

**LONGWOOD UNIVERSITY
BOARD OF VISITORS**

Friday, December 5, 2025

Minutes

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

Call to Order

The Longwood University Board of Visitors met on Friday, December 5 at Stallard Board Room at Longwood University. Under inclement winter weather conditions, the meeting was called to order at 2:32 p.m. by Rector Ron White.

Members present:

Rector Ron White

Vice Rector Jeff Nottingham

Secretary David Rose

Carmen Faison

Chuck Fagan

Members joining remotely:

Kathleen Early

Ian Bradley

Jackie McCaleb

Michael Poliakoff

Kristie Proctor

Brian Schmalzbach

Also present:

President W. Taylor Reveley IV

Tim Hall, Vice President for Intercollegiate Athletics

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

Matthew McWilliams, University Spokesperson and Deputy to the President

Cameron O'Brion, University Counsel (joining remotely)

JoEllen Pederson, Faculty Representative

Cameron Lowry, SGA President

Rector's and President's Welcome

The Rector welcomed the Board and thanked them for traveling to campus or joining remotely in the wintry weather. He reflected on the beauty of the campus in the snow and the University's part in contributing to the greatness of the community. President Reveley noted that the University was closed due to weather and operating under snow day protocols. Before the Board took up the Consent Agenda and Minutes approval, he invited Larissa Smith to provide information to the Board about two new degree programs proposed in the Consent Agenda. Smith said that two new degree programs have been approved through customary internal procedures: a bachelor of science in data science and a master's of science in information technology. She said that the University anticipates growth in enrollment in the programs within five years of launch.

Consent Agenda and Approval of the Minutes

The Rector asked for a motion to approve the consent agenda and minutes. Chuck Fagan moved to approve the consent agenda and minutes, David Rose seconded. The motion passed unanimously.

President's Welcome

President Reveley delivered introductory remarks, saying that the feeling on campus is different than the tumultuous landscape in higher education across the nation, and that we are making steady progress. He shared with the Board that there are four Virginia public institutions of higher education that gained enrollment this year, have gained enrollment cumulatively since the covid pandemic, and are at or close to all-time highs: JMU, U.Va., Virginia Tech, and Longwood. Part of that enrollment success is the work of the admissions office. President Reveley shared that Longwood had 1,715 applications as of December 1 in 2019 prior to covid, compared with 3,937 applications in 2025. He said that shows that Longwood has become more top of mind when students are considering college. He also said that in 2019, the endowment stood at \$69 million, while it is at \$117 million today.

President Reveley said the heart of progress is the people who make up this community, and that we would gather in a few weeks in Washington, D.C. to celebrate the dedication of the Barbara Rose Johns statue in the Capitol's Statuary Hall Collection.

Vice Presidential Reports

Cam Patterson remembered Jasmine Gullixon '26, who passed away tragically just before Thanksgiving Break. He said that students and faculty in the art department have been thoughtfully working to create a display of her artwork and talent in Bedford Hall in her memory. He highlighted several events and activities on campus, including a visit from First Lady of Virginia Suzanne Youngkin for her It Only Takes One fentanyl awareness initiative, which was organized by student Taylor Blount, who served as a governor's fellow last summer. He also highlighted Greek organizations, which welcomed 72 new members this year. He said that mental health services continue to be used in a variety of ways, including well-being clinics,

single-session therapy, and crisis intervention support. He also highlighted Academic Integrity Week and the Lancer Leadership Summit, which launched this fall. He said that students have been civically engaged this semester, with about 500 students between Longwood and Hampden-Sydney registering for same-day voting on Election Day.

White asked how the campus community is doing following the loss of Jasmine Gullixon. Patterson said that the art community is hurting, but there are support structures in place to help them in their time of grief.

Matt McGregor said that the finance and administration team has been following the governor's office transition and upcoming General Assembly session, which kicks off the FY27 budget planning cycle. He said his team has prepared for necessary steps to access federal funding in advance of potential votes on the federal continuing resolution. He said that budgets are consistent with projections.

McGregor updated the Board on room and board rates and initiatives to keep increases as low as possible while delivering on expectations, and ongoing campus construction projects including site preparation for the new music building construction, the Pomp Sports Performance Center in Iler Hall, the new turf at the baseball field, and the refresh of Dorrill Dining Hall.

Carmen Faison asked several questions about living requirements and funding for capital projects. McGregor said there was a three-year live-on campus requirement and that the construction projects were all philanthropically funded, with the exception of the dining hall refresh, which was funded by Aramark, and the state-funded music building.

