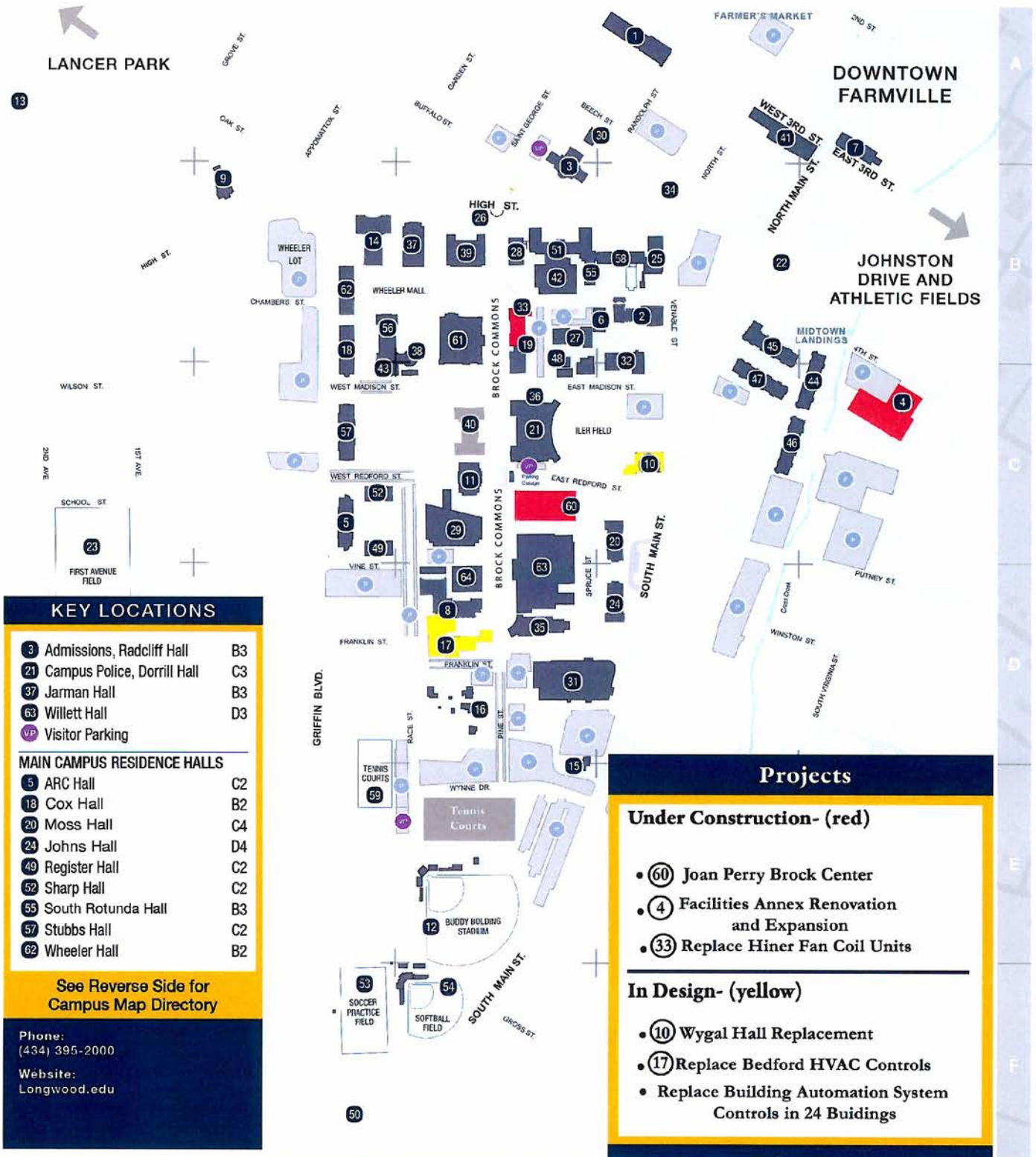
- **Joan Perry Brock Center (a Longwood Real Estate Foundation project)** Substantial completion of the project is scheduled for May 2023 with the grand opening scheduled for August 24, 2023.
- **Baliles Center Construction Phase Two (a Longwood Real Estate Foundation project)** The construction contract has been awarded. Construction is anticipated to commence in spring 2023 and to be completed in late 2023.
- **Facilities Annex Building Renovation and Expansion:** The construction contract was awarded to Jamerson-Lewis, Inc., of Lynchburg, Virginia. Construction commenced on January 3, 2023, and is expected to be completed in summer 2024.

**The table and map on the following pages provide project status and locations.**

<b>Project In Design</b>									
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 GSF	0 GSF	\$89,056,922	\$89,056,922	\$0	\$2,795,748	Working Drawings	Working Drawings	Funds are now available for Working Drawings and Construction. Preparation of the Working Drawings is expected to commence no later than April 2023. Funds for Furniture, Fixtures, and Equipment must be appropriated by a future General Assembly action.

<b>Projects Under Construction</b>									
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
Joan Perry Brock Center (LUREF project)	72,300 GSF	0 GSF	\$44,700,000	\$0	\$44,700,000	\$44,502,891	\$40,557,626	87%	Construction commenced in May 2021 and is expected to be completed in summer 2023.
Facilities Annex Renovation and Expansion	19,209 GSF	24,624 GSF	\$29,950,374	\$29,950,374	\$0	\$26,408,228	\$22,701,800	3%	Construction commenced on January 3, 2023, and is expected to be completed in late summer 2024.
Ballies Center Construction Phase 2 (LUREF project)	2,530 GSF	0 GSF	\$1,577,500	\$0	\$1,577,500	\$41,910	\$1,115,240	1%	The construction contract has been signed. Construction is expected to commence in spring 2023, and to be completed in late 2023.

<b>Project In Design and Construction Phases Simultaneously</b>								
Description	New Construction	Renovation	Total Appropriation	General Funds	Non-General Funds	Total Expenditures and Encumbrances	Percent Expended and Encumbered	Sub-Projects' Status
HVAC System Controls and Equipment Replacement -- COVID-19 Response (four sub-projects)	0 GSF	Equipment	\$3,773,000	\$3,715,000	\$58,000	\$1,799,895	48%	1. Maugans chiller: Overhaul has been completed. 2. Hiner fan coil units: The construction contract has been awarded, and equipment is being ordered. 3. Bedford HVAC controls: In design. 4. Building Automation System control units for multiple campus buildings: In design.



### KEY LOCATIONS

- 3 Admissions, Radcliff Hall B3
- 21 Campus Police, Dorrill Hall C3
- 37 Jarman Hall B3
- 63 Willett Hall D3
- VP Visitor Parking

### MAIN CAMPUS RESIDENCE HALLS

- 5 ARC Hall C2
- 18 Cox Hall B2
- 20 Moss Hall C4
- 24 Johns Hall D4
- 49 Register Hall C2
- 52 Sharp Hall C2
- 55 South Rotunda Hall B3
- 57 Stubbs Hall C2
- 62 Wheeler Hall B2

See Reverse Side for Campus Map Directory

Phone:  
(434) 395-2000

Website:  
Longwood.edu

### Projects

#### Under Construction- (red)

- 60 Joan Perry Brock Center
- 4 Facilities Annex Renovation and Expansion
- 33 Replace Hiner Fan Coil Units

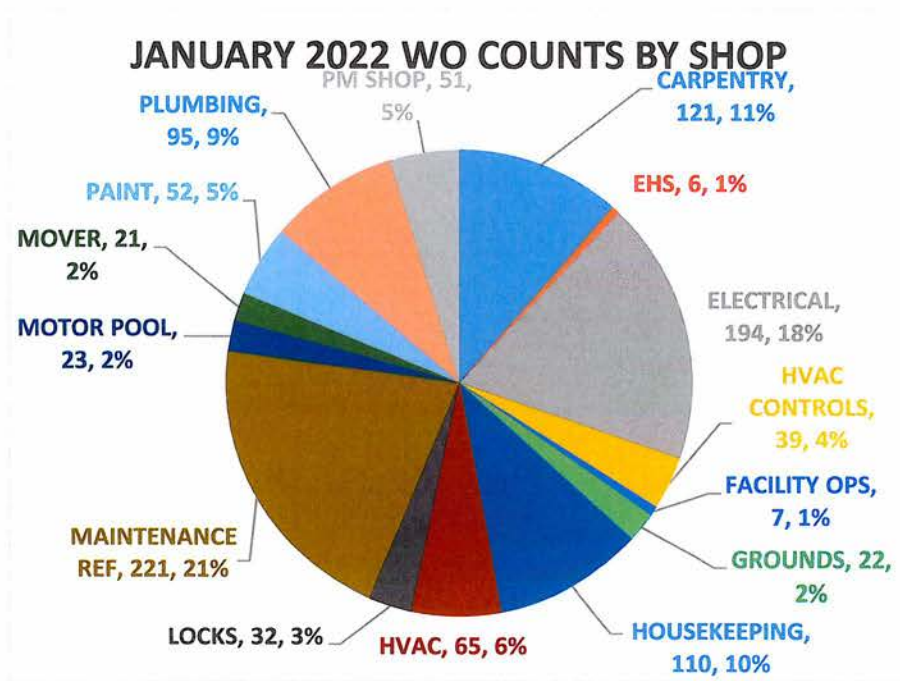
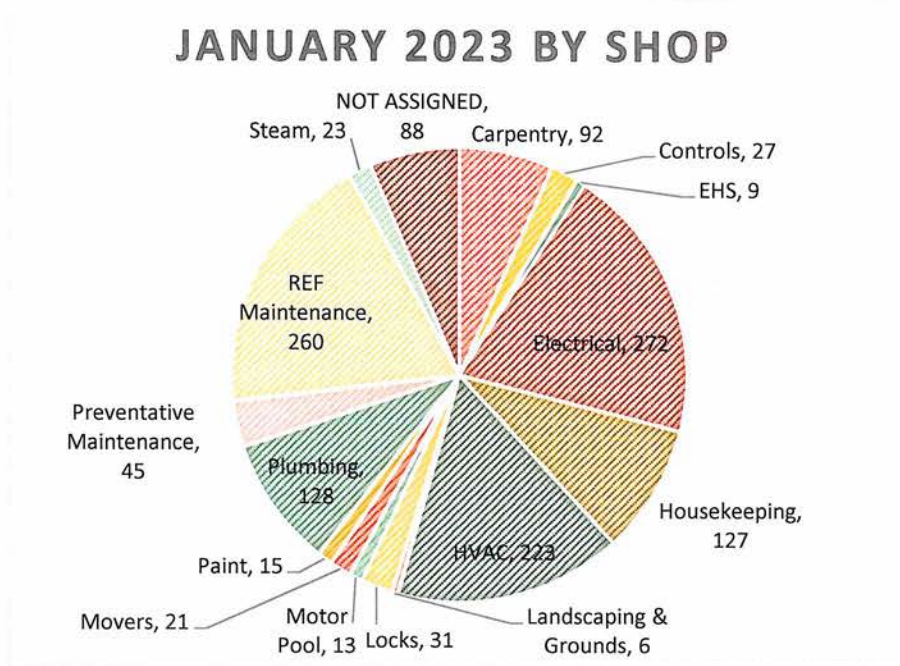
#### In Design- (yellow)

