

**LONGWOOD UNIVERSITY
BOARD OF VISITORS**

June 7, 2024

Minutes

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

Call to Order

The Longwood University Board of Visitors met on Friday, June 7 at One Mill Street in Farmville. The meeting was called to order at 10 a.m. by Rector Katharine Bond.

Members present:

Katharine Bond
Ron White
Shawn Smith
Fabiola Carter
Vellie Dietrich-Hall
Steven Gould
Nadine Marsh-Carter
Jeff Nottingham
Kristie Proctor
Polly Raible
Kathryn Roberts

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 Kindon, 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
Matthew McWilliams, Assistant Vice President for Communications, Marketing and Engagement

Rector's and President's Welcome

President Reveley welcomed Board members, noting the 80th anniversary of D-Day on June 6, sharing words from President Franklin Delano Roosevelt in 1944. He welcomed Board members to the Farmville landmark the Old Mill, and shared highlights of the year, including the Moton Museum making continued progress to be named a World Heritage Site, a March Madness appearance, a positive and well-run SACS-COC visit as part of the re-affirmation process, the planning and development of a strong budget for the coming year despite the delayed passage of the state budget, Longwood's continued place as a leader in the state in terms of keeping tuition low, more than \$10 million in philanthropy, and the largest expected incoming freshman classes in six years.

The Rector welcomed the Board, and reflected on her eight years of service. She praised the people at Longwood, crediting the president and vice-presidential leadership and their teams for the trajectory of the University. She thanked Board members for the opportunity to serve.

Consent Agenda and Approval of the Minutes

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

Reports of the Vice Presidents

Cameron Patterson provided an update regarding efforts to designate the R.R. Moton Museum as a UNESCO World Heritage Site, saying that it is moving closer to reality. He said there has been a great deal of work both locally and nationally to advance the nomination, and said it is notable that the United States is supporting the effort to include the Robert Russa Moton Museum with some of the most well-known and important sites in the country. He said there is still work to be done at the federal and international level, but the progress is significant.

He also said the University is transitioning to a different bookstore partner from Barnes & Noble to Follett, which will happen this month. He said the new bookstore will be in the same place and will be branded the "Longwood University Store." He answered several questions about the transition.

He said that Student Affairs recognized student leaders in several awards ceremonies to close out the year, and praised the Residential and Commuter Life team for their work in helping students grow and develop over their four years on campus. He thanked the University Advancement team for their collaborative work to help develop student-focused programs and organizations like Alpha Alpha Alpha, a first-generation honor society, and BOND (Building Our New Direction), a transition-to-college program geared toward first-generation students. During discussion about first-generation students, Kristie Proctor asked about the GPA requirement for the honor society, which is 3.2.

Tim Hall said that student-athletes tied their GPA record, and recorded the 15th straight semester above a 3.0. He praised the work of Farrah Young, who leads the academic team within athletics.

He highlighted several teams and student-athletes, including Kiersten Witte, who earned the Bob McCloskey Insurance Big South Conference Graduate Fellowship. He also spoke about Justin LaRue, a member of the men's golf team, who made the NCAA Tournament as an individual player, saying that he has gone through PGA qualifying school, but decided to come back for his senior year. He said several student-athletes earned honors and awards at the Student Athlete Awards Banquet this spring. Katharine Bond and several Board members agreed that the GPA record is a notable accomplishment.

Larissa Smith said that the University received the written report from the SACS-COC that included no recommendations, a positive sign ahead of the official vote this fall on re-affirmation of accreditation. This spring, the University kicked off its Quality Enhancement Plan, part of the reaffirmation process, which is called the Post-Graduate Success Initiative. Central to the initiative were activities at Symposium Day and Research Day, introducing students to different aspects of the plan, *Consider Life Design* and *Practice Career Everywhere*. She said that work continues on the Baliles Center to facilitate more research projects and further increased faculty, staff, and student usage. The University has made key replacement hires in business, biology, and art, and a new dean in the College of Business and Economics, Dr. Khawaja Mamun. Dr. Mamun is an expert in developing business colleges to meet the needs of current students. Smith thanked Sara Neher for her service as interim dean over the last two years, which she said had strengthened C.B.E immeasurably and built a strong foundation for the future.

Courtney Hodges said that this was a year of firsts for the University Advancement team, including an international trip with donors and the men's basketball team, the grand opening of the Joan Perry Brock Center and hospitality inside the building during games, the confluence of Day of Giving—which raised more than \$1 million for the first time—and the NCAA Tournament in Memphis, and many other events. She said major gifts came in across athletics, 18 new scholarships were established, gifts to the Cormier Honors College, and a bequest that helped fill the gap for students who were impacted by changes to the FAFSA form and calculation.

Katharine Bond asked about philanthropic trends. Hodges said that monthly “subscription” giving is trending upward. Less common is unrestricted giving, so opportunities exist to match philanthropy with specific projects or departments. “The donor today wants to be engaged and be a part of the University,” she said. Vellie Dietrich-Hall and Kathryn Roberts posed a number of questions regarding philanthropic activities and priorities.

Victoria Kindon reported that the admissions cycle was challenged with delays to the FAFSA process, though the changes to the form have made it easier for families to complete. The University typically releases financial aid packages to families in February and was forced by federal delays this year to release those packages in April. Nonetheless, she reported deposits and yield have increased year over year, a testament to our strategy and approach to the challenge.

