Marketing. Dr. Barnwell holds a Ph.D. in Marketing from Mississippi State University. He has extensive teaching experience and a strong track record in research. They will begin in fall 2019.

A search committee is currently reviewing a strong pool of candidates for the tenure-track logistics position in the Department of Management and Marketing. We hope to complete this search by the end of November.

College of Education and Human Services

Department of Education & Special Education Highlights: The Elementary/Middle School Program, along with the Liberal Studies and secondary teacher preparation programs in the Cook-Cole College of Arts and Sciences, are preparing for an on-site accreditation visit from the Council for the Accreditation of Educator Preparation (CAEP) at the beginning of December.

In September, Counselor Education successfully achieved approval from SCHEV of its program as a stand-alone graduate degree, rather than under the master's degree in education. The program approval process took close to three years, and Mrs. Kathy Charleston, Assistant Dean in the College of Graduate and Professional Studies, and Dr. Jennifer Apperson, faculty member in Counseling, should be commended for their work and persistence in achieving approval.

The redeveloped master's degree in educational leadership is currently moving through the university curriculum review process with marketing projected to begin in spring 2019 in anticipation of admitting students to the program in fall 2019.

School Librarianship (SLIB) faculty members received a university faculty development grant for 2018-2019 to facilitate implementation of the new "National School Library Standards for Learners, School Librarians, and School Libraries" in each K-12 public school in Region 8. In September, more than fifty Region 8 librarians were on campus for a one-day workshop and received copies of the new standards. SLIB faculty are leading online professional learning networks for the librarians throughout the school year, and the librarians will reconvene on campus in April. Research revolves around the process that school librarians use as they implement new standards.

The Reading, Literacy, & Learning faculty is investing in marketing the program through several means: (a) faculty members presenting and providing outreach to schools this fall at the Piedmont Area Reading Council Conference, (b) social media and an increased online presence; (c) a monthly newsletter to alumni and friends; (d) proposals to Loudoun County and Powhatan County for potential new off-campus cohorts; and (e) piloting a spring start for December graduates to complete the RLL program in four semesters (two full-time and two part-time).

The students in the Educational Leadership Certification Program make up nine cohorts across the state and represent seven of Virginia's eight superintendent regions. The program currently contains 146 students. At the end of 2018-2019, there will be a three-year total of 350 program completers. The 2017-2018 cohort has a pass rate on the School Leaders Licensure Assessment (SLLA) of 98.6% with 74 of 75 students passing. The pass rate is anticipated to rise as students continue to take the SLLA in the upcoming months. Based on data collected in February 2018, 30 % of the 2016-2017 cohort have either interviewed for or accepted a job in K-12 school administration.

Department of Social Work and Communication Sciences and Disorders Highlights: The Social Work program served as part of the planning and implementation team for the Poverty and Hungry week on campus. Ms. Shalya Betts has been instrumental in bringing the movie, "I'm Not a Racist…Am I?" to campus. Dr. Erica Brown-Meredith and Dr. Quentin Alexander (Counseling) are collaborating in a mentorship program for first generation minority students. On October 20, the Social Work student organization, under the direction of Mr. Ian Danielsen, was actively involved in the second annual Walk-a-thon to benefit the Andy Taylor Center. Student Shawna McCann was awarded a Phi Alpha award from the Council of Social Work Education and will be receiving it at their fall conference.

The Communication Sciences and Disorders program offered two workshops for students to prepare for their application to Communication Sciences and Disorders graduate programs and to consider alternate career paths. In collaboration with the music department, CSD graduate student Meredith Puryear provided musicians' earplugs to orchestra students and graduate students in Voice Disorders offered voice screenings to vocal performance majors. Masters' student Molly Dailey will be presenting her thesis (speech-language pathologists' use of evidence-based practice in swallowing intervention) at the annual conference of the American Speech-Language-Hearing Association in Boston.

Call Me MISTER Highlights: Mr. Cainan Townsend ('16), director of education and public programs at the Moton Museum, and Dr. Maurice Carter, director of Longwood's Call Me

MISTER (CMM) program, presented on the history of Prince Edward County school segregation at Clemson University in June 2018. The presentation was attended by 450 people and was recorded live to be presented on a PBS special in 2019. The program also celebrated its 10th year of existence at Longwood University. Each year the program invites high school juniors and seniors to a week-long summer institute. Students stay on campus and receive instruction and encouragement from effective note taking to learning about servant leadership. CMM partnered with the Richmond-based High Achievement Program. CMM hosted 85 middle school students at a two-day seminar in July 2018.

Speech, Hearing and Learning Services (SHLS): This fall, SHLS collaborated with the Virginia Children's Book Festival to host sessions for students with disabilities. It was an enriching experience for the participants and Longwood students. SHLS' early intervention program, the Infant-Toddler Connection of the Heartland, is continuing its tradition of hosting a Giving Tree to solicit developmentally appropriate gifts for 100+ children, ages 0 – 3, that it serves in the Southside Virginia area. Project JumpStart, the preschool early literacy program, has expanded to five mornings per week and is expanding to include Literacy Breakfast and story time in the community. SHLS continues to provide hearing, hearing aid, and speech-language evaluations and services to over 250 persons in the community each semester.

Early Childhood Development Initiative: The Early Childhood Development Initiative continues to support children, families, and educators throughout the region. The Andy Taylor Center hired a new site director and celebrated its one-year anniversary this October. The Center's Reggio-inspired approach to learning has impacted 29 students and families over the past year, and there are 16 students ready to enroll in 2019. Program director Dr. Sarah Miller (Education) has also offered numerous outreach opportunities to early childhood educators and families through partnerships with Smart Beginnings, SHLS, and the Virginia Association for Supervision and Curriculum Development (VASCD). Additionally, Dr. Miller is working with the Virginia Early Childhood Foundation as well as numerous community colleges and partner public institutions to develop 2+2 early childhood degree pathways for teachers.

College of Graduate and Professional Studies

This fall CGPS has held several public meetings that have brought individuals from across Virginia to Longwood's campus. In late August, CGPS held a Reading Comprehension Workshop on campus with nationally recognized author and consultant Tanny McGregor based on teacher training needs expressed by the Region 8 Professional Development Council. Over 150 teachers from school divisions across Virginia attended.

In October, CGPS partnered with Longwood's Office of Community & Economic Development to host a summit entitled "Building a Regional Workforce in a Changing Landscape." Keynote Jim Fong, from the national University Professional & Continuing Education Association (UPCEA), shared insights on the changing landscape of both the work world and higher education and participants developed action items to promote continued partnerships between all levels of education in our region. Over 80 institutional, business and community members attended.

On November 2, Longwood University hosted the 4th annual Commonwealth Graduate Education Day sponsored by the seventeen-member Virginia Council of Graduate Schools. Over

150 students from community colleges & four-year institutions participated in a day designed to encourage undergraduate students, who may have an aptitude for graduate studies but who may not see themselves in that role in the future for a variety of reasons, to learn more about graduate education from current graduate students, faculty, and each other. Dr. Pam Tracy (Communication Studies) provided an inspiring keynote address, "Tales from First Generation Faculty," and several Longwood faculty and graduate students served on panels and shared posters.

Professional and Continuing Education: One of the goals of Longwood's Professional & Continuing Education unit is to support start-ups initiated by faculty members within the scope of Longwood's mission and vision. One of those programs is Longwood LIFE, which provides a university experience for special needs young adults in the area and its pilot was supported, in part, by CGPS. Dr. Karen Feathers (Special Education) accepted an award for the Longwood LIFE program at the 2018 University Professional and Continuing Education Association (UPCEA) Regional Conference in Washington, D.C. Dr. Jeannine Perry & Shelly Madden also presented "Building a Continuing Education Unit From Scratch" at that conference.

Digital Education Collaborative: Grounded in our vision "to serve as an agent for personal, professional, and academic growth in a technology mediated environment," the Digital Education Collaborative (DEC) showcased its commitment to the promotion of responsible behavior in online environments. The DEC hosted its fifth Digital Citizenship Week, DCW18, during October 22 - October 26, 2018. The ITC program (undergraduate student staff) within the DEC developed and implemented campus events, including opportunities for daily social media engagement, to facilitate the attainment of predetermined learning outcomes for DCW18.

Cormier Honors College for Citizen Scholars

Innovative, interdisciplinary teaching and learning are hallmarks of the Honors experience. This academic year, Honors students are participating in four interdisciplinary Honors seminars: "Social Innovation" (fall term, J. Znosko); "Love, Sex, and Friendship" (spring term, A. Blincoe); "The Problem of Evil" (spring term, A. Blincoe); and "Inquiry into Identity" (spring term, A. Grabiec). The "Social Innovation" course is linked to an Honors course in the Netherlands, and Honors students are working collaboratively with Dutch students to design novel projects. Dr. Blincoe's two courses are pilots for Perspectives level of the Civitae Core Curriculum, and Mr. Grabiec's course will be linked to the spring exhibitions at the LCVA.

In November, twelve Longwood students and eight faculty and staff members traveled to Boston for the National Collegiate Honors Council's (NCHC) national conference. Nearly all students presented scholarly work, with topics covering a wide spectrum of academic explorations and co-curricular programming:

- Partial, Partisan, Contested: Public Memory at the National Museum of African American History and Culture
- Anthropology Out of Context: Exploring Archeological Exhibits Outside of Museums
- Edward Sheriff Curtis and the White Perspective of Native Peoples
- Seasonal Changes of Bird Species Diversity and Community Composition in Alaska

- Alterations in Gene Expression within Members of the WNT Pathway in Zebrafish Embryos Raised in Impaired Waters
- Scholarship, Community, and Service: The Ingredients to a Successful Freshman

Honors College staff also were active conference participants. Ms. Jessi Znosko, CHC senior director, presented the trans-Atlantic course model and participated in a panel presentation on professional development for place-based learning. Dean Alix Fink, as co-chair of one of the national organization's most active committees, facilitated the City as Text program, a signature conference event that engaged more than 700 students, faculty, and staff in academic explorations in Boston. She also facilitated a workshop focused on experiential learning.

