



LONGWOOD UNIVERSITY BOARD OF VISITORS

Schedule of Events
March 21-23, 2013

Thursday, March 21		Check in at the Hampton Inn or Longwood Inn
Friday, March 22	8:00 a.m.	Community Breakfast - Lancaster Rowe Gallery (Board of Visitors, Faculty and Staff Members of the College of Education and Human Services, University Advancement, Internal Audit, Athletics, and Administration and Finance)
	8:45 a.m.	Board of Visitors' Meeting The Stallard Board Room – Lancaster 102
	10:15 a.m.	Break
	10:30 a.m.	Resume Board of Visitors' Meeting The Stallard Board Room – Lancaster 102
	12:00 p.m.	Lunch Go Through Dining Hall Line Dorrill Dining Hall
	1:00 p.m.	Resume Board of Visitors' Meeting The Stallard Board Room - Lancaster 102
	2:30 p.m.	Break
	2:45 p.m.	Resume Board of Visitors' Meeting The Stallard Board Room – Lancaster 102
	5:30 p.m.	Reception Rowe Gallery – Lancaster Hall (Board of Visitors, President, Cabinet, & Deans)
Saturday, March 23	8:30 a.m.	Continental Breakfast The Stallard Board Room - Lancaster 102
	9:00 a.m.	Board Meeting The Stallard Board Room - Lancaster 102

AGENDA



**LONGWOOD UNIVERSITY BOARD OF VISITORS
MEETING
Friday and Saturday, March 22-23, 2013
Stallard Board Room – Lancaster Hall 102
8:45 a.m.**

CALL TO ORDER

PUBLIC SESSION

RECTOR'S REPORT

PRESIDENT'S REPORT

BUSINESS

Consent Agenda

Item 1

- A. Approval of Minutes: December 7-8, 2012 Board Meeting p. 21
- B. Approval of Proposed 2013-2016 Board of Visitors' Meeting Dates p. 37
- C. Report on Administrative Policies Approved by Cabinet p. 38
- D. Report on Student Housing p. 40
- E. Capital Construction Update p. 41
- F. Comprehensive Campaign Report p. 42
- G. Public Relations Report p. 45
- H. Report on Faculty/Staff Resignations and Retirements p. 50
- I. Spring 2013 Enrollment Report p. 51
- J. Spring 2013 Admissions Report p. 53
- K. Report on Response to Compensation Task Force Recommendations p. 54

Audit – Aneicia Stimpson

- Approval of Fiscal Year 2014 Audit Plan p. 67 Item 2
- Update on Internal Audit and Institutional Compliance Activities p. 68 Item 3

Presidential Reports – Troy Austin, Kenneth Copeland and Brenda Atkins

- Report on 2013 Actions of the General Assembly p.70 Item 4
- Report on Real Estate Foundation Activities p. 75 Item 5
- Review of Intercollegiate Athletics Dashboard Indicators p. 76 Item 6
- Presentation by Big South Quiz Bowl Students p. 85 Item 7

**Administration, Finance, Facilities and Technology – Kenneth Copeland
and Richard Bratcher**

- Approval of Request for Funds from Auxiliary Reserve p. 88 Item 8

Approval of Request for Funds from Parking Reserves p. 91	Item 9
Review of Key Financial Performance Metrics p.92	Item10
Discussion Topic: Discussion of Tuition and Fees for FY 2014 p. 96	
University Advancement – Bryan Rowland	
Hull Springs Farm Update p. 98	Item 11
Maugans Alumni Center Update p. 99	Item 12
Update on Marketing Plan p. 100	Item 13
Presentation on Social Media p. 101	Item 14
Academic and Student Affairs – Kenneth Perkins & Tim Pierson	
Report on Fall 2013 Admissions p. 103	Item 15
Presentation by the Counseling Center p. 104	Item 16
Report from Parents’ Council and Parents Council Grant Recipients p. 105	Item 17

REPORTS FROM REPRESENTATIVES

- Foundation Representative – Robert Burger
- Alumni Association Representative – Colleen Margiloff
- Faculty Representative – Derek Taylor
- Student Representative – Brian Reed

OLD BUSINESS

NEW BUSINESS

Discussion on Student Housing p. 107	Item 18
Discussion on President’s Housing/Longwood House p. 108	Item 19
Update on University Center p. 113	Item 20

Closed Session

ANNOUNCEMENTS

ADJOURNMENT

PRESIDENT'S REPORT

**BOARD OF VISITORS
PRESIDENT'S REPORT**

INFORMATION ITEM

Dashboard Indicators

Attached is an updated report of dashboard indicators. This chart is presented as part of the President's report at the March meeting.

Longwood University Performance Dashboard

IMPROVE STUDENT SUCCESS – Overall performance is stable and generally on par with similar institutions, continued work on diversity, four year graduation rate and student debt is a priority

PERFORMANCE INDICATOR STUDENTS:	FREQUENCY	HISTORY	HISTORY	HISTORY	HISTORY	Latest reporting year	NOTES
Headcount Enrollment	Annual	Fall 2009: 4832	Fall 2010: 4831	Fall 2011: 4860	Fall 2012: 4834		According to USDE and SCHEV, fall semester enrollment is considered to represent university total enrollment for any given report cycle.
PLUS Program	Fall semester	As of 9/8/09: 80	As of 9/7/10: 92	As of 9/6/11: 91	As of 9/4/12: 68		Purposeful reduction to ensure adequate resources to support PLUS program; analysis underway to understand what's needed to increase to 80 or 90
SAT range (25 th – 75 th percentile)	Fall semester	As of 9/8/09: 980-1100	As of 9/7/10: 960-1110	As of 9/6/11: 960-1100	As of 9/4/12: 960-1100		
HS GPA (enrolled freshmen, mid-range)	Fall semester	As of 9/8/09: 3.08-3.61	As of 9/7/10: 3.09-3.66	As of 9/6/11: 3.13-3.64	As of 9/4/12: 3.10-3.68		
% of accepted students	Fall semester	As of 9/8/09: 69.6%	As of 9/7/10: 72.9%	As of 9/6/11: 74.5%	As of 9/4/12: 77.6%		High percentage of acceptance while maintaining quality – better marketing, admission practices, positive selection by students
% of male students of total student population	Annual	AY09-10: 31.19%	AY10-11: 30.75%	AY11-12: 31.38%	AY12-13: 31.32%		

% of minority students of total student population	Annual	AY09-10: 12.3%	AY10-11: 15.7%	AY11-12: 14.4%	AY12-13: 15.49%	Compared with last year's data, the number of minority students increased by 7% (698/2011 vs. 749/2012)
% of under-represented students (in-state only)	Annual	AY09-10 1666 (34.48% of the total head count)	AY10-11 1743 (36.08% of the total head count)	AY11-12 1791 (36.85% of the total head count)	AY12-13 1795 (37.13% of the total head count)	SCHEV will continue to use the same criteria to identify "under-represented student population." The criteria include students of color, students receiving Pell grant, and students coming from certain localities that have been identified as lower quartile of participating in Higher Education by the state. According to the recent (10/26) discussion on the new IPS measures, SCHEV will continue to monitor this group's retention and graduation.
# of international students (including degree seekers and non-degree seekers)	Annual	AY09-10 53	AY10-11 38	AY11-12 35	AY12-13 59	Concerted effort continues to increase campus diversity through international recruiting for both degree seekers and non-degree seekers.
Foundation Scholarships Awarded	Annual	FY09-10: \$1,076,608	FY10-11: \$1,187,267	FY11-12: \$1,228,247	FY12-13 (as of 2/26/13): \$1,157,294	
Total Longwood and Foundation Grants and Scholarships	Annual	FY09-10: \$4,152,515	FY10-11: \$4,687,853	FY11-12: \$5,207,032	FY12-13 (as of 2/26/13): \$4,979,371	

ACADEMIC PERFORMANCE:										
Retention Rate	Annual	AY09-10: 79%	AY10-11: 80%	AY11-12: 79%	AY12-13: 79.5%					
# of Degrees Awarded (undergraduate and graduate)	Dec, May	As of May 09: 943	As of May 10: 986	As of May 11: 996	As of May 12: 1040					
# of STEM-H Degrees Awarded	Dec, May	As of May 09: 52	As of May 10: 67	As of May 11: 83	As of May 12: 93					
4 year grad rate	Annual	2003 cohort: 40%	2004 cohort: 40%	2005 cohort: 40%	2006 cohort					For 2005 cohort, the 4-y rate is 26% for VCU, 23% for ODU, 38% for Radford, 38% for Radford, 46% for Christopher Newport, 21% for Virginia State, and 14% for Norfolk State. Area of focus – “Soar in 4” initiative
Adjusted 4 year grad rate incl transfer students	Annual									This statistic is pending until we get more information from SCHEV regarding the new IPS measures.
6 year grad rate	Annual	2002 cohort: 66%	2003 cohort: 58%	2004 cohort: 59%	2005 cohort: 60%					
Adjusted 6 year grad rate incl transfer students	Annual									This statistic is pending until we get more information from SCHEV regarding the new IPS measures.

Number of online and hybrid courses	Annual	AY09-10: 245	AY10-11: 261	AY11-12: 348	AY12-13: 404	Reflects increase in access; also are assessing to ensure improved learning as well.
POST-ACADEMIC:						
Job offer/grad school enrollment rate	Annual	2007-2008 graduates: 74%	2008-2009 graduates: 46%	2009-2010 graduates: 56%	2010-2011 graduates: 74%	% of graduates who obtain job offer or enroll in graduate school Returning to pre-recession levels
Undergraduate Average indebtedness	Annual	AY09-10: \$22,665	AY10-11: \$23,672	AY11-12: \$26,586	AY12-13 N/A	An increase of more than 17% in the past 2 years!

INCREASE SATISFACTION & EFFECTIVENESS OF FACULTY AND STAFF – While overall satisfaction has not yet been measured, most metrics reflect a stable or modestly improving trend.

PERFORMANCE INDICATOR	FREQUEN CY	HISTORY	HISTORY	HISTORY	HISTORY	Latest reporting year	NOTES
Longwood Employee Attrition Rate – (by calendar year)	Annual	2009: 39 (7.8%) staff 17 (8.2%) fac	2010: 64 (12.8%) staff 13 (6.1%) fac	2011: 44 (8.5%) staff 18 (8.1%) fac	2012: 67 (12.9%) staff 24 (12%) fac		
Expense for Research	Annual	FY08-09: \$86,841	FY09-10: \$18,440	FY10-11: \$155,481	FY11-12: \$48,208		Current metric is unreliable as historically this data has not been consistently and accurately tracked
Average salary for full-time faculty	Annual	FY09-10: \$59,295	FY10-11: \$60,402	FY11-12: \$59,779	FY 12-13: \$61,472		Has contributed to historic salary gap as lost ground to inflation
Overall fac/staff satisfaction rate	Annual					FY12-13: 82%	Measured in faculty/staff survey administered in Nov/Dec 2012
# of full-time / part-time faculty (calendar year)	Annual	2009: 207/72	2010: 214/60	2011: 222/78	2012: 228 /85		Strategic adds in mostly STEM related programs, as per 6 yr plan
# of classified/AP staff (calendar year)	Annual	2009: 299/168	2010: 297/172	2011: 304/180	2012: 305/188		
# credit hrs delivered per FTE faculty	Annual	AY08-09: 20.4	AY09-10: 20.6	AY10-11: 19.5	AY11-12: 18.5		FTE = full time equivalency. FTE faculty = number of full time faculty + 1/3 of number of part-time faculty. Metric may give insight into part of faculty workload question.
# of degree per FTE faculty	Annual	FY08-09: 4.0	FY09-10: 4.3	FY10-11: 4.1	FY11-12: 4.2		FY 12-13 is not available until July 2013.

% of undergraduate classes enrolled 2-19 students	Annual	AY09-10: 44.2%	AY10-11: 41.4%	AY11-12: 46.7%	AY 12-13: 44.6%	Increase in smaller classes due to several factors including labor intensive programs (e.g. nursing), increased internship programs, change in targets for intensive writing courses. One of 12 variables used by U.S. News and World Report to rank best regional universities. This variable intends to measure the quality of the program and interaction between student and faculty.
% of undergraduate classes enrolled 50 or more students	Annual	AY09-10: 1.4%	AY10-11: .88%	AY11-12: 1.3%	AY 12-13 1.3%	One of 12 variables used by U.S. News and World Report to rank best regional universities. This variable intends to measure effectiveness of delivery of instruction.
Student faculty ratio (FTE)	Annual	AY09-10: 18/1	AY10-11: 18/1	AY11-12: 18/1	AY12-13 17/1	This ratio is based on CDS definition: for both faculty and students, FTE = # full-time +1/3 of number of part-time.
% of full time faculty who has terminal degree	Annual	AY09-10: 78.7%	AY10-11: 77.6%	AY11-12: 84.7%	AY12-13: 85.1%	Increase is both purposeful and market driven, new FT hires have PHD's
Professional Development – Staff	Annual			FY10-11: \$475,774 (2274 hours)	FY11-12: \$726,010 (14306 hours)	Current metric is unreliable as data has been inconsistently tracked
Professional Development – Faculty	TBD				TBD	

INCREASE FINANCIAL CAPACITY - While our overall financial situation is stable and we are in fine shape for this year, we need to increase alternative revenue sources and more fully understand our productivity and efficiency and drive additional efforts to improve

PERFORMANCE INDICATOR	FREQUENCY	HISTORY	HISTORY	HISTORY	HISTORY	Latest reporting year	NOTES
REVENUE:							
In-state tuition/fees (approved by BOV at May meeting prior to start of each academic year)	Annual	AY09-10: \$16,521	AY10-11: \$17,969	AY11-12: \$18,644	AY12-13: \$19,338		
Total credit hours (undergraduate and graduate)	Annual		AY09-10: 131,785	AY10-11: 132,692	AY11-12: 136,540		Spring 2013 data is not available until April 2013.
% of out-of-state	Fall semester	AY09-10: 6.6%	AY10-11: 5.5%	AY11-12: 5.6%	AY12-13 4.6%		
Grants	quarterly					FY11-12: \$622,714	Current stats are not accurate as not all grant money has been captured. This is an area of focus - Hired Director for Office of Sponsored Programs in Spring 2012 to assist with faculty grant writing to increase number of grants.
State contribution per student	Annual	FY08-09: \$6,875	FY09-10: \$5,738	FY10-11: \$5,669	FY11-12: \$5,030		

Number of summer school credit hours	Annual	Summer 2009: 10,241	Summer 2010: 10,773	Summer 2011: 11,059	Summer 2012: 10,142	Increased faculty engagement and on-line courses, should help timeliness of degree completion
Longwood University Bookstore: Total textbook sales (in store and online)	Annual			FY10-11: \$2,055,249	FY11-12: \$2,011,587	
Longwood University Bookstore: Total Retail Sales	Annual			FY10-11: \$3,067,254	FY11-12: \$3,064,138	
Longwood University Bookstore: Total Online Sales	Annual			FY10-11: \$1,032,383	FY11-12: \$1,164,825	
Total Development Revenue	Annual	FY08-09: \$2,583,248	FY09-10: \$3,937,787	FY10-11: \$2,775,781	FY11-12: \$9,100,889	
COST/EFFICIENCY						
E&G Cost per credit hour delivered	Annual	FY08-09: \$399.84	FY09-10: \$387.17	FY10-11: \$400.38	FY11-12: \$416.52	+ 4.2% increase over past 4 years; when adjusted for inflation, actually represents a 3% reduction (incl instruction)
Auxiliary cost per credit hour delivered	Annual	FY08-09: \$262.43	FY09-10: \$266.99	FY10-11: \$289.80	FY11-12: \$311.25	
Instruction Cost per credit hour delivered	Annual	FY08-09: \$172.39	FY09-10: \$169.53	FY10-11: \$179.05	FY11-12: \$200.56	

Total cost per credit hour delivered (E&G plus Auxiliary)	Annual	FY08-09: \$662.27	FY09-10: \$654.16	FY10-11: \$690.18	FY11-12: \$727.77	+ 10% increase over past 4 years; when adjusted for inflation, actually reflects a 2% increase
Instructional (Instruction & Academic Support Programs) vs. non-instructional (all other E&G Programs plus Auxiliary) expenses	Annual	FY08-09: Instruction: 34.9% Non-Instruc: 65.1%	FY09-10: Instruction: 34.6% Non-Instruc: 65.4%	FY10-11: Instruction: 34.9% Non-Instruc: 65.1%	FY11-12: Instruction: 36% Non-Instruc: 64%	
General Aux Reserve Adjusted Balance	quarterly	FY09-10: \$16,723,133	FY10-11: \$17,019,032	FY11-12: \$18,054,911	Projected FY12-13: \$8,832,950	
Other reserves adjusted balance	quarterly	FY09-10: \$19,889,514	FY10-11: \$23,125,316	FY11-12: \$25,119,948	Projected FY12-13: \$14,324,066	

INCREASE RELATIONSHIP WITH AND VALUE TO THE COMMUNITY - we have a strong and growing impact on our community

PERFORMANCE INDICATOR	FREQUENCY	HISTORY	HISTORY	HISTORY	HISTORY	Latest reporting year	NOTES
Outreach – LCCLL Infant-Toddler Connection of the Heartland	Annual		FY09-10: 149 children	FY10-11: 173 children	FY11-12: 214 children		
Outreach – LCVA Participation figures	Annual	FY08-09: 46,218	FY09-10: 48,936	FY10-11: 55,575	FY11-12: 55,469		
Outreach – SBDC Clients served (by calendar year)	Annual	2009: 582	2010: 578	2011: 573	2012: 603		

BUILD A COMPELLING BRAND – We are experiencing growth in social media engagement but believe we can increase overall awareness and effectiveness of our marketing investment

PERFORMANCE INDICATOR	FREQUENCY	HISTORY	HISTORY	HISTORY	HISTORY	HISTORY	Latest reporting year	NOTES
# of applicants	Annual	As of 9/8/09: 4301	As of 9/7/10: 4402	As of 9/6/11: 4080	As of 9/4/12: 4167			
# of freshmen	Annual	As of 9/8/09: 1010	As of 9/7/10: 1012	As of 9/6/11: 1074	As of 9/4/12: 1036			
# of new transfers	Annual	As of 9/8/09: 178	As of 9/7/10: 189	As of 9/6/11: 177	As of 9/4/12: 214			
Aided/Unaided awareness	Annual				TBD			
Marketing \$ spent	Annual	FY08-09: \$783,722	FY09-10: \$497,727	FY10-11: \$600,000	FY11-12: \$834,580			
Marketing \$ per applicant	Annual	FY08-09: \$182.22	FY09-10: \$113.07	FY10-11: \$147.06	FY11-12: \$200.28			
Website visits: Longwood.edu	Annual	FY08-09: 5,448,015	FY09-10: 5,851,588	FY10-11: 5,489,725	FY11-12: 5,277,897			
Website visits: Whylongwood.com	Annual	FY08-09: 186,559	FY09-10: 182,951	FY10-11: 191,137	FY11-12: 190,430			
Total social media reach [Estimated number of individuals that are reached]	Quarterly	September 2012: 116,605	October 2012: 254,089	November 2012: 277,108	December 2012: 226,554			High reach in November/December due to advertising campaign, Grand Illumination photo, End of the World posts, "Puppy Therapy" story/photo and New Year's Eve. Twitter reach steadily growing.