- 10 Wygal Hall Replacement
- 17 Replace Bedford HVAC Controls
- Replace Building Automation System Controls in 24 Buildings



**Facilities**

Facilities continues to evaluate data collected through work order reporting to monitor workloads and improve service.



Shown above are graphs indicating work orders by Shop for January 2023 and January 2022.

Three areas where work order volume increased are the HVAC Shop, Electrical Shop and REF Shop. The shops have trade specific preventative maintenance work orders that have now been entered which raised the total number of work orders for the month.

### **Landscape and Grounds/Sports Turf/Housekeeping and Office of Sustainability**

Landscape and Grounds staff worked with Student Affairs and students to perform a MLK project service day installing new landscape plantings at the Clark house. Preparations are underway to plant additional trees with two student groups who have asked to help on grounds.

Staff worked with our Longwood Life students cleaning landscape beds, trimming brushes, trees and leaf pickup around campus every week. Work continues to focus on special admission, athletics, and student events.

Sports turf crew and grounds crews are preparing athletic and rec sports areas for spring sports season. Division 1 spring sports began mid-February for Softball, Baseball, and women's Lacrosse.

The Sustainability committee is working with campus partners and student organizations to prepare for spring move-out. The goal is recycling student materials and canned food products from residence halls to help community groups and reduce waste to landfill.

Budd Group housekeeping is training staff on new cleaning procedures for improving cleaning efficiency as a result of a consulting group study of campus buildings.

### **Lancer Print Shop and Post Office**

The Centralized Printer Leasing Program is completed. The new printer/copiers were installed around campus in January. Desktop printers will phase out as printers cease to operate or run out of toner. The project will allow campus to better track usage and realize meaningful savings annually.

Staff are working with Amazon Lockers to add Lockers to Upchurch and Lancer Park. The Amazon program is becoming very popular on university campuses. Amazon will deliver packages directly to the locker system for student pick-up. This program will allow more flexibility to the student for package pick-up and reduce the number of packages processed at the post office. The post office processed over 6,000 packages in November, December, and January.

### **Financial Accounting and Reporting**

- APA Audit Entrance meeting is being planned and the audit should commence in early March.
- NCAA review went well with no issues reported by auditing firm.
- Finance staff continues to work on year-end budget planning and cash management.

- Financial Planning & Analysis staff working on FY2023 year-end budget adjustments and FY2024 budget development.

### **Business Operations**

- Staff continues to work with CENTERS, LLC who will conduct all management services for JPB including ticketing, operations, merchandise sales, concessions, and general management functions. Currently, staff with the university and members of CENTERS, LLC are mapping out all of the necessary support functions to operate this new state of the art facility.
- The university is in the midst of completing its 10-year reaffirmation of accreditation process and addressing all accreditation standards involving the Administration and Finance area. The eight corresponding standards within A&F were submitted to an external reviewer and feedback has been provided. Staff will continue to improve drafts until formal submission is due, late in the summer of 2023. As part of this process, staff attended the annual SACSCOC accreditation conference in Atlanta, Georgia to receive additional training on how to address each standard associated with reaccreditation.

### **Community and Economic Development (OCED)**

- Documentation completed and awaiting approval from US Economic Development Administration (EDA) to begin bidding process for the Innovation Hub at Midtown. Estimated completion – November/December 2023
- Regional Collegiate Business Pitch Competition: This program requires coaching student teams over Fall and Spring semesters, culminating in a business plan pitch competition in March. Twenty students are currently enrolled across three institutions (Longwood, Hampden-Sydney, and Patrick and Henry Community College). Most of these students are Longwood students from various majors.
- Commitments for Small Business Development Center (SBDC) match funding from 24 localities have been solicited for 23/24.

### **Environmental Health and Safety (EH&S)**

- A strong effort is being made to create educational content to incorporate into the Commonwealth of Virginia Learning Center (COVLC). Training presentations and resources will be available online to facilitate continued awareness and reeducation. Among many other useful resources, EH&S will include New Hire Orientation training in the Learning Center.

### **Material Management**

- Staff issued an Invitation for Bids (IFB) for the Maugans Sewer Line Replacement Project. Capital Design and Construction will select the low bid, and, if it is within budget, will make a recommendation to issue a construction contract.

- Winter Storm Elliott (December 23-26, 2022) caused several incidents both on and off campus; Longwood House, Bedford Hall, CSTAC, Fence at Baseball Field, Moss (light pole only), and Upchurch all sustained damage from either high winds or freezing temperatures resulting in ruptured pipes, coils, infeed water supply lines to cooling towers, light pole downed and lenses broken, tree downed on fence at baseball field, cooling tower make up water sensor failures and heating water pump gasket failures. Estimated damage at this writing is approximately \$125,000. Supply chain issues for some parts have been encountered, which in turn will delay repairs.
- The university will have a surplus sale at the main warehouse on Third Street. Staff will dispose of the unsellable items (e.g., recycle, donate, landfill, etc.) in order to get the warehouse organized. They will also ensure registers, scanners, receipt machines and credit card readers are operable in advance of the sale.

FY2022-23 Budget Dashboard YTD

E&G	BOV Budget		FY Estimate	YTD Actual	Percent	PY Percent
<b>Revenues</b>						
Tuition	38,741,317	(3,670,000)	35,071,317.00	29,582,598	76.61%	84.46%
Fees	1,000,000	200,000	1,200,000.00	1,199,529	115.45%	105.08%
General Fund	39,431,453	2,431,401	41,862,854.00	24,374,900	60.95%	55.77%
Federal Workstudy	50,000		50,000.00	0	0.00%	0.00%
Other	300,264	670,000	970,264.00	318,796	97.85%	84.06%
<b>Total Revenues</b>	<b>79,523,034</b>		<b>79,154,435.00</b>	<b>55,475,823</b>	<b>69.33%</b>	<b>70.67%</b>

<b>Expenditures</b>						
Instruction	41,236,530	432,684	41,669,214.00	23,249,836	55.80%	58.81%
Public Service	519,386	61,986	581,372.00	353,015	60.72%	54.86%
Academic Support	7,751,337	(85,632)	7,665,705.00	4,480,584	58.45%	61.83%
Student Services	4,902,512		4,902,512.00	2,364,030	48.22%	48.12%
Institutional Support	14,104,739	(100,911)	14,003,828.00	8,437,286	60.25%	66.26%
Facilities Operations	7,815,491		7,815,491.00	5,503,476	70.72%	63.75%
Scholarships	3,693,039	(697,400)	2,995,639.00	5,391,306	179.97%	134.80%
Salary Savings	(500,000)	(750,000)	(1,250,000.00)	(789,389)		0.00%
<b>Total Expenditures</b>	<b>79,523,034</b>		<b>78,383,761</b>	<b>48,990,143</b>	<b>61.93%</b>	<b>63.22%</b>
<b>TOTAL</b>	<b>0</b>		<b>770,674</b>	<b>6,485,679</b>		

**AUXILIARY/LOCAL**

<b>Revenues</b>						
Housing	22,871,489	(2,000,000)	20,871,489	19,251,992	84.17%	67.29%
Dining	7,563,407		7,563,407	7,170,451	94.80%	86.22%
Comprehensive Fee/Other/Local	26,363,778	(1,583,693)	24,780,085	19,045,684	72.24%	68.25%
Federal Workstudy	154,300		154,300	0	0.00%	0.00%
<b>Total Revenues</b>	<b>56,952,974</b>		<b>53,369,281</b>	<b>45,468,127</b>	<b>79.83%</b>	<b>69.92%</b>

<b>Expenditures</b>						
Housing	19,300,929	2,077,299	21,378,227.50	13,167,745	68.04%	63.38%
Dining	7,839,644		7,839,644.00	4,973,331	63.44%	38.28%
Athletics	10,029,855		10,029,855.00	7,752,585	77.30%	70.96%
Other Services	20,432,546	(2,557,075)	17,875,471.00	11,270,095	55.31%	65.81%
Salary Savings	(650,000)		(650,000.00)	(403,279)		0.00%
<b>Total Expenditures</b>	<b>56,952,974</b>		<b>56,473,197.50</b>	<b>36,760,476</b>	<b>64.55%</b>	<b>58.72%</b>
<b>TOTAL</b>	<b>0</b>		<b>(3,103,916.50)</b>	<b>8,707,651</b>		

