

LONGWOOD UNIVERSITY

BOARD OF VISITORS

September 9, 2022

Minutes

Call to Order

The Longwood University Board of Visitors met on Friday, September 9 in Stallard Board Room. The meeting was called to order at 9:05 a.m. by Rector Michael Evans.

Members present:

Michael Evans
Cookie Scott
Ricshawn Adkins Roane
Fabiola Carter
Ron White
Kristie Helmick Proctor
Shawn Smith
Judi Lynch
Rhodes Ritenour
Polly Raible
Nadine Marsh-Carter

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
Victoria Kindon, Vice President for Strategic Operations
Tim Hall, Director of Athletics
Robert Wertz, President of the Longwood Foundation Board
Mackenzie Harry, SGA President
Lee Bidwell, Faculty Representative

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

President Reveley began the meeting asking for a moment of recognition and profound gratitude to Longwood Police Lt. Stuart Raybold, Athletic Trainer Carly Fullerton, and Police Chief Doug Mooney for their genuinely heroic efforts that saved the life of a Longwood student-athlete who

collapsed in cardiac arrest during summer basketball practice. The Board and those in attendance gave a standing ovation to the three, who were each present.

The Rector welcomed the Board, in particular the three new members. The Rector thanked Board members for their participation in the Board self-evaluation survey circulated in June. He gave an overview and led a brief discussion of the results, which he said showed high scores across the range of questions surveyed. In particular, members gave especially high marks to the questions that asked whether members understand the Board's responsibilities, bylaws and legal obligations; whether they understand Longwood's mission; whether Board members receive regular reports; whether Board members regularly evaluate the president; whether the Board protects Longwood and its own members from undue influence; and whether the Board acts with transparency. He said the results indicated the Board's healthy culture and he looked forward to continuing to work with members to meet their collective governance responsibilities.

The Rector asked for a motion to approve the Consent Agenda, the minutes of the previous of meeting, and resolutions in honor of Dr. Tim Pierson and Larry Palmer. Ricshawn Roane so moved, Rhodes Ritenour seconded and the motion was approved unanimously.

President's Welcome

President Reveley said it was special to be together again for Convocation and the September meeting. He recognized the presence of Tim Pierson, present for the first time in his new role as Vice President Emeritus.

President Reveley spent a few minutes summarizing the results of a recent survey conducted by SCHEV at the request of the General Assembly of young alumni of the 15 Virginia public universities. Among the results, he noted Longwood is among six universities with an alumni satisfaction rate of 90 percent or better. Longwood is second among institutions in the percentage who report having had a mentor in college, and percent of alumni reporting they were very satisfied with class size during college. Longwood also ranks highly on the employment rate of alumni, and first among those reporting they had an internship during college, and among the highest reporting they keep up with friends from college.

President Reveley introduced Tim Hall, who expressed his appreciation for the opportunity to serve at Longwood, which he said is clearly a special place, something reinforced by his observations of his first Convocation. He said it is clear Longwood lives its values and knows itself. He said athletics play an important role in educating young people, and that his guiding principles would include providing a strong student-athlete experience, graduating students so they become leaders, providing for social and intellectual growth, adhering to all applicable rules, competing fairly and honorably with civility, maintaining strict financial integrity and being a good steward of all resources. He added a key priority will also be using creativity and ingenuity to extend resources. Finally he said the department will represent the University positively at all times. He said the question he always poses in working with student athletes is "what would I want for them if this person were my son or daughter?" He said there is tremendous opportunity for Lancer athletics to advance the mission of the university. He also introduced Erika Lang-Montgomery, the new women's basketball coach. She said she has been

deeply impressed with her student-athletes and is grateful for the warm welcome to the Farmville community. She said she is excited to build on the Longwood basketball tradition that has been established.

Cameron Patterson gave an overview of his staff leadership and the early part of the semester, including New Lancer Days and focused efforts to give students a strong sense of belonging as the semester begins. He said campus and community spirit have been strong. President Reveley noted Cameron continues to serve an important role at the Moton Museum. Polly Raible asked a question about CAPS and capacity and demand. He responded the office is working to implement federal grant opportunities, including one that has allowed the hiring of a trauma specialist. He also said the CAPS team has been able to implement a new Steps Care model, which allows more effective building of individualized well-being plans. Further funding opportunities are being pursued. Lee Bidwell reported one of her students had had a positive experience being introduced to the Student Mental Health Club at the Activities Fair, and that other students had similar welcoming experiences with other organizations.

President Reveley introduced Matt McGregor and noted his successful leadership of the University's Covid response. Matt described his new position and said, as with Covid, collaboration and teamwork will be key. He provided a timeline update regarding the Joan Perry Brock Center and the state of planning for managing the building when it opens in the fall of 2023. He said a number of important contracts are set to be up for consideration in the coming year, including beverage, bookstore, and sports medicine. He gave an update on recent efforts to streamline operations in some administrative and finance offices, helping to create more of a "one-stop shop" for students. He gave an overview of the current state of Covid as guidance has changed substantially and the focus has shifted to managing an endemic state of the virus, with a focus on informing individual decision-making rather than institutional one-size-fits-all response. So far, he said, campus appears to be managing this transition successfully. President Reveley noted that planning for celebrations and rituals related to the opening of the JPB are in their initial phases.

