

**LONGWOOD UNIVERSITY BOARD OF VISITORS**  
**Friday, September 14, 2012**

**Minutes**

**Call to order**

The Longwood University Board of Visitors met on Friday, September 14, 2012, in the Stallard Board Room on the campus of Longwood University. The meeting was called to order at 8:05 a.m. by Mrs. Marianne Radcliff, Rector of the Board.

Members present:

The Honorable John W. Daniel, II  
Dr. Edward I. Gordon  
Mr. Eric Hansen  
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.

Member absent:

Mr. Ronald O. White

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. Richard Bratcher, Vice President for Facilities Management and Real Property  
Mr. Kenneth Copeland, Vice President for Administration and Finance and Executive Director of the Real Estate Foundation  
Dr. Francis Moore, III, 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. Leah Shilling-Traina

Student Representatives:

Mr. Shawn Gaines

Ms. Kasey Haddock

Ms. Leighan Worden

**The Board of Visitors' meeting agenda was rearranged to allow Board members and University administrators time to attend the funeral of Dr. William Stuart. Agenda items in the minutes do not appear in numerical order.**

### **Rector's Report**

Mrs. Radcliff welcomed the four new Board members, Mrs. Shelby Walker, Mr. Eric Hansen, Mr. Brad Schwartz and Mr. Lacy Ward, Jr. She also introduced Mr. Burger, President of the Longwood University Foundation; Mrs. Margiloff, President of the Alumni Association; faculty representative, Dr. Taylor and student representative Mr. Knight.

Mr. Daniel was asked to present a resolution of appreciation to Ms. Brooke, former member of the Board of Visitors.

WHEREAS, JANE BROOKE  
has served with distinction on the Longwood University  
Board of Visitors for four years – from 1 July 2008 to  
30 June 2012; and

WHEREAS, she has served as Secretary of the Executive Committee;  
and

WHEREAS, she has also served as a Member-At-Large of  
the Executive Committee; and

WHEREAS, she is also a loyal member of the Class of 1963; and

WHEREAS, as a faithful and devoted member of the Board of Visitors,  
she has given unselfishly of her time and experience to the University;

BE IT RESOLVED THAT the Board of Visitors and the entire Longwood  
University Community extend to JANE BROOKE our most heartfelt  
appreciation for her devoted service and our best wishes for the future.

Mrs. Radcliff then called upon Dr. Lynch to present a resolution of appreciation to Mrs. Soza, former member of the Board of Visitors.

WHEREAS, SUSAN E.SOZA  
has served with distinction on the Longwood University  
Board of Visitors for eight years – from 1 July 2004 to  
30 June 2012; and

WHEREAS, she has served as Secretary of the Executive Committee

and as a Member-At-Large of the Executive Committee; and

WHEREAS, she has also served as Chairman of both the University Advancement Committee and of the Nominating Committee; and

WHEREAS, she has also served as a Member of the Academic & Student Affairs Committee, Nominating Committee, and Presidential Search and Screening Advisory Committee; and

WHEREAS, she is also a loyal member of the Class of 1962; and

WHEREAS, as a faithful and devoted member of the Board of Visitors, she has given unselfishly of her time and experience to the University;

BE IT RESOLVED THAT the Board of Visitors and the entire Longwood University Community extend to SUSAN E. SOZA our most heartfelt appreciation for her devoted service and our best wishes for the future.

Mrs. Hughes was called upon to present a resolution of appreciation to Dr. LaRoche, former member of the Board of Visitors.

WHEREAS, RIPON W. LaROCHE II has served with distinction on the Longwood University Board of Visitors from 1 July 2009 to 31 March 2012; and

WHEREAS, as a faithful and devoted member of the Board of Visitors, he has given unselfishly of his time and experience to the University;

BE IT RESOLVED THAT the Board of Visitors and the entire Longwood University Community extend to RIPON W. LaROCHE II our most heartfelt appreciation for his devoted service and our best wishes for the future.

Mr. Mobley was asked to present a resolution of appreciation to Ms. Connelly, Interim President and former member of the Board of Visitors.

