

**LONGWOOD UNIVERSITY
BOARD OF VISITORS**

June 5, 2025

Minutes

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

Call to Order

The Longwood University Board of Visitors met on Thursday, June 5 at Charter Hall in Farmville. The meeting was called to order at 1:00 p.m. by Rector Ron White.

Members present:

Rector Ron White

Vice Rector Jeff Nottingham

Shawn Smith

Nadine Marsh-Carter

Fabiola Carter

Vellie Dietrich-Hall

Chuck Fagan

Kathleen Early

Also present:

President W. Taylor Reveley IV

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

Justin Pope, Vice President and Chief of Staff

Cameron O’Brion, University Counsel

Matthew McWilliams, University Spokesperson and Deputy to the President

Rector’s and President’s Welcome

Rector White called the meeting to order, thanking Board members for their commitment to Longwood and the time they invest into “the place that we love.”

President Reveley welcomed Board members to the newly opened Charter Hall. He previewed two presentations for the meeting: an update on NCAA issues by Dr. Tim Coffey, Longwood's Faculty Athletics Representative, who is one of only several scholars sitting on the Division I Council of athletics leaders, and a presentation by Reveley from the Virginia Business Higher Education Council about public sentiment and perceptions about higher education in the Commonwealth, used for gubernatorial candidate briefings.

President Reveley touched on the state of higher education in the country, noting that Longwood has several sources of strength and optimism for the future, including Virginia's historic state support of public higher education, enrollment momentum, increased philanthropy, a growing endowment, and prudence in managing the annual operating budget. He said it is a volatile moment but careful hiring and managing operating budgets along with strategies like opened lines of credit is the type of foresight that strong institutions use to stay strong far into the future.

Reveley introduced a joint resolution recommended by the Board's Executive Committee, which includes the consent agenda and minutes from the previous meeting, as well as Marsh-Carter's nomination of a new slate of officers that includes White and Nottingham continuing in their roles as rector and vice-rector, respectively, Rose as secretary, and Early as member-at-large. Proposed tuition and fees were also included in the joint resolution --- tuition includes an increase of 1.3% --- as was the FY26 operating budget, which will increase by 3.09%, primarily due to compensation increases as well as inflation. The resolution also included the FY26 Capital Budget and President's annual evaluation.

Acting as Board parliamentarian, President Reveley asked for a vote on the joint resolution, and it was approved unanimously.

NCAA Update

The Board then heard a presentation from Dr. Tim Coffey, who is a member of the NCAA DI Council, who gave an update and answered questions regarding the state of the governing body of intercollegiate athletics at a time of change and transition.

NCAA Division I is governed through a shared model of institutional, conference, and national decision-making. The Division I Board of Directors provides overarching leadership and includes university presidents, while the Division I Council --- a body composed largely of athletic administrators --- manages day-to-day rules and policy changes. The division is further broken into subdivisions (FBS, FCS, non-football), which have different levels of autonomy, especially around finances and competitive standards. Notably, the "autonomy" conferences (Power 5) have more leeway to enact their own policies.

Coffey gave an overview of the House v. NCAA settlement, announced in 2024 and currently being finalized in 2025, which represents a seismic shift in college sports. It creates a framework for schools to share revenue directly with athletes, resolving antitrust litigation that challenged the NCAA's traditional amateurism model. The estimated \$2.8 billion settlement includes retroactive damages and creates a mechanism for forward-looking revenue sharing, likely starting as early as 2025–2026.

He turned to the challenges posed by legalized sports gambling. As legalized gambling expands across the U.S., college athletics faces intensifying integrity and mental health concerns. Student-athletes are increasingly targets of online harassment and threats from bettors, and there have been multiple recent investigations into point-shaving, insider information leaks, and betting violations. The NCAA and individual conferences are pushing for stronger education programs, state-level protections, and collaboration with sportsbooks, but enforcement remains fragmented. The proliferation of mobile betting apps, including on-campus, makes detection and deterrence especially difficult.

Coffey then discussed how some higher ed leaders and NCAA officials have proposed an “enhanced educational model” to preserve the academic core of college athletics. This concept envisions athletes receiving more robust educational, medical, and financial support—such as multiyear scholarships, lifetime degree access, and expanded NIL rights. Proponents argue it could serve as a middle path between professionalization and amateurism, but recognize that an enormous range of details would require close thought and development.

He then took questions from the Board on details of the pending NCAA settlement and its potential effect on college athletics. Fagan noted that NCAA lawsuits will likely continue despite the settlement, and Coffey agreed, noting that congressional action on a new statutory framework for college sports is what would most definitively give legal clarity.

Virginia Business Higher Education Council Presentation

President Reveley then gave a presentation about findings of polling by the Virginia Business-Higher Education Council that was presented to gubernatorial candidates on the state of higher education in the Commonwealth and in the nation, and the outlook for the sector. Reveley serves on VBHEC’s board.

In a December 2024 statewide poll by Public Opinion Strategies and Frederick Polls (800 registered voters, $\pm 3.95\%$ margin), Virginians across the political spectrum expressed overwhelming, bipartisan confidence in the Commonwealth’s public higher education system. Over 90% believe it is vital to invest in colleges and community colleges to maintain Virginia’s economic edge, with 94% supporting paid internships and work-based learning programs and 93% prioritizing accessible pathways—from trade certificates to graduate degrees—as the state’s top investment focus.

Respondents expressed high confidence levels in the performance and administration of Virginia’s higher education institutions: 82% trust them to deliver value, 77% reported a favorable opinion, and 90% said they’d encourage a child to apply to a Virginia college. Additionally, 88% agreed that the system prepares students for the evolving economy, and a strong majority believe keeping tuition low is essential --- supporting expanded aid, community college dual enrollment, HBCU programs, and veteran support initiatives.

The poll showed near-unanimous (92%) agreement on the need to grow the number of college graduates and skilled trade workers to address workforce shortages. Notably, 94% want more

paid internships and experiential learning --- and 82% would favor political candidates promoting integrated “talent pathways” across high schools, colleges, and businesses to reduce education costs and accelerate job entry.

Reveley closed by noting VBHEC leaders emphasize that this isn’t just a political message but a shared vision between business and higher education. VBHEC President Kirk Cox, former General Assembly House Speaker, often notes the rarity of such bipartisan consensus in today’s climate, stressing that Virginians overwhelmingly expect their leaders to fund and support the state's higher education ecosystem.

Reveley then took questions from the Board and attendees on details of the presentation. Dietrich-Hall asked about legislative priorities related to education, and discussion followed regarding the priorities of financial aid and internships. Nottingham followed with a discussion on how to combat Virginia talent leaving the state in increasing numbers post-graduation.

President Reveley then presented a parting gift to Marsh-Carter, who is completing her term-limited board appointment.

Marsh-Carter spoke briefly about her Board service and urged Board members to continue to work on the behalf of Longwood students, who are the reason we are here. She urged them to put aside individual differences of opinion and work for the betterment of a place that is so special, and said that her father, Sen. Henry Marsh, was so connected to this community and would be very proud of this moment.

There being no further business, the meeting adjourned at 3:05 p.m., followed by a tour of the University’s nearby SEED Innovation Hub.