

**Longwood University
Board of Visitors**

June 23, 2014

Minutes

Call to Order

The Longwood University Board of Visitors met on Monday, June 23 in the Galaxy Major Room at Primland, in Patrick County, Virginia. The meeting was called to order at 10:45 a.m. by Rector Marianne Radcliff.

Members present:

Mr. Stephen Mobley
Mr. Brad Schwartz
Mrs. Shelby Jones Walker
Mr. Lacy Ward
Mr. Ronald White
Mrs. Marianne M. Radcliff
Dr. Judi M. Lynch
Mrs. Colleen McCrink Margiloff
The Hon. Robert S. Wertz, Jr.
Mr. Eric Hansen
Mr. Thomas Johnson

Members absent:

Dr. Edward Gordon

Also present:

President W. Taylor Reveley IV
Dr. Kenneth Perkins, Provost and Vice President for Academic Affairs
Mr. Kenneth Copeland, 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
Ms. Brenda Atkins, Vice President for Commonwealth Relations
Mr. Justin Pope, Chief of Staff
Mrs. Kay Stokes, Executive Assistant to the President
Dr. Audrey Church, Faculty Representative
Dr. Jeannine Perry, Dean of Graduate and Professional Studies

Rector's Welcome

Mrs. Radcliff welcomed the board and provided brief reports on the executive committee meeting, the hiring of a new internal auditor, and the most recent board appointments. She also spoke of the board's great and lasting sadness in the death of Mrs. Jane Maddux two weeks prior, a dear friend to all and to the University.

Approval of Minutes and Consent Agenda

Mrs. Radcliff presented the Board for its approval the minutes of the Board's March meeting and the consent agenda, including items concerning standard edits, updates and amendments to University policy, procedure and planning, specifically regarding: approval of a new degree program in graphic and animation design, amending the payment card security policy, revision to a grading policy regarding courses that are not completed, and revision to the student-athlete arrest policy.

Dr. Lynch moved to approve the minutes and consent agenda, Mrs. Margiloff seconded and the motion was approved unanimously. (A copy of the consent agenda items is included as Appendix 1, attached hereto).

Mrs. Radcliff also noted the board's thanks to Longwood alumnus Steve Helms '84, the Vice President of Primland, for assisting with meeting arrangements.

President's Welcome and Discussion

President Reveley provided an update on the state of the university, including successful completion of the 2013-14 budget year and the collection of approximately \$8 million in cash donations over the past 14 months. He called the 2.1 percent tuition and fee increase his proudest accomplishment through the year and highlighted positive numbers on retention, applications and earned media. He praised his team of senior administrators. President Reveley then called for questions and discussion.

Mr. Mobley, Mr. Schwartz and President Reveley briefly discussed issues related to reporting of philanthropic figures, and Mr. Schwartz asked for consideration of a tab within each Board briefing book to provide a focused update on advancement.

Mr. Wertz asked whether, when the search is renewed for a dean of Cook-Cole College, it will follow the same methodology. Dr. Perkins discussed the process and said the interim appointment would allow ample time to freshly develop a pool of candidates in the future.

Dr. Pierson raised the issue of the continuing importance of Title IX compliance and there was a broad discussion of the challenges presented by the law and the issue of continuing to ensure and facilitate a safe climate on campus. Dr. Pierson discussed training initiatives underway, and both Mrs. Margiloff and Dr. Lynch emphasized the importance of including faculty and staff. In

response to a question from Mr. Schwartz about an increase in investigations, Mr. White said it can be seen as a positive trend if numbers are going up because it suggests comfort in reporting has increased.

The president and Ms. Atkins provided an update on JLARC's latest higher education projects, and Dr. Church on behalf of the faculty indicated the sentiment that the past academic year has been productive.

Mr. Mobley asked the president to report how the tuition increase was received in Richmond, and the president said almost entirely positively. Mr. Wertz asked about structural plans for the advancement operation, and the president emphasized his plans to focus initially on boosting the annual fund as an engine for future philanthropy. The president emphasized the value of the board in setting priorities to help structure considerations by prospective donors.

Mr. Schwartz asked Ms. Kindon to explain the decision to move some academic advising functions to the registrar's office. She responded the office, given its familiarity with the course catalogues, paths to graduation and current advising role, was best positioned to assist undeclared students. Mr. Schwartz said he thought the decision was a good one.

Mr. Mobley asked for updates on university marketing efforts, indicating he still sees very little presence of the Longwood brand in Northern Virginia. Ms. Kindon provided an update on several initiatives, including increased advertising in Northern Virginia, greater alumni involvement, and pilot programs including students.

