LONGWOOD UNIVERSITY
BOARD OF VISITORS

– MEETING MATERIALS –

December 6, 2024

Minutes

LONGWOOD UNIVERSITY
BOARD OF VISITORS

September 13, 2024

Minutes

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

Call to Order

The Longwood University Board of Visitors met on Friday, September 13 at Stallard Board Room. The meeting was called to order at 9:00 a.m. by Rector Ron White.

Members present:
Ron White
Jeff Nottingham
Fabiola Carter
Vellie Dietrich-Hall
Kathleen Early
Charles Fagan
Ricshawn Adkins Roane
David Rose
Brian Schmalzbach

Members joining remotely:
Kristie Proctor
Kathryn Roberts

Also present:

President W. Taylor Reveley IV
Tim Hall, Director of Athletics
Courtney Hodges, Vice President for Institutional Advancement
Lara Smith, Provost and Vice President for Academic Affairs
Matt McGregor, Vice President for Administration and Finance
Jennifer Green, Vice President for Strategic Operations
Cameron Patterson, Vice President for Student Affairs
Justin Pope, Vice President and Chief of Staff
Matthew McWilliams, University Spokesperson and Deputy to the President
Cameron O'Brion, University Counsel

Tammy Byrd Jones, President Longwood University Foundation
Chris Tunstall, President Longwood Alumni Association
Lisa Kinzer, Faculty Representative
Neil Miller, President SGA

Rector's and President's Welcome

The Rector welcomed the Board and stated that Longwood's "purpose and mission is to serve the families that have entrusted their young men and women to us, to enlighten them, to educate them, to develop them, so when they leave this place they are what we want them to be, they are citizen-leaders." That mission is particularly important for first-generation college students and immigrant families. He said this charge carries great responsibility, but is an honor and a responsibility.

He welcomed and introduced the new members of the Board, who provided brief remarks further introducing themselves and their backgrounds. The Rector thanked all members for their time and commitment in honoring the governor's request to serve.

Larissa Smith introduced Khawaja Mamun, new dean of the College of Business and Economics. Tim Hall introduced three new coaches in the Athletics program – Charlotte Clark (men's and women's tennis); Dwayne Hicks (women's lacrosse), and Ray Noe (baseball), who each provided further introduction and gave a brief overview of their goals and coaching philosophy.

Consent Agenda and Approval of the Minutes

The Rector noted that several informational edits have been submitted by board members to the minutes of the previous meeting, to reflect questions that were asked at the previous meeting and make a correction to the voting roll call.

Brian Schmalzbach said he believes the proposed changes to the Freedom of Expression policy are welcome but requested consideration of short additional language regarding the section on disruption to clarify there is no intention to impact uncomfortable topics or conversations that faculty or students may raise in classrooms. He proposed language stating that the policy would only apply in instances of "material or intentional disruption." President Reveley noted the language had been carefully crafted in consultation with the Attorney General's office and asked Cameron O'Brion to comment. He stated examples in the language provide guardrails but had no objection to the clarification.

The rector asked for a motion to approve the minutes, as updated to reflect the corrections submitted as noted above, and the Consent Agenda, with the Freedom of Expression policy modified to reflect language that it concerns disruptions that are "material or intentional." Vellie Dietrich-Hall asked for a motion to approve, Ricshawn Roane seconded and the motion was approved unanimously.

President's Welcome

President Reveley noted the recent anniversary of the Sept. 11, 2011 terrorist attacks, and also commended the progress toward UNESCO World Heritage status of the Moton Museum. He began with a word of perspective that the 2023-24 academic year was among the very most challenging in the history of American higher education – more difficult in its own way even than Covid. Among the profound challenges: FAFSA failures by the federal government were exceptionally difficult for institutions, unprecedented tumult in college athletics, campus protests, and also the delayed Virginia state budget. Against the backdrop of these challenges, Longwood achieved great success -- the Moton Museum thriving, our largest matriculating class since prior to the pandemic, progress on the post-graduation success initiative, a positive trajectory on retention, an NCAA Men's Basketball Tournament appearance, and fundraising of $10.9 million. He invited a round of applause for the vice presidents for all of these achievements.

President Reveley said he considers it a point of pride to listen and be responsive to the campus community. In the midst of dealing with a broad range of issues this past summer, he acknowledged he had failed to appreciate that "every dollar is not the same, and does not have the same range of sentiment attached to it." He continued: "What I didn't understand but I hope by dint of listening better and well over recent weeks is the importance of the annual funds that we raise, especially at the departmental level." He said he has spoken with the Board and faculty leadership about an update to the local funds policy to prohibit year-end sweeps of such local funds derived from annual giving. Decision-making will remain within departments as to the use of such local funds, in coordination with the vice-presidents. He commended the provost for helping work through the issue and "putting us on a good path." Those funds "will remain at the departmental level, and there won't be sweeps at year end; instead those funds will stay with departments."

The rector said: "Thank you for not only acknowledging the misstep but also for accepting full responsibility for it and for acting quickly to make it right." He said the proposed policy would provide appropriate direction regarding the use of local funds and thanked President Reveley for coming forth with the proposal.

Vellie Dietrich-Hall asked about the current status of the local funds in question. President Reveley stated it was important to note the error was in not recognizing the sentiment attached to the funds, not a legal or accounting use error. He said the policy change will address the issue for the long term. A different step is ensuring these annual funds are replenished. While he doesn't have the details determined yet, he said he is eager to move forward to do so in the months ahead. He said Longwood was in a position to make this commitment thanks in large part to the strong fundraising work so far this year already. He confirmed the full amount would be replenished to departmental local funds supported by annual giving.

The rector asked for a motion to approve the update to the Use and Investment of Local Funds proposal. Brian Schmalzbach so moved, Jeff Nottingham seconded, and the motion was approved unanimously.

Reports of the Vice Presidents

Cameron Patterson noted it is a big weekend, with Family Weekend, which has 700 individuals registered, and Heart of Virginia festival. He gave an overview of Longwood's vibrant student organization life and of the range or organizations available. He particularly noted the work of "Lancers Vote," a non-partisan student initiative focused on voter education, in collaboration with faculty and staff. He also noted the support from SCHEV to hire a second residential counselor under CAPS, and extended funding for the first position. He called it a "meaningful win" for our students to have additional providers supporting them, and thanked SCHEV and the General Assembly. Registration for Greek Life has been healthy, noting Longwood is "the mother of sororities, with four being founded on campus." He gave special thanks to the police, and the dean of students office, as they have worked to prepare for the academic year.

Jeff Nottingham asked President Reveley to assess potential tensions on campus reflecting the broader ones in the country surrounding the election. He responded the goal is to continue to strengthen our sense of community, to focus on the things that bind us together, and to model good civic behavior. Regarding protests, as evidenced by our Freedom of Expression policy, Longwood's goal is to give students the space and place to express themselves. He said in his experience students desire to do so within the confines of the rules set forth. He said we are heading into the fall with a pro-active approach.

Brian Schmalzbach noted Longwood has had relatively little in the way of disruption during protests, and asked what advice he might provide to other universities. Cameron Patterson responded by saying relationships are critical. The beauty of the size of our institution is that it allows us to be able to stay connected with students so that we are constantly conversing about the things that are on their minds. Our students are certainly in tune with broader issues locally, statewide, nationally, and internationally. He noted he stays in regular connection with counterparts across the Commonwealth in a weekly meeting. That connection allows us to talk regularly about the different issues impacting our campus and how we can support one another. He closed by noting the collaboration between our students, in particular the award that the Muslim Student Association and Jewish Culture Club received during the Mosaic Gala end-of-year celebration hosted by Multicultural Affairs. Ron White noted the beauty is that students will graduate and carry what they have learned at Longwood out in the world, and it will spread to influence others to be better citizens.

Jennifer Green gave an overview of the continuum of support provided for students from the time they arrive, through retention and toward graduation. She emphasized that relationships are the single most important factor. Longwood's focus is to facilitate students finding close relationships that will be helpful and productive as soon as possible after they arrive, which is the best way ultimately to direct them to the right resources, be they mental health, academic support, or financial aid. Retention is ticking up, which reflects work across campus. Retention is much harder to impact now than when she started her career; students are arriving with much greater challenges now. However, at Longwood, it is remarkably the case that students receiving Pell grants are approximately just 1 percentage point behind the population that does not receive Pell, which is an enormous feat and reflects considerable progress. She also noted one of the

recommendations of the Retention Task Force has been already realized through a grant allowing the hiring of two student success coordinators, who have just started. One has already assisted two students who might otherwise have left. She also gave an overview of the regional counselor approach to admissions, which allows the building of relationships in communities and driving visitors to campus. She read an email from an incoming freshman mother, expressing gratitude for their warm welcome and support" and reported "the personal touch he received here was unparalleled." In closing she provided an update on the FAFSA, and how the financial aid office successfully enrolled approximately the same number of Pell students as a year before, which was a 30-percent increase compared to a year before that. She said she is hopeful it will not be as difficult on families this coming year, nor on financial aid professionals. She noted 50 percent left the field nationally last year, while Longwood had 100 percent retention of its financial aid staff.

Vellie Dietrich-Hall asked if quotas are set for regional counselors. Jennifer Green responded that goals are set for each and monitored, by region and academic program, and followed throughout the year.

Ricshawn Roane commended, from her perspective as a board member in her eighth year, the progress she has seen on recruiting and support initiatives. She recalled hearing that "there is no single thing that will move the needle" and it has been exciting to see that happen. President Reveley noted the importance of the retention rate as an overall barometer of an institution.

Matt McGregor reported on the busy array of work underway, preparing for the annual audit by the Virginia Auditor of Public Accounts, student billing, financial analysis and planning, He said it appears budgets are staying on target so far this fiscal year. He provided an update on capital projects, noting expected substantial completion of Charter Hall by the end of October. The building will host facility and capital planning staff. Construction is set to begin on the music building, with completion in 2027. There is also work in partnership with Aramark on renovations to the dining hall during the compacted timeline of the summer. The project is funded by Aramark. He noted this is the 70th year of Longwood's partnership with Aramark; we were Aramark's first university partner. He provided an update on campus landscaping matters, and noted the addition of markings that make for Longwood's first pickleball courts, which has been well received. He also gave an overview of the highly coordinated effort to return students to the residence halls for the start of the academic year, flipping rooms and buildings from summer conference use to use by students. He noted Longwood staff, faculty and students rallied to help when an elevator was out in Moss Hall over move-in, once again demonstrating Longwood's tradition of coming together and helping. Vellie Dietrich-Hall asked about the current status with the elevator. Matt McGregor responded that the repairs continue, but one elevator is adequate for the time being now that we are through move-in.

Ron White commended the effort to hit and in most cases exceed SWAM goals, and said it is important to not rest on laurels. Matt McGregor commended the work of the newly reorganized office of procurement services.

Chuck Fagan asked about whether the improved numbers on the freshman class and retention serve as a base-case or they assume growth. Matt McGregor said the role of forecasting isn't to set goals but to make conservative assessments for budget purposes. He described efforts to improve forecasting in recent years, but in general does not factor future retention improvements into short-term forecasts.

Ricshawn Roane noted all the buildings that have come on line in recent years, and wondered if it would be worthwhile to bring back the Master Plan to reflect on the change in our landscape and look to the future. President Reveley said he and Matt McGregor have been carefully considering how best to re-engage and reprise the master planning process, potentially starting as soon as the spring.

Larissa Smith noted the arrival of 30 new faculty this fall, 20 of them tenure-track. Full-time faculty ranks are now approximately 245. This included filling a number of vacancies that had lasted several years, including cybersecurity, accounting, biology and environmental science, and the arts. "We have a really good crop of new faculty who bring energy to campus," she said. She noted she interviews all faculty candidates, and had noted this year how many applicants had educational experiences that had made them want to spend their careers at a place like Longwood. She noted the typical Longwood faculty member who focuses on undergraduates typically teaches four classes per semester, on top of advising and other duties. The connections between faculty and students are powerful and lifelong. She noted the birthday of Cameron Patterson. She gave an overview of a number of initiatives and programs, including Invest in STEM, supporting students majoring in teacher preparation in STEM fields. She gave an overview of the breadth of Longwood's work through the Civitae core curriculum in preparing students for citizenship, and how it continues to respond to present-day needs. Longwood is continuing its work with the Constructive Dialogue Initiative to train faculty and student leaders in constructive dialogue techniques. She quoted a recent social media post from a student expressing gratitude for Civitae in making for improved conversations about politics. She noted the relationships and community habits Longwood and its partnership with Moton have helped facilitate are a source of strength during divisive times nationally. She reiterated the importance and activity underway related to Longwood's Quality Enhancement Plan, helping students with life design and planning. She noted the 10-year anniversary of the Moton partnership, with culminated with the covenant in 2015, with an essential role played by the Board of Visitors in its apology for Longwood's lack of action during the civil rights era, and the establishment of the Moton Legacy Scholarship. She provided an update on the development of programming at the Baliles Center, which continues to expand capacity and offer a growing array of opportunities for students. She also provided an update on the upcoming Virginia Children's Books Festival, which continues to be a remarkable event for Longwood and the community.

Vellie Dietrich-Hall asked for more precision regarding the status of the Moton UNESCO application. Larissa Smith said it is a slow process, awaiting steps from the federal government. Vellie Dietrich-Hall asked her to please communicate to Board members how they can be helpful.

Chuck Fagan noted that his own company invests heavily in partnerships with other institutions related to cybersecurity, and that the demand in the field is extraordinary. Larissa Smith said Longwood is now poised to expand its work, including rolling out micro-credentials.

Ricshawn Roane noted how much she enjoys the enthusiasm faculty show for their peers as awards are announced at Convocation. She asked if the Board could at some point see a reprise of a presentation on the Civitae core curriculum.

President Reveley said he wanted to express particular thanks to Dean Jeannine Perry for the powerful success of Longwood's graduate programs in recent years.

Tim Hall gave an overview of the decision to return to the use of a large Longwood bus, which will have financial benefits in reducing transportation costs in addition to better branding the university. He noted the gift of a new artificial baseball field will help provide revenue opportunities for summer baseball, and is making possible unprecedented scheduling opportunities, with prominent opponents who seek opportunities to play in top facilities. He noted 77 percent of student athletes have made the Big South Honor Role. He said we are making strong progress towards goals with regards to fundraising and ticket sales for men's and women's basketball.

Chuck Fagan asked a question about the trend of conference realignment and its potential impact on the Big South. Tim Hall said he does not expect revolutionary changes at our level. Institutions in the Big South are like-minded, and there are strong benefits in continuing to work together. He also addressed the complex trends with regards to Name Image Likeness. President Reveley said he had recently discussed these issues with the Athletics program, and believes ultimately there will have to be Congressional Action to resolve it nationally. In response to a question about the impact on budget planning from David Rose, President Reveley noted for the most part NIL currently involves third-party partnerships. Tim Hall noted the university works with a gender equity consultant and is attentive to the relevance of Title IX considerations to these changes. President Reveley noted that the experience and network of Tim Hall, the service of faculty representative Prof. Tim Coffey on the NCAA Division I Council, and his own experience on the NCAA Division I board provide multiple lines of insight on these matters.

Courtney Hodges noted University and Events and Ceremonies has handled 3,000 event meetings and requests since January, ranging from tiny meetings to Commencement. She gave an overview of the role philanthropy plays in helping recruit students, enhance their experience, and more quickly achieve goals. He introduced some new team members, and described her office's work as "24-7 cheerleaders" for this institution.

Ricshawn Roane asked a question about planned giving, and Courtney Hodges described efforts to secure 100 percent participation in planned giving by leadership board members.

Reports of Representatives to the Board

Tammy Byrd Jones president of the Longwood University Foundation, reported the endowment currently stands at $101.4 million, with $2.8 million distributed last year for scholarship support to 760 students. For this academic year, the Foundation estimated $3.1 million for scholarships. Going back to 2014, the amount distributed was $1.5 million. This is an increase of more than 100 percent. She provided an update regarding $1.755 million in wetland credits sold this year to date, and that Foundation expenses have come in under budget by more than $400,000. She also reported Longwood community members including the LCVA and Baliles Center had updated the board about important activities connected to the university.

Chris Tunstall, President of the Longwood Alumni Association Board of Directors, gave a sample of recent accomplishments and initiatives, including the recent Alumni Awards event. Plans are underway for the 2025 event next June. Registration for Homecoming is on track to surpass last year's event. He listed numerous other events including networking events for students and support of the upcoming career fair, as well as engaging Longwood alumni to support Feedmore; Longwood alumni have contributed about 2500 hours to support this important cause in the Richmond area. In response to a question by Vellie Dietrich-Hall, he described efforts in partnership with the university to engage alumni and support job shadows, micro-internships, and similar programs for Longwood students.

Lisa Kinzer thanked Board members for their service and said she was honored to represent the faculty's voice and share their perspective. She noted her report had endeavored to continue showing the dedication faculty show to the university beyond the classroom, with this report focused on philanthropy. She noted faculty are engaged in fundraising and donate their own money. She said because of this "faculty were deeply distressed when funds were removed this summer." She reminded Board members that she had included with her report the full 13 pages of responses because she felt it was important the Board to see all replies. She said faculty would like to see funding returned to local accounts. She said faculty appreciate the president's willingness to meet with faculty and respond to faculty concerns, and the Board's willingness to reconsider a policy that was passed in June. She said faculty hope to remain in the loop regarding the ongoing impact of the VMSDEP program on the university budget, and that faculty continue to have questions about the overall financial health of the university, which will continue to be discussed with the president in upcoming venues including the President's Advisory Council and an upcoming Budget Forum. She also said just being on campus the first few weeks of the academic year, all faculty share an excitement about working with our students. In spite of recent challenges, the devotion of faculty students remains front and center. She closed by thanking the Board again for its decision to reconsider the policy passed in June.

Vellie Dietrich-Hall asked for some clarification regarding the steps taken by the governor and General Assembly and the timeline regarding the VMSDEP program, which President Reveley provided.

Ricshawn Roane thanked Lisa Kinzer for her report and said she wanted to make sure it was clear the Board has confidence in the finances of the university. Lisa Kinzer said President

Reveley has made a clear the long-run financial strength of the university, and her role is simply to convey that short-term budget concerns are on the minds of faculty. Fabiola Carter and Brian Schmalzbach each expressed gratitude for conveying the strongly held views of the faculty but with civility that serves as a strong model for students.

Neil Miller introduced himself, and gave an overview of major goals for the coming years, including service and community, and reflecting on the core values of SGA.

Ron White added his thanks to Lisa Kinzer and said he hopes steps taken have offered reassurance the Board has been responsive. He noted to her and Neil Miller that faculty and students represent cornerstones of the university, and the Board of Visitors will not take that for granted. President Reveley concluded by saying "there are things that might make sense at UVA that don't make sense at Longwood. I've taken that to heart."

The Board broke for lunch and to tour the facility of the new SEED Innovation Hub. Following lunch, Sherri McGuire and Jacob Dolence gave a presentation on the history, vision and plans for the SEED Innovation Hub, focused on how it is partnering through Longwood and others to support innovation and entrepreneurship in our region. Particular areas of focus include connections to the Longwood curriculum and area K-12 schools. They also described the development of the Virginia Heartland Regional Economic Development Alliance, with Longwood contributing space and supporting their efforts, and potential partnership with entities such as the Longwood Center for the Visual Arts and Virginia Children's Book Festival. They responded to questions about marketing the effort and partnerships with local businesses. President Reveley noted that among other virtues, this project will have value in demonstrating to the public some of the practical value higher education institutions provide. Vellie Dietrich-Hall shared some of her experience and feedback with fellow Farmville business owners about needs in the community. Ricshawn Roane suggested the Board return to the Maker's Space to make use of the new space at a future meeting.

With no further business, the meeting adjourned at approximately 3 p.m.

Consent Agenda

Edits, Updates, and Amendments Regarding Policy, Procedure and Planning

This section includes standard procedural steps and routine edits, updates, and amendments to policies and procedures, as well as other reports and straightforward University matters for the Board of Visitors. These include:

- Approval of a four-year Bachelor of Science in Special Education degree program
- Notification of new off-site masters instruction
- Revisions to the Motor Vehicles Parking Regulations
- Annual ratification of the University's state government Six-Year Plan, submitted to SCHEV in July of 2023, as substantively revised each odd-numbered year
- Housing and Dining rates for 2025-2026, reflecting inflation adjustments

ACADEMIC AFFAIRS

Approval of the Bachelor of Science in Special Education

Longwood currently has an undergraduate path in Special Education, but it exists as a concentration in pre-licensure for Special Education in the BS degree in Liberal Studies. Students then earn licensure at the end of the fifth year through the Special Education concentration in the M.S. in Education.

