

LONGWOOD UNIVERSITY BOARD OF VISITORS
Friday, December 2, 2011

Minutes

Call to order

The Longwood University Board of Visitors met on Friday, December 2, 2011, on the campus of Longwood University. The meeting was called to order at 8:53 a.m. by Ms. Marge Connelly, Rector of the Board.

Members present:

- Ms. M. Jane Brooke
- Ms. Marjorie M. Connelly
- The Honorable John W. Daniel, II (arrived at 1:20 p.m.)
- Dr. Edward I. Gordon
- Mrs. Rita B. Hughes
- Mr. Thomas A. Johnson
- Dr. Ripon W. La Roche, III
- Dr. Judi M. Lynch
- Mrs. Jane S. Maddux
- Mr. Stephen L. Mobley
- Mrs. Marianne M. Radcliff
- Mrs. Susan E. Soza
- Mr. Ronald O. White

Present at the request of the Board:

- President Patrick Finnegan
- Mr. Brandon Fry, Student Representative to the Board
- Ms. Jeanne Hayden, Secretary to the Board of Visitors
- Mr. Robert Burger, substituting for Dr. Kenneth Marcus, President, Foundation Board
- Mr. Stephen Meyers, President, Alumni Association
- Dr. Derek Taylor, Faculty Representative to the Board of Visitors

Present at the request of the President:

- Ms. Brenda Atkins, Executive Assistant to the President for Governmental Affairs and Special Projects
- Mr. Kenneth Copeland, Executive Director, Real Estate Foundation
- Mr. Richard Bratcher, Vice President for Facilities Management and Real Property
- Dr. Francis Moore, III, Vice President for Information and Instructional Technology Services and Chief Information Officer
- Dr. Kenneth Perkins, Interim Vice President for Academic Affairs
- Dr. Tim Pierson, Vice President for Student Affairs
- Dr. Bryan Rowland, Vice President for University Advancement
- Ms. Kathy Worster, Vice President for Administration and Finance

Also present were:

Faculty Representatives:

Ms. Sharon Menegoni

Dr. Robin Smith

Student Representatives:

Ms. Gina DeMarco

Mr. Tucker Dowdy

Mr. Matthew Hovey

Rector's Report

The Rector announced that a letter would be coming from her to the Board requesting a donation to Longwood. She went on to commend Dr. Jones for her work with a Women Executives in Virginia Higher Education conference that was held at the University of Virginia on November 4.

President's Report

The President reviewed a list of events that have occurred since September: Inauguration, Black Alumni Weekend, the Grand Illumination, a reception for the August and December graduates, and the Holiday Open House, hosted by him and Mrs. Finnegan. He stated that he was honored to be inaugurated and given that opportunity to highlight Longwood.

He reported that the construction of the Academic Strategic Plan is progressing and that a report will be presented later in the meeting from the Taskforce on their work.

President Finnegan announced that work has begun on the University's 2014 reaccreditation with the Southern Association of Colleges and Schools (SACS) and distributed the *2010 Principles of Accreditation* booklet. He outlined four main points: peer review, institutional integrity, continuous improvement, and focus on student learning. Longwood will submit a "Compliance Certificate Report" and a "Quality Enhancement Plan". He went on to explain the review process that includes: in November 2013, the compliance report will be reviewed by the SACS On-Site Reaffirmation Committee, in Spring 2014 the On-Site Reaffirmation Committee will visit the campus and review the QEP and Focused Report, and in December 2014 the final report of the Committee will be presented and voted on by the SACS Compliance and Reports Committee.

The President presented a list of the seven compliance teams that will be conducting a "compliance audit" of SACS 80 standards to identify any potential compliance or documentation issues. He announced that Mrs. Kinman is serving as the Director of SACS Compliance Certification and chair of the Compliance Steering Committee and that she will present a update to the Board at its March meeting.

He reviewed the University's Dashboard Indicators. Categories included: increasing revenue, reducing expenses and creating efficiencies, and providing access. (The text of the President's Report and the Dashboard Indicators is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 1, December 2, 2011.)