FY 2014-15 Finance

The president discussed the initiative of inclusion of a separate capital budget for presentation to the Board, and provided an update on the state budget, which he said would provide roughly \$800,000 less than envisioned in Governor McDonnell's initial proposed budget. He indicated he and Ken Copeland have made the necessary adjustments, and were not deeply concerned, given the conservative assumptions built into their budget models. Mr. Copeland confirmed his comfort with the budget.

Mrs. Radcliff said she wished to emphasize the Board remains committed to performance-based compensation increases as a first priority for revenue in excess of budget even though the proposed Operating Plan currently shows no such increase, due to the necessity to present a budget balanced to match the state budget that has just passed.

Mrs. Margiloff introduced a motion to approve the Operating Budget and Plan and the Capital Budget and Plan, Mr. Hansen seconded, and the motion was unanimously approved.

The Board adjourned for lunch at approximately 1:10 p.m. and reconvened at 1:55 p.m.

Strategic Planning

President Reveley addressed the strategic planning timetable, suggesting formal adoption of a plan in September after a period of further review of a near final draft by the campus community. He said he envisions working groups that are a blend of board members and vice president to focus on particular elements of the strategic plan going forward.

The president circulated a draft of the plan briefly discussing each item and soliciting feedback. Most of the brief discussion focused on the challenge of appropriately measuring progress toward the goal of prosperity for the broader Farmville community (a copy of the draft strategic plan is included as Appendix 2, attached hereto),

Moton Museum

The president led a discussion regarding the University's relationship with the Moton Museum, indicating he had considered the matter deeply and believes an affiliation is good for the University. From the perspectives of practical geography, philanthropic opportunities, and finally Moton's capacity to advance Longwood's mission, he is persuaded of the strong value of the potential partnership.

Mr. Schwartz raised a potential concern about "mission creep" and staffing levels over time. The president indicated he expected the museum to operate at relatively consistent levels. Dr. Lynch emphasized the potential value of Moton in driving foot traffic to campus.

Mr. Mobley asked Mr. Ward for his understanding of the views of the Moton board, and Mr. Ward and Mr. White indicated the Moton board had developed substantial faith that a partnership with Longwood is the best way forward. Mr. Ward said an affiliation with Longwood would increase Moton's capacity to receive and administer grants, and noted that the University would not be obliging itself to ramp up Moton's activities if it did not have philanthropic backing to do so. Mr. White also noted the potential value of the affiliation in terms of recruitment. Mr. Wertz noted that Longwood has experience (with the LCVA) operating a museum.

Dr. Lynch moved that the president be authorized to conduct and conclude negotiations regarding an affiliation with the Museum. Mrs. Margiloff seconded the motion and all members of the Board voted to approve, except for Mr. Ward and Mr. White, who abstained.

Board of Visitors Distinguished Professorship

Mrs. Radcliff briefly explained the history of the Board of Visitors distinguished professor distinction, which has previously been awarded to just eight faculty members throughout Longwood's history, most recently in 2005. She said the Board had been asked to consider the distinction for Professor Jim Jordan. Following enthusiastic discussion involving Dr. Perkins and others of Dr. Jordan's impact on Longwood, Mrs. Margiloff so moved, Mr. White seconded the motion, and it was approved unanimously.

Mrs. Radcliff, on the occasion of presiding over her final meeting as rector, thanked her fellow Board members for their assistance. She praised the two outgoing members -- Dr. Lynch for her unfailingly positive outlook, and Mr. White, whom she said stood beside her with "calm, competence and strength."

Recognitions

President Reveley read and presented a framed resolution of thanks to Mr. White, who thanked the Board and expressed his deep affection for Longwood. Mrs. Radcliff read and presented a resolution to Dr. Lynch, who spoke of her close connection to Longwood over the course of her life and her deep thanks to her fellow Board members. Mrs. Radcliff asked for approval of the two resolutions and a third for Dr. Gordon, and the motion was approved unanimously (A copy of resolutions for Mr. White, Dr. Lynch, and Dr. Gordon appear as Appendix 3, attached hereto).

Dr. Lynch moved to go into Closed Session under Section 2.2-3711 A 1 of the Code of Virginia for discussion of personnel matters including the performance of specific public officers, appointees, or employees of a public body. The motion was seconded by Mr. Wertz and approved by the Board.