The professional development of our Honors students is evident at the national level, and it is therefore no surprise that they are key leaders on campus. Our Longwood Class Councils include seven Honors scholars: Hannah Prem, Senior Class Vice President; Haleigh Pannell, Junior Class President; Dana Joss, Junior Class Secretary; Brandon Bowen, Sophomore Class President; Eleanor Carr, Freshman Class President; Jessica Faulk, Freshman Class Vice President; and Laura Wilcox, Freshman Class Secretary. Honors College staff member Kevin Napier is the Freshman Class Advisor.

Our Honors scholars are busy all around the world. In the 2018-2019 academic year and the summer of 2019, approximately 72 will travel abroad, landing in over 16 countries (England, Spain, France, Thailand, Costa Rica, Ecuador, India, South Africa, Denmark, Netherlands, Tanzania, Australia, Croatia, Germany, Italy, Ireland).

Keeping up with those global jetsetters is a challenge, and the Honors College continues to support professional development of Longwood faculty to support their work with them. The Honors College supported the participation of four faculty in an NCHC Faculty Institute this summer and four faculty in an NCHC Master Class this fall. Both of those programs were focused on place-based teaching and learning, a hallmark of Honors education.

Greenwood Library

Greenwood Library served as a central refuge during Hurricane Michael, with staff remaining bravely on duty to shelter students and assist in providing safe rides home.

In response to faculty and student requests, Greenwood Library launched a subscription to the digital New York Times, which includes unlimited access via web browser or app. Initial feedback was positive, particularly from faculty who plan to utilize the resource to support the Civitae curriculum.

Several events were held this semester:

- Student Art Awards Reception: Tuesday 9/18. 30 attendees.
- Scott McDarmont, Comic Books & Censorship: Tuesday 9/25. 27 attendees.
- Game Night: Friday, 9/28. 75 attendees.
- Jon Kukla, "On Patrick Henry": Tuesday 10/2. 65 attendees.

Events remaining before the end of the semester:

- Hamiltunes: Friday 11/2, 7:00 pm – 9:00 pm. Location: LCVA. This Hamilton singalong event was co-sponsored by Greenwood Library, the Longwood Center for Community Music , LCVA and the Virginia Children's Book Festival.
- Long Night Against Procrastination: Wednesday 11/14, 7:00pm-11:00pm. In collaboration with the Center for Academic Success and the Writing Center, offerings include research assistance from librarians, as well as tutoring and writing help.

Plans continue to blossom in preparation for the NEA Big Read: Heart of Virginia, a community reading program, which will include programming across the region in April 2019. The book selected is "Burning Bright" by Ron Rash. Research and Instructional Librarian Jennifer Beach and Dean Brent Roberts presented to the Farmville Area Chamber of Commerce about the Big Read. Along with community partners Prince Edward County Public Schools, the Virginia Children's Book Festival, Hampden-Sydney College's Bortz Library, and the Barbara Rose Johns Farmville-Prince Edward Community Library, Greenwood Library will distribute books, lead book discussions, host events, and distribute books.

Office of Accreditation and Compliance

Initial work has begun on the Fifth-Year Interim Report for SACSCOC, due in early 2020. The time period covered by the report is 2016-17, 2017-18, and 2018-19. Longwood concurrently submits the QEP Impact Report. An annual report about progress in the QEP is being reviewed, and documentation is being created which links information from Longwood's most recent reaffirmation to the new SACSCOC standards relevant to the Fifth-Year Interim Report.

The remaining submissions to SCHEV for program changes related to credit hour changes have been approved. The changes stem from a move from legacy General Education to the Civitae Core Curriculum. The remaining programs were Biology, Chemistry, Physics, and Liberal Studies. SCHEV staff is currently considering a proposal to remove the BA degree designation in Economics, and they have draft proposals for the removal of the BA degree designation in Biology, Chemistry, Liberal Studies, and Mathematics. The Board of Visitors approved these removals of degree designation in June 2018.

Preparations are also underway to gather and submit 2017-18 data to the Delaware Cost Study. Analysis of previous summaries from the study in relationship to faculty salaries has been shared with the PVPAA.

Dr. Linda Townsend, Director of Assessment, has continued to work with faculty on a transition to a new assessment management system, Watermark/tk20. She hosted Watermark staff and facilitated interactions with three programs (Biology, Communication Studies, Graphic and Animation Design) on campus about assessment data in the new system.

Center for Global Engagement

Serving more than 270 Longwood students who are engaged in international leadership, inbound and outbound study abroad, and intercultural communication, as well as more than 30 faculty and staff who lead study abroad, collaborate with international faculty, or present at international conferences, the CGE continues its vitally important work bringing an international perspective to the classroom, the campus, and the community. Now, more than ever, its contribution to the development of global citizen leaders is crucial.

Among the new class of international students, eight are enrolled in the academic English Bridge program, which gives them crucial support as they navigate their first semester as undergraduate students. The program, now in its third year, has enrolled 33 students whose English proficiency levels fall at the low end of the minimum requirement. The current eight students have an average GPA of 3.5 at mid-semester. Furthermore, Dr. Deborah Westin, Director of the English Bridge Program, is teaching a section of CTZN 110 designed specifically for English Bridge students.

Finally, more students are reaching for challenging study abroad opportunities. In 2019 the first Longwood student will participate in the School of Field Studies' Wildlife Management program in Tanzania; another student will be the first Business major to study in Poland as part of the new exchange partnership with Kozminski University; and a third student will study for a semester in Thailand (as a result of his participation in the faculty-led program to Thailand). Additionally, two faculty will lead students on the first faculty-led program to three cities in India (New Delhi, Jaipur, Agra) where students will be immersed in a culture and language program during winter intercession.

Hull Springs

In July, the Longwood Real Estate Foundation hired The RiverLink Group Partners to develop a business plan that would identify business opportunities and revenue potential at Hull Springs where new facilities are being proposed. The RiverLink Group Partners bring nearly 100 years of combined experience in community development, business development, higher education partnerships and workforce development. The report is based on research conducted by the consultants over a two month period in late summer 2018. The research included on-site visits to Hull Springs, interviews with members of Longwood's leadership, Northern Neck government officials, regional education and tourism professionals, and environmental-related business owners, as well as other key stakeholders. The plan was presented to the LU REF at their November 14 meeting.

The proposed Hull Springs facilities plan will be unveiled at an event on Thursday, November 15 at Hull Springs. Additional events are being planned for Richmond, Farmville, and the Tidewater and D.C. areas to share with stakeholders and potential donors this plan for improved facilities, including lab and teaching spaces, residential units for students and faculty, dining facilities, and outdoor pavilions.

The Hull Springs Wetland Mitigation Bank continues to see promising credit sales, boosted by the approved expansion of the service area.

The 2019 Hull Springs Speakers Series begins Thursday, November 29, with an evening talk by Dr. Brian Bates (Anthropology) on "Archaeological Sites at the Water's Edge: Understanding

the Threat to Our Past." This series is free and open to the public, offering Northern Neck residents an opportunity to visit Hull Springs and to explore a wide variety of topics.

Other speakers slated for the series include Ms. Kerri Cushman (Art) and Dr. Wade Znosko (Biology). Cushman will speak on "Weaving Together Communities: Hull Springs & Longwood Studio Art," documenting a recent visit by her Art 217 students. Cushman, a sculptural book artist and papermaker, observed the benefits of taking students to Hull Springs, which provides an exceptional opportunity to explore sustainability concepts, collect native fibers, and creatively produce site-specific work. Her class utilized the unique outdoor, hands-on living laboratory, inspiring an important connection between science and art. Znosko will share results of his recent research on impaired waterways in Central Virginia and the effect this has had on vertebrate development.

A fourth Longwood University Camp for Environmental Exploration (LUCEE) is being planned for Westmoreland County Public Schools rising 4th-6th graders for summer 2019. The camp has continued to grow each year in attendance and popularity.

The 423-year old Southern red oak, located on the bank of the living shoreline, was struck by lightning on August 6. At least 1/3 of the canopy was lost, but thanks to expert work performed by Davey Tree, the celebrated oak is expected to survive. To help ensure it continues to thrive, a copper lightning rod system has been installed to help protect the tree from future strikes.

Longwood Center for Visual Arts

LCVA had another successful fall exhibition/program season that included:

"LeUyen Pham: There's No Such Thing As Little" was presented in conjunction with the Virginia Children's Book Festival with support from the National Endowment for the Arts. Pham, who is based in Los Angeles, worked in animation before turning to children's books. She wrote and illustrated "Big Sister, Little Sister" and "The Bear Who Wasn't There," and is the illustrator of numerous other picture books, including "Vamperina Ballerina." It closed November 24, 2018.

"A Shared Legacy: Folk Art in America" offered a stunning presentation of American folk art made primarily in rural areas of New England, the Midwest, and the South between 1800 and 1920.

Our popular Free Family Workshop series kicked off with our Dia de los Muertos workshop on Saturday, October 27. This year's event was held at the Moton Museum due to space constraints on site. The workshops will return to the lower level of the LCVA for Winter Wonderland on December 1, followed by Art to Your Heart's Content on February 9.