Following the President's Report, Ms. Connelly made an announcement reminding the Board of the Conflict of Interest training. She introduced the faculty and students representatives who were present as well as the Foundation Board representative, Mr. Burger; Mr. Meyers, Alumni Association representative; Dr. Taylor, faculty representative to the Board; and Mr. Fry, student representative to the Board.

Business

Consent Agenda

Item 1 – Approval of Consent Agenda

Ms. Connelly presented to the Board for its approval the consent agenda, the minutes for the September 9-10, 2011 Board meeting, and the approval of revisions to the Administrative Policies. A motion was made by Ms. Brooke to approve the consent agenda as presented. The motion was seconded by Mrs. Soza and unanimously approved by the Board. (A copy of the consent agenda is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 2, December 2, 2011.)

Audit

Item 2 - Update on Internal Audit Activities

Mrs. Howard presented an update on Internal Audit activities and presented a powerpoint report on the Enterprise Risk Management program and its impact on university governance, risk, and control. (A copy of this report and powerpoint is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 3 & 4, December 2, 2011.)

Following Mrs. Howard's report, Dr. La Roche raised a question about plain view searches in Policy 7307 on the consent agenda. He stated that there is a perception among students that the failure to comply policy in the *Student Handbook* relates to Policy 7307 and an individual's right to deny search without consent. His concern was that if a student refuses to consent to a Residential Assistant's request to expand plain view search that he/she will be charged with failure to comply. Dr. La Roche requested that the language be clarified in the policy so students understand that it is their right to refuse to consent to an expanded plain view search and that they will not be charged with failure to comply. Dr. Pierson recommended taking this issue, Plain View Searches, to the University's Standards Policy for review and clarification and will bring it back to the Board at its March meeting.

University Advancement

Item 3 - Comprehensive Campaign Report

Dr. Rowland, Vice President for University Advancement, presented a fundraising and Comprehensive Campaign Report. He stated that fall fundraising has been successful and momentum is building. Dr. Rowland stated that most funds will come in at the end of the year. He went on to report that \$27 million dollars have been raised for the campaign through September 30, 2011. A public announcement about the Campaign is expected to take place in 2012. Mr. Rowland reported that special events will be planned to celebrate the 175th anniversary of the founding of Longwood. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 5, December 2, 2011.)

Ms. Connelly requested that a detailed report be presented at the March meeting on the fundraising efforts for the University Center.

Dr. Rowland introduced Ms. Gilliam as the new Director of Annual Giving and Mrs. Brown, the new Associate Vice President for Marketing & Communications. Dr. Rowland thanked Mrs. Caldwell for her excellent performance as Interim Director of Public Relations. Mrs. Brown spent a few minutes presenting her background and credentials in marketing and public relations.

Item 4 - Public Relations Report

Dr. Rowland reported that the University received a high volume of media coverage related to the Presidential Inauguration. He deferred to the report in the book. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 6, December 2, 2011.)

Item 5 - Campus Marketing Plan Update

Mr. Mulvihill and Mr. Munson of CRT/tanaka presented through powerpoint information, a review of research that has been used in marketing Longwood with prospective students and parents. The theme of the presentation was “momentum equals mass times velocity”. For the benefit of the newer members of the Board, Mr. Munson reviewed the image drivers that were used in 2005 through 2010. The focuses of the advertising campaign going forward will be increasing awareness on academic reputation and career preparation.

Mr. Munson presented the advertising campaign objectives. He stated that with the strong campus momentum time is right to build advertising velocity. His presentation included examples of advertising markets and platforms. Mr. Munson reported that there has been a high presence online. He stated that the key messages in the advertisements are academics and career preparation and that the animated ads were created for prospective students. When prospective students were asked about the animated advertisements, 56% responded they liked the ads, 32% were neutral, and 12% did not like them. In terms of creating mass, he reported that work is being done to create greater academic content by making students, faculty and staff stories part of the advertising and gave examples of some of the stories.

Following a discussion about advertising on different websites, Ms. Connelly recommended that CRT make sure that the Longwood.edu website is in line with the WhyLongwood.com website. The Rector also recommended that CRT evaluate the advertisements to ensure that they are not building a negative image and build upon the positive Longwood values and create data on focus groups showing the effectiveness of the ads. (A copy of this powerpoint presentation is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 7, December 2, 2011.)