WHEREAS, MARJORIE M. CONNELLY has served with distinction on the Longwood University Board of Visitors for eight years – from 1 July 2004 to 30 June 2012; and

WHEREAS, she has served as Rector of the Longwood University Board of Visitors; and

WHEREAS, she has served as Vice Rector of the Longwood University Board of Visitors; and

WHEREAS, she has served as Chairman of both the Administration, Finance and Facilities Committee and of the Honorary Degree Committee; and

WHEREAS, she has served as a Member of the University Advancement Committee and of the Presidential Search and Screening Advisory Committee; and

WHEREAS, as a faithful and devoted member of the Board of Visitors,

she has given unselfishly of her time and experience to the University;

BE IT RESOLVED THAT the Board of Visitors and the entire Longwood University Community extend to MARJORIE M. CONNELLY our most heartfelt appreciation for her devoted service and our best wishes for the future.

Following the reading of the Resolutions of Appreciation, Mrs. Radcliff moved that the resolutions for Ms. Brooke, Mrs. Soza, Ms. Connelly and Dr. LaRoche be affirmed by the Board. The motion was unanimously approved by the Board.

Mrs. Radcliff reported that the Executive Committee met on August 3, 2012 in Richmond, Virginia and received updates on the Six-Year Academic Plan, housing and enrollment for Fall 2012, SACS Reaffirmation of Accreditation and the presidential search. She went on to report that the Compensation Task Force created in the spring had met and called on Mr. Mobley to present a report on the Task Force's work.

Through a PowerPoint presentation Mr. Mobley, Board member, and Ms. Michelle Meadows, Associate Athletic Director for Student-Athlete Enhancement/Senior Woman Administrator, outlined the roles and responsibilities of the Task Force. They shared with the Board preliminary findings that included increasing financial bandwidth for compensation increases and input from faculty, staff and administrative professionals. Mr. Mobley shared the next steps which included: the need for additional meetings in the fall, monitoring salary adjustments and other suggested changes enacted by the administration, generating a formal report for the December Board of Visitors' meeting and continuing to advise the President and the Board during 2012-2013. (A copy of the power point presentation is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 1, September 14, 2012.)

The Rector then called on Mrs. Maddux, Chair of the Presidential Search Advisory Committee to report on the committee's work. Mrs. Maddux reported that the Committee met on September 13, 2012 to receive its charge from the Rector. The Committee also received a timeline created by its consultant, Dr. Portch. The Committee has identified three potential search firms and announced that nominations for the position can be made through the Presidential Search website. All information related to the search will be made available on this website.

### **President's Report**

President Connelly thanked the Board for allowing the schedule changes so University personnel could attend the funeral of Dr. William Stuart. She announced that in the wake of his death faculty have stepped up to cover his classes until a replacement can be found. She presented a report to the Board on her activities since taking the position of interim president. Some of these activities included: meeting with town and other government officials and staff, hosting the annual community breakfast, spending time with faculty, meeting with donors and supporters, campus visits at Radford University and the University of Mary Washington and spending time in specific on-campus departments.

Ms. Connelly presented to the Board the Five-Year Strategic Plan Goals (2008-2013): 2011-2012 Year End Report and stated that most activities were accomplished. (A copy of the report

is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 1, September 14, 2012.)

She announced that she has spent time engaging staff and faculty in the creation of strategic priorities for 2012-2013. (A copy of these priorities is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 2, September 14, 2012.) Ms. Connelly reviewed the priorities: successful students, effective and satisfied faculty and staff, financial capacity and value for our community. Each priority has its own set of strategic initiatives which were reviewed in detail.

The President also presented to the Board a set of dashboard indicators that were more comprehensive and aligned with the four outcomes she outlined earlier in her report: improve student success, increase satisfaction and effectiveness of faculty and staff, increase financial capacity and value for our community. (A copy of the dashboard indicators is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 2, September 14, 2012.)

Ms. Connelly announced that there are a number of planned events and activities that she will be involved with in the coming months. Among these activities is a trip to China to assist in the recruitment of students, lecturing in the College of Business and Economics, hosting the peer review team from AACSB, the Athletics Gala in Richmond in October, receptions in Charlottesville and Virginia Beach and an open house at Hull Springs Farm in early November.