LCVA celebrated its twelve-year partnership with Crossroads Community Services for their annual Camp Unity. Camp Unity services over 90 adults with developmental disabilities and provides them with an opportunity to enjoy all of the traditional summer camp activities while promoting a sense of community among the participants. Four Longwood students from the APO service fraternity, led by Erin Parker, assisted with the program this year.

The Museum's collections department was also active this fall, coordinating several upcoming loans from the permanent collection, including nine works of African art going to the Peninsula

Fine Arts Center in Newport News, and three Eldridge Bagley paintings going to the Miami University Art Museum in Oxford, Ohio. Staff also have been exploring a potential upgrade to the LCVA's permanent collection storage, including plans for redesigned storage areas that provide more space and improved storage systems, which will better align with professional standards. Staff and the advisory board's collections committee reworked the Museum's collection categories to be more consistent with field standards. The committee also approved the creation of a new category of collecting art that pertains to civil and human rights. This is the first subject/theme related collecting area (others are presently defined by geography or media), and was prompted by its relevance to our community history, as well as our partnership with the Moton Museum.

2019 programs include two exhibitions on view from January 26, 2019 to March 31, 2019. "Morgan Everhart: Flowers for My Failures" skillfully balances on the edges of abstract and traditional still-life painting. By pushing and pulling multiple vantage points and perspectives in each painting, the layers applied become intimate environments. These interacting surfaces provide the stage on which Everhart explores the passage of time, memory, and internal reflection. "Flowers for My Failures" is complemented by "I'll Take My Chances," a site-specific installation that turns the LCVA's front window into a 32' translucent painting. "Eva O'Leary: Spitting Image" confronts the intertwining power dynamics of media, imagery, and identity construction of girls and women in a series of still photographs and videos.

Moton Museum

The Moton Museum is making significant progress towards their visitor engagement goal of 12,000 for 2018. As of November 4, we have reached 11,378 individuals via our on-site and off-site programming.

Staff have been active in our outreach efforts across the Commonwealth, delivering professional development workshops in partnership with the Virginia Holocaust Museum, Virginia Center for Inclusive Communities, Henrico County Public Schools, and Chesterfield County Public Schools. Recently Managing Director Cameron Patterson had the opportunity to serve as a panelist for the William & Mary Tyler Symposium sponsored by the Department of History. This year's focus was "After Charlottesville: Memorials, Monuments, and Memory." Cainan Townsend, director of education and public programs, recently attended the Virginia Council for Social Studies Conference in Roanoke, Virginia. During the conference, one of Moton's partners in education, Mr. Beau Dickenson, received the Civil Rights/Civil Liberties Excellence in Teaching Award on behalf of Rockingham County Public Schools for his work with the Farmville Tour Guide Project. The Museum was thrilled to see this model educational partnership recognized.

The Moton Museum has been selected for the inaugural National African American Museums Cohort, in partnership with the Smithsonian National Museum of African American History & Culture. This program enables Moton to network with other African American history organizations and also to access policies and procedures using the Standards of Excellence framework provided by the American Association for State & Local History. This framework helps museums work toward meeting national standards for museums.

The Moton Museum received a $162,000 federal grant from the Institute of Museum & Library Services (IMLS) to help boost visitor engagement, particularly of young visitors in grades 4-5. The grant opportunity aligns with Virginia's revised Standards of Learning for social studies in grades K-8 and will help better serve both on-site and off-site audiences. The project goals include the development of new inquiry-based visitor resources, digital web-based enhancements, and increased opportunities for professional development for educators. The Museum will work with faculty members from the College of Education & Human Services to carry out the goals of this grant project.

The Moton Museum staff continues to work with the Georgia State University World Heritage Project Team on preparing the group site application for a tentative nomination to the UNESCO's World Heritage List. The application will be submitted before the end of 2018. Inclusion on the World Heritage List represents the highest form of designation that a historic resource can receive.

The museum will host the Moton Community Holiday Social on Monday, December 10, at 6 p.m. at the Museum. In 2019, the staff looks forward to the Moton Community Banquet, scheduled for Saturday, March 2, as well as to the commemoration of the sixtieth anniversary of the school closings in Prince Edward County.

Office of Student Research

During fall 2018, the Office of Student Research (OSR) ran two rounds of student funding, funding nine student projects from five departments. This funding round saw an increase in successful applications from creative departments such as Music and Theatre. The cohort of 10 students for the Collaborative Interdisciplinary Tutorials for Employment (CITE) Program pilot are on track to complete the program. OSR also published and distributed the inaugural issue of *work-in-progress*, OSR's newsletter that shares student research accomplishments and interviews with student researchers to faculty and upper administration.

Office of Sponsored Programs and Research

There has been a significant uptick in grant applications in recent months. Leah Shilling (Math) led a faculty team that submitted a $1.3 million NSF Noyce grant to fund scholarships for underrepresented groups in STEM disciplines. Andrew Yeagley (Chemistry) and Amorette Barber (Biology) submitted a joint proposal to NIH, and Erin Shanle (Biology) submitted a separate proposal to the same agency, each for over $300k to support their research and to fund experiences for undergraduate students. Also, Brian Bates (Anthropology), recently appointed Simpson Research Professor, will submit a grant in excess of $500k to NSF to support students learning STEM skills through archaeology research in December. Longwood's grant consultants, McAllister and Quinn, are working closely with Dr. Bates on his submission, and also provided important reviews for our NIH submissions. This amounts to almost $2.5 million in new federal grant submissions in support of science and science education. Additionally, the office anticipates at least two other major NSF applications from individual faculty next year, as well as a NSF planning grant to support development of Hull Springs as a biological field station.

We are also happy to report that we have submitted our first full patent on work done by Amorette Barber (Biology), advancing cancer research discoveries she made based on her original provisional patent.

6

Administration & Finance

Louise Waller, Interim Vice President

Highlights

- **Design and construction projects proceed on multiple fronts**
- **Facilities and landscaping ran full speed to get campus running after storm**
- **Community and Economic Development working with partners across region**

Design and Construction Projects

Upchurch University Center

The Upchurch University Center opened for use by the Longwood University community on October 17, 2018. A grand opening ceremony was held on October 26, 2018.

Admissions Building

Construction commenced in May 2018, and is expected to be completed in early fall 2019.

New Academic Building

Construction commenced in July 2018, and is expected to be completed in spring 2020.

Curry and Frazer Residence Halls Renovations

The renovation of Frazer Residence Hall is proceeding well, with installation of new steel framing nearly completed by late October. Interior floor-to-floor assemblies are being fireproofed to meet current building codes, and the installation of mechanical, plumbing, electrical, and fire sprinkler systems has also begun. Erection of the exterior wall panels and interior steel stud wall framing will begin in November. The project is currently within budget and on schedule for the renovated Frazer Hall to open in August 2019.

Academic Space Improvement Plan

Longwood University has partnered with Ayers Saint Gross (ASG), a nationally recognized space analytics, planning, and higher education design firm to develop a

vision and plan for improving our campus academic spaces. The Academic Space Improvement Plan will provide a framework for improving instructional space design, furnishings and equipment, physical condition, and utilization.

Since the start of the project in May, the ASG team has:

- Conducted a detailed assessment of all academic buildings.
- Completed a room-by-room inventory of all university buildings.
- Held listening sessions with vice presidents, deans, department chairs, and other academic leaders.
- Held a series of interactive workshops with the Steering Committee, faculty and staff, and students.

Academic course data is being collected and verified to prepare for the next phase – planning scenarios.

Facilities Management

Response by Facilities Management and the teamwork with other departments during and after Hurricane Michael was admirable. This hurricane made a turn at the last minute and brought a much more intense event than was forecasted. Personnel worked late into the evening to minimize damage to the University and allowed the University to be back in operation within a minimal amount of time.

DEQ was onsite November 1, 2018 to perform stack testing on the 3rd wood-fired boiler recently installed per compliance with our Title V permit.

Landscape and Grounds/Sports Fields

The largest impact this fall was cleanup from Hurricane Michael, which required the Department to bring in two outside tree contractors to handle removal of several damaged trees that required removal for safety reasons, both on the campus and off. Our own crews were busy assessing tree conditions, chipping brush and removing trees that didn't require specialized equipment like cranes and 110' lifts. The Director, who is a certified Arborist and is certified in making tree risk assessments, was busy making sure the remaining trees on campus posed no major risk to students, staff and building structures. The cleanup was used as a training point for two other staff members in the department preparing to become certified arborists themselves. The total number of trees on Longwood's campus has increased from 580 in 2011 to more than 650 currently.

The impact of the hurricane gives us the opportunity to work with the area's State Forester on a Forestry Management Plan for the old golf course property. The hurricane also allows us to revisit the department's Strategic Tree Management Plan and begin work on a new Tree Planting Plan for the campus.

The Director began managing the Athletic Sports Fields crew this fall, which required hiring new personnel and training for NCAA field rules. This also required making necessary repairs to sport fields, irrigation systems and power equipment.

Mowing operations have been greatly impacted this year due to the record amount of rain the area has received all summer and fall. Normal seasons see a reduction in mowing cycles during July, August, September, but not this year, which impacts fuel cost, equipment repairs and the ability to work on other outside projects. We are at 16.6 inches above normal for rainfall so far this year.

Office of Sustainability

The Eco Rep students applied for a Parents Council grant for additional water bottle filling stations in Chichester, based on requests from students and staff in the building.

They are working with Dean Roberts of the Library on a sustainability event in Greenwood called "Greening Greenwood" for November.

The office is also working with Honor College professor, Justin Ellis, in teaching a Freshman series 110 class on sustainability this semester.

