

**LONGWOOD UNIVERSITY
BOARD OF VISITORS**

December 1, 2023

Minutes

Call to Order

The Longwood University Board of Visitors met on Friday, December 1 in Stallard Board Room. The Rector called the meeting to order at 9 a.m.

Members present:

Katharine Bond
Shawn Smith
Polly Raible
Fabiola Carter
Ron White
Steven Gould
Nadine Marsh-Carter
Jeffrey Nottingham
Kristie Helmick Proctor
Kathryn Roberts
Brian Schmalzbach

Also present:

President W. Taylor Reveley IV
Tim Hall, Director of 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
Victoria Kinson, Vice President for Strategic Operations
Cameron Patterson, Vice President for Student Affairs
Justin Pope, Vice President and Chief of Staff
Cameron O’Brion, University Counsel

Tammy Bird Jones, Longwood University Foundation
Chris Tunstall, Alumni Board
Meredith Foster, Student Government Association
Lisa Kinzer, Faculty Representative

Rector's and President's Welcome

The Rector welcomed Board members, offering brief opening remarks noting the political landscape in the Commonwealth following the November elections and saying “bipartisanship is in Virginia’s DNA.” She highlighted a new Longwood video that is connected to an upcoming Longwood Magazine story on freshman Martha Bailey Brown, who was locked out of the Prince Edward schools from 1959-64 and is starting college at 77 years old, the recipient of Virginia’s *Brown v. Board of Education* scholarship.

President Reveley said that campus is looking especially resplendent for the holidays and encouraged Board members to visit the tree in downtown Farmville, which is “picture perfect around Christmastime.”

President Reveley touched on the atmosphere in the United States as well as around the world and its effect on college campuses, noting that in part because of the habits and strengths of Civitae, Longwood hasn’t been beset by the same kind of discord present at other higher education institutions. He highlighted a recent educational event co-hosted by Jewish and Muslim student organizations.

President Reveley also mentioned recent successes from different areas of the university: Homecoming and Alumni Weekend, the dedication of Allen Hall, the opening of the Joan Perry Brock Center, and significant progress made on SACS-COC reaccreditation.

Consent Agenda and Approval of the Minutes

The Rector asked for a motion to approve the Consent Agenda and Minutes of the previous meeting. Polly Raible so moved, Ron White seconded, and the motion was approved unanimously.

Reports of the Vice Presidents

Cameron Patterson highlighted the annual Student Clubs and Organizations Dinner, at which more than 170 student organizations were represented. He said that engagement was one of our strengths during the Covid pandemic, and that each year membership in clubs and organizations continues to rise. Student Affairs has been responsive to groups that are affected by international events in myriad ways, from individual outreach to organizational support. He said “our students are an example of civility and respect.” He highlighted the work of the Lancers VOTE initiative, which engaged in voter education efforts throughout the fall and set a high standard statewide. Two new initiatives are taking shape: a lounge and resource space for first-generation students, and a partnership with the Centra Southside Community Hospital forensic nursing department, for which Longwood students helped to advocate. The Rector thanked Patterson for his work on connecting with students.

Tim Hall thanked the board for attending the previous night’s basketball game. He said that the opening of the Joan Perry Brock Center and the Homecoming celebration put us “in another stratosphere.” Several student-athletes earned honors and awards this Fall semester, including Peyton Curney, a true freshman who was second in voting for Big South Player of the Year.

Athletes continue to engage in community service, volunteering at FACES food bank, Moton Museum, Habitat for Humanity, and local schools. Longwood also reached another level of academic success, qualifying the department to receive more funding from the NCAA Academic Success Initiative next year. Hall and President Reveley offered thoughts on the state of the NCAA and the changing nature of college athletics, particularly national litigation that could potentially change the status of student-athletes to employees.

Larissa Smith highlighted several upcoming productions and events: *A Christmas Carol* theater production, the annual Design and Craft sale in Bedford Hall, and the annual Holiday Dinner. She noted that it was 10 years ago in Fall 2013 that President Reveley formed the faculty committee to develop and implement the Civitae Core Curriculum. She said it has been energizing to see the fruits of that work come together in this semester's Symposium and Research showcase, and that Civitae is accomplishing its goals. During Symposium, she said "students were practicing the skills of communication and collaboration and exercising those civic muscles that we try to instill in them over the course of Civitae." Academic Affairs has also worked with SCHEV to partner with the Constructive Dialogue Institute and has piloted deliberative dialogue concepts in twelve sections of CTZN 110 this fall, to great success.

President Reveley said that Civitae remains distinctive in higher education, as there are no other institutions we are aware of that have remodeled their general education with citizenship at its core in the manner of Longwood's initiative.

Victoria Kindon said that it is an important day in the admissions cycle: Dec. 1 is the early action deadline, which gives students priority access to merit aid. She noted this year Admissions returned to a deadline-driven admissions strategy rather than rolling admissions, which guarantees a decision by the holidays if a student applies by Dec. 1, and reminded Board members of the context around that strategy.

She gave an overview of proposed changes to the FAFSA form, which will be different in construction and calculation, and the delays at the federal level in the rollout, posing a challenge not only to Longwood but to every institution of higher education. Longwood is very transparent about merit awards and strives to get complete financial aid packages to families as soon as possible, and is very transparent about merit aid levels based on GPA. Because of that, she believes Longwood is better equipped than other institutions to meet the challenges of the delayed FAFSA rollout. However, the delay presents a real challenge. Communication with families is key.