Larissa Smith thanked the Board for voting to approve the new degree programs and expressed her appreciation to the landscaping and grounds crews for preparing campus for the Board to arrive despite the snow. She highlighted several items, including a panel discussion with former Speaker Kirk Cox that highlighted Brock Experiences, a \$7 million GEAR UP grant in partnership with statewide school districts to prepare students for college, and the Barbara Johns statue dedication in the U.S. Capitol.

Smith said that efforts are continuing on teaching students the ethical use of A.I. and better education around the resources, and said that all faculty will be required to include a statement on the use of A.I. on their syllabi. Chuck Fagan recommended attention to the use of agentic A.I.

Jennifer Green echoed Smith's appreciation for the vote on new degree programs, saying that students are drawn to universities for degree programs and workforce needs. She reported that acceptance letters for early action will be released within the week, and that prospective student visits to campus have risen – which is not the same at many of our peer institutions. She said that Pell student retention rates are rising, and that a record percentage of students are re-enrolling from fall to spring semester. Green also highlighted Homecoming & Alumni Weekend, in particular a feedback survey that showed alumni enjoying the opportunity to re-engage with campus.

Fagan and David Rose complimented Green's team on the experience their companies had with Career Week and internship opportunities. President Reveley began a discussion on the

“demographic cliff” that has made headlines. Green said that we are focused on being “ahead of the curve” and engaging with students earlier in the admissions process. We are testing and investing in ways to improve our digital engagement strategy.

Tim Hall said that the Ronnie Thomas era of Longwood men’s basketball is off to a good start, marked by a Homecoming Week win over in-state rival JMU. The women’s team is playing well, and the women’s game on the Friday of Homecoming – where this year’s Longwood Scarf was revealed – set a record women’s game attendance of 2,400. Hall also celebrated Todd Dyer’s 300th win as women’s soccer coach. He said that the new tennis coach is having early success, with an individual men’s tennis conference champion this year. He said that the Pomp Sports Performance Center has transformed what we are able to offer student-athletes. Hall also gave an update on the SCORE Act, which would establish national NIL standards, provide anti-trust protection, and clarify employment status of student-athletes, among other provision.

Fagan asked about the biggest challenge facing athletics. Hall said that inflation has added stress to the budget while we look to upgrade certain facilities.

Courtney Hodges said that annual giving has been off to a strong start, with new strategies aimed at alumni 10-12 years post-graduation. She said that the name of Love Your Longwood Day has been changed to Day of Giving and is launching at noon to provide two days of energy and excitement. She said scholarships are still the fundraising priority, but there is interest in athletics, the music program, and bequeathed gifts. Hodges updated the board on the current endowed chair matching gift, with seven of eight endowed chairs receiving funding thus far. She said that University Events and Ceremonies has had a busy fall with plenty of events like Homecoming and the Virginia Children’s Book Festival.

President Reveley added that philanthropy is growing. It seems realistic to make this the best decade we have ever had, focusing on the undergraduate experience. Hodges noted statistics about scholarship funding: in 2015, scholarships yielded \$1.4 million. In 2020, the yield was \$1.7 million. In 2024, the yield was \$3.2 million – a 125% increase over the last decade.

Faison said that she and her daughter’s book club attended the Virginia Children’s Book Festival and was impressed with the community spirit and student energy on campus, and hoped that it could be leveraged as a recruiting initiative.

Student Government Association President Cameron Lowery ’27 informed the board of several accomplishments from the SGA this semester, including working with staff on parking concerns, a campus safety and accessibility walk, and a campus cleanup initiative, and shared they were looking forward to Greek recruitment as soon as the Spring semester begins.

Faculty Representative to the Board JoEllen Pederson, professor of sociology, spoke about faculty mentorship in various forms across campus, and stressed that those mentoring relationships between faculty and students often last well beyond graduation.

Michael Poliakoff asked a question about faculty needs to support the new academic programs, and whether there were opportunities to share resources with other universities offering these programs. Smith said that a faculty line in the math department is open from a recent retirement

and will be repurposed to support the B.S. in data science degree program, and that revenue from enrollment would support any further faculty lines. A faculty position to support the master's program in information technology would be covered by program revenue. She said that the University explores consortiums but also serves the region when developing new programs.

Ian Bradley asked what artificial intelligence resources are being used to help faculty and staff understand best practices and uses. President Reveley said that to date resources have been mostly internal, in two categories: as a pedagogical tool and as a workforce resource.

White thanked the Board for their time, hard work, and flexibility in joining the meeting despite winter weather. David Rose motioned to adjourn, and Chuck Fagan seconded. The motion passed unanimously and the meeting adjourned at 5:14 p.m.