Budget Office

The Budget Office has had a busy start to fiscal year 2019:

- Submitted an updated University Six Year Plan to SCHEV.
- Decision Packages and the Capital budget request were submitted to the Department of Planning and Budget (DPB).
- The Nongeneral Fund Revenue report, Draw Schedules, Maintenance Reserve report and supplemental reports were submitted to DPB.
- Housing and dining rates for the FY19-20 school year have been prepared.
- Staff is working on updating budget work sheets for salary increases and faculty changes.
- A reconciliation between payroll, human resources records and the budget worksheets has been completed with the necessary follow ups for corrections needed.
- Training for nine new budget managers has been provided.
- Faculty contracts have been reviewed and the necessary analysis has been performed to distribute the funds properly.
- The new staff member is learning the budget office processes and procedures. She has assisted in many of the DPB submittals.

Human Resources

Benefits:

Employee Events on campus

- Wellness and Benefits Fair approximately 120 faculty/staff attended.
- Blood Drive for faculty/staff approximately 30 people attended.
- 3 Flu Shot Clinics approximately 240 faculty/staff and retirees attended.
- VALIC Retirement Planning Sessions.
- TIAA Retirement Planning Sessions.

Parental Leave: Met with 22 employees to counsel on the use of and administration of the new Parental Leave policy and the retroactive aspect that was allowed as part of the Executive Order. As of October 24, 2018, 12 of our eligible employees have used 2625.2 hours of Parental Leave. We have five employees who are in the process of using the Parental Leave or expect to begin using it by the end of December.

Retirements: 6 Service Retirements effective 9/1/2018

2 Service Retirements upcoming for 1/1/2019

Wellness Committee: Participated in an initial meeting of the Wellness Committee made up of Faculty and Staff members to develop a stronger employee wellness program on campus.

HRIS and Student Employment:

- HR and Payroll are live on BANNER 9.
- Student Employment is changing their process to ensure a smooth hiring process for next year.
- Working on 6 active immigration cases.

Classification and Compensation:

- We are live with DocFinity and will be implementing our first electronic form soon.
- The deadline for classified employee evaluations and EWP's just ended.
- Completed 19 classification/compensation reviews during this period and processed 551 pay action and classification forms.

Employment:

- 32 positions have been filled since 9/1/18.
- 33 recruitment requests received since 9/1/18.
- Employment Manager attended the Office of Community & Economic Development, the College of Graduate & Professional Studies and the Small Business Development Center's Summit: "Building a Regional Workforce in a changing landscape".

Office of Community and Economic Development

The Office of Community and Economic Development **has convened and continues to facilitate regional community working groups**.

The innovation team connects 25 community leaders and individuals from Longwood, Hampden -Sydney, Prince Edward Public Schools, Fuqua School, the town of Farmville and the county of Prince Edward as well as the Commonwealth Regional Council. This team is working on strategies to develop and keep entrepreneurial talent in our region. Exploring connections between assets and opportunities, the team came up with three distinct focus areas and divided into workgroups and pathfinder projects according to interest.

- **Entrepreneurial programming and spaces** – Working together to develop and deliver entrepreneurial training.
  - Pathfinder – The team is developing a database and connections between institutions, available training spaces, and programming needs in entrepreneurship.
- **Talent retention** – Attracting our workers to live here as well as work here.
  - Pathfinder – The team is providing structure and input to expand VisitFarmville.com to include a "Living in Farmville" section with appropriate marketing content.
- **Career Pathways** – Addressing workforce shortages in our economic base, particularly trades and technology.
  - Pathfinder – Higher Education Summit with partners at SVCC titled "Building a Regional Workforce in a Changing Landscape" was held October 4th at Longwood. This event focused on changing workforce needs and the importance of training in trades and technology.
    - Keynote Speaker –Jim Fong, the founding director of University Professional and Continuing Education Association (UPCEA) Center for Research and Strategy
    - The event included a business panel with representatives from Microsoft, Creative Electrical Contractors, The Woodland, Mecklenburg Electric Cooperative. A student from SVCC's technology partnership with Microsoft joined the panel.

VisitFarmville.com – Our area's first jointly developed visitor portal. The web and social media campaigns, managed by DIA, have reached 2.7 million people, since the launch in September 2016. The VisitFarmville.com Advisory Team consists of members from the Chamber, Virginia Tourism Corporation, Centra Health, Farmville Downtown Partnership, Town of Farmville, Prince Edward County, Greenfront Furniture, The Weyanoke, High Bridge Trail, and Third Street Brewing. The team met in April and again in August to provide input on a marketing plan for the site and for submission to Virginia Tourism Corporation for financial support.

Lancer Card Office

Highlights include:

- Upchurch installation was a success. All point-of-sale and door access equipment is installed and working properly. Starbucks was set up to accept the Starbucks Gift Card. Vending machines are installed and working on setting up the Lancer CA$H readers. Upchurch is the first major access project on CS Access (CS Gold).
- Set up and managing the To Go process for Aramark at the Dhall, as well as updated the point-of-sale at The Comma and Greens To Go.
- Installed door access at Barlow for Athletic student study hall.
- Currently working on installing door access on Wygal as well as working with the project managers for the new Admissions building, the new Academic building and the Curry/Frazer renovations.
- Successfully set up online meal plan sales, changes and drops through the web version of CS Gold.

- The mobile reader program is booming. Students and staff continue to use our mobile readers for event tracking and Lancer CA$H sales. Mortar Board processed $4,200 in Lancer CA$H sales for Oktoberfest t-shirts alone. All of the mobile readers were in use for Oktoberfest.
- In the process of growing the self-op off-campus program. Recently added Sassafras and Pizza Hut to the program and in the process of adding Effinghams.
- Working on rolling out a mobile app for students to make purchases with Lancer CA$H, in selected locations, using their phones.

LONGWOOD UNIVERSITY

Finance Overview
As of October 31, 2018

FY2018-19 Budget Dashboard YTD

As of 8/31/18	BOV Budget	FY Estimate	YTD Actual	Percent	PY Percent
-E&G-					
Revenues					
Tuition	40,664,501	39,756,263	16,404,424	41.26%	41.05%
Fees	1,342,711	1,378,107	934,147	67.78%	76.50%
General Fund	28,473,616	28,414,952	10,714,148	37.71%	34.52%
Federal Work Study	50,000	50,000	0	0.00%	0.00%
Other	157,000	157,000	169,524	107.63%	0.00%
Total Revenues	70,688,328	69,756,822	28,222,243	40.46%	39.32%
Expenditures					
Instruction	37,249,231	36,865,153	13,208,959	37.89%	36.81%
Public Service	549,783	565,364	208,574	36.89%	31.54%
Academic Support	7,534,056	6,995,547	2,356,593	33.69%	27.83%
Student Services	4,882,142	4,123,512	1,736,451	42.11%	38.32%
Institutional Support	12,002,656	11,884,743	4,090,741	37.58%	31.73%
Facilities Operations	7,023,258	6,941,448	2,302,189	38.75%	27.89%
Scholarships	1,947,202	1,947,202	1,636,237	84.03%	51.03%
Salary Savings	(500,000)	(500,000)	(434,742)	86.95%	144.51%
Total Expenditures	70,688,328	68,822,968	25,105,093	38.73%	34.23%
	-	933,854	3,117,150		
-AUXILIARY-					
Revenues					
Housing	22,407,752	21,931,562	11,658,899	53.16%	49.19%
Dining	8,522,301	8,262,649	4,288,017	51.90%	51.73%
Comprehensive Fee	26,796,607	26,299,603	11,611,604	44.15%	45.45%
Federal Work Study	154,300	154,300	0	0.00%	0.00%
Total Revenues	57,880,960	56,648,114	27,558,520	48.65%	47.71%
Expenditures					
Housing	22,480,052	21,035,613	7,114,800	33.82%	32.33%
Dining	8,592,301	8,592,301	3,936,177	45.81%	50.96%
Athletics	8,480,492	8,509,952	4,970,877	58.41%	54.48%
Other Services	17,361,483	17,240,117	9,983,272	57.91%	62.57%
Salary Savings	0	0	(117,248)	0.00%	0.00%
Total Expenditures	56,914,328	55,377,983	25,887,878	46.75%	47.27%
	966,632	1,270,131	1,670,642		

Cash & Investment Assets	
Longwood University Auxiliary & Local	11,095,214
Longwood University Foundation	92,472,599
Longwood University Real Estate Foundation	18,975,096

LONGWOOD UNIVERSITY

Proposed Housing 2019-2020

	2018-2019	2019-2020
Housing		
Main Campus-Double	$ 7,335.88	$ 7,761.60
Main Campus-Single	$ 8,335.88	$ 8,762.88
Main Campus-Triples	$ 6,985.88	$ 7,414.40
Triple ½ Room	$ 7,235.88	$ 7,661.60
Triple Transitional	$ 6,835.88	$ 7,264.40
1st Transitional Rebate	$ 7,185.88	$ 7,611.60
2nd Transitional Rebate	$ 6,835.88	$ 7,261.60
Early Arrival	$ 75/day	$75/day
Register-Double	$ 7,335.88	$ 7,761.60
Sharp-Double	$ 7,335.88	$ 7,761.60
Frazer-Double	$ 7,335.88	$ 7,761.60
Frazer-Single	$ 8,335.88	$ 8,762.88
Frazer-Triple	$ 6,985.88	$ 7,414.20
Lancer Park-Quads	$ 8,437.81	$ 8,928.64
Lancer Park-Doubles	$ 9,556.02	$ 10,111.36
New Lancer Park-Quads	$ 9,418.57	$ 9,968.00
New Lancer Park-Doubles	$ 9,560.68	$ 10,118.08
New Lancer Park-Singles	$10,273.54	$ 10,870.72
Longwood Village-Singles	$ 8,745.32	$ 9,253.44
LU Landings-Quads	$ 9,418.57	$ 9,968.00
LU Landings-Singles	$ 10,273.54	$ 10,870.72

Proposed Summer School Rates

	2018-2019	2019-2020
Room & Board	**Term 201950 & 201960**	**Term 202050 & 202060**
Weekly Rates:		
Room Double	$ 212.03	$ 224.00

Longwood University
Proposed Dining 2019-2020

Dining	2018-2019	2019-2020
All Access + $225	$4,410.56	$4,670.40
Block 225 + $325	$3,690.40	$3,906.56
Block 160 + $350	$3,419.36	$3,619.84
Block 80 +$350	$2,070.88	$2,192.96
Block 40 + $200	$1,090.88	$1,155.84

7

Intercollegiate Athletics

Michelle Shular, Interim Director of Athletics

Highlights

- **Field Hockey Top-20 Ranking**
- **Men's Basketball Off to Best Start of D1 Era**
- **Director Transition**

Michelle Meadows Shular has stepped seamlessly into her role as interim athletics director for 2018-19, following Troy Austin's acceptance of the position of senior associate athletics director at Duke.

