



**LONGWOOD UNIVERSITY
BOARD OF VISITORS**

September 11, 2026

Minutes

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

Call to Order

The Longwood University Board of Visitors met on Friday, Sept. 11 at Stallard Boardroom in Eason Hall. The meeting was called to order at 9 a.m. by Rector Jeff Nottingham.

Members present:

Rector Jeff Nottingham
Vice Rector David Rose
Secretary Kathleen Early
Member at Large N.H. "Cookie" Scott
Glenda Booth
Ian Bradley
Charles Fagan
Jackie McCaleb
Kim Melnyk
Brian Schmalzbach
Raven White

Members absent:

Kathryn Roberts
Ron White

Also present:

President W. Taylor Reveley IV
Courtney Hodges, Vice President for Institutional Advancement
Lara Smith, Provost and Vice President for Academic Affairs
Matt McGregor, Vice President for Administration and Finance
Jennifer Green, Vice President for Strategic Operations
Cameron Patterson, Vice President for Student Affairs
Tim Hall, Vice President for Intercollegiate Athletics
Justin Pope, Vice President and Chief of Staff

Cameron O’Brion, University Counsel
Matthew McWilliams, University Spokesperson and Deputy to the President

Rector’s and President’s Welcome

Nottingham welcomed the Board and thanked them for giving their time to Longwood University. He reflected on the 25th anniversary of Sept. 11, remembering the lives that were lost and the first responder members who worked selflessly that day to save as many lives as they could, often running into danger. He asked President Reveley to lead the group in a remembrance of that tragic day. President Reveley remembered Longwood alum Joseph Anchundia ’97 who lost his life in the World Trade towers and asked everyone gathered to stand for a moment of silence.

Consent Agenda and Approval of the Minutes

Nottingham asked for a motion to approve the consent agenda and June minutes. Fagan motioned to approve; Rose seconded. The motion passed unanimously.

Nottingham then asked newly appointed Board members to introduce themselves: Glenda Booth ’68, Kim Melnyk ’90, N.H. “Cookie” Scott ’72, and Raven White.

President’s Welcome

President Reveley welcomed the Board and reflected further on the 25th anniversary of Sept. 11, noting that 2001 was consequential for Longwood as the university rebuilt from the Great Fire that April and dealt with a nationwide tragedy. He expressed gratitude to President Cormier for her leadership and fortitude in that trying time. Reveley then talked about the challenges that will face higher education in the consequential years ahead, reflecting that in the last 25 years, Longwood’s enrollment has grown by approximately 900 students, which is not the same trajectory as other colleges and universities. He said that a source of strength over that time period has been the endowment, which has grown by more than \$100 million. He said that construction on Whitehead Hall is progressing, and will have a major impact on both the Longwood and Farmville communities. He also said that our philanthropic momentum is real, and that the university has the chance to raise \$100 million in the decade of the 2020s – the first time that figure has been reached over one decade in university history. Reveley said it is a great time to be a Virginia public university; the Commonwealth is a great supporter of higher education and has nurtured and maintained the best system of public education in America.

Reports of Vice Presidents

Vice President for Student Affairs Cameron Patterson said that it is an exciting weekend in Farmville; more than 500 parents and friends are expected to visit for Family Weekend, which coincides with the Heart of Virginia Festival downtown. He echoed his appreciation for the dedication of the N.H. “Cookie” Scott Center at Lankford Hall the previous day, saying that it is a welcoming place for all students. Patterson then summarized the role of each unit within Student Affairs, saying that they engage with students in every aspect of their lives at Longwood.

He highlighted aspects of work over the summer: work done to ready residential communities, regional gatherings of fraternity and sorority life across the Commonwealth, and the work of the Welcome Home Lancers team as they prepare for the arrival of incoming students. He also highlighted several programs that help freshman students navigate the transition to college, including ARO Empowers, BOND, and First Lancers. He told the Board that students continue to engage with mental health services in different ways, and that more than 600 students last year engaged with counseling staff. President Reveley added that the simultaneous spirit of connection and range of opportunity is something that's distinctive to Longwood.

Booth asked for information about fraternities and sororities. Patterson said that Longwood has more than 20 Greek organizations, and that dues are typically between \$300-\$400 per student member. Approximately 28 percent of students are in social Greek organizations. He added that Longwood has a culture of independent Greek organizations, which are academic- and service-based. Nottingham asked if Greek organizations have a culture of supporting athletic events, and Patterson said that they are one of the strongest and most reliable groups of Lancer fans.

