

LONGWOOD UNIVERSITY

BOARD OF VISITORS

EXECUTIVE COMMITTEE

JUNE 3, 2014

Minutes

Call to Order

The Executive Committee of the Longwood University Board of Visitors met on Tuesday, June 4, 2014 at the offices of the Williams Mullen law firm in Richmond, Virginia. The meeting was called to order at 2:10 p.m. by Rector Marianne Radcliff.

Executive Committee members present were:

Dr. Judi Lynch

Mrs. Marianne Radcliff

Other Board of Visitors members present were:

The Hon. Robert S. Wertz, Jr.

Mr. Stephen Mobley

Others present:

President Taylor Reveley

Chief of Staff Justin Pope

Vice President of Administration and Finance Ken Copeland

Cameron O'Brion, Office of the Virginia Attorney General

Karen Helderman, Office of the Auditor of Public Accounts

Business

Item 1 – Welcome

The Rector welcomed the Committee members and other members

Item 2 – University Update

The president provided a brief update on several matters, including the intention to appoint Prof. Jennifer Apperson interim dean of the Cook-Cole College of Arts and Sciences; strong

admissions results this spring for the class entering in the fall of 2014; and an update on the timing of the strategic planning process. He also discussed the announcement of new BOV members by the Governor and said he believes the three new appointments will be strong ones for Longwood.

Item 3 – General Update and Discussion with Office of Virginia Auditor of Public Accounts

Ms. Helderman reported that for the 2013 audit, her office had made no findings related to issues of compliance or internal controls, and that the opinion was unqualified. She indicated the 2014 audit will begin around December. The president asked if there was anything Longwood could do help expedite the process, and she indicated staff have been very cooperative and she would attempt to assign staff where available to advance the process during less-busy times of year for her office. There was a brief discussion about new regulations from the Government Auditing Standards Board that will require public universities to report pension benefit obligations as a liability, even though as a practical matter such obligations are covered on a pay-as-you-go basis to VRS. For Longwood using 2012 figures, that would amount to a \$42 million liability from an accounting standpoint, a comparable amount based on size for all Virginia public higher education institutions. She indicated that while some institutions are concerned about possible bond rating impacts, she believes the rating agencies understand the issue and have taken it into account as they assign ratings. She emphasized the change in policy will apply to all public universities nationally. There was a brief discussion of how APA is able to work in complementary fashion with institutions where there is a strong internal audit office.

Item 4 – Discussion of Search for University’s Director of Internal Audit

Mrs. Radcliff discussed the work of the search committee and its enthusiastic recommendation of Ella Maokamphiou for the position. Mr. Copeland and Mr. Pope also commented briefly in support of her recommendation. Dr. Lynch moved to authorize the university to offer a contract to Ms. Maokamphiou as director of internal audit. Mrs. Radcliff seconded and both voted to approve.

Item 5 – Discussion of Graduate and Professional Studies.

Mr. Copeland presented a handout with proposed tuition and fee increases for 2014-15 (A copy of the handout is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 1, June 3, 2014.)

He explained the process of setting charges and efforts to follow the model used in setting undergraduate tuition earlier this year by reducing but simplifying the comprehensive fee. The document also included proposed course fees for 2014-15 graduate students, and there was a

brief discussion including the president about the complexity of course fees and the importance of trying to simplify the structure starting next year.

Finally, the proposal included a request from The College of Graduate & Professional Studies for approval to “price to market for-credit, non-degree courses offered by Longwood University to allow the institution to remain competitive in continuing and professional education and generate additional revenue for the institution.” Dr. Lynch moved to approve the full proposal, including changes to graduate tuition and course fees and the language related to continuing and professional education. Mrs. Radcliff seconded and both voted to approve.

Item 6 – Discussion of June BOV Retreat:

The president and the Rector discussed planning for the June meeting. The president said the agenda would include the capital budget process, university strategy, and the relationship between the University and the Moton Museum. Mrs. Radcliff explained issues related to the election of a new slate of officers at that time.