**Cash & Investment Assets**

Longwood University  
All Longwood Foundations

24,462,571

169,111,186 Based on 12/31/22 data for REF and LUF (Includes preliminary 4th QTR results from Spider)

Working Paper prepared by management to estimate year end results







## **Institutional Advancement** *Courtney Hodges, Vice President*

### **Highlights**

- **Upcoming events: Love Your Longwood Day – March 22, 2023 and Annual Scholarship Dinner – April 27, 2023**
- **Upcoming launch of a new initiative to celebrate the Class of 2023 - *Share the Chair***
- **2023 University Events have tripled since this time last year**

## **Development**

### **ANNUAL GIVING**

On March 22, 2023, Longwood will host its eighth annual day of giving with the theme “Be the Light.” Through meaningful gifts of any size, alumni, students, parents, and friends can make a difference in the lives of current and future Longwood students. This year includes 56 different mini-campaigns of support, thousands of dollars in matches and challenges, and an ambassador program to share the love on March 22. Also this year, we’ll host an on-campus student event throughout the day called Gift Lift (similar to the TV show Cash Cab) where students can catch a ride to class, answer a few questions, and win prize money to then donate to the College of their choice. We’re looking to ramp up the excitement on campus by having a Glow Party for students on Beale Plaza from 8:00 a.m. to 10:00 p.m. Faculty and staff can also get in on the action as we’ll be hosting an event specifically for them at Three Roads Brewery from 5:00 p.m. to 6:30 p.m. Free beer tickets will be provided for faculty and staff that make a gift on March 22 and a chance to win other prizes during the event. For more information and a countdown to the day, go to [love.longwood.edu](http://love.longwood.edu).

A new campaign to celebrate the Class of 2023 called Share the Chair is set to launch April 1 – April 30. Donors will have the opportunity to make a gift of \$20.23 to celebrate and honor the graduating class of 2023 with a note of encouragement and congratulations that will be placed on each graduate’s chair the morning of May 20, 2023. The goal is to have every chair on Wheeler Lawn adorned with a message of encouragement as the graduating class of 2023 prepares to walk across the stage.

The Fiscal Year-End EAB campaign piece will be sent to approximately 6,000 alumni and friends focusing on reengaging our Citizen Leader Society donors and continuing to renew donors that may have lapsed throughout FY23. The focus of the appeal is to celebrate our graduating seniors and welcome the freshman class in August. The piece should arrive in mailboxes in mid-May.

## **ATHLETICS ANNUAL GIVING (AAG)**

**Lancer Giving Madness** - Preparations are underway for AAG's Lancer Giving Madness campaign set for March 22nd as part of Love Your Longwood Day, the University's day of giving. The goal is to secure a match or challenge for each of our athletic teams to energize giving throughout the day. We are also adding a new support area this year, Student-Athlete Enhancement, which will be raising funds to support the offices of athletic training, sports performance, student-athlete academic success, and compliance.

**Basketball** - AAG has been attending the Office of Alumni and Career Services' VIP Home Game Experience events to promote interest among Longwood alumni for 2023-24 season ticket packages. Several 2023-24 season ticket package experiences are linked to philanthropic support of the Student-Athlete Excellence Fund which will help to generate new gifts and donors for the athletics department.

**Baseball** – AAG staff attended the baseball program's inaugural "First Pitch Dinner" on February 11th, where alumni, families, friends, and donors came together to hear from the head baseball coach, Chad Oxendine, about this year's team and the vision for the program. AAG provided Lancer Giving Madness flyers and posted giving signs around the event to encourage philanthropic gifts to the program.

## **UPCOMING EVENTS**

- Faculty and staff will be invited to attend the Love Your Longwood Day event at Three Roads Brewery March 22 from 5:00 - 6:30 p.m.
- Giving Society Weekend is scheduled for April 27 – 28 and will start with the traditional scholarship dinner on Thursday evening to celebrate the scholarship recipients for the 2022-2023 academic year. The reception will be held in Radcliff Hall at 5:15 p.m. followed by dinner in Blackwell Ballroom.

- On Friday, April 28, giving society donors will be invited to spend the day on campus with the opportunity to meet the deans, interact with students, attend sessions throughout the day, and a picnic lunch.
- Giving Society Weekend will end Friday evening as we celebrate the 1839 Society with a dinner to honor both new and current members. Society members will be celebrated for the impact their future gifts will have at the University.

## **STEWARDSHIP**

- The current stewardship plan includes stewardship of all donors and giving society members. Giving society members receive regular correspondence throughout the year as well as thank-you messages through the online ThankView program.
- Donors will receive (depending on gift size) thank-you messages from the office of annual giving and gift officers during Love Your Longwood Day.

## **LEADERSHIP GIVING**

Our Leadership Giving team welcomed **Kevin Napier '18** as a Leadership Gift Officer in January. Kevin holds two degrees from Longwood University – a Bachelor of Science in Kinesiology (2018) and a Master of Science in Educational Leadership (2021). While a student, Kevin was involved in several different organizations. He spent the majority of his time with the Cormier Honors College, Theta Chi Fraternity, and the Student Government Association, where he served as President during the 2017-2018 academic year. Kevin will undoubtedly be an asset to our team as we strive to develop and foster philanthropic support for Longwood through leadership, and major and planned giving.

## **LEADERSHIP GIVING-ATHLETICS**

### **2023-24 Season Tickets in the Joan Perry Brock Center**

In partnership with the Director of Athletics and Athletics Department staff, Development team members helped spearhead the planning and launch of season ticket information for the inaugural 2023-24 basketball season in the Joan Perry Brock Center. The plan places an emphasis on affordability and accessibility for alumni, fans, and families in the Farmville community, so that we can build a home court advantage in JPB like we've experienced inside Willett Hall. Additionally, there are philanthropic upgrades available for those who wish to enhance their game-day experience, from hospitality and parking to courtside seating. Collectively, these dual approaches will lead to an increase in the number of season ticket holders and an increase in philanthropic revenue for athletics.

The informational phase began on February 1 when we began sharing season ticket opportunities with stakeholders and the public. As of February 16, there were 146 Season Ticket Interest Form responses for 324 tickets.

Beginning April 1, current season ticket holders will have the opportunity to purchase season tickets, philanthropic upgrades, and select a time to choose their seats in JPB. On April 17, sales will open to those who completed the Season Ticket Interest Form. Sales will open to the general public on April 24 and continue through the summer. On August 26, we will host Seat Selection Day, where those who have purchased season tickets will be able to enter the arena and choose their seats based on the time window they selected at purchase.

The season ticket initiative also includes an opportunity for ticket-holders and non-ticket holders alike to increase their philanthropic contribution to be recognized on the *Building Champions* wall of donors, which will reside in JPB.

### **Basketball Fundraising Initiatives**

Efforts continue toward cultivating new philanthropic support for the men's basketball program through the Built to Win initiative. To date, there are 17 **Built to Win Partners**, each of whom have made a minimum gift commitment of \$25k in support of men's basketball.

This basketball season also saw the launch of **Better Together Partners**, an initiative to cultivate major gift support for women's basketball modeled from Built to Win. We are currently in the midst of developing a founding group of 10 partners who will each make a minimum gift commitment of \$25k to the women's basketball program.

### **University Events and Ceremonies**

Events on campus have cleared the post-COVID hump and are back with enthusiasm and abundance. In 2022, UE&C ended the year having provided event coordination services for 392 events hosted by campus partners and external guests combined. Many of these were multi-day or had many separate programs under one. From January 2 – March 1, 2022 we had produced 31 events; currently from January 2 – March 1, 2023 we have served 90 events. At this rate we are looking at producing over 500 events that require personal attention in 2023. This is in addition to the basic day-to-day room scheduling, commencement, and summer conference season.

Conference season 2023 looks forward to welcoming back the Virginia Department of Forestry, Longwood Women's Basketball Camps, American Legion Auxiliary Virginia Girls State, Youth Alcohol and Drug Abuse Prevention Project (YADAPP), Call Me Mister program, Summer Literacy Institute, and the Talented and Gifted (TAG) program.

Each year brings new and unique event opportunities – we are pleased to be part of the team assisting with the grand opening of the Joan Perry Brock Center and Longwood's first Homecoming weekend when we kick off the Fall Semester.







## **Intercollegiate Athletics**

*Tim Hall, Director of Athletics*

### **Highlights**

- **First semester academic success**
- **Last season in Willett Hall**
- **MBB more historic records**
- **WBB strong close to the season**
- **SB major upset**

### **Tremendous Academic Effort in Fall**

Longwood athletics set a new department record with a 3.35 GPA for the fall semester, besting the previous record of 3.18 which was set in the fall of 2021.

All 14 teams boasted a GPA above 3.00 for the first time since the department began tracking GPA results.

Nearly half of the student-athlete population achieved either Dean's List or President's List honors. Ninety-five earned a spot on the Dean's List with a GPA between 3.5-3.99, and 35 more earned President's List selections for a perfect 4.0 GPA during the semester. The academic honors are only available to undergraduates, otherwise the number would be higher.

### **Celebration of Willett Hall**

The basketball teams played the final games in Willett Hall, and capped a celebration of the storied venue over the past several months.

Throughout January and February, the department promoted some of the impactful moments on social media, and various pieces of content, both online and in the Longwood magazine, were dedicated to honoring a place that has been home to some of Longwood's most historic moments.