This proposal creates a separate Bachelor of Science (BS) degree program in Special Education under the CIP code 13.1001. This program will enable undergraduate students to pursue licensure at the end of four years instead of the current five years. The program also seeks to address the critical shortage of special education teachers in the Commonwealth.

This program will be offered at the main campus in Farmville. The Department of Education and Counseling in the College of Education, Health, and Human Services will administer the program. The proposal positions Longwood to market its Special Education program more effectively, as well as track more easily special education graduates by offering a degree with a more readily apparent name. Accreditation of our teacher preparation programs by the Council for the Accreditation of Educator Preparation (CAEP) will not be adversely affected.

The target date of the program's initiation is the fall semester 2025. A transition plan is in place to help current freshmen determine whether remaining in the old concentration in Liberal Studies or moving to the new degree program in Special Education will best meet their needs.

Enrollment at Longwood, Fall 2019-Fall 2023

Enrollment	**Fall 2019**	**Fall 2020**	**Fall 2021**	**Fall 2022**	**Fall 2023**
BS, Liberal Studies (Special Education)	91	92	68	50	42
MS, Education (Special Education)	22	34	21	29	36
Degrees Awarded	**Year 2019-20**	**Year 2020-21**	**Year 2021-22**	**Year 2022-23**	**Year 2023-24**
BS, Liberal Studies (Special Education)	17	12	20	14	8
MS, Education (Special Education)	25	30	18	18	24

Duplication information with other public higher education institutions and labor market projections are provided below.

Duplication

Enrollment and Degrees Awarded at Comparable Programs in Virginia

Enrollment	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
George Mason University	2	21	44	57	53
James Madison University	29	62	77	87	68
Norfolk State University	0	0	17	18	17
Old Dominion University	47	80	113	121	90
University of Virginia	0	3	13	15	12
Virginia Commonwealth University	5	24	31	35	24
Virginia State University	0	5	7	9	10
Degrees Awarded	**Year 2019-20**	**Year 2020-21**	**Year 2021-22**	**Year 2022-23**	**Year 2023-24**
George Mason University	0	0	3	15	16
James Madison University	1	3	7	30	21
Norfolk State University	0	0	0	0	2
Old Dominion University	0	2	27	36	28
University of Virginia	0	0	2	6	6
Virginia Commonwealth University	0	0	0	6	8
Virginia State University	0	0	0	1	2

Labor Market Information

The proposed degree program was designed to fulfill an overwhelming need for special education teachers. In a review of the past 10 years of the Critical Teaching Shortage Areas in Virginia, published by the Virginia Department of Education, it was noted that "Special Education" has been consistently in the top two places on the list. For example, on the 2023-2024 list, "Special Education" is number 1; on the 2024-2025 list, "Special Education" is number 2. The proposed program will allow students to meet all professional standards and VDOE competencies in four years instead of five and will help meet critical shortage needs in Virginia.

Labor Market Information: Bureau of Labor Statistics, 2022 -2032 (10-Yr)

Occupation	Base Year Employment	Projected Employment	Total % Change
Special Education Teachers	498,400	500,700	0.4%

Labor Market Information: Virginia Employment Commission, 2022 -2032 (10-Yr)

Occupation	Base Year Employment	Projected Employment	Total % Change
Special Education Teachers	7,856	7,857	0.01%

NOTIFICATION ITEM

Notification of Off-Campus Instructional Site and Mode of Delivery

In accordance with the substantive change policy of SACSCOC as well as Longwood's Substantive Change Reporting Policy (1016), the Provost and Vice President for Academic Affairs must notify the Board about changes that are deemed substantive and which require notification to SACSCOC. One item requires notification to SACSCOC.

> Two new off-campus instructional sites are planned to offer 25-49% of the coursework for the M.Ed. in School Librarianship program: Ferdinand T. Day Elementary School and HB Woodlawn Secondary School.

Motor Vehicle Parking Regulations 5009

Policy Owner: Vice President for Student Affairs

Purpose: The purpose of this policy is to outline motor vehicle parking regulations enforced by the Longwood University Police Department.

Policy

This policy shall be followed by all persons parking in University-managed parking areas at all times.

Registration:

A. **Scope:** Faculty, staff, commuter students, and resident students are permitted to have vehicles on campus. The University, however, cannot guarantee a parking space on campus, nor is it liable for damages to or losses from any vehicle parked on the campus. Other parking restrictions may be imposed for appropriate special events, activities, and conditions.

B. **Parking Allocation:** On-campus parking allocation will be Faculty/Staff, Commuter, Residential, Contractor, or Visitor. Additional descriptions as to the exact identification and locations of these parking areas will be provided on the Office of Parking Services webpage.

C. **Registration Requirement:** Vehicles using campus parking facilities must be registered and display the appropriate permit. All outstanding parking citations must be paid prior to vehicle registration unless otherwise approved by the Office of Parking Services.

D. **Number of Vehicles:** Individuals affiliated with Longwood may purchase one ~~hangtag~~permit. ~~Hangtag/p~~Permit prices are listed on the Office of Parking Service webpage. ~~These hang tags~~Student permits are not transferable to additional vehicles. Faculty/staff permits are transferable to additional vehicles, which must also be registered to that individual through the parking portal. Only one (1) registered vehicle per permit may be present on campus at any time.

E. **Motorcycles:** Motorcycles have the same status as automobiles. Owners must abide by the same guidelines concerning registration, parking, and operation on campus. Motorcycles will be issued a parking permit sticker.

F. **Parking Permit Display:** Student permits must be displayed on the outside upper right corner of the rear windshield. Faculty/staff permits~~Hangtags~~ must be displayed from the rearview mirror and be clearly seen by common observation through the front windshield.

G. **Guest's Vehicle:** To register a guest's vehicle, students must use the link on the Office of Parking Services webpage. Faculty and staff expecting guests must either contact University Events and Ceremonies for designated parking or obtain a guest permit from the Office of Parking Services. Guest Permits for visiting parents must be obtained from the Office of Parking Services.

H. **Contractor Permits:** Contractors must obtain a contractor parking permit from the Office of Parking Services.

Parking:

A. **Daily Parking Zones:** The University has a 24/7 parking policy in effect. All vehicles must park in their specific permit zone 24 hours a day. Exceptions may only be made after consultation and approval by the Longwood University Police Department.

B. **External Law:** Town, county, and state laws must be observed when parking on the Longwood University campus.

C. **Parking Prohibitions:** Parking in fire zones, loading zones, and areas where the curbs are painted yellow is strictly prohibited.

D. **Town Streets:** Parking on the Town of Farmville streets is at the driver's risk. University parking permits do not authorize parking in the Town of Farmville "Resident Only" or other non-University-managed parking areas. The Farmville Police patrol these areas and will issue town citations if violations are observed.

E. **Visitor Parking:** A limited number of short-term visitor parking spaces are available on campus. Students, faculty, and staff of the University may not use these spaces at any time, as they are not considered visitors to the campus. Visitor parking spaces are designated at the Radcliff Lot for PROSPECTIVE STUDENT / ADMISSIONS USE ONLY.

F. **Guest Parking:** If a guest is to be on campus Monday through Friday, they must display a guest parking permit. Guest permits are not required from Friday, 6:00pm through Monday, 6:00am. Failure to register a guest's vehicle is not grounds for citation appeal. Guest parking is restricted to the Vernon Street Lot, South Pine Street Lot, or the designated visitor parking at Lancer Park. Special parent/guardian parking permits allow parking in Faculty/Staff as well as visitor parking zones.

G. **Loading/Unloading Limitations**: Loading/unloading parking locations have been designated throughout the campus. Parking in these areas is limited to fifteen minutes, and vehicles using them MUST have hazard lights activated while parked.

H. **Accessible Parking:** Persons requiring the use of accessible spaces on campus, on University-managed streets and in University-managed parking lots must display a permit from the Division of Motor Vehicles or a temporary (7-day) medical permit obtained from the Accessibility Resources Office. These permits must be displayed and visible by common observation through the front windshield.

I. **Resident Freshmen:** Freshmen living in residence halls may purchase a freshman parking ~~hang~~ permit~~tag~~; however, these vehicles must be parked in the designated Freshman areas at Lancer Park. Exceptions may be granted by the Office of Parking Services on a case-by-case basis. Resident Freshmen granted an exception will be required to purchase a resident student permit.

J. **Brock Commons Garage:** Students are not permitted to use the Brock Commons Garage.

K. **Inclement Weather:** During times when snowfall or ice accumulation is predicted for the Farmville area, parking may be restricted from University-managed streets and parking lots for snow/ice removal. Students, faculty, and staff will be notified by email if this becomes necessary.

Parking Violations:

A. **Responsibility for Enforcement:** The Longwood University Police Department is charged with the enforcement of all parking policies.

B. **Parking Citations:** Parking citations for unregistered or improperly parked vehicles will be issued year-round. Parking fines are listed on the Office of Parking Services webpage.

C. **Payment and Appeals:** Parking citations may be paid or appealed. The process for hearing appeals will be determined by the Vice President for Administration/Finance and managed by LUPD. An appeal is based on extenuating circumstances. An appeal should not be filed if an individual has clearly failed to observe the University parking rules and regulations. Appeals must be made within five full working days (Monday-Friday), excluding holidays. Payments must be made within 60 calendar days of the citation or appeal decision.

D. **Timeliness:** Drivers are expected to pay fines in a timely fashion. Unpaid fines may be transmitted to the Virginia Department of Revenue and/or to a collection agency. A hold will be placed on the records of any student when they have unpaid fines. If the vehicle appears on campus after suspension of privileges, the vehicle may be towed, a citation may be issued, and/or disciplinary action may be taken. Seniors will have a hold placed on their records prior to graduation unless ALL fines have been paid. Flagrant disregard of the parking regulations may result in revocation of parking privileges.

E. **Repeat Offenses:** If a driver accumulates four (4) or more upheld parking citations, the driver's vehicle may be towed at the owner's expense upon issuance of the fifth (5th) citation, and the matter referred to Student Conduct and Integrity for students and Human Resources or the contract supervisor for faculty and staff. Upheld parking citations are defined as an issued citation that is beyond its appealable timeframe, has not been voided, is not in an appeal status, and was not issued as a warning.

F. **Parking Suspensions:** If a driver accumulates seven (7) upheld parking citations, the privilege to park on campus may be suspended, and the matter referred to Student Conduct and Integrity for students and Human Resources or the contract supervisor for faculty and staff. The suspension will be for the remainder of the current semester and all of the next semester.

Revised and approved by the Board of Visitors, September 7, 2002.
Revised and approved by the Board of Visitors, March 19, 2004.
Revised and approved by the Board of Visitors, June 15, 2005.
Revised and approved by the Board of Visitors, December 2, 2011.
Revised and approved by the Board of Visitors, December 7, 2012.
Revised and approved by the Board of Visitors, September 9, 2022.
Revised and approved by the Board of Visitors, September 15, 2023.
Revised and approved by the Board of Visitors, December 6, 2024.

2023 SIX-YEAR PLAN SUMMARY

The following is a summary of the 2023 Six-Year Plan, submitted to the State Council for Higher Education in Virginia, pursuant to the Commonwealth's goals as articulated in the Pathways to Opportunity: The Virginia Plan for Higher Education*, the Higher Education Opportunity Act of 2011 (TJ21), the Restructured Higher Education Financial and Administrative Operations Act of 2005, and the Governor's objectives to prepare every graduate for success in life.*

The Plan was approved by Longwood's Board of Visitors in September 2023, and will next be substantially updated for SCHEV and state officials in Summer 2025, under the Virginia Code's two-year cycle.

INSTITUTION: Longwood University

Areas of Strength and Distinctiveness That Merit Further Investment

1. **Longwood is a workhorse producer of graduates in high-growth, high-need fields – especially education, health, counseling, business and public service.** That's been true historically and that has accelerated. Longwood's share of students graduating from programs aligned to high-growth occupations has increased from 28 percent in 2016 to 50 percent in 2022. Longwood's nursing program has grown steadily and is the #1 ranked program in Virginia with a 98-percent licensure pass rate.

   Longwood is an essential supplier of high-skill labor for health and education across the Commonwealth and in our region, which is especially important given that we are the only 4-year public institution serving Southern Virginia. Longwood is the largest individual employer in our immediate region by a substantial margin, and an indispensable provider of much-needed graduates, especially in education, business and health care, in a portion of the Commonwealth with a poverty rate three times the state average, and college attainment significantly below other areas of the state.

2. **Educating Virginians for Virginia.** As of Fall 2022, 92 percent of Longwood undergraduates hail from Virginia, second highest among all Virginia public institutions. Meanwhile, 82 percent of Longwood undergraduates remain in Virginia after school, compared to 70 percent statewide. Additionally, 25 percent of out-of-state students remain in Virginia, compared to the 20 percent statewide.

3. **Enrolling AND graduating low-income/first-generation students**. With its commitment to teaching, Longwood does exceptionally well with students at risk.

   a. About 27 percent of Longwood's student body is Pell-eligible; that percentage has grown significantly over the past decade, and is on track to be up notably this coming year. With the help of additional state resources that helped increase awards to our Pell population, our incoming Fall 2023 Freshman class will have about 250 incoming Pell students, and

at least 25 additional Pell-eligible transfers. This is an increase of about 30 percent over the Fall 2022 figure. This very notable increase is attributable in large part to the additional state aid we have received, which enabled us to provide average state aid grants about $2,400 higher than a year ago; this investment is working.

b. Of the Virginia 4-year institutions where at least 25 percent of students are Pell-eligible, Longwood has the very highest rate of Pell students graduating within four years-- a key component in limiting costs for students with high financial need. Among these high Pell-enrolling institutions in the Virginia system, Longwood along with George Mason and VCU have the highest standard six-year Pell graduation rates.

c. Post-Covid trends, though not yet reflected in SCHEV graduation and retention data, are positive, particularly for at-risk groups. A key predictive measure of future graduation rates that we track closely is fall-to-spring freshman retention, and Year 1 to Year 2 retention. This past semester Longwood's fall-to-spring freshman retention rate for first-gen students was actually slightly higher than for non first-gen students (92 percent versus 90 percent). Our internal data show this first-gen rate has increased from an average of 87 percent from 2015-2021 to 92 percent this past year. The rate for Black students averaged 84 percent from 2015-21; this past fall it was 90 percent. Our overall Year 1-2 Freshman retention, which unsurprisingly slipped during Covid, increased to 81 percent in Fall 2022, the highest figure we have going back to at least 2007. This is encouraging for the future.

d. US News calculates a "predicted graduation rate" for institutions based on the socio-economic and academic profile of each incoming cohort. Longwood's actual 6-year graduation rate is 8 percentage points higher than our student profile predicts it should be. In the Commonwealth, only Virginia Tech and JMU have a higher "outperformance" of graduation rate over the predicted rate.

e. Longwood's overall 6-year graduation rate for first-time, full-time students of 66 percent is 15 percentage points higher than the national average of 51 percent for 4-year public master's level institutions. Longwood ranks in the top 100 nationally, and top 13 percent, of all 4-year public universities.

4. **Stewardship and efficient management that controls costs and tuition.** Longwood has been a leader in keeping tuition increases among the very lowest in the Commonwealth over the past 10 years, and sound management has kept steady our employee-to-student ratio, improving affordability, and resulting in a declining net price and annual borrowing. We have shown discipline in hiring and spending, and a willingness to make difficult decisions. During the COVID pandemic year of FY 2020-21, all faculty and staff took a temporary salary cut of varying levels, with Longwood's lead administrators taking a 20 percent salary cut, and with the president taking a 25 percent salary cut.

   Longwood currently offers 29 undergraduate degree programs and five graduate degree programs. We believe this level works for our current size but we have shown a willingness to close those with insufficient demand and will continue to do so.

5. **Financial Stability.** Thanks to the support of the Commonwealth, philanthropic support, and sound financial and operational management, the combined net assets of the University and its

component units have increased by 24.2 percent - $55.3M - from FY2018 through FY22, per our APA audited financial statements with further increases anticipated for FY23 and going forward.

6. **A true commitment to quality teaching**. Research is encouraged, but the primary job of our faculty is to teach. A strong emphasis in research endeavors focuses on opportunities for undergraduate students, preparing them for graduate school and/or a career. According to SCHEV's "Virginia Educated A Post-College Outcomes Study of Virginia Public College and University Graduates from 2007 to 2018" survey, Longwood has the second-highest percentage of graduates (65 percent) reporting they had a mentor in college among all Virginia public 4-years.

7. **A unique core curriculum focused on key skills for work and citizenship.** Longwood's mission, and its unique Civitae Core Curriculum, have a unique focus on in-demand skills carefully calibrated for the workplace but also the obligations of citizenship – working together, data literacy, understanding civic processes, and strong writing and communication skills. All students take Civitae. We believe there is a particular and distinctive benefit – both professionally and more broadly -- for students in pre-professional programs like education and health to have this educational experience. This is something that truly sets Longwood apart.

8. **Experienced, consistent, stable leadership**. President Taylor Reveley has led Longwood for 10 years. Through the Covid years and into the present, Longwood has benefitted from remarkably stable cabinet-level leadership. The median duration the current vice presidents have worked at Longwood is 13 years.

9. **A long record of resilience, adaptation and satisfied alumni.** Longwood is one of the nation's hundred-oldest colleges and universities. Over its long history, since its founding in 1839, it has successfully navigated massive societal and economic change. Longwood's campus witnessed fighting during the Civil War, and endured and thrived through the disruptions of WWII and Farmville's loss of prominence during the second half of the twentieth century with the shift away from a railroad economy. Longwood reinvented itself from a women's and teachers college eventually to a university, and successfully navigated Covid – all while staying true to its mission. Throughout, Longwood's distinctive character, attentiveness to undergraduate success, human-level connectedness, and longstanding regional and statewide professional partners have produced loyal and appreciative graduates; in the SCHEV alumni survey noted above, Longwood's alumni satisfaction rate is 91 percent.

Greatest Opportunities for Improvement

Overview: Longwood's areas of focus for improvement naturally focus, directly or indirectly, on ensuring stable enrollment trends going forward. This includes both enrollment and retention.

From a broad enrollment perspective, Longwood is of course impacted by two strong forces 1) state and national demographic and college-going trends, and 2) the effects of enrollment growth decisions of other institutions. These have clearly pressured undergraduate enrollment. Graduate student enrollment has helped to offset some of Longwood's decline in full-time undergraduate enrollment. Graduate enrollment in FY23 was 1,204, a 62 percent increase from the previous high of 746 in FY09. The growth rate has accelerated since 2020 with the success of our MBA program. Changes to our graduate program offerings have clearly resulted in a stronger, more in-demand mix of programs the last few years.

While we have been particularly conservative in our latest enrollment projections, total undergraduate and graduate enrollment has stabilized and we expect to hold steady going forward, from the FY23 low of 4,358, a level Longwood last saw in FY2005 when total enrollment stood at 4,289. In the last 20 years, Longwood has operated at between roughly 4,200 and 5,000 students each year (with three years cresting just over 5,000; and six years below 4,500).

1. **Retention**. Though we already perform well nationally, Longwood hopes to further improve retention and graduation rates. This has been the work of a presidentially appointed task force in the process of finalizing a substantial set of recommendations for implementation beginning this fall, and the initiatives reflected in our reallocations reflect retention-related work. Like all of higher education, we see notable effects of pandemic socialization and learning loss on high school graduates that must continue to be addressed.

2. **Growing Allied Health.** Nursing enrollment has nearly doubled, from 139 in 2012 to 271 last year. However, qualified applications continue to outstrip available slots we can offer. We are working assiduously to increase the number we can take by addressing the two constraints on growth: recruiting and retaining faculty to maintain high-quality ratios in a highly competitive market, and clinical partnership opportunities in our rural region. As we look to expand undergraduate capacity in nursing, we are also exploring potential new degree pathways in Allied Health more broadly, notably a master's in nursing program. Additional state support for nursing faculty salaries would help us to retain our faculty and ultimately increase the number of nurses we graduate. The MBA program is adding a health care management track, on top of recently added and popular new tracks in data analytics, finance and accounting.

