

LONGWOOD UNIVERSITY BOARD OF VISITORS
Friday and Saturday, March 26 & 27, 2010

Minutes

Call to order

The Longwood University Board of Visitors met on Friday, March 26, 2010, on the campus of Longwood University. The meeting was called to order at 8:53 a.m. by Dr. Helen P. Warriner-Burke, Rector of the Board.

Members present:

Ms. M. Jane Brooke
The Honorable Otis L. Brown
The Honorable John W. Daniel, II
Mr. George W. Dawson
Mrs. Rita B. Hughes
Mr. Chin Han Kim
Dr. Ripon W. La Roche, II
Mr. Stephen L. Mobley
Mrs. Susan E. Soza
Dr. Helen P. Warriner-Burke

Members absent were:

Mr. John B. Adams, Jr.
Ms. Marjorie M. Connelly
Mr. Robert E. Frye, Sr.

Present at the request of the Board:

Dr. Patricia Cormier, President
Ms. Jeanne Hayden, Secretary to the Board of Visitors
Dr. Kenneth Marcus, President, Foundation Board
Mr. Michael Sheffield, President, Alumni Association
Mr. Cameron Patterson, Student Representative to the Board
Dr. Pamela Tracy, Faculty Representative to the Board of Visitors

Present at the request of the President:

Ms. Brenda Atkins, Executive Assistant to the President for Governmental Affairs and Special Projects
Mr. Richard Bratcher, Vice President for Facilities Management
Dr. Wayne McWee, Provost and Vice President for Academic Affairs
Mr. Robert Smith, substituting for Dr. Francis Moore, III, Vice President for Information and Instructional Technology Services and Chief Information Officer
Dr. Tim Pierson, Vice President for Student Affairs
Mr. Craig Rogers, Vice President for University Advancement
Ms. Kathy Worster, Vice President for Administration and Finance

Also present were:

Faculty Representatives:

Dr. David Shoenthal

Dr. Rena Koesler

Student Representatives:

Mr. Brandon Fry

Ms. Emily Van Daniker

Mr. Patrick Crute

Rector's Report

Dr. Warriner-Burke recognized faculty and student representatives in attendance. She announced that Commencement will be held Saturday, May 8 and the June 10th and 11th Board meeting and retreat will be held in Williamsburg, Virginia.

The Rector thanked the campus community for its work with the presidential search. She announced that General Finnegan has signed a contract with Longwood and in preparation for his arrival in July, Longwood House will receive some infrastructure renovations.

Dr. Warriner-Burke announced that members of the 2010 Nominating Committee are Mrs. Hughes, Mr. Brown, and herself. Mrs. Hughes will serve as chair of the committee and will bring forward a slate of officers for election at the Board's June meeting.

She reported to the Board that she had recently spent time at Hull Springs Farm and learned that the work taking place there has far exceeded the donor's expectations. Dr. Warriner-Burke recommended that the Board visit the farm sometime in the near future.

The Rector concluded her report by commending the Department of Communication Studies and Theatre for its work on the theatre productions of "The Grapes of Wrath" and "Othello".

President's Report

Dr. Cormier reported on some of the issues and concerns facing Longwood and other state institutions of higher education stemming from the 2010 session of the General Assembly. Some of these issues included:

- The possibility of additional cuts in 2012; there will be a \$10 million higher education funding reduction for 2012
- The elimination of the furlough days in 2011 and 2012
- The addition of language providing institutions of higher education flexibility in handling the 2010 furlough day

The President also reported that Longwood received funding for the Nursing Program and also received authority and priority two status for the new IT Center. She continued by stating that cuts over the original FY 2010 budget averaged a minus 26% and that Longwood's budget reduction was minus 28%, primarily due to the planned loss of Banner funding. Dr. Cormier directed Board members to a handout that showed the changes in General Fund Appropriations to E & G Programs for 2010-12 Biennium over FY 2010. (A copy of this handout is filed with

“with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 1, March 26, 2010.)

She reported that Governor McDonnell signed Executive Order 2, establishing the Governor’s Commission on Government Reform and Restructuring and is expected to announce a commission on higher education. The President stated that the two commission may bring even more changes to the way public education is provided in Virginia.