Vice President for Intercollegiate Athletics Tim Hall highlighted the 5-0 start of the men's soccer team, ranked in the national Top-25 for the first time in Longwood's athletics history. He listed the accolades of the team, including having two of the top goal scorers in the nation. He updated the board on several other athletics accomplishments from the beginning of the academic year, including a win by the women's golf team at the William & Mary Invitational, a new institutional record for average student-athlete GPA of 3.48, hiring of new softball and lacrosse players, a donor-funded international trip to Italy for men's basketball, preseason honors for women's soccer including preseason player of the year, two baseball players drafted into the MLB, and winning the Big South Academic Cup in 2026.

White asked about the effect of the transfer portal on Longwood student-athletes. Hall said that while the university loses some students to the portal, we do not see our student-athletes transferring at the same rate as other universities, pointing to the culture of the university as a strong pull to stay at Longwood. Discussion followed on navigating the pressures of the transfer portal.

Fagan asked if there were any athletics facility upgrades planned in the future. Hall said that his department leadership works with colleagues to improve facilities and playing surfaces and listed some priority items: training rooms, tennis court resurfacing, and scoreboards.

Nottingham asked about streaming athletic events. Hall said that the vast majority of our athletics events are streamed.

Rose congratulated Hall on the academic success of the department. Hall said that Longwood coaches see themselves as educators as well as coaches and that student-athletes have a strong support system. Schmalzbach asked about scaling support systems as sports are added. Hall said that we may need more positions for academic support if we add student-athletes, but that it would not be burdensome to the athletics budget.

Vice President for Strategic Operations Jennifer Green detailed the admissions cycle and the changes that were made relating to the new Tour Guides. She said that one trend the Admissions department is seeing is that students are waiting until they are admitted to college before visiting campuses, but that summer visits are strong at Longwood. She said that this summer, in collaboration with Academic Affairs, Longwood has hired a director of bands who is working on building recruiting music majors in support of Whitehead Hall, and also non-music majors who want to continue performing their instruments in college. She said that Longwood's marketing team is curating stories of alumni success to leverage in the enrollment process. Green also gave an update on retention, forecasting that the official rate will likely be one of the three highest in the last fifteen years; the four-year graduation rate is following the same trend. She spoke about an academic support advisor who was hired through SCHEV's Pell Initiative program who is focusing on foundational skills for students – that program is expanding. She also told Board members that the Longwood Bookstore is planning to sell merchandise featuring the new Coat of Arms at Homecoming.

Nottingham asked about reasons students transfer other than athletics. Green said that the most common reason that non-athletes give for transferring is to be closer to home.

Booth asked whether the Board approves entrance requirements, what factors are used in admissions decisions, and about the use of artificial intelligence in the admissions process. Green detailed those factors, and promised to give Booth additional information as needed. Discussion followed. White asked about the admissions timeline. Schmalzbach asked about details on the admissions process for the Cormier Honors College. Reveley explained in detail the demographic changes and pressures on recruiting new students, and Green said that Longwood has always been forward-looking in communicating the value of higher education.

Provost and Vice President for Academic Affairs Larissa Smith introduced the new Dean of the Cook-Cole College of Arts & Sciences, Dr. Wade Edwards, who is starting his 25th year at Longwood. She thanked the Board for participating in Convocation, and highlighted the faculty who won awards. She said that 84.6 percent of all courses at Longwood are taught by full-time faculty, and 90 percent of all undergraduate classes – a statistic that goes against the current of trends across higher education. She said that as higher education has become increasingly transactional, Longwood operates on a human scale that is important. She updated the board on planned new academic programs and opportunities for professionals to continue their studies, whether through an Accelerated Bachelor's of Nursing, credentialing for alumni and professionals, or graduate-level certificates through Longwood's MBA program. She updated the Board on SCHEV-supported initiatives on curriculum development and assessment, and said that Longwood is collaborating with the Office of Career Success on internships. She said that work is continuing in collaboration with Strategic Operations to roll out best practices on first-year advising with the goal of increasing retention.

She encouraged Board members to visit the Longwood Center for the Visual Arts to see an installation of collaborative piece of folk art that takes the shape of the American Flag made of shoes, called the Soul of America, which debuted in 2001 and took on additional meaning after Sept. 11.

Smith was asked what support faculty and staff have to help them cope with the stress of shepherding students through their Longwood careers. Smith talked about the Center for Faculty Enrichment and a faculty wellness week that is being extended to a month this year. President Reveley said that the tenure of Longwood administrators and faculty is testament that this is a place that we love.