2018 Fall Season Review

Field Hockey

Longwood field hockey extended its ascent up the Division I rankings for a third straight year, completing a season full of milestones with a third straight trip to the MAC Championship tournament. Under the direction of 11th-year head coach Iain Byers, the Lancers went 9-7 overall, placed third in the MAC standings, upset No. 20 Liberty on Sept. 11th for the program's first top-25 win in the Division I era, and climbed to as high as No. 19 in the NCAA RPI, an objective ranking of every field hockey program in the nation. The top-20 ranking was the best in program history and put Longwood in the company of several field hockey powerhouses and national championship contenders around the nation.

This year's Lancer squad was led by a cohesive mix of veterans and newcomers, including MAC Freshman of the Year Luna Lopez and two-time All-MAC first-team forward Leonie Verstraete. Both of those Lancers earned all-conference first-team recognition in 2018, while Lopez became the first Lancer in program history to be named MAC Freshman of the Year. Longwood field hockey is now 26-21 over the past three seasons with back-to-back winning records and three consecutive top-three finishes in the MAC standings.

Men's Soccer

With a cast of 19 newcomers, Longwood men's soccer had the challenging task of acclimating more than half their roster in 2018, but the team delivered with a late-season surge that saw them qualify for the six-team Big South Championship tournament. Led by All-Big South selections Willy Miezan, Josh Hanratty and Markus Gronli, the new-look Lancers pulled out two Big South shockers when they upset eventual top-five finishers Gardner-Webb and Campbell during the

season to finish sixth overall in the conference standings. Those wins were more than mere flukes, as head coach Jon Atkinson's group shut out fifth-place Gardner-Webb 2-0 on Oct. 13th and then Campbell, the Big South's top scoring team in dominant fashion, 3-0, in the final game of the season to secure their spot in the Big South postseason.

The Lancers' season was carried by a high-powered offense that saw them finish third in the Big South in goals and with six players – including three newcomers – who scored multiple goals. Longwood will return 24 players from this year's team in 2019.

Women's Soccer
The milestone 25th-anniversary season of Longwood women's soccer produced yet another banner year for head coach and program founder Todd Dyer's Lancers, who stormed to a third-place finish in the Big South and a second straight winning season at 8-7-3 overall. Led by Big South Defensive Player of the Year Sydney Wallace – who won that award for a second straight season – Longwood finished the regular season winners of six of their final seven games before Big South foe USC Upstate finally ended that run with a 1-0 upset over the Lancers in the Big South quarterfinals.

Longwood's success in 2018 came despite having to overcome the loss of an impactful senior class the year prior, which speaks to the culture of success Dyer has built in his 25 years at the helm. Now 261-172-37 in his career, Dyer was honored by his alumni earlier this season during the 25th-anniversary reunion on campus when more than 70 Longwood women's soccer alumni returned to campus to celebrate the program and present Dyer a surprise check totaling more than $16,000 in money raised for an endowed scholarship.

Cross Country
With new head coach Daniel Wooten at the helm, the Longwood cross country teams finished the season on a high note with an eighth-place finish from the men's team at the Big South Championship and eight women's runners setting 6K personal-bests at the conference title run. Both teams entered the season with a wealth of newcomers, but it was those newcomers who emerged as some of the top Lancer runners by season's end. The men's team saw three freshmen, Sage Church, Ryan Miller and Noel Preece, lead the Longwood pack at the Big South Championship, placing 30th, 50th and 52nd, respectively, to mark the team's first top-eight finish at the event since 2014. The women's team, meanwhile, saw sophomore captain Casey Williams run the best 6K of her career to place a team-best 42nd, followed by two top-55 freshmen in Lindsey Gordon and Maddie Foster. Those three paced Longwood to a 10th-place finish but had Longwood within one minute of a top-five finish.

Postseason Individual Accolades

<u>Field Hockey – Mid-American All-Conference Selections</u>
2018 Freshman of the Year
Luna Lopez, Defender

2018 All-MAC First Team
Luna Lopez, Freshman, Defender
Leonie Verstraete, Senior, Midfield

2018 All-MAC Second Team
Olivia Warzyniak, Junior, Forward
Katie Wyman, Redshirt Junior, Goalkeeper

Men's Soccer – Big South All Conference Selections
2018 Big South Second-Team All-Conference
Willy Miezan, Senior, Forward
Josh Hanratty, Senior, Midfielder

2018 Big South Honorable Mention All-Conference
Markus Gronli, Freshman, Midfielder

2018 Big South All Freshman Team All-Conference
Markus Gronli, Midfielder
Jeremy Jaquier, Midfielder

2018 Big South All-Academic Team
Chase Quinn, Junior, Defender

Women's Soccer – Big South All Conference Selections
2018 Big South First-Team All-Conference
Emilie Kupsov, Junior, Forward
Sydney Wallace, Senior, Defense

2018 Big South Honorable Mention All-Conference
Kathryn Miller, Senior, Midfield
Carrie Reaver, Sophomore, Defense

2018 Big South All-Freshman Team
Danielle Toone, Midfield/Forward

2018 Big South All-Academic Team
Kathryn Miller, Senior, Midfield

2018 Big South All-Tournament Team
Kathryn Miller, Senior, Midfield

2018 Big South Women's Soccer Defensive Player of the Year
Sydney Wallace, Senior, Defense

Cross Country – Big South All Conference Selections
2018 Big South All-Academic Team
Casey Williams, Sophomore
Curran Atkinson, Sophomore

Men's and Women's Basketball

A new era of Longwood basketball begins for both the Lancer men and women as the programs opened the 2018-19 season under first-year head coaches Griff Aldrich and Rebecca Tillett. The men's team was off to its best-ever start since going Division 1, starting the season 3-0 including a 63-58 win over the University of Richmond at the Robbins Center, cheered on by a vocal contingent of Lancer fans.

The two coaches are unique in the paths that brought them to Longwood but similar in their missions of using the game of basketball as a platform to build well-rounded student-athletes who are prepared for life after college. Their priorities as coaches and their visions for Longwood basketball were highlighted in an in-depth Q&A in the November edition of the Longwood Alumni Magazine, which will be available during the BOV visit to campus. Coach Aldrich was also profiled in a *Richmond Times-Dispatch* article the week of the team's second game at University of Richmond.

Men's Basketball

Longwood opened its regular season
Griff Aldrich's arrival at Longwood came in the midst of a whirlwind March for the 1996 Hampden-Sydney graduate, who was the Director of Recruiting and Program Development for a UMBC program that became the darling of the 2018 NCAA Tournament when they upset No. 1 national seed Virginia in the first round. That win added another wave of momentum to Aldrich's arrival at Longwood.

Aldrich's first version of the Lancers is anchored by a core of upperclassmen, including the returning senior trio of leading scorer Isaiah Walton, fifth-year team captain Damarion Geter and forward Spencer Franklin, along with the junior frontcourt duo of JaShaun Smith and Pernell Adgei. But Aldrich and his staff have already brought in reinforcements in his first year, welcoming a seven-member signing class that includes three juniors in Irish National Team member Seán Flood, Aldrich's former AAU pupil Lorenzo Phillips, and high-scoring guard Jaylon Wilson. Those three come to Longwood from the junior college circuit and will log significant minutes in the Lancer rotation.

Longwood opened its season with an emphatic 84-56 win over Randolph before the upset win at Richmond, which garnered significant attention in local media. They moved to 3-0 with a 66-63 win at Maryland Eastern-Shore.

Women's Basketball
Tillett's journey to Longwood began at the high school level where she emerged as one of the most accomplished coaches in the Commonwealth after building two programs into state powerhouses at Osbourn Park in Manassas and Forest Park in Woodbridge. In her 15 years as a high school coach – and an award-winning teacher – she amassed a 166-72 record before climbing to the college ranks where she ultimately became the associate head coach and recruiting coordinator for a successful Navy program from 2014-18.

Now in her first head coaching job at the collegiate level, Tillett has not had as much opportunity as the men's team to make roster additions, given the presence of upperclassmen already in the program. They include a four-member senior class of Ciarah Bennett, Ashlee Jones, Rosemary Ilang and Kristina Antonenko, and the junior trio of Jada Russell, Dayna Sprouse and Kate Spradlin. Those seven players make up half of Tillett's inaugural Longwood roster and combined for more than 40 percent of the team's scoring in 2017-18. Antonenko is the team's top returning scorer after averaging 8.0 points per game as a junior.

The Lancers opened their season 0-2, including an 84-55 loss at VCU in front of a large crowd of area schoolchildren at the Siegel Center for Education Day, but played the Rams evenly in the second half. Their upcoming schedule includes in-state rivals Old Dominoin and Virginia Tech before Big South play begins.