Fabiola Carter and Polly Raible asked questions related to the potential impact of a possible federal government shutdown on the delivery of student aid. President Reveley said the delays in the new FAFSA form would affect families and the timeline of the financial aid process, though are less likely to be disruptive in terms of delivery of actual aid dollars to students and institutions when next year's freshmen enroll. Nadine Marsh-Carter complimented the work of the Student Success and Admissions team in keeping the needs of prospective students and families at the fore. Kathryn Roberts asked whether Longwood foresaw a difference in the

awards with the changes in FAFSA calculations when it's rolled out. Kindon said yes, and said we are working hard to help students and families navigate those changes.

Brian Schmaltzbach asked about our approach to recruiting students in the wake of changes to the K-12 landscape after the Covid pandemic, especially for the growing population of homeschooled and private school students. Kindon said that while most students still come from Virginia public schools, admissions staff has been putting resources into developing a stronger pipeline to private schools and in making inroads with homeschool groups. Staff have been educating homeschool groups about dual enrollment opportunities at Longwood and have put together a one-page "road to college" checklist that is provided to churches and individual families.

Kristie Proctor asked about challenges that could be faced when the new FAFSA form automatically pulls in tax data, especially for rural families who operate farms. Kindon agreed that was a challenge for the form designers, but that our size gives us a distinct advantage in that we can talk to families in that and similar situations about their individual circumstances and work with them to navigate issues they are facing.

Matt McGregor recognized the grounds and facilities staff who have been hard at work transitioning from summer and fall work to winter preparations. He said that financially the university is in a strong position heading into the holidays, especially after the commonwealth passed its budget compromise. He said that operationally Longwood learned a lot from the Oliver Anthony concert in October and the first basketball games in November at the Joan Perry Brock Center.

McGregor also noted that preliminary work is beginning on the next campus master plan, which will be an extension of the current "Place Matters" plan that runs through 2025.

Courtney Hodges commended the pep band under the direction of Tyler Gage for its revitalized energy this year, noting it is also enlisting area high schools students who are themselves prospective students. She noted that the growth in basketball season ticket sales, nearly 800 this year versus roughly 200 last year, illustrates how philanthropy can act as a catalyst for institutional priorities and growth. She said that work is progressing on other philanthropically funded capital projects, including an upgrade to baseball facilities. Conferences and Event Services continues to work with a wide array of partners to bring groups to campus, including more than 400 Zetas who came to campus this fall for the 125th anniversary of the founding of the sorority.

Reports of Representative to the Board

Tammy Bird Jones reported that the University Foundation Board met in October and has started a Fellows program. Two recent graduates have joined the board in non-voting roles for three-year terms. The endowment is estimated to have rebounded to about \$98 million after the down-market year in 2022 and is in line with 10-year fund benchmarks. She noted that the Foundation awarded \$2.5 million in scholarships in 2022, and raised that figure to \$2.9 million in scholarships in 2023. President Reveley shared that he is excited about the trajectory of the endowment and its potential for future growth.

In response to a question from Kristie Proctor, President Reveley said that we have been working on recruiting more students from Southwest Virginia and making sure that they have access to Foundation scholarship dollars as well.

Chris Tunstall reported on behalf of the Alumni Board that Homecoming and Alumni Weekend was a huge success, with more than 700 people participating. He said that several alumni reached out to express pride in what Longwood has become. He also noted that alumni participated in the career fair to help students develop networking skills, which Polly Raible said she found rewarding and meaningful. President Reveley said that he was happy to hear alumni offer the feedback that as Longwood grows, it continues to feel like home.

Lisa Kinzer described faculty members' efforts to help students thrive at Longwood. She described the introduction-to-the-major courses which a number of departments have created, which have a transition-to-college aspect to them. These courses discuss career options, help students to form meaningful relationships with others in their major (a boon for retention), promote good study habits, and put students in touch with helpful campus resources. President Reveley said he looks forward with "great anticipation" to the new music building, which will be a jewel of the master plan.

Meredith Foster gave an overview of recent areas of activity for SGA. She noted PRIDE recently made a presentation to advocate for greater recognition of Longwood's LGBTQ history on campus, training for faculty and staff, and group spaces on campus. She said that Thanksgiving dinner went well from the student perspective, and that SGA leaders are taking a look at their constitution to see how it can be amended to be more inclusive. President Reveley noted that SGA is among the few student organizations across the country that run their own budget and annually manage a high six-figure sum. He also commended their interest in infusing the holiday spirit into campus life.

The Rector took a moment to thank all students, alumni, faculty and staff who go above and beyond to contribute time and energy to making the University special.

The meeting adjourned for lunch in the Mayo Gallery in the Rotunda.

Following lunch, the Board gathered for a presentation by former House Speaker Kirk Cox on behalf of the Virginia Higher Education Business Council, reporting on public opinion research concerning Virginians' attitudes toward higher education and Virginia's universities.

President Reveley asked for a motion to elect Ron White to serve on the executive committee as vice-rector, and Shawn Smith as secretary. Polly Raible so moved, Steven Gould seconded and the motion was approved unanimously.

With no further business, the meeting adjourned at 3:30, ahead of the annual Holiday Dinner and Concert that evening.