

LONGWOOD UNIVERSITY
BOARD OF VISITORS
September 14, 2018
Minutes

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

Call to Order

The Longwood University Board of Visitors met on Friday, September 14, 2018 in the Stallard Boardroom. The meeting was called to order at 9:00 a.m. by Rector Marianne Radcliff.

Members present:

Mrs. Marianne Radcliff
Mrs. Eileen Anderson
Mr. Michael Evans
Mr. Steven Gould
Mr. David Hallock
Mr. Eric Hansen
Ms. Pia Trigiani
Mrs. Ricshawn Adkins Roane
Ms. Nadine Marsh-Carter
Mr. Larry Palmer

Also present:

President W. Taylor Reveley IV
Dr. Larissa Smith Ferguson, Provost and Vice President for Academic Affairs
Ms. Louise Waller, Interim Vice President for Administration and Finance
Ms. Victoria Kindon, Vice President for Strategic Operations
Dr. Tim Pierson, Vice President for Student Affairs
Mr. Troy Austin, Director of Athletics
Mr. Justin Pope, Vice President and Chief of Staff
Mrs. Kay Stokes, Executive Assistant
Mr. Mike Ellis, Longwood University Foundation
Dr. Jennifer Apperson, Faculty Representative
Mr. Josh Darst, Student Representative
Mr. Cameron O’Brion, University Counsel

Rector’s Welcome and Approval of President’s Contract, Minutes and Consent Agenda:

The rector welcomed those in attendance and thanked everyone for a successful Convocation. She welcomed new BOV member Mr. Larry Palmer and new representatives Dr. Jennifer

Apperson and SGA President Josh Darst. She asked Mr. Palmer to provide a brief personal introduction. He gave an overview of his long career in higher education, as a professor and as vice-provost at Cornell University, as well as his long connection to Longwood as husband of former Dean of the Library Suzy Palmer. He said he was appreciative of the opportunity to be engaged in public service, and that while higher education is always facing challenges, the solutions lie with institutions like Longwood.

The rector asked for a motion to approve the Consent Agenda, including the minutes of the previous meeting. Mr. Evans so moved, Mr. Hallock seconded and the motion was approved unanimously.

President's Welcome

President Reveley welcomed everyone and said Longwood is in the midst of a consequential year in its history. The year will see the Upchurch University open, the implementation of the Civitae Core Curriculum, the largest-ever Honors College entering class, the new Farmville Freedom monument and a new Joan of Arc Statue, as well as new and successful chapters for the men's and women's basketball programs. He also noted the past year was the largest fundraising year in Longwood's history. Against a difficult climate for public sentiment around higher education, Longwood continues to make progress.

Dr. Pierson spoke of the student community's commitment to traditions like Convocation, and said the decision to ensure students were able to partake in the event safely in light of Hurricane Florence was deeply appreciated by student leadership. He said students are excited about the opening of Upchurch, and his staff is heavily involved with preparing for the move. He said the revised version of G.A.M.E this year was also a success, and gave a number of examples of the vitality of Longwood's citizen-leadership mission in Student Affairs, working in conjunction with the new Civitae curriculum.

Ms. Kindon gave updates on critical behind-the-scenes work to improve reliability and redundancy of critical IT systems, and marketing research and focus groups related to increasing applications and yield in key regions. One finding of research is that the vast majority of admitted students who choose not to attend Longwood are going to other Virginia public 4-year universities, not community colleges. She also provided an update on new cooperative efforts with Academic Affairs to conduct long-term planning. She also provided an update on the new coaching model for freshmen students to help them adjust to college, and answered a number of questions related to the program and metrics that will be monitored to evaluate results. There was also a discussion of initiatives related to improving student progress-toward-degree.

Dr. Fergeson thanked the rector on behalf of the faculty for her kind words about Dr. Bill Harbor, keynote speaker at Convocation. She provided an update on the progress of the Brock Experience pilot programs this past summer, exploring stewardship of the Chesapeake Bay and the Borderlines experience exploring the complexities of immigration in Virginia and Arizona, as well as the Yellowstone and Arctic Circle programs. Planning is now fully underway for the next round of Brock Experiences which will travel to Boston and the Colorado River.