Item 6 - Progress Report from Hull Springs Farm Strategic Planning Task Force

Mr. Brown, President of the Real Estate Foundation, presented a report on the Hull Springs Farm Strategic Planning Task Force. He reported that the President established the Task Force to develop a long-term strategic plan, including a business plan for the future of Hull Springs. He noted the present utilization of Hull Springs as well as its untapped potential. He stated that he feels as though the development of this plan goes hand-in-hand with the undertaking of the University’s Academic Strategic Plan.

In addition to the income generated by the endowment that was established to support Hull Springs, additional Longwood Foundation funds are used to supplement its operations and staff. Other funds totaling over \$450,000 have been provided through other sources such as grants and gifts from time to time.

He stated that while the Task Force initially focused on how Longwood could more effectively utilize the assets of Hull Springs, the study quickly moved to a more comprehensive approach. It addressed how the presence of Hull Springs could enhance the mission of Longwood in areas of teacher and future leader training. Mr. Brown emphasized the potential for developing STEM education programs and developing new academic endeavors on campus related to different levels of environmental education, with emphasis on engaging teachers and prospective teachers. He reported that a final report would be delivered to the President in the near future.

Dr. Fink and Dr. Lust were asked to address the Board on the faculty efforts in developing academic programs, marketing, and attracting faculty. Dr. Fink reported that she and Dr. Lust were part of a team within the Task Force who were asked to work on the academic component of the plan. Her report included the process and a summary of the visions of the Task Force's work. Dr. Lust expanded the benefits of the plan's academic component.

Following their reports Mr. Brown stated that Hull Springs should be an extension of the main campus and not a satellite campus. He reported that some of the officials in the Department of Education stated that there need to be certified teachers in grades three, five, and seven and asked Longwood to take a role in providing an environment and access for teaching children hands on science.

Dr. Barrett was asked to report on the Task Force's business plan for Hull Springs and outlined scenarios and plans for continued funding. He reported that with the financial model that was created that Hull Springs could be self-sustaining within six to seven years. Mr. Brown concluded the report on the Hull Springs Farm Strategic Planning Task Force by stating that there is a sense of enthusiasm and interest being generated from various areas across the campus. He stated that the President would receive the final plan within the next 30 days. (A copy of Mr. Brown's report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 8, December 2, 2011.)

The Board adjourned for lunch at 12:23 p.m. and reconvened at 1:20 p.m.

Academic and Student Affairs

Item 7 - Approval of Revision to Southside Consortium Policy

Dr. Perkins, Interim Vice President for Academic Affairs, presented a request to approve changes to the Southside Consortium Policy. He stated that in the past students paid by the course and with this revision they will now be by the credit hour. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 9, December 2, 2011.) A motion was made by Mrs. Hughes to approve the changes to the Southside Consortium Policy as presented. Ms. Brooke seconded the motion which was unanimously approved by the Board.

Item 8 - Approval of Revision to Directory Information Policy

The Interim Vice President also presented for the Board's approval a request to approve a revision to the Directory Information Policy. He reported that the proposed changes would permit the Registrar to produce lists of students that include students who have received honors/awards not related to the degree such as the Dean's list, athletic awards, etc. without violating FERPA policy. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 10, December 2, 2011.) A motion was made by Ms. Brooks to approve the revision to the Directory Information Policy as presented. The motion was seconded by Mrs. Soza and was unanimously approved by the Board.

Item 9 - Approval of Revisions to Police Department Policies and Regulations

Dr. Pierson, Vice President for Student Affairs, presented for the Board's approval revisions to several policies and a regulation. A motion was made by Dr. Lynch to approve the revisions to Policy 5606 "Emergency Alert System". Her motion was seconded by Ms. Brooke and unanimously approved by the Board.

Another motion was made by Dr. Lynch to approve Policy 7305 "Motor Vehicle Parking and Traffic Regulations" as amended during discussion. The amendment recommended deleting Hampden Sydney and Governor's School students from the section under Registration bullet points *Registration Requirement* and *Decals*. The motion was seconded by Mrs. Soza and unanimously approved by the Board.