3. **Teacher Preparation.** Likewise, Longwood has a long tradition of producing some of the best teachers in Virginia. Longwood has been collaborating with the teacher preparation programs at other Virginia institutions to tackle the teacher shortage crisis by strengthening a range of pathways to prepare teachers including traditional licensure and career switchers. More details regarding new curriculum pathways, and efforts to smooth pathways to licensure for transfer students, are provided below. While interest in teaching as a career has diminished, there is a new and evolving landscape of entryways into the profession, and we are committed to being at the forefront.

4. **Scalable Solutions for Student Mental Health.** We see no let-up in student demand for resources, and in the growing complexity of student mental health challenges. A Healthy Minds survey campus of 893 Longwood students in 2022 found 32 percent felt emotional/mental difficulties hindered their academic performance more than six days per month, and as many as 35 percent reported serious symptoms of depression. Half reported engaging in counseling at some point and more than three-quarter reported having needed help for emotional difficulties. However, we recognize we must focus on efficient, "scalable" solutions that address a productive and manageable portion of the student mental health needs on campus. State and federal grants have already proved helpful in this regard, and our budget requests seek help continuing this work.

4. Career Guidance and Preparation. A major focus of university-wide efforts is career preparation, and we recognize that we need a more concentrated and focused set of resources to help students who are not sure what career to pursue to develop and follow a plan.

5. Tracking Outcomes. State and federal data sources and surveys paint a positive picture, and some departments have strong practices in place to track outcomes, but overall we can do more to understand and document career pathways of our graduates.

6. Long-term Energy Use and Efficiency. The nature of the capital project planning and funding process requires forward-thinking institutions to undertake a distinct planning process focused on energy use campus-wide, as reflected in the six-year capital outlay plan Longwood recently submitted.

7. Philanthropy. Our mission and goals will require continued and accelerated fundraising to supplement state funding and tuition dollars in a challenging period for higher education.

Link to full 2023 plan:
https://www.schev.edu/home/showpublisheddocument/3635/638436915343670000

Longwood University
FY26 Proposed Housing Rates

Housing	2024-2025	2025-2026
Main Campus-Double	$ 9,040.00	$ 9,300.00
Main Campus-Single	$ 12,267.00	$ 12,700.00
Register-Double	$ 9,486.00	$ 9,800.00
Sharp-Double	$ 9,486.00	$ 9,800.00
Moss-Double	$ 9,584.00	$ 9,800.00
Johns -Double	$ 9,584.00	$ 9,800.00
Moss-Single	$ 12,270.00	$ 12,700.00
Johns Single	$ 12,270.00	$ 12,700.00
Lancer Park-Quads	$ 11,073.00	$ 11,400.00
Lancer Park-Doubles	$ 12,509.00	$ 12,700.00
Lancer Park - Townhouse	$ 11,073.00	$ 12,700.00
New Lancer Park-Quads	$ 12,345.00	$ 12,700.00
New Lancer Park-Doubles	$ 12,509.00	$ 12,700.00
New Lancer Park-Singles	$ 15,230.00	$ 15,600.00
LU Landings-Quads	$ 12,361.00	$ 12,700.00
LU Landings-Singles	$ 15,230.00	$ 15,600.00
Early Arrival	$75 / Day	$75 / Day

FY26 Proposed Summer Housing Rates

Summer Housing	2024-2025	2025-2026
Room & Board	Term 202550 & 202560	Term 202650 & 202660
Room Double	$ 265.00	$ 273.00

Note:
- On-campus room rates increased by an average of 3%
- Off-campus apartments increased by an average of 2.3%

SCHEV Calculations

	2024-2025	2025-2026
Main Campus Double	$ 9,040.00	$ 9,300.00
All Access Plan	$ 5,115.00	$ 5,270.00
Total	$ 14,155.00	$ 14,570.00

Longwood University
FY26 Proposed Dining Plan Options

Plan	2024-2025	2025-2026
VIP All Access		All - option
- Meal Exchange	N/A	7 / week
- Bonus Dollars / Semester	N/A	$ 350.00
- Guest Swipe	N/A	7
- Cost / Academic Year	N/A	$ 5,520.00
- Cost / Semester	N/A	$ 2,760.00
All Access	Residential (Default)	Residential (Default)
- Meal Exchange	5 / week	5 / week
- Bonus Dollars / Semester	$ 200.00	$ 200.00
- Guest Swipe	7	5
- Cost / Academic Year	$ 5,115.00	$ 5,270.00
- Cost / Semester	$ 2,557.50	$ 2,635.00
Weekly 14		All - option
- Meal Exchange	N/A	5 / week
- Bonus Dollars / Semester	N/A	$ 300.00
- Guest Swipe	N/A	5
- Cost / Academic Year	N/A	$ 5,270.00
- Cost / Semester	N/A	$ 2,635.00
Block 80	Apartment	Apartment (Default)
- Meal Exchange	5 / week	5 / week
- Bonus Dollars / Semester	$ 400.00	$ 400.00
- Guest Swipe	5	5
- Cost / Academic Year	$ 2,925.00	$ 3,042.00
- Cost / Semester	$ 1,462.50	$ 1,521.00
Block 50	Apartment & Commuter	Apartment & Commuter
- Meal Exchange	5 / week	5 / week
- Bonus Dollars / Semester	$ 400.00	$ 400.00
- Guest Swipe	5	5
- Cost / Academic Year	$ 2,100.00	$ 2,206.00
- Cost / Semester	$ 1,050.00	$ 1,103.00
All Bonus Dollars		
- Meal Exchange		
- Bonus Dollars / Semester	$ 100.00	$ 100.00
- Guest Swipe		
- Cost / Academic Year	$ 200.00	$ 200.00
- Cost / Semester	$ 100.00	$ 100.00

NOTES:

*Bonus dollars can be added to any plan in bundles ranging between $100 - $850

*Bonus dollars can now be added at any time during the semester

Vice Presidents' Reports

Academic Affairs
Larissa M. Smith, Provost & Vice President

Highlights

- **Teacher Education Immersion Day attracted over 400 prospective students to Longwood.**
- **The Baliles Center for Environmental Education dedicated new student and faculty cabins and a teaching pavilion.**
- **Over 500 students participated in the Fall Student Showcase for Research and Creative Inquiry.**

Academic Affairs

Two task forces have been formed to address current issues and trends in higher education. The first is on AI in Teaching and Learning. Led by Brent Roberts, dean of Greenwood Library and assistant provost for academic outreach, the task force is comprised of faculty and staff from across the university and will focus on the following activities:

- Define best practices for professors and instructors utilizing AI tools in curriculum development, assessment methods, and personalized learning experiences.
- Foster a culture of innovation and continuous improvement by encouraging experimentation with AI technologies while maintaining academic rigor and integrity.
- Collaborate with faculty, academic departments, and institutional stakeholders to survey faculty about the current state of adoption of AI usage and policies particular to their own disciplines and gather feedback about the use of AI in teaching and learning.
- Address concerns related to fairness, transparency, accountability, and academic integrity in AI-driven educational practices.
- Draft and recommend AI policies for teaching and learning, including the ethical and responsible use of AI in teaching and learning environments. Approval of policies will still go through appropriate governance channels.
- Develop and recommend a plan that outlines timelines, resource requirements, and milestones for AI policy and AI usage, including recommendations for future initiatives relating to AI.
- Communicate findings and recommendations effectively to the university community, promoting awareness and understanding of AI's role in higher education.

The second work group, led by Jeannine Perry, dean of the College of Graduate and Professional Studies, will be focusing on developing alternative credentials, also known as micro-credentials or badges. This work group is also comprised of faculty and staff from across the university and will focus its efforts first on developing no credit/no cost credentials that bridge the gap between classroom knowledge and specific skills needed for industry. The group will focus on defining the policies and procedures around developing and awarding these alternative credentials and will spearhead the development of the first badges.

Brock Experiences

Gregory Mole, assistant professor of history, began his Brock fellowship in September focused on developing the New Orleans Brock Experience. Undergraduate student applications for this course opened in October. Early application numbers signal strong interest in this new course. Applications are on track to reach the projected goal of 16 students. This course will travel for the first time in summer 2025 and then again in the summer 2026.

In addition to the New Orleans and the Yellowstone courses, the Alaska Brock Experience will also be offered in summer 2025. This course will explore the stewardship of natural resources and be based in Anchorage and Fairbanks. JoEllen Pederson, associate professor of sociology, and Philip Poplin, professor of mathematics, will reprise their roles as co-leads of this course, and they have added Mark Fink, professor of biology, to the leadership team as well.

Mark Fink, professor of biology, and Melissa Rhoten, professor of chemistry, learned that the National Collegiate Honors Council (NCHC) has approved their Chesapeake Bay Brock Experience course to be offered next summer as an NCHC summer seminar course. The course, titled Honors Summer Seminar: Integrative Learning on the Chesapeake Bay, will be advertised nationally and open for registration by honors students from across the country. At least two Longwood honors students will have the opportunity to participate in this course.

Civitae Core Curriculum

Symposium Day, the capstone experience to Civitae, was held September 26. The goal of the day is to give students in the CTZN 410: Symposium on the Common Good course direct experience with a complex and contentious civic issue about which they would research, deliberate, and discuss options. The Symposium also has a strong focus on students demonstrating skills that are useful to build consensus.

With nearly 300 juniors and seniors present, the day started with an opening presentation by Prince Edward County Administrator Doug Stanley about the issue of population decline, an issue which county officials seek to address in the Prince Edward County Comprehensive Plan. Students researched, deliberated, and reached consensus on ten ideas. Students, nominated by their peers, gave presentations on these ten ideas to Mr. Stanley and Planning and Zoning Administrator Robert Love. Mr. Stanley is taking the best of the ideas forward to the Prince Edward County Board of Supervisors. Among the strongest presentations were Tess Robertson's work on a PEC Career Accelerator Program to unite local schools, university, and state programs

to provide clear pathways for PEC's skilled workforce and Makenzie Hayes' presentation about locating a community center in town to bring the college and the town under one roof for daycare, tutoring, mental health services, and skill building.

Cook-Cole College of Arts and Sciences (CCCAS)

CCCAS faculty engage students in a number of course-based projects and activities that give them skills they can later apply in the workplace. Some examples from this semester include:

- Students in metalsmithing and jewelry classes, taught by Kathleen Kennedy, assistant professor of art, are participating in Radical Jewelry Makeover (RJM) this semester, which will culminate in an exhibition and sale at the Bedford Gallery in February. RJM is collaborating with Longwood, ODU, VCU and professional jewelers in the area to bring an installment of RJM to Virginia. Earlier this semester, a call-to-action donation drive was held asking the local communities to donate their old, unwanted, and broken jewelry. On September 27, students from Longwood, ODU, and VCU along with professional jewelers gathered at the VCU studios to sort and assess the community donations. Over 70 donations were received, amounting to over 100lbs of jewelry, including costume, silver, gold, and diamonds. Students and professionals are currently working to transform this unwanted material into fresh new pieces of jewelry. Proceeds from the jewelry sales will go toward student scholarships and to the nonprofit organization Ethical Metalsmiths, which sponsors the Radical Jewelry Makeover.
- Theatre faculty and 15 students attended the Virginia Theatre Association Conference in Richmond. The students and faculty conducted workshops and worked a PR table to recruit potential Longwood students. Theatre students also worked the technical aspect of the one-act play competitions held at the conference.
- Lee Bidwell, professor of sociology, and JoEllen Pederson, associate professor of sociology, engage their students in class-based projects that assist the Head Start program in Farmville. Students in Dr. Pederson's SOCL 345: Social Research and Program Evaluation class are conducting needs assessment surveys of parents at Head Start to better understand issues of concern to them and to identify potential types of programming that can be offered to address the issues. Students in Dr. Bidwell's SOCL 306: Stress and Crisis class are creating a resource to provide area Head Start parents with tips for handling typical preschooler challenges, fun activities parents can do with their children, and tips for parent mental health and self-care.

Faculty also organize events and panel discussions to expose students to disciplinary knowledge and practitioners in their field. Some examples include:

- The Department of English and Modern Languages hosted famed poet Kiki Petrosino, best known as the author of *Witch Wife*, which was cited by the New York Times as one of the best works of poetry of 2017. She gave a poetry reading on October 17 to over 60 students and faculty.
- Virginia Beard, associate professor of criminal justice, worked with the Career Center over the summer and during career week to set up and moderate a "Careers in Criminal Justice" panel to expose students to the wide variety of careers they can enter upon

graduation. The panel was filled with alumni and friends of the program and was attended by more than 70 undergraduate students.

- The Department of Mathematics and Computer Science had a full slate of invited talks this semester. Speakers included Dr. Ken Ono from the University of Virginia, who gave the talk "My Web of Mathematics and the Man Who Knew Infinity"; Dr. Will Briggs from the University of Lynchburg, who gave the talk "Dude, Where's My Hovercar (What's Happening with Technical Progress)"; and Dr. Della Dumbaugh from University of Richmond, who presented on "Expect the Unexpected: Pioneers who Promoted Women in Math and Science."

In addition to CCCAS faculty being active and engaged teachers, they are also active as scholars, presenting and publishing their research in a variety of venues. Some examples of faculty scholarship this fall include:

- C. J. Alderson, assistant professor of psychology, published an article: Sosnowski, D. W., Corso, C. B., Alderson, C. J., Anyigbo, C., Richmond, C. E., & Winter, M. A. (2024). Perceived Negative Effects of Adverse Childhood Experiences: Associations with Internalizing Symptoms in Young Adults. *Journal of Aggression, Maltreatment & Trauma, 33*(8), 955–966. https://doi.org/10.1080/10926771.2024.2354733
- Jameson Hinkle, lecturer in environmental science, has co-authored a manuscript regarding a GXE study with mice in the realm of obesity and cardiovascular disease that was accepted to iScience.
- Heather Kissel, assistant professor of psychology, just returned from presenting "Diminished Baroreflex Sensitivity Predicts Impulsivity and Blackout Risk in Young Adults" at the Society for Psychophysiological Research, Prague, Czech Republic.
- Amanda MacNeil, assistant professor of psychology, presented "Stereotype Spectrum: Exploring Bias Across The Lifespan" at The Society for the Teaching of Psychology Annual Conference on Teaching, Louisville, Kentucky.
- Brooke Mathna, assistant professor of criminal justice, presented on a project entitled "Empowering Students to Deconstruct Race and Policing Reports" at the American Society of Criminology annual meeting in November.
- Kelly Nelson, professor of art education, and Logan Macklin, president of Call Me MISTER and an art education student, team presented "The Minority within the Minority," at the Virginia Art Education Association Conference on November 8. This was Mr. Macklin's initiative.
- Joanna Reinhold, lecturer in biology, had a paper accepted by Current Opinions in Insect Science.
- Tim Ritzert, associate professor of psychology, has one of the top ten most downloaded articles in 2024 (so far) across all 89 American Psychological Association journals (over 5,000 articles). This is an article Ritzert wrote with undergraduate researchers he worked with in the PRISM summer program. The article citation is Gannon, K. R., Richardson, L. R., & Ritzert, T. R. (2024). The mental health climate and mental health-related academic help seeking on U.S. college campuses. *Stigma and Health.* https://doi.org/10.1037/sah0000502
- Ravi Sankar, assistant professor of environmental science, had a manuscript accepted for publication in Arctic.

College of Business and Economics (CBE)

The CBE has taken several initiatives to promote the visibility of the college. A new CBE Brown Bag seminar series started in October. Six seminars are scheduled for the fall semester, divided equally on faculty research and improving teaching proficiencies. In addition, the brown bag seminars focused on teaching will include sharing AI best practices among the faculty. CBE also started a new LinkedIn page for the college to post success stories and events for students, faculty, and alumni. A news story in October showcased Vincent Magnini, professor of management, as among Stanford University's Top 2% Scientist Rankings for 2024, which identifies the world's most cited researchers, representing approximately 2 percent of all scientists worldwide who are making significant impacts in their respective fields.

The CBE held numerous events this fall for students:

- The McGaughy Center and the Longwood chapter of Delta Sigma Pi, the professional business fraternity, organized a fashion show on October 15. Students and faculty participated in the fashion show by wearing business attire sponsored by the Belk store in Farmville.
- On October 15, Enterprise Mobility sponsored a First-Gen Student/Alumni Panel Discussion on the challenges of first-generation students and the support Longwood University provides to tackle them.
- On October 24, the McGaughy Center also held the fall semester Career Café, with 18 professionals from different companies conducting informational interviews with CBE students.
- The college also organized three CBE talks with alumni Paige Rollins '15 of TikTok, Alexander Julian of Capital One, and Jason Loehr '01, president and CEO of Southside Electric Cooperative, in the fall semester. In addition, several alumni visited CBE to talk to the students during the fall semester about career opportunities.

The college passed two new additions to the curriculum: a minor in Supply Chain Management and a track in Technology Management in the MBA program. These programs will start in fall 2025, pending approval from the university committees.

College of Education, Health, and Human Services (CEHHS)

<u>P-12 School Partnerships</u>
The College of Education, Health, and Human Services regularly engages in collaborative partnerships with school divisions through programming that builds the teacher pipeline and expands opportunities for higher education access through grant-funded initiatives. These programs include annual events such as the Teacher Education Immersion Day and superintendent/school administrator collaborations.

This year's Teacher Education Immersion Day was attended by a record number of future teachers. More than 400 students from high schools across Virginia participated in the day's events that included breakout sessions with faculty and current teacher candidate student panels.

This fall CEHHS hosted 11 superintendents from Region 8 area school divisions on campus. This annual event allows Longwood to showcase innovative offerings in education and related programming to school partners. This year the new undergraduate degree program in Special Education and our School Counseling program were spotlighted through presentations by faculty program directors. The superintendents' meeting was followed by an Office of Teacher Preparation engagement session with school division principals and Teachers for Tomorrow coordinators in the Blackwell Ballroom. This event was an opportunity to share feedback across the mutually beneficial partnerships with regional schools. Superintendents and other educational partners that attend these meetings note how responsive Longwood University is to their needs.

Pursuing external funding enables the College to expand its outreach to school divisions. The Institute for Innovative Teaching through Technology and Innovative Practice (ITTIP), in partnership with the Call Me MISTER program and the Office of Admissions, received a grant ($12,494) from SCHEV to support engagement with middle school students from Prince Edward, Cumberland, and Buckingham school divisions. The Special Education faculty in the Department of Education and Counseling were awarded $36,979 from the Virginia Department of Education (VDOE) to support the preparation of new special education personnel.

The Call Me MISTER (CMM) program that promotes teacher education careers for men at Longwood also received a $10,000 grant from Allstate to support community engagement. From a national pool of applicants, the Allstate Foundation, in collaboration with the Center for Expanding Leadership and Opportunity (CELO), selected Longwood's CMM proposal as one of 50 universities to receive funding to support youth engagement on college campuses.

Health Professions

The Longwood University Nursing Program continues to excel and earn accolades. The Nursing program's graduates achieved a 100% pass rate on the NCLEX for the Class of 2024. The Nursing program was also selected by Benchworks Software as one of three 2024 Assessment and Impact awardees for high survey scores on learning outcomes related to core nursing knowledge. In its announcement Benchmark shared that Longwood's "nursing department's approach to integrating diverse learning experiences, addressing identified gaps, and enhancing student success demonstrates a strong commitment to refining core competencies. This comprehensive strategy effectively prepares students for the complexities of the nursing profession, ensuring they are well-equipped with essential knowledge and skills."

The Communication and Science Disorders program is creating an innovative path for undergraduate students to move seamlessly into an accelerated master's program with an expected launch date of fall 2025. This program and its campus-based community serving clinic in Farmville, Speech, Hearing and Learning Services (SHLS), helps to meet growing needs for speech and hearing services. SHLS also recently partnered with Farmville's Crossroads Community Services Board to offer Beyond the Label, a social group opportunity for Adults with Intellectual and Developmental disabilities.

College of Graduate and Professional Studies (CGPS)

Graduate Studies

Longwood's Graduate Student Association has assembled their executive council, planned for the year, and attended the first Board of Visitors meeting as well as Faculty Senate and Graduate Council meetings.