Total audience engagements [Estimated number of interactions - likes, comments, retweets, etc]	Quarterly	September 2012: 9,449	October 2012: 13,347	November 2012: 10,035	December 2012: 4,815	Large spike in November due to Grand Illumination photo. Spike in December due to "Puppy Therapy" story/photo though overall engagement rate lower for December due to winter break. Showing steady growth
Total community size/connection [Total number of followers, fans, etc within our social media communities]	Quarterly	September 2012: 16,466	October 2012: 17,477	November 2012: 18,367	December 2012: 19,074	
Total social media brand mentions [Estimated number of times Longwood is mentioned]	Quarterly	September 2012: 1,887	October 2012: 2,350	November 2012: 1,410	December 2012: 190	Moderate spikes in November due to Grand Illumination, Admissions Open House, and Men's Basketball Promo. Brand mentions low in December due to winter break.
Athletic attendance (avg) - Men's Basketball	Annual	FY09-10: 1033	FY10-11: 1185	FY11-12: 1068	FY12-13 (as of 2/14/13): 956	
Athletic attendance (avg) - Women's Basketball	Annual	FY09-10: 398	FY10-11: 306	FY11-12: 320	FY12-13 (as of 2/14/13): 457	

CONSENT AGENDA

**BOARD OF VISITORS
CONSENT AGENDA**

ACTION ITEM 1

Approval of Consent Agenda

ACTION REQUESTED: On behalf of the President, I move that the Board approve the consent agenda items as presented.

RATIONALE: The Board of Visitors is being asked to approve the items on the consent agenda. These items include:

- A. Approval of Minutes: December 7-8, 2012 Board Meeting
- B. Approval of Proposed 2013-2016 Board of Visitors' Meeting Dates
- C. Report on Administrative Policies Approved by Cabinet
- D. Report on Student Housing
- E. Capital Construction Update
- F. Comprehensive Campaign Report
- G. Public Relations Report
- H. Report on Faculty/Staff Resignations and Retirements
- I. Spring 2013 Enrollment Report
- J. Spring 2013 Admissions Report
- K. Report on Response to Compensation Task Force Recommendations

See attachments

CONSENT AGENDA

ACTION ITEM A

Approval of Minutes: December 7-8, 2012 Board Meeting

RATIONALE: The Board of Visitors is required to approve its minutes at the next regular meeting of the Board.

BACKGROUND: The Board is required by law to approve the minutes of its meetings at its next regular meeting. The minutes are included on the consent agenda.

See Attached Document

LONGWOOD UNIVERSITY BOARD OF VISITORS
Friday, December 7-8, 2012

Minutes

Call to order

The Longwood University Board of Visitors met on Friday, December 7, 2012, in the Stallard Board Room on the campus of Longwood University. The meeting was called to order at 8:45 a.m. by Mrs. Marianne Radcliff, Rector of the Board.

Members present:

The Honorable John W. Daniel, II
Dr. Edward I. Gordon
Mrs. Rita B. Hughes
Mr. Thomas A. Johnson
Dr. Judi M. Lynch
Mrs. Jane S. Maddux
Mr. Stephen L. Mobley
Mrs. Marianne M. Radcliff
Mr. Brad E. Schwartz
Mrs. Shelby J. Walker
Mr. Lacy Ward, Jr.
Mr. Ronald O. White

Member absent:

Mr. Eric Hansen

Present at the request of the Board:

Ms. Marjorie M. Connelly, Interim President
Mr. Robert Burger, President, Longwood University Foundation, Inc.
Ms. Jeanne Hayden, Secretary to the Board of Visitors
Mr. Donald Knight, Student Representative to the Board
Mrs. Colleen Margiloff, 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, Vice President for Administration and Finance and Executive Director of the Real Estate Foundation
Mrs. Penelope Howard, Interim Vice President for Information and Instructional Technology Services and Chief Information Officer
Dr. Kenneth Perkins, Provost and Vice President for Academic Affairs
Dr. Tim Pierson, Vice President for Student Affairs
Dr. Bryan Rowland, Vice President for University Advancement

Also present were:

Faculty Representatives:

Dr. Larissa Fergeson

Dr. David Magill

Dr. Ruth Meese

Public Session

Ms. Mary Jo Stockton, co-chair of the Staff Advisory Committee, presented a letter to the Board expressing concerns from members of the staff on the process that was used by the Presidential Search Advisory Committee in the selection of members of the Committee. The letter also expressed concerns about the advertisement being used for soliciting applicants for Longwood's next president and the fact that the advertised requirements will exclude the interim president.

Dr. Taylor, faculty representative to the Board of Visitors, read a statement on behalf of a group of faculty that expressed their concerns about the advertisement being used in the search for Longwood's next president; these faculty worry that in requiring a graduate degree, the job ad may limit the pool of applicants, and they are disappointed that such a requirement necessarily excludes Longwood's current interim president. Dr. Taylor made it clear that he does not personally share the misgivings of this group of faculty and that many faculty had shared their satisfaction with the job description as written.

Rector's Report

Mrs. Radcliff welcomed those attending the Board meeting. Mr. Daniel was asked to present a resolution of appreciation to Coach Buddy Bolding.

WHEREAS, CHARLES BUDDY BOLDING has served as head coach of baseball at Longwood University since 1978; and

WHEREAS, he has coached his players to over 900 victories and has led the baseball program to the NCAA Division II playoffs and to two Division II World Series and through the transition to Division I Independent and Big South Conference affiliation; and

WHEREAS he has thrown countless hours of batting practice for Lancers batsmen, which led to nine of his former players chosen in the Major League Baseball Draft since 1988, one a first round pick and a member of the 1992 U.S. Olympic Team; and

WHEREAS, he has developed young men who have become leaders in their chosen professions, including over thirty former players coaching on the high school or college level; and

WHEREAS, the Longwood University baseball complex was named the Charles Buddy Bolding Stadium and the Charles B. and Andrea G. Bolding Scholarship was established in his honor; and

WHEREAS, he is highly respected by his former players and the entire Longwood University community; and

WHEREAS, as a faithful and devoted member of the Longwood University community, he has given unselfishly of his time and talents to the University for 35 years;

BE IT RESOLVED that the Board of Visitors and the entire Longwood University Community

extend to Charles Buddy Bolding our most heartfelt appreciation for his devoted service and our best wishes for the future.

Following the reading of the Resolution of Appreciation, Dr. Lynch moved that the resolution for Coach Bolding be affirmed by the Board. The motion was seconded by Dr. Gordon and was unanimously approved by the Board.

Mrs. Radcliff reported that the Executive Committee met on November 13, 2012 in Richmond, Virginia and received a report on JLARC's October 18 meeting with Longwood officials, information and recommendations for the Board's NCAA governance responsibilities, and recommendations from the President regarding Hull Springs Farm and CE³.

Mr. Mobley stated that a report on the work of the Compensation Task Force will be posted online. He thanked members of the Task Force for their assistance and dedication in completing the work.

The Rector completed her report by announcing that Ms. Meadows, Associate Athletic Director, has joined the Presidential Search Advisory Committee to represent the Administrative and Professional staff.

President's Report

The President began her report by presenting campus activities that occurred or will be occurring to wind up the semester. She directed Board members to the dashboard indicators presented in the handout file. (A copy of the Dashboard Indicators is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 1, December 7-8, 2012.) She reported that a new metrics were added in "Brand" regarding social media and that there will be more updates to the dashboards at the March meeting.

Ms. Connelly introduced Mr. Scott Habes, Interim Director of the Longwood Center for the Visual Arts; Mrs. Penelope Howard, who is currently serving as Interim Vice President for Information and Instructional Technology Services and Chief Information Officer; and Mrs. Aneicia Stimpson who is serving as Acting Director of Internal Audit while Mrs. Howard serves in her interim position.

She went on to report on the many activities she has been involved in since the September Board meeting. Some of the activities included a trip to China, the Athletics Gala, alumni receptions and reunions, the Hull Springs Farm Open House and most importantly, the creation of a leadership team to carry out the University's Strategic Priorities.

Ms. Connelly reviewed the progress of the University's Strategic Priorities and expanded on the initiatives under each priority. Under the Successful Students priority she updated the Board on the initiatives "Soar in Four/Fly in Five" and STEM-H Degrees. These initiatives will assist students in achieving their education goals in a timely manner and in fields that are in greater demand.

She asked Dr. Ross, Dean of the Cook-Cole College of Arts and Sciences, to report on a research program being offered during the summer of 2013. Dr. Ross reported that it will be an eight

week program and participants will receive a stipend of \$3,500. In addition, the program will pay dormitory and meal plan fees. Students living off-campus will receive an additional stipend to cover their living expenses. (A copy of Dr. Ross' report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 2, December 7-8, 2012.)

Other initiatives she reviewed for Successful Students included: Experience Diversity, Expand Instructional Technology and Focus on Campus Improvements. Under Experience Diversity, the University has created the new English as a Second Language agreement with Guangxi. She reported that Instructional Technology is creating some organizational changes to better serve students and in the initiative Focus on Campus Improvements, the University is examining ways campus facilities can provide enhancement for a learning environment.

Initiatives were reviewed for the priority of Effective and Satisfied Faculty and Staff by the President. She reported that the University is working to close the salary gap, increase professional development, create new rewards and recognition programs, increase support for research and analyze and address workload.

For the Strategic Priority, Financial Capacity, the President reported that a new planning and budgeting process is being created as well as the development of "Path to 6000," a plan to achieve an enrollment of 6,000 students, the development of new revenue sources and strategies to reduce student and internal costs. She went on to review plans for increasing Longwood's value in the community, building a compelling brand and building a consistently high-performing culture.

The President concluded her report with a brief review of the upcoming General Assembly session. The Governor's budget will be released on December 17 and will include his proposed amendments for 2013-2014. She stated that there is no expectation that higher education will receive any new funding. Legislative bills related to governance include: the appointment of nonvoting faculty and student representatives to Boards of Visitors, a mandate that new Board members participate in orientation and proposed legislation by the Governor ensuring that TJ21 continues after he leaves office in 2014. (The text of the President's report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 3, December 7-8, 2012.)

Mrs. Hughes joined the meeting at 9:40 a.m.

Business

Consent Agenda

Item 1 – Approval of Consent Agenda

Mrs. Radcliff presented to the Board for its approval the consent agenda. A motion was made by Mr. Daniel to approve the consent agenda as presented. The motion was seconded by Mr. Mobley 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 4, December 7-8, 2012.)

Audit

Item 2 – Update on Internal Audit and Institutional Compliance

Mrs. Aneicia Stimpson, Acting Internal Auditor, presented an update on Internal Audit activities. She reported that several audits and reviews are underway and include: fieldwork for Admissions and Conferences and Scheduling has been completed, fieldwork for Campus Police and Information Technology Governance is in progress and the audit of the Housing Residential Management System has been completed. She also reported that the Quality Assurance Review will need to be completed in January 2013 and the Governance, Risk and Compliance software contract has been awarded and vendor provided training is underway. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 5, December 7-8, 2012.)

Item 3 – Overview of Process for the Upcoming APA Audit

Mrs. Karen Helderman, Auditor of Public Accounts, reviewed with the Committee, an entrance conference agenda for the upcoming audit review for 2012. She discussed at length the audit process for the University’s upcoming annual audit and reviewed an outline of the roles and responsibilities of the auditors and the scope of the audit. Potential fraud risks and an outline of the audit plan were reviewed. Mrs. Helderman reported that the audit should be complete in late February 2013 and a report on the audit will presented to the Board at its March meeting. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 6, December 7-8, 2012.)

Administration, Finance, Facilities and Technology

Item 4 – Approval of Policy on Documentation of Written Student Complaints

Mr. Kenneth Copeland, Vice President for Administration and Finance and Executive Director of the Real Estate Foundation presented a policy on the documentation of written student complaints. He stated that in order to be compliant with the Southern Association of Colleges and Schools and Commission on Colleges (SACS/COC) comprehensive standard 3.13.3, the Board of Visitors must approve the proposed policy. (A copy of this request is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 7, December 7-8, 2012.)

A motion was made by Mr. Mobley to approve the policy on documenting written student complaints as presented. The motion was seconded by Mrs. Hughes and unanimously approved by the Board.

Item 5 – Approval of New and Revised Administrative Policies

Also presented by Mr. Copeland for the Board’s approval were two new and three revised Administrative policies. The new policies include: Distance Education Student Privacy and Substantive Change Reporting Policy and the revised policies included: Motor Vehicle Parking and Traffic Regulations, Space Allocation and Assignment and Space Configuration Management. (A copy of this request is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 8, December 7-8, 2012.)

A motion was made by Mr. White to approve the new and revised policies as presented. The motion was seconded by Mr. Ward and unanimously approved by the Board.

Item 6 – Approval of Funding Model for the Renovation of Stubbs Hall

A funding model for the renovation of Stubbs Hall was presented by Mr. Copeland for the Board's approval. He stated that Stubbs Hall, after the demolition of the Cunninghams, will be the only dormitory remaining on campus without air conditioning. Stubbs Hall was built in 1966 and is in need of renovations including aesthetics and functional upgrades. Mr. Copeland stated that funding of the project would include the use of remaining bond funding from the Wheeler and Cox renovations and borrowing the balance from Housing Reserves. The University will be reimbursed for the borrowed funds once the Commonwealth sells the 9C bonds. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 9, December 7-8, 2012.)

A motion was made by Dr. Lynch to approve the funding model for the renovation of Stubbs Hall as presented. The motion was seconded by Mrs. Hughes and unanimously approved by the Board.

Item 7 – Approval of Request for Funds from Auxiliary Reserves

The President reported that there are a number of renovations needed at Longwood House and when more information and estimates are gathered will have a discussion with the Executive Committee at its February meeting.

Item 8 – Review of Unaudited Fiscal Year 2012 Financial Statements

Mr. Copeland reviewed the unaudited financial statements for FY2012 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 10, December 7-8, 2012.) He reported that on a summary basis, operating revenue increased by \$4.6 million or 6% from the previous fiscal year 2011 to fiscal year 2012. He also reported the operating loss was offset by \$33.6 million in non-operating revenues and \$9 million in other revenues.

Item 9 – Review of Key Financial Performance Metrics

Mr. Copeland reviewed the University's key financial performance metrics. He reviewed the revised budgetary forecasts for the period ending October 31, 2012. Mr. Copeland also reviewed the Auxiliary Reserve analysis and highlighted the performance indicators. He noted that as of October 31, 2012 unallocated funds totaled \$944,000 but since then \$500,000 has been earmarked for projects and purchases. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 11, December 7-8, 2012.)

Item 10 – Review of Internal Controls

A report on internal controls was presented by Mr. Copeland. He 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 12, December 7, 2012.)

Discussion Topic: Preview of Tuition and Fees for Fiscal Year 2013-2014

Mr. Copeland presented a preview of some budget assumptions for FY2014. The assumptions were based on revenue sources (appropriations, tuition and fees, other E & G revenues and auxiliary revenue) expenditures (E & G and auxiliary). He stated that the tuition and fee scenarios are based on assumptions and preliminary projections for the upcoming General Assembly session.