Department Initiatives

Longwood Women's Soccer Celebrates its 25th year anniversary
The Longwood Women's Soccer program celebrated 25 years as a varsity sport during the fall 2018 season. Coach Todd Dyer has led the program he helped establish for all 25 of those seasons. At a special celebration on September 29th, more than 70 former student-athletes returned to campus to honor Coach Dyer and reflect on a quarter-century of the sport here at Longwood. As part of the program, former players, teammates, family and friends joined together to help endow a scholarship honoring Coach Dyer. To date, nearly $18,000 has been committed towards establishing the B. Todd Dyer '93 Women's Soccer Scholarship, which will be the first scholarship fund for the sport.

Barlow Hall Becomes New Academic Space for Student-Athletes
With the incredible addition of Brock Hall to Longwood's campus, the Athletics Department was provided the opportunity to acquire Barlow Hall as a new academic space for student-athletes. The space now houses both the Director and Assistant Director of Academic Services and provides space for tutor appointments, private study areas, work spaces for individual or group learning, 19 computers and wireless connectivity for students to excel in their academic pursuits. This is a meaningful addition to the resources we are providing our student-athletes in their intellectual pursuits and is proving to be a positive recruiting tool of prospective student-athletes.

Longwood to Host Big South Health Summit in Spring 2019
In early September, The Big South graciously picked Longwood University Athletics to host this year's Big South Health Summit (BSHS). Consisting of a two-day symposium, filled with guided discussion and collaboration, the BSHS aims to foster additional professional

development for all sports medicine and sports performance personnel of member institutions. Hosting this event will give us the opportunity to showcase our structured approach to advancing student-athlete health and wellness through our Student-Athlete Enhancement Unit (SAE).

Longwood Athletics Touches Community in a Variety of Ways
The Longwood Student-Athlete Advisory Committee (SAAC) has made a statement this fall in its mission to give back to those in need in our community and beyond. In October, the group coordinated a Disaster Relief Campaign in partnership with Gleaning for the World that led to about 100 items, including canned goods, toiletries and toys, donated in less than five days.

Just days prior to that effort, SAAC partnered with the Order of Omega as part of Anti-Hazing Week to raise awareness and education for students and organizations on the signs of hazing, its effects and the promotion of prevention. These student leaders took a stand with their "These Hands Don't Haze" campaign and used their platform to set an example that hazing will not be tolerated in our community.

The Longwood baseball team also answered the call when the Farmville Area Community Emergency Services, a local food pantry, reached out for much needed assistance to protect several thousand pounds of food in the impending wake of Hurricane Florence. The team also hosted its third annual Spooky Slugfest on October 29th which drew more than 100 costumed children and 300 hundred from the community to Buddy Bolding Stadium. The team, coaches included, dressed as their favorite characters, from Buddy the Elf to the Mad Hatter to the Black Panther, and entertained the rambunctious crowd for seven innings of humorous and entertaining baseball. After the final pitch, the team invited children onto the field for a trick or treat around the bases with the costumed Lancers handing out over 2,000 pieces of candy.

8

Institutional Advancement
Courtney Hodges, Vice President

Highlights

- **Upchurch University Center Grand Opening**
- **Governor Northam to introduce amendments to 2018-20 budget December 18**
- **Partnership with The Hotel Weyanoke benefits the University**

Development

Upchurch Grand Opening: The Upchurch University Center Grand Opening was held Friday, October 26, 2018. The day started with a private breakfast for the families of Mrs. Elsie Upchurch and Mrs. Susan Soza in the Lankford Student Union. Guests were then escorted to the new Upchurch University Center where tours and special meetings were held for Mrs. Upchurch and Mrs. Soza. Donors were treated to lunch in the Soza Ballroom and President Reveley welcomed guests while sharing comments from a 1943 yearbook – the year Mrs. Upchurch graduated. After lunch, a public dedication and ribbon cutting took place, attended by students, faculty, staff, donors and community members. Several guests shared that the building is not "just a building," but a place for all to join together on this beautiful campus.

Annual Giving: Preparations for the 2019 Day of Giving are underway. Meetings with the Vice Presidents, Deans and student leaders are being held to give the campus an opportunity to initiate their own challenges for the Day of Giving, which is scheduled for March 27, 2019. The calendar year-end campaign has kicked off, encouraging donors, through a series of direct mail and email pieces, to renew their gifts before the end of the fiscal year.

LancerLine students have completed over 3,000 calls, which include check-in calls for recent graduates, thank-you calls to donors, and solicitation calls.

MARK YOUR CALENDARS: The fourth annual **Day of Giving** (Love Your Longwood Day) is set for **March 27, 2019**. This 24-hour campaign encourages gifts to all areas of campus and student life.

Affinity Giving: In an effort to engage more alumni donors, we have launched a pilot affinity giving initiative. Each affinity program will target specific audiences as well as offer engagement opportunities for donors.

- **Performing Arts affinity program**: The primary goal for this affinity program is to inspire alumni and friends to become engaged and invested in Longwood's performing arts. The messaging will celebrate the accomplishments and contributions of Performing Arts at Longwood in an effort to compel those alumni and friends passionate about performing arts to give to Longwood's performing arts.
- **Women & Philanthropy affinity program**: The primary goal for this affinity program is to inspire Longwood alumnae to give to the university in an area most meaningful to them. The messaging will celebrate the accomplishments and contributions of women at Longwood for 180 years – as well as share the importance Longwood women have on Longwood's future. A Women & Philanthropy Summit is being planned for fall 2019.

The **Annual Scholarship and Benefactor Dinner** is scheduled for **February 19, 2019**. Over 200 donors and student recipients are expected to be in attendance.

Donor Relations: Annual endowment reports will be mailed to endowment donors around November 30, 2018. The package will include the endowment financial report, scholarship recipient information, a letter from President Reveley, and other scholarship information packaged and branded with the *Be the One* logo.

Government Relations

Governor Northam will introduce proposed amendments to the budget for 2018-20 on December 18th. Virginia's revenue collection has been strong this fiscal year, though the Commonwealth has a number of ongoing and future financial obligations.

The House Appropriations Committee and the Senate Finance Committee held their annual retreats in mid-November. The higher education portion of the Appropriations Retreat focused on a new degree production initiative that will target several specific areas, including Science and Engineering, Healthcare and Education. The House Education and Senate Education and Health Committees held a joint two-day Summit in October that featured a panel discussion on the role liberal arts colleges play in educating Virginia's future workforce.

In speeches to business leaders and to SCHEV, Virginia House of Delegates Speaker Kirk Cox has outlined his vision for higher education, which emphasizes talent, affordability and performance-based accountability. Speaker Cox's plan envisions new institutional partnership agreements between public colleges and universities and the Commonwealth that focus on big-ticket items impacting talent and economic development. The institutional partnership agreements would also address college affordability and student outcomes. In return for a financial commitment from the Commonwealth, institutions would be asked to make commitments regarding the cost of attendance and student debt loads, as well as internship and work study opportunities for students.

President Reveley and Emily O'Brion have been meeting with key legislators and staff ahead of the upcoming 2019 General Assembly Session, which will begin on January 9, 2019.

Community Relations

Jen Cox has been asked to serve on the newly formed Virginia Higher Education Substance Use Advisory Committee (VHESUAC) workgroup. The workgroup comes out of years of needs assessment data for institutions of higher education by Virginia ABC. Governor Ralph Northam signed SB102/HB852 in March 2018 establishing the VHESUAC structure. The workgroup meets in Richmond four times a year.

The fall semester has seen strong partnerships between the office and the Student Government Association. New for the 2018-2019 academic year, the SGA has a Civic Engagement committee. This semester the committee has hosted a workshop by Virginia 21, attended the October Farmville Town Council meeting, and organized "Rides to the Polls" for the November 6th elections. Plans for the spring semester include a "Longwood Lobby Day".

Landlord contact continues with monthly emails and special events. In partnership with Residential & Commuter Life a Landlord Breakfast was held in September to discuss current trends and housing plans for the 2019-2020 academic year. The annual Housing & Rental Fair was held in November for students to learn about housing options on and off campus.

Local Businesses have responded positively to the new monthly email that launched in August. Through a partnership with Marketing & Communications, the local businesses receive the PDF of the "Our Campus is Your Campus" materials from each Longwood magazine. In addition, local businesses have been able to stay up to date on large scale events such as Admissions events and ribbon cuttings.

In place of Rock the Block, there has been a concentrated effort to work individually with local businesses so that the Longwood community is aware of the variety of retail establishments in the community. Local businesses have responded positively. Many businesses wanted to support Family Weekend through offering discounts and promotions to Longwood students and families.

University Events and Ceremonies

Conference and Events Services is pleased to have transitioned to operating as 'University Events and Ceremonies' and AV Services transitioned to 'Event Production Services' on October 5, 2018. This new title comes along with new services. University Events and Ceremonies provides strategic guidance and event management services for university-wide events. We are here to help develop events and programs that support the University's priorities and mission, reflect positively on the University's image, and foster relationships with students, alumni, donors, employees, board members, and other friends of the University. We are excited to have joined main campus. Our offices are now located in Lancaster G05 where Financial Aid previously resided. New services include: Event Planning, Hotel Accommodations, Parking Requests and Scheduling software lessons.