As part of the Post-Graduate Success Initiative, the Counselor Education program faculty, graduate alumni, graduate students, and CGPS staff hosted a three-hour graduate immersion day sharing pathways and planning ideas for undergraduate students interested in that career area. Staff also presented at several professional development days for faculty, attended numerous recruiting events, the LCVA Teacher Reception, and participated in this year's Homecoming activities.

Professional Studies

This summer Professional Studies continued its long-standing partnership with the Virginia Holocaust Museum to offer 94 middle and secondary teachers professional development through Teacher Education Institutes. Professional Studies also helped the Robert Russa Moton Museum offer their Teacher Institute to 15 participants.

Coursework required by the Virginia Department of Education for a Gifted Education and Special Education add-on endorsement continues to be popular as well as the Provisional Licensure Completion Initiative that enables teachers to meet their VDOE licensure requirements. At the conclusion of summer session, 146 educators had completed the 21 credits of Educational Leadership Endorsement coursework required to add the Administration and Supervision endorsement to their license and move forward with their school leadership careers.

Cormier Honors College for Citizen Scholars (CHC)

CHC students and faculty presented at the 2024 National Collegiate Honors Conference (NCHC) in Kansas City, Missouri, this semester. Two students co-presented a paper titled "Community Engagement in the Honors College: Expanding Students' Perspectives through Service and Engagement" in which they discussed how the CHC promotes community engagement on and off campus. Kevin Schattenkirk, lecturer in music and CHC faculty, presented a paper on pedagogical approaches to historical and social inquiry titled "Producing Harmony in That Which They Inherited: An Ethnomusicological Approach to the Study of Gay Choruses as Models for Responsible, Compassionate, and Empathetic Leadership."

The CHC is compassion-oriented, and it is clearly reflected in the different types and high number of volunteer activities (at least every other weekend) that students engage in. Just since September 2024, for example, CHC students have volunteered with Twin Lakes State Park and Centra Hospice. At Twin Lakes, CHC students cleaned up a playground, tore down an old fence, and performed general park maintenance. CHC student involvement with Centra Hospice is a new volunteer endeavor that started this semester and has made a meaningful impact on both the students and in the community.

The CHC students, staff and faculty have worked to strengthen community and involvement at Longwood:

- CHC staff and faculty have offered "Learn to Cormier" seminars for faculty interested in teaching honors courses and CHC staff have had Q&A sessions for academic departments at their respective monthly meetings to strengthen understanding about as well as involvement in honors activities.
- The CHC has created a monthly "Cormier Coffee and Crafts" workshop, organized and led by the Honors Fellow, that has had a full-capacity turnout each month.
- The CHC has partnered with Admissions and academic departments for various recruiting events (i.e., Governor School visits, Immersion Days, Open Houses), but also has hosted Zoom interest sessions for all prospective students, school advisors, and parents every other Friday.

Greenwood Library

Greenwood Library has had a busy semester of events and programming:

- On August 23, in partnership with community leaders, the library hosted a public reading in honor of the Independence Day of Ukraine. Several of Farmville's friends of Ukraine read selections from Taras Shevchenko, and Anastasiia Cifers of the Cifers Foundation presented Dean Roberts with some traditional Ukrainian clothing and donated several books to the library.
- The library celebrated faculty who received promotion and/or tenure during the 2023-24 academic year by placing bookplates in the books of their choice and hosting a reception on Tuesday, September 3. 25 faculty were recognized with a bookplate
- Staff from the library hosted a table at the annual Heart of Virginia Festival promoting library events and services.
- Longwood faculty, staff, and students participated in the library's Freedom to Read event on September 26. 10 students and faculty read excerpts from their favorite books.
- On October 16-18, the library again partnered in hosting the 11th annual Virginia Children's Book Festival. More than 4000 school children attended author talks across Longwood's campus.
- To support Longwood's students as they study for exams, Greenwood Library will again host Pop-Palooza!, December 6-13. Activities will include popcorn snack bars, puzzles, and coloring, and the Writing Center will again hold scheduled hours in the library.
- Now in its fourth year, Southside Reads, the library's annual reading challenge, invites participants to read books on a selected monthly theme. The monthly meetings typically consist of 15 regular attendees, including current and retired Longwood faculty, and community members. An additional 5-12 members are occasional attendees who participate most often online via a dedicated Facebook discussion group.

Library Use Statistics:

- In the fall semester, Greenwood Library librarians taught 118 information literacy instructional sessions.
- WorldCat Discovery: This semester there have been more than 5.5 million searches.

- Journal Usage: More than 60,000 full-text articles have been viewed/downloaded from over 6,000 different journals.
- E-book Usage: More than 1,000 e-books have been accessed more than 28,000 times

Office of Accreditation & Compliance, Assessment & Institutional Research

The SACSCOC Board will provide its final determination about Longwood's reaffirmation at its December 2024 annual meeting. While at that meeting, Longwood representatives will present the following sessions:

- Dr. Sarai Blincoe (Director of Program Effectiveness, Professor of Psychology, and QEP Lead) will present "Psychological Science for Effective QEP Planning & Implementation."
- Dr. Larissa Smith (Provost and Vice President for Academic Affairs and Professor of History) and Dr. David Shoenthal (Associate Vice President for Academic Affairs and Professor of Mathematics) will co-present "The Gifts of SACSCOC: Enacting Change After Reaffirmation."
- Dr. Blincoe and Dr. Smith will co-present "Enhancing Internal Academic Program Review."

Office of Teacher Preparation

The Office of Teacher Preparation hosted the fall Teacher Preparation Pinning Ceremony on September 17. The Pinning Ceremony is an important milestone, signifying students' progression into teacher candidacy. A total of 117 students from all educator preparations across the College of Education, Health, and Human Services and the Cook-Cole College of Arts and Sciences were admitted to Teacher Preparation for spring and summer cohorts.

The second year of the Clinical Faculty Grant in partnership with Prince Edward County Public Schools is off to a wonderful start. The competitive grant funded by the Virginia Department of Education, provide funds for mentor programs for first-year teachers with a focus on support and retention. The opening event was held at Longwood in August where Dr. Alecia Blackwood, assistant professor of elementary education, presented on classroom management. The September session was held at Prince Edward County Public Schools where Dr. Blackwood presented on culturally responsive teaching. During the October session, Dr. Marsha Rutledge, associate professor of counseling, presented on trauma-informed care.

Center for Faculty Enrichment (CAFE)

<u>Election 2024 Teaching and Learning</u>: In collaboration with colleagues from student affairs, CAFE led several initiatives to foster meaningful, election-related engagement within the university community. CAFE designed assignments and resources to support faculty in integrating election-focused events into their courses. CAFE hosted a series of short, dynamic

talks in anticipation of the 2024 Election at Beale Plaza. Faculty, staff, and students gathered informally to listen to ten faculty and staff members deliver informative, nonpartisan lessons on timely topics related to voting, the election, and/or civic engagement. These En-Light(e)ning Talks included topics such as Looking Presidential in Film and Television; Shifting Responsibilities: How Consumers Navigate and Stay Informed in Today's News Landscape; and Beyond the Echo Chamber: Why Freedom of Expression Matters on Campus. The October CAFE Espresso: A Short Read about a Robust Topic newsletter provided tips and insights focused on post-election pedagogy.

Pre-Semester Pedagogy Series on Innovations in Teaching and Learning: In collaboration with the SEED Innovation Hub, CAFE will host its annual Pre-Semester Pedagogy Series on January 6-7, 2025, with a tour at the Hub on January 8. Participants will engage in discussions on key ethical issues and learning development concerns associated with AI integration in higher education, learn strategies for integrating AI in courses, and examine how these innovations can prepare students for success in their fields after graduation. This series will provide faculty with hands-on opportunities to integrate AI, AR (augmented reality), and 3D printing into their teaching.

Center for Global Engagement (CGE)

Study Abroad at Longwood continues to offer a robust menu of transformative experiences for an increasing number of students each year. In spite of economic pressures, students and families recognize the importance of cultivating a global perspective and the value these experiences bring to career preparation. Eleven students will study abroad for the spring semester in Denmark, Greece, Ireland, Italy, Mexico, Spain, or the United Kingdom. Summer participation is looking strong ahead of the February 15 deadline, with 79 applicants already for the two faculty-led programs and the myriad opportunities offered through study abroad partners.
New program development includes a cohort group going to South Korea in Summer 2025, accompanied by a CGE staff member for the initial part of the program. Participants will spend four weeks studying from a wide variety of disciplines at Longwood exchange partner Sogang University, which offers discounted fees for Lancers. With 16 students applying two months prior to the deadline, the appeal of such a program is clear. Plans for similar cohort programs through existing partners are in development.

The lessons learned from studying abroad continue after students come home, and the CGE is shepherding Honors students through critical reflection this semester in HONS 295: Unpacking Study Abroad. These Lancers are slated to present a session analyzing their abroad experiences and explaining how they have shaped and will shape their personal, civic, and professional lives during the Fall Student Showcase for Research and Creative Inquiry.

International students at Longwood add diversity and cultural perspective in and out of the classroom. Developing as citizen leaders, many of the 60 international students on campus have assumed leadership roles or have been recognized for their athletic and academic success. For Fall 2025, for example, international students have assumed roles as vice president of the Graduate Student Association, president of the Women in STEM club, and treasurer for a fraternity. International students have been named Student Athlete of the Month, MAC Player of

the Week, Big South Player of the Week, and Top Drawer Soccer Team of the Week. Finally, more than 30 U.S. students are members of Longwood's international leadership organization, Global Leaders, serving as mentors to new international students, recruiters for study abroad, and supporters of campus-wide cultural programming.

Baliles Center for Environmental Education at Hull Springs

A dedication of new facilities at Longwood's Baliles Center at Hull Springs was held on Friday, September 27, marking another milestone for the Center's development. Speakers for the event included President W. Taylor Reveley, IV; The Honorable John W. Daniel, II, president of the Longwood Real Estate Foundation, who served as secretary of natural resources under the late Gov. Gerald L. Baliles; Christine Ober Bridge, who served as executive assistant to the Governor and director of communications; Ric Arenstein, the Governor's senior policy advisor; and Abigail Sommer '25, a senior biology major who has conducted research at the Baliles Center.

Reveley described the project as a beautiful collaboration between the Real Estate Foundation and the Longwood University Foundation. A $1.2 million research lab, completed and dedicated in 2021, is the centerpiece of the environmental education center. At that time the property was renamed to honor the late Gov. Gerald L. Baliles, who served as Virginia's chief executive from 1986 to 1990 and was a champion of environmental issues with a focus on improving the health of the Chesapeake Bay.

More than a dozen current Longwood students attended the September dedication, toured the new facilities, and participated in a post-program discussion with the keynote speakers, joined by the Honorable Vivian Watts, current member of the Virginia House of Delegates, and the Honorable John H. Chichester, retired member of the Senate of Virginia.

The amenities dedicated included two new student cabins, three faculty cabins and a screened pavilion, which will increase the capacity for students and faculty to conduct research at the center and to stay for extended periods of time. The new student cabins can accommodate up to 12 students each. One newly constructed faculty cottage was dedicated as the Cabinet Cabin, and the two renovated faculty cabins, Smith and Barbara Cottages, were named in honor of Mrs. Rita M. Smith. Smith served on the Longwood Foundation Board from 1999-2008, when the property became part of the university, and on the original Hull Springs Farm Foundation Board. The Barbara Cottage is named for Smith's sister, Barbara Moyer Willis, a 1963 Longwood alumna, and her longtime friend, Bobbie Garrett. The newly named Policy Pavilion is designed to serve as an outdoor space for teaching, meetings and events.

A new dock was built to replace and raise the old dock at the Ames House, along with major improvements to stabilize the adjacent embankment. Work is set to begin in renovating the historic boat house attached to the dock. Once common, this type of boathouse has rarely survived along the rivers of the Northern Neck, which made it more important to save.

Save the date for the annual Oaks 'n' Oysters fundraising event set for Saturday, April 5. The event will feature a silent and live auction, as well as fresh Chesapeake Bay oysters and other Northern Neck delicacies.

Longwood Center for Visual Arts (LCVA)

This fall staff have focused on moving the LCVA's collection into the new, industry-standard mobile art storage system. This system provides for optimal preservation and access to LCVA's collection while simultaneously doubling the usable space within the existing storage area. To assist Collections Manager Mackenzie Lenhart in this work, Madison Harris '24 joined the LCVA as registrar this summer. Mary Prevo, retired Hampden-Sydney College art history professor and independent museum collections consultant, is assisting Lenhart and Harris in the processing of permanent collection objects. Together, the collections team has fully accessioned over 150 approved acquisitions since the summer.

Mackenzie Lenhart, Executive Director Rachel Ivers, and David Whaley, chair of the LCVA collections committee, continue to work with the executor of Jack Blanton's estate to finalize the settlement of his estate. Once the Blanton bequest is fully processed, the LCVA's collection will exceed 6,000 pieces.

LCVA is hosting its annual *Winter Wonderland Free Family Workshop* on December 7, 2024, and is partnering once more with the Robert Russa Moton Museum to host the annual *MLK Day Community Workshop* on Monday, January 20, 2025.

Current Exhibitions:

- ***Letters from Farmville*** is a four-part exhibition that tells an important story of finding freedom and advancement through education while deepening relationships with ancestors. Through Dr. Debra J. Ambush's work, the artist tells her family's narrative of emancipation, Jim Crow, education, the Civil Rights Movement, and the deliberateness of how people want to be remembered. On view September 6, 2024, to January 21, 2025.

- ***Of Time, and the Town*** from video artist David Ellsworth poetically depicts twenty years of changes and constants in the built environment of Farmville, Virginia and in the rural areas surrounding it. The film's super-8 film images bear witness to how everyday locales provide markers of the town's social evolution. A young couple labors to renovate an abandoned 19th century school and make it their home while the town's previously shuttered all-Black high school finds new life as a civil rights museum documenting the 1950s student strike that helped integrate the county's schools. Children grow as one-hundred-year-old oak trees fall. Excerpts from the town's AM radio station provide a sonic touchstone that complements the film's evocative sound design. On view September 6, 2024, to January 21, 2025.

- ***Bad Kitty Does Not Like Art Museums*** highlights works of art from best-selling author and illustrator Nick Bruel, in collaboration with the Virginia Children's Book Festival. For over twenty years, his stories have connected with children and adults alike. His whimsical narratives teach valuable life lessons through humor and the curious Bad Kitty. On view October 16, 2024, to February 2, 2025.

Moton Museum

In the 2024 calendar year, the Moton Museum has engaged with over 11,421 people at the museum and through museum-sponsored programs. The documentary *Beulah: A Beacon of Hope* is the most viewed virtual program with over 7,000 views. The award-winning documentary was created by Autumn Childress '18, while she was a student at Longwood. Childress is now the co-anchor of Good Morning Richmond at ABC affiliate WRIC.

Highlights from this fall's programming include:

- On September 16, the Moton Museum held the annual wreath laying at the grave of Rev. L. Francis Griffin Sr. in collaboration with the Prince Edward Branch of the NAACP. His legacy was commemorated and his 107th posthumous birthday was celebrated.
- On October 2, historian Edward Ayers presented the annual Griffin Lecture this year. The Griffin lectures feature speakers focusing on topics of religion, education, activism, and the intersection of those topics. Dr. Ayers spoke about the meaning of religious freedom and its deep connection to slavery and abolitionism in the antebellum United States.
- On October 7, the Moton Museum celebrated the 85th anniversary of the construction of the R.R. Moton High School building with a birthday party. Attendees shared stories of the various eras of Moton and what the space/mission means to the community in a contemporary context.
- On October 17, the Moton Museum held the annual Hip Hop in Children's Literature event at the museum through the Virginia Children's Book Festival. Over 200 students participated to learn from Malik16 and Karen Parsons about contributions of women to the culture of Hip Hop.
- On October 26, museum staff were present at the Fall Festival at the American Civil War Museum. Literature on the museum/history of Prince Edward County was distributed and educational activities were available for young people.
- In October executive director Cainan Townsend had the chance to travel with the US Civil Rights Trail consortium to Montgomery, AL for a pilgrimage. They visited the various historical churches and recreated the Voting Rights March of 1965. The evening concluded with the honorable attorney Fred Gray, who was Rosa Parks' attorney, encouraging the assembled crowd to continue teaching civil rights history.

Office of Research, Grants, and Sponsored Projects (ORGSP)

Of the 15 proposals submitted in summer 2024, eight were funded (>$1.94M), four were declined (three of those were submitted to the same Commonwealth Cyber program through VCU), and three are still in review (>$4.2M). Highlights of the funded proposals include:

- Two awards to support Longwood's police department (LUPD) efforts
- Two awards from SCHEV to support staffing in CAPS and to support Pell-eligible students with wrap-around student supports
- Three awards from VDOE programs: support for resident teachers in Special Education, a partnership with Prince Edward County Public Schools to support mentoring of new

teachers, and a partnership with Henry County Public Schools and three other divisions to support a teacher apprenticeship program at the New College Institute in Martinsville
- One award to support students in recovery

From late August through mid-November, faculty and staff members collaborated to submit seven grant proposals in response to initiatives sponsored by the Commonwealth and private funding organizations. To date, three of those proposals have been funded. Highlights from the fall submissions include:

- An award from the Allstate Foundation to support Call Me MISTER program participants
- An award from SCHEV to support campus visits by middle school students
- An award to support the Junior Science and Humanities Symposium outreach program

Proposals still in review include:

- Two submissions to VDOE programs: one to support K-12 computer science education and one to support a second cohort of the teacher apprenticeship program at the New College Institute
- A V-TOP submission to support staffing and programming in the Career Center
- A private foundation proposal to support LUPD needs

Grant development activities continue to be initiated across the institution with applications from College of Education, Health, and Human Services; Cook-Cole College of Arts and Sciences; Institute for Teaching through Technology and Innovative Practices; Student Affairs; and Strategic Operations.

Complementing application development and submission, ORGSP works with interested faculty/staff members to utilize the research capabilities of our partners at Hanover Research to develop "prospecting packages." These packages identify potential funding sources for further investigation. In this quarter, five packages have been developed and/or initiated for Brock Experiences, Civitae, Call Me MISTER, LUPD, and the scholarship of a new faculty member in the Department of Biological and Environmental Sciences.

Office of Student Research (OSR)

The Office of Student Research (OSR) hosted the Fall Student Showcase for Research and Creative Inquiry on November 20. Due to increased participation, this was the first time the Fall Showcase was an all-day event, featuring 318 student presentations from all academic colleges. Over 500 students showcased their research and creative inquiry projects through posters, presentations, performances, and visual art displays.

To promote awareness of the Post-Graduate Success Initiative, Dr. Sarai Blincoe, director of program effectiveness and professor of psychology, gave the keynote address. She discussed how undergraduate research experiences are valuable for Life Design and for developing important skills such as communication, critical thinking, and collaboration. Additionally, two workshops were held, during which students learned to highlight their Student Showcase projects and communication and teamwork skills on their resumes, cover letters, and other professional

documents. A third discipline-specific workshop for biology majors focused on showcasing research and presentation skills to future employers and post-professional schools.

The OSR also organized a Three-Minute Presentation (3MP) competition during the Fall Student Showcase. This allowed students to share how their research and inquiry projects contributed to their education, disciplines, and society through a polished three-minute oral presentation.

In fall 2024, the OSR planned a field trip to Longwood for the two campuses of the local Governor's School of Southside Virginia. During the two all-day events, close to 100 GSSV students visited Longwood and participated in many demonstrations and discussions about STEM research projects at Longwood. The GSSV students also learned about various opportunities at Longwood including Longwood Summer Scholars, the InVEST in STEM scholarship program, the Junior Sciences and Humanities Symposium, and the Cormier Honors College. Since the September event, Longwood faculty have been collaborating with the GSSV faculty to help provide resources and guidance to the GSSV students who are working on their research projects as needed. As the OSR and Longwood faculty continue to develop these relationships with the GSSV teachers and students, a STEM-pipeline from GSSV to Longwood will hopefully be created.