A discussion ensued regarding potential legislation limiting or eliminating out-of-state tuition and the possibility of increasing scholarship funds to attract more students.

University Advancement

Item 11 – Update on CE³ and Hull Springs Farm

Dr. Alix Fink, Dean of the Cormier Honors College; Ms. Bobbie Burton, Executive Director of Hull Springs Farm and Mrs. Kathleen Register, Executive Director of Clean Virginia Waterways presented an update on CE³ and Hull Springs Farm. Ms. Burton reviewed the history and background of Hull Springs Farm and presented financial information on the farm.

Dr. Fink reviewed the proposed CE³ program and the impact and importance the program would have on regional, statewide and national levels. She demonstrated with exhibits the mutualism between Hull Springs Farm and CE³ and a recommendation for new leadership structure for CE³ and the farm.

Mrs. Register reviewed the next steps and the keys to success. She stated that major facility renovations and improvements are key to the farm's success. (A copy of this update and supplemental information is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 13, December 7-8, 2012.)

Following this report, President Connelly outlined several options for the sale and/or the management of the wetlands mitigation bank. She outlined the options from highest risk to lowest: Longwood to manage the mitigation bank; Longwood would manage with assistance from a consultant; Longwood could hire a management company or sell the entire mitigation bank.

Mr. Daniel stated there is further work to be done to prepare for the sale of the mitigation bank credits. He reported that there is uniqueness in this opportunity for outside expertise and assistance and those sources wanting to become a part of the development of maximizing the investment for Hull Springs Farm. He valued the worth of the credits to be somewhere between \$5 to \$7 million and stated that selling them could take time. Mr. Daniel commended the President for moving the conceptual plans for Hull Springs Farm and CE³ forward and encouraged members of the Board who have not already visited the farm to do so.

President Connelly stated that the next steps for moving forward will be continuing to be effective with fundraising and identifying the perceptions to pursue.

Item 12 – Report on University Center

The President reported that the new Student Center plan is being evaluated. She stated that in an effort to reduce costs, the original plan was scaled down in size and the evaluation indicates that the current plan does not provide adequate space. The original plan will not serve the needs of the students. Ms. Connelly reported that a team consisting of Dr. Perkins, Dr. Pierson, Mr. Copeland, Mr. Bratcher, Dr. Rowland and herself has been created to review the plans and visits have been planned to a few universities who have built new student centers in recent years. She assured the Board that the plan will remain on track but the new schematic may be different from the original.

The Board adjourned for lunch and a tour of some campus facilities at 12:08 p.m. and reconvened at 2:25 p.m.

Mr. Johnson did not return to the meeting.

Item 13 – Presentation by Lancer Investment Club

Dr. Rowland, Vice President for University Advancement, introduced students Kyle Profilet and Scott Laabs, members of the Lancer Investment Club. The students presented a report on the history of the investment club which began in 2002 with an investment of \$250,000 provided by the Foundation Board and the benefits of the experience they receive as members. The Club was established to provide an opportunity for student to contribute and see the results over a multi-year period as well as: offer direct practical experience in the investment process, educate students on sound investment procedures, develop leadership skills and provide real life experiences in building team work, decision making, use of technology and communication.

Following the Lancer Investment Club presentation, graduate assistant students Jeff Everhart and Meredith Bennett presented a demonstration on the use and benefits of the promethean board in the classroom.

Academic and Student Affairs

Item 14 – Approval of Admissions Policy

Mrs. Sallie McMullin, Dean of Admissions, presented for the Board's approval a new Admissions' policy that will provide flexibility needed to manage new enrollment. She stated that the intent of the policy revisions is not to change the admissions standards; rather to recognize the numerous variables and situations that must be considered in the admissions process. (A copy of this request and supplemental information is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 14, December 7-8, 2012.)

A motion was made by Mrs. Hughes to approve the Admissions' policy as presented. The motion was seconded by Mr. White and unanimously approved by the Board.

Item 15 – Approval to Discontinue an Academic Program

Dr. Perkins, Provost and Vice President for Academic Affairs, requested that the Board approve discontinuing the B.S. degree in Community Health Education. He stated that Longwood discontinued the program in 2006 and did not receive the Board of Visitors' approval. The program has remained on the active list of programs maintained by the State Council of Higher

Education for Virginia. In order to have the program removed, the Board of Visitors must approve its discontinuance.

A motion was made by Mrs. Hughes to approve the discontinuance of the B.S. degree in Community Health Education. The motion was seconded by Mr. White and unanimously approved by the Board.

Item 16 – Report on Spring and Fall 2013 Undergraduate Admissions

Mrs. McMullin presented a report on spring and fall 2013 undergraduate admissions. Admissions as of December 5, 2012 included: Spring freshmen, transfers and readmits totaling 285 applications, 158 acceptances and 97 deposits and applications for Fall freshmen and transfers totaled 2205. (An updated copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 15, December 7-8 2012.)

Item 17 – Presentation from Peer Mentors

Students Brian Reid, Kevin Bradtke, Heather Monger and Raychelle Beasley presented information on their experiences as peer mentors. Topics included: the purpose and role of peer mentors, training, transition and acclimation assistance to incoming students and Longwood seminar. Each student stated that being a peer mentor has been a rewarding experience.

Report from Representative

Mr. Robert Burger, President of the Longwood University Foundation Board, presented a report on Foundation activities. His report included:

- a financial report on gift receivables, annual earnings, endowed funds and bequests
- a summary of asset changes as of June 2012
- an announcement regarding Foundation bylaws revisions that will be presented at its September board meeting
- an announcement that the Foundation is accepting nominations for 2013 appointments

(A copy of the details of his report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 16, December 7-8 2012.)

Discussion Topic: Instructional Technology Strategies in Higher Education

Dr. Perkins began the discussion by stating that there is a question of how Longwood should map the landscape of web based learning resources and platforms for the delivery of higher education content to its students. He went on to state that what is happening on the web related to higher education cannot be ignored if institutions want to be competitive in the future. Higher education institutions will have to come to terms with the growing web based presence of content and credentialing.

Dr. Perkins stated that with the assistance of Dr. Green and Dr. Perry, Longwood started exploring what is needed to do to provide web access to potential students, the cost and what will be the final outcome or credential. He introduced Dr. Jennifer Green, Associate Vice President for Enrollment Management and Student Success, who presented five models of instructional technology strategies in higher education. A power point presentation was used to outline and discuss the different types of models of web based resources. Dr. Green explained that the presentation was created to present the models as they evolved. The models included: the

traditional expansionist, the profiteer, the non-traditional expansionist, the philanthropist and the legitimizer. Each model included a graph that demonstrated access, cost and credentialing. (A copy of the power point is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 17, December 7-8 2012.)

Following the presentation questions were asked about Longwood's ability to monetize counseling for students with a mixed model of traditional on-campus classes with online classes and Longwood being able to provide a high quality mixed model of education could provide a niche that would shorten the time it takes to complete a degree and cost less.

Closed Session

Mrs. Hughes moved to go into Closed Session under Section 2.2-3711 A 1, 3 and 8 of the Code of Virginia to consider the hiring of new faculty members, discussion of disciplinary action taken in a matter related to a faculty member, discussion regarding the Presidential Search and the potential acquisition of property for a public purpose and matters related to gifts (the naming opportunity for a University classroom). The motion was seconded by Mr. Daniel and approved by the Board.

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

In compliance with the provisions of the Freedom of Information Act, the Board returned to Open Session. Mr. White moved to certify that the discussion in Closed Session was in accordance with the *Code of Virginia*. The motion was seconded by Mrs. Maddux and affirmed by Mr. Daniel, Dr. Gordon, Mrs. Hughes, Dr. Lynch, Mrs. Maddux, Mr. Mobley, Mrs. Radcliff, Mr. Schwartz, Mrs. Walker, Mr. Ward, and Mr. White. (A copy of this compliance is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 18, December 7-8, 2012.)

Dr. Gordon requested that the minutes reflect that although he certified the discussion in closed session, he was not present during the discussion regarding the potential acquisition of property.

Mrs. Radcliff reported that while in Closed Session the Board reviewed and took into consideration the affirmation of new faculty members, an appeal on a disciplinary action in a matter related to a faculty member and the naming of a classroom.

- Mr. Daniel made a motion to affirm the hiring of new faculty members: Dr. David L. Chambers, Lecturer of Biology; Dr. Phyllis J. Jones, Assistant Professor of Education and Special Education; and Ms. Ling Yang, Instructor of Accounting. The motion was seconded by Dr. Lynch and unanimously approved by the Board.
- A motion was made by Mr. Daniel to approve the naming of Room 204 in the Center for Communication Studies and Theatre the Dr. William Stuart Classroom. The motion was seconded by Mr. White and unanimously approved by the Board.

- Dr. Lynch moved to deny the appeal and sustain the decision of the Provost and the President to censure and suspend a member of the faculty and the Secretary of the Board is hereby directed to notify the faculty in writing of the Board's decision. The motion was seconded by Mr. White. With a vote of 10-1 the Board approved the motion. Mr. Daniel voted no.

The meeting adjourned for the day at 6:44 p.m.

Saturday, December 8, 2012

Call to order

Mrs. Radcliff reconvened the Board of Visitors' meeting at 9:05 a.m. on Saturday, December 8, 2012 in the Stallard Board Room on the campus of Longwood University.

Members present:

The Honorable John W. Daniel, II
Dr. Edward I. Gordon
Mrs. Rita B. Hughes
Dr. Judi M. Lynch
Mrs. Jane S. Maddux
Mr. Stephen L. Mobley
Mrs. Marianne M. Radcliff
Mr. Brad E. Schwartz
Mrs. Shelby J. Walker
Mr. Lacy Ward, Jr.
Mr. Ronald O. White

Member absent was:

Mr. Eric Hansen
Mr. Thomas A. Johnson

Present at the request of the Board:

Ms. Marjorie M. Connelly, Interim President
Ms. Jeanne Hayden, Secretary to the Board of Visitors
Mr. Donald Knight, Student Representative to the Board
Mrs. Colleen Margiloff, 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, Vice President for Administration and Finance and Executive
Director of the Real Estate Foundation
Mrs. Penelope Howard, Interim Vice President for Information and Instructional
Technology Services and Chief Information Officer
Dr. Kenneth Perkins, Provost and Vice President for Academic Affairs
Dr. Tim Pierson, Vice President for Student Affairs
Dr. Bryan Rowland, Vice President for University Advancement

Also present were:

Faculty Representative:
Dr. David Magill

Presidential Reports

Item 18 – Report on Real Estate Foundation Activities

Mr. Copeland presented a report on recent Real Estate Foundation activities. He reported the following:

- the construction project at Lancer Park is on schedule
- the fuel depot property on Highway E460 originally purchased by the REF has been purchased by Longwood
- the REF will condominiumize space from Matt King in the new complex he is building on West Third. The space will be used to house the Small Business Development Center, the Real Estate Foundation and the Longwood Center for Communication, Literacy and Learning
- the REF acquired two properties on West Third Street for use by the Longwood Center of the Visual Arts
- the Weynoke Hotel is up for auction and hopes that it will be purchased by an investor who will create a boutique hotel which will provide expanded living space for people needing short-term housing.

Item 19 – Report on Longwood Athletics NCAA Violations 2011-2012

Ms. Michelle Meadows, Associate Athletic Director for Student-Athlete Enhancement, presented a report on NCAA violations from 2011-2012. She reviewed the violations and the actions taken. There were 4 Level II and 2 Level I secondary violations to the NCAA Enforcement Staff during this cycle. Ms. Meadows also reviewed changes to the NCAA enforcement structure. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 19, December 7-8, 2012.)

Item 20 – Recommendations for Oversight of Division I Intercollegiate Athletics

Mr. Troy Austin, Director of Athletics, presented eight areas of general oversight for the Board: presidential leadership, athletics department mission, fiscal responsibility, academics and student-athlete welfare, compliance, personnel and communications. He expanded on the responsibilities recommended by the NCAA and Association of Governing Boards: *Illustrative Policy on Intercollegiate Athletics for Boards and Presidents*. Mr. Austin presented highlights of the oversight responsibilities through a power point presentation. (A copy of this report and the power point presentation is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 20, December 7-8, 2012.)

Following his report, the Rector recommended that at the March meeting, Athletics present a revised mission statement and that the Board formalize the Board of Visitors’ representation on the Lancer Club Advisory Committee.

Mr. Schwartz requested that Athletics be included in the dashboards for future meetings.

Item 21 – Report on Big South Compliance Audit

Mr. Alex Ricker-Gilbert, Director of Athletics Compliance, presented the report on the Big South Compliance Audit. Overall it appears that the compliance systems at Longwood are strong. The overall organization and structure are sufficient to meet the needs of the administration, coaching staff and student-athletes, as well as outside constituencies. (A copy of

this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 21, December 7-8, 2012.) The recommendations noted in the report are intended to help strengthen the current systems and assist in fostering awareness and understanding regarding the importance of rules at Longwood as a NCAA Division I institution.

Following Mr. Ricker-Gilbert’s report, Mr. Austin announced that a Title IX audit will be conducted in January 2013.

Report from Representatives

Mrs. Colleen Margiloff, President, Alumni Association, presented a report on the Alumni Association activities. Her report included:

- announcing the names of the recipients of the Alumni Awards that will be presented on March 1, 2013
- a report on Class Reunions for 1967 and 1972 and planning for Milestone and Decade Reunions and for two affinity group reunions
- a review of opportunities to engage alumni and families with a gathering at Great Wolf Lodge in Williamsburg as well as a “Farewell” visit to the Cunninghams

(A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 22, December 7-8, 2012.)

Dr. Derek Taylor, Faculty Representative to the Board of Visitors, stated that faculty enjoy and prioritize teaching students. He reported that faculty performance is evaluated annually by teaching, scholarship and service. Teaching is prioritized as at least 50% of a faculty member’s annual evaluation. Dr. Taylor stated that research is a priority of faculty performance but not the main priority.

He stated that Dr. Jim Jordan epitomizes a faculty member who embraces teaching and research and is well respected by his students. Dr. Jordan has taught at Longwood for three decades. Some 10,000 students have taken courses with Dr. Jordan and most were non-majors. Dr. Jordan was a recipient of the Virginia Professor of the Year by the Carnegie Foundation in 1995. He stated that the implications of the interaction between students and professors such as Dr. Jordan in introductory courses are profound.

Dr. Taylor stated that professors are in the business of educating students and creating citizen leaders and that Longwood is good at what it does because it embraces sharing professors like Dr. Jordan with all of its students. He announced that several new professors have been hired in the College of Business and Economics and that Dr. Barrett reports that they are great teachers and researchers.

Mr. Donald Knight, Student Representative to the Board, presented a report on student activities. His report included:

- an update on Oktoberfest activities
- a report on exam week activities including the “Midnight Breakfast”
- a list of activities for the upcoming semester including the MLK service
- an announcement regarding the installation of Orca TV on campus to enhance student organization communication

- a report on student concerns regarding free-speech on campus and their inability to go anywhere on campus to express their right to speak

New Business

Item 22 – Approval of Strategic Plan for the University

President Connelly presented a request for the Board to approve the University's current Strategic Priorities as Longwood's new Strategic Plan. She stated that the current Strategic Plan expires in 2013. The Strategic Priorities and Initiatives are currently being used and will offer continuity from a SACS reaffirmation and reaccreditation perspective and will afford the incoming President time to develop their own strategic plan for Longwood. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 23, December 7-8, 2012.) Mr. Daniel recommended that the plan be amended to include under the priority "Value for our Community" an additional initiative "catalyst for regional economic growth and development."

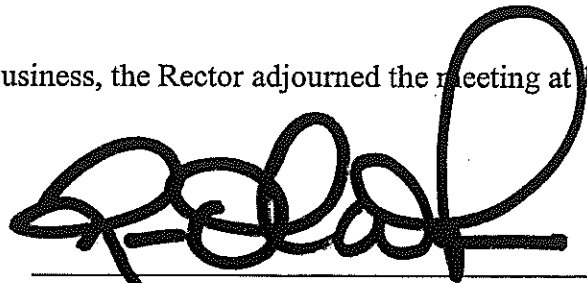
A motion was made by Mr. Daniel to approve the proposed Strategic Plan as amended. Mr. Ward questioned whether or not the Board has the authority to direct the President to change the initiatives or rewrite the Strategic Priorities. After a brief discussion, the President advised Mr. Ward and the other Board members that she was comfortable with the recommendation to amend the proposed plan. His motion was seconded by Dr. Lynch and unanimously approved by the Board.

Announcements

There were no announcements.

Adjournment

There being no further business, the Rector adjourned the meeting at 10:18 a.m.



Ronald O. White
Board Secretary

CONSENT AGENDA

ACTION ITEM B

Approval of Proposed 2013-2016 Board of Visitors' Meeting Dates

RATIONALE: Each year at its spring meeting, the Board of Visitors is asked to approve its meeting dates for the next three years.