Dr. Cormier reviewed several bills that will affect higher education. They included:

- HB 211 – Legislation that exempts college applications from the Freedom of Information Act
- HB 903/SB207 – Allows information used by the Threat Assessment Team relating to the assessment or intervention with a specific individual to remain confidential, unless an individual who has been under assessment commits an act, or is prosecuted for the commission of an act that has caused the death or serious bodily injury to another person then the records must be made available
- HB 1238/SB 608 – Requires the president or vice-president to annually certify in writing to the Department of Emergency Management comprehension and understanding of the institution’s emergency management plan
- HB 1066 – Requires the development of a uniform certificate of general studies program (30 credits – one year) for all institutions in the Commonwealth
- HB 1389/SB736 – Allows for the establishment of college partnership laboratory schools by any public institution of higher education that operates an approved teacher education program
- SB 209 – Requires that each public institution’s policies for course credit for standard and higher level International Baccalaureate courses shall be comparable to its policies for granting course credit for Advanced Placement courses.

The President noted that with the pending passage of the Reconciliation Bill, all schools will be required to process Federal student and parent loans through the Federal Direct Lending Program. She stated banks will still be able to make private loans to students. Dr. Cormier announced that the Longwood Financial Aid Office has been preparing for this change which should make the process for applying for student loans much simpler for students. The Financial Aid Office will be conducting processes and procedures testing for the change on July 1.

She announced that at the meeting on Saturday, March 27 under New Business the Board will discuss the challenges facing the University: Enrollment and Resources.

The President concluded by reporting that the only dashboard indicator to present at the meeting was on Spring Revenue generated from total credit hours. The total for Spring 2010 is \$10,841,423; compared to Spring 2009 with \$9,690,692. (The text of the President’s Report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 1, March 26, 2010.)

Business

Consent Agenda

Item 1 – Approval of Consent Agenda

Dr. Warriner-Burke presented to the Board for its approval five items on the consent agenda; the minutes for the February 19, 2010 Board meeting, minutes for the March 2, 2010 Board meeting, revisions to Information Technology policies, revisions to Administrative policies and approval of the proposed Board of Visitors' meeting dates for 2010-2013. A motion was made by Mrs. Hughes to approve the consent agenda as presented. The motion was seconded by Mrs. Soza and unanimously approved by the Board. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 2, March 26, 2010.)

Audit

Item 2 - Approval of Internal Audit Department Charter

Mr. Murray, Director of Internal Audit, presented a request for the Board to approve an updated Internal Audit Department charter. He stated that the last time the charter was reviewed, updated and approved by the Board of Visitors was in 1999. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 3, March 26, 2010.) Several changes to the charter were suggested by the Board. A motion was made by Mr. Brown to table this action item until the June meeting at which time the Board would consider the action again. The motion was seconded by Dr. La Roche and unanimously approved by the Board.

Item 3 - Update on Internal Audit Activities

A report was presented by the Director of Internal Audit on the status of current audit projects. He reported that several audit and review projects have been completed or will be completed in a few weeks. They included: the Advancement Systems audit, Theatre Program, and the Campus Police Department. He reported that he attended a University Risk Assessment Conference in Richmond, Virginia. (A copy of this update is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 4, March 26, 2010.)

Item 4 - Report on Enterprise Risk Management and the Board's Role

Through a powerpoint presentation, Mr. Murray presented a report on Enterprise Risk Management and the Board of Visitors' role. Key elements of the report included: Risk Intelligent Culture, the Board's Role, Successful ERM Programs and Priorities and Next Steps (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 5, March 26, 2010.)

Following his presentation, Dr. Warriner-Burke suggested that the Board may want to have further discussions at its June meeting.

Administration, Finance, Facilities and Technology

Item 5 - Approval of Tuition and Fees for FY 2011

Ms. Worster, Vice President for Administration and Finance, presented a request to the Board of Visitors to approve the University's recommendation to increase tuition and a mandatory E&G fee increase of 14.6% between Fall 2009 and Fall 2010. This is inclusive of the 4.5% tuition increase approved for Spring 2010. The average increase for in-state residential students is 8.8%

and 10.7% for out-of-state students. (A copy of this request is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 6, March 26, 2010.)

A lengthy discussion ensued regarding the increases in tuition and fee proposals and the impact on the University’s overall budget. Board members were encouraged to approve an increase so students will know what they will have to pay for 2010-11. Mr. Brown stated that the Board needed to go ahead and make a decision to enable the University the ability to start planning its 2010-11 budget. He then made a motion to approve on a preliminary basis a 10% increase for in-state undergraduate students proposed by the Administration subject to the final information and data from the Commonwealth and instruct the Executive Committee to address the issue of any changes as necessary. The motion was seconded by Mrs. Hughes.