Administration & Finance
Matthew McGregor, Vice President

Highlights

- **Charter Hall Substantially Complete**
- **Dorrill Dining Hall Refresh**
- **Centralized Procurement Begins**
- **Room and Board Rates Proposal**

There is always a routine to our fall semester and the energy on campus is great to behold. Keeping campus looking good and functioning well requires a coordinated effort and Administration & Finance staff are usually behind the scenes but invaluable to that success. Whether its mowing grass, fixing plumbing issues, onboarding new staff, processing payroll, answering questions about Dining Hall or assisting a student with a financial issue, our staff strive to provide the best service possible.

A few of the projects Administration & Finance stewarded this fall include; completion of Charter Hall construction and the move of Capital Planning & Construction and Facilities departments into that facility, planning for the Dorrill Dining Hall refresh and the Buddy Bolding Baseball Field replacement project both of which will be completed this summer, and centralizing procurement services for all campus procurement needs. These along with the everyday activities and collaborations that occur with Administration and Finance personnel continues to enhance our service to students, faculty/staff, prospective students and visitors to campus.

Campus Planning

Capital Design and Construction (CD&C) continued work on the third and final design phase (preparation of Working Drawings) of the project to construct the Wygal Hall Replacement Building. Design has commenced on a capital project to replace the air conditioning chillers in Eason Hall, Lankford Hall, CSTAC, and LCVA. In August, four Capital Project Requests were submitted to the Virginia Department of Planning and Budget for consideration by the 2025 General Assembly for funding:

1. Furniture, Fixtures, and Equipment for the Wygal Hall Replacement Building (funding for equipment purchase only)
2. Renovate Greenwood Library
3. Replace IT Network Equipment and Security Cameras (funding for equipment purchase only)
4. Replace Roof, Windows, and Doors Lankford Hall

Construction of Charter Hall is substantially complete. CD&C and Facilities departments will move to their new building in December 2024 and January 2025. Construction of the Phase II buildings at the Baliles Environmental Center was completed and a ribbon cutting ceremony was held on September 27. In early November, work commenced on an update to Longwood's Campus Master Plan. The work will be performed by the architecture and planning firm, Cooper Robertson of New York City, who produced Longwood's current plan, and is anticipated to take approximately one year.

Working drawings are currently in production for a refresh of Dorrill Dining Hall. This collaboration with our long-time campus partner Aramark will focus on modernizing the main dining area and the entry way to create more interactive space, increase openness, and improve sightlines through the facility. Plans call for the construction to begin in May 2025 and be completed by the start of the fall semester.

Capital Design and Construction Department

October 30, 2024

Major Projects In Design

Description	New Construction	Renovation	Appropriation To Date	General Funds	Non-General Funds	Total Expenditures and Encumbrances	Authorized Design Phase	Current Design Phase	Milestones
Wygal Hall Replacement	60,894 SF	0 SF	$89,056,922	$89,056,922	$0	$7,912,914	Working Drawings	Working Drawings	Working Drawings were submitted to the Virginia Division of Engineering and Buildings in June. Comments were received and revised drawings were returned on October 16. A funding request for furniture, fixtures, and equipment was submitted for an appropriation by the 2025 General Assembly.
Baseball Field Turf Conversion	0 SF	3.63 acres turf	Philanthropy	$0	$1,831,101 cash and commitments to date	$293,733	Working Drawings	Working Drawings	Funded by philanthropy. Construction bids were received on September 18, but were over budget. The project budget and timeline are under review.
Replace Steam Lines to Four Campus Buildings (Jarman, Eason, Greenwood, Wygal)	1,025 linear feet	0 SF	$4,267,000	$4,068,684	$198,316	$0	Working Drawings	Working Drawings	Documentation requesting allocation of design funds was submitted on October 23. Design will commence as soon as the funds are provided.

Description

Major Projects Under Construction

Description	New Construction	Renovation	Total Appropriation	General Funds	Non-General Funds	Total Expenditures and Encumbrances	Construction Contract Amount	Percent Completed	Construction Start Date / Completion Date
Facilities Annex Renovation and Expansion	19,205 SF	24,624 SF	$29,950,374	$29,950,374	$0	$29,772,128	$23,373,521	95%	Construction commenced on January 3, 2023, and is expected to be completed in late 2024.
Baliles Center Construction Phase 2 (LUREF project)	2,530 SF	0 SF	$1,577,500	$0	$1,577,500	$1,464,797	$1,204,415	100%	Construction is complete, and a ribbon cutting ceremony was held on September 27.
SEED Innovation Hub at Midtown Square	0 SF	9,900 SF	Grants	$0	$3,105,526 grants to date	$2,237,303	$2,816,000	75%	Funded by grants. Construction started April 12, 2024; completion is expected in December 2024.

Major Projects With Multiple Subprojects

Description	New Construction	Renovation	Total Appropriation	General Funds	Non-General Funds	Total Expenditures and Encumbrances	Percent Expended and Encumbered	Subprojects Status
HVAC System Controls and Equipment Replacement – COVID-19 Response (five sub-projects)	0 SF	Equipment	$3,773,000	$3,715,000	$58,000	$2,707,775	72%	1. Maugans chiller: Completed. 2. Hiner fan coil units: Completed. 3. Bedford HVAC controls: Completed; one punch list item remains. 4. Building Automation System interface units for multiple campus buildings: Completed. 5. McCorkle Chiller: This is an addition to the original four sub-projects. A project order for design will be issued as soon as the funds are available.
Replace Air Conditioner Chillers in CSTAC, Eason, Lankford, and LCVA	0 SF	Equipment	$5,000,000	$5,000,000	$0	$236,963	5%	1. CSTAC: In design. 2. Eason: Design has been approved. An invitation for construction bids is expected be issued soon. 3. Lankford: In design 4. LCVA: In design.

Campus Operations

The *Operations Team* has been working with Campus Partners – Admissions, University Events and Ceremonies, and Budd Group – in preparation for Admissions Tours, other campus events and the Grand Illumination.

Environmental Health and Safety have coordinated and submitted a Storm-Ready Supporter Application with the National Weather Service. Fire drills were conducted in all university managed housing. Evacuation plans have been updated and installed at Longwood Landings.

Facilities have been working with CD&C on preparations for moving to Charter Hall. They also continue to work with CD&C on an Energy Services Performance Contract. As roofing repairs are a priority, they are working with Procurement Services on procedures and quotes to complete repairs prior to winter. Facilities will continue with the holiday tradition of putting up the tree in the Rotunda. They coordinated with the Town of Farmville on water meter replacements/upgrades.

The *Heating Plant* has been transitioning from preventative maintenance to the pre-heating season. They are bringing up multiple boilers, pumps and pieces of equipment. This requires fine tuning and adjustments in preparation for winter. A second steam station will be brought online in campus wide mechanical rooms to meet the heating and hot water demands.

Landscape and Grounds continues to work meticulously on maintaining the tour route for Admissions and other events. They removed a large tree that was damaged by Hurricane Debby near French Hall, working on lawn improvements, changing out summer color beds/containers to fall annuals and well into leaf collection and disposal. Sports turf fields have been over seeded in preparation for spring sports.

The *Lancer Post Office* has been receiving and coordinating packages at a rate that is about 50% higher than last year. Staff and space to handle this increase has become very challenging with student workers playing a big role in handling the increased volume.

The *Lancer Print Shop* has continued to improve the new work order system by developing new ways to implement budget codes making it easier for customers and staff. A new copier and envelope press have dramatically improved efficiency, effectiveness and costs per job. The print shop prepared all banners, signage, and print material for Homecoming weekend and is gearing up for basketball season to meet Athletics' print needs.

Space Planning has implemented the university purchasing process for purchasing equipment on space planning projects. Within that process, space planning will review potential equipment prior to purchase to ensure compatibility with current building systems. Space planning continues to assist campus partners in planning and estimating a variety of small projects.

Community & Economic Development

Small Business Development Center (SBDC) continues to generate economic impact throughout the region. From January through December 2023, SBDC small business clients reported, via survey and personal interview, creating 181 new jobs and raising $4.4 million in new capital as a result of SBDC consulting by staff, faculty and students. As of October 31, for the 2024 calendar year, SBDC has consulted with 404 clients who have reported $2 million in total capital raised and 60 new jobs created. SBDC is expanding its reach across campus and into the community through the establishment of SEED Innovation Hub.

SEED Innovation Hub is a collaborative project led by Office of Community and Economic Development (OCED) and Longwood University Real Estate Foundation on behalf of Longwood and the surrounding communities. The project is jointly funded with the U.S. Economic Development Administration, GO Virginia, and the VA Tobacco Region Revitalization Commission. SEED is also a unique partnership between Longwood and Hampden-Sydney College, formalized with an executed MOU and funding support from Hampden-Sydney.

An outcome of the GO Virginia Region Three Innovation and Entrepreneurship Investment Strategy, SEED serves as a platform of connection between higher education partners, K-12, business communities, community organizations, alumni, and various entrepreneurial ecosystems in Virginia.

SEED is on schedule to have a soft opening in January 2025 and will offer the following resources to the campus and local communities: SBDC consulting and training spaces, digital innovation lab, computer lab, "clean" maker space, suitable for all ages, "dirty" maker space, with equipment suitable for prototyping, open co-working space, and meeting spaces. SEED will also host community workshops and memberships for the use of makerspaces and co-working spaces.

Longwood was awarded and is collaborating on a multi institutional NSF EPIIC grant to expand innovation capacity (Knowledge Transfer, IP development) at non R1/R2 institutions. Increased R&D leads to amplified student and faculty opportunities in cutting-edge research.

Senior personnel are working with campus leaders and consultants to design data collection processes across campus and through SEED measuring the impact of activities on student success, retention, commercialization and innovation activity, and faculty achievements.

Human Resources

Human Resources (HR) hosted a Benefits Fair this fall for the first time since 2019. Attendees included: AFLAC, Anthem, Colonial Life & Accident, CommonHealth, Corebridge, Delta Dental, Department of the Treasury, Commonwealth of VA Campaign, CVC, Inspira, New York Life, Securian, TIAA, VGEA, Virginia Credit Union, VA 529, VRS, United Methodist Family Services and various campus partners. Additionally, three flu shot clinics have been held this fall

for faculty/staff as well as scheduled consultation times for benefit providers such as: Corebridge, TIAA, VRS and AFLAC.

This fall, HR began a collaboration with Anthem EAP to provide training and wellness seminars to employees on campus. A few examples of these workshops include: Best Practices for Supporting Others, Holiday Survival Guide, New Year's Resolutions and Handling Financial Stress. These 60-minute workshops are free of charge and open to all employees.

Financial Operations

Materiel Management has been rebranded as the *Office of Procurement Services* as we launch the new centralized procurement model that works toward the university goals of decreasing waste through redundant purchasing, increasing the efficiency of funding sources, and attaining the SWaM goals that the Commonwealth establishes.

The Office of Procurement Services plans to engage our local SWaM vendors to the greatest extent possible within the launch of the new centralized procurement model. This commitment to the economic development of our local area is a central tenet of our endeavors. Because of these types of decisions, Longwood University has been recognized by the Department of Small Business and Supplier Diversity (SBSO) to receive an award in recognition of our commitment to the Commonwealth and SWaM Spend Program.

The *Financial Operations* unit and Procurement Services are working towards systems that help us recognize when we already have solutions in place that can work for multiple departments and areas. Reviewing existing contracts before procuring new software or hardware agreements and pursuing multi-year agreements to secure discounts is one area we are focused on and will continue to focus on this area for the foreseeable future. The goal of our focus is to be the best stewards of state and donor funds.

Longwood University
Financial Overview
As of October 31st, 2024

FY2024-25 Budget Dashboard YTD

E&G	BOV Budget	Adjustments	FY Estimate	YTD Actual	Percent	PY Percent
Revenues						
Tuition, Fee, and Other E&G Revenue	36,343,980		36,469,870	19,860,381	54.46%	52.00%
General Fund	49,693,742	2,262,914	51,956,656	15,818,646	31.63%	35.43%
Federal Workstudy	50,000		50,000	0	0.00%	0.00%
Total Revenues	86,087,722		88,476,526	35,679,027	41.23%	43.22%
Expenditures						
Instruction	42,611,094	333,869	42,944,963	14,191,560	33.05%	32.50%
Public Service	485,350	47,499	532,849	161,593	30.33%	32.09%
Academic Support	8,072,178	114,259	8,186,437	2,472,525	30.20%	31.42%
Student Services	4,832,071	122,548	4,954,619	1,811,038	36.55%	32.44%
Institutional Support	20,499,268	302,936	20,802,204	6,831,810	32.84%	34.58%
Facilities Operations	8,778,567	71,691	8,850,258	3,642,902	41.16%	42.25%
Scholarships	2,995,639		2,995,639	4,662,076	155.63%	114.32%
Salary Savings	(2,186,445)		(1,210,983)	(813,488)		0.00%
Total Expenditures	86,087,722		88,055,987	32,960,016	37.40%	36.54%
TOTAL	0		420,540			
AUXILIARY/LOCAL						
Revenues						
Housing	24,768,778		24,768,778	12,335,946	49.80%	46.74%
Dining	8,444,970	1,273,309	9,718,279	4,256,522	50.40%	47.99%
Comprehensive Fee	19,974,240	888,418	20,862,658	10,396,381	52.05%	38.95%
Other Revenues	6,653,786	(245,347)	6,408,439	1,051,678	35.16%	0.00%
Federal Workstudy	154,300		154,300	0	0.00%	0.00%
Total Revenues	59,996,074		61,912,454	0	0.00%	0.00%
Expenditures						
Housing	25,208,774	1,066,815	26,275,589	12,193,451	50.46%	45.52%
Dining	9,044,970		9,044,970	4,586,376	45.69%	2.87%
Athletics	12,180,348	1,169,817	13,350,165	6,159,771	46.14%	51.17%
Other Services	13,861,982	(549,443)	13,312,539	5,851,970	43.96%	34.42%
Salary Savings	(300,000)		(55,670)	(69,629)		0.00%
Total Expenditures	59,996,074		61,927,593	28,721,938		0.00%
TOTAL	0		(15,139)			

LOCAL	**FY25 Budget**	**YTD Expense**
Academic Affairs	1,586,238	(418,185)
Advancement	565,019	(173,214)
Athletics	653,543	(382,669)
Other Local	837,176	(656,406)
Totals	3,641,977	(1,630,473)

INVESTMENTS AND CASH	
University Component Unit Expendable Assets	$54MM
Endowment - Longwood University Foundation	$104MM

Working Paper prepared by management to estimate year end results

Institutional Advancement
Courtney Hodges, Vice President

Highlights

- **Family Impact Leadership Society (FILS) works with Athletics to successfully launch Blue and White Society**
- **Family of Scholarships 2.0 Initiative launched this fall**
- **Love Your Longwood Day - February 25, 2025 - will celebrate ten years**
- **Basketball game-day hospitality gatherings in JPB kicked off the 2025 season during Homecoming and Alumni Weekend**

Development

ANNUAL GIVING

Fall Campaign
In collaboration with Novus Creative, we successfully launched our Fall Campaign in early September. This effort began with a personalized, printed letter aimed specifically at Longwood Fund donors, emphasizing the importance of sustained support. Following the letter, a series of emails was sent to reinforce the message and further encourage contributions to the Longwood Fund.

Winter Campaign
Looking ahead, we are preparing to launch the Winter Campaign in early December, beginning with a letter from President Reveley, creating a direct and personal appeal for support to our unrestricted funds. These unrestricted funds are vital, allowing us to address immediate needs and opportunities as they arise, and are a key focus of our annual fundraising efforts.

Love Your Longwood Day 2025
Our upcoming Love Your Longwood Day is scheduled for February 25, 2025, marking a significant milestone as we celebrate ten years of this special 24-hour giving event. This year's theme, Love Your Longwood Day: Through the Decades, will encourage alumni to reminisce and share their unique stories and memorable moments from their time at Longwood.

Planning and preparations are well underway to make this anniversary celebration engaging and impactful. We're focusing on inviting alumni participation through storytelling, aiming to create

a sense of nostalgia and connection as we showcase how Longwood has grown and evolved over the decades.

The Family Impact Leadership Society (FILS)

The newly formed Family Impact Leadership Society (FILS) continues to grow as the IA team works with the Athletics Department to successfully launch the Blue and White Society. Family members of student athletes supporting the Blue and White Society will also enjoy stewardship as a FILS member. The IA team worked with Admissions to expeditiously identify incoming freshmen and their respective parents who planned to attend orientation. IA team members greeted parents at the Parents Council booth and conducted one-on-one meetings with several parents who had been identified as potential FILS members.

Planned Giving

The IA team enjoyed a productive retreat in August. One of the many topics discussed was the team's approach to planned giving. The team is eager to harness the momentum gained from the Legacy Challenge Program. Organic planned giving dialogue is being incorporated in donor relationships and a focus on family legacy giving is being presented as well. Gift Officers have been debriefed on guiding hybrid giving conversations with members of the 1839 Society.

ATHLETICS ANNUAL GIVING (AAG)

Sports Advocates and Supervisors Program

AAG is encouraged by the initial response derived from our Sports Advocates and Supervisors Program, a collaborative effort between the Office of Institutional Development and the Department of Athletics. This initiative was designed to enhance communication and strengthen the interdepartmental partnership, with the dual goals of expanding fundraising opportunities and meeting the stewardship requirements of athletic fundraising. Over the past few months, sports advocates, supervisors, and head coaches have met regularly to align on specific fundraising initiatives as we transition to a philanthropic approach that emphasizes sport-specific fundraising.

Additionally, we have integrated *Teamworks,* a communication platform connecting coaches with alumni, donors, parents, and supporters, which has proven effective in strengthening connections with key constituents. This increased engagement has been instrumental in supporting our development goals and fostering a cohesive community.

Club Memberships - Basketball Hospitality

This season, AAG has continued its strategic focus on enhancing the value of our ticketing and membership packages, and the results thus far are encouraging, particularly given adjustments to pricing and membership structure. As of the close of this season's renewal period, the numbers reflect both a positive response and a sustainable approach to engaging our athletics community.

Our current approach includes price adjustments and streamlining of membership benefits, ensuring that our hospitality spaces foster a more exclusive and engaging environment for our supporters. In addition, we have taken significant steps to reduce operational costs associated with our hospitality spaces, making this model more financially sustainable. With continued interest in our philanthropic opportunities and a steady increase in community engagement, we

anticipate that these numbers will grow, further bolstering our capacity to support and cultivate relationships within the athletics community.

For the Blue & White Society

Since its launch on August 26th, the For the Blue & White Society has received great feedback from inaugural members, and we are pleased with its strong start. We currently have 10 members spanning five different sports, reflecting our community's enthusiasm for enhancing the student-athlete experience. In addition, we've received support for the Student-Athlete Excellence Fund, along with numerous inquiries regarding the Student-Athlete Wellness Fund. Our new members include alumni, parents, and friends, underscoring the broad appeal and impact of this initiative. The For the Blue & White Society allows members to direct their contributions to a specific varsity sport, the Student-Athlete Wellness Fund, or the Student-Athlete Excellence Fund. These resources have already proven valuable in addressing current needs and in-laying a strong foundation for the continued success and well-being of our student-athletes.

Events

In collaboration with the Foundation Office and the Student Philanthropy Council, our annual giving team hosted a three-day *Thank You Writing Workshop* for scholarship recipients. The workshop was held November 13 – 15 and was designed to support students in crafting and delivering personalized thank-you letters to their scholarship donors. This year, we added a multimedia approach: scholarship recipients had the opportunity to create video messages for donors. Additionally, we'll be gathering information to create student profiles, which will be featured in future communications for our larger donors, offering them an even deeper connection to the impact of their support.

Mark your calendar for our Planned Giving Society event scheduled for April 24, 2025. We look forward to celebrating the members of our 1839 Society.

STEWARDSHIP

Scholarship Donor Stewardship

In partnership with the Foundation Office, scholarship donors are receiving a comprehensive stewardship package. This includes an annual report from the Foundation Office, a scholarship endowment report, and scholarship recipient information. In January, these donors will receive a detailed Student Profile, which provides further insights about the scholarship recipient and includes a personal thank-you note from the student. Additionally, in early December, scholarship donors will receive holiday cards, Longwood holiday ornaments, or Hubs Peanuts for their ongoing support for scholarships.