Ms. Atkins, Executive Assistant to the President for Governmental Affairs and Special Projects, was called upon to report on the Virginia Longitudinal Data System (VLDS). She stated that VLDS is a longitudinal student data system used by the State Council of Higher Education for Virginia (SCHEV) to provide information to Virginia educators, policy makers, parents and students while enabling the Commonwealth to meet state reporting requirements mandated by legislation in 2012, which requires SCHEV to provide information on graduates and wages by discipline for each public and private nonprofit institution on its website. This system stores data collected from school divisions, public and private non-profit colleges and universities, and from the Virginia Employment Commission (VEC) to provide high-quality information to policymakers, educators, researchers and the general public. The universities continue to be concerned that people viewing the data will not consider the number of caveats associated with the data that will be on the website, which only includes graduates that remain in Virginia after graduating from college, and excludes those that work for the Federal Government, are self-employed, or do not meet certain criteria established by the VEC. SCHEV has indicated that the caveats will be shown on each webpage. The data will only include approximately 48 percent of the Commonwealth’s college graduates.

Before concluding, the President presented the Board with a policy that reflected how the administration will effectively and efficiently present policies to the Board for review and approval. (A copy of this policy is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 3, September 14, 2012.) She stated that the Board at its June meeting, made a request that policies be divided into two groups: institutional policies and administrative policies. Each of these policies will be presented either on the consent agenda or listed on the standard agenda as an action item.

After reviewing the policy, Dr. Lynch moved to approve the policy on policies as presented. Her motion was seconded by Mr. Schwartz and unanimously approved by the Board. (A copy of the highlights of the President's remarks is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 4, September 14, 2012.)

## **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. Mobley to approve the consent agenda. His motion was seconded by Mrs. Hughes 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 5, September 14, 2012.)

### **Audit**

#### Item 2 - Update on Internal Audit and Institutional Compliance

In the absence of Mrs. Howard, Internal Auditor, President Connelly presented an update on Internal Audit activities. The President noted that the Audit fieldwork for the Information Technology Governance audit will start in early October and the fieldwork for the perpetual NCAA cyclical audit will start in late September 2012.

Ms. Connelly reported that the Governance, Risk, and Compliance software contract has been awarded and the vendor began providing training in August 2012. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 6, September 14, 2012.)

### **Presidential Reports**

#### Item 3 – Approval of Memorandum of Understanding Between Longwood University and the Longwood University Real Estate Foundation

Mr. Kenneth Copeland, Vice President for Administration and Finance and Executive Director of the Real Estate Foundation, presented for the Board's approval a memorandum of understanding between Longwood University and the Longwood University Real Estate Foundation. The memorandum spells out the types of transactions that can occur between the University and the Real Estate Foundation.

A motion was made by Dr. Lynch to approve the memorandum of understanding as presented. The motion was seconded by Mrs. Hughes and was unanimously approved by the Board. (A copy of this request and memorandum is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 7, September 14, 2012.)

#### Item 4 – Report on Real Estate Foundation Activities

Mr. Copeland provided a report on the construction project currently underway at Lancer Park. He reported that the construction of the new housing units is on schedule and on budget. He also reported that during the summer the existing housing units at Lancer Park are receiving new

exterior finishes to match the exterior finishes of the new complex. This project will be complete in the Spring of 2013.

Mr. Copeland concluded by announcing that all student housing owned or managed by the Real Estate Foundation is full for the fall semester.

Item 5 – Report on Student-Athlete Academic Performance 2011-12

Ms. Michelle Meadows, Associate Athletic Director for Student-Athlete Enhancement/Senior Woman Administrator, provided the Board with the Report on Student-Athlete Academic Performance 2011-12. Ms. Meadows announced that student-athletes' cumulative GPA at the conclusion of the Fall semester 2011 was 3.01, the third consecutive semester above a 3.00. She announced that cumulative GPA at the conclusion of spring semester reached 3.04, the highest since Division I membership and the percentage of student athletes receiving academic honors exceeded one-fourth of the University's student athlete population at 28.1%. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 8, September 14, 2012.)