In addition, the final two men's basketball games were sold-out on consecutive Saturdays.

Prior to the final game in Willett Hall, basketball alumni came to a final shootaround and athletics hosted a season ticket holder and VIP hospitality event with more than 200 guests that included a Willett Moments display.

In addition, at halftime of the game, there was a plaque dedication with President Reveley, Rector Michael Evans and Director of Athletics Tim Hall with members of the Willett family in attendance. A video tribute to Willett Hall played following the plaque dedication, and highlighted the rich history of the venue.

Lancer nation was electric, and Willett Hall brought together the community, alumni, and current students in a tremendous mix that showcases the esprit de corps that is special to Longwood.

### **MBB Regular Season Wraps Up**

The men's basketball team added yet another set of milestones to a historic rise over the past five seasons.

The men won 20 games, a benchmark few teams meet at the mid-major level year in and year out, for a second straight season. Previously, the program had never won 20 games in back-to-back years at any level.

In addition, the team's 46 wins over the past two seasons represent the most in the Big South.

The men's team finished second in the regular season in the Big South, and the team has finished in the top four in three of the past four seasons.

Isaiah Wilkins and DeShaun Wade were each named All-Big South performers, the first time the team has had two players earn all-conference honors in back-to-back seasons since joining the league. Wilkins earned his second straight Big South First Team selection, and Wade was named Big South Honorable Mention. The duo also scored their 1,000<sup>th</sup> collegiate points during the year. Jesper Granlund was named to the All-Academic Team.

### **WBB Regular Season Wraps Up**

Longwood women's basketball also wrapped up the regular season and finished strong en route to the Big South Tournament.

The Lancers won three of their final four games, with the lone loss coming to the unbeaten conference champions.

Longwood earned a first-round bye in the Big South Tournament for the third straight season. The team hadn't had a first-round bye in its first seven years in the Big South.

In addition, the team had a pair of All-Big South selections in Anne-Hamilton LeRoy and Adriana Shipp-Davis. The duo earned spots on the Big South Second Team. Shipp-Davis was the

team's leading scorer, and LeRoy was right behind her and served as a team captain. During the season, LeRoy, a senior, scored her 1,000<sup>th</sup> career point.

### **Softball Seizes Moment, Topples #4 Florida State**

Longwood softball put its stamp on the opening weekend of softball season with an upset that was heard around the nation. The Lancers beat #4 Florida State with a mix of timely hits, solid pitching and good defense.

The Lancers entered March with a winning record against the toughest non-conference schedule in the Big South and one of the toughest non-conference slates in the nation. Before the end of the season, the team will play eight teams that are in the nation's Top 25 or receiving votes, including the then-unanimous #1 and defending national champion Oklahoma Sooners.

### **Facility Improvements, Plan for the Future**

Facility upgrades and improvements are happening across the board for Longwood athletics. The Basketball Performance Center, which was entirely donor-funded, opened in the fall, and the Joan Perry Brock Center is slated to open this summer.

In addition, prior to the start of baseball season, a \$150,000 donor-funded project was completed to add a padded wall to the outfield.

Along with the completion of the outfield wall, the department has started the process to complete a comprehensive architectural assessment of the baseball stadium for further renovations.

In addition, athletics has also begun an architectural assessment to develop a master plan for all athletic facilities.







## Strategic Operations

*Victoria Kindon, Vice President and CIO*

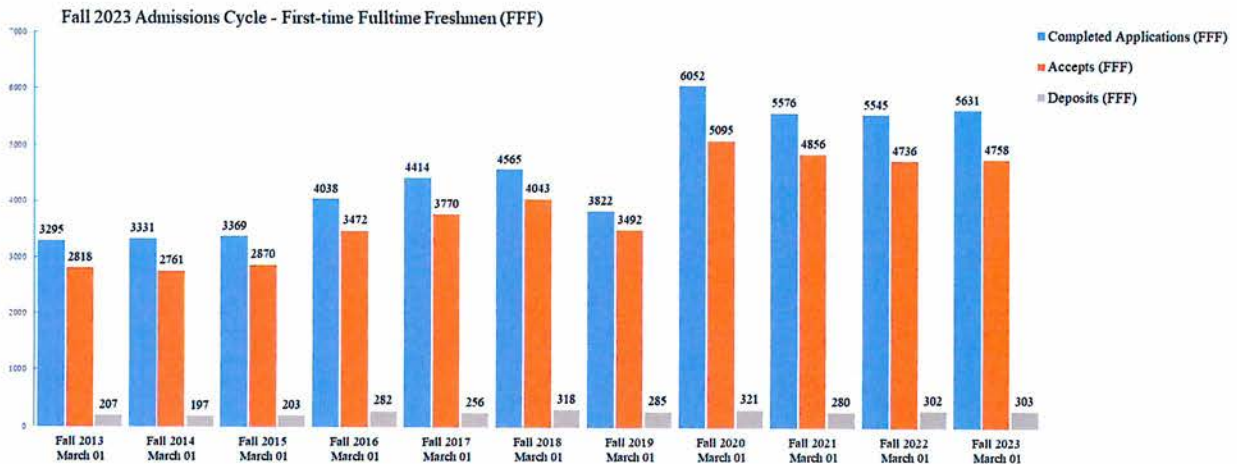
### Highlights

- Admissions team already exceeds this cycle’s completed-application goal by 14%
- Expansion of Multi-Factor Authentication drastically decreases compromised accounts
- University Analytics supports Retention Task Force
- Updated visual brand guide unveiled

### Undergraduate Admissions

#### *Fall 2023 Cycle Update*

The fall 2023 admissions cycle has been moving at another strong pace despite challenges presented by a smaller-than-usual pool of available high school student names. This decrease in availability is due to the lack of PSAT testing during the Covid-19 pandemic. This complicates forecasting; however, as of March 1, we are on track with regards to enrollment goals. Most of the factors we watch to predict performance—especially visit data—paint a positive picture. We have already exceeded this cycle’s completed-application goal by 14 percent.



### *Return to Standard Admissions Schedule*

Since 2010 we have had a rolling admissions schedule, which means that the admissions team reviews applications as they come and releases decisions immediately following the review. With the fall 2024 cycle, we are returning to the more traditional admissions schedule of Early Decision for Nursing (November 1), Early Action (December 1) and Regular Decision (February 1). This change was made because students and parents are used to more deadline-driven schedules, and this schedule is in line with typical high school counselor schedules.

### Enrollment Management and Student Success (EMSS)

We have seen some encouraging signs with regard to freshman retention rates, after seeing a small decrease during the pandemic years. The percentage of freshmen returning for the second semester hit 90 percent this January for the first time since the Fall of 2016. Additionally, the overall academic performance of students this past fall has had a similar return to pre-pandemic performances, with more students completing the semester in good academic standing. Again the highlight is the freshman class, with 80 percent finishing the semester in good academic standing, the highest since fall 2018 (76 percent) and substantially higher than the pandemic year (72 percent). Also, we had the fewest freshmen suspended (6 percent) compared with 2018 (8 percent) and the pandemic year (13 percent). Against this encouraging backdrop, a cross-university retention team that includes leadership from Strategic Operations is taking a comprehensive look at retention at Longwood this semester, working to improve our understanding of which students are at risk of dropping out, and identifying practices and policies that could further help students persist through college.

### *“5 Things Every Lancer Needs to Know” Program Proving Important Role in Student Success*

We also confirmed for the second year in a row that students who complete the “5 Things Every Lancer Needs to Know” program (our online summer preparation program) have higher rates of academic success. Those who completed the program had an average GPA of 2.95 compared with a 2.60 average for those who didn’t complete. Additionally, 87 percent of those who completed the program were in good academic standing compared with 72 percent of those who did not complete the program. It is not possible to say definitively how much of the difference is due to the impact of the program versus the fact that more engaged students are more likely to complete the program in the first place; however, even if it were fully the latter case this program is quite effective at identifying those most at risk for academic difficulty in the first semester. As such, we are developing strategies to target these students in the fall 2023 semester with the goal of seeing improvement in their academic performance.

## Information Technology Services (ITS)

### *Expansion of Multi-Factor Authentication (MFA) Drastically Decreases Compromised Accounts*

Multi-Factor Authentication (MFA) has been previously used for Longwood University's Outlook Web Access (OWA) and Virtual Private Network (VPN) with great success. On November 7, MFA was implemented on all privileged access account logons for all endpoints, and, on January 23, implemented on student live email accounts. Since enabling MFA, ITS has seen a drastic decrease in compromised accounts as well as reported phishing emails. In 2022, Longwood averaged approximately 28 compromised accounts and approximately 230 reported phishing emails per month, whereas one month after enabling MFA, Longwood has had only 4 compromised accounts and 63 reported phishing emails.