Another discussion ensued regarding the wording of the motion. Ms. Worster requested that the motion language reflect 10% increase to all students. Dr. Cormier requested that it also include tuition and fees.

Mr. Brown modified his motion to approve on a preliminary basis a 10% increase for all students in tuition and fees proposed by the Administration subject to the final information and data from the Commonwealth and instruct the Executive Committee to address the issue of any changes as necessary.

Mr. Dawson raised questions regarding the publishing of the increase. He wanted to make sure that what is published accurately reflects the Board’s actions.

Ms. Hayden read Mr. Brown’s motion for the Board to take action. Mr. Daniel recommended that the word “tentative” be removed since the decision will not be tentative. Discussion continued regarding how the tuition and fee information would be published. Following this discussion, Mr. Brown made a motion to withdraw his motion. Mr. Daniel seconded the motion.

Ms. Worster will work on the language of the request and the Board agreed to revisit this item at its afternoon session.

Item 6 - Approval of Request for Funds from Auxiliary Reserve

Also presented for the Board’s approval was a request to approve the allocation of \$395,000 from Auxiliary Reserve for repairs to the Longwood Bed and Breakfast storm gutters and repairs at Longwood House. (A copy of this request is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 7, March 26, 2010.) A motion was made by Mrs. Hughes to approve the request as presented. Ms. Brooke seconded the motion and it was unanimously approved by the Board.

Item 7- Approval of Administrative Policies

Ms. Worster also presented one new (Identity Theft Prevention Program) and one revised (Satisfactory Academic Progress) administrative policy for the Board to approve. She stated that policies and procedures are reviewed and updated on an as needed basis to maintain consistency and to ensure that the policies are meeting the needs of the University. (A copy of this request is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 8, March 26,

2010.) A motion was made by Mrs. Soza to approve the policies as presented. Her motion was seconded by Ms. Brooke and unanimously approved by the Board.

Item 8 - Approval of Property Acquisition Request

Mr. Bratcher, Vice President for Facilities Management, presented for the Board's approval, a request granting the University permission to acquire property for a biomass fuel depot in an amount, not to exceed \$250,000. He stated that a biomass fuel depot would provide Longwood with enough land to stockpile large quantities of sawdust and better manage the fuel supply. It would also provide a site to locate the equipment and infrastructure necessary to process other forms of woody biomass and allow for diversification of fuel sources. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 9, March 26, 2010.) A motion was made by Mr. Brown to approve the request as presented. The motion was seconded by Mrs. Soza and unanimously approved by the Board.

Item 9 - Review of Financial Report for Period Ending January 31, 2010

Ms. Worster reviewed the financial reports for the period ending January 31, 2010. She reviewed the revenues and expenditures for both E&G and the Auxiliary fund accounts. Ms. Worster reported that compared to the previous year E&G revenues are down 2.4% as a result of reduced state appropriations. E&G expenditures are down 6.6% from the same period last year. She attributed this to repaying technology maintenance expenses in FY 2009. She also reported that Auxiliary revenues are greater than the previous year as a result of fee increases and Auxiliary expenditures have increased as a result of an addition of \$450,000 to scholarships that normally would have been paid by the Longwood Foundation. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 10, March 26, 2010.)

Item 10 - Capital Construction Update

Mr. Bratcher presented an overview of current campus construction projects and a pictorial tour of the varying stages of the projects. (A copy of the update is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 11, March 26, 2010.)

The Board adjourned for lunch at 12:17 p.m. and reconvened at 1:25 p.m. Mr. Daniel did not return to the meeting.

University Advancement

Item 11 - Approval of Amended Articulation Agreement with Longwood University Foundation, Inc.

Mr. Rogers, Vice President for University Advancement, presented for the Board's approval an amended Articulation Agreement with the Longwood University Foundation. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 12, March 26, 2010.) He reported that the Foundation Board approved the amended agreement at its September 2009 meeting. Mrs. Hughes made a motion to approve the amended Articulation Agreement as presented. The motion was seconded by Ms. Brooke and approved unanimously by the Board.