Dr. La Roche made a motion to approve the revisions to Policy 7309 "Weapons on Campus" and to approve a new regulation on prohibiting weapons at the University. His motion was seconded by Ms. Brooke and unanimously approved by the Board. (A copy of these revision requests is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 11, December 2, 2011.)

Item 10 - Approval of Revisions to Student Handbook

Also presented for approval were revisions to the *Student Handbook*. Dr. Pierson reviewed in detail the revisions to the Sexual Harassment Policy and Sexual Misconduct Policy as recommended by the Office of Civil Rights. Ms. Connelly requested that the Administration review these same policies as they pertain to the faculty, staff, and students. A motion was made by Dr. Gordon to approve the revisions to the *Student Handbook* as presented. The motion was seconded by Mrs. Hughes and unanimously approved by the Board. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 12, December 2, 2011.)

Item 11 - Report on Fall Admissions

Mrs. McMullin, Interim Dean of Admissions, presented a report on Admissions for Fall 2011. She reported that to date 2,030 applications have been received. Applications for Spring 2012 are 307, which is a 47% increase over the following year and deposits have increased by 48%. She attributed the increase in applications to sustained recruiting efforts such as: campus visits, word of mouth, and open houses. Mrs. McMullin went on to outline the process used by Admissions for contacting and maintaining high school guidance counselors as well as the marketing tools

used for attracting new students. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 13, December 2, 2011.)

Item 12 - Report on Final Fall 2011 Enrollment

Dr. Whitworth, Director of Assessment and Institutional Research, presented a report on enrollment for Fall 2011. She reported that the final total headcount is 4,860 and highlighted several of the different categories for the composition of the student body. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 14, December 2, 2011.)

Item 13 - Report on Faculty Ranks

Dr. Perkins briefly reviewed the definitions of the different faculty ranks. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 15, December 2, 2011.)

Item 14 - Report on Student Housing

Dr. Pierson presented a report on student housing occupancy, including on-campus and managed campus housing. He reported that housing occupancy is still at 102%. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 16, December 2, 2011.)

Dr. Pierson also reported that the heating problem in South Cunningham has been resolved and announced that the students residing in South Cunningham have been cooperative throughout the process.

Discussion Topic: Electronic Meetings

Ms. Saunders, Assistant Attorney General, presented a powerpoint presentation and reviewed with the Board the guidelines for electronic communication and meetings as provided under the Virginia Freedom of Information Act. (A copy of this powerpoint is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 17, December 2, 2011.)

Presidential Reports

Item 15 - Report on NCAA Violations

Ms. Meadows, Associate Athletic Director for Student-Athlete Enhancement, presented a report on NCAA violations from 2010-2011. She reviewed the violations and the actions taken. There were 3 Level II and 2 Level I secondary violations to the NCAA Enforcement Staff during this cycle. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 18, December 2, 2011.)

Item 16 - Update on Intercollegiate Athletics Activities

Mr. Austin, Director of Athletics, introduced several outstanding student athletes: Alisha Royal, Cross Country; Joel Helmick, Men’s Soccer; Kacee Oliver, Women’s Soccer; and Olga Knop, Field Hockey. He reported that Athletics is having a successful season. Some initiatives that are in the process are marketing the new mascot and creating a fight song. Mr. Austin stated that the University is still working with members of the Big South to gain affiliation with the conference.

Following Mr. Austin's report the President announced that he expects the Big South Conference to make its decision about Longwood's membership affiliation by Spring 2012.

Dr. Lynch departed the meeting and did not return.

Item 17 - Report on Real Estate Foundation and Small Business Development Activities

Mr. Copeland, Executive Director of the Longwood Real Estate Foundation, presented a copy of the policies for guest accommodations at the Longwood Bed and Breakfast. The policies outline pricing, payment options, reservations, and minimum night stays, deposits, cancellations, etc. He also reviewed historical financial data and the projected financial impact of the new policies as it relates to the Bed and Breakfast. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 19, December 2, 2011.)

A recommendation was made that Mr. Copeland explore increasing the price rates for special event weekends. Also, Ms. Connelly recommended that the Board tour the Bed and Breakfast at its next meeting.