## Office of Alumni and Career Services (OACS)

### *VIP Home Game Basketball Packages are a Hit with Alumni, Friends and Parents*

The OACS team partnered with multiple offices around campus and community stakeholders to offer exclusive VIP Home Game Packages celebrating the last season in Willett. Over 180 VIP packages were sold, with over 540 alumni, friends of the university and parents of students making their way to Farmville to cheer on Longwood basketball at January and February weekend home games. A survey of VIP registrants was deployed following each weekend. Listed below are a few quotes from survey responses:

*"I was in town for the VIP experience and Acceptance Day on January 21st! Nicole Perkins was very welcoming to my daughter, and connected her with Aubrey-Grey in her office. Aubrey-Grey spent a good 15 minutes with her and eased some of her anxieties and talked to her about event planning/public relations. She was deciding between CNU, Longwood and JMU, but ultimately set up her portal and made her deposit at Weyanoke Inn that evening to officially become a Lancer!"*

*"Great package, awesome price point, loved the Weyanoke, men's basketball, and inside look at the new construction! The North Press Club gift card was a bonus (we always visit when in town) as was the VIP Hospitality Suite. Everything was incredible! We've already discussed high hopes for a similar package in the new arena, and have expressed interest in becoming a season ticket holder next year."*

*—Parent of a current Longwood Student*

### *Career Services Features Three Job Fairs in Spring 2023*

Career Services looks forward to hosting three separate fairs this spring — Education Recruitment Day; Spring Career and Internship Fair; and Speech-Language Pathology,

Counseling and Social Work Career Fair. Education Recruitment Day, set for March 17, will invite Longwood's upcoming Lancer educators to meet with representatives from 68 schools in and around Virginia. Registration for the Spring Career and Internship Fair and the Speech-Language Pathology, Counseling and Social Work Fair is ongoing, with 26 employers currently registered for the former and 15 for the latter. Alumni have been invited to participate as career ambassadors at each fair due to the success of this initiative during fall 2022 Career Week.

### *Homecoming and Alumni Weekend Registration Launch*

Registration for Homecoming and Alumni Weekend (November 10-12) and overnight accommodations opens in mid-March. Events during this all-comer weekend include the opportunities for alumni and students to celebrate their Longwood spirit together at a tailgating event prior to our men's first-ever basketball game in the new Joan Perry Brock Center and at a post-game celebration with live music.

### University Analytics

The university has kept our office busy this quarter with a variety of data requests. We are pleased to see the continuation of data maturity on campus in the form of increased complexity in data requests across more offices. Specifically, we have been more focused on supporting the data needs of academic offices, providing information needed for course planning and grant applications. We continue to provide resources for data gathering and cleaning to assist Enrollment Management and Student Success and the newly created Retention Task Force. We also continue to review and enhance our required reporting to external agencies.

### University Marketing, Communications and Engagement

#### *New Alumni Social Media Strategy Executed for Improved Engagement*

With the demographic shift for the various social media platforms and ever-changing algorithms and features, our team embarked on new strategies to engage alumni on social media. Our new strategy focuses on migrating the alumni audience from our alumni Facebook page to a Facebook group, where they are more likely to see our content. We also revamped our Instagram and Twitter strategy for Alumni and Career Services, and now share this information via Longwood's main Instagram and Twitter. The change was announced in February and received positive feedback from our audience. Many alums have already requested to join the new group, which offers new opportunities for sharing relevant content and encouraging conversation among alumni.

#### *New Digital Asset Management System Will Boost Efficiency and Productivity*

The team is excited to have procured a new state-of-the-art digital asset management system, allowing us to be more productive and efficient in our marketing and communications efforts. Its



user-friendly interface will enable us to easily find, organize, collaborate and share photos with campus partners, helping us better communicate our institution’s story. We’re excited to see the positive impact that this new system will have on our work and our brand identity efforts as a whole.

*Elevating the Brand: Updated Visual Brand Guide Unveiled*

The marketing and core brand team is proud to unveil Longwood’s updated visual brand guide, which supports the recent refresh of Longwood’s brand story. The updated guide includes a fresh secondary palette of colors, a change to our primary serif font and expanded imagery guidance. This semester we’re beginning to incorporate these changes, which will better represent our institution’s innovative and dynamic spirit and maintain a strong and confident brand identity. The updated guide will also provide our community and partners with the tools they need to create cohesive, impactful visual communications that will help us continue to elevate our brand. View the visual brand guide: [go.longwood.edu/visualbrandguide](http://go.longwood.edu/visualbrandguide)

**PALETTE Together**

**Primary Colors**  
The two primary colors are Longwood blue and Longwood gray.

**Longwood Blue**  
PMS 282C  
CMYK 100/90/13/68  
RGB 47/30/66

**Longwood Gray**  
PMS 423C  
CMYK 18/02/13/34  
RGB 158/162/162

**Visual Tone**  
SELF-ASSURED  
THOUGHTFUL  
GENUINE  
RELATIONSHIPS  
TOGETHER  
CONFIDENT

**Secondary Colors**  
The secondary palette is composed of four main colors in graduated hues that can be used in a "tone on tone" system. Complementary accents can also be judiciously used.

**sample color usage**

**paired with primaries**

**Longwood Blue Alternates:**  
PMS 281 (alt.)  
CMYK 100/90/13/68  
RGB 47/30/66

PMS 282 often looks black when used in smaller type and areas of color. PMS 281 is an alternative that reads as Longwood blue when used in smaller type and areas of color.

**Longwood Gray Alternates:**  
PMS 423 (alt.)  
CMYK 22/14/14/13  
RGB 131/141/141

PMS 422 is sometimes too light when used in smaller type and areas of color. PMS 423 is an alternative that reads as Longwood gray when used in smaller type and areas of color.

**Secondary Color Codes:**  
Secondary 1: PMS 293C, CMYK 29/95/15, RGB 202/35/45  
Secondary 2: PMS 293C, CMYK 100/52/76, RGB 0/95/158  
Secondary 3: PMS 293C, CMYK 88/21/0/0, RGB 0/154/238  
Secondary 4: PMS 293C, CMYK 88/21/0/0, RGB 0/154/238  
Tertiary 1: PMS 293C, CMYK 0/95/158, RGB 202/35/45  
Tertiary 2: PMS 293C, CMYK 38/46/0/0, RGB 162/238/214  
Tertiary 3: PMS 293C, CMYK 34/0/18/0, RGB 162/238/214  
Tertiary 4: PMS 293C, CMYK 60/0/100/0, RGB 14/19/58  
Tertiary 5: PMS 293C, CMYK 35/0/70/0, RGB 196/238/46

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PALETTE Together how to use it | WITH PHOTOS



Participate.



PALETTE Together how to use it | WITH GRAPHIC TREATMENTS

Particular campaigns or areas, such as Athletics or Admissions, may develop a unique look for consistency, drawing more on secondary colors than primary colors, when appropriate.

“Because of the Honors College, I was able to study abroad in Spain, which not only opened my eyes to the rest of the world but also forced me out of my comfort zone.”

—CORRI CALANDRA '20



Corri Calandra '20

**MAJOR:** Chemistry/secondary education  
**A GOOD SPORT:** Corri is a member of Longwood's Division I lacrosse team and says it has been an "invaluable experience." She's taught her about discipline, leadership and cooperation.

**CHEMICAL REACTION:** Sharing her fascination with chemistry with high-achieving students is one thing Corri sees in her future.



**IN HER CORNER**

An American woman, assistant professor of chemistry '20, White has gone out of the way to help me understand the intricacies of biochemistry and to be successful in the research we're doing together. She always takes time and effort to help me and others learn."



## IMAGERY GUIDANCE

### Relationships

We prioritize Longwood community members in **authentic dialogue and engagement with one another**. That may look like documenting an assist in basketball, a professor-student conversation in a classroom or a high-five on Brock Commons.

#### Tips

- Relationships mean showing up for each other. We can show a range of emotions in our photos, including moments of reflection and quiet.
- Choose naturalistic photos of relationships in action rather than posed group shots.
- When choosing campus shots, highlight locations that build relationships.



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## IMAGERY GUIDANCE

### Agency

We prioritize photos those that **convey a sense of action**—that could be a student actively participating in a service project, presenting research, talking to an employer at a career fair, or leading a Zumba class.

#### Tips

- Look for engaged body language.
- Choose photos of Lancers in action in all kinds of scenes—indoor/outdoor, academic/athletic, etc.



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## Student Affairs

*Cameron Patterson, Vice President*

### Highlights

- **The Office of Accessibility Resources and the Longwood Center for the Visual Arts partner for the “First, People” exhibition in support of National Disability Awareness Month**
- **The Office of Fraternity & Sorority Life sponsors An Evening with the Love Like Adam Foundation in support of our Campus Hazing Prevention Initiative**
- **The Student Engagement Unit launches BOND (Beginning Our New Direction) Transition Program and Rise Peer Mentor Program**

The spring semester is off to a strong start as we work hard to implement a number of signature campus activities. Some of those activities have included our annual MLK Celebration Week which focused on the theme of Building a Beloved Community. The week was highlighted by the MLK Day of Service, a keynote address from Victoria Alexander, and the Harlem Nights Gala held at the Moton Museum. We have also seen a lot of spirited energy with recruitment season for our Greek organizations on campus.

Through this report you will see the vibrancy of campus life with the work of our student organizations, strong campus collaborations, and a team that has been focused on the care and mental health needs of our students. One activity that highlights these efforts is the Hazing Prevention Presentation from the Love Like Adam Foundation. This foundation honors the life of Adam Oaks, a VCU student who passed away due to hazing. The event featured Adam Oak’s father, aunt, and the president of the fraternity responsible for his death. We have been hard at work implementing our Adam’s Law Hazing Prevention Initiative.

Another great event held on March 1<sup>st</sup> featured a collaboration between the Office of Accessibility Resources and Longwood Center for the Visual Arts for the *First, People* exhibition. This was a powerful display of artwork from faculty, staff, students, and alumni that celebrates National Disability Awareness Month.



A great effort that we have been working towards in Student Affairs is the creation of the BOND (Beginning Our New Direction) Transition Program for Underrepresented Students. This effort coincides with the relaunch of our RISE Peer Mentor Program. Both efforts have had strong support from campus partners.