Item 12 - Public Relations Report

Mr. Rogers deferred to the report in the Board book. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 13 March 26, 2010.)

Item 13 - Comprehensive Campaign Report

The report included the current campaign report for July 1, 2009 through February 28, 2010 with a total of \$2,101,729.32 and a cumulative campaign report for the period of July 1, 2006 through February 28, 2010 with a total of \$21,185,407.00. Mr. Rogers stated that although campaign giving has slowed, he remains optimistic that with the markets rebounding, giving will rebound as well. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 14, March 26, 2010.)

Item 14 - Report on Hull Springs Farm

Ms. Burton, Executive Director of Hull Springs Farm, presented with powerpoint slides a report on the current activities and programs occurring at Hull Springs Farm. She stated that educational programs continue to be held at the farm. Some of these programs include anthropology, archaeology, and biology. Ms. Burton described the efforts at the farm to sustain the many different species of wildlife that inhabit the property and the shoreline. She reported that the shoreline restoration project has been successful.

She also updated the Board on the wetland mitigation bank. Ms. Burton reported that she continues to work on Phase I of the development of the project. Staff members at Hull Springs Farm continue to work with the U.S. Army Corps of Engineers, the Virginia Department of Environmental Quality, the Virginia Institute of Marine Science, and faculty members of Longwood’s Archaeology and Biology Departments. (A copy of this report and presentation is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 15, March 26, 2010.)

Item 5 - Approval of Tuition and Fees for FY 2011 (Continued)

Ms. Worster presented for the Board’s approval the revised request for tuition and fees recommended by the Board in the morning session. She requested that the tuition and fees for 2010-2011 increase an average of 7.98% in total costs over the 2009-2010 academic year for in-state residential students and 10.07% for out-of-state residential students. (A copy of this amended request is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 16, March 26, 2010.) A motion was made by Ms. Brooke to approve the request for tuition and fees as presented and also grant the Board of Visitors’ Executive Committee permission to adjust the proposal if necessary at its May meeting, based on additional information received from the Commonwealth. The motion was seconded by Mr. Dawson and unanimously approved by the Board.

Discussion Topics: Discussion on Marketing

Mr. Sercombe, Director of Public Relations, outlined the history of the marketing plans at Longwood since 1996 and accomplishments of CRT/tanaka as the advertising firm representing Longwood for the past five years. He reported that the contract with CRT/tanaka is coming to an end and will have to issue a new “Request for Proposal” if the University plans to continue marketing.

Mr. Mulvihill, President of CRT/tanaka presented through a PowerPoint presentation a review of the projects and activities that CRT/tanaka has conducted since 2005. (A copy of this presentation is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 17, March 26, 2010.) He discussed the improvements in public perception and

admission efforts over the past five years. Mr. Mulvihill then reviewed challenges facing Longwood in recruiting future students. He demonstrated on a graph the decline in high school graduates over the next five years.

Mr. Mulvihill encouraged the Board to continue its efforts in advertising to maintain the momentum and strides achieved in the past five years.

Following his presentation, Dr. Cormier thanked Mr. Mulvihill for making Longwood its only in-state university client. She asked the Board for a sense of direction in pursuing future marketing plans. Mr. Dawson, Ms. Brooke and Mr. Mobley stated that they are all in favor of proceeding with a marketing plan, with consensus overall from the Board.

Academic and Student Affairs

Item 15 - Approval of Name Change for Graduate Studies and Extended Studies

Dr. Wayne McWee, Provost and Vice President for Academic Affairs, presented for the Board's approval a request for a name change for Graduate Studies and Extended Studies. He reported that after a review of the mission and vision plan for Graduate and Extended Studies, the Graduate Committee of Longwood University voted to change the name to "College of Graduate and Professional Studies." (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 18, March 26, 2010.)

Dr. La Roche made a motion to approve the name change as presented. Mr. Mobley seconded the motion and the Board unanimously approved.

Item 16 - Approval of Revisions to Add-Drop Policy

Also presented for the Board's approval by Dr. McWee was a request to approve the revisions to the Add-Drop Policy. Upon review by the Registrar, changes were recommended to make adding and dropping courses more manageable. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 19, March 26, 2010.) Dr. La Roche made a motion to approve the revisions as presented. Mr. Kim seconded the motion and the Board unanimously approved.