Item 6 – Report on Intercollegiate Athletics Strategic Business Plan

Mr. Troy Austin, Director of Athletics, presented a brief overview of the Athletics' Strategic Business Plan. He reported the need to strategically reallocate resources among the different athletic programs. Mr. Austin stated that sloping funds will allow him the capability to fund new positions and initiatives. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 9, September 14, 2012.)

Following Mr. Austin's report, a discussion ensued related to marketing and merchandising. Recommendations were made to have Athletics merchandise available at sporting events and activities and to pursue the possibility of creating a consignment agreement with local stores to sell Longwood Athletics merchandise.

At the conclusion of the discussion, the Board viewed a video of the University's new fight song.

**Administration, Finance, Facilities and Technology**

Item 10 – Review of Key Financial Performance Metrics

Mr. Copeland reviewed the University's key financial performance metrics. He stated that a new format will be used to demonstrate transparent avenues of reporting expenditures and revenues. With the new format, he reviewed the revised budgetary forecasts for the period ending August 31, 2012. Mr. Copeland also reviewed the Auxiliary Reserve analysis and highlighted the performance indicators. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 10, September 14, 2012.)

Item 11 – Approval of Request for Funds from Auxiliary Reserves

Mr. Copeland presented a request for funds from Auxiliary Reserves. The request was for \$1,387,000 for the purchase of a 56 passenger bus, the acquisition of property at 507 Pine Street and working drawings for the Student Success Center. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 11, September 14, 2012.)

Mr. Mobley moved to approve the allocation of funds from auxiliary reserves as presented to purchase a 56 passenger bus for \$500,000, the acquisition of property at 507 Pine Street for \$157,000 and the working drawings for the Student Success Center for \$730,000. His motion was seconded by Mr. Daniel and approved unanimously by the Board.

Following this action by the Board, the President reported that House Joint Resolution Number 108 directs the Joint Legislative Audit and Review Commission (JLARC) to study the cost efficiency of the Commonwealth's institutions of higher education and to identify opportunities to reduce the cost of public higher education in Virginia. She went on to report that findings from the study will be released by JLARC in the fall and could have either positive or negative effects on Longwood and higher education.

#### Item 12 – Approval of New and Revised Administrative Policies

Mr. Copeland presented new and revised Administrative Policies for the Board to approve. He reported that the University was requesting the approval of two new policies (Policy 5234 – Child Abuse Neglect and Reporting and Policy 9202 – Commemorative Naming of University Facilities and Programs) and revisions to two policies (Policy 2108 – Honorary Degree and Policy 7203 – Key Security).

He stated that effective July 1, 2012, Virginia Code 63.2-1509(A) was amended to include all employees of public and private institutions of higher education as mandated reporters of child abuse and neglect. Policy 5234 was developed to inform Longwood University employees regarding applicability, definitions and responsibilities under the new law. Mr. Copeland also stated that Policy 9202 outlines guidelines and procedures for the naming of facilities and programs. (A copy of this request is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 12, September 14, 2012.)

A motion was made by Mrs. Hughes to approve the new and revised policies as presented. Her motion was seconded by Dr. Lynch and unanimously approved by the Board. Mr. Schwartz was absent for the vote.

The President asked Ms. Meadows to explain to the Board about NCAA principles and requirements for oversight and fiscal responsibilities. Ms. Meadows stated that recent incidents have affirmed that intercollegiate athletics are a tremendous asset for a University's students and its brand, but can also be a risk if not properly administered. The NCAA mandates that control of a University's athletics department must reside with the administration and or the faculty. The NCAA affirms that the president or chancellor is primarily responsible for the oversight of athletics, including approval of the budget and all expenditures.

In addition, the institution should be ever pursuing a commitment to the NCAA's principles and Division I philosophies which include, but are not limited to, academic excellence and opportunity, athletic excellence regionally and nationally, student-athlete welfare, NCAA rules compliance, athletic opportunity and gender equity, contribution to the University and community, and fiscal responsibility.



### Item 13 – Approval of Campus Emergency Operations Plan

A request was presented by Mr. Copeland for the Board to approve the University's Campus Emergency Plan and a resolution adopting the plan. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 13, September 14, 2012.) He stated that the Virginia Department of Emergency Management (VDEM) mandates that all state agencies adopt and maintain an Emergency Operations Plan (EOP). Longwood's plan was submitted to VDEM and accepted, pending the approval of the Board of Visitors. Mr. Copeland explained that the plan must be re-adopted every year by the Board of Visitors after a comprehensive review and revision by the University and that the President and a designated vice president review the EOP annually and certify in writing to VDEM that the EOP has been reviewed.