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. The following voted to affirm: Mr. Hansen, Dr. Lynch, Mrs. Margiloff, Mr. Mobley, Mrs. Radcliff, Mr. Schwartz, Mrs. Walker, Mr. Wertz, and Mr. White.

In open session, Mrs. Margiloff then moved and Mr. Wertz seconded a spirited commendation of President Reveley for the many accomplishments in his first year in office, and the Board approved unanimously.

Election of Board Officers

Pursuant to the bylaws of the Board with regards to election of officers, President Reveley then served temporarily as chair of the meeting and asked for a report from the Nominating Committee chaired by Mr. White. Mr. White reported that the Nominating Committee recommended the following slate of officers: Mrs. Margiloff, Rector; Mr. Wertz, Vice Rector; Mrs. Walker, Secretary; and Mr. Mobley, Member at Large of the Executive Committee. President Reveley called for discussion, and following discussion called for a vote on the committee motion. The Board approved unanimously.

Mrs. Margiloff then commended Mrs. Radcliff for her exemplary service, and also spoke of Mrs. Maddux's great devotion to Longwood and of Longwood's to her.

There being no further business the meeting was adjourned at approximately 4:45 p.m.

CONSENT AGENDA

Approval of Graphic and Animation Design Program

The Bachelor of Fine Arts Graphic and Animation Design Program at Longwood University in Farmville is sponsored by the Department of Theatre, Art & Graphic Design which is housed in the Cook Cole College of Arts and Sciences. Implementation is proposed for the Fall of 2015 semester. The proposed program is to prepare graduates with the skills needed to be effective designers, communicators and creative problem solvers.

Since 1982, Longwood has offered a concentration in Graphic Design with the Studio Art program. This concentration has shown steady growth over the last 32 years, particularly in the late '90s and early 2000s as the technological revolution occurred in the profession with the advent of desktop computers and software that fundamentally changed the job of the graphic designer.

In 2013, in a response to our students' needs to acquire the new skills required for effective community design, Longwood expanded the concentration and renamed it the Graphic and Animation Design Concentration. The most fundamental change in the program was creating an entirely new foundations curriculum which addressed the foundational skills and knowledge needed by designers and animators. The four previous art foundations courses required were removed, and seven new graphic and animation design foundations courses were incorporated. The new courses focus on building the student's skills, knowledge and experience in this challenging field in the ever-changing landscape of technology and visual communication. The curriculum has incorporated hand skills, problem solving techniques and interdisciplinary experiences. The graphic design curriculum has been developed around current methods and practices, and encourages students to compete nationally in refereed competitions; in addition, it achieves this through real client interaction with the student-run design agency Design Lab.

The Longwood concentration aims to address the growing need of skilled visual designers in the 21st Century. It is the only such program in Southside Virginia, and will serve as a new opportunity for residents of this underserved area, in a field which has been identified as a STEM degree. The current DSAM concentration alone has grown to be as large as the five Studio Art concentrations combined.

A goal of this program is to be accredited by NASAD (National Association of Schools of Art and Design). NASAD accreditation is usually a three-year process, and requires data collection spanning a three-year period.

RATIONALE: Specific guidelines are provided in University procedures relative to data storage.

Policy 1015

~~Credit and Debit~~ *Payment Card Security Policy*

I. Purpose

Longwood University accepts credit/debit cards as payment for various goods and services. The purpose of this policy is to establish appropriate procedures to ensure that all applicable University units conduct business in accordance with Payment Card Industry Data Security Standards (PCI DSS). This policy applies to all academic and administrative units and employees of Longwood University who accept credit/debit card payments and all external entities contracted by Longwood to provide outsourced services for credit/debit card processing for University business.

II. Policy

The PCI requirements apply to all systems that store, process or transmit cardholder data. Longwood University will review annually its card processing services to determine the extent to which cardholder data is being collected, processed, transmitted, stored and disposed. The University will support unit compliance with card processing procedures and industry standards governing credit card transaction processing, specifically Payment Card Industry Data Security Standards (PCI DSS).