2013-2014

September 12-14, 2013
December 5-7, 2013
March 27-29, 2014
June 12-14, 2014

2014-2015

September 11-13, 2014
December 4-6, 2014
March 26-28, 2015
June 11-13, 2015

2015-2016

September 10-12, 2015
December 3-5, 2015
March 17-19, 2016
June 9-11, 2016

CONSENT AGENDA

INFORMATION ITEM C

Report on Administrative Policies Approved by Cabinet

Administrative policies and procedures are reviewed and updated on an as needed basis to maintain consistency and to ensure that the policies are meeting the needs of the University.

The following policies have been defined as administrative and do not require Board approval as they have been reviewed and approved by Cabinet. The rationales for the following policies have been explained below.

Revised Policies:

Policy 1015 Credit and Debit Card Security Policy - Modified to incorporate an approval process for card processing activities.

<http://www.longwood.edu/policies/1015.htm>

Policy 4301 Managing and Collecting Receivables - Modified to eliminate the inactivation of meal plans as a collection procedure.

<http://www.longwood.edu/policies/4301.htm>

Policy 5208 Conflict of Interest - Longwood University's accreditation is examined through a decennial review by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). SACSCOC's Comprehensive Standard 3.2.3 requires a university's governing board to have a policy addressing conflict of interest for its members. Longwood does not currently have a policy addressing Board of Visitors' conflict of interest and changes to this policy are needed to meet the SACSCOC requirements. <http://www.longwood.edu/policies/5208.htm>

Policy 6101 Academic and Administrative Web Policy - This policy was reworked and updated to reflect the actual process of the university; procedures were also removed.

<http://www.longwood.edu/policies/6101.htm>

Policy 6132 Incident Response – This policy has been revised as a result of changes in technology, the administration of university IT systems and the state of information security. <http://www.longwood.edu/policies/6132.htm>

Policy 6135 Security Roles and Responsibilities – This policy has been revised as a result of changes in technology, the administration of university IT systems and the state of information security. <http://www.longwood.edu/policies/6135.htm>

Policy 7209 Use of State Vehicles - References to procedures have been deleted since not all procedures need Board of Visitors approval. Policy has been revised to reflect

changes in the Department of General Services Fleet Management policies and to incorporate the mini-buses into the policy. <http://www.longwood.edu/policies/7209.htm>

Policy 9403 Official Printed Publications - Policy was reworked to reflect the actual process of the university; procedures were removed. Web-related sections of the policy were removed because they are addressed in Policy 6101: Academic and Administrative Web Policy. <http://www.longwood.edu/policies/9403.htm>

Every single policy that references “Information and Instructional Technology Services and/or “IITS” has been updated to reflect the new division title “Information Technology Services” and/or “ITS”. A listing of the affected policies may be found at: <http://www.longwood.edu/policies/technology.htm>

Deleted Policies:

Policy 6110 Common Area Printing – Policy has been removed because the content is covered by other policies or procedures. <http://www.longwood.edu/policies/6110.htm>

CONSENT AGENDA

INFORMATION ITEM D

Report on Student Housing

CURRENT OCCUPANCY

As of February 25, 2013, 2749 students are assigned to main campus residence halls, Longwood Landings, Lancer Park, and Longwood Village.

Category		Continuing Students	New First Time Freshman	New Transfer Students	Readmitted Students	International Students	TOTAL RESIDENTS
Spring 2013 (2-25-13)	MC	1830	9	35	21	17	1912
	APTS	799	0	26	11	1	837
	TOTAL	2629	9	61	32	18	2749
Spring 2012 (2-28-12)	MC	1899	12	40	19	31	2001
	APTS	832	0	15	2	0	849
	TOTAL	2731	12	55	21	31	2850
Spring 2011 (2-22-11)	MC	1860	8	40	26	27	1961
	APTS	861	0	10	6	0	877
	TOTAL	2721	8	50	32	27	2838

STUDENT DISTRIBUTION	Spring 2013	Spring 2012	Spring 2011
On-Campus Residents	1912	2001	1961
Longwood Landings	383	389	387
Lancer Park	234	235	242
Longwood Village	220	225	248
TOTAL	2749	2850	2838

CLASS DISTRIBUTION	Spring 2013	Spring 2012	Spring 2011
Freshman	813	873	795
Sophomore	797	734	776
Junior	571	637	669
Senior	550	575	571
International	18	31	27
TOTAL	2749	2850	2838

GENDER DISTRIBUTION	Spring 2013	Spring 2012	Spring 2011
Females	1826	1902	1896
% Female	66.4%	66.7%	66.8%
Males	923	948	942
% Males	33.6%	33.3%	33.2%
TOTAL	2749	2850	2838

CONSENT AGENDA

INFORMATION ITEM E

Capital Construction Update

Longwood's major capital construction projects continue to progress well. Each of these projects is in a varying state of design or construction, or has been completed. The following is a table of the current status of each of these projects:

Project	Project Start	Current Status	Projected Completion
University Technology Center (French)	Aug 2008	Project is in Construction Phase	Fall 2014
Blackwell Alumni Center (Maugans)	Mar 2012	Project is in Preliminary Design Phase	Fall 2014
Stubbs Renovation	Sep 2012	Project is in Working Drawing Design Phase	Fall 2014
Additional Biomass Boiler	Aug 2012	A/E has been selected and project is in Planning Phase	Summer 2015
Willett HVAC	Sep 2012	Project is in Schematic Design Phase	Fall 2015
Student Success Center	Aug 2012	A/E has been selected and project is in Planning Phase	Fall 2016
University Center (Student Union)	Aug 2008	Project is in Schematic Design Phase	Fall 2016

CONSENT AGENDA

INFORMATION ITEM F

Comprehensive Campaign Report

2013 First Quarter Report

Total cash giving to Longwood July 1, 2012 through January 31, 2013 was \$1,501,233. This compared to \$1,828,832 for the same period for fiscal year 2011-12. Restricted giving decreased (\$545,064 versus \$561,056) and gifts-in-kind increased greatly (FY 2012 \$36,869 versus FY 2013 \$184,899). A decrease was experienced in the areas of endowment/capital over last year (\$545,556 versus \$905,749). Overall, the number of donors was up (2,885) compared to this time period for fiscal year 2011-12 (2,658).

Overall for the Comprehensive Campaign, Longwood University experienced steady growth. Longwood University Campaign has received \$38,181,511 in cash and commitments through January 31, 2013. Gains were experienced in the areas of Endowed Scholarships/Fellowship Funds and investment in the alumni center.

Longwood University will host a campaign celebration on Saturday, September 14, 2013. More information will be available soon.

Attachments

Longwood University
Cash Giving as of January 31, 2013

	<u>FY2013</u>		<u>FY2012</u>	
	Amount	Donors	Amount	Donors
Segments				
Unrestricted	\$221,469.42	1,910	\$208,135.24	1,720
Restricted	\$545,064.85	608	\$561,056.72	568
Endowment/Capital	\$545,556.36	457	\$905,749.28	486
Bequests/Other	\$4,243.20	2	\$117,021.26	8
Gifts-in-Kind	\$184,899.78	62	\$36,869.87	14
Total	\$1,501,233.61	2,885	\$1,828,832.37	2,658

Gift Report by Campaign Bucket

@1/31/2013

Campaign Buckets	Jun-07	Jun-08	Jun-09	Jun-10	Jun-11	Jun-12	Jun-13	Total
Investment in Students	1,026,837	1,178,362	604,752	842,239	929,287	1,808,156	1,637,316	8,026,949
Investment in Faculty & Academics	2,608,533	1,244,595	694,573	1,779,698	428,571	573,447	140,258	7,469,675
Investment in Longwood	3,053,085	2,594,993	745,422	515,756	563,077	1,450,326	521,588	9,444,247
Capital: University Student Center	-	-	-	500,000	400,110	4,674,030	50,520	5,624,660
Capital: Alumni Center	2,402,500	593,279	20,000	4,175	2,000	102,225	465,037	3,589,216
Annual Fund	840,582	1,110,090	518,501	295,919	452,736	492,705	316,231	4,026,764
Totals	9,931,537	6,721,319	2,583,248	3,937,787	2,775,781	9,100,889	3,130,950	38,181,511

CONSENT AGENDA
INFORMATION ITEM G

Public Relations Report

MEDIA COVERAGE AND PLACEMENT

Rappahannock News reported November 1, 2012, that Tom Akre, associate professor of biology at Longwood, would be the guest speaker at the annual Rappahannock County Conservation Alliance (RCCA) meeting at the Smithsonian Conservation Biology Institute's auditorium in Front Royal. Dr. Akre, an expert on the wood turtle, is collaborating with the Virginia Department of Game and Inland Fisheries to help safeguard turtle habitats.

William Lynn was quoted in an article posted November 1, 2012 on LiveDesignOnline.com titled "Longwood University Maximizes Theater and Presentation experience with PixelFLEX LED Curtain."

Longwood was mentioned in a *Richmond Times-Dispatch* online story titled "Central Va. leaders see future in logistics" on November 5, 2012, which discussed the Commonwealth Center for Advanced Logistics Systems' partnership among Virginia universities. The *Richmond Times-Dispatch* also mentioned Longwood in a print article about the Center that appeared November 18, 2012.

Art professor Michael Mergen was quoted in an article titled "The Halls of Democracy: Places of Civic Responsibility" on Time's Lightbox posted on November 5, 2012. Time featured Mergen's photo series Vote.

Longwood was mentioned in an article titled "Veteran's Day program to be held Monday at D-Day Memorial" in the Bedford Bulletin on November 7, 2012.

Recent Longwood graduate Leary Davis was mentioned in connection with the Shawn Lucy concert to benefit Down Syndrome. This story was featured in *The South Hill Enterprise*, the *Independent-Messenger* of Emporia and the *Brunswick Times-Gazette* on November 7, 2012. The story also ran in the *Brunswick Times Dispatch* on December 5, 2012.

The Southside Messenger ran an article titled "Roy Clark Benefit Concert Scheduled for Dec. 15" on November 7, 2012. The *Crewe/Burkeville Journal* also ran the story.

The Crater Small Business Development Center of Longwood University in Petersburg was mentioned in an article in the *Chesterfield Observer* on November 7, 2012. "BizWorks center for female entrepreneurs" discussed the need for more support for upcoming businesswomen.

Dr. Connie Ballard was quoted in a November 14, 2012, *Charlotte Gazette* story titled "Longwood Partnership With Area School System Innovates, Excites."

Longwood was mentioned in a December 15, 2012, story on lifenethealth.org titled “LifeNet Health Organ Donor’s Mother and Organ Recipient Team Up to Decorate Rose Parade Float.”

Longwood was mentioned in *The Richmond Times-Dispatch*’s story titled “Cabinet officials tout link of good schools and good jobs” on December 19, 2012.

Longwood’s Theta Chi Fraternity was mentioned in the *Southside Messenger* story titled “Farmville Area Habitat for Humanity Dedicates 3rd Home of 2012,” which ran on December 19, 2012.

Longwood was mentioned in *The Gazette-Virginian*’s story “Computer science celebrated,” which ran on December 19, 2012.

A story in which Longwood professor Walter Witschey debunked the myth that the Mayan calendar predicted the end of the world received national and international attention in December 2012. The story was placed, among other news outlets, in CBSNews.com, *Discovery News*, FOXNews.com, *The Huffington Post*, NBC News, the “Today” show on NBC, *American News* (online), *Archaeology Magazine* (online), *Buffalo News* (online), the Federal News Service, Kompas in Indonesia, La Mula TV in Peru, LiveScience.com, Mother Nature Network, MSN News Canada, P.M. Online in Germany, *Washington Examiner* (online), *Washington Times* (online), www.karpatinfo.net in Hungary, Yahoo! News (U.S.), Yahoo! UK and Ireland, *Newport News Daily Press* (online). In all, the story received more than 96,000 impressions online.

The Richmond Times-Dispatch ran a story written by Longwood music professor Chris Kjorness titled “Boomers’ tastes define Christmas fare” in its print and online versions on December 24, 2012. Kjorness was also mentioned in *BBC News Magazine*’s story “WC Handy’s Memphis Blues: The Song of 1912” posted on December 29, 2012. In addition, Kjorness was featured on the National Public Radio program “With Good Reason” in Virginia on February 16, 2013. The story focused on his campaign to bring more recognition to Sister Rosetta Tharpe, an often overlooked early pioneer of rock ’n’ roll.

WTVR-RIC (CBS-Channel 6) in Richmond’s Early Morning News on January 9, 2013, mentioned Longwood in a story about alum Ashlee Snider’s designing the graphic for Ukrop’s Monument Avenue 10-K run T-shirt.

Longwood business professor Frank Bacon was quoted in *Cooperative Living*’s Profiles section in a story titled “From Co-op Grassroots to Scholars, Frank Bacon is a Cultivator” on January 1, 2013.

The Gazette-Virginian ran a story titled “Longwood to host Sixth Annual STEM Learning Summit on Jan. 24” on January 14, 2013.

“QuickBooks class offered by Development Center, Longwood” ran in the *Independent-Messenger* of Emporia on January 16, 2013.

The Gazette-Virginian ran a story on January 16, 2013, titled “IT exec to be executive-in-residence,” which promoted the College of Business and Education’s Executive-in-Residence program and Rhonda Vetere’s talk on January 31. The program was also mentioned in *The Richmond Times-Dispatch* on January 31, 2013.

The Amelia Bulletin ran a story on January 17, 2013, titled “Sailor’s Creek, LU to present MLK Day program on Amelia native Moton’s contributions,” which discussed the early life of Robert Russa Moton in the Sailor’s Creek watershed area as well as his later significant contributions to higher education and social policy. Larissa Fergeson, associate professor of history, presented one of the talks.

The Crewe Burkeville Journal reported that *Security Magazine* named the Longwood University Police Department as “one of the top law-enforcement departments in the country” in a story on January 17, 2013. The story also ran in the *Courier Record* of Blackstone on January 23.

The Southside Messenger online reported January 18, 2013, that Longwood’s College of Business and Economics was reaccredited by the AACSB. The story was posted on *Fat Pitch Financials* (Richmond) on January 22, 2013, and on *Value Investing News* (Richmond), *Market Intelligence Center* (Charlottesville) and *Virtual-Strategy Magazine* on January 22, 2013. The story ran in the *Southside Messenger* on January 23, 2013.

Longwood’s new one-year master’s degree in elementary education was featured in a story that ran in the *News & Record* of South Boston on January 21, 2013. The story was posted on *The Southside Messenger* online version and ran in the *Amelia Bulletin Monitor* on January 24, 2013. *The South Hill Enterprise* ran the story on February 6, 2013.

The Virginia Mountaineer of Grundy mentioned Longwood in a January 31, 2013, story titled “ASL, VT Among Virginia Schools to Receive Renewable Energy Research Grants for 2013.”

The *Progress-Index* of Petersburg announced Longwood’s free marketing plan class sponsored by the Crater Small Business Development Center on February 4, 2013.

The Gazette-Virginian mentioned Longwood music professor Charles Kinzer in a February 4, 2013, article titled “Big crowd turns out for Band Contest.”

The Virginia Gazette online posted a story titled “Local student part of Longwood Quiz Bowl team” on February 6, 2013.

Charlotte Gazette mentioned Longwood’s 14th Annual Civil War Seminar on February 6, 2013.

Charlotte Gazette mentioned Longwood in a February 6, 2013, story titled “Freezin’ for Good Reason: Taking The Polar Plunge To Help Special Olympics.”

Longwood’s Small Business Development Center was mentioned in the *Southside Messenger*’s story titled “Business Seminars held for local Entrepreneurs,” which ran on February 6, 2013.

The *Amelia Bulletin Monitor* mentioned Longwood in a February 7, 2013, story titled “Free mentoring program here expands with help from Longwood students.”

The *Richmond Times-Dispatch* mentioned Longwood in a February 13, 2013, story titled “Group formed to back logistics projects.” Longwood was also mentioned in a similar story posted on WWBT 12 Online/NBC12.com on February 13, 2013.

The Roanoke Times mentioned Longwood and the LCVA in a February 14, 2013, story titled “Founder’s portrait returns to RU campus for his 147th birthday.”

PUBLICATIONS and VISUAL ARTS

On Point Alumni Newsletter

The second issue of the new Longwood alumni newsletter *On Point* was mailed to more than 36,000 alumni, parents, and friends on January 4. The publication featured articles on innovative student teaching practices and the transformational gift of Elsie Stossel Upchurch '43, in addition to several alumni profiles.

Founders Day Promotions

The publications announcing Founders Day events and alumni reunions were completely redesigned with a fresh new look that complements the Longwood University Graphic Identity.

Longwood Magazine

The spring 2013 issue of Longwood Magazine is in production and is scheduled to be mailed in mid-March. This 48-page publication will feature articles on Longwood alumni helping special kids discover their potential through performance, the Lancer Student Investment Fund, the 2013 Alumni Awards and the memories of several generations of former students who lived in the Cunninghams.

WEB and SOCIAL MEDIA COMMUNICATION

New Longwood Mobile Web App Launches (m.longwood.edu)

On Monday, February 18, Longwood University launched m.longwood.edu - a university-wide mobile initiative to deliver useful, usable, mobile-appropriate content to students, faculty, staff, alumni, and visitors.

This initiative is just the starting point for providing a better Longwood mobile experience for the university community, and new features will continue to roll out in the future.