Mr. Copeland gave a brief report on the new housing project at Lancer Park stating the construction will begin in a few days and announced the possibility of constructing a structure at Lancer Park to be used as a complimentary center to be used for studies in environmental science.

Mrs. McGuire, Executive Director of the Small Business Development Center, presented through a powerpoint presentation an overview of the SBDC Southern Virginia Business Expo. She reported that the Expo was highly attended and well received by businesses throughout the region. (A copy of this presentation is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 20, December 2, 2011.)

Administration, Finance, Facilities and Technology

Item 18 - Approval of Administrative Policy

Ms. Kathy Worster, Vice President for Administration and Finance, presented a request for the approval of a new policy for Fixed Assets Management. (A copy of this policy is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 21, December 2, 2011.)

Dr. La Roche made a motion to approve the policy as presented. Mrs. Hughes seconded the motion and it was unanimously approved by the Board.

Item 19 - Review of Unaudited Fiscal Year 2011 Financial Statements

Ms. Worster reviewed the unaudited financial statements for FY2011 and reported that they were prepared in accordance with Governmental Accounting Standards Board (GASB) requirements. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 22, December 2, 2011.) Overall, she reported that this year's statements are better than the previous year.

Based on the Vice President's report, Ms. Connelly asked if the University could proceed with exploring scenarios to increase faculty salaries.

Item 20 - Review of Financial Report through October 31, 2011 and Financial Dashboards

The financial analysis for both auxiliary funds and E&G funds for the period ending October 31, 2011, was presented by Ms. Worster. She reported that E&G revenues are higher than the same period last year and attributes this to increases in enrollment and tuition rates. E & G expenditures increased 6.3% higher over than the same period last year. The expenditures are higher as a result of expenses related to one-time American Recovery & Reinvestment Act funds.

As part of her report, Ms. Worster also reviewed financial dashboard indicators. She stated that there are areas that remain a concern and identified them as areas of caution. They include viability, CPI, status of audit deficiencies, and actual budget reductions. Areas of high risk include: potential share of \$10 million reduction of additional budget cuts and State regulation of tuition increases. (A copy of this report including the Dashboard Indicators is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 23, December 2, 2011.)

The Governor's budget will be sent to the Board once it is released. Ms. Connelly requested that at the March 2012 meeting that a discussion take place for exploring options for raising revenue as it relates to tuition increases and compensation.

Item 21 - Review of Debt Ratio/Reserve Report for Year End June 30, 2011

Ms. Worster reviewed with the Board a report on debt ratios and the reserves report for the year ending June 30, 2011. Longwood's FY 2011 debt burden ratio is 7.22% based on unaudited financial statement data. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 24, December 2, 2011.)

Item 22 - Review of Report on Internal Controls

Ms. Worster presented a report on internal controls. She reported that the State Comptroller issued Directive 1-07, Agency Risk Management and Internal Control Standards (ARMICS), requiring all state agencies to demonstrate that internal control standards have been implemented and are functioning appropriately. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 25, December 2, 2011.)

Item 23 - Review of Report on Instructional Faculty Salaries for Fiscal Year 2010-2011

Ms. Connelly stated that in anticipation of the faculty/staff salary study to be presented at the June 2012 meeting, the report in the book is just a preliminary report that will be revisited. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 26, December 2, 2011.)

Item 24 - Update on Risk Assessment

Dr. Moore, Vice President for Information and Instructional Technology Services and Chief Information Officer, updated the Board on Risk Management. He reported that there are 39 systems and system owners are the vice presidents. Each system goes through six parts of risk assessment. The assessments include vulnerabilities and risks to IT systems. He reported that the process is well under way and expects to hit the targeted completion deadline of June 30, 2012. Dr. Moore concluded his report by announcing that each year following this assessment, one third of the systems will be assessed in keeping with recommendations from the APA.

Item 25 - Review of Information Security Incidents

Mr. Smith, Assistant Vice President of Information & Instructional Technology Services and Information Security Officer for Information and Instructional Technology Services, presented an overview of information security incidents. He stated that for the year 2011 there have been no security breaches, decreased investigations of lost or stolen devices, overall decrease in malware incidents, increases in successful phishing attacks, and increases in copyright violations. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 27, December 2, 2011.)