Item 17 - Approval of Revisions to Student Handbook

Dr. Pierson, Vice President for Student Affairs, presented for the Board's approval revisions to the *Student Handbook*. New policies included: Scavenger Hunts; Prohibition of Threatening Behavior; and Threat Reporting Policy. Revised policies included additions and deletions in language to the following policies and procedures: Community Standards and Disciplinary Jurisdiction; Hearing Bodies; The Longwood University Greek Conduct System; and Alcohol and Other Drug Policies, Procedures, and Information. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 20, March 26, 2010.)

A motion was made by Mr. Dawson to approve the *Student Handbook* revisions as presented. His motion was seconded by Mrs. Soza and unanimously approved by the Board.

Item 18 - Report on Faculty Salary Equity Adjustments

Dr. McWee through a powerpoint presentation reported on the distribution of faculty salary equity adjustments. His report included the reasons why the adjustments were made, who received the adjustments, and how they were allocated.

He stated that for the past two years the President has tried to fund salary adjustments for faculty and increase salaries to bring them closer to the 60th percentile. Dr. McWee also reported that the funds for the increases came from churn and from eliminated faculty positions totaling \$200,000. This money was allocated to full professors, associate professors and a few assistant professors. The raises ranged from \$500 to \$6,400. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 21, March 26, 2010.)

Item 19 - Report on Student Housing

Dr. Pierson presented a report comparing housing occupancy between Spring 2008, Spring 2009 and Spring 2010. Overall housing for Spring 2008 was 2,649, for Spring 2009 was 2,834, and 2,824 for Spring 2010. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 22, March 26, 2010.)

He reported that 300 students have been released to move off-campus for 2010-11. Mr. Brown reported that the Real Estate Foundation will be meeting with University officials on April 16 to discuss housing options for Longwood related to the razing of the Cunninghams, the need for graduate student housing and other housing issues.

Item 20 - Spring 2010 Enrollment Report

Dr. Whitworth, Director of Assessment and Institutional Research, presented and reviewed the enrollment for Spring 2010. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 23, March 26, 2010.)

Item 21 - Admissions Update for Fall 2010

Mr. Chonko, Dean of Admissions, reported that 250 more students have been admitted this year than last year at the same time. To date 2,900 students have been admitted towards a goal of 3,000. The Admissions Office is still evaluating 100 active applications with a wait list. Mr. Chonko is seeking a freshman class of 1030 for 2011. He also reported that 300 deposits have been received and he is expecting 700 more in early April.

Mr. Chonko outlined some of the challenges facing today's admissions offices statewide. Students are applying to more colleges and universities, trying to get into the best school that fits their budgets. He noted that yield rates nationwide have been declining. Longwood's current yield rate is 34% to 36%, which is about 4% lower than just a few years ago.

Following his report, a discussion was held on attracting more students and creating new programs to attract students to attend Longwood.

Item 22 - Report on Athletics Academic Progress Rate

Ms. Meadows, Associate Athletic Director for Student Athlete Enhancement, reviewed the report on Longwood's Academic Performance Rate (APR) submitted to the NCAA. She stated that the information in the report was for the academic years 2005-06, 2006-2007, 2007-2008, and 2008-

2009. The purpose of the report is to measure term-by-term academic eligibility and retention of student athletes on athletic scholarships. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 24, March 26, 2010.)

Item 23 - Update on Intercollegiate Athletics

Mr. Austin, Director of Athletics, updated the Board on a number of athletic activities. He reported that the Athletic offices have just recently moved out of the trailers and into Tabb Hall and thanked staff members and others for assisting with the move. Mr. Austin went on to report on the men’s and women’s basketball teams season records and noted that although they struggled at the beginning of the season, they finished strong. Both teams played games with some of the teams from the Big South.

Longwood has sponsored several pre-game events that were coordinated by Mr. Neal and assisted by Mrs. Shelton, who sent out notices announcing the events.

Mr. Austin concluded by reporting that he continues to stay in touch with the athletic directors of the Big South and remains encouraged that Longwood may be accepted in the Big South Conference.

Closed Session

Ms. Brooke moved to go into Closed Session under Section 2.2-3711 A1 of the Code of Virginia to discuss matters related to personnel. The motion was seconded by Mrs. Soza and approved unanimously by the Board.

A motion was made by Dr. La Roche to return to Open Session. The motion was seconded by Mr. Kim and was unanimously approved by the Board.