Fountain Society Recognition

To express our gratitude to Fountain Society members, each received a personal thank-you card along with the 2024 Longwood scarf in September. This token of appreciation reflects our deep commitment to recognizing their support and ensuring they feel connected to the Longwood community.

Class of 2024 Outreach
In recognition of six months since their graduation, members of the Class of 2024 will soon receive a special ThankView message via email. This communication will include valuable updates from Career Services, instructions for updating alumni information, details about upcoming job fairs, and an invitation to join the Longwood Alumni Facebook group. This outreach is designed to keep recent graduates engaged and connected with the Longwood network as they transition into their post-graduate journeys.

LEADERSHIP GIVING

Planned Giving
The Leadership Giving Team continues to engage in conversations with Longwood's alumni and philanthropic partners around opportunities to support the institution through estate and planned gifts. During FY25 to date, nearly $2 million in new planned gifts have been documented for future support of Longwood beyond the lifetime of the donors. This fall offered two examples of the way planned gifts will provide support to Longwood and her students in the future. An alumna from the Class of 1970 and her husband established a new scholarship endowment and documented a planned gift of $900,000 to provide future scholarship support. Another longtime benefactor documented a planned gift of $125,000 to endow and support a new Therapy Dog Program within CAPS (which the donor is providing current annual support for as well).

Major Gifts
The fall months have continued to see significant investments from donors in areas across campus. Major gifts (cash and pledges) have supported areas like the Department of Political Science, Longwood LIFE, Athletics (including Built to Win Partners for Men's Basketball and gifts through the new For the Blue & White Society Initiative), support for student scholarships including a new endowment to support students studying Physics.

Additionally, an alumni couple from the early '90's documented a major gift pledge in October of $675,000 to support two priorities. First, the gift will assist with the renovation of the Lancers weight room in Iler Hall. This will result in a refresh of the space, new flooring and branding elements that will mark a significant upgrade in the facility for current students and prospective recruits. This gift will also support the annual leadership retreat for students in the Cormier Honors College over the next five years.

Family of Scholarships 2.0 Initiative
October saw the launch of a second round of a scholarship endowment initiative known as the Longwood Family Scholarship Program. The program launched for the first time in the fall of 2019 with scholarship matching opportunities in four families – each supporting a different area of campus (Brock-Ramsey Family of Scholarships for Athletics, the Janie & Ron Evans Family of Scholarships for the College of Education, Health and Human Services, the Tammy & Mike Jones Family of Scholarships for the Cook-Cole College of Arts & Sciences, and the CBE Family of Scholarships for the College of Business & Economics). This initiative provided

matching opportunities that resulted in 90 new scholarship endowments (which included 54 new scholarship donors) and raised $2,700,000.

The Longwood Family Scholarship Program increases scholarship dollars to help Longwood attract and retain students and inspire new donors to invest in student success. Lead donors establish their "family tree" of scholarships by pledging a $15,000 match for new scholarship endowments. The scholarship donor makes a commitment of $15,000 within a chosen family tree, and with the dollar for dollar match from the lead donor, creates a total gift of $30,000. Of that total gift, $5,000 will go directly to an expendable scholarship fund providing $1,000 scholarships immediately available to students over five years, while the remaining $25,000 goes into the endowment, ensuring future generations of Lancers will receive scholarships as well.

The Longwood Family Scholarship Program is excited to offer two family tree options for donors this fall and 30 total matches for new scholarship endowments. The E. Laverne Moore Family of Scholarships will provide 10 matches in support of students in the Nursing Program. This gift was made possible by an estate gift by Ms. Moore, Class of 1969. The Longwood Foundation Family of Scholarships will provide 20 scholarship matches that will support areas of greatest need. Since the launch, donors have already raised their hands to take part in this program and benefit from the matching component.

More information about the Longwood Family Scholarship Program and tracking of progress towards meeting available matches can be found at www.longwood.edu/familyscholarships/ .

UNIVERSITY EVENTS AND CEREMONIES

University Events and Ceremonies was pleased to produce successful opening ceremonies for Fall 2024 to include the Honor & Integrity Ceremony, the Convocation Ceremony within the Joan Perry Brock Center, and wrapped up in November with the second season of Basketball events and hospitality in JPB. Planning is fully underway for both the Graduate and Undergraduate Ceremonies for May 2025. The 2025 Graduate Ceremony will be in the Joan Perry Brock Center.

Fall brought campus an incredible amount of activity for both internal and external guest ceremonies, which lead to welcome foot traffic and interactions on campus. Some events of special note:

- The Heart of Virginia Festival & Family Weekend merged for the second time, was well received, and will continue to be planned for the same weekend moving forward.

- Oktoberfest

- Heart of Virginia College Fair which was spearheaded by Admissions had been a long time Hamden-Sydney College event. The event brought 50 college representatives and 150+ prospective students to the JPB Center.

- The Virginia Children's Book Festival celebrated its 11th year anniversary on Longwood's campus with over 40 participating schools and 4,686 students visiting.

- UE&C partnered with Alumni Engagement and Career Services to produce Longwood's second Homecoming & Alumni Weekend, while concurrently assisting Institutional Advancement to produce and host the first of the 2025 basketball season's Game Day hospitality gatherings in the Champions Club, Club 64, and the four open-air boxes and president's suite during the men's and women's games in the JPB Center.

LONGWOOD UNIVERSITY

Fundraising Report

As of October 31, 2024

FUNDRAISING OVERVIEW

TOTAL PHILANTHROPIC DOLLARS

Fiscal Year	Total Raised
2016	$4.18M
2017	$11.18M
2018	$12.41M
2019	$17.61M
2020	$4.00M
2021	$5.98M
2022	$10.1M
2023	$6.7M
2024	$10.9M
2025 YTD	$3.76M

TOTAL ANNUAL GIVING DOLLARS

Fiscal Year	Unrestricted	Annual Giving
2016 YTD	$95,442	$310,930
2017 YTD	$90,371	$370,275
2018 YTD	$64,943	$668,197
2019 YTD	$27,711	$368,029
2020 YTD	$41,394	$189,030
2021 YTD	$52,349	$205,118
2022 YTD	$48,953	$303,776
2023 YTD	$65,823	$392,943
2024 YTD	$35,826	$467,356
2025 YTD	$54,399	$476,772

ALUMNI PARTICIPATION

Fiscal Year	Total Alumni Donors	# of Undergraduate Alumni of Record	Alumni Participation
2016	3,126	27,894	11.21%
2017	2,890	28,691	10.07%
2018	2,813	29,522	9.53%
2019	2,303	30,286	7.60%
2020	1,773	31,074	6%
2021	2,257	31,803	7.10%
2022	2,052	32,458	6.32%
2023	1,861	33,002	5.64%
2024	1,579	33,582	4.70%
2025 YTD	417	34,068	1.22%

TOTAL DONORS

Fiscal Year	Total Donors
2016 YTD	1,299
2017 YTD	1,354
2018 YTD	958
2019 YTD	528
2020 YTD	765
2021 YTD	1,063
2022 YTD	783
2023 YTD	937
2024 YTD	577
2025 YTD	668

LONGWOOD UNIVERSITY

Fundraising Report

As of October 31, 2024

FUNDRAISING INITIATIVES

LOVE YOUR LONGWOOD DAY

Year	Donor Goal	Total Donors	Total Dollars
2016	500	533	$65,000
2017	1,839	1,405	$126,000
2018	1,790	2,976	$268,000
2019	2,500	2,700	$325,000
2020	2,020	Cancelled due to Covid-19	
2021	1,839	1,863	Over $390,000
2022	1,839	1,723	$392,500
2023	1,839	1,894	$735,247
2024	1,839	1,773	$1.3M
2025	SAVE THE DATE: FEBRUARY 25, 2025		

LONGWOOD UNIVERSITY
Family SCHOLARSHIP PROGRAM

MATCHING CHALLENGE

Family	# of Scholarships Offered	# of Scholarships Available
E. Laverne Moore (Nursing)	10	8
Longwood Foundation (Unrestricted)	20	19
TOTALS	30	27

Intercollegiate Athletics

Tim Hall, Director of Athletics

Highlights

- **Homecoming game sold out**
- **6-1 Basketball combined start WBB/MBB**
- **Men's Basketball preseason recognition**
- **Men's Golf fall success**
- **Men's Soccer postseason tournament success**
- **Women's Soccer all-conference honors**
- **Field Hockey all-conference selections**
- **Cross Country all-conference finishes and record finishes**
- **John Feinstein & Sam Hovan on ESPN+**
- **Renovation of Iler Hall**

Homecoming Game Sold Out

The Joan Perry Brock Center continues to be a destination for Central Virginia basketball fans, especially among Longwood alumni, who returned in abundance for the men's basketball game on Homecoming & Family Weekend, selling out the game for the second straight year.

The men's game was held after the Lancer Family Tailgate, which featured a pre-game march through three parking lots packed with Lancer fans by both basketball teams, soccer teams, and several other Longwood student-athletes, coaches, and staff.

The last two years, Homecoming has sparked a wildly successful attendance boost at the kickoff of the season, and fans were treated to two wins again this year; the men beat visiting Randolph College 84-66 while the women, who played Sunday, defeated Hood College 102-21. Prior to the men's game, President Reveley was joined by Athletics Director Tim Hall and Alumni Board President Chris Tunstall '88 to unveil banners that marked last year's men's Big South Championship and NCAA Tournament appearance.

6-1 Basketball Combined Start
Both Lancer basketball teams have started very strong this season, with a combined record of 6-1 through their first seven games. That was the best combined record through that stretch since Longwood joined the Big South in 2012.

Preseason Basketball Polls/Honors
The Longwood men's basketball team was picked to finish third in the Big South Conference preseason poll, announced October 15. It is the second-highest selection in team history in the preseason poll. The Lancers were picked fifth in last year's preseason poll and went on to win the Big South Championship in March.

The Lancer women were picked to finish seventh in the same poll.

Graduate forward Michael Christmas was named to the Preseason All-Big South Second Team as well after finishing in the top-25 in the league in scoring last year with 11.3 points per game.

Men's Golf Fall Success
Justin LaRue battled injuries early in the season, but he picked up his winning ways from last year, winning back-to-back tournaments to close the fall portion of the calendar and leading a team that has grown together and made strides in competition.

LaRue won the Phoenix Open on Oct. 15 with a three-day score of 12 under par, and the team finished fourth of 18 collegiate squads. The next week, he won again with a three-day score of 11 under par at the OBX Invitational, and the team finished tied for fifth place of 14 teams.

The OBX Invitational marked the third straight tournament where the Lancer team placed in the top five.

Men's Soccer Postseason Awards, Success
Longwood men's soccer made its first postseason appearance since 2021, and the Lancers took down UNC Asheville 4-3 in a thrilling win behind Ethan Stevenson's hat trick. It was the team's first postseason win since 2016.

In addition, Stevenson and Aaron Asamoah became the first pair of Lancers to earn First Team All-Big South honors in the same season. Stevenson tallied 13 goals as one of the top scoring players in the Big South.

Brando Bedolla earned an All-Freshman Team nod, and Max Hinke was named to the All-Academic Team.

Women's Soccer Postseason Awards, Playoffs
Longwood women's soccer also earned a trip to the Big South Tournament for the first time since 2021.

The Lancers did so on the strength of a defense that did not surrender a goal in their final four regular season matches.

Goalkeeper Sara Curtis earned Big South Goalkeeper of the Year honors, and she was joined on the All-Big South First Team by Sydney Robertson. Alex Dinger was named to the All-Big South Second Team and also earned All-Tournament Team honors. Berni Wayland garnered an All-Freshman Team nod.

The Lancers did not give up a goal to Presbyterian in the Big South playoff match, but PC advanced on penalties.

Field Hockey All-Conference Honors
Longwood field hockey goalkeeper Sophie Mooldijk was named the top goalkeeper in the MAC and also earned MAC First Team honors. The freshman also earned MAC All-Freshman Team honors.

Senior Zoe Tierney garnered a spot on the All-MAC Second Team.

Cross Country Strong Finishes, All-Conference Honors
The men's cross country team posted its best finish in team history at the Big South Championship behind pack running as the team posted a variety of records throughout the fall. Benjamin Goulet finished 26th to lead Longwood, and all five scoring runners finished within nearly a minute of each other.

The women's cross country team matched their best finish ever in the Big South Championship, finishing fifth. In the process, Sophie Farley broke the team record for the 5K, which she had set a few weeks prior, and finished 10th in the race. It was the best finish for a Lancer runner in the conference championship race, and the freshman became the second runner to earn All-Big South honors.

John Feinstein & Sam Hovan on ESPN+
New York Times bestselling author John Feinstein has joined Longwood, and a part of his role includes providing color commentary for all home Longwood men's basketball games on ESPN+.

The highly acclaimed author provides a unique perspective through his decades of high-level basketball coverage. He has rubbed shoulders with the Goliaths of college hoops, but he also holds a spot in his heart for the Davids of college basketball.

Renovation of Iler Hall
Iler Hall, long the weight room of the Lancer athletic teams, will receive a facelift thanks to a $550,000 donation towards its renovation.

The renovation will help transform the student-athlete experience for all sports, and, when coupled with the Basketball Performance Center, will provide Longwood athletics with some of the best sports performance facilities nationally at the mid-major level.

In addition, the renovation will help with the recruitment of new student-athletes while helping retain the current student-athlete population.

Strategic Operations

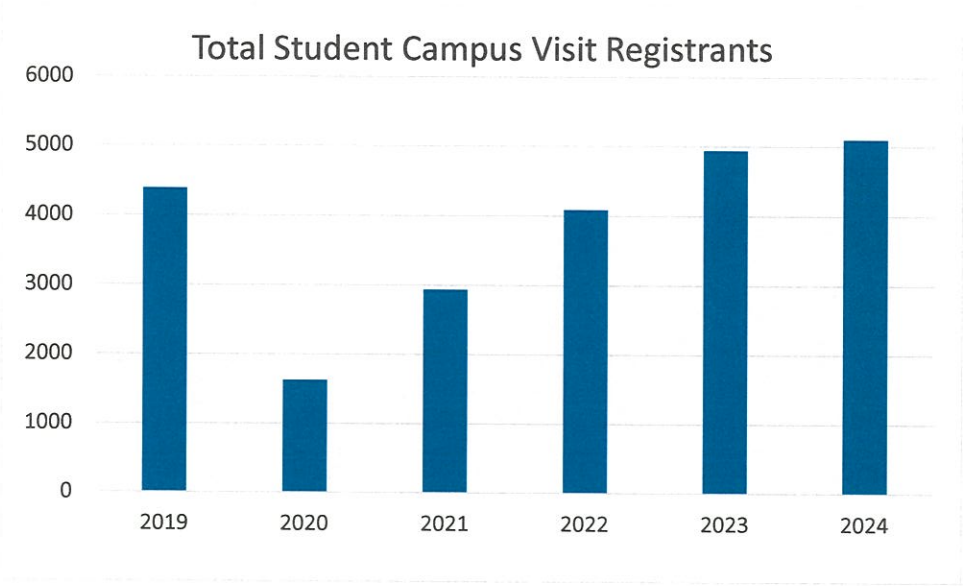
Dr. Jennifer Green, Vice President

Highlights

- **Freshman class grows by 4.1%; admissions events registration rises by 21%**
- **Retention rate reaches 80%**
- **Longwood University's second Homecoming posts record turnout**
- **Career Week sees record participation**

Undergraduate Admissions

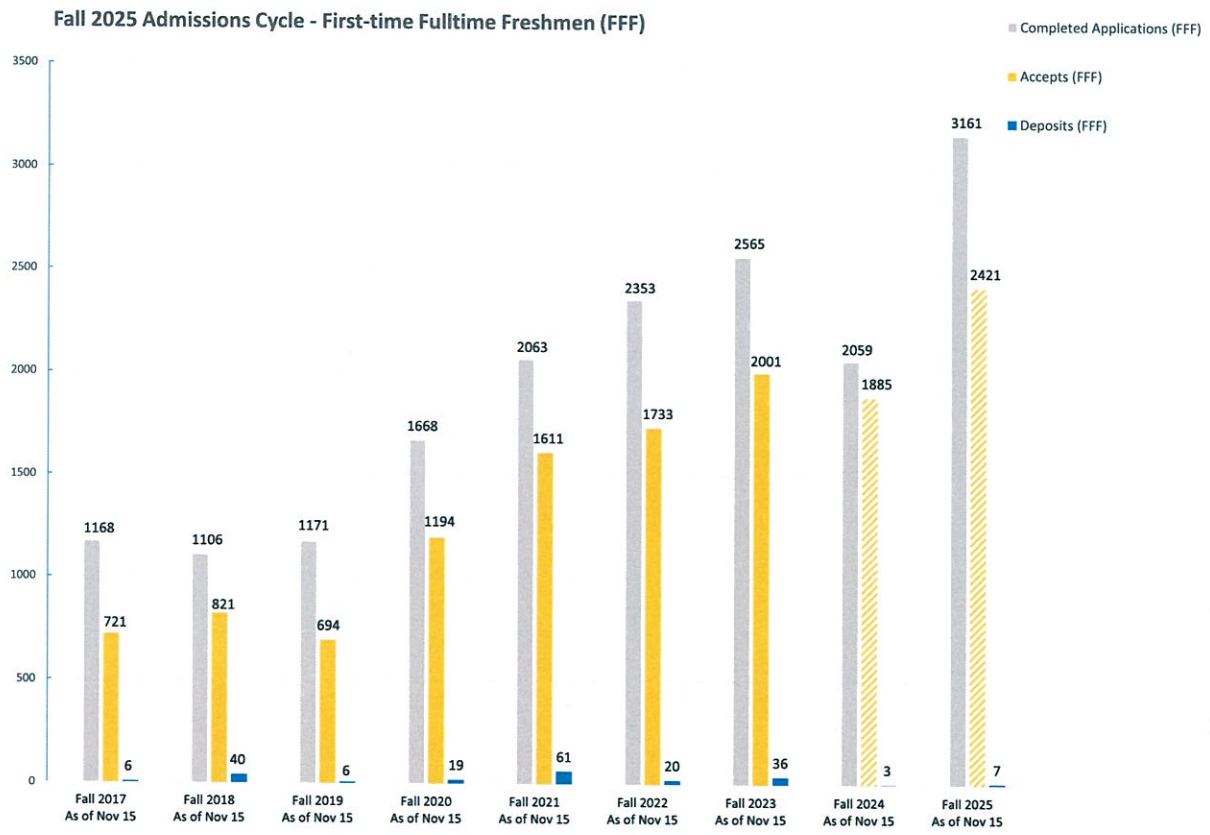
We are pleased to report a 4.1% increase in our incoming freshman class for fall 2024, outpacing the national trend of declining freshman enrollment, which was reported by the National Student Clearinghouse as a 5% year-over-year decrease. The early indicators for the 2025 admissions cycle also are highly promising, with prospective student engagement at record levels. Registrations for on-campus admissions events have risen by 21% over last year's record-setting year, with more than 5,100 students scheduled to visit campus with two more months of events ahead. This surge reflects the appeal of Longwood's personalized recruitment approach and a deepening connection with prospective students.



Visitors are not only arriving in record numbers but also are immersing themselves more fully in their campus experience through direct faculty interactions and dynamic, story-based campus tours. Our admissions team's energy and commitment, in close collaboration with academic departments, has reinforced Longwood's reputation as a welcoming, distinctive choice for students and families alike.

At a recent Open House, Dean of Admissions 'Ferg' Ferguson heard inspiring feedback from families visiting our Academic Bullpen, where students and families engage directly with faculty and departmental representatives. One visiting mother expressed her surprise and appreciation at the access her son had to Longwood professors, contrasting it with other institutions they'd toured where faculty were less visible. Her son connected so deeply with one of our professors that he changed his intended major on the spot, later remarking, "I don't need to look anywhere else. Longwood is my home." This experience—of genuine connection and personalized guidance—is what sets Longwood apart for students seeking a close-knit, supportive community.

Application metrics are similarly encouraging, with applications surpassing our November 1 benchmark, and completed applications are up by 54% year over year. Due to our transition from rolling to deadline-driven admissions last year, both fall 2024 and fall 2025 acceptance metrics will not be available until mid-December.