A motion was made by Dr. Gordon to approve the University's EOP and Board of Visitors' resolution as presented. His motion was seconded by Mr. Johnson and unanimously approved by the Board.

### Item 14 – Review of Updated Six-Year Capital Plan

Mr. Bratcher, Vice President for Facilities Management and Real Property, presented through a power point presentation, an overview of the University's Updated Six-Year Plan. (A copy of this report and power point presentation is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 14, September 14, 2012.) Mr. Bratcher reviewed each project of the first biennium of the plan and explained the purpose of each project.

### **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
- the announcement of new Foundation directors
- an announcement regarding Foundation bylaws revisions that will be presented at its September board meeting

(A copy of the details of his report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Handout 3, September 14, 2012.)

### **Discussion Topic: Use of Instructional Technology at Longwood**

President Connelly introduced Dr. Jeannine Perry, Dean of the College of Graduate and Professional Studies and Mrs. Suzy Palmer, Dean of the Library. She announced that they are both using instructional technology in their departments and the importance of technology in the growth of education. The President outlined many benefits of technology: reduces faculty workload, increases revenue, increases access and helpful in marketing.

Mrs. Palmer presented an overview of the two broad categories for the use of instructional technology: 1) information and knowledge gathering and 2) teaching. She outlined the use of information and knowledge gathering. Mrs. Palmer demonstrated via the internet how the "new

library” works and the information available to users. She described the different types of mobile devices available for use to access technology.

Dr. Perry outlined the uses of online, blended, and distance learning. She described in detail how the technology is being used and its many benefits to students and faculty. Dr. Perry stated that 300 courses and one degree program are available online. Students are able to receive assignments, links to reading, real-time asynchronous collaboration, grades and feedback as well as consult electronically with professors.

She also described how blended learning can include some or all elements of online learning but includes class and face-to-face time. Currently there are 70 courses available using this type of technology.

Dr. Perry also explained that Longwood offers distance learning. Actual classes are broadcast to remote sites via video conferencing. There are multiple sites linked to create large classes. These sites include Martinsville and Emporia for undergraduate courses and statewide for graduate/teacher education courses.

Dr. Nicholas Langlie, Director of Digital Education Collaboration Policy and Planning, presented a brief overview of an online course being offered to help prepare students and others looking for employment to learn what employers are seeking in employees. Students completing the course will receive badges as proof of completion of the course. Employers can go online and view the students’ badge to see what work was required to complete the course.

**The meeting adjourned for the day at 12:06 p.m. so members of the Board of Visitors and administration could attend Dr. Stuart’s funeral in Richmond, Virginia.**

---

Judi M. Lynch  
Vice Rector

**LONGWOOD UNIVERSITY BOARD OF VISITORS**  
**Saturday, September 15, 2012**

**Minutes**

**Call to order**

Mrs. Radcliff reconvened the Board of Visitors' meeting at 8:33 a.m. on Saturday, September 15, 2012 in the Stallard Board Room on the campus of Longwood University. The meeting was called to order at 8:33 a.m.

Members present:

The Honorable John W. Daniel, II  
Dr. Edward I. Gordon  
Mr. Eric Hansen  
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

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. Richard Bratcher, Vice President for Facilities Management and Real Property  
Mr. Kenneth Copeland, Vice President for Administration and Finance and Executive  
Director of the Real Estate Foundation  
Dr. Francis Moore, III, 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

Student Representatives:

Ms. Kasey Haddock

**Continuation of Discussion Topic: Use of Instructional Technology at Longwood**

President Connelly recapped information on instructional learning through technology that was presented on September 14. She stated that it is important to assess instructional technology to assure that the quality of learning is in keeping with the standards required by Longwood and SACS.

Dr. Perry presented a video of Dr. Witschey, Professor of Anthropology and Science Education, discussing his use of hybrid learning. Following Dr. Witschey's video, Ms. Connelly reviewed different websites that offer free online courses, lectures, etc.