Kathryn Roberts asked if there would be an impact to the freshman class because other schools have different deadlines because of FAFSA delays. Kindon said that there is typically some change to the class over each summer, but we are not seeing anything atypical, and that the team

is encouraged by strong registration numbers for Orientation. Kristie Proctor asked if the University has seen any impact to children of small business owners and rural families because of the FAFSA calculation changes. Kindon said we had not, the group that was impacted most negatively is families with multiple children in college. She said a strength of Longwood's is in serving families, which prompted the Financial Aid office to move to Radcliff Hall to be closer to families. Vellie Dietrich-Hall asked about admissions counselors. Kindon said that in the last year, the University launched a strategy to have counselors live and work in their recruitment areas, which is producing early results. Katharine Bond said that she has heard positive feedback about Longwood embracing undeclared students and building in the flexibility to still graduate on time, and that the University emerged from the FAFSA challenges in a positive way. Discussion about enrollment and the University's MBA program followed. Kindon noted a strong improvement in the number of new Longwood students choosing to enroll in Exploratory Studies, reflecting a strong culture of encouragement to help students who are not yet sure what they want to study.

Matt McGregor recognized the work of the grounds and facilities staff who prepared for an outdoor Commencement and then quickly transitioned to an indoor ceremony. He also said that the financial staff worked hard to finish the latest audit on an aggressive timeline, which earned praise from outside agencies.

He said that Longwood is committed to keeping tuition and fees increases as low as possible, with proposals of a 2 percent tuition increase, among the lowest in the state, along with modest increases in the comprehensive fee, housing, and dining costs. He said that the proposed tuition for graduate degree seekers will remain flat. President Reveley said that Longwood has been a leader in the state over the last decade in keeping tuition increases as low as possible. McGregor said that food costs continue to trend upward, and that a state-mandated salary increase also drives cost increases, significantly impacting the budget. Vellie Dietrich-Hall posed questions beginning a discussion with Katharine Bond, Kathryn Roberts, and President Reveley about out-of-state versus in-state tuition and graduation rates, and how best to communicate changes to students.

Kristie Proctor started a discussion that was joined by Polly Raible, Kathryn Roberts, and Vellie Dietrich-Hall about cost of attendance and course fees. President Reveley noted that Longwood's employment rate among young alumni is among the best in the state. He also noted that the default rate on student loans is a good barometer for return on investment and Longwood's default rate among young alumni is very low. He added that the vast majority of students receive scholarships and financial aid to defray cost increases. McGregor noted that Longwood publicizes its merit scholarship chart, which aids families that are calculating cost of attendance, and that the University is very conservative when projecting revenue and expenses.

McGregor gave an overview on the Operating Plan, noting that the projected expense and revenue work begins in December for each upcoming year, and affects various aspects of campus, including procurement, athletics, and others. His staff meets regularly with other vice presidents on developing the plan.

President Reveley gave an overview of the VMSDEP program following a question by Kristie Proctor and said that the University is anticipating a planned special session of the General Assembly regarding policy changes around the program.

McGregor then reported on the Capital Budget Plan and said the University community is looking ahead to the completion of the newly named Charter Hall, which will house the facilities department. Demolition will then commence and construction will follow on the site of the new music building. He said that the University received meaningful funding for maintenance reserve projects, which is among the important benefits of being a state institution.

Katharine Bond asked for a motion to approve tuition and fee changes, the FY25 operating plan, and capital budget plan as submitted. Ron White so moved, with a second by Jeff Nottingham. The motion passed 10-0 with Steven Gould abstaining.

The meeting then turned to the annual election of officers. Steven Gould, chair of the nominating committee, introduced the following slate of proposed officers for the 2024-25 year: Ron White as rector, Jeff Nottingham as vice-rector, Shawn Smith as secretary, and Ricshawn Adkins Roane as member-at-large of the executive committee. President Reveley as presiding officer during elections invited discussion, and then asked members for a vote to approve the nominated slate. Members voted unanimously to approve the slate.

President Reveley presented gifts and resolutions to Polly Raible, Steven Gould, and Rector Katharine Bond, who are ending their terms, and read resolutions commemorating their time on the Board of Visitors.

The meeting adjourned for lunch at One Mill Street, with Polly Raible and Kathryn Roberts making planned departures.

Following lunch, the Board was joined by Sherika Montgomery, commissioner of the Big South Conference, who gave an update and answered questions regarding the state of the conference and intercollegiate athletics at a time of exceptional change and transition for the NCAA.

Steven Gould moved pursuant to Virginia Code 2.2-3711(A)(1) that the Board convene in closed session to discuss matters pertaining to personnel. Ron White seconded and the motion was approved unanimously.

A motion was offered by Steven Gould to return to open session. Ron White seconded and the motion was approved unanimously.

In compliance with the provisions of the Freedom of Information Act, the Board returned to open session. Steven Gould moved that the board certify by roll call vote that, to the best of each member's knowledge, 1) only matters lawfully exempted from open meeting requirements were discussed, and 2) only matters identified in the motion for closed session were discussed. Kristie Proctor seconded, and all members in attendance voted by roll call to certify: Katharine Bond, Ron White, Steven Gould, Fabiola Carter, Vellie Dietrich-Hall, Jeff Nottingham, Nadine Marsh-Carter, Kristie Proctor, Shawn Smith.

The rector then commended President Reveley on his annual performance, reflecting the Board's performance evaluation of him, with Vellie Dietrich-Hall abstaining as a new member of the board attending her first meeting.

With no further business, the meeting adjourned at 3 p.m., ahead of the annual Alumni Awards Banquet that evening.