A new trend we're observing is an increase in campus visits from students after they receive their admissions offers, which aligns well with our admitted student events scheduled from mid-January through spring. We are planning targeted, immersive experiences for these visits that will highlight Longwood's close-knit community and distinctive appeal.

Student Success

Our official retention rate for first-time, full-time freshmen entering in fall 2023 and returning in fall 2024 is 80%. Notably, this is a full percentage point higher than the retention rate for freshmen from fall 2023 and fall 2019, indicating sustained improvement since pre-pandemic levels. This upward trend reflects the collective impact of our campuswide support initiatives, especially in the Coaching Program.

In the Coaching Program, groups of approximately 15 incoming students are paired with a faculty or staff coach and a peer mentor who offer guidance on navigating college life and connecting with campus resources. Coaches meet individually with their freshmen within the first three weeks of classes, building early connections and identifying those needing additional support. Participation in these initial meetings, which are not required for students, reached 76% this fall, up from 65% in fall 2023, demonstrating students' strong interest in personal engagement with faculty and staff from the start of their academic journey. This proactive approach enables us to support students early, positioning them for long-term success.

Ahead of spring 2025 registration, our team actively supported students in meeting with academic advisors and completing other requirements, including sending text reminders the night before each student's registration window. These efforts contributed to a strong start, with a 2.8% year-over-year increase in undergraduate registration during the first week. Our team continues outreach to students who have not yet registered, encouraging their continued academic progress.

Marketing, Communications and Engagement

New social campaigns capture life beyond Longwood's classrooms

To humanize and celebrate Longwood's community, the digital marketing team recently launched two social media campaigns on Instagram and Facebook. #BeyondTheClassroom shares photos of faculty engaged in life beyond their teaching roles in the classroom—such as Professor Jeff Halliday leading his sons' Scouts Troop and Dr. Mary Tackett performing as Morticia Addams with Waterworks Players. Meanwhile, #LongwoodLeader highlights student leaders in action, such as Ava Dobbs '26, president of the Anime Club, hosting game nights and cosplay events, and Ada Hardy '26, president of Alpha Phi Omega, serving the local community. This campaign also showcases the many leadership and involvement opportunities available on campus that enrich student life beyond academics.

New event calendar will centralize Longwood events and provide enhanced functionality

The web team is implementing a new online event calendar platform, thoughtfully designed to capture the full scope of activities and make it easier for our community to stay informed about campus happenings. Currently displaying movie listings for High Street Theatre, this platform will soon expand to Longwood's homepage, showcasing all Longwood events and replacing our current calendar. With capabilities to pull event feeds from Admissions, Athletics, the Moton Museum, LCVA and LancerLink (student organizations), the platform efficiently consolidates events and activities into a single, accessible hub. Added features including personal calendar integration, event feed subscriptions and location mapping enhance its functionality, making this an essential upgrade for showcasing all that is happening at Longwood. View the calendar: calendar.longwood.edu

Bourbon Buzz: 1839 Collection 2024 Reserve sells out in 39 minutes

The 1839 Collection Bourbon 2024 Reserve release on October 24 saw anticipation and excitement at an all-time high as all **715 bottles sold out in just 39 minutes.** Alumni engagement soared as those who snagged a bottle shared their enthusiasm, accomplishing our goal of creating buzz and fostering meaningful alumni connections. This limited-edition release has become a hallmark of Longwood pride, drawing interest across the Lancer community each year. More information about the release can be found at: go.longwood.edu/2024reserve

Office of Alumni and Career Success (OACS)

Reimagined Center for Career Success sees growth in student engagement

In its first semester of operation, the newly redesigned Center for Career Success is already seeing a rise in student engagement. Significant technology upgrades allow students to seamlessly schedule appointments with career coaches, register for events and connect with top employers. A newly installed kiosk in the center's lobby enables efficient check-ins and allows students to provide valuable feedback. The Career Success team also has made impressive strides in collaborating with other university departments and initiatives by taking an active role in new student orientation, supporting multicultural affairs student leadership training and partnering with campus student organizations. As a result of these efforts, **student and alumni appointment requests have nearly doubled as of October 30 (440 vs. 230 year over year).**

Expanded fall 2024 Career Week sees record-breaking participation

The Office of Alumni and Career Success was pleased to partner with the Longwood Alumni Association to host a record-breaking Fall Career Week from September 30-October 4, 2024. This year's programming enhancements included the addition of alumni and professional panels focusing on key career topics such as Inclusion in the Workplace, Careers in STEM and Careers in Public Safety. An expanded student-alumni-employer networking event allowed students to connect and gain valuable career guidance from more than 50 alumni and professionals, and the Career, Internship and Graduate School Fair welcomed nearly 60 employers to the university to engage with more than 300 student participants. The week concluded with a Career Success porch party and open house that invited the campus community to visit the newly redesigned Center for Career Success to explore its recent upgrades and new services. Overall, the fall 2024 Career Week **served nearly 700 students (vs. 347 last year)!** What was especially encouraging about this year's event was the participation from underclassmen, including **340 freshmen and sophomores—nearly three times the number who participated last year.**

Men's basketball builds excitement at recent alumni events

Basketball players signing autographs at the alumni ever

This year's Welcome to the City events held in October in Richmond and Virginia Beach were made even more exciting by a new partnership initiated by the men's basketball team. Head Coach Griff Aldrich and players joined alumni for the gatherings, building anticipation for the upcoming season and strengthening ties within the Longwood community. The events drew a strong turnout and served as a fantastic kickoff, blending Lancer spirit with alumni excitement for this year's basketball season.

Record-breaking Homecoming: More than 800 alumni and friends return to Longwood

Homecoming & Alumni Weekend was one of our largest alumni events on record, with registrations exceeding 800—a significant increase from last year's 691 and well above our goal of 700. Tailgate enthusiasm is at an all-time high, with 91 reserved spots (our goal was 60), prompting us to expand the Lancer Family Tailgate into two more parking lots. Newly added is a special wine tasting hosted by Dr. Chuck Ross, certified sommelier and professor of physics, along with more than13 affinity group gatherings that promise to make this a memorable weekend.

Alumni celebrate the comeback of onyx class rings

After many decades, officially licensed onyx class rings are back, available in both Longwood College and Longwood University editions through Balfour, and alumni couldn't be more excited. The return of this classic design has reignited alumni pride, with ring sales increasing dramatically. This renewed offering gives alumni a cherished way to honor their Longwood legacy.

New opportunities for regional alumni to connect

Our alumni engagement continues to grow with the launch of two new programs tailored to alumni interests and locations. A new Farmville regional alumni group debuted October 19 with a tailgate at the Battle of Farmville baseball game, featuring a food truck, a meet-and-greet with Longwood baseball, and special appearances by mascot Elwood and Longwood legend Buddy Bolding for a ceremonial first pitch. This group looks forward to hosting more pregame celebrations. In Richmond, the new Lunch Bunch pilot program held its first gathering October 22, welcoming all alumni—though primarily targeting those 55+—for

RVA Lunch Bunch

monthly lunches at local restaurants as a daytime alternative to evening events. Both programs offer fresh opportunities for alumni to connect and celebrate Lancer pride.

Student Employment

The federally funded Work-Study Program provides Longwood students with critical career readiness skills while supporting their educational expenses. Currently 28% of our student employees participate in this program, working in 29 departments and offices across campus and contributing significantly to campus operations. Beyond on-campus roles, students also have the option to participate in the America Reads Work-Study Program, which places them in community tutoring positions, fostering educational support in local schools. This year, two returning students are continuing their second year as kindergarten assistants at Prince Edward County Elementary School. Additionally, a new student has accepted a role working with third-graders and will start soon, expanding our impact within the community.

Information Technology Services

Our review of the almost 400 network file shares on internal servers is making excellent progress, with inactive shares identified and removed to enhance storage efficiency and accessibility. In addition, the implementation of Windows 11 across campus has highlighted about 300 computers that require updates. We are coordinating with affected departments to replace outdated equipment using refreshed resources from the ETF process, ensuring minimal disruption and improved compliance with current software standards.

To further strengthen data security, we are expanding the use of multi-factor authentication (MFA) to all faculty, staff and students accessing myLongwood starting in mid-November. This initiative will bolster the protection of sensitive student and employee information.

Finally, we have expanded our Microsoft infrastructure to include Microsoft Teams, now available for campuswide use. This new platform integrates chat, online meetings and scheduling tools, and supports collaborative work across departments. Training and resources will be available in the coming weeks to facilitate adoption and maximize the platform's impact on campus communication.

Student Affairs

Cameron Patterson, Vice President

Highlights

- **Longwood hosted First-Generation Celebration Day activities on November 7th in support of the National First-Generation Celebration Day.**
- **Student Affairs continues to facilitate a number of key initiatives for FY25 including our Civic Engagement Collective and Lancers Vote, a non-partisan effort focused on voter engagement.**
- **Longwood hosted annual Oktoberfest activities culminating with 81 clubs and organizations hosting booths, student-entertainment, and a concert on Stubbs Lawn. Longwood also hosted the annual Club & Organization Dinner recognizing various award winners for their work.**

We continue to move through the Fall semester at lightning pace as we work to facilitate a number of key events, activities, and initiatives. A few of our ongoing initiatives include our Table Talk Lunch Conversations hosted by President Reveley and joined by Vice President for Student Affairs Cameron Patterson. This semester we have hosted lunch conversations with Lancer Productions, our Campus Programming Board, The Longwood Ambassadors, a group of Graduate Students representing all of our programs both in-person and online, Call ME Mister, and others. It is always great to hear from different students about their Longwood experiences.

Another initiative we have continued to work on is Lancers Vote led by a group of Longwood students. Lancers Vote has worked hard this fall to engage our students in the voting process. Lancers Vote hosted a number of events during the fall semester, put together resources for students via Canvas with voter information, visited Civitae Courses, and as result Longwood continues to be recognized as a voter friendly campus by the Campus Vote Project. Additionally, we have had a group of faculty and staff from both Student Affairs and Academic Affairs who came together to facilitate programming that included hosting debate viewing events, an election night watch party, providing resources for faculty and staff, and hosting Enlightment Talks on Brock Commons featuring staff and faculty who spoke about various civic issues. This committee will continue as the Civic Engagement Collaborative supporting various efforts.

Two student events hosted in October include our annual Oktoberfest Celebration and the Club & Organization Dinner. Oktoberfest marks the half-way point in the semester and includes a Spirit Week, Color Wars, Live Entertainment, and more than 80 student booths selling various items. We are grateful to the Longwood Geist Chapter of Mortar Board for their efforts with this event which is supported by staff in the Office of the University Center & Student Activities. The second event, which is the Club & Organization Dinner, allows us the opportunity to celebrate and recognize our more than 170 student organizations, in so many ways are the heartbeat of our campus. During this event we recognized the Men's Club Lacrosse, Card Club, National Association of Music Educators, Zeta Tau Alpha, Alpha Sigma Phi, and Quincy Goodine, Assistant Director for Club & Organizations with awards for their efforts during the past year.

Longwood's First-Generation students continue to be actively supported by resources and events, including the First-Generation Student Celebration Day held on November 7 in support of National First-Generation Student Day efforts. The event featured tabling, swag giveaways, a photo booth, and the opportunity for students to celebrate why they are proud to be a First-Gen student. The First-Gen Lounge in Upchurch will celebrate its first year in January and serves a growing population of students who use the space to study, socialize, and meet. We are grateful for ongoing donor support and the Parents Council for continuing to help with the resources that have supported these efforts.

Dean of Students Unit

Dean of Students

Closing out the month of October, the Dean of Students office has assisted 519 students for fall 2024 who came to the attention of the Care Team with issues spanning medical absences, family and personal emergencies, mental health, transition issues, and academic and financial concerns.

Accessibility Resources

To date, 240 new students have pursued registering with Accessibility Resources for fall 2024, bringing the total number of registered students to 506, which is approximately 40 students higher than the previous academic year. The most significant percentage of disabilities is comprised of emotional/mental health (31%), ADHD (25%), specific learning disabilities (19%), and chronic health conditions (13%). Emotional/mental health diagnoses rose by approximately four percent, showing a continued increase from last year's rise of three percent. Many students requested accommodation review meetings early in the semester as it appeared they struggled with the workload and time management and were looking for more accommodations. The overall average of student meetings is approximately 40 per week for registration intake, continued one-on-one follow-up, assistance with immediate issues, and temporary injury inquiries. Sessions address a variety of topics with students, most predominantly targeting retention to address a lack of motivation, limited skill sets for organization and study strategies, and diminished basic writing skills. The Testing Center is operating at total capacity, having

worked to administer, proctor, and return to faculty 519 tests so far this semester; a total of 24,032 minutes of proctoring have occurred. (Statistics – October 31, 2024)

Residential and Commuter Life

Fall 2024 brought focused, intentional efforts to increase student engagement, particularly outside on the beautiful grounds of our campus, with university programs and services to support retention efforts. Support of campus events saw an attendance of 388 students from residential areas. Community-wide programs continue to attract students, with an average attendance of over 28 students each (143 total). One hundred forty-four smaller, floor-specific programs saw an average attendance of 8 students per session.

The three-year residency requirement, as well as the 12-month housing and summer storage programs, continue to increase occupancy on campus. The number of students currently assigned to Longwood-managed housing again increased by 100 students compared to fall 2023. This is an increase of 8% in occupancy compared to fall 2022. Communication with students regarding housing registration for the 2025-2026 academic year has already begun. This communication included highlighting the 3-year residency requirement, 12-month housing/summer storage, newly flexible Lancer Park parking, fully completed apartment renovations, and procedures to register for housing.

Student Conduct and Integrity

Twenty-eight cases have been submitted to the Office of Student Conduct and Integrity this semester, adjudicated in the following manner: 11 with administrative hearings officers, 15 Honor & Conduct Board hearings, and two agreed resolutions. One case resulted in disciplinary suspension.

Honor & Conduct Board membership remains strong, with 20 members overall (19 undergraduate students and one graduate student), 14 new members, and six members returning. Membership holds a great deal of responsibility and discretion as students learn conduct procedures, enforce due process as detailed by Longwood's student handbook, and facilitate hearings based on Longwood's Honor and Conduct Codes. Student members of the board must be nominated, apply, and be interviewed before an offer of membership can be made. Honor & Conduct Board membership strengthens soft skills such as problem-solving, emotional intelligence, communication, and conflict resolution.

Title IX

Twenty-three reports of notice were received for fall 2024. One report has led to a formal complaint that was resolved through informal resolution; several students are working closely with Farmville Police Departments to pursue criminal complaints. Title IX office has continued to provide support to pregnant and parenting students; two students are working with the Title IX Coordinator for pregnancy and related medical conditions. Most students utilize supportive measures coordinated through the Title IX office, including referrals to resources on campus

(such as Dean of Students, CAPS, ARO, etc.) and notification of medical and court-related absences to faculty.

In the September 2024 report, information was shared about the Department of Education releasing new Title IX regulations. Virginia public higher education institutions, including Longwood, continue to comply with the 2020 regulations pending ongoing litigation.

Student Engagement Unit

Student Engagement Initiatives

Meaningful Engagement (*It's All About ME*) continues to be a focus within the context of the following Core Values: Access and Inclusion, Community, Education and Learning, Transformative Experiences, and Accountability and Transparency.

Staff are encouraging students to consider the quality of extracurricular involvement versus quantity and, in keeping with Longwood's QEP (Post-Graduate Success), to think about how their involvement is connected to career and life plans. Students are also being encouraged to *Get Outside Lancers* and enjoy the campus and a partnership with SGA provided a variety of games for Stubbs Lawn for all to enjoy. The fall has provided numerous opportunities for engaging and connecting at Longwood, and specific examples illustrate staff efforts.

Lancers Vote, the non-partisan, student-led effort supported by Student Engagement, actively encourages voter registration, education, and participation, and it has continued efforts throughout the fall semester. Events have included 12 classroom presentations, ongoing tabling, and distribution of educational materials, and social media messaging. They also partnered with a collaborative committee of academic and student affairs faculty and staff to support watch parties for the Presidential and Vice-Presidential debates and the Rock the Brock and VOTE event in late October, which featured 10 faculty and staff presenting 10-minute talks on a wide range of topics related to democracy, voting, and civic engagement.

University Center & Student Activities

Leadership by the University Center and Student Activities office continued to be a key to a number of major campus programs and in support of student organization leaders. First Friday Back and the GAME involved over 80 faculty and staff volunteers, and over 1400 Longwood scarves were distributed. 85 student organizations and 15 community organizations participated in the Involvement and Volunteer Fair. Lancer Productions has had a strong semester with each of their Friday night events, including over 70 students in attendance. Mortar Board hosted a very successful Oktoberfest week of events, culminating with the concert by Waka Flocka Flame, which was very well attended. 81 student organizations hosted booths featuring various fund-raising items ranging from food to hand-made items. A very popular offering was playing cards featuring faculty and staff members.

Fraternity & Sorority Life

In Fraternity and Sorority Life, CPC and IFC chapters welcomed 84 new members during the fall semester. NPHC chapters add their new members towards the end of the semester. Comparing IFC & CPC membership numbers from fall 2023, IFC membership increased by 10 students, and CPC has 20 more members. The Greek Emerging Leaders Experience (GELE) began in late October. Rasheed Ali-Cromwell, the nationally known speaker, returned to campus in November to present *Don't Be Color Blind, Be Color Brave!* and to lead a "boot camp" for NPHC chapters. Following the departmental assessment in 2023-24, Order of Omega and the Greeks for Change organizations have been restructured to fit their purpose and missions better. The 22 Independent Greek Organizations are now under the umbrella of the FSL Office. Students in fraternities and sororities also continued to be involved in Longwood outside of Greek Life.

Education & Prevention

National Hazing Prevention Week in late September featured various activities, including social media campaigns, tabling events, and speakers from the Love Like Adam Foundation, Adam Oakes' father and aunt. This was a return visit to campus and a very powerful presentation to a full house of students in Jarman. During the month of October, the Office of Education and Prevention Programs (OEP) launched the Red Flag Campaign on campus in honor of Sexual Assault Awareness Month and the Violence Against Women's Act. October was also Substance Abuse Awareness Month, and the office partnered with the Office of Multicultural Affairs to host a "CIC Back" that focused on culturally inclusive costumes and celebrating responsibly. Longwood Recovers and the Longwood University Peer Educators were invited to serve mocktails and they provided prevention education and tips for staying safe during the Halloween festivities. Prevention bags were provided to all participants.

Multicultural Affairs

Close work continues with students who participated in the BOND (Building Our New Direction) program in August. Collaboration continues with CAPS via a counselor embedded weekly in the Office of Multicultural Affairs (OMA) to provide support and resources for students. In September and November, the Sankofa Multicultural Leadership Series workshops for culturally and identity-based clubs and organizations focused on skill building, collaboration, allyship, and legacy building, including a collaboration with Alumni & Career Success. The office co-facilitated the Deliberative Dialogue Forum "Elections: How Should We Encourage and Safeguard Voting" for faculty and staff in collaboration with CAFE and Communications Studies. The staff actively supports admissions with on- and off-campus recruiting efforts and participates in the inclusion in the workplace panel and student/alumni networking events sponsored by the Alumni & Career Success. Graduate School Week in October, organized by a strong student intern, provided the opportunity for students to learn from Longwood's office of Graduate Studies about graduate school application preparation and essay writing and 33 students had the opportunity to "Get on the Bus" and visit James Madison University to learn about graduate programs. Additionally, there was a panel on the topic of Imposter Syndrome.

Well-Being Unit

BE ACTIVE
BE WELL
BE YOURSELF
BELONGWOOD

Campus Recreation

Campus Recreation is focusing on "Building Community Well-Being" to improve engagement, pride, safety, and inclusion. Cycle Spin classes are the largest growing part of the Group Fitness community, with students lining up 15-30 minutes before class. To meet the demand, Campus Recreation added four state-of-the-art spin bikes and two new classes per week. Group Fitness also targets Faculty/Staff with the popular Move into Motion (formally Fit After 50) personal training and fitness class, which has seven participants.

Club Sports has increased the size and scope of the student-athlete community to 22 active clubs and more than 300 athletes. Longwood pride is elevated as Men's and Women's Club Soccer, Field Hockey, Ultimate Frisbee and Women's Volleyball have each hosted home games. The Women's Volleyball tournament hosted 11 teams from across the region on three courts in Pierson Hall. Intramural flag football is underway, including a "first time since before Covid" women's league.