Longwood has 34 new faculty joining this fall, including Brock “replacements,” who are hired under the Brock endowment to cover the course releases for those faculty selected as Brock fellows. She gave an overview of the Honors Faculty Scholars program, which has helped expand capacity to teach more honors sections to accommodate the additional Honors College students this year. She gave an overview of faculty who are on sabbatical this fall and the projects they are pursuing. She also congratulated Dr. Jennifer Miskec on winning a Fulbright Fellowship to teach in Croatia in the spring. She said it was heartening to see the AACU report and employer survey that validates the skills baked into Civitae are indeed the skills employers are seeking. She thanked numerous people across campus for the hard work over the summer to successfully find the necessary Civitae seats for students. Overall, she said the transition to the new curriculum has been going well, though faculty have certainly been pushed by the demands of creating and retooling courses. She expressed her pride in the faculty and their enthusiasm in piloting new courses for the continuing rollout of the curriculum over the years ahead. She also noted Longwood is beginning to get the word out about Civitae to the national academic community, including upcoming journal publications and conference presentations. She gave an overview of grant efforts, including the application for a follow-up grant to provide scholarship funding building on a previous Noyce grant related to STEM education. Also just last the week, Moton received a \$162,000 Institute of Museum and Library Services Museum Services grant to work on a Young Visitors Project. She also commended the Shared Legacy exhibit at the LCVA, the last stop on the exhibit’s national tour, which has contributed substantially to elevating the LCVA’s profile within the regional and national art community.

Mr. Hansen asked a question regarding efforts to help faculty commercialize research. Dr. Ferguson replied the university does hope to expand such efforts, and is in the midst of revising intellectual property guidelines to facilitate such R&D progress, working closely with Cameron O’Brion. In response to a question about the MBA program, Dr. Ferguson replied the university has an RFP out for assistance in scaling up the MBA program, and is considering two firms. She added Prof. Charles White is also working to develop a robust 4-plus-1 program for current students.

Ms. Waller thanked President Reveley and the board for placing their trust in her as interim vice president, and thanked the executive team and broader campus community for their support during the transition. She said she has been receiving assistance from Fahrenheit, a Richmond-based financial and management advisory firm, to assist with the transition and making sure all matters in the division are going well. She said the university budget is on track so far this year as normal. She also said she is appreciative of the “strong bench” in her division, especially including associate vice president Cat Mobley and Budget Director Susan Osborne.

She provided an update on campus construction, including the admissions building, which remains on track to open next fall. She noted the interest of the Department of Historic Resources in the site, and the planning underway on campus to honor the history of Longwood and Farmville within the building itself. She provided updates as well on the new academic building, the Curry and Frazer project, the final stages of Upchurch and the less visible but

extremely important steam tunnels repair project under Wheeler. She noted the importance of not only building attractive buildings but maintaining existing infrastructure.

Mr. Austin said he was extremely proud of student-athletes and teams for how they closed out the spring on the field and in the classroom, and again this season, with field hockey beating nationally ranked Liberty earlier in the week a highlight of the fall so far. He said he also was extremely pleased with the transition by the new men's and women's basketball coaches and the culture of discipline they are building, and he is excited to see those seasons underway starting in November. President Reveley noted that it is not uncommon for critics of higher education to feel that college athletics are part of the problem with higher education, but he believes precisely the opposite. Uniquely in the world, in the United States college athletics have historically provided an essential connection between the public and higher education. In many other countries, higher education is considered irredeemably elitist, but in America high-level athletics have developed an emotional bond that plays an essential role in its public support.

Reports from Representatives of the Board

Mike Lewandowski reported the Longwood University Foundation's total assets stand at approximately \$94 million, with the symbolically important mark of \$100 million within reach. The completion of the audit is a proud accomplishment considering the substantial amount of transition in the office, and he introduced executive director Patti Rosenberg, who will be aboard full-time starting October 1. He also noted the board members have through their own donations established a \$105,000 endowment that has now awarded its first scholarship. He said the Foundation's work is focused intensely on scholarships. He also praised Dr. Apperson and Dr. Pierson, who played an important part in his own daughter's extremely positive experience at Longwood.

Josh Darst thanked the administration for its responsiveness to student concerns about the Convocation schedule during recent days of concern over the hurricane. He said such responsiveness, in light of the genuine anxieties of students regarding the news coverage of the storm, showed Longwood at its best. This year's SGA projects include discussions regarding a parking proposal, continuing discussions regarding the ad-drop deadline and work toward a food pantry, among others.

Dr. Apperson said she had received an overwhelming response to her request for updates on summer professional and academic activities by the faculty, among them the 15th annual Summer Literacy Institute on campus and faculty research with students. She told the Board about eight new books that have been published by faculty and summarized additional faculty projects on contributions to their fields and the campus community.

There being no further business, the meeting adjourned at 11:10 a.m. Board members attended the unveiling of the new Farmville Freedom Monument at noon and toured the Upchurch University Center. Pursuant to planning earlier in the week, the September BOV meeting adjourned Friday rather than Saturday, to allow for safe travel as Hurricane Florence developed.