A lengthy discussion took place about the benefits of classroom instruction versus technology. The President stated that online free courses could be used as an important marketing tool. Members of the Board expressed concerns about the lack of connection with the institution when students seek online degrees or take the majority of their courses online. Citing the lack of maturity level and self motivation, concerns were expressed about the need for younger students to be in a classroom setting rather than taking a majority of their courses online.

It was agreed that technology is an important component of learning in today's educational environment and there needs to a balance between classroom instruction and technology instruction.

Item 19 – Approval of Policy for Online and Blended/Hybrid Teaching and Learning at Longwood

Following the presentation on the use of instructional technology, Dr. Perkins, Provost and Vice President for Academic Affairs, presented the Policy for Online and Blended/Hybrid Teaching and Learning at Longwood to the Board for approval. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 1, September 15, 2012.) Dr. Perkins stated that the revisions to this policy were necessary to satisfy both the Southern Association of Colleges and Schools (SACS) and State Council of Higher Education for Virginia (SCHEV) reporting requirements.

Mr. White moved to approve the policy as presented. His motion was seconded by Mrs. Hughes and unanimously approved by the Board.

The President announced that materials for future Board meetings will be submitted in an electronic format. In an effort to make Board members comfortable in preparing for meetings, they will be given the option of receiving the meeting materials in hard copy or in an electronic

format. Ms. Hayden will contact Board members to obtain their preference and to see if they want to use their own ipads/laptop computer or a University owned iPad.

#### Item 18 – Report on SACS View of the Roles of Governing Boards

Mrs. Virginia Kinman, Director of SACS Compliance Certification presented a report to the Board on SACS' view of the roles of Governing Boards. Through PowerPoint she reviewed in detail SACS Standards 2.2 and 3.2.1 through 3.2.6. (A copy of this report and PowerPoint is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 2, September 15, 2012.)

After Mrs. Kinman's report, Mrs. Radcliff stated that she felt comfortable that all of the SACS standards related to governing boards are being met by the Code of Virginia, the Board's bylaws or University policy.

A motion was made by Dr. Lynch to reaffirm the University's "Mission Statement". The motion was seconded by Mr. White and unanimously approved by the Board.

#### **University Advancement**

##### Item 7 – Update on Marketing Plan and Request for Proposals

Dr. Rowland, Vice President for University Advancement, presented an update on the University's marketing plan and Request for Proposals (RFP). He reviewed the accomplishments of the 2011-12 marketing plan. Some of the initiatives included the development of a television commercial in Spring 2012, an advertising plan that included cable television, National Public Radio and online advertisements and undergraduate recruiting materials and recruitment videos.

Dr. Rowland then reviewed the objectives and marketing plan initiatives for 2012-13. Objectives include: targeted geographic recruitment areas, targeted groups of prospective students and targeted academic disciplines offered at Longwood.

He announced that the University is re-evaluating its marketing needs and will be completing a RFP process. The process began in September 2012 and will allow Longwood time to select an agency to begin work for fiscal year 2013-14. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 3, September 15, 2012.)

Following his update, a discussion was held regarding the different types of commercials and whether more effort should be made on online commercials rather than television commercials.

The Board viewed a new commercial that will begin airing on October 15. Focus groups will view the commercial prior to its release in October.

##### Item 8 – Annual Report on Fundraising/Foundation Assets and A Comprehensive Analysis of In-State Peer Institutions

Dr. Rowland presented the Annual Report on Fundraising/Foundation Assets and Comprehensive Analysis of In-State Peer Institutions. He gave an overview of fundraising events and activities for 2011-2012. Dr. Rowland reviewed the plan that was used for

fundraising in the previous year. The goal for the Comprehensive Campaign is to reach \$41 million by June 30, 2013. Main campaign objectives for 2012-13 are to obtain goals for strategic areas, involve and engage the President, identify more donors, engage key volunteer leadership and show campaign donors the impact their donations have made. September 14, 2013 has been designated the day for the campaign celebration.

Dr. Rowland's report also included a long-term plan that includes keeping the current donor base engaged, fundraising goals for fiscal year 2012-13 and a view of what the future of University Advancement looks like. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 4, September 15, 2012.)