Victoria Kindon introduced Jason "Ferg" Ferguson Longwood's new dean of admission, noting he has lived in Farmville for 30 years, dating back to his arrival as an undergraduate at Hampden-Sydney, and that he received his master's from Longwood in 2012. She said he has brought a renewed sense of our purpose and the specialness of the community. She said it is clear the connection between faculty and prospective students is extremely important, and that has been an area of great strength at Hampden-Sydney. She gave an overview of the coaching/affinity program. She also gave an overview of "cross-app" data that gives a picture of where Longwood applicants are also applying. One consistent finding is if they don't come to Longwood, applicants are choosing another 4-year institution, public or private, in Virginia. She said it's clear from feedback and survey data that a connection on campus is key to enrolling students, so a key focus remains facilitating those interactions and connections. In response to follow-up questions, she gave an overview of the focus on getting financial aid offers in front of students early in the application process. Another new initiative is moving the student work

program from HR into Student Success. There was a wide-ranging discussion about communicating college planning as families move into the prospective student pipeline.

Larissa Smith reported there is a strong energy in classrooms on campus, with freshmen especially excited to be learning in person. She noted the 10th anniversary of the passing of beloved colleague Bill Stuart. She provided an update on the 10-year reaffirmation of accreditation process with SACS-COC. Also important in the reaffirmation process is the development, now underway, of the upcoming Quality Enhancement Plan, which will focus on post-graduate success. She noted the value of a leadership team in Academic Affairs that includes significant Longwood experience but also experience elsewhere. She introduced her leadership team, including new deans this year: Associate Provost David Shoenthal; Cooke-Cole Dean Roger Byrne; Library Dean Brent Roberts; Honors College Dean Chris Kukuk; Dean of the College of Education, Health, and Human Services Angela McDonald; Interim Dean of the College of Business and Economics Sara Neher; and Dean of Graduate Studies and Professional Programs Jeannine Perry.

Jeannine Perry gave a detailed presentation providing an overview of Graduate Studies, Professional Studies, Graduate and Professional Marketing, and the Digital Education Collaborative. Sara Neher gave a portion of the presentation focusing on the growth and strategy of the MBA program, as did Angela McDonald regarding CEHHS graduate programs. She introduced Courtney Hooker, who is in the Master of Science in Counselor Education program, and is Graduate Student Association Vice President, who spoke for several minutes about her path to Longwood's graduate programs and her positive experience so far.

Reports of Representatives of the Board

Robert Wertz provided an update regarding the Longwood University Foundation. In a significantly down stock market, he said Foundation investments are exceeding benchmarks. The portfolio is down 10-12 percent as of June 30, while some peers are down as much as 20 percent. For the 2021-22 academic year, the Foundation contributed almost \$2.3 million to the University, and that figure will increase to \$2.6 million this year. There continues to be important success in increasing revenue from the sales of wetland mitigation credits to support programming at the Baliles Center at Hull Springs Farm. The Foundation has adjusted its schedule of transferring payments to the University up to aid in planning and budgeting.

Mackenzie Harry introduced herself to the board and described her activities and affiliations at Longwood. She also noted her family connections (and that she hopes someday to be president of the University). She provided an update on the return of students for the fall semester. She said Convocation and the capping ceremony, and the naming announcement of Pierson Hall, were special for students. She said students agree with Matt McGregor's statements about the transition toward a new model of treating Covid as endemic, and that students are very excited to be starting what feels like a normal academic year. She said other areas of interest for the SGA include mental health and the shaping of the QEP. She described a new hammock initiative beside Wheeler, and other projects including one to include students to vote and stay engaged with student government. There is also interest in a school-wide formal dance. Overall the

emphasis is on school-wide togetherness, and educating students about traditions some have not seen in full the past few years. Ricshawn Roane commended her on the vision she laid out for her life and career.

Dr. Bidwell introduced herself to the new board members and shared a report highlight collaborative work undertaken by faculty over the summer. In particular she highlighted three specific projects that exemplify such collaborative work among faculty and K-12 educators: The Brock Experiences Chesapeake Bay Institute, the Longwood Summer Literacy Institute, and a new workshop to help faculty develop and improve the components of speaking instruction in Civitae courses.

As the morning's session concluded, Ron White thanked members for their warm welcome back to the Board and reported how moved he had been by Convocation, and that he "fell in love with Longwood all over again" and that it is a privilege to serve on the Board again. Kristie Proctor said no one in her family had previously attended college and Longwood had been transformative for her life. She said hearing the reports and attending the ceremony had reminded her how special Longwood is.

Board members then took a tour of the JPB Construction site and ate lunch. Fabiola Carter and Cookie Scott departed the meeting.

Executive Session

The Board reconvened in Stallard at approximately 1:30 p.m. The Rector asked for a motion pursuant to Virginia Code 2.2-3711(A)(1) that the Board convene in closed session to discuss matters related to personnel. Ron White so moved, Rhodes Ritenour seconded and the motion was approved unanimously.

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. White seconded and all members in attendance voted by roll call to certify: Nadine Marsh-Carter, Judi Lynch, Shawn Smith, Rhodes Ritenour, Ricshawn Adkins Roane, Ron White, Polly Raible, Kristie Proctor and Michael Evans.

There being no further business, the Rector adjourned the meeting at 3 p.m.