How To Use It - You can reach the mobile site by going to m.longwood.edu on your web browser on any Internet-enabled mobile device. In addition, any visit to the Longwood homepage on a mobile device will provide an option to visit this mobile version.

Don't Have An Internet-Enabled Mobile Device?

You can still see a preview by visiting m.longwood.edu on your computer. Note: Not all functionality, such as location-based services, will work in this preview mode.

Features Include

- Faculty/Staff Directory
- Campus Map with Directions
(Note: For full functionality, make sure "location services" is enabled on your device.)
- Events/Calendars
- Library Services
- Photo Galleries
- Athletics News and Information
- Social Media Updates (Facebook/Twitter)
- Latest Longwood News
- Admissions Information
- YouTube Videos
- Emergency Alerts and Announcements
- Dining Information (Menus/Locations)
- Information about Longwood University
- Full Function Search

CONSENT AGENDA

INFORMATION ITEM H

Report on Faculty/Staff Resignations and Retirements

Faculty Retirement

Dr. Ramesh Rao, Professor of Communication Studies, is resigning effective May 9, 2013 after 8 years of service to Longwood University.

Dr. John F. Reynolds, Professor of German, is retiring May 9, 2013 after 26 years of service to Longwood University.

Staff Retirement

Dr. Robert E. Frank, Director of International Studies and Associate Professor of Communication Studies, is retiring September 1, 2013 after 4 years of service to Longwood University.

CONSENT AGENDA

INFORMATION ITEM I

Spring 2013 Enrollment Report

	Spring 2011	Spring 2012	Spring 2013 (as of 1/28/2013)	Major Changes in % (2012/2013)
Total Headcount	4527	4603	4539*	
On-campus**	4127	4227	4234	
Off-campus	400	376	305	
% of off-campus	8.8%	8.2%	6.7%	
Full-time***	3743	3877	3854	
Part-time	784	726	671	
% of Full-time	82.7%	84.2%	84.9%	
ESL			14	
In-State	4236	4318	4299	
Out-of-State	291	285	240	
% of Out-of-State	6.4%	6.2%	5.3%	
Degree Undergraduate	3760	3897	3894	
Degree Graduate	405	365	363	
Non-degree Undergraduate	61	83	175	
Non-degree Graduate	301	258	93	
ESL			14	
Female	3144	3185	3106	
Male	1383	1418	1433	
% of Male	30.6%	30.8%	31.6%	+8%
International	49	53	58	
% of international	1.1%	1.2%	1.3%	+1%
Minority****	621	664	699	+5.3%
African American or Black	296	312	321	
American Indian/Native American	18	17	12	
Asian and Pacific Islander	66	52	56	
Hispanic	132	152	178	

Two or more races	109	131	132	
% of Minority	13.7%	14.4%	15.4%	+1%
Race Unknown/Unreported	116	146	143	

- * This includes students enrolled in for 0 (zero) credit (e.g. ESL students).
- ** Students enrolled in main campus courses are included in the “On-Campus” headcount.
- *** Undergraduate Students are considered full time when enrolled for 12 credits or more
Graduate Students are considered full time when enrolled for 9 credits or more.
- **** Minority counts do not include the following two categories:
 - International students
 - Students who choose to not report their ethnic identities.

CONSENT AGENDA

INFORMATION ITEM J

Spring 2013 Admissions Report

Admissions

Freshmen	2009	2010	2011	2012	2013
Applications	46	37	37	57	48
Accepts	11	20	15	32	22
Deposits	6	10	9	12	13

Transfers	2009	2010	2011	2012	2013
Applications	197	187	161	258	184
Accepts	99	87	106	121	116
Deposits	59	50	71	90	70

Readmits	2009	2010	2011	2012	2013
Deposits	24	46	69	49	45

**BOARD OF VISITORS
CONSENT AGENDA**

INFORMATION ITEM K

Report on Response to Compensation Task Force Recommendations

The attached presentation provides a review of compensation task force recommendations and the university's response. Also included is a summary of responses from the faculty/staff survey administered in Fall 2012.

Review of Compensation Task Force Recommendations and University Response

CTF Recommendation – all sectors	University Leadership Response
1. Financial Compensation	Phase 2 request comparable to Phase 1 will be included in T&F recommendation made to BOV, similar approach with addition of some performance slope for classified
2. Employee Awards & Recognition	Additional awards for both faculty & staff have been defined and funded, working with depts to id more informal/local measures to ensure employees feel valued
3. Professional Development	Additional funding has been provided to CAFÉ for faculty development, staff offerings being defined based on survey results and newly established committee
4. Fringe Benefits	Leadership believes existing package of benefits is both competitive and robust; additional comms will be made to ensure awareness of all that is available
5. Work Load	Complex issue with large financial implications; analysis continues, working with depts to determine additional opportunities for flexibility
6. Workplace Environment	Form automation efforts underway using K-2 application, obsolete computers/software being updated, space-planning committee will consider office refresh needs
7. Employee Satisfaction Survey	Baseline survey completed – see addendum

CFT Recommendations - Faculty	University Leadership Response
1. Financial Compensation	Summer school – current scheme seems appropriate but additional analysis will be done to confirm; agree that dept chair comp needs augmenting, will be included in budget recommendation; merit based awards have been increased and comp adjustments have been merit-based
2. Professional Development	Sabbaticals – will continue with current program, feel that consistency in teaching and observation is important to tenure-track faculty; as noted before, funding CAFÉ to provide additional opporsts for faculty development
3. Awards & Recognition	As noted before, additional awards have been funded; have communicated suggestion regarding Deans/Provost awards to the VP Acad Affairs for further consideration
4. Work Load	As noted earlier, analysis is still underway, however, extremely unlikely that a full shift from current 4/4 teaching load will be pursued. Faculty per student FTE is already relatively low. Some staffing adjustments will be made in the coming year to deal with high-intensity classes and opportunities to stream-line committee structures will be identified
5. Endowed Chairs	Review will be taken regarding policy though variability may be appropriate, foundation funds already available for other
6. Retirement	Effective assistance is being provided

CTF Recommendation - AP	University Leadership Response
1. Financial Compensation	As noted, AP will be included in Phase 2 adjustments, depts will identify need for additional time tracking
2. Professional Development	Funds have been made available and work underway to define program; will likely be more on-site vs conference attendance to maximize opport to participate
3. Awards & Recognition	Merit was and will be driver of salary adjustments, additional awards have been funded, b-day notes from Pres are being done; additional activities to increase feeling of being valued will be considered
4. Work load	As noted, opportunities for flexibility and telecommuting will be pursued
5. Fringe Benefits	Per above, work at home and saying “yes” to other flexible work arrangements will be encouraged and assessed at the dept level

CTF Recommendation – Classified Staff	University Leadership Response
1. Financial Compensation	In general, decision regarding annual increase is made at the state level; University can act independently if situation is critical, but needs to be very judicious in making this decision
2. Professional Development	Some of this is covered in general efforts regarding staff dev; will work with depts to identify local needs
3. Awards & Recognition	Will work with cabinet and depts to develop local approaches to making our classified employees feel more recognized and valued
4. Work Load	As with other staff, will encourage additional flexibility where/when possible; will assess general workload annually and make recommendations for additions to staff as part of annual budgeting process
5. Fringe Benefits	Will further explore recommendations regarding social/special interest groups, time off to attend school activities, logo wear etc

Faculty/Staff Survey Responses

Fall 2012

Employee Satisfaction Survey

Top Two Boxes – Overall job satisfaction: 82%

Highest % Responses:

I understand the University's mission.	92%
My work is engaging and interesting.	91.8%
My job duties challenge me to be at my best.	90.1%
I know how my job fits into the mission .	89.3%
My dept. has best interests of customer in mind.	84%
I feel a sense of loyalty to Longwood University.	83.5%
My supervisor supports me in my position.	82.6%
Overall, I am satisfied with my job.	82%
I can leave work to take care of personal matters.	81.1%
My supervisor supports training opportunities.	78.8%

Lowest % Responses:

Depts freely share info needed to conduct business.	35.3%
I believe Longwood values the ideas of employees at every level.	44.3%
It is easy to obtain info and assistance from other departments.	53.3%
My workload is manageable.	54.6%
It is easy to get clear answers to work-related questions.	55.2%
The people I work with are direct and honest with each other.	58.8%
My supervisor gives me criticism in constructive & clear manner.	59.6%
My physical work environment provides resources/space needed.	65.7%
I feel I am valued at work.	65.9%
I get enough information to understand the big picture.	67%

Administrative/Professional

Top Two Boxes – Overall job satisfaction: 87.7%

Highest % Responses:

My work is engaging and interesting.	97.5%
I understand the University's mission.	95.7%
My job duties challenge me to be at my best.	95.1%
I know how my job fits into the mission.	94.8%
I feel a sense of loyalty to Longwood University.	90.5%
My supervisor supports me in my position.	89.3%
My dept. has best interests of customer in mind.	88.8%
My supervisor supports training opportunities.	88.4%
Overall, I am satisfied with my job.	87.7%
My co-workers care about me as an individual.	85.4%
Faculty/staff are treated with respect.	85.4%

Lowest % Responses:

Depts freely share info needed to conduct business.	39.7%
My workload is manageable.	53.3%
It is easy to get clear answers to work-related questions.	56%
Longwood values the ideas of employees at every level.	56.1%
It is easy to obtain info/assistance from other departments.	56.6%
My supervisor gives me criticism in constructive/clear manner.	64.6%
The people I work with are direct and honest with each other.	66%
I get enough information to understand the big picture.	71.5%
My physical work environ. provides resources/space needed.	73%
My supervisor clearly defines expectations for my position.	73.3%



Classified Staff

Top Two Boxes – Overall job satisfaction: 82.4%

Highest % Responses:

I understand the University's mission.	88.4%
My job duties challenge me to be at my best.	88.1%
My work is engaging and interesting.	87.6%
My dept. has best interests of customer in mind.	85.8%
I know how my job fits into the mission.	84.4%
My supervisor supports me in my position.	83%
Overall, I am satisfied with my job.	82.4%
I can leave work to take care of personal matters.	80.9%
I feel a sense of loyalty to Longwood University.	80.3%
My supervisor supports training opportunities.	79.6%

Lowest % Responses:

Depts freely share info needed to conduct business.	27%
I believe Longwood values the ideas of employees at every level.	37.1%
It is easy to obtain info and assistance from other departments.	51.2%
It is easy to get clear answers to work-related questions.	54.8%
The people I work with are direct and honest with each other.	55.4%
I feel I am valued at work.	59.2%
My physical work environment provides resources/space needed.	59.9%
I feel faculty/staff at Longwood are treated with respect.	60.2%
My workload is manageable.	60.8%
My supervisor gives me criticism in constructive & clear manner.	61.9%



Faculty

Top Two Boxes – Overall job satisfaction: 78.2%

Highest % Responses:

My work is engaging and interesting.	93%
I understand the University's mission.	91.9%
My job duties challenge me to be at my best.	90.1%
I know how my job fits into the mission.	89.6%
I can leave work to take care of personal matters.	82.6%
Overall, I am satisfied with my job.	78.2%
My supervisor supports me in my position.	77.5%
I feel a sense of loyalty to Longwood University.	75.5%
My dept. has best interests of customer in mind.	75.3%
Longwood is a community; sense of belonging	73.6%

Lowest % Responses:

My workload is manageable.	43%
My supervisor gives me criticism in constructive & clear manner.	43.1%
I believe Longwood values the ideas of employees at every level.	43.7%
I feel departments freely share info needed to conduct business.	44.8%
It is easy to get clear answers to work-related questions.	47.1%
It is easy to obtain info and assistance from other departments.	50%
The people I work with are direct and honest with each other.	50.6%
Conflicts in my area can be resolved in a cooperative manner.	57.4%
I feel I am valued at work.	59.8%
My supervisor understands my job duties and contribution.	62%



Wage Employees

Top Two Boxes – Overall job satisfaction: 78.5%

Highest % Responses:

I understand the University's mission.	93.8%
I feel a sense of loyalty to Longwood University.	93.6%
I know how my job fits into the mission.	90.6%
Supervisor understands my duties/contribution.	87.5%
My supervisor clearly defines expectations.	87.1%
My work is engaging and interesting.	86.9%
Conflicts resolved in cooperative manner.	84.4%
Dept. has best interests of customer in mind.	84.4%
Innovation and improvement is encouraged.	81.6%
My job duties challenge me to be at my best.	81.6%

Lowest % Responses:

Depts freely share info needed to conduct business.	33.3%
I believe Longwood values the ideas of employees at every level.	40.6%
It is easy to obtain info and assistance from other departments.	60.6%
I feel that my co-workers care about me as an individual.	62.5%
My physical work environment provides resources/space needed.	65.8%
My workload is manageable.	68.5%
The people I work with are direct and honest with each other.	68.7%
I feel faculty/staff at Longwood are treated with respect.	68.8%
I feel I can leave work to take care of personal matters.	71%
My supervisor supports training opportunities.	71.1%

AUDIT

**BOARD OF VISITORS
AUDIT**

ACTION ITEM 2

Approval of Fiscal Year 2014 Audit Plan

ACTION REQUESTED: On behalf of the President, I move that the Board of Visitors approve the 2014 Audit Plan as presented below.

RATIONALE: The Internal Audit plan is updated and approved on an annual basis to ensure the audit process reviews the most timely and important risks to the institution.

BACKGROUND: The annual audit plan provides guidance to the internal audit function in managing yearly accomplishments of the office.

Proposed Audit Plan

A. Fall 2013 Audits

- a. Information Technology – General Controls
- b. Environmental Health & Safety
- c. Follow Up on Banner
- d. Follow up on Cashiering and Student Accounts
- e. Follow up on LCVA
- f. Student Interns – Student Union

B. Spring 2014 Audits

- a. Information Technology – Lancer Card
- b. Facilities – Work Order/Motor Pool
- c. Follow Up on IT Governance
- d. Follow up on Admissions
- e. Student Interns – Post Office

**BOARD OF VISITORS
AUDIT**

INFORMATION ITEM 3

Update on Internal Audit and Institutional Compliance Activities

Audits and Reviews

1. The Admissions audit is complete and the report has been issued.
2. The Information Technology Governance audit fieldwork is complete.
3. The Conferences and Scheduling audit fieldwork is complete.
4. The student intern review of the Recreation Center began in January 2013. Anticipated fieldwork completion by late April 2013.
5. The follow up review of the Police audit fieldwork is complete.
6. The Banner Finance audit planning began in March 2013. Anticipated fieldwork completion by May 31, 2013.
7. The Contract Management audit planning began in March 2013. Anticipated fieldwork completion by June 30, 2013.

Institutional Compliance

Enterprise Risk Management

1. Governance, Risk, and Compliance (GRC) software – We began using the audit module of the software February 1, 2013. We are working on updating our procedures to include use of the software.

Other Audit Activities

1. Quality Assurance Review – The self assessment was completed in February 2013. The peer reviewer was on site in February and the final report will be shared with the president and the Board of Visitors as soon as it is complete. The last review was done in 2007 and received a passing evaluation.

PRESIDENTIAL REPORTS

**BOARD OF VISITORS
PRESIDENTIAL REPORTS**

INFORMATION ITEM 4

Report on 2013 Actions of the General Assembly

Ms. Atkins will provide an update on the legislation and budget approved by the 2013 Virginia General Assembly and an update on the Joint Legislative and Audit Review Commission (JLARC) Study of Cost Efficiencies in Public Institutions of Higher Education.

**BOARD OF VISITORS
PRESIDENTIAL REPORTS**

**INFORMATION 4
Legislative Update**

**2013 BUDGET COMPARISONS
GOVERNOR – SENATE – HOUSE – CONFERENCE REPORT**

ITEM	GOVERNOR	SENATE	HOUSE	COMMENTS	CONFERENCE REPORT	COMMENTS
OPERATING						
Enrollment Growth	\$80,350	(\$40,175)	-0-		(\$80,350)	
Degree Incentives	\$121,790	(\$121,790)	-0-		(\$121,790)	
Financial Aid	\$51,411	\$192,791	(\$25,705)		\$174,797	For undergraduate need-based financial aid
Base Adequacy	-0-	\$150,000	\$25,705	SENATE: Titles these funds "Operating Flexibility." HOUSE: The \$25,705 is designated to support work study financial aid programs. HOUSE: Changes proposed reallocation requirement to address their priorities, including faculty compensation.	\$192,426	
O&M	-0-	\$29,390	-0-	SENATE: Funded 50% of O&M	-0-	

ITEM	GOVERNOR	SENATE	HOUSE	COMMENTS	CONFERENCE REPORT	COMMENTS
OPERATING						
Central Appropriation – Turnover and Vacancy Savings	Yes	\$5,700,000	-0-	SENATE: Funds to replace Governor's reduction. Estimated to be approximately \$101,000 for Longwood.	\$5.7 million to replace Governor's reduction.	Estimated to be approximately \$101,000 for Longwood
Additional Salary Increase	-0-	\$135,337	-0-	HOUSE: Did propose additional salary increase; but funds put in central account.	\$135,337	Provides for additional 1% faculty salary increase effective July 25, 2013 (Includes AP).
Classified						The assembly voted to give state employees with at least five years of service a raise of \$65 a year up to 30 years — or a maximum of \$1,950. The boost for state police is \$70 a year, or a maximum of \$2,100. The change is designed to address "salary compression," in which wages for longtime employees lag those of new hires, and give a larger percentage boost to lower-paid workers.
Institutional Initiatives	-0-	-0-	-0-		-0-	
Research Initiatives	-0-	-0-	-0-			
Interest Earnings and Credit Card Rebates	Yes			Neither the House nor Senate Removed, so still in budget.	YES	

ITEM	GOVERNOR	SENATE	HOUSE	COMMENTS	CONFERENCE REPORT	COMMENTS
OPERATING						
Higher Education Equipment Trust Fund	Delay 2013 issuance for equipment purchases. Can purchase equipment in 2013, no reimbursement until at least first quarter of 2014.			No change to Governor's proposed delay in House or Senate Proposals.	No change to Governor's amendment	
Central Appropriation – Health Insurance Premiums	Includes general fund support for costs associated w/changes in employer's share of premiums			No change to Governor's proposed funding.	No change to Governor's proposed budget (amount was decreased, based on renegotiation of contract)	
CAPITAL						
Provides construction funding for addition to Lankford for Student Success Center	Yes	Yes	Yes	SENATE and HOUSE Include in \$936,000,000 Bond	Included in Bond	A part of \$936,000,000 capital bond project.
Construct New Admissions Office	No	Yes	Yes	SENATE and HOUSE move to planning stage – Possible some general fund but will have to use own funds and be reimbursed for remainder.	Approved to move to Planning	Limited General Funds available for planning and University has the authority to use its reserves for the remainder, which would be reimbursed to the University when the project is funded.