The approval process for all credit/debit card processing activities will be as follows:

- A. An "Application to Process Payment Cards" must be completed and submitted to the Director of Cashiering and Student Accounts.
- B. The Vice President for Administration and Finance must approve all credit/debit card processing activities, regardless of transaction method used (e-commerce, POS device, e-commerce outsourced to a third party, etc.) Any agreements/contracts made with third parties relative to credit/debit card transaction processing must be approved by the Vice President for Administration and Finance; departments are prohibited from negotiating third-party credit/debit card activities.
- C. All technology implementation associated with credit/debit card processing must be approved by the University's Information Security Officer, to include the purchase of software and/or equipment (excluding verifone devices).
- ~~D. Sensitive cardholder data may not be stored on any Longwood University computer device or network. All exceptions must be in writing and signed by both the Vice President for Administration and Finance and the Vice President for Information Technology.~~

Units approved for debit/credit card processing activities must adhere to procedures established to promote compliance with standards governing credit/debit card transaction processing. Such procedures are applicable to payments deposited with the State Treasurer, in local accounts or with the Longwood University Foundation. The Vice President for Administration and Finance

may terminate credit/debit card collection privileges for noncompliance with established procedures.

Departments are responsible for ensuring all individuals involved with credit/debit card transactions are aware of the importance of cardholder data security. Specific responsibilities include (1) documenting departmental procedures, (2) ensuring that credit/debit card activities are in compliance with established University procedures, (3) annual validation of PCI compliance with their acquirer, and (4) ensuring that appropriate individuals complete annual credit card security awareness training. Any confirmed or suspected breach will be reported immediately to the Information Security Office.

Financial Operations is responsible for ensuring the annual validation of PCI compliance with the University's acquiring bank is completed, the annual review of departmental procedures and practices in connection with credit/debit card transactions, and consulting with Information Technology prior to implementing any new credit/debit card transaction process.

Information Technology is responsible for verifying appropriate technical system security controls in accordance with PCI Data Security Standards and regular monitoring and testing of the Longwood University network. The Information Security Office is responsible for establishing and initiating security incident response and escalation procedures and initiating such procedures when necessary to ensure timely and efficient handling of all incidents.

Approved by the Board of Visitors, December 3, 2010.

Revised and approved by the Board of Visitors, March 22, 2013.

Revised and approved by the Board of Visitors,

CONSENT AGENDA

Approval of Revisions to Policy on Suspension or Expulsion from the University

When students are suspended for disciplinary reasons in the middle of the semester, the student is given a W for all courses. When a student is expelled for disciplinary reasons there is no policy in their grade. Since the student was not allowed to complete the course for non-academic reasons it seems that the student should receive a W for all courses.

It seems wrong to tell a student that they cannot attend class for non-academic reasons and then force faculty to give them an F. If the expulsion is late enough it is even possible under current policy that an expelled student has an advantage over a suspended student.

The current policy includes a revision in bold type. "Longwood will suspend or expel any student who fails to meet the standards of the institution and the Student Government Association. In such a case, refunds may or may not be made at the discretion of the Vice President for Student Affairs. A student who is subject to an immediate disciplinary suspension **or expulsion** shall receive a grade of "W" in all courses regardless of the time of semester."

Longwood Student-Athlete Arrest Policy

These guidelines are intended to provide direction for appropriate responses to each case while providing flexibility. Modifications to the guidelines are acceptable only if they receive prior approval by the appropriate sport supervisor.

It is the responsibility of the student-athlete to inform his/her head coach if he/she is charged with any crime, excluding traffic infractions not classified as a misdemeanor or felony offense per the Code of Virginia or other applicable state codes. The student-athlete must inform his/her head coach immediately, but no later than 48 hours, after an arrest or formally being charged. This includes a charge or arrest at ANY time during the calendar year (e.g., winter break, summer break) or at any location – on or off campus. Failure to report a charge or arrest could lead to removal from the Longwood athletics program, as well as termination of an athletics aid agreement.

Any student-athlete arrested and charged with a felony, or a crime involving gambling or game fixing under Virginia law or any other jurisdictional equivalent, shall be suspended immediately from all athletically related activities automatically until charges are dropped, dismissed or otherwise resolved. The student-athlete may appeal this decision pursuant to the procedures below.

Any student-athlete who is arrested, charged and/or convicted of a misdemeanor charge (other than gambling or game fixing which are addressed above and other than minor traffic infractions) will be subject to a review process by the head coach and sport supervisor. Head Coaches must meet and discuss proposed disciplinary action with their sport supervisor prior to such action. Final decisions relative to suspension or dismissal from the Longwood Athletics program or reduction/cancellation of athletics aid will be made by the Director of Athletics or his/her designee.

Appeals Procedures

Within **48 hours** of an imposed suspension by the Athletic Department, the student-athlete may submit a written appeal to the Faculty Athletics Representative. The Faculty Athletics Representative will form a committee to also include one Intercollegiate Athletic Council representative and one Compliance Review Committee representative to review the appeal. The committee will make a determination within 10 business days which will be deemed final.