### **Dean of Students Unit**

In the spring semester, the Dean of Students office and Care Team have assisted 168 students with issues spanning medical absences, family and personal emergencies, mental health, transition issues, academic, and financial concerns. This represents an initial 34 percent increase from spring 2022. Through approximately the first half of the semester, the Dean of Students office has provided academic continuity for 120 students in COVID-19 isolation -- a 63-percent decrease from the comparable figure from spring 2022. Most of these cases were in the first weeks of the semester, where each term since the pandemic began we have seen an uptick in cases as students return to campus.

### Accessibility Resources Office

Registered students total 492 for this academic year, increasing slightly from the fall closing number of 475. The overall average of student meetings is approximately 40 per week for registration intake, continued follow-up, and assistance with immediate issues. The Testing Center is operating at full capacity, having worked to administer, proctor, and return to faculty 150 tests so far this spring semester.

In collaboration with the LCVA, the *First, People* exhibition is currently available for viewing in the gallery in support of disability awareness month. Over 70 submissions of artwork by faculty, staff, students, and alumni are on display. This powerful display of artwork runs from March 1<sup>st</sup> through March 31<sup>st</sup>.

### Residential and Commuter Life

Residential and Commuter Life is currently administering the housing registration process for 2023-2024. Apartment registration concluded at the end of February. The apartment occupancy has continued to increase over the past 2 years. The current process ended with a 7 percent occupancy increase compared to spring 2023, and an 8 percent increase in students choosing to “squat” or remain in their current apartment community assignment for the upcoming year.

### Student Conduct and Integrity

We have seen 20 disciplinary case adjudications so far in spring 2023. Student demand for administrative resolution remains high, with 14 cases heard by Administrative Hearing and Agreed Resolution Officers. The Honor and Conduct Board, which completed additional mid-year training in January, adjudicated the remaining six cases.



## Title IX

Four reports of notice have been received since the start of the spring semester, two resulting in formal complaints and currently undergoing a formal process. There has been an increase in pregnancy-related requests; as pregnancy is covered under Title IX, our office provides supportive measures and helps to coordinate with academic programs to assist students. Faculty/staff members have completed civil rights investigator training; totaling six trained and authorized to investigate formal complaints.

## **Student Engagement Unit**

*Visibility/Opportunity/Re-Imagining/Re-Engaging* are themes that continue to guide the planning and work in Student Engagement for 2022-23. These also support and contribute to several areas in Longwood's Strategic Plan including intensifying enthusiasm, innovation and reflecting the diversity of America. These areas are present throughout the noted activities and initiatives and demonstrate the energy, commitment and passion of the students and staff.

*Visibility and Opportunity* have guided a number of current programs as well as new initiatives. The recruitment season for the nine CPC sororities and seven IFC fraternities occurred in January and 85 and 40 new members were welcomed, respectively. NPHC organizations will reveal their new member lines in March and April and there is exciting student energy about the NPHC groups that have not been seen in several years. The three councils have placed a focus on scholarships this semester through study nights and scholarship plans. IFC is making important use of the new FSL Lodge at Lancer Park for this purpose.

January brought the annual MLK Celebration Week, including a Day of Service in which 120 students participated. Other activities included a speaker, a movie, Harlem Nights Gala at the Moton Museum and a partnership with Athletics for the men's basketball game. Black History Month in February featured a number of campus activities including a trivia night, a program on the history of hip-hop music, and a Black women's reproductive health forum.

The office of Multicultural Affairs continues mentoring with C.H.A.N.G.E. (Community, Humanity, Ally ship, Grace, and Equity), the alliance of culturally-based student organizations as they follow up on the concerns and requests made to Longwood during the Fall 2022 semester. The Sankofa Leadership Retreat led by staff members in early February provided an important opportunity for reflection and planning.

The Student Government Association has also continued conversations regarding diversity, equity and inclusion and have worked to identify areas of focus in the Diversity Strategic Plan on which SGA committees will be focusing. SGA also partnered with Athletics and campus departments on two "tailgate" events this semester to promote campus spirit.

Education regarding hazing prevention and alcohol abuse has continued in compliance with Virginia's Adam's Law. The Fraternity and Sorority Life office secured a program in February, "Love like Adam", which featured Adam Oakes' father, his aunt, and the fraternity president who was leading at the time of Adam's death in 2021. The presentation to a full audience in Jarman was powerful and students asked thought-provoking questions of the panel.

The office of Multicultural Affairs has provided strong support to the new Native Student Organization, including planning for the Pow Wow on campus on April 8th. Close work is occurring with the Muslim Student Organization that is organizing and will host an Iftar Night dinner in early April to celebrate the holy month of Ramadan; a similar event was very successful last year.

*Re-Imagining* is occurring in a variety of ways as the staff seeks creative approaches to student support and programs. The staff initiated an "Invisible Disabilities" project in February in support of Disabilities Awareness and provided an opportunity for the community to share thoughts and experiences on a trio of canvases that will be displayed at the LCVA.

The Longwood Recovers collegiate recovery program is supported by a \$25,000 grant and is expanding its outreach to student in all forms of recovery (e.g. eating disorders, problem gambling) although focus remains on recovery from substance use disorders.

*Re-Engaging* is occurring in many ways. Over 55 student organizations participated in a very successful Activities Fair at the beginning of this semester and seven student groups are in the process of organizing or restarting. Lancer Productions continues to host a wide variety of events from students each Friday evening. Spring Weekend will occur April 14th-16th with over 70 student organizations hosting organization booths, a range of student entertainment and Christian French as the headliner entertainment. Students are also engaging in the community and in civic engagement through programs such as the Alternative Breaks during spring break in which students will participate in community service and environmental work in Savannah, Georgia. The Big Event service projects in Farmville and the Relay for Life which raised funds for the American Cancer Society are two other notable examples this semester.

## **Well-Being Unit**

### Campus Recreation

Campus Recreation is focusing on Activity ("Be Active"), Inclusivity, and Community to provide facilities and programs that encourage movement and increased belonging. More than 60 student staff and professional staff began the semester covering topics of leadership skills, inclusivity, behavioral contract, values, safety, and customer service.

## Counseling and Psychological Services

The Virginia General Assembly appropriated funds to reverse the shortage of licensed mental health providers available to meet the growing mental health needs of Virginians. It is an honor for Longwood University to be contributing to the mental health workforce pipeline through the SCHEV *Higher Education Mental Health Workforce Pilot Program* funded by the Virginia General Assembly from November 7, 2022, through November 7, 2023. A Resident in Counseling began full-time employment at CAPS on January 10, 2023. The Resident in Counseling is serving student clients under supervision to gain direct client contact hours required for professional licensure, providing initial consultations, intakes, individual and group counseling sessions, and well-being clinics and serves on call. Longwood University students are undoubtedly benefiting from the additional counseling hours; and the Resident is benefiting from clinical experience, excellent supervision and mentoring from professionals dedicated to the mental health care of today's young adults. Adding this Resident to the CAPS team has opened time for the other full-time CAPS clinicians to increase preventive outreach, which is a core need that has been under-resourced due to increased demand for direct counseling services. The pilot program has enhanced the CAPS team's ability to sustain and expand existing, successful programs while also expanding capacity for much-needed preventive services that focus on cultivating a culture of well-being, increasing protective factors and building resiliency among the community. Furthermore, adding this professional colleague has bolstered morale and bandwidth and prevented burnout and turnover of CAPS clinicians.

The Dean of Well-Being and a Research Services Librarian are co-authoring a chapter entitled *Well-Being & Student Success in the Heart of Campus: A Library & CAPS Collaboration* in the upcoming edited volume, *Collaborations and Outreach for Student Success: Initiatives for College and Small University Libraries*. This follows the successful completion of an IMLS Grant.

CAPS is now offering Single Session Therapy (SST), an innovative new service for students who have a good understanding of a targeted issue and do not know next steps. To prepare for this expansion of the Stepped Care Approach, all CAPS clinicians completed a two-day training funded by the Substance Abuse and Mental Health Services Administration grant. This new treatment modality increases appointment options and thereby supports more students with solution-focused treatment; provides greater access by decreasing barriers such as waiting for a scheduled appointment and completing a full intake; and can appeal to any student and perhaps especially underrepresented students (e.g., first generation, BIPOC, LBGTQI+).

Through collaboration with IT, students may now schedule CAPS appointments through a secure online portal. This reduces barriers associated with appointment scheduling, and can be accessed from any device with an internet connection.

## **Longwood University Police Department**

An Interim Director of Public Safety, Lt. Stuart Raybold, was appointed following the retirement of Chief Doug Mooney. LUPD has recently hired an alumna and is actively working to hire three additional new sworn staff to join the department prior to the start of the 2023-2024 academic year.

The department conducted Code Red training for Student Affairs, the Department of Education and Counseling, the Office of Teacher Preparation, and the Registrar's Office. A Longwood graduate and Supervisory Protective Security Advisor with the Department of Homeland Security collaborated with the Emergency Management Coordinator to hold the two days of Code Red Training for students and staff at the end of January 2023. A K-12 school safety and security training was also held for students in the Education and Leadership Program. Three staff, two police officers, and the Director of Education and Prevention Programs completed the Rape Aggression Defense Systems basic physical defense program course.

After significant work with campus partners, RAVE Mobile Safety has been selected as the new front-end tool for emergency communication. This system will include a Longwood Branded app for both Apple and Android devices. The app will allow functionality well beyond emergency notifications and may include links to the student handbook, work order submissions, and other information university communications and student affairs partners wish to utilize on the app. The system will allow individuals to sign up for emergency notifications via text message and will go live this summer.