ITEM	GOVERNOR	SENATE	HOUSE	COMMENTS	CONFERENCE REPORT	COMMENTS
Construct New Academic Building	No	Yes	Yes	SENATE and HOUSE move to planning stage – Possible some general fund but will have to use own funds and be reimbursed for remainder.	Approved to move to Planning	Limited General Funds available for planning and University has the authority to use its reserves for the remainder, which would be reimbursed to the University when the project is funded.
Technical Amendment on Funding Source for Stubbs Hall Renovation	No	Yes	Yes		Yes	

**BOARD OF VISITORS
PRESIDENTIAL REPORTS**

INFORMATION ITEM 5

Report on Real Estate Foundation Activities

Mr. Copeland will update the Board on the Real Estate Foundation's recent activities; to include a progress report on the North Campus housing project, 315 West Third Street Construction and transactions with the University.

**BOARD OF VISITORS
INTERCOLLEGIATE ATHLETICS**

INFORMATION ITEM 6

Review of Intercollegiate Athletics Dashboard Indicators

The Director of Athletics will present dashboard indicators for select areas identified by the Association of Governing Boards of Universities and Colleges recommendation for Board oversight of intercollegiate athletics. The following report highlights 5 of the 8 areas of engagement: Athletics Department Mission, Fiscal Responsibility, Academics and Student-Athlete Welfare, Compliance, and Personnel.

Athletics Department Mission

AGB statement excerpt: “The measure of success of an intercollegiate athletics program should be the degree to which the program contributes to the institution’s mission and academic reputation.”

Longwood University Athletics will be recognized as a model amongst its peers in the pursuit of academic and athletic excellence through its commitment to champion citizen leaders.

After extensive review, the Department of Athletics is updating its mission statement and values to better reflect its dedication, academic and scholarly pursuits.

Fiscal Responsibility

AGB statement excerpt: “Boards should consider whether institutional revenues and expenditures for intercollegiate athletics are appropriate, whether institutional values are appropriately reflected in such revenues and expenditures, and whether the institution is receiving an adequate return on the investment.”

The subsequent table provides the budget information for the Longwood Athletics Department in comparison to its peer Big South institutions. The data is based on the 2011-2012 Equity in Athletics Data report compiled by Office of Postsecondary Education of the U.S. Department of Education (commonly referred to as EADA report).

Big South Conference Membership Budget Comparisons (EADA 2011-12)

	Campbell	Charleston So.	Coastal Carolina	Gardner-Webb	High Point	Liberty	Longwood	Presbyterian	Radford	UNC Asheville	WMI	Winthrop
Average Salaries												
Head Coaches (Men's Teams)	\$56,317	\$71,516	\$120,777	\$73,066	\$86,142	\$175,347	\$66,342	\$52,778	\$75,676	\$44,110	\$84,054	\$70,545
Head Coaches (Women's Teams)	\$41,203	\$39,653	\$62,592	\$62,805	\$58,120	\$73,544	\$43,394	\$33,293	\$50,151	\$39,216	\$45,992	\$58,816
Assistant Coaches (Men's Teams)	\$28,957	\$26,406	\$62,761	\$31,328	\$37,546	\$78,023	\$26,088	\$26,605	\$37,929	\$17,864	\$49,405	\$32,439
Assistant Coaches (Women's Teams)	\$22,239	\$19,052	\$35,655	\$22,477	\$32,390	\$36,073	\$24,694	\$12,736	\$22,307	\$19,052	\$29,708	\$22,335
Athletic Student Aid												
Men's Teams	\$2,013,710.00	\$2,349,131.00	\$3,623,013.00	\$3,615,509.00	\$1,936,550.00	\$3,747,582.00	\$830,205.00	\$3,692,181.00	\$1,163,983.00	\$632,347.00	\$3,312,875.00	\$1,483,493.00
Ratio (%)	44.21%	62.45%	59.83%	62.21%	46.12%	57.64%	36.12%	67.96%	44.29%	52.68%	86.95%	43.09%
Women's Teams	\$2,541,635.00	\$1,412,277.00	\$2,432,964.00	\$2,196,366.00	\$2,262,654.00	\$2,754,464.00	\$1,468,021.00	\$1,740,581.00	\$1,464,965.00	\$747,765.00	\$497,247.00	\$1,959,246.00
Ratio (%)	55.79%	37.55%	40.17%	37.79%	53.88%	42.36%	63.88%	32.04%	55.72%	47.32%	13.05%	56.91%
Total Student Aid	\$4,555,345.00	\$3,761,408.00	\$6,055,977.00	\$5,811,875.00	\$4,199,204.00	\$6,502,046.00	\$2,298,226.00	\$5,432,762.00	\$2,628,948.00	\$1,580,112.00	\$3,810,122.00	\$3,442,739.00
Recruiting Expenses												
Men's Teams	\$138,221.00	\$205,819.00	\$362,159.00	\$165,792.00	\$148,711.00	\$383,764.00	\$50,832.00	\$98,740.00	\$89,353.00	\$37,310.00	\$117,385.00	\$89,999.00
Women's Teams	\$88,503.00	\$49,234.00	\$98,862.00	\$79,567.00	\$71,678.00	\$189,251.00	\$53,120.00	\$36,693.00	\$85,159.00	\$30,980.00	\$18,860.00	\$72,256.00
Total	\$196,724.00	\$255,053.00	\$461,021.00	\$245,359.00	\$220,389.00	\$573,015.00	\$103,972.00	\$135,433.00	\$174,542.00	\$68,290.00	\$136,245.00	\$162,255.00
Operating Expenses												
Baseball (M)	\$73,301.00	\$87,956.00	\$251,822.00	\$103,592.00	\$180,419.00	\$252,528.00	\$72,907.00	\$102,349.00	\$171,710.00	\$139,429.00	\$89,699.00	\$140,365.00
Basketball (M)	\$311,111.00	\$155,674.00	\$168,974.00	\$229,719.00	\$238,614.00	\$267,060.00	\$183,630.00	\$184,505.00	\$177,576.00	\$196,830.00	\$157,095.00	\$243,273.00
Basketball (W)	\$138,603.00	\$107,621.00	\$115,797.00	\$114,614.00	\$161,461.00	\$210,748.00	\$166,895.00	\$95,731.00	\$147,175.00	\$110,889.00	0	\$147,237.00
Track Combined (M)	\$50,870.00	\$74,788.00	\$120,510.00	\$44,882.00	\$54,156.00	\$235,084.00	\$14,749.00	\$7,175.00	\$80,339.00	\$45,844.00	\$70,661.00	\$79,656.00
Track Combined (W)	\$50,211.00	\$75,927.00	\$146,783.00	\$46,250.00	\$53,741.00	\$199,929.00	\$15,946.00	\$6,550.00	\$76,942.00	\$44,917.00	\$54,903.00	\$73,655.00
Football (M)	\$352,387.00	\$314,821.00	\$639,536.00	\$364,542.00	0	\$678,818.00	0	\$494,357.00	0	0	\$120,473.00	0
Field Hockey (W)	0	0	0	0	0	\$65,126.00	\$78,093.00	0	\$92,393.00	0	0	0
Lacrosse (M)	0	0	0	0	0	0	0	0	0	0	\$59,678.00	0
Lacrosse (W)	0	0	0	0	\$76,294.00	\$115,786.00	\$63,976.00	\$72,787.00	0	0	0	0
Soccer (M)	\$70,315.00	0	\$76,927.00	\$56,050.00	\$79,544.00	\$86,171.00	\$60,947.00	\$47,781.00	\$71,546.00	\$48,110.00	\$30,169.00	\$60,367.00
Soccer (W)	\$77,983.00	\$81,969.00	\$81,969.00	\$69,016.00	\$73,474.00	\$89,175.00	\$58,528.00	\$35,506.00	\$79,652.00	\$35,527.00	\$34,222.00	\$46,608.00
Golf (M)	\$64,903.00	\$86,754.00	\$86,754.00	\$28,034.00	\$43,221.00	\$66,772.00	\$32,030.00	\$32,165.00	\$35,078.00	0	0	\$39,857.00
Golf (W)	\$59,790.00	\$38,515.00	\$85,210.00	\$28,566.00	\$37,646.00	\$67,646.00	\$42,714.00	\$24,330.00	\$35,997.00	0	0	\$35,688.00
Softball (W)	\$101,635.00	\$95,686.00	\$117,898.00	\$82,745.00	0	\$127,183.00	\$80,772.00	\$66,044.00	\$115,705.00	0	0	\$101,973.00
Volleyball (W)	\$65,871.00	\$76,383.00	\$70,676.00	\$48,103.00	\$57,844.00	\$104,887.00	0	\$42,018.00	\$69,916.00	\$44,661.00	0	\$46,346.00
Tennis (M)	\$40,717.00	0	\$34,058.00	\$20,506.00	0	\$67,095.00	\$16,349.00	\$20,920.00	\$50,247.00	\$23,535.00	0	\$37,361.00
Tennis (W)	\$35,989.00	\$75,337.00	\$34,174.00	\$44,091.00	0	\$58,699.00	\$18,525.00	\$18,757.00	\$36,249.00	\$23,060.00	0	\$44,457.00
Swimming/Divng (M)	0	0	0	0	0	0	0	0	0	0	\$19,790.00	0
Swimming/Divng (W)	\$59,083.00	0	0	\$44,091.00	0	\$97,194.00	0	0	\$45,206.00	0	\$9,748.00	0
Rifle (M)	0	0	0	0	0	0	0	0	0	0	\$10,840.00	0
Rifle (W)	0	0	0	0	0	0	0	0	0	0	\$5,339.00	0
Water Polo (W)	0	0	0	0	0	0	0	0	0	0	\$7,391.00	0
Wrestling (M)	\$75,607.00	0	0	\$31,776.00	0	0	0	0	0	0	\$44,621.00	0
Total Men's Sports	\$1,139,206.00	\$668,581.00	\$1,320,441.00	\$1,020,596.00	\$596,054.00	\$1,673,258.00	\$380,812.00	\$875,252.00	\$586,499.00	\$453,748.00	\$602,026.00	\$600,879.00
Total Women's Sports	\$588,965.00	\$537,978.00	\$652,707.00	\$453,891.00	\$460,460.00	\$1,088,727.00	\$525,449.00	\$659,235.00	\$493,054.00	\$263,054.00	\$121,703.00	\$498,373.00
Total Team Operating	\$1,728,171.00	\$1,206,559.00	\$2,033,148.00	\$1,474,487.00	\$1,056,514.00	\$2,762,255.00	\$906,261.00	\$1,240,975.00	\$1,285,734.00	\$716,802.00	\$723,729.00	\$1,099,852.00

Academics and Student-Athlete Welfare

AGB statement excerpt: “Student-Athletes should be held to the same academic and social standards as other students, and they must have a genuine opportunity to enjoy a well-balanced academic, social, and athletic experience and earn a degree.”

Academics

Below is a summary of the student-athlete academic performance from the 2011-2012 year. The complete grade results were reported to the Board of Visitors during the September 2012 meeting.

Fall 2011:

<u>Student-Athletes</u>	<u>Student Body</u>
Semester GPA – 2.93	Semester GPA – 2.89
• (Men –2.68/Women –3.10)	
Total Number of Student-Athletes – 218	Total Number of Students – 4,171
President’s List – 11 (5.0%)	President’s List – 150 (3.5%)
Dean’s List – 45 (20.6%)	Dean’s List – 670 (16.0%)
Probation – 10 (4.5%)	Probation – 291 (7.0%)
Suspension – 1 (0.4%)	Suspension – 100 (2.4%)
<ul style="list-style-type: none">• Student-athletes’ cumulative GPA at the conclusion of the Fall semester of 2011 was a 3.01; the third consecutive semester above a 3.00.	

Spring 2012:

<u>Student-Athletes</u>	<u>Student Body</u>
Semester GPA – 3.01	Semester GPA – 2.81
• (Men – 2.77/Women – 3.18)	
Total Number of Student-Athletes – 213	Total Number of Students – 3,898
President’s List – 13 (6.1%)	President’s List – 245 (6.29%)
Dean’s List – 47 (22.0%)	Dean’s List – 642 (16.5%)
Probation – 5 (2.3%)	Probation – 199 (5%)
Suspension – 0 (0.0%)	Suspension – 65 (1.7%)
<ul style="list-style-type: none">• Cumulative GPA at the conclusion of the spring semester reached a 3.04, the highest since Division I membership.• The percentage of student-athletes receiving academic honors exceed one fourth of our student-athlete population at 28.1%.	

In addition, an analysis was done of the concentration of majors among all student-athletes.

Major	# Students	Percentage
ANTHROPOLOGY	1	0.45%
ATHLETIC TRAINING	3	1.34%
BUSINESS ADMINISTRATION	16	7.14%
BIOLOGY	16	7.14%
COMPUTER SCIENCE	2	0.89%
COMMUNICATION STUDIES	10	4.46%
CRIMINAL JUSTICE	12	5.36%
ECONOMICS	4	1.79%
ENGLISH	3	1.34%
FINE ARTS	5	2.23%
HISTORY	4	1.79%
KINESIOLOGY	44	19.64%
LIBERAL STUDIES	12	5.36%
MATHEMATICS	7	3.13%
NURSING	5	2.23%
PRE-BUSINESS	24	10.71%
PRE-COMMUNICATION SCIENCES & DISORDERS	1	0.45%
PHYSICS	3	1.34%
POLITICAL SCIENCE	2	0.89%
PSYCHOLOGY	12	5.36%
SOCIOLOGY	6	2.68%
SOCIAL WORK	2	0.89%
THERAPEUTIC RECREATION	5	2.23%
UNDECLARED	25	11.16%
Total	224	

Academic Performance Rate (APR)

Student-Athlete Academic Progress

The Academic Progress Rate (APR) is a requirement for all Division I institutions. The APR is a term-by-term measurement of academic eligibility and retention of those student-athletes on athletics scholarship. Each term a student-athlete may receive up to 2 points, one for academic eligibility and one for retention. Each year a team's APR is determined by the number of points earned as follows:

Number of points earned/Number of points possible x 1000

The data included in this report is for the academic years 2008-09, 2009-10, 2010-11, and 2011-12. The APR is a four-year set of rolling data. National Average data provided by the NCAA include academic years 2007-08 through 2010-11.

Sport	Single Year APR	Multi-Year APR	National Average
Baseball	922	962	↓965
Men's Basketball	957	953	950↑
Women's Basketball	980	976	970↑
Men's Cross Country	964	984	973↑
Women's Cross Country	1000	1000	981↑

Field Hockey	1000	990	990 =
Men's Golf	1000	984	973 ↑
Women's Golf	1000	1000	985 ↑
Lacrosse	1000	992	987 ↑
Men's Soccer	964	958	↓968
Women's Soccer	1000	989	980 ↑
Softball	1000	1000	978 ↑
Men's Tennis	1000	957	↓973
Women's Tennis	1000	981	↓982

Report on Graduation Rate Data Submitted to the NCAA

Cohort Graduation Rate:

Cohort	Student Rate	Athlete Rate
2005-06	60% (63%)	63% (65%)
2004-05	59% (63%)	66% (65%)
2003-04	57%	52%
2002-03	66% (62%)	68% (64%)
2001-02	64% (62%)	67% (64%)

National Average in parenthesis

Four-Year Graduation Rate:

Cohort	Student Rate	Athlete Rate	Graduation Success Rate
2005-06	60% (63%)	63% (64%)	79% (80%)
2004-05	61% (62%)	63% (64%)	78% (80%)
2003-04	63%	62% (64%)	75% (79%)
2002-03	66% (62%)	68% (63%)	79% (79%)
2001-02	64% (61%)	73% (63%)	81% (78%)

National Average in parenthesis

Admissions

In the spring of 2011, Faculty Athletics Representative Dr. Consuelo Alvarez, collected data regarding marginal student-athletes admitted to Longwood University for the past five years from the Office of Assessment and Institutional Research.