In compliance with the provisions of the Freedom of Information Act, the Board returned to Open Session. Dr. La Roche moved to certify that the discussion in Closed Session was in accordance with the *Code of Virginia*. The motion was seconded by Mr. Kim and affirmed by Ms. Brooke, Mr. Brown, Mr. Dawson, Mrs. Hughes, Mr. Mobley, Mrs. Soza and Dr. Warriner-Burke. (A copy of this compliance is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 25, March 26, 2010.)

Dr. Warriner-Burke reported that the Board went into Closed Session to consider issues related to personnel.

- Mrs. Hughes made a motion to affirm the hiring of the following new faculty members: Ms. Kristine Artello, Instructor of Criminal Justice; Dr. Dale Beach, Assistant Professor of Biology; Ms. Suzanne M. Donnelly, Instructor of Science Education; Ms. Casie LeGette, Instructor of English; Dr. Virginia Rothwell, Assistant Professor of Criminal Justice; and Dr. Kimberly Stern, Assistant Professor of English. The motion was seconded by Ms. Brooke and unanimously approved by the Board.
- Mr. Dawson made a motion to approve the following faculty for promotion to the rank of professor: General Patrick Finnegan, Dr. Lissa Power deFur and Mr. Christopher Register, the following faculty to the rank of associate professor; Dr. Stephanie Buchert, Ms. Anna Cox, Ms. Kerri Cushman, Dr. Rodney Dunning, Dr.

David Locasico, Dr. Christopher McGee, and Dr. David Shoenthal and faculty member Ms. Susan Browder to the rank of senior lecturer. The motion was seconded by Mrs. Hughes and unanimously approved by the Board.

- Dr. La Roche made a motion to approve tenure for Dr. Stephanie Buchert, Assistant Professor of Psychology; Ms. Anna Cox, Assistant Professor of Art; Ms. Kerri Cushman, Assistant Professor of Art; Dr. Rodney Dunning, Assistant Professor of Physics; General Patrick Finnegan, Professor of Political Science and Law; Dr. David Locascio, Assistant Professor of Education; Dr. M. Leigh Lunsford, Associate Professor of Mathematics; Dr. Christopher McGee, Assistant Professor of English; and Dr. David Schoenthal, Assistant Professor of Mathematics. The motion was seconded by Mrs. Soza and unanimously approved by the Board.
- Ms. Brooke made a motion to approve the awarding of rank of President Emerita to Dr. Patricia Cormier. The motion was seconded by Mrs. Soza and unanimously approved by the Board.
- Mr. Dawson made a motion to approve the rank of “First Gent” Emeritus to Dr. Raymond Cormier. The motion was seconded by Ms. Brooke and unanimously approved by the Board.

The meeting adjourned for the day at 5:26 p.m.

Saturday, March 27, 2010

Call to order

Dr. Warriner-Burke reconvened the Board of Visitors' meeting at 8:50 a.m. on Saturday, March 27, 2010.

Members present:

Mr. John B. Adams, Jr.
Ms. M. Jane Brooke
The Honorable Otis L. Brown
The Honorable John W. Daniel, II
Mr. George W. Dawson
Mrs. Rita B. Hughes
Mr. Chin Han Kim
Dr. Ripon W. La Roche, II
Mr. Stephen L. Mobley
Mrs. Susan E. Soza
Dr. Helen P. Warriner-Burke

Members absent were:

Ms. Marjorie M. Connelly
Mr. Robert E. Frye, Sr.

Present at the request of the Board:

Dr. Patricia Cormier, President
Ms. Jeanne Hayden, Secretary to the Board of Visitors
Dr. Kenneth Marcus, President, Foundation Board
Mr. Michael Sheffield, President, Alumni Association
Mr. Cameron Patterson, Student Representative to the Board
Dr. Pamela Tracy, Faculty Representative to the Board of Visitors

Present at the request of the President:

Ms. Brenda Atkins, Executive Assistant to the President for Governmental Affairs and
Special Projects
Mr. Richard Bratcher, Vice President for Facilities Management
Dr. Wayne McWee, Provost and Vice President for Academic Affairs
Mr. Robert Smith, substituting for Dr. Francis Moore, III, Vice President for
Information and Instructional Technology Services and Chief Information Officer
Dr. Tim Pierson, Vice President for Student Affairs
Mr. Craig Rogers, Vice President for University Advancement
Ms. Kathy Worster, Vice President for Administration and Finance

Also present were:

Faculty Representatives:
Dr. Alix Fink
Dr. David Shoenthal
Student Representatives:

Mr. Patrick Crute
Mr. Brandon Fry

Public Session

Dr. Robert Webber presented the March 2010 Annual Salary Survey of the American Association of University Professors (AAUP) report, prepared by the Longwood University chapter. (A copy of the report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 1, March 27, 2010.) He reported that faculty salaries continue to lag behind other state colleges and universities as well as some of Longwood’s benchmark institutions.