Dr. Lynch moved to go into Closed Session under Section 2.2-3711(A) 1 of the Code of Virginia to discuss personnel matters. The motion was seconded by Mrs. Radcliff and both voted to approve.

In compliance with the provisions of the Freedom of Information Act, the Board returned to Open Session. Dr. Lynch moved to certify that the discussion in Closed Session was in accordance with the Code of Virginia, and Mrs. Radcliff seconded. Both voted to affirm.

There being no further business the meeting was adjourned at 4:40 p.m.

Longwood University
Graduate Tuition and Fees
2014-2015

In-State Graduate Students
On Campus (Includes Hybrid)

(Based on 24 Credit Hours)

	2013-2014	2014-2015	\$ Increase	% Increase
Tuition & Mandatory E&G Fees	6,936	7,440	504	7.27%
Mandatory Non-E&G Fees	3,072	2,880	-192	-6.25%
	10,008	10,320	312	3.12%

Per-Credit-Hour Rate		
2013-2014	2014-2015	
289	310	Tuition
122	114	Comprehensive Fee
6	6	Student Activity Fee
128	120	

In-State Graduate Students
Off Campus/On Line/Intersession

(Based on 24 Credit Hours)

	2013-2014	2014-2015	\$ Increase	% Increase
Tuition & Mandatory E&G Fees	6,936	7,440	504	7.27%
Mandatory Non-E&G Fees	912	720	-192	-21.05%
	7,848	8,160	312	3.98%

Per-Credit-Hour Rate		
2013-2014	2014-2015	
289	310	Tuition
		On Line Fee/
38	30	Comprehensive Fee

Longwood University
Graduate Tuition and Fees
2014-2015

Out-of-State Graduate Students
On Campus (Includes Hybrid)

(Based on 24 Credit Hours)

	2013-2014	2014-2015	\$ Increase	% Increase
Tuition & Mandatory E&G Fees	19,728	21,144	1,416	7.18%
Mandatory Non-E&G Fees	3,072	2,880	-192	-6.25%
	22,800	24,024	1,224	5.37%

Per-Credit-Hour Rate		
2013-2014	2014-2015	
799	858	Tuition
23	23	Capital Fee
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822	881	
122	114	Comprehensive Fee
6	6	Student Activity Fee
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128	120	

Out-of-State Graduate Students
Off Campus/On Line/ Intersession

(Based on 24 Credit Hours)

	2013-2014	2014-2015	\$ Increase	% Increase
Tuition & Mandatory E&G Fees	19,728	20,592	864	4.38%
Mandatory Non-E&G Fees	912	720	-192	-21.05%
	20,640	21,312	672	3.26%

Per-Credit-Hour Rate		
2013-2014	2014-2015	
799	858	Tuition
23	0	Capital Fee*
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822	858	
38	30	On Line Fee/ Comprehensive Fee

* Capital Fee applied to On-Campus Intersession classes only

**Longwood University
Summer School
Graduate Tuition and Fees**

Per Credit Hour Rates:

	2013-2014 (Summer 2014)	2014-2015 (Summer 2015)	\$ Increase
Tuition			
Graduate In-State	289	310	21
Graduate Out-of-State	799	858	59
Comprehensive Fee *			
	50	30	-20
Capital Fee			
(Out of State Students Only)	23	23	0

* Applies to all credits (On Campus, Off Campus, On Line)

Longwood University
2014-2015
Graduate Tuition and Fee Rates

	2013- 2014	2014- 2015	\$ Change	% Change
Tuition (per credit hour)				
Graduate In-State	289	310	21	7.27%
Graduate Out-of-State	799	858	59	7.38%
Comprehensive Fee (per credit hour)				
Graduate On Campus	122	114	(8)	-6.56%
Graduate Off Campus, Online	38	30	(8)	-21.05%
Graduate Intersession	38	30	(8)	-21.05%
Student Activity Fee (per credit hour)				
On Campus	6	6	0	0.00%
Capital Fee (per credit hour)				
On Campus, Out-of-State	23	23	0	0.00%
Application Fees				
Graduate	50	50	0	0.00%
Graduate Readmission	40	40	0	0.00%