Among the parameters requested in this data set were name, Longwood ID, incoming GPA and SAT scores, date of admission; number of semesters he/she stayed at Longwood, if he/she did not graduate, number of credits he/she had when he/she left Longwood; and, graduation date if he/she finished his/her degree. In addition, if he/she did not obtain a degree from Longwood a reason was sought for non-completion. Data was also sought for non-student-athletes during this same period for comparison.

The table below summarizes this complex data.

	Graduated Student-Athletes	Graduated Non-Student-Athletes
Year 05-06	3 out of 8 (8) Graduation in 2009	27 out of 54 (104) Graduation in 2009 or more, 5
Year 06-07	2 out of 6 (6) Graduation in 2010	24 out of 50 (96) Graduation in 2010 or more, 2
Year 07-08	1 out of 11 (17) * 4 with more than 105 credits Graduation in 2011	3 out of 30 (108) * 13 with more than 105 credits Graduation in 2011
Year 08-09	N/A^ out of 9 (10) * 5 with more than 71 credits Transfer after 1 or 2 years, 3 Graduation in 2012	N/A^ out of 54 (158) * 38 with more than 71 credits Transfer after 1 or 2 years, 3 Graduation in 2012
Year 09-10	N/A^ out of 14~ (17) * 13 with more than 42 credits Transfer after 1 year, 1 Graduation in 2013	N/A^ out of 84 (178) * 44 with more than 45 credits Transfer after 1 year, 1 Graduation in 2013

Notes:

- () Total number of accepted students some of which may not have come to Longwood;
- ~ Student-athlete did not finish school due to a medical condition;
- For example: The year 05-06, in the graduated student-athlete (SA) column, 8 SA students were accepted and 8 registered but only 3 graduated. While in the non-SA column, 104 students were accepted, only 54 registered and just 27 graduated (5 after 2009);
- The same reasoning applies to year 06-07 and 07-08;
- ^ However, for the remaining years that this study covers, since students in the year 08-09 were seniors and the students in the year 09-10 were juniors, the total number of credits is given as a measure of how many students are on track to complete their graduation in 4 years.

Gender Equity

In January 2013, the department of athletics contracted Helen Grant Consulting, LLC to conduct a full and thorough gender and equity review of its programs and services. Grant Consulting addresses Longwood’s compliance with the athletic provisions of Title IX of the Education Amendments of 1972. Their findings revealed a couple of major issues for the institution.

Longwood does not meet any of the three tests for the regulation that requires institutions to accommodate effectively the interests and abilities of students to the extent necessary to provide

equal opportunity in the selection of sports and levels of competition. The reasons stated are as follows:

1. LU does not meet test one because the rates of enrollment of male and female students in the full-time undergraduate student body exceeds the rates of male and female participants in the athletic program by 8%. This represents approximately 55 female participants.
2. LU does not meet the second test (history and continued practice of program expansion) because no sports for women have been added in 12 years, there are no plans with a date certain to add sports and there have been sports eliminated.
3. LU also does not meet the third test because there are indicators of interest in sports not offered at the varsity level by LU. Crew (rowing), gymnastics, swimming, track and volleyball are offered at the interscholastic level in the state of Virginia but not at the varsity level at LU. There is available competition in all of those sports at the Division I level in LU's normal competitive region. In addition, there were club sports for women (equestrian, swimming and volleyball) at LU that have the potential to elevate to varsity status. Rugby was a club sport also but there is limited available competition for rugby at the NCAA level.

If first test compliance is desired, LU will not only need to add at least one women's sport, but LU will also need to update and strictly enforce the current roster management plan provided during the review. The following is the suggested updated roster management plan:

SPORT	2012-13 MEN PART.	RECOMMENDED/NATIONAL AVG.	2012-13 WOMEN PART.	RECOMMENDED/NATIONAL AVG.
Baseball	27	27/34.3	NA	NA
Basketball	13	13/15.4	14	16/14.4
Field Hockey	NA	NA	22	24/22.4
Golf	8	8/10.1	6	10/8.5
Lacrosse	NA	NA	28	30/27.3
Soccer	26	26/28.5	28	28/26.9
Softball	NA	NA	17	20/19.9
Tennis	8	8/10.4	7	10/9.3
Cross Country	10	10/15.8	11	15/18.3
TOTAL	92	92	133	153

Longwood has stated in the past its intention to add women's indoor and outdoor track to remedy this issue. Grant Consulting provided a plan for Longwood to meet the interest and abilities of students with the enhancement of the running program:

The addition of a women's track team with at least 65 participants (triple count of 25-indoor, 25-outdoor and 15-cross country participants) would change the difference between male and female student body enrollment and the male and female participation rates from 7.5% favoring the men to 1.2% favoring the women. If LU does this, roster management numbers would not have to be implemented and in some cases, men's rosters could be increased. The only concern with the addition of women's track is that LU does not have an outdoor track facility nor is there access to an indoor facility. LU would have to use a local high school outdoor facility which would be an off campus venue unlike the facilities for other women's sports. This has been a problem with OCR and the courts at other schools.

Current female participants	133	
Women's XC/Indoor/Outdoor Track	65	
Total female participants	198	68.3%
Male participants	92	31.7%
Total Participants	290	

Compliance

AGB statement excerpt: "Boards should be certain that the chief executive understands and has communicated the board's expectations regarding the ethical conduct of all individuals associated with the intercollegiate athletics program and that institutional, conference, and NCAA rules and regulations are routinely followed."

Summary of NCAA Violations for 2011-2012

Longwood University reported four Level II and two Level I secondary violations to the NCAA Enforcement Staff this cycle. NCAA Enforcement required additional action for one violation. This action was standard procedure for a violation of its nature. No major violations were found. The complete report was presented to the Board of Visitors during the December 2012 meeting.

Personnel

ABG statement excerpt: "Boards should not be directly involved in the process of hiring and firing coaches or other athletics department personnel. Boards are ultimately responsible for the integrity of the hiring process of all athletics department personnel and should ensure the department is suitably accountable for the academic performance of student-athletes."

Beginning in 2007, a statement of responsibility was included within the employment agreement of all athletics department personnel:

"Coach acknowledges that Coach fully understands the following: Coach shall comply with all state and federal laws, regulations, rulings, rules and/or enactments governing the Coach and/or University, including, but not limited to, those of the University, NCAA and Coach's team's conference, if any. All coaches and athletic administrators have a duty to cooperate with and furnish the NCAA or the University with truthful and complete information concerning involvement in or knowledge of rules violations as mandated by Bylaw 10.1; a

coach may be suspended or terminated if found to be involved in deliberate and serious violations of NCAA regulations as mandated by 11.2.1; multiple minor violations may be grounds for termination; and, satisfactory rules knowledge and rules compliance are conditions of employment and that athletics personnel are to be evaluated and reprimanded, if appropriate, on this aspect of their performance.”

The NCAA updated member legislation in the fall 2012 to specifically detail the responsibilities of Head Coaches respect to violations among their coaching staffs or administrative support units. The Department of Athletics is working, in conjunction with the Office of Human Resources, to include the following statement into the employment agreement of all Head Coaches:

An institution's head coach is presumed to be responsible for the actions of all assistant coaches and administrators who report, directly or indirectly, to the head coach. An institution's head coach shall promote an atmosphere of compliance within his or her program and shall monitor the activities of all assistant coaches and administrators involved with the program who report directly or indirectly to the coach.

I affirm that I assume responsibility regarding the above statement. I further understand that an atmosphere of compliance remains my duty and obligation as the head coach and that the compliance office and its staff are not responsible for my awareness of or adherence to NCAA regulations; but are a resource that will be proactively utilized to fully comprehend and comply with NCAA regulations. I further acknowledge that my cooperation with any investigation of a possible rules violation is a condition of my employment with Longwood University.

**BOARD OF VISITORS
LONGWOOD UNIVERSITY QUIZ BOWL**

INFORMATION ITEM 7

Presentation by Big South Quiz Bowl Students

Dr. Alix Fink, Dean of the Cormier Honors College, and members of the Longwood University Quiz Bowl Team will present an overview of Longwood's participation in the Big South Conference Quiz Bowl tournament and the National Academic Quizzing Tournaments (NAQT). Following will be a sample round with the Board members participating in a mock Quiz match.

Big South Participation

The 8th Annual Big South Quiz Bowl Tournament was held on January 26th at Gardner-Webb University. Longwood, participating for the first time, finished second behind 7-time winner, Liberty University.

NAQT Region 3 Sectional – University of Delaware

Longwood participated in the Region 3 Sectional on February 9th at the University of Delaware. The only Division II team to participate (due to an East coast winter storm), they went up against the top 4 Division I teams in the nation: #1 Virginia, #2 University of Pennsylvania, #3 Maryland, and #4 Princeton. Finishing last after 12 rounds, they were nevertheless congratulated by all teams for their performance-- In an email from the captain of the VCU team, "*...this was an extremely tough tournament, against a field with four of the top 15 teams in the country on your schedule. I, and quite a few other people, were impressed that you guys made it out and stuck through the event.*"

NAQT Overview

Brief description of tournament play (timed versus numbered) and rules for questions and answers (tossups, bonuses, power plays).

Sample Tossup Question

One of this architect's window grids was transformed into a playable Tetris game in 2012. Besides the MIT Green building, this architect has also designed a Boston skyscraper with a parallelogram base. That skyscraper, notorious for its faulty window panes, is the John Hancock Tower. Due to the limitations of a trapezoidal lot, his East Wing of the National Gallery of Art contains many sharp angles, and the John F. Kennedy Presidential Library and the Rock and Roll Hall of Fame both include his signature triangles. For 10 points, name this Chinese-American architect whose glass pyramid marks the entrance to the Louvre.

ANSWER: Ieoh Ming Pei

Members

John Blalock – Senior, Physics, Honors College

Carrie Dunham – Senior, Biology Secondary Education, Honors College

Joey Burns – Freshman, History, Honors College

Osten Morris – Sophomore, History

Jamie Leeuwrik – Junior, Criminology and Anthropology, Honors College
Jamie Clift – Junior, History and Political Science, Honors College
Eamon Brockenbrough – Sophomore, Art Education, Honors College
Emily Miller – Junior, Liberal Studies, Honors College
Dominick Pastore – Junior, Mathematics and Computer Science
Tyler Nobles – Junior, Theatre

Coach/Advisor

Kristen Hark

*Coordinator of Student Support & Advising
Cormier Honors College*

**ADMINISTRATION,
FINANCE, FACILITIES
AND TECHNOLOGY**

**BOARD OF VISITORS
ADMINISTRATION, FINANCE, FACILITIES AND TECHNOLOGY**

ACTION ITEM 8

Approval of Request for Funds from Auxiliary Reserve

ACTION REQUESTED: On behalf of the President, I move that an allocation up to \$294,000 be made from the University's General Auxiliary Reserve Fund; up to \$750,000 from Dining Reserves and up to \$538,200 from Housing Reserves for the following projects:

From General Auxiliary Reserves

a) Hardy House Repairs	\$ 174,000
b) Longwood House Repairs	\$ 120,000

From Dining Reserves

c) Replace Roof Dorrill Dining Hall	\$ 750,000
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From Housing Reserves

d) Cunninghams Stabilization	\$ 72,200
e) South Ruffner Cornice and Guttering	\$ 466,000

TOTAL	\$1,582,200
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RATIONALE: The University has increased reserves substantially over the last three years to facilitate required repairs of less than \$1,000,000 and to use as operating funds for special projects requiring outside consultants. A reserve is an undivided or unidentified portion of net assets held for a special purpose. There are three categories that are related to different expenditures (1) operating reserves, (2) reserves for renewal and replacements, and (3) reserves for major renovation, acquisition, and plant or program expansion. Operating reserves are required to manage fluctuating revenue collections or unanticipated events, and are designated for working capital and contingencies. Reserves to meet facilities and equipment demands are necessary to provide for longer-term maintenance and renewal needs of the institution without requiring major fluctuations in fees.

BACKGROUND:

Hardy House Repairs

This project will repair the front porch, columns, soffit and brick stairs serving the rear entrance of this historic structure. The entire front porch and surrounding elements have severely deteriorated due to age, weathering, and shifting ground. Large areas of the soffit have rotted and allow water to infiltrate the internal structure, causing further deterioration and damage. The

brick stairs' mortar joints are failing. Many of the joints are missing mortar or the mortar has major cracks. A portion of the landing at the top of the stairs is supported by steel plates that are badly rusted. The rust has decreased the plates' structural load bearing ability. Repairing this part of the structure in one project is the most cost effective method to restore this valuable house and protect its occupants. The historic appearance and structure must be maintained, requiring the repairs to be carried out using very specific material and in a style and technique that matches the historic environment. Because of the historical significance and high visibility of the Hardy House, steps must be taken to preserve its structural integrity and ensure proper long term operation.

Longwood House

This project will replace the dining room flooring, make necessary repairs to the west exterior porch, and re-lay a brick sidewalk.

1. Install basement floor drain: Water is infiltrating through the southwest corner of the basement at the mechanical room. Since there would be great expense in excavating the exterior and doing outside repairs, the problem will be solved inside by routing the small amount of water to a floor drain once it enters through the exterior wall.
2. Replace dining room floor with heart pine: The existing flooring is in good condition at present. After refinishing the floors, however, and removing the dark finish, the dining room floor was found to be constructed with a lower quality wood species and is notably lighter than the surrounding floors. It does not match the Long Leaf Heart Pine flooring in the rest of the house.
3. Replace west exterior porch floor and step treads: This is a safety issue. The tread nosings are deteriorating and splintering, and the porch floor appears to be weakened and is spongy. The floor will be removed and the wood joist examined and replaced if necessary.
4. Re-lay brick sidewalk on west side of house: The old curved brick walk at the kitchen side driveway has deteriorated to the point some bricks are broken and all of the mortar is missing along most of the entire curved pathway. This causes a safety hazard for tripping, and shoes with heels.

Dorrill Hall Roof

This project will replace the roof of this building. The existing roof has exceeded its expected life. It has deteriorated and therefore is vulnerable to damage by wind and other severe weather conditions. Leaks during rainstorms are frequent and widespread. Replacing the entire roof is necessary and is the most cost effective solution to preserving the long term structural integrity of this building. Longwood's current campus master plan calls for this facility to remain in use as a dining hall far beyond 2020.

Cunninghams Stabilization

This project will perform needed repairs to North and Main Cunninghams that will be necessary in order to house the additional students anticipated to increase the student admission total by 100 for the fall of 2013. North and Main Cunninghams require repairs to the deteriorated domestic cold and hot water systems in order to remain operational and support another year of student accommodations. Additional repairs will be necessary to shower pans, some floors, window ballasts, bathroom tile, and painting of rooms in order to prepare them for continued occupancy.

South Ruffner

This project will repair the wood decorative cornice, gutters, and downspouts on this building. The gutters and downspouts have deteriorated due to age and weathering, allowing water to infiltrate; wood rot has created large holes in the cornice around the gutters and the disappearance of dental molding. To eliminate this condition, and to preserve the structural integrity of this building, the gutters and downspouts must be replaced and repairs made to restore the rotten, damaged cornice.

If this request is approved, the estimated General Auxiliary Reserve balance will be \$8,832,950; Housing Reserve balance will be \$4,624,958 and Dining Reserve balance will be \$4,063,914.

**BOARD OF VISITORS
ADMINISTRATION, FINANCE, FACILITIES AND TECHNOLOGY**

ACTION ITEM 9

Approval of Request for Funds from Parking Reserves

ACTION REQUESTED: On behalf of the President, I move that an allocation up to \$450,000 be made from the University's Parking Auxiliary Reserve Fund to build a parking lot that will accommodate up to 300 freshman cars.

RATIONALE: The University believes our historic practice of not allowing freshmen to bring cars to campus has a potentially detrimental effect in recruiting.

BACKGROUND: In an effort to encourage additional freshman enrollment, we will modify our longstanding policy of not allowing freshmen to bring a vehicle to campus to allowing a limited number of freshmen to do so. Using the requested funds, a paved and prepared parking lot will be constructed at the North Campus, Lancer Park property. This lot will contain approximately 250 parking spaces that will be stipulated for the warehousing of cars for a limited number of freshman students.

This area is already serviced by the Farmville Area Bus Service (FAB), and in addition, the area is accessible via the walking bridge over Third Street. Therefore, selected freshmen students will have ready access to their vehicles. The cost for freshmen students to utilize this lot will be the same as other students who live at North Campus, which is \$100.00 per semester or \$200.00 for the year. The selection process for allowing incoming freshman to take advantage of this new option will be developed by the Office of Admissions in conjunction with the Parking Services office.

In addition, this process must be included in the parking publication to be totally forthright in relating how a student is selected for this privilege.