> Event Planning: Our staff is on hand to work in an advisory capacity - providing general event planning guidelines, protocol, and coordination to all departments and student groups, upon request.
>
> Weyanoke Hotel: The Hotel Weyanoke and Longwood University have a partnership that comes with some benefits and responsibilities. By making reservations via our office, we are able to afford campus discounted Longwood University rates, State Rates for qualified guests, Direct Billing, and Room Block requests. Additionally, the system tracks and gives us credit for the night stays the University has committed to providing per year. While there are occasional blackout dates when these benefits are not available, we are still able to offer competitive rack rates.
>
> Parking: In addition to scheduling rooms, faculty staff are now able to request Parking via our office. We are able to accommodate individual requests as well as event parking.
>
> Scheduling: October celebrated the one year anniversary of offering the 25Live Scheduling System on campus for all room reservation needs. Our webpage offers step-by-step tutorials and we provide user training sessions and department workshops on the system's functions and abilities upon request.

In preparation for the 2019 Summer Conference season we have booked follow up appointments with all of our Summer Conference Clients. We look forward to having all contracts negotiated and signed before Winter Break.

We expect to be welcoming back: Virginia Department of Forestry, Men's Basketball Camps, Longwood Women's Basketball camps, Longwood Field Hockey Camp, American Legion Auxiliary Virginia Girls State, Christian Family Conference (CFC), Summer Institute for School Nursing (SISN), Youth Alcohol and Drug Abuse Prevention Project (YADAPP), and the Summer Literacy Institute (SLI).

The Virginia Academy of Science (VAS)/Virginia Junior Academy of Science (VJAS) was a success in 2018 and we hope to become a part of their four year cycle of host campuses.

YTD Fiscal Year Comparison
Gifts through October 31

Fiscal Year	Unrestricted	Operating Accounts	Total Annual Giving
2010 YTD	$106,474.46	$228,907.06	$335,381.52
2011 YTD	$90,640.06	$152,232.17	$242,872.23
2012 YTD	$78,284.96	$193,833.19	$272,118.15
2013 YTD	$88,703.43	$142,776.74	$231,480.17
2014 YTD	$88,534.97	$111,505.28	$200,040.25
2015 YTD	$65,413.38	$192,190.11	$257,603.49
2016 YTD	$95,442.00	$215,488.06	$310,930.06
2017 YTD	$90,371.64	$279,903.65	$370,275.29
2018 YTD	$64,943.04	$603,254.18	$668,197.22
2019 YTD	**$27,711.03**	**$340,068.25**	**$367,779.28**

Fiscal Year	TOTAL RAISED[1]
2010	$5.42M
2011	$5.77M
2012	$5.52M
2013	$9.43M
2014	$2.82M
2015	$7.94M
2016	$4.18M
2017	$11.18M
2018	$12.41M
2019 YTD	**$829K**

[1] *Total new funds received or pledged*

Fiscal Year	Annual Giving	Grants & Special Initiatives	Endowment/ Capital	Bequest	Non-cash/ Gift in-Kind	Total Cash Giving	Total Donors
2010 YTD	$335,381.52	$158,545.00	$264,157.41		$11,778.69	$769,862.62	1,810
2011 YTD	$242,872.23	$94,200.00	$258,119.97	$390,434.85	$37,145.51	$1,022,772.56	1,645
2012 YTD	$272,118.15	$130,059.00	$539,194.70	$79,843.56	$4,941.20	$1,026,156.61	1,488
2013 YTD	$231,480.17	$78,250.00	$257,898.01	$3,743.20	$130,693.00	$702,064.38	1,543
2014 YTD	$200,040.25	$97,560.06	$461,801.36	$1,115,474.67	$1,239.00	$1,876,115.34	1,327
2015 YTD	$257,603.49	$185,526.06	$63,943.15	$257,500.07	$10,109.43	$774,682.20	997
2016 YTD	$310,930.06	$119,000.00	$151,063.87		$83,103.10	$664,097.03	1,299
2017 YTD	$370,275.29	$106,325.00	$86,875.28	$42,960.94	$59,906.58	$666,343.09	1,354
2018 YTD	$668,197.22	$112,175.00	$2,152,789.29	$163,598.18	$3,462.62	$3,100,222.31	958
2019 YTD	**$367,779.28**	**$133,775.00**	**$146,475.24**	**$20,180.00**	**$1,100.20**	**$669,309.72**	**527**

Alumni Participation*	
FY2010	13.69%
FY2011	11.41%
FY2012	10.97%
FY2013	10.15%
FY2014	9.47%
FY2015	10.94%
FY2016	11.21%
FY2017	10.07%
FY2018	9.53%
FY2019	**1.00%**

* *Alumni Participation reflects participation rates through the end of the fiscal year.*

9

Strategic Operations

Victoria Kindon, Vice President and CIO

Highlights

- **Admissions focus – bringing students, parents and high school counselors to campus**
- **600+ Longwood "cheer kits" sent to Longwood alumni educators**
- **New Two-Event Approach for Spring On-Campus Alumni Celebrations**
- **Communications Team and Administrators Walk Through Crisis Scenarios in Tabletop Discussion**

Enrollment Management and Student Success (EMSS)

Admissions Focuses on Campus Visits for Fall 2019 Cycle

Visiting campus continues to be a true differentiator in whether or not a student will matriculate at Longwood. On average, 42% of admitted students who visit will enroll, which is why we are focusing heavily on increasing the number of admitted students who visit campus. Our efforts include targeted social media campaigns, specialized invitations and increased admissions counselor activity. Each admissions counselor has been tasked with bringing a group of 30 students from their recruitment territory to campus.

Another example of this focus was the specialized High School Counselor Preview Day held November 8-9 this year. We hosted 20 high school counselors and community education organization professionals from Virginia, Washington, D.C., Maryland and Texas, giving them the opportunity to experience "life as a Lancer." Participants attended sessions on financial aid, scholarships, citizen leadership, student engagement and success, and athletics, and discovered why Longwood may be a great fit for their students.

Freshman Coaching Program Update

In tandem with the rollout of Civitae, the freshman academic coaching model was implemented for the first time on a broad scale this fall. Longwood is one of the first schools nationwide to provide this program for all incoming freshmen. Other schools that have implemented this type

of programming on a small scale have seen significant gains in student satisfaction and retention. Although all incoming students are assigned an academic coach and peer mentor, participation in group activities is voluntary.

Coaching is ongoing, but we have surveyed peer mentors and students, and have held focus groups with coaches to gather feedback for the next cycle. In focus groups, coaches reported that they had intermittent contact with almost all students and regular, sustained contact with more than half. Nearly all coaches have had multiple opportunities to field questions from students that might be awkward to raise in other more official settings, such as how to navigate Farmville, how to approach faculty with questions/concerns, which office to visit for assistance or how to explain to their parents that they want to change their major. One of the most surprising and sustained benefits of coaching has been the formation of peer groups during the early, vulnerable days at college: Several coaching groups are socializing independently, studying and joining clubs together.

This resonates with what both students and peer mentors reported. Of the nearly 200 students who responded to a short survey, 47% said they had been involved intermittently; 31% said they are regularly involved; and 22% said they took every opportunity offered to connect to their coach, peer mentor and group. Reported benefits include increased social engagement and making connections to the Longwood community. Students and peer mentors also expressed gratitude for the safe space that coaching provides to ask questions or express concerns without fear of reprisal. Ninety percent of students surveyed reported that they are in regular contact with members of their coaching group. Coaches reported that contact on issues related to academic performance has been more focused on students who are not in significant difficulty despite efforts to work with those in more difficulty.

As we go forward, we will incorporate this feedback, as well as the preference—expressed by coaches, peer mentors and students alike—for more sustained contact with their groups during New Lancer Days.

Information Technology Services (ITS)

Joint Procurement Process Developed Between ITS and Material Management

ITS and Material Management are working together to improve procurement process outputs. This project includes

- Clearer scope and better-defined business requirements earlier in the process
- Identification of specific data needs, compliance and coordination requirements prior to contract signing
- Review of existing requirements against existing software/hardware resources prior to new procurement
- Review of renewing contracts for compliance

- More accurate identification of technology-related projects being purchased, which historically have not been reviewed due to inaccurate labeling or low purchase price

Office of Alumni and Career Services (OACS)

A Focus on Alumni Educators

In early August, OACS partnered with the Admissions team to offer free classroom cheer kits to Longwood alumni educators who wished to spread the blue and white spirit at their schools. In just a few hours, more than 600 kits were requested, and they were mailed in October.

In addition, Longwood alumni educators were scheduled to be honored during the first-ever Educators Appreciation Week culminating with an on-campus event that provides reaccreditation points for attendees.

New Two-Event Approach for Spring On-Campus Celebrations

This spring will bring with it a new approach to on-campus celebrations. On Friday, May 11, we'll host a new tradition celebrating the transition from new graduate to alumni. With a focus on seniors and recent graduates, but attracting a large cross-section of alumni representation across the decades, this new event hopes to bring together hundreds of attendees.

A second event, Alumni Weekend, will be held May 31-June 2 and will resemble reunion efforts held for the last two years. Alumni Weekend will provide an opportunity for hundreds of alumni to celebrate with friends and classmates.

Both Alumni Weekend and the event in May will give participants the option of staying overnight in the residence halls.

Career Services Appointments, Fair Participation Increases

This fall one-on-one appointments increased by 30%, and we initiated efforts to reach students using Canvas to share and promote career education content. Employer and student participation at all four career fairs this fall increased significantly.

Office of University Analytics (OUA)

University Analytics Update

Thanks to our work with regards to report and survey automation, OUA has been able to shift focus a bit this quarter from mandated reporting and begin the work of decision support and Business Intelligence for the campus community. To start this new venture, Macrae Hammond, Senior Project Manager for Strategic Operations, coordinated several meetings with key stakeholders, taking place over the first week of October to prioritize the data needs of the university and set about metrics for data visualizations, reports, and dashboards.