The largest growing community activity is the same in Farmville as it is across the nation … Pickleball. The Race Street Courts now have four painted pickleball courts, and students can rent paddles and nets from the Fitness Center. More than 50 student rentals have been logged, and many Farmville community members bring their own equipment to the heavily used courts.

To help staff build cultural knowledge and improve inclusion in the community, Campus Recreation again collaborated with the Robert Russa Moton Museum to create a mandatory training for all Campus Recreation student staff: The Intersection of Sport, Recreation, and Civil Rights: A Look at Longwood's Campus History. There are three focus of the program: Facilities & Fields, People & Stories, and Connections to the Present. This year 53 Campus Recreation student employees engaged in the historical campus walk.

Finally, to champion a safe community, Sports Club Council, Intramurals, and the Office of Education & Prevention collaborated on the first annual Lancers Don't Haze Cornhole Tournament. This tournament was enjoyed by teams of faculty/staff, Club Sports athletes, Greek Life members, and friends as the culminating event of Hazing Prevention Week.

Counseling and Psychological Services

The donor-funded Charlie Case CAPS Animal Assisted Therapy Program supports the American Kennel Club's Canine Good Citizen Lily Bleu's role in CAPS. Students have responded well to

this added support service. Eventually Lily Bleu will attend outreach programming to support the Longwood community further and increase student belonging and connection.

In addition to individual therapy and Well-Being Clinics, CAPS provides three weekly therapy groups: Stress & Anxiety Management Group, AFFIRM for supporting students of the LGBTQI+ community, and Empowering Students of Color Group.

The three-year Substance Abuse and Mental Health Services Administration (SAMHSA) grant in the amount of $306,000.00 closed on September 29, 2024. The *Well Lancers: Creating a Culture of Well-being with Expanded Mental Health Services* grant successfully expanded mental health and well-being resources at Longwood University. In addition to providing trauma therapy to students, the Trauma Specialist trained 713 faculty, staff, and student leaders on using a trauma-informed approach to create a learning environment in which everyone at Longwood University feels safe, supported, and has the ability to thrive. All faculty, staff, and students had 24/7 access to the WellTrack Boost app which provided mental health/well-being resources, and students could access the Mental Health Crisis Support Line (ProtoCall) at any time. Benefits included (a) capacity was extended to *all* students (study abroad, Brock experience, holiday breaks, inclement weather, online programs and distance learning, travel for athletics or academic conferences) rather than only those who reach out to CAPS, (b) decreased stigma around help-seeking behavior, (c) students were granted increased autonomy and independence, (d) the services provided a foot-in-the-door for populations of students who do not naturally reach out for mental health services due to cultural, family, or other factors, and (e) helped meet the continued escalating clinical caseloads in CAPS.

Longwood University will sustain the Trauma Specialist position and the Mental Health Crisis Support Line (ProtoCall), which holds the highest possible accreditation with the American Association of Suicidology and is a member of the National Suicide Prevention Lifeline network. The Trauma Specialist continues to cultivate a trauma-informed campus community by coordinating the implementation of a new initiative, Skills Training in Affective and Interpersonal Regulation (STAIR). Longwood University is one of 28 institutions serving as an implementation site in a three-year project funded by the Patient-Centered Outcomes Research Institute (PCORI) and directed by a team at Wellesley Centers for Women. This project grew out of the recognition that more students are seeking care from university counseling centers to treat symptoms related to trauma. Four Longwood University students are engaged in this intensive, evidence-based, trauma-focused treatment modality.

The CAPS Training program provides on-site training and supervision to graduate students from regional graduate programs. Three Counselors-In-Training are providing clinical services to Longwood University students under the supervision of CAPS licensed providers.

Longwood University is one of five universities within the Commonwealth to be granted the second round of the State Council of Higher Education for Virginia (SCHEV) Higher Education Mental Health Workforce Pilot Program grant. "The pilot serves the dual purposes of: (a) expanding mental health services to students on an institution's campus, while simultaneously; (b) increasing the mental health workforce pipeline overall by offering supervised clinical hours for candidates who seek to become Licensed Professional Counselors." Longwood University

secured $200,000 in funding which extends the initial grant-funded full-time Resident in Counseling for an additional six months and underwrites the salary and benefits of a second full-time onsite Resident in Counseling hire. Not only has the round one grant-funded Resident in Counseling addressed the clinical demand for counseling services, but it also expanded care through outreach, collaboration, and embedded counseling with the Office of Multicultural Affairs.

Longwood University Police Department

Staffing

LUPD's newest officers have successfully integrated into agency operations. We are processing candidates for the open sergeant and officer positions with the goal of one or both attending the upcoming academy session (January 2025).

Funding and Equipment

The LUPD continues its work on the record management system conversion with December 18, 2024, as an initial "go-live" date. Chief Comer met with Motorola Solutions, who recently acquired Rave (our alert system), about system capabilities. As a result, Chief Comer hopes to convene a meeting with university stakeholders to discuss how Motorola Solutions Ecosystem (video security, access control, radios, panic buttons, weapon recognition, and activity sensors) can enhance our security operations. The agency was unsuccessful in the DHS Nonprofit Security Grant, but DHS has released additional funds. LUPD will update and submit a new application. Depending on the meeting with Motorola Solutions, the acquisition and incorporation of key components of the Motorola system may be the focus of our updated grant application. The newly acquired electronic patrol bicycles have been a great engagement and enforcement tool for the agency. They have increased officer visibility and responsiveness. LUPD is awaiting the results of our Firehouse Subs First Responder grant application. If successful, the agency will purchase two "street-legal" golf carts to relaunch our night-time security transport program. Over the summer, Chief Comer met with Hanover Research to identify public safety funding sources. In October, Chief Comer received a comprehensive report identifying current funding sources, guiding communication with grant administrators, and developing relationships with non-traditional public safety funding sources. The agency will use the report to drive its funding strategy for FY25 and beyond.

Emergency Management

Dr. Giles and agency interns conducted a Winter Storm Tabletop Exercise. The exercise identified communication deficiencies which we are working to address. LUPD is planning several Emergency Operations Center (EOC) Open Houses to inform the university community about the EOC's functions, capabilities, and operational structure. LUPD, their regional public safety partners, and regional government leadership are also working on a Regional Family Assistance Center (formerly called a Family Reunification Center) plan for critical incidents. Chief Comer and key personnel within Student Affairs (Freedom of Expression Administrative Team) have created a Freedom of Expression Response Protocol. The team

conducted several presentations to university departments regarding the plan. Chief Comer, LUPD Command staff, the Director of Emergency Management, the VP for Student Affairs, and members of the President's Cabinet participated in virtual meetings with the Governor's Office, the Virginia Secretary of Education, and the Virginia Secretary for Public Safety and Homeland Security concerning the upcoming elections, campus protest response and activity within the Commonwealth, and collaboration between university leadership and public safety. While no information suggests that Longwood University will be subject to unrest, the groups meet based on our collective commitment to preparedness.

Community Engagement and Education

The LUPD, with CAPS, Academic Affairs, Student Affairs, and the University's Spokesperson, is developing a guidance document for emergency situations (medical emergencies, fires, disruptive students, suspicious behavior, active shooter/threat, and bomb threats) for university faculty, staff, and students. In November, Chief Comer will begin her "Let's Talk About it With Chief Comer" forum. There will be one forum for faculty and staff and another for students. Chief Comer will host monthly forums with open discussion and thematic content formats. As the Threat Assessment Team leader, Chief Comer is spearheading an educational plan to ensure the university community understands the purpose of the threat assessment team, reporting methods, and the assessment process. Chief Comer met with the FBI-Richmond Field Officer Special Agent for Campus Safety.

Informational Items

Report from Lisa Kinzer, Faculty Representative, December 6, 2024
Faculty involvement with Longwood Alumni

In conjunction with and in addition to the efforts of our Alumni Relations office, faculty across campus are actively engaging with alumni. Audrey Church, Chair of Education and Counseling remarked, "Alumni are the program's best promoters, sharing about new cohorts and recruiting new students to the program."

Beyond the traditional alumni newsletter (print or online) that several departments distribute, numerous faculty members regularly invite alumni to campus to serve as guest lecturers in senior seminars and upper-level major courses for imminent career preparation but also to offer 'introduction to the major' information to incoming freshman classes, as noted by Marsha Rutledge, Program Director for Counselor Education. Assistant Professor of Computer Science Robert Marmorstein contributed, "In my new CMSC 161 course on software tools and practices, alumni have contributed short videos about why each skill we cover in the course is useful and relevant in the industry." He continued, "Several alumni have also volunteered to serve as "clients" for the senior seminar class next Spring. As clients, they will meet with pairs of seniors bi-weekly to evaluate the progress of the software teams and give them feedback on their work." Brooke Mantha, Assistant Professor in Criminal Justice, brought in alumni Brian Lee from the Roanoke Police Department and Alisha Morrison, Lead Intelligence Analyst for the Bureau of Criminal Investigation at the VA Fusion Center.

For some, alumni presentations are a regular feature in certain classes. Chuck Ross, Professor of Physics, said, "Every fall, I bring in a number of physics alums to speak to my PHYS 370 class which has a career preparation component." According to Ronda Scarrow, Program Coordinator for Theatre Education, theatre alum Frank Creasy, a frequent classroom visitor, will be conducting a workshop this spring on acting in front of the camera.

To address the professional development needs of their students, the Psychology Department created a 1-credit course for juniors which relies heavily on alumni participation. Professor Sarai Blincoe adds, "The aim is to have alumni that are representative of a range of career fields, a range of career preparations (e.g., graduate degree vs none), multiple career stages, and the demographic diversity of our undergraduate students. The feedback from our first semester offering the course was that this is an extremely valuable part of the class. But it is also one of the most time-consuming parts of the course prep." When in-person visits are impractical, both Blincoe and English Department Chair Dave Magill have found Zoom to be an effective alternative for alumni connections.

Online platforms have provided excellent means for alumni to stay in touch. "The Educational Leadership Master's Program stays connected with alumni through dedicated social media outlets - Facebook, Instagram, and X - where we showcase alumni through spotlights and our "Keeping it Reel" series, which drops each Friday and provides real-life, real-time leadership lessons from the field," contributed Sarah Tanner-Anderson, Associate Professor and Program Director of Educational Leadership.

Psychology is gathering the knowledge of alumni by building a database of contributed videos; "5-10-minute pieces in which alums describe their path to their current role and its job responsibilities, the experiences from the major (and Longwood more broadly) that are most helpful in the role, and anything they wish they had known or done differently during undergrad or in their approach to the job search. We are very excited about the potential for this initiative and think it could be replicated in other departments," shared Blincoe.

Faculty also coordinate a range of events that bring alumni home. Hannan Sadjady Naeeni, director of Longwood Logistics Center, hosts a series called 'Meetings with Logistics and SCM professionals.' "Students get to learn about different areas of business and industry trends while it provides them with networking opportunities," he said. Patti Carey, Executive Director of CBE's McGaughy Professional Development and Internship Center shared, "We had 15 alums participate in our Career Café and have 11 alums scheduled to participate in our mock interviews and etiquette dinner in November. In September, we had 8 alums participate in our Accounting Fair." Performances are popular choices in Music (Holiday Dinner, Honor Band) and Theatre (Spring Musical Theatre production). English invites one distinguished alumnus each year to attend the awarding of the Dos Passos Prize, and the College of Business & Economics recently featured two alumni, Alex Julian with Capital One, and Jack Tynch with Booz Allen Hamilton, as their October and November keynote speakers for their 'CBE Talks' series. Chuck Ross offered a special wine tasting for alumni during Homecoming weekend this fall, so it's not all work and no play!

My colleagues are also reaching out to meet alumni where they are. Patti Carey recently took 14 business students to Riverside Logistics in Richmond, owned by CBE alum Keith Hamlett. Alumni feel the continued support of Longwood faculty when Theatre faculty attend a play directed by an alumnus (Matthew Carley) at his post (Manchester High School), and Music faculty offer masterclasses and clinics at high schools where our alumni are currently teaching. We regularly encounter our former students at professional conferences, and many departments enjoy hosting alumni receptions such as the one pictured below from the Virginia Association of School Librarians.

Faculty value alumni feedback, and in some departments, collecting assessment data from them is a requirement of accreditation reviews. Lee Bidwell, Professor of Sociology, reported, "In fall 2022, Dr. JoEllen Pederson and I worked with 3 undergraduate students to conduct in-depth interviews with Sociology alumni regarding what drew them to the major, the knowledge and skills they learned in the major that are valuable in their current lives and careers, and their recommendations for curriculum improvement. Alumni were excited to participate and the findings from the research have informed decisions about recruiting and advising majors, as well as curricular revisions." We look to alumni for guidance as they serve on various university boards, such as the Educational Leadership Advisory Board, not to mention our esteemed Board of Visitors.

Finally, faculty form life-long relationships with former students. We are always ready to offer updated reference letters or professional advice, but more importantly, we wish to remain a part of our students' lives. Jenni Miskec, Professor of English, recently spent 6 months assisting a '24 grad with her Fulbright application. We keep in touch, attend their weddings, and in some cases, officiate them, as Jenni did in 2015. More publicly-known, however might be Chuck Ross's experience: "I recently officiated the marriage of Longwood physics alumnus Garrett Josemans to his bride Taylor Krause on the popular Netflix show *Love is Blind.* I think being asked to officiate his wedding a decade after his graduation shows the power of the faculty-student connection that makes Longwood what it is."

(photo courtesy of Audrey Church)

LONGWOOD
UNIVERSITY

FOREFRONT FOR THE COMMONWEALTH
Strategic Plan 2019-2025

Our Mission: *Longwood University is an institution of higher learning dedicated to the development of citizen leaders who are prepared to make positive contributions to the common good of society. Building upon its strong foundation in the liberal arts and sciences, the University provides an environment in which exceptional teaching fosters student learning, scholarship, and achievement. As the only four-year public institution in south central Virginia, Longwood University serves as a catalyst for regional prosperity and advancement.*

Our Opportunity:

In a Turbulent Time, a Thriving Institution – American democracy and American higher education are in a time of division and uncertainty, but Longwood can accelerate and thrive, proving the power of residential, citizenship-focused university education

Our Key Principles:

Academic Enterprise at the Heart – as one of the hundred-oldest U.S. colleges and universities and Virginia's third-oldest public university, we prize faculty engagement with students, our residential character, research and scholarship, and the role of a broader learning community beyond the classroom in preparing citizen leaders committed to the common good in our pluralistic democracy

Transforming Lives – we are at our best when helping to transform lives, by connecting students with people and experiences that broaden their minds, challenge them, and equip them with strong career skills; to succeed we must also help keep college affordable, provide a campus culture that fosters well-being, and be mindful of Longwood's role as a steward in our region of the Commonwealth

Camaradexie – enriched by our many traditions, including our honor code, and commitment to diversity of backgrounds, identities, and intellectual perspectives, we enjoy a distinctive camaraderie, which is fueled by our belief that individuals can make a difference, here on campus and beyond; cultivating this camaraderie gives real strength for collaborating and working together in challenging times

Our Priorities:

Intensifying Enthusiasm across All Enrollment – the University will thrive if students and prospective students at all levels cherish the chance to attend Longwood; academic rigor is fundamentally part of cultivating this enthusiasm, as is affordability via scholarships

Innovation in What We Offer – inspired by Civitae, we can innovate in our major, graduate, co-curricular, and student-employment offerings, enhancing career skills by drawing on strengths like Hull Springs, the LCVA, Moton, Study Abroad, and the Brock Experiences

Reflecting the Diversity of America – strong commitment to diversity of backgrounds, identities, and intellectual perspectives is crucial for our success pedagogically and civically, as is focus on faculty and staff recruitment and retention, including competitive compensation

Distinction in the Commonwealth and the Nation – communicating Longwood's successes and strengths, qualitative and quantitative, will make one of the fifty-oldest NCAA Division I schools into the household name in Virginia and beyond that it should be

A Sense of Beauty and Place on Campus – with its historic sense of place and its accessibility, our campus can serve as a sanctuary of natural and architectural beauty fostering physical and mental well-being; sustainable practices are powerfully important in this regard

College-Town Vibrancy – Farmville, Prince Edward, the surrounding region, H-SC, and Longwood stand together where the Civil War ended and Civil Rights began, as America's first two-college community; our college-town vibrancy is resurgent and crucial

A Culture of Philanthropy – with the Commonwealth as a vital support and catalyst always, it is also of paramount importance for Longwood to build a true culture of philanthropy, among alumni and friends as well as on campus in spirit, budget and procedure

Measuring Progress:

Each part of the University will determine how best to assess progress against these priorities in its own area; here are metrics Longwood will measure as barometers reflecting institution-wide progress, assessed to inform decision-making and budgeting:

- Enrollment for Undergraduates, "4+1" and Graduate Students
- Retention and Graduation Rates
- Composition of Student Body, Faculty, Staff, Boards and Volunteer Leadership
- Purchase Volume of University Licensed Logos and Marks
- Overall Attendance at University Events (Performances, Athletics, Exhibits, Lectures, etc.)
- Total Population of the Local Community
- Alumni Annual Giving Percentage

LONGWOOD
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FOREFRONT FOR THE COMMONWEALTH
Strategic Plan 2019-2025

– Dashboard of Principal Metrics –

	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Applications Prior Year	*4683*	*4869*	*5160*	*4417*	*6689*	*5893*	6098	6101	5407
Freshmen	928	1053	1007	799	809	706	783	786	834
Sophomores	799	728	770	770	625	589	537	608	635
Juniors	782	718	655	691	676	542	525	457	550
Seniors	740	742	669	588	632	630	484	469	420
5th Year +	233	220	217	180	190	195	178	142	138
Transfers and Part-Time	913	994	764	823	1008	823	647	760	788
"4+1" Students	91	115	100	102	122	105	116	122	99
Graduates	499	603	587	609	779	1021	1088	1200	1150

Innovation in What We Offer-Principal Metric: Retention and Graduation Rates

Reporting Year	Year 1-2 Retention Rate
2017	81%
2018	75%
2019	75%
2020	79%
2021	73%
2022	76%
2023	78%
2024	80%

Graduating Class	4-Year Graduation Rate
Class of 2017	50%
Class of 2018	51%
Class of 2019	52%
Class of 2020	52%
Class of 2021	47%
Class of 2022	47%
Class of 2023	51%
Class of 2024*	47%

Distinction in the Commonwealth and the Nation-
Principal Metric: Purchase Volume of University Licensed Logos & Marks

Fiscal Year	Purchase Volume
FY 2017	$942,622
FY 2018	$803,744
FY 2019	$1,000,355
FY 2020	$546,878
FY 2021	$313,073
FY 2022	$492,892
FY 2023	$319,710
FY 2024	$782,543

Reflecting the Diversity of America
Principal Metric: Composition of Student Body, Faculty, Staff, Boards and Volunteer Leadership

	Boards and Volunteer Leadership			Faculty and Staff			Student Body		
Academic Year	% Men	% Women	% URM	% Men	%Women	% URM	% Men	% Women	% URM
2016-17	49%	51%	10%	42%	58%	14%	31%	69%	24%
2017-18	44%	56%	8%	42%	57%	12%	31%	69%	26%
2018-19	48%	52%	11%	43%	57%	12%	30%	70%	26%
2019-20	42%	58%	18%	43%	57%	13%	29%	71%	26%
2020-21	43%	57%	18%	43%	57%	13%	29%	71%	28%
2021-22	44%	65%	25%	42%	58%	12%	31%	69%	30%
2022-23	35%	65%	27%	43%	57%	12%	30%	70%	29%
2023-24	45%	55%	27%	44%	56%	14%	29%	71%	28%

College-Town Vibrancy- Principal Metric: Total Population of the Farmville Region (by registered voters)

	July 2017	July 2018	July 2019	July 2020	July 2021	July 2022	July 2023	July 2024
Total Population	38,009	38,280	38,122	38,630	39,556	40,091	40,270	41,193

A Culture of Philanthropy- Principal Metric: Alumni Annual Giving Percentage

	FY2017	FY2018	FY 2019	FY 2020	FY2021	FY2022	FY2023	FY2024
	10.1%	9.5%	7.6%	5.7%	7.1%	6.3%	5.6%	4.7%