Following Dr. Webber’s report, Mr. Dawson asked that data be made available if possible, comparing faculty salary costs per student, statistics showing student to faculty ratio, and the percentage of tuition that goes toward faculty salaries.

Reports from Representatives

Mr. Brown, Member of the Board of Visitors and President and Director of the Longwood University Real Estate Foundation, presented an update on the construction of the bridge that will link Lancer Village to Buffalo Street. The bridge will accommodate both pedestrian and vehicular traffic and provides a safer more direct route to the campus.

Mr. Daniel, member of the Board of Visitors and President of the Hull Springs Farm Foundation Board, reported that this Board has a meeting in the upcoming week with the interagency task force regarding the mitigation bank. The Hull Springs Farm Foundation Board hopes the agency will approve its prospectus which would allow the Foundation the ability to sell some credits, thus, providing a revenue stream to move forward with some of the other projects for the Farm.

The staff and the Hull Springs Farm Board are working with oyster leasers and the Chesapeake Foundation to develop the point in front of the farmhouse into a viable productive fishing area. He also reported that students from Longwood will be at the farm in May to help with some spring spruce-up activities.

Dr. Marcus, President of the Foundation Board, presented a report for the Foundation. He reported the following information:

- In March 2009 over 90% of funds were under water and as of December 31, 2009 that number has lessened to 15%.
- The members of the Foundation Board will be encouraged and supported to be proactive in their service to Longwood.
- In the future the Foundation Board will be reviewing its bylaws.
- The RFP and Finance Committees of the Foundation will be receiving presentations on April 8 from six companies selected from the RFPs soliciting a new investment firm to oversee/manage the Foundation’s investments. The final selection will be made by the full Foundation Board at its meeting on April 30.
- The Audit Committee will review IRS form 990 at the April meeting – the form requires organizations to be able to substantiate the information on their filings with the IRS.

(A copy of the report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 2, March 27, 2010.)

Mr. Sheffield, President of the Alumni Association, stated that he is proud of the work being done by the Alumni Board members and staff of the Alumni Relations Office. He reported that the Alumni Board met on March 20. During the meeting the Board received a presentation from Mr. Copeland, Executive Director of the Real Estate Foundation, who presented an update on current projects.

Mr. Sheffield also reported that the Board supported the concept of hiring a professional firm to conduct an “attitude” study of alumni. This will assist in soliciting more alumni to become involved with the University. He also stated that an assistant director needs to be hired to assist with the recruitment and retention of alumni.

The Board selected five new board members and elected a new president, Stephen Meyers and vice president, Colleen McCrink Margiloff. Janice Iacopinelli and Nancy Scruggs are two of the five new board members.

Mr. Sheffield reported on the Alumni Awards Program. The Alumni Association's Alumni Awards Program recognizes alumni for their achievements and community service. He outlined the criteria for nominating alumni for these awards. The four main awards are the Ruffner Award, the Jefferson Award, the Curry Award, and the Mann Award.

He referred the Board to the handout and highlighted some of the other activities of the Alumni Board. (A copy of the report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 3, March 27, 2010.)

Mr. Sheffield announced that this is his last meeting as the Alumni Board representative and shared some closing thoughts. As an alumnus, he is proud of Longwood and the experiences he has had with his association with the University. He thanked Dr. Cormier, the Board of Visitors, the Alumni Board, Mrs. Shelton and her staff for all the support he has received while serving as the president of the Alumni Board.

Mr. Adams requested that the meeting minutes reflect the Board of Visitors’ sincere appreciation for the time and his service with the Board.

Dr. Tracy, faculty representative to the Board, presented a report on work that faculty members are conducting with students to aid them in building their experience and portfolios. Some examples included: Anna Cox in the Art Department is working with photography students; Brian Bates and James Jordan in Anthropology and Archeology are working with a junior anthropology student doing research at Nomini Hall; Jennifer Capaldo and Christopher Swanson in Music took five voice students to the VA National Association of Teachers of Singing Conference; and Melanie Marks is working with three of her students to look at the economics major and do a comparison with other majors to help with curriculum design.