Item 26 - Campus Construction Update

Mr. Bratcher, Vice President for Facilities Management and Real Property, briefly reviewed with the Board the report in their board materials. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 28, December 2, 2011.)

He announced that the University’s top five capital requests for the Six-Year Plan are: replacing the Willett Hall HVAC unit, a \$4 million request for equipment for the Technology Center, Student Success Center, funds to purchase an additional bio-mass boiler, and the Admissions Office.

He also announced that with the completion of the Jarman Auditorium renovation the University received the Leadership in Environmental and Engineering and Design Gold Award. He also reported that the costs for correcting the heating problem in South Cunningham will be borne by the A and E firm who recommended the heating units in the design. All of the heating units in South Cunningham have been replaced.

Closed Session

Mrs. Hughes moved to go into Closed Session under Section 2.2-3711 A1 & 8 of the Code of Virginia to discuss matters related to the hiring of the Vice President for Academic Affairs and disciplinary actions taken on a faculty member. The motion was seconded by Ms. Brooke and approved by the Board.

A motion was made by Mrs. Hughes to return to open session. The motion was seconded by Mr. Daniel and approved by the Board.

In compliance with the provisions of the Freedom of Information Act, the Board returned to Open Session. Mrs. Hughes moved to certify that the discussion in Closed Session was in accordance with the *Code of Virginia*. The motion was seconded by Mr. Daniel and affirmed by Ms. Brooke, Ms. Connelly, Mr. Daniel, Dr. Gordon, Mrs. Hughes, Mr. Johnson, Dr. La Roche, Mrs. Maddux, Mr. Mobley, Mrs. Radcliff, Mrs. Soza, and Mr. White. (A copy of this compliance is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 29, December 3, 2011.)

The meeting adjourned for the day at 5:03 p.m.

LONGWOOD UNIVERSITY BOARD OF VISITORS
Saturday, December 3, 2011

Minutes

Call to order

Ms. Connelly reconvened the Board of Visitors' meeting at 9:00 a.m. on Saturday, December 3, 2011.

Members present:

Members present:

Ms. M. Jane Brooke

Ms. Marjorie M. Connelly

The Honorable John W. Daniel, II

Dr. Edward I. Gordon

Mrs. Rita B. Hughes

Mr. Thomas A. Johnson

Dr. Ripon W. La Roche, III

Mrs. Jane S. Maddux

Mr. Stephen L. Mobley

Mrs. Marianne M. Radcliff

Mrs. Susan E. Soza

Mr. Ronald O. White

Member absent was:

Dr. Judi M. Lynch

Present at the request of the Board:

President Patrick Finnegan

Mr. Brandon Fry, Student Representative to the Board

Ms. Jeanne Hayden, Secretary to the Board of Visitors

Mr. Robert Burger, substituting for Dr. Kenneth Marcus, President, Foundation Board

Mr. Stephen Meyers, President, Alumni Association

Dr. Derek Taylor, Faculty Representative to the Board of Visitors

Present at the request of the President:

Ms. Brenda Atkins, Executive Director of Governmental Affairs and Special Projects

Mr. Richard Bratcher, Vice President for Facilities Management and Real Property

Dr. Francis Moore, Vice President for Information and Instructional Technology
Services and Chief Information Officer

Dr. Kenneth Perkins, Interim Vice President for Academic Affairs

Dr. Tim Pierson, Vice President for Student Affairs

Dr. Bryan Rowland, Vice President for University Advancement

Ms. Kathy Worster, Vice President for Administration and Finance

Ms. Connelly clarified that the revisions to the University policy and regulation to carry concealed weapons approved on December 2, were in keeping with State law.

Ms. Connelly reported that while in Closed Session the Board approved an extension of the contract for the Interim Vice President for Academic Affairs for an additional year. A motion was made by Ms. Brooke to extend the Vice President of Academic Affairs contract for one year. The motion was seconded by Mrs. Soza and unanimously approved by the Board.

Mr. John O. Wynne, a member of the Board of Directors of the Virginia Business Higher Education Council, addressed the Board on the history and functions of the VBHEC. He stated that the Council is an advocate for higher education. Mr. Wynne reviewed a handout that he distributed and encouraged Board members to join the Council. (A copy of this handout is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Handout 1, December 3, 2011.)