## Informational Items



## Report from Faculty Representative to the Board of Visitors

March 17, 2023

*Lee Millar Bidwell, Professor of Sociology*

*“Education plus experience equals hope for our future” (Dr. A. Renee Gutiérrez, Associate Professor of Spanish & Brock Scholar)*

For this report, I asked faculty to share with me how participation in the Cormier Honors College, Study Abroad, and Brock Experiences enhances their teaching and scholarship and advances student learning. The responses highlight the tremendous value of these programs and the importance of institutional support for and investment in them.

### Overview

- The Cormier Honors College for Citizen Scholars (CHC) is “where cognition unites with compassion to build community.” High school students with a minimum GPA of 3.75 or above are invited to join the CHC and are eligible for the highest merit-based scholarships at Longwood. Students in the CHC are required to take a minimum of eight Honors courses, complete annual reflective essays, and participate in a credit-bearing study away experience through Study Abroad or Brock Experiences.
- The Study Abroad program is housed within the Center for Global Engagement. Students can study internationally in a variety of ways. Some students take courses at partner universities that will count towards their Longwood degree through our Exchange Programs, Affiliate Programs, and International Internships Program. Short-term classes led by Longwood University faculty that are offered over winter-intercession and during the summer are the most popular study abroad options. Although COVID-19 temporarily halted most international travel, participation in study abroad courses has almost returned to the pre-pandemic level.
- The Brock Experiences program, funded with a generous gift from benefactor Joan Perry Brock, provides funding for faculty to develop and deliver domestic “immersive, citizenship focused courses” and provides scholarship support for students’ travel. Brock Experiences courses can be used to fulfill Perspectives level requirements in Civitae.

### Value of Study Away Programs to Faculty

- *Teaching study away courses invigorates, inspires, and informs classroom teaching.* Leading study away classes, whether internationally or domestically, enhances classroom instruction. For example, Dr. Melanie Marks, Professor of Economics who leads study abroad programs to Thailand, Costa Rica, and Ecuador says, “The ability to come back with personal stories, pictures to illustrate content, and first-hand knowledge really allows economic topics to come alive in my classrooms.” Dr. Jennifer Miškec, Professor of Children's and Young Adult Literature, has led study abroad programs to Croatia/Serbia/Bosnia and South Africa since 2014, is a Fulbright alumni, and currently serves as a Fulbright Specialist. She reports, “Study Abroad certainly informs my classes. I choose books that allow me to bring in study abroad experiences and can supplement class conversations with photos, documents, and experiences.”

- *Teaching study away courses generates faculty scholarship.* Faculty often share the pedagogical techniques they develop in study away courses in peer-reviewed papers and professional conferences. Professor Jennifer Miškec and Director of Study Abroad Dr. Emily Kane recently presented at the Workshop on Intercultural Skills Enhancement at Wake Forest University where they described how on- and off-campus international education can concretely inspire professional and civic development in students.
- *Study away programs facilitate international collaboration.* Participation in study away allows for exchange of ideas and expertise across borders. Assistant Professor of Information Systems and Cyber Security Dr. Laura Poe has been selected by Longwood exchange partner and the Triple-Crown-accredited Audencia Business School in Nantes, France, to teach Managing Cyber Risk in Organizations this summer to students coming to Nantes from around the world.

### **Value of Study Away Programs to Students**

- *Students gain invaluable life and intercultural experience.* Many students who participate in study away programs have never even been on an airplane or navigated travel itineraries. In addition to gaining these practical life skills, study away programs help students develop and strengthen essential global-citizen life skills. They return to Longwood and bring their experiences back into the classroom, enriching the discussions and insights for the entire class.
- *Students gain valuable career skills and demonstrate citizen leadership.* Students who participate in study abroad gain a breadth and depth of experience into understanding the values, perceptions, and opinions of other cultures that they bring to their work and communities. Take for example CHC student Jessica Buracker who, inspired by her social work and criminology courses, is attending an intercultural leadership program in Strasbourg, France where she will study Cross-Cultural Communication and Sustainable Leadership by Design. Longwood junior Kyla Brown has been named a semifinalist for the Critical Language Scholarship, a fully funded Federal program that sends American undergraduates to a variety of countries to study what the Department of State deems as critical languages. Kyla, a modern languages major focusing on Spanish and teaching English as a second language, will learn this month if she has been selected to study Swahili in Tanzania.

### **Importance of Institutional Support and Investment**

Experiential education expands students' horizons, inspires fascinating research, and leads to the development of globally engaged courses and programs at home and abroad. Institutional support for and investment in study away scholarships increases access to these life-changing learning experiences, particularly for the most financially vulnerable students.



**February 2023**

**Remarks of**

**Johns Hopkins President**

**Ronald J. Daniels**

**Noting the civic education efforts of**

**Johns Hopkins, Purdue, Stanford**

**And Longwood**

**Remarks for Ronald J. Daniels**  
**Association of Catholic Colleges and Universities**  
**Annual Meeting**  
**“What Universities Owe Democracy” Afternoon Plenary**  
**The Capital Hilton Hotel, Presidential Ballroom**  
**Sunday, February 5, 1:00pm – 2:00pm**

Good afternoon! Thank you, Lynn, for your kind introduction. Thank you, too, to the ACCU and Father Holtschneider for the invitation to be here today.

And it is a genuine privilege to share the stage – even if virtually – with Richard Haass, whose latest book, *The Bill of Obligations*, I strongly urge you all to read.

I’m honored also that today’s panel references the title of my most recent book, *What Universities Owe Democracy*.

The impetus for this book was seeded several years ago when it became undeniable that liberal democracy was backsliding and that authoritarianism was ascendant.

And while the forces of anti-democratic populism have been held in abeyance in some places and in some elections, I don’t believe, as some have argued, that the fever has broken. Democracy is still sick.

Over the past decade, according to the Varieties of Democracy Institute, the share of the world’s population living in democracies has plummeted from 52% to 32%.

Free and fair elections are still under threat here and abroad.



And in countries ranging from Brazil to Hungary to Russia, authoritarian leaders have continued to fuel disinformation campaigns, to dismantle checks on their power, and to wage unjust wars.

Our moment demands that we continue to step up in defense of the democratic experiment. This is the responsibility not only of citizens but also of core institutions.

Over the years, I've occasionally quizzed friends and colleagues what they think those core, indispensable democratic institutions are. (I'm a lot of fun at parties.) The answers are usually the same: the independent media, the courts, competitive political parties, and so on.

Colleges and universities rarely made the cut.

As I argue in my book, this is a grave oversight.

Our colleges and universities are critical – and, yes, even indispensable – to the maintenance of healthy, flourishing democracies. And, just as important, liberal democracy is the best soil for thriving universities. This is, in no small part, because universities and liberal democracy share so many values. Each places a premium on freedom of speech and thought; on tolerance for dissent; on the free flow of information and ideas; and on shared and distributed authority.

It is perhaps, then, no surprise that nearly 90 of the top 100 universities in the world according to Times Higher Education are located in democracies, and that

studies have shown that higher levels of college education make democracies more likely to endure and autocracies more likely to democratize.

Nowhere is this basic truth more visible than in this country, where our great diversity of colleges and universities – among which every one of your institutions is a vital part – have become intimately woven into the fabric of democratic life.

But higher education needs to be doing more to live up to its democratic promise.

In my book, I outline four distinct areas in which colleges and universities support liberal democracy and in which I think they have, in recent years, failed to live up to their potential:

- They advance social mobility.
- They steward facts, cultivate expertise, and check power.
- They foster pluralism by bringing people together from vastly different backgrounds, beliefs, and perspectives and teaching them how to engage with one another.
- And they educate students in the values, history, skills and aspirations necessary for good democratic citizenship.

It's this last function, civic education, that I want to discuss today; it is an area where I believe our colleges and universities have fallen tragically short.

We have not been effective in educating students in the habits and values of democratic citizenship. To my mind, these habits include (but are not limited to) a

familiarity with the history and theory of democracy and its institutions; the ability to reason critically and discern true information from false information; a commitment to ideals of tolerance and equality; and finally, an aspiration towards collective action and civic friendship.

For decades, higher education – as a sector – has allowed K-12 schools to bear practically the full burden of civic education. Unfortunately, we know that quality civics in primary and secondary schools in this country is uneven, despite the best efforts of so many committed educators.

Indeed, according to the National Assessment of Educational Progress, only about 25% of US students demonstrate proficiency in civics, and only slightly more than 20% receive dedicated instruction in civics.

This is deeply troubling, especially at a moment when less than half of American adults can name all three branches of government and when younger generations, including so many of our students, are in the throes of what one global study has described as a “democratic malaise.”

I have seen these deficits firsthand.

Several years ago, we at Johns Hopkins piloted a panel during student orientation focused entirely on academic freedom and free speech. We enlisted faculty members from across the ideological and disciplinary spectrums to explain the significance of this core value not only to the academy but, indeed, to democracy.

At first, I worried that the content would be too rudimentary. But when I approached several of our students afterwards to survey what they thought of the experience, they said – to a person – that until that moment they had never been exposed to the case for free speech in their high schools. Everything in that session was brand new to them.

I was stunned.

Two years later, when I was teaching an undergraduate seminar, I asked my students if any of them had learned about core democratic ideas and institutions in high school. A dispiritingly small number of hands went up – and most of those were at half-mast.

Clearly, when it comes to civics, our schools are not doing enough.

The responsibility for remedying this situation must fall on the entire educational continuum. This includes colleges and universities. We cannot sit on the sidelines. We should be doing vastly more to educate our students in the norms, values, and history of democracy, and to cultivate in them the skills and dispositions that undergird good democratic citizenship.

Every time I've made this claim in print, there is someone – without fail – who says (more often than not in the form of a tweet) that colleges simply have no business wearing the mantle of civic education. Colleges prepare students for careers, not for democratic citizenship. We are not in the business of values.