#### Item 9 – Update from Hull Springs Farm

Mrs. Radcliff deferred to the report included in the Board's meeting materials. (A copy of this report is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 5, September 15, 2012.) She encouraged Board members to attend the open house at Hull Springs Farm on November 3. The President gave a brief overview of the property, programs conducted at the Farm and creation of the Wetland Mitigation Bank.

The Rector asked Mr. Daniel to give an update on the Wetland Mitigation Bank. Mr. Daniel began by informing the new members of the Board how Longwood acquired the property, the financial challenges of owning the property and the usage constraints associated with the acquisition. He announced that approval has been received from the Army Corps of Engineers, and Federal and State agencies involved, to begin the sale of credits from the Wetland Mitigation Bank. The bank has a total of 53 credits valued at approximately \$6 million.

#### **Academic and Student Affairs**

##### Item 15 – Approval of Revisions to Institutional Six-Year Plan

President Connelly requested that the Board approve revisions to the University's Institutional Six-Year Plan. She stated that the Board is required by the Virginia Higher Education Act of 2011 to approve the plan. The original plan was approved in 2011 and revisions for 2012 must be approved by Boards of Visitors and submitted by October 1. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 6, September 15, 2012.)

A motion was made by Mrs. Hughes to approve the revisions to the Six-Year Plan as presented. Her motion was seconded by Mr. Mobley and unanimously approved by the Board.

##### Item 16 – Approval of Revisions to Student Handbook

Dr. Pierson, Vice President for Student Affairs, presented a request for the Board to approve revisions to the *Student Handbook*. Included in the revisions were policies on Disruptive Behavior, Interim Suspension, Judicial Code of Conduct Standards and Regulations, Student Records and Annual Notification, and Athletic Event Conduct. (A copy of this request is filed with "Addenda to Minutes of Meetings of the Board of Visitors" as Appendix 7, September 15, 2012.)

A motion was made by Dr. Lynch to approve the *Student Handbook* revisions as presented. Her motion was seconded by Mr. White and unanimously approved by the Board.

#### Item 17 – Report on Fall 2012 Admissions

Mrs. Sallie McMullin, Dean of Admissions, presented a Fall 2012 Admissions report. The report included profiles for freshman and transfer students. She outlined in detail new initiatives that Longwood has instituted this year. Among the initiatives is the elimination of criteria for participation in the “Immediate Decision Program”, increasing evening and weekend on-campus and off-campus programs for transfer students, increasing Longwood’s presence at community colleges, increasing the front-end recruiting of potential honors students and target recruiting for Math, Computer Science and Business. (A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 8, September 15, 2012.)

Following her report a discussion ensued regarding out-of-state recruitment and enrollment. The President stated that the University is assessing the costs for out-of-state students and exploring avenues for recruiting more international students.

Rector Radcliff introduced Dr. Alix Fink, Dean of the Cormier Honors College. Dr. Fink reported that students spent a day at Hull Springs Farm to honor Eddie Carey, the caretaker who passed away in May of this year. The students embarked on several projects in his honor. They assisted his spouse with projects at their home and their church and did a major community service project at the local middle school in that area. Student projects in the area have made an impact not only on the students, but the community and its citizens.

**Mrs. Hughes departed the meeting following the Admissions report.**

#### **Reports from Representatives**

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

- information on action items that will be presented at the Alumni Association meeting later in September
- information on upcoming reunions and activities planned for these events
- a review of opportunities to engage alumni and friends
- information on Forever Lancer Days, the Alumni Survey and the increased use of social media to reach alumni

(A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Handout 1, September 15, 2012.)

Dr. Derek Taylor, Faculty Representative to the Board of Visitors, paid tribute to Dr. Stuart as his report to the Board. He pointed out the many attributes and contributions of Dr. Stuart’s presence at Longwood.

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

- a report on the success of this year’s move-in process
- information on New Lancer Days activities
- a report on Wounded Warrior Weekend activities

(A copy of this report is filed with “Addenda to Minutes of Meetings of the Board of Visitors” as Appendix 9, September 15, 2012.)