**BOARD OF VISITORS
ADMINISTRATION, FINANCE, FACILITIES AND TECHNOLOGY**

INFORMATION ITEM 10

Review of Key Financial Performance Metrics

The attached documents depict Longwood University's financial performance as of January 31, 2013:

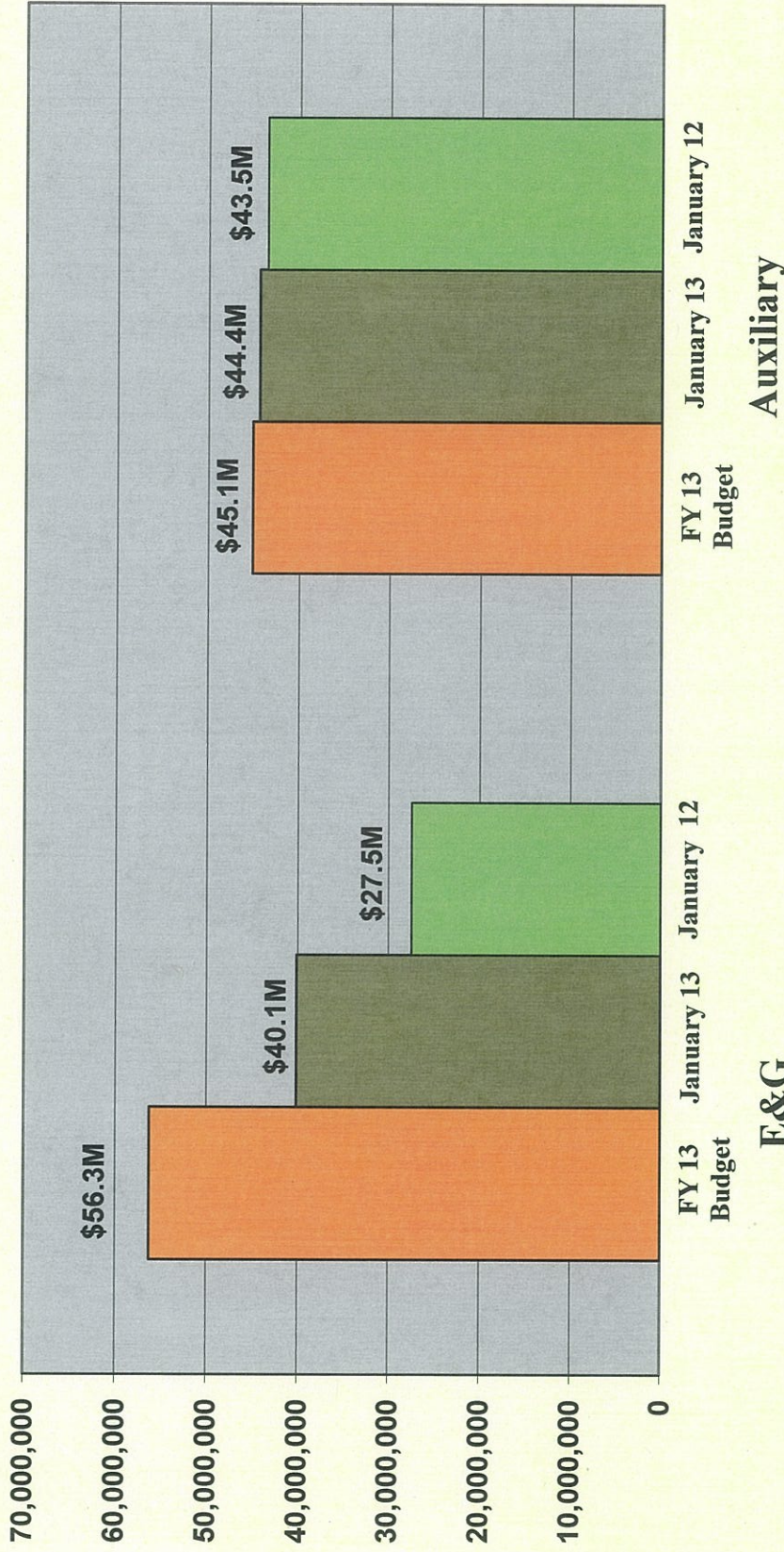
Statement of E&G and Auxiliary Revenues and Expenditures

The graphs compare budgeted revenues and expenditures to actual revenues and expenditures as of January 31, 2013. It also provides prior year comparative data.

Auxiliary Reserve Analysis

This document examines auxiliary reserve fund balances, the calculated required reserve, and the performance of each reserve fund compared to the required reserve amount.

Longwood University
Revenue
As of January 31, 2013



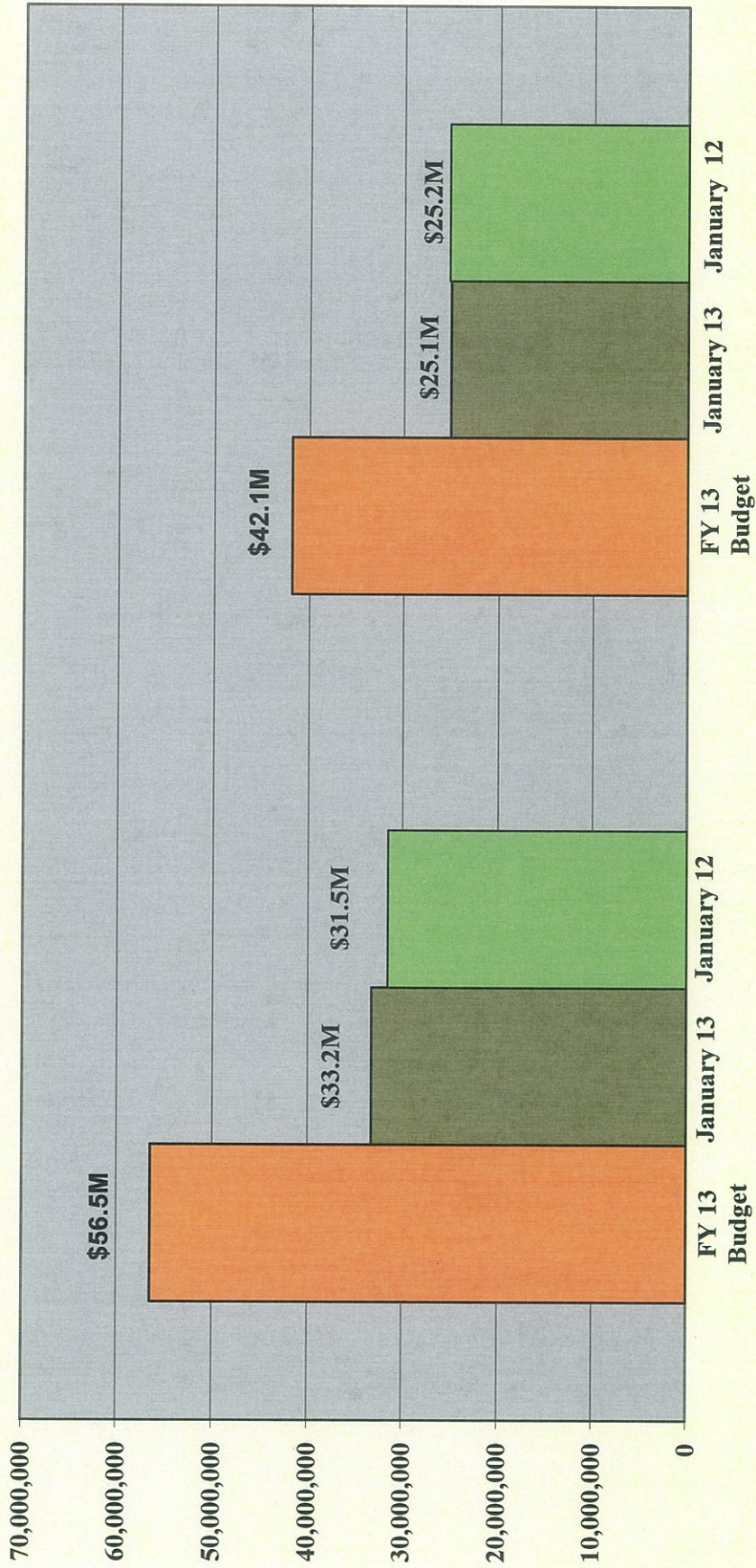
71.3% of budget

46.0% over prior year

98.4% of budget

2.0% over prior year

Longwood University
Expenditures
As of January 31, 2013



E&G

58.8% of budget

5.4% over prior year

Auxiliary

60.0% of budget

0.5% under prior year

Longwood University
Auxiliary Reserve Analysis
As of January 31, 2013

	Cash Balance 6/30/2012	FY13 Planned Transfers	FY13 Planned Additions	Approved Reserve Expenditures	Additional Expenditure Requests	Projected FY13 Ending Cash Balance	Calculated Required Reserve*	Performance Indicator	FY14 Estimated Additions	Projected FY14 Ending Cash Balance
General Auxiliary	18,054,911	200,000	1,448,166	(10,576,128)	(294,000)	8,832,950	5,477,594	✓	1,628,166	10,461,116
Food Services	4,229,934		583,980		(750,000)	4,063,914	2,683,256	✓	800,000	4,863,914
Residence Halls	15,155,228		1,320,386	(11,312,456)	(538,200)	4,624,958	5,304,213	✗	0	4,624,958
Parking	1,314,725	(200,000)	75,393			1,390,118	279,979	✓	0	1,390,118
Conferences	695,459		75,015			570,474	167,023	✓	64,368	634,842
Golf Course	72,123					72,123	102,524	✗	0	72,123
Athletics	2,769,311			(50,000)		2,719,311	2,622,388	--	0	2,719,311
Speech & Language Center	315,035					315,035	33,093	✓	0	315,035
Recreation & Intramurals	513,618					513,618	626,034	✗	0	513,618
Capital Service Center	54,514					54,514	0	✓	0	54,514
	43,174,859	0	3,502,940	(21,938,583)	(1,582,200)	23,157,016	17,296,104		2,492,534	25,649,550

Balance of approved reserve expenditures:

Marketing Project	600,000
Stevens Renovation	39,972
Longwood House Repairs	7,177
Energy Management	135,573
Replace Athletic Scoreboards	297,541
Cunningham Heaters	28,892
Library Archives Room	150,000
Willett Hall HVAC	550,000
Potential Bonus	559,000
LCCLL Lease (315 Third St.)	330,000
Student Center	5,000,000
Biomass Boiler	1,037,000
Athletic Equipment	95,000
Property Acquisition	231,087
Presidential Initiatives	200,000
56-Passenger Bus	500,000
Property Purchase - 507 Pine Street	157,000
Student Success Center Working Dr	730,000
Curry/Frazer Renovations	1,283,564
Replace Siding Baseball Fields	50,000
Stevens Renovation	(43,222)
Stubbs Renovation	10,000,000
	21,938,583

Additional Request

General Auxiliary	294,000
Housing	538,200
Dining	750,000
	1,582,200

* SCHEV Required Reserve Formula

✗ Residence Hall repair cost will not be incurred all at once and will permit additional beds on campus
 Golf Course and Campus Recreation are working toward meeting their reserve requirements

**BOARD OF VISITORS
ADMINISTRATION, FINANCE, FACILITIES AND TECHNOLOGY**

DISCUSSION TOPIC

Discussion of Tuition and Fees for FY 2014

The University administration will provide the board with information regarding the impact of the school's strategy on costs, its current perspective on near-term strategic investments, and the implications such choices may have on tuition and fees.

**UNIVERSITY
ADVANCEMENT**

UNIVERSITY ADVANCEMENT

INFORMATION ITEM 11

Hull Springs Farm Update

An update on the activities at Hull Springs Farm will be provided at the meeting.

UNIVERSITY ADVANCEMENT

INFORMATION ITEM 12

Maugans Alumni Center Update

An update will be provided at the meeting on the project drawings and the timeline for completion of the project.

UNIVERSITY ADVANCEMENT

INFORMATION ITEM 13

Update on Marketing Plan

RFP for Marketing Services

Significant effort during the past few months went into developing a Request For Proposals (RFP) for marketing services for the university, reviewing proposals, and interviewing potential vendors. Interviews were conducted in February and, as of late February, the process was in the negotiation phase.

Creating a Compelling Brand

Creating a compelling brand is an important component of the university's strategic plan, and the Office of Public Relations is working on communicating the university's brand platform internally and externally. So far during the spring semester, Associate Vice President for Marketing and Communications Sabrina Brown has made presentations to department chairs in the College of Arts and Sciences and directors in the enrollment management area. Presentations also are planned for students and staff who work in the Office of Undergraduate Admissions.

A New Yield Effort: Lancer Life Magazine

A new tool targeted to the yield effort was introduced in January 2013 in the form of a 40-page magazine focusing on student life at Longwood. Titled *Lancer Life*, the magazine includes feature stories on academic programs, internships, student research, Longwood traditions, living on campus, annual Longwood events including Rock the Block and Spring Weekend, student organizations and much more. Early after its first mailing, the magazine caught the attention of potential students who tweeted about receiving it. One student tweeted: "This magazine Longwood sent me is really making me want to go there now."

UNIVERSITY ADVANCEMENT

INFORMATION ITEM 14

Presentation on Social Media

A presentation on social media will be provided at the meeting to include the following topics:

- General Overview / Approach
- Video: Social Media Revolution
- How Prospective & Current Students Are Using Social Media
- General Strategies
- Specific Tactics
- Social Media Advertising
- Measuring Results / Analytics
- What Next?

ACADEMIC AND STUDENT AFFAIRS

**BOARD OF VISITORS
ACADEMIC AND STUDENT AFFAIRS**

INFORMATION ITEM 15

Report on Fall 2013 Admissions

Fall 2013 Admissions Update (as of date closest to 3/21)

	2009	2010	2011	2012	2013
Freshmen					
Applications	4109	4215	3932	4024	
Acceptances	2556	2721	2873	2838	
Deposits	301	286	373	333	
Enrolled (census date)	1010	1012	1074	1036	

	2009	2010	2011	2012	2013
Transfers					
Applications	368	410	414	451	
Acceptances	103	97	150	181	
Deposits	21	9	34	59	
Enrolled (census date)	178	189	177	214	

Note: Ms. McMullin will give the updated 2013 numbers to the Board at its meeting.

**BOARD OF VISITORS
ACADEMIC AND STUDENT AFFAIRS**

INFORMATION ITEM 16

Presentation by the Counseling Center

Dr. Maureen Walls-McKay, director of the Longwood Counseling Center, will give a presentation.

**BOARD OF VISITORS
ACADEMIC AND STUDENT AFFAIRS**

INFORMATION ITEM 17

Report from Parents Council and Parents Council Grant Recipients

The Longwood Parents Council will present to the Board of Visitors an overview of the Council highlighting their work within the University community. Mr. John Spady, Chair, and/or Ms. Cate Lione, Chair of the Grants Committee will discuss the origin and history of the Council, their involvement with University events and programs, and the Parents Council grants process.

Ms. Molly Monaghan and Mr. Dominick Pastore, Longwood students, will attend the Board of Visitors' meeting with the Parents Council representatives to speak about their grant-funded project. Ms. Monaghan will provide an overview of her project entitled "Lancers On The Road." It will highlight a recent trip to Liberty University to support the Lancers at a men's basketball game. The project was a spirit initiative hosted by the Lancer Lunatics in an effort to build Lancer pride.

Mr. Pastore will provide an overview of his project entitled "Arduino Workshops." The workshops facilitated by Longwood students teach other students fundamental computer circuitry skills. Arduinos are popular tools for building computer-controlled devices such as burglar alarms, video games, and robots. The workshop provides a knowledge base to learn more about how computers and their components actually work.

NEW BUSINESS

**BOARD OF VISITORS
NEW BUSINESS**

INFORMATION ITEM 18

Discussion on Student Housing Policy

As a primarily residential campus Longwood requires students with less than 89 credit hours to reside in university managed housing. Student with 48-88 credit hours are eligible to apply to live off campus. In the last six years, all students who completed the application process have been released from the residency requirement. Merits of this policy will be discussed.

**BOARD OF VISITORS
NEW BUSINESS**

INFORMATION ITEM 19

Discussion on President's Housing/Longwood House

ACTION REQUESTED: I move that the Board approve the resolution below.

RESOLUTION:

Whereas, the Board of Visitors and the University consider it in the best interest to have Presidential housing that is appropriate and suitable for university related functions; and

Whereas, all of the options being considered are in need of some modification to meet the aforementioned goal;

Therefore, Be It Resolved that the Board of Visitors of Longwood University indicates its intent to explore all reasonable options in the near future, with those options likely to be in the \$250,000-\$750,000 range.

LONGWOOD BOARD OF VISITORS

Discussion on President's Housing/Longwood
House



“President’s House” Alternatives

- Update Longwood House
- Renovation of the Tudor House
- Repurpose Longwood Bed and Breakfast
- Purchase of an Additional House in the Area
- New Construction



Considerations

- Costs – options range from low of \$250K (update of Longwood House) to \$750K
- Time Frame – Six months to 18 months
- Funding –
 - Real Estate Foundation?
 - Longwood University Foundation?
 - New Directed Fundraising?
- Personal Preference – family situation, distance from campus, etc.



While options need further analysis it is recommended that the Board of Visitor pass a resolution that expresses the intention to move forward in some fashion with six months of the start date of the new president and anticipates an investment between \$250K – \$750K.



**BOARD OF VISITORS
NEW BUSINESS**

INFORMATION ITEM 20

Update on University Center

The President will present an update on the University Center.