To date, we have developed a very detailed credit hour production report, which marries registered courses to exact classifications used in fee assessment. This was accomplished in no small part because Jennifer Wilkerson, Assistant Bursar in Student Accounts, generously gave of her time to explain the technical procedures of her area of expertise. Once created, this report is now useful to multiple areas on campus and for multiple purposes.

We have also expanded the admissions dashboard to show more information about how applicants are moving through the admissions "funnel".

On the data integrity side of the house, we have initiated talks between the Budget Office, the Office of Financial Aid and OUA to discuss SCHEV reporting and cross-checks and how our data classification, office procedures and reporting should complement each other to make sure our reporting is clean and accurate.

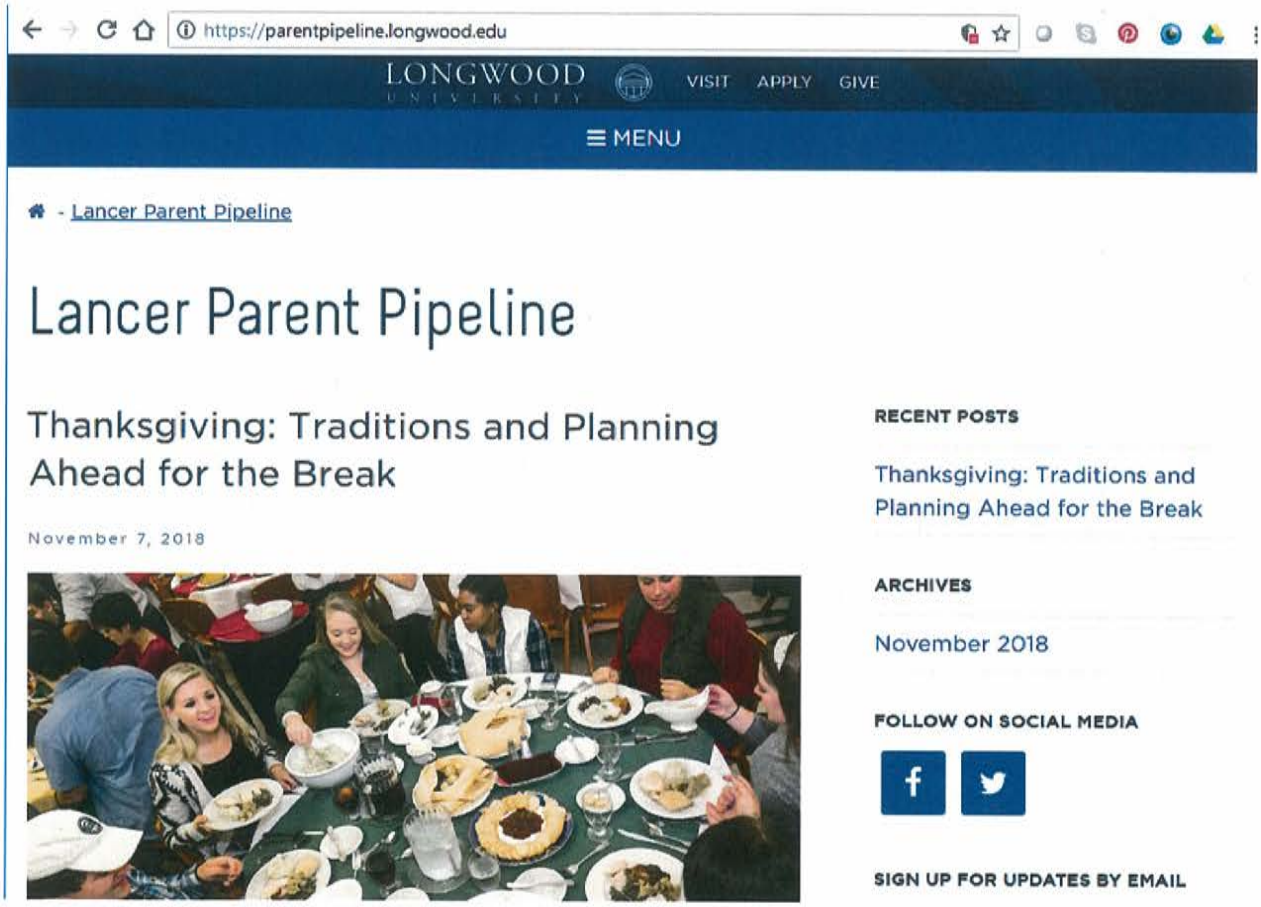
University Marketing and Communications

Communications Team and Administrators Walk Through Crisis Scenarios in Tabletop Discussion

More than a dozen administrators and employees responsible for critical pieces of crisis response participated in a crisis communications tabletop exercise in September. Led by Erin Hennessey of TVP Communications, who has more than 20 years of experience leading crisis response teams and consulting with colleges and universities, the exercise included representatives from LUPD, Academic Affairs, Marketing and Communications, Student Affairs and Emergency Management. The team clarified roles and responsibilities. As the team talked through emergency scenarios, both strengths and opportunities for improvement were identified. Recommendations are being incorporated in the crisis communications plan.

New Lancer Parent Pipeline Connects Mom and Dad to their Student's Experience

Parents of college students are increasingly interested and involved in their students' campus experiences. To help Lancer parents feel more connected to Longwood, a newsletter/blog named Lancer Parent Pipeline has been created by the Marketing and Communications staff. It rolled out in November, giving current parents the opportunity to subscribe to a weekly email and letting them know how to access the content on the web and social media. After just three days, nearly 300 parents had subscribed, and just shy of 140 had joined a Facebook group where content will be posted. A Twitter account was created as well. Posts to Parent Pipeline will include campus observations, Longwood traditions, need-to-know information (such as making arrangements for the Thanksgiving holidays), and much more. To check out Parent Pipeline, go to: http://parentpipeline.longwood.edu



10

Student Affairs

Tim Pierson, Vice President

Highlights

- **Upchurch Opening Reinvigorates Campus Life**
- **Campus Effects of National Discord**
- **Campus Climate Survey Findings Reported**

Each passing semester leaves a unique footprint on the campus and most notably for Fall 2018 will be the opening of the Upchurch University Center. The anticipation built around the opening was heightened by its looming presence in the very heart of campus. As the fencing surrounding the construction site came down, all were struck by the size and beauty of Upchurch. October 17th at 11:00 am the doors to the building were opened to a stampede of students who immediately took occupancy of their new organizational offices, lounge areas, and game room, while long lines formed at Panda Express, Au Bon Pain, and Starbucks. The student response to Upchurch is soundly unanimous – it has surpassed all expectations. Likewise, the grand opening and ribbon cutting ceremony with Ms. Upchurch, Ms. Soza, and Board of Visitors and Foundation members present gave the official notice to all – well done Longwood!

The campus is far from insulated from the social and political discontent that we are experiencing in our culture and throughout much of the country. Acts of insensitivity and intolerance on campus have been reported to our staff and campus police. While many students are disturbed, our minority students in particular have expressed a myriad of emotions and feelings as a result. Student leaders from these organizations met with the president and a few staff to voice their concerns directly to us. Following this meeting President Reveley sent a message to inform the entire campus of these reported acts and to affirm Longwood's stance and values.

> Students and student groups have shared strong reactions of sadness, anger, fear and frustration as acts of intolerance and vandalism have been directed at our underrepresented student populations. More troublingly, I have heard some reports of hateful and abusive language used by Longwood students against their fellow students. This is not civil disagreement. It is vile intolerance, and it goes against everything Longwood stands for. *The president went on to make it very clear...* I am, however, determined that not a single Longwood student could possibly doubt or be unclear where I, and Longwood as a whole, stand on such matters. These incidents run completely contrary to our values. They are not who we are as a community. We welcome and celebrate

difference of every variety — but on this we insist: you must be tolerant and respectful of our community members, and no community member should ever feel threatened or unsafe.

The Student Government Association held a Candle Light Unity Vigil following the tragedy in Pittsburgh, giving our campus the opportunity to express support and unity with our fellow citizens.

Assistant Vice President for Student Affairs (AVPSA)

Based on the assessment needs of the newly appointed University Diversity Council and a recommended evaluation of current sexual assault response and education, Longwood chose to participate in the nationally normed, EBI SkyFactor Campus Climate, Safety, and Sexual Assault Assessments. In spring of 2018, faculty and staff as well as students responded to questions related to campus diversity, inclusiveness, visibility, and treatment. Questions regarding personal attitudes and behaviors related to working with people from diverse backgrounds were posed as well as queries of attitudes and perceptions regarding Longwood's students, faculty/staff, and administration. Prompts evaluating institutional policies, procedures, and training related to campus safety and sexual assault prevention, education, and response were also included in this online survey.

Of the 540 faculty and staff who responded...

- 81.0% felt they belonged at this institution
- 79.8% said overall, they were satisfied with their work environment
- 79.5% said they would recommend working at Longwood to a close friend

Of the 794 students who responded...

- 79.8% felt they belonged at Longwood
- 80.7% said overall, they were satisfied with their experience at Longwood
- 81.8% said they would recommend Longwood to a friend
- 79.3% felt accepted by other students at Longwood
- 94.3% said they intended to graduate from Longwood

Through this nationally benchmarked survey, Longwood was given the opportunity to compare the responses of our faculty/staff and students with responses from faculty/staff and students at all participating institutions or with those from a smaller group of participating institutions who share Longwood's same Carnegie Classification.

Of the 15 factors of questions on the **Faculty/Staff Campus Climate Survey**, the LU mean equaled or exceeded that of the other two comparison groups on all 15. With a criterion performance level set at 75%, Longwood's faculty/staff results surpassed that threshold on all but four factors which included Perceptions of Faculty, Administrative Policies, Perceptions of