Longwood University Course Fee Changes

	<u>2013-2014</u>	<u>2014-2015</u>
Visual Problem Solving for Design (DSAM 101)	0	25
Drawing for Design (DSAM 102)	0	25
Handcraft and Color (DSAM 103)	0	50
Digital Craft and Color (DSAM 104)	0	50
Research, Critique and Presentation for Design (DSAM 105)	0	50
Surface, Space and Time I (DSAM 204)	0	50
Surface, Space and Time II (DSAM 205)	0	50
Animation /Simulation (DSAM 210)	0	60
Graphic Design and Production I (DSAM 221)	0	60
Animation /Simulation II (DSAM 310)	0	60
Introduction to 3-D Modeling (DSAM 325)	0	60
Typography II (DSAM 326)	0	60
Intermediate 3-D Modeling (DSAM 410)	0	60
Senior Professional Project (DSAM 462)	0	10

Longwood University Course Fee Changes

Current Number and Name	New Number and Name	<u>2013-2014</u>	<u>2014-2015</u>
ART 326 Typography	DSAM 226 Typography	60	60
ART 246 Design Lab	DSAM 246 Design Lab	60	60
ART 401 History of Graphic Design	DSAM 301 History of Graphic Design	10	10
ART 322 Graphic Design and Production II	DSAM 310 Graphic Design and Production II	60	60
ART 345 Design Lab 2	DSAM 345 Design Lab 2	60	60
ART 346 Design Lab 3	DSAM 346 Design Lab 3	60	60
ART 421 Graphic Design 3	DSAM 421 Graphic Design Portfolio	60	50
ART 425 Graphic Design Web and Multimedia	DSAM 425 Interactive Design	60	60
ART 445 Design Lab 4	DSAM 445 Design Lab 4	60	60
ART 330 Illustration	DSAM 330 Illustration and Digital Imaging	25	60

Proposal to Board of Visitors, June 2014

Professional Studies Rates

Request: The College of Graduate & Professional Studies requests the approval to price to market for-credit, non-degree courses offered by Longwood University to allow the institution to remain competitive in continuing and professional education and generate additional revenue for the institution.

Justification: Providing flexibility to price for-credit courses or workshops either above or below the regular, program-based tuition and fees at either the graduate or undergraduate level will allow Longwood to continue and expand current initiatives such as SLP online courses as well as offer new ones. This will generate new opportunities for outreach and revenue streams in addition to those currently in place. The concept is well established and utilized by universities both in and out of the state of Virginia (VCU, ODU, JMU, UVA). An example description of professional courses from James Madison's Outreach & Engagement is listed below*

Examples: In addition to pricing the currently offered SLP online courses at a rate that will enable them to continue and increase their place in the market, other opportunities include professional development courses for school divisions, training and professional development individually designed for regional business and industry, courses offered as part of a grant, prerequisite courses for career switchers in education, certificates, and workshops or institutes offered for credit. Longwood has set precedence for this by offering discounted, contract classes to off-campus entities in the past.

Procedure: Rates will be established through a collaborative process between the Dean of CGPS, the Provost and VP of Academic Affairs and the VP of Finance. Course offerings will be approved by the department housing the course and will be coded with a "P" to indicate a professional, for-credit course. This coding system already exists in Banner and has been approved and implemented by the registrar's office for the SLP online courses.

- Through Outreach & Engagement, JMU permits students who are not seeking a degree to enroll and register for up to 11 hours of course credit during each session as non-degree students. Although the courses taken carry university credit, they do not fulfill degree requirements. Taking a course as a non-degree student does not constitute admission to a program or imply later applicability of these courses toward a program. If such students subsequently seek admission to work toward a degree, courses taken in non-degree status will be evaluated to determine their applicability to the degree being sought.

See more at: <http://www.jmu.edu/outreach/about/policies.shtml#sthash.nwl8JqcV.dpuf>