She announced that the Robert and Susan May Leadership Conference and the Medieval Conference are being held at the time of the meeting and recently a Sustainability Conference was held.

Dr. Tracy concluded by reporting that faculty members continue to express appreciation for the presidential search process and are pleased with the outcome of the search.

Mr. Patterson, student representative to the Board, presented a report on the activities and upcoming projects of the Student Government Association. The report included:

- Announced that the “Big Event” is being held on March 27. Students will perform community service projects.
- Reported that students are pleased with the process used in the Presidential Search.
- Stated that students are engaged in the budget meetings.
- Announced that students have been engaged in the legislative process. He addressed the Senate Finance Committee Education Subcommittee regarding student fees and the need for more financial support for higher education. (Ms. Atkins interjected that Mr. Patterson represented Longwood very ably before the Subcommittee.) He reported that Ms. Atkins sponsored a group of students on a lobbying trip to Richmond and discussed issues related to student fees with legislators.
- Reported that students are addressing carefully Attorney General Cuccinelli’s Office to see if there are any further developments on his sexual orientation discrimination position.
- Announced that 140 students are running for SGA positions within the organization.
- Stated that the 100th anniversary of the SGA will be held in the fall and plans are being made for a celebration.

He concluded by announcing that this will be his last meeting with the Board of Visitors and expressed his appreciation for the opportunity to represent students.

New Business

Discussion Topic: Future Challenges Facing the University

Dr. Cormier led the Board in a discussion on the future challenges facing the University. She began the discussion by highlighting Executive Order No. 9 (2010) *Establishing the “Governor’s Commission on Higher Education Reform, Innovation and Investment”* which outlines expectations and goals of higher education in the future related to governance, cost and deliverance of education. (A copy of the report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 4, March 27, 2010.)

A handout was reviewed that outlined what is seen as the major challenges. (A copy of the challenges is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 5, March 27, 2010.) She noted that enrollment and resources are two of the main areas of challenges for the future.

Dr. Cormier stated that recruiting prospective students will continue to be a challenge for Longwood and other institutions. There will be a decline of Virginia students due to a declining high school population that will last until 2015. A lengthy discussion began regarding recruitment, marketing and packaging Longwood to make it more competitive with other colleges and universities. The Board also discussed recruiting students from Southside Virginia and the importance of Longwood in this area. Board members agreed that it is important to start

identifying potential students at an early age. Dr. Warriner-Burke suggested cultivating recruitments from the Latino community.

Other challenges that were discussed regarding enrollment included retention and academic programs. They discussed the importance of the retention of freshmen. Programs to assist freshmen are available for those who are having academic difficulty.

On the subject of academic programs, Dr. Cormier stated that it is important to create new programs to make Longwood more competitive. Dr. Tracy stated that she believes that online courses will provide an avenue for providing more access for students without having to be on campus. The President went on to say that it is important for faculty to look at the governance for approving new programs and to find a way to streamline the process. She reported that in most cases it takes up to two years to approve new programs. Dr. Amoss outlined the process for approving new programs.

The Board briefly discussed concerns about funding resources. The President outlined the challenges with the current campaign and suggested that all of the boards at Longwood need to support the fundraising effort. She stated that now is not the time to abandon the campaign. Mr. Adams stated that it creates great momentum to declare victory in a campaign and it ruins momentum to let it drift away. Mr. Adams went on to say that it is better to extend the campaign than to declare it a failure.

Dr. Cormier briefly outlined the challenges for funding projects in the Master Facilities Plans: cost containment as it relates to technology, energy and other utilities, safety issues, and the rise in benefits for full-time personnel; and the loss of state funding. The President concluded by saying that in terms of time and money she believes there will be more substantial challenges facing higher education because of government intervention and control.

Dr. Warriner-Burke stated that the Board will need to continue to assist in safeguarding the quality of Longwood's pool of nominees presented to the Secretary of the Commonwealth for nomination to the Board of Visitors.

Announcements

There were no announcements.

Adjournment

There being no further business, the Rector adjourned the meeting at 12:19 p.m.

M. Jane Brooke
Board Secretary