Fagan asked for an update about Academic Affairs' work with artificial intelligence. Smith said that faculty are incorporating AI into their curriculum and training students in its use in their professional lives, particularly in business fields. She said that Longwood has a second-year faculty member who is an expert in using AI to help in professional writing. She said Longwood has taken a measured approach on AI because we are in the business of teaching students how to think for themselves, how to collaborate and communicate, and those skills will help them navigate AI tools in the workplace.

Booth asked about three-year degrees. Smith said the traditional bachelor's degree is at the heart of what we do at Longwood, but that we have joined a SCHEV initiative that's looking at best practices around reduced-credit degrees. Rose asked if AP credits help students complete degrees in a shorter time frame, and Smith said that we accept AP credits and work with students in a hope to keep college affordable and have students graduate on time.

Vice President for Administration and Finance Matt McGregor said that collaboration is at the heart of Administration and Finance in their work every day. He said that Accounting and Financial reporting is finalizing FY25 audit, and we have final submissions for our FY26 audit submitted soon. He detailed other areas of his department that have additional responsibilities at the start of the academic year, and that revenue is on track with projections. He then updated the board on several capital projects underway, including Whitehead Hall, HVAC work across campus, work on Lankford Hall, and maintenance reserve projects. He said that the state increased Longwood's maintenance reserve allotment this year, which is an area of great need.

Rose asked if there is a multi-year plan for deferred maintenance, and McGregor said the university plans three years out on that list of projects.

Vice President for University Advancement Courtney Hodges said that her staff is honored to be able to share the good news from across the campus with donors. She highlighted the activities of the Student Philanthropy Council and the University Events & Ceremonies team. She said that the most significant piece of work they have been engaging with all summer is capitalizing on the momentum of a successful fundraising year, and believes that the university is ready for a capital campaign that invests in the qualities and culture that have always made Longwood distinctive. She said that Board members would be hearing more about that idea as November approaches.

President Reveley said that Longwood's endowment growth, which is a function of both investments and gifts, has been by percentage the best in the state over the last five years, which is a source of momentum.

Melnyk said the intentionality and collaboration of all of the vice presidents is palpable. McCaleb stressed the importance of connection and collaboration, and said it is an important part of Longwood's appeal.

Reports of Representatives to the Board

Vice President of the Longwood Alumni Association Alvie Edwards '04 remembered his time at Longwood during the Great Fire in April 2001 and the morning of Sept. 11, 2001. He said that Longwood was a stronger campus after that because of the unity that was present. He said that the Alumni Association has many events that are growing in participation, including the Lunch Bunch, regional events, the inaugural Beach Day, and a Welcome to the City event in May at Sandy River Distillery. He said that Homecoming attendance has increased and is becoming one of Longwood's signature events during the year.

President of the Longwood Foundation Board George Melnyk gave the board an update on the endowment, which is valued at \$127 million, up from just over \$70 million five years ago. That growth is attributed to a strong market and a diversified portfolio, and Melnyk thanked Hodges and her team for securing the funds to help the endowment grow. He shared comparison growth percentages across the state and said that Longwood's endowment growth is a leader in Virginia. He said that the Foundation will provide \$3.6 million in scholarships to more than 900 Longwood students. He thanked Burt Hazelwood, who is retiring in October as CEO, for his years of dedicated service and stewardship to the Longwood Foundation.

Faculty Representative JoEllen Pederson thanked the Board on behalf of the faculty for the resolution *On the Constitutional Role and Civic Purpose of Public Higher Education in the United States* that was unanimously passed in June. She shared several activities of faculty members engaged in research, mentorship, publications, and presentations at national and international conferences. She said that these activities are a testament to our close-knit, compassionate, and positive community, and said that faculty pursue this work because they care deeply about students, their colleagues, and Longwood.

SGA President Cameron Lowry '27 said students have been serving each other and building Longwood community through a variety of events at the beginning of each year. She highlighted the upcoming Oktoberfest concert to be held in the Joan Perry Brock Center. She discussed how an increase in the student activity fee would allow SGA to have more funds to support events and organizations that enhance the student experience.

White asked about the budget for the Oktoberfest concert. Lowry provided details, and President Reveley said that SGA annually manages a budget of more than \$500,000, which is rare for a student group nationally.

With no further business, the meeting adjourned at 12:15 p.m.