I know this room – of all rooms – knows how myopic that argument is.

It is also deeply ahistorical.

As I was researching my book, I was struck to learn that not only is the call for universities to be beacons of civic education not new; it is, in fact, almost as old as this nation itself.

In 1790, George Washington delivered his first state of the union address before a joint session of Congress (not here in DC unfortunately, but in New York).

Compared to the marathon performances of modern presidents, Washington's remarks are mercifully short – only about 1,200 words. Given the speech's brevity, it is significant – and surprising for many to discover – that 230 of those 1,200 words (or about one fifth of the speech) are devoted to the role of colleges and universities in a republic.

Washington began by telling Congress that “nothing” is more deserving of federal support “than the promotion of Science and Literature,” which he contended is the “*surest basis of happiness.*” (The humanities majors in the audience may have a bone to pick with that one.)

But Washington then pivoted to higher education's importance to sustaining a self-governing society. Among the most important functions of colleges and universities is to teach students – quote – “to know and to value their own rights; to discern and provide against invasions of them; [and] to distinguish between oppression and the necessary exercise of lawful authority.” I think we can all agree that these lessons remain just as relevant today.



It's been 233 years since Washington's first State of the Union, yet colleges and universities have delivered on his call to action imperfectly and unevenly. Periods of advancement and innovation have often been followed by stagnation and regress.

The story begins in the early nineteenth century when college presidents taught annual capstone courses in moral philosophy to graduating seniors, which were meant as a form of preparation for civic participation.

(Those were the days when college presidents could devote themselves to endless conversations about moral philosophy!)

By the 1870s, these courses faded as emergent disciplines like political science, economics, and sociology became crucial sites of democratic education – as they should. However, because undergraduates also had so much more choice in what they studied, only a fraction of students reaped the benefits of these fields' insights.

The two world wars revitalized interest in the possibilities of widespread democracy education in the form of general education requirements.

After World War II, President Truman even convened a national commission on higher education and its role in democracy. In its report, the commission made the forceful claim that “the first and most essential charge upon higher education is that at all levels and in all its fields of specialization, it shall be the carrier of democratic values, ideals, and process.”

This is a stirring call that resonates even today. Yet, in the decades that followed the Truman report, colleges and universities again let other priorities – from shifting norms of faculty autonomy to undergraduate careerism to a quest for scientific dominance – take precedence over democracy.

By the 1970s, democratic education at the university level had waned significantly. Former Harvard president Derek Bok recalled that when he started his career during this era it seemed to him like the only institutions of higher education that seemed to be doing anything relating to civics and practical ethics were Catholic colleges and universities.

Beginning in the 1980s, however, another renaissance in civics was underway with the advent of service learning and the founding of organizations like Campus Compact. Today, hundreds of institutes, centers, and offices of service learning operate at colleges and universities across the country, including, I know, at so many of your institutions as vital expressions of your foundational commitment to service for others.

Because of these enduring efforts, service learning has become perhaps the single most successful civic education movement in American history.

I embrace the aims of service learning. Indeed, I began my career during its heyday. At the time, with the communist world imploding and liberal democracy seemingly set for global predominance, it felt right for universities to focus our civic-learning efforts on community service.

And the impact of this education has been unequivocally positive – introducing students to volunteerism; making them more tolerant; and teaching them leadership skills.

But I worry that service alone does not suffice as an education in democracy. It generally does not seek to explain why democratic values matter or to ask hard, nuanced questions about why democracies have fallen short of the values they proclaim. Nor is it designed to nurture affinity for democracy as a system of popular governance, or to instill in students the knowledge necessary to engage fully with democratic institutions and processes.

Simply put, we must do more to ensure that our students are coming into contact with coursework in the values, history, and practices of democracy. For this reason, I have suggested that colleges and universities institute a democracy requirement.

This could take any number of possible forms but should, I strongly believe, balance a rigorous investigation of the ways in which the democratic experiment—in the United States and elsewhere—has fulfilled its aspirations alongside a sober recognition of the ways in which democracy has fallen tragically short, as well as the obligations of citizens in the work of realizing democracy’s promise. (As a place to begin a spirited conversation about what those obligations are, I’d direct you to Richard’s book!)

This is a tall order, with no shortage of obstacles. Faculty may voice resistance to or skepticism at such proposals. There is the risk that any conversation about common values will turn into a partisan battle. We also know how quickly

observers and pundits – on the right and the left – may try to accuse us of indoctrination. Yet I don't think these are reasons to shy away from the challenge.

Change is possible even when the stakes are high. We have begun to see real progress as colleges and universities in red and blue states alike have begun to take up the cause.

Purdue University recently instituted a new civic-literacy requirement for graduation.

Stanford has designed a citizenship course for first-year students as a central part of their new core curriculum.

And Longwood University in Virginia has also launched a new core curriculum designed around producing citizen leaders in a time of democratic erosion.

At my own university, Johns Hopkins, our SNF Agora Institute has helped to dramatically increase the number of courses in democracy we offer, many taught by luminaries like Pulitzer Prize-winning author Anne Applebaum.

Additionally, we have for the past two years hosted a Democracy Day as part of new student orientation. This event ensures that all our incoming first-years are given the opportunity to speak with a diverse cadre of faculty from divisions across the institution – in medicine, public health, education, and social sciences – about the challenges they see facing democracy; to hear from local elected officials; and to learn about opportunities for involvement and action.

We still have more we want to do at Hopkins, but I am encouraged by the progress we have made by harnessing the expertise and interest across our faculty.

Catholic colleges and universities have a special role to play in civic education. Time and again across the decades, your institutions have distinguished themselves as keepers of the civic flame. Indeed, one study found that faculty at Catholic colleges and universities were far more likely than their peers at non-Catholic institutions to support civic education as a pedagogical priority.

I know many of your schools – from Saint Anselm College to Georgetown University to Barry University and so many more – are already engaged in developing ever more robust and comprehensive civic education efforts.

And additionally, the recently formed Civic Learning and Democracy Engagement Coalition promises to connect colleges and universities engaged in this work and share insights and best practices.

Seventy-five years ago, not long after the end of World War II, United States Senator James E. Murray spoke at the National Catholic Education Association about the importance of democratic education.

He said then that “the ways of democracy ... are painfully slow and cumbersome, if only because we ourselves are painfully slow in developing within our own souls those ... virtues which are so essential to the successful functioning of democracy.”



Now, as then, our institutions of higher education have a responsibility to cultivate the virtues and habits of democratic life. Our democracy may depend on it.

I commend you for the work already underway and look forward to continuing to move this shared project forward alongside you.

## Strategic Plan & Metrics

# 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 Civitae, 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 -

<b>Intensifying Enthusiasm Across All Enrollment-</b>											
<b>Principal Metric: Enrollment for Undergraduates, "4+1" and Graduate Students</b>											
	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Est. 2022
<i>Applications Prior Year</i>	4207	4087	4224	4354	4683	4869	5160	4417	6689	5893	6098
Freshmen	1029	1106	1097	1036	928	1053	1007	799	819	718	822
Sophomores	840	809	854	872	799	728	770	770	636	604	543
Juniors	687	774	745	798	782	718	655	691	677	545	527
Seniors	668	635	734	711	740	742	669	588	632	628	480
5 <sup>th</sup> Year +	224	259	223	257	233	220	217	180	176	192	179
Transfers and Part-Time	885	891	907	971	913	994	764	823	835	751	627
"4+1" Students	76	68	99	113	91	115	100	102	118	104	115
Graduates	479	463	522	474	499	603	587	609	901	1126	1142

<b>Innovation in What We Offer-Principal Metric: Retention and Graduation Rates</b>				
Reporting Year	Retention Rate		Graduating Class	4-Year Graduation Rate
2013	82%		Class of 2013	44%
2014	79%		Class of 2014	47%
2015	80%		Class of 2015	48%
2016	80%		Class of 2016	54%
2017	81%		Class of 2017	50%
2018	75%		Class of 2018	51%
2019	75%		Class of 2019	52%
2020	79%		Class of 2020	52%
2021	73%		Class of 2021	47%
2022*	77%		Class of 2022*	48%

\*indicates preliminary data

<b>Distinction in the Commonwealth and the Nation-</b>	
<b>Principal Metric: Purchase Volume of University Licensed Logos &amp; Marks</b>	
Fiscal Year	Purchase Volume
FY 2013	\$570,472
FY 2014	\$572,725
FY 2015	\$613,646
FY 2016	\$726,167
FY 2017	\$942,622
FY 2018	\$803,744
FY 2019	\$1,000,355
FY 2020	\$546,878
FY 2021	\$313,073
FY 2022	\$492,892

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

<b>A Sense of Beauty &amp; Place on Campus- Principal Metric: Overall Attendance at University Events</b>									
	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Total Attendance	44,584	51,729	71,662	124,844	138,126	145,771	*	*	*
<b>College-Town Vibrancy- Principal Metric: Total Population of the Farmville Region (by registered voters)</b>									
	July 2014	July 2015	July 2016	July 2017	July 2018	July 2019	July 2020	July 2021	July 2022
Total Population	38,925	37,626	38,078	38,009	38,280	38,122	38,630	39,556	40,091
<b>A Culture of Philanthropy- Principal Metric: Alumni Annual Giving Percentage</b>									
FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY2021	FY2022
10.15%	9.47%	10.94%	11.20%	10.07%	9.53%	7.60%	5.7%	7.1%	6.3%

*\*With closure of Longwood B&B and impact of Covid on campus events, attendance comparisons are no longer valid as of 2019-20.*