Reports from Representatives

Dr. Derek Taylor, faculty representative to the Board, announced that he would be hosting a conference today where graduating English majors will be presenting professional papers. The purpose of the conference is to celebrate their accomplishments. Attendees will include students, faculty, and members of the participants' family.

He also went on to address the value of time as it pertains to faculty and interaction with students. Faculty are working hard to maintain interaction with students in addition to their other responsibilities. Dr. Taylor reported that faculty work to make sure that students receive the Longwood experience.

Mr. Robert Burger, Vice President of the Longwood University Foundation Board, presented a report on Foundation Activities. He reported that the return on investments is 17.87%, the endowment value is \$41.9 million, up from \$36.5 million at June 30, 2010, the value of total assets is \$58.7 million, up from \$51.7 million from June 30, 2010, and 4.17% of the endowed assets are classified as underwater, down from 26% at June 30, 2010.

He went on to report that the Foundation expects to receive an unqualified audit. The Foundation Board approved the creation of the Hull Springs Farm/Longwood University Foundation Wetland Mitigation Bank ad hoc committee to be responsible for monitoring the Mitigation Bank investment. Standard Operating Procedures for each of its committees were finalized and approved. Mr. Burger announced that nominations for 2012 appointments will be accepted through January 20th. He concluded by stating that he is grateful for his continuing relationship with Longwood. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Handout 2, December 3, 2011.)

Following Mr. Burger's report, Dr. Rowland announced that nearly \$69,000 was raised toward the new student center as a result of the Inauguration fundraising dinner.

Mr. Meyers, President of the Alumni Association, presented the Alumni Association report. His report included: an update on the Alumni Online Community and the updates done on an

ongoing basis to keep it updated, a review of the 2012 reunions, a review of the five regional events being planned to in 2012 celebrate Longwood's 175th Founders Day, a review of the recipients of the 2012 Alumni Awards, an announcement of the March 3 meeting of the Alumni Board, and a review of Alumni sponsored events that engage students. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Handout 3, December 3, 2011.)

Mr. Brandon Fry, student representative to the Board, presented a report on student events and activities that included: Oktoberfest events and activities, the Student Educators for Active Leadership conference at Mountain Lake in which diversity played a key role, and a toy drive sponsored by ARAMARK.

He stated that students have been discussing the hazing incident and their reactions to the incident have been to educate the sororities and fraternities. Mr. Fry reported that several fraternities have created a small taskforce to establish an anti-hazing program to educate all students on the campus.

Some of the projects SGA is working on included: establishing ways to interact with the Town of Farmville and Town Council, creating a 24-hour study lounge, and working with off-campus student organizations to ensure that they are not doing harm to students.

Old Business

Item 27 - Report from the Academic Strategic Plan Task Force

Dr. Jones and Dr. Ross presented a powerpoint presentation of the goals for the Academic Strategic Plan. Dr. Jones reviewed the draft of the Academic Vision Statement and the structure of the plan. Dr. Ross reviewed a draft of the three goals and the objectives and strategies for Goal 3. (A copy of this presentation is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 30, December 3, 2011.) Dr. Ross announced that a more complete version of the plan will be presented to the Board at its March 2012 meeting.

Ms. Connelly requested that when the plan comes back to the Board in March that the Taskforce be prepared to articulate the externalities they consider most impactful. Additional requests by Ms. Connelly were to identify the dependencies and to stay focused on academics. Mr. Mobley requested that the Taskforce be innovative.

Announcements

Ms. Connelly announced that a day-long retreat will be held in June to focus on the vision and the strategy of the University and what the stakeholders can contribute. She stated that a number of stakeholders would be invited including: members of the other University boards as well as members of the faculty and staff. The Board of Visitors will hold its regular meeting the day following the retreat. She requested that Dr. Rowland get a save-the-date card to members of the other boards by the end of the year.

The Rector announced that the next meeting is March 30-31, 2012 with their reception being held at Longwood House.

Adjournment

There being no further business, the Rector adjourned the meeting at 10:57 a.m.

Rita Hughes
Vice Rector