### **New Business**

#### **Item 20 – Report on Issues Related to the Town of Farmville**

The President informed the Board on the actions that the University has taken to minimize the University’s water usage over the past few weeks. She asked Dr. Gordon to update the Board on the status of the water restrictions in the Town of Farmville. Dr. Gordon reported that the Town has been working with geologists to determine the most effective way to handle water shortages during periods of extreme drought. The Town was informed that the best course of action is to drill wells that will supplement the water supply that currently comes from the Appomattox River.

### **Closed Session**

Dr. Lynch moved to go into Closed Session under Section 2.2-3711 A1 and 8 of the Code of Virginia to discuss matters related to the hiring of new faculty and staff, disciplinary action related to a faculty member, personnel performance and naming opportunities of buildings and programs. The motion was seconded by Mrs. Maddux and approved by the Board.

A motion was made by Dr. Lynch to return to open session. The motion was seconded by Mr. White and approved by the Board.

In compliance with the provisions of the Freedom of Information Act, the Board returned to Open Session. Dr. Lynch moved to certify that the discussion in Closed Session was in accordance with the *Code of Virginia*. The motion was seconded by Mr. Daniel and affirmed by Mr. Daniel, Dr. Gordon, Mr. Hansen, Mr. Johnson, 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 10, September 15, 2012.)

Mrs. Radcliff reported that while in Closed Session the Board reviewed and approved the naming of programs and buildings, the affirmation of new faculty members and the hiring of a new vice president.

- A motion was made by Dr. Gordon to approve the naming of Longwood University Archaeology Field School, the Dr. James W. Jordan Archaeology Field School. The motion was seconded by Mr. White and unanimously approved by the Board.
- A motion was made by Mr. Daniel to approve the naming of Longwood University Center for Diversity and Inclusion, the N.H. Scott Center for Diversity and Inclusion. The motion was seconded by Mr. White. Mr. Ward voted no and Mrs. Maddux abstained. With a vote of 10-1-1 the Board approved Mr. Daniel’s motion.
- A motion was made by Mr. Daniel to approve the naming of the new Longwood University Center, the Norman H. and Elsie Stossel Upchurch University Center. The motion was seconded by Dr. Lynch and unanimously approved by the Board.



Mr. Daniel made a motion to affirm the hiring of new faculty members: Ms. Patricia Lee Bloxom, Lecturer of Mass Media Communication Studies; Dr. Leslie Cook-Day, Visiting Assistant Professor of Costumes and Theatre; Dr. David A. Griffith, Visiting Assistant Professor of Theatre; Ms. Gena M. Guerin, Lecturer of Exercise Science; Dr. Vicki C. Martin, Associate Professor of Nursing; Dr. Stella Michael-Makri, Assistant Professor of Counseling; Dr. Adam David Paulek, Assistant Professor of Art; Dr. Shannon W. Salley, Assistant Professor of Communication Sciences and Disorder Studies and Ms. Annette R. Waggoner, Lecturer in Spanish. The motion was seconded by Mr. White and unanimously approved by the Board.

Mr. Daniel made a motion to approve the hiring of Mr. Kenneth Copeland as Vice President for Administration and Finance. His motion was seconded by Mrs. Maddux and unanimously approved by the Board.

**Dr. Gordon departed the meeting.**

**Return to Closed Session**

Mr. Daniel moved to go into Closed Session under Section 2.2-3711 A3 of the Code of Virginia to discuss matters related to the potential acquisition of property. The motion was seconded by Dr. Lynch and approved by the Board.

A motion was made by Dr. Lynch to return to open session. The motion was seconded by Mr. White and approved by the Board.

In compliance with the provisions of the Freedom of Information Act, the Board returned to Open Session. Dr. Lynch moved to certify that the discussion in Closed Session was in accordance with the *Code of Virginia*. The motion was seconded by Mr. Daniel and affirmed by Mr. Daniel, Mr. Hansen, Mr. Johnson, 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 11, September 15, 2012.)

**Old Business**

There was no old business to discuss

**Announcements**

The President reminded members of the Board about the Athletics’ Gala in Richmond, Virginia on October 19 and the open house at Hull Springs Farm on November 3.

**Adjournment**

There being no further business, the meeting adjourned at 1:50 p.m.

---

Ronald O. White  
Board Secretary