

**LONGWOOD UNIVERSITY BOARD OF VISITORS  
EXECUTIVE COMMITTEE  
February 14, 2014**

**MINUTES**

**Call to Order:** The Executive Committee of the Longwood University Board of Visitors met on Friday, February 14, 2014 at the Boar's Head Inn Board Room, in Charlottesville, Virginia. The meeting was called to order at 12:45 p.m. by Mrs. Marianne Radcliff, Rector of the Board.

**Executive Committee Members present were:**

Dr. Judi M. Lynch  
Mrs. Jane S. Maddux  
Mrs. Marianne M. Radcliff  
Mr. Ronald O. White

**Others Board of Visitors Members present were:**

The Hon. Robert S. Wertz, Jr.  
Mr. Stephen Mobley  
Mr. Lacy Ward, Jr.

**Others Present:**

President Taylor Reveley  
Chief of Staff Justin Pope

**Business**

Item 1 – Welcome

The Rector welcomed the Committee members and other members.

Item 2 – University Update

President Reveley provided an update on progress in retention initiatives, including updated statistics on fall-to-spring retention, which appear to be tracking upward several percentage points and have created Longwood's first-ever spring term freshman class of more than 1,000 students. He re-iterated the central importance of improved retention to Longwood's future. He asked whether BOV members would consider personally reaching out to students who may be looking to transfer. Members said they supported the idea and were eager to be involved.

Discussion then turned to development matters. Mr. Mobley and Mrs. Radcliff asked a series of questions related to the annual fund. The president provided an update on efforts to energize the fund and heard several suggestions from members on how best to capitalize on the 175<sup>th</sup> anniversary. The president raised the concept of changing to a calendar-year fundraising schedule, as opposed to a fiscal year schedule. Members expressed enthusiasm that shifting to a calendar-year schedule would be advantageous.

President Reveley also provided an update on efforts to improve the University budgeting process, and on his interaction with the General Assembly, reporting strong goodwill toward Longwood but the continuing long-term trend of limited state funds. He provided a positive update on the ongoing process of re-affirmation of accreditation from SASCOC and the on-site visit scheduled for March. He also provided an update on the search for a new dean of the Cook-Cole College of Arts & Sciences and said he is confident in the process and search committee.

Finally, President Reveley provided an update on the state of initiatives concerning Hull Springs Farm, and on prospects for a more formalized relationship between the University and the Moton Museum, suggesting the matter be addressed in depth at the March meeting. Mr. Ward emphasized the importance of setting a definitive course of action so opportunities for both institutions aren't missed.

### Item 3 – Review of Strategic Process

Building on the Board's December meeting, President Reveley discussed plans to convene a series of conversations throughout the Longwood community concerning the University's strategic direction. By the close of the academic year, he hopes to have assembled a concise document that captures the spirit of those conversations. He proposed that in June the Board could discuss and endorse that document, distribute it for comment, and then proceed with refinement and formal adoption in the fall. Mrs. Radcliff expressed support for that timetable and process, feeling that it would maximize buy-in and transparency.

### Item 4 – Discussion of March BOV Meeting

The president noted that the March meeting would be two days, as typical, and pursuant to prior discussion could include deliberation concerning the University's relationship with the Moton Museum. He also indicated that he would be in touch with Dr. Stephen Portch concerning his availability to meet with the Board in a consulting capacity concerning Board governance matters. There was also discussion concerning using a retreat format for the June meeting of the Board, at a location to be determined.

### Item 5 – Other Business.

The Committee considered a request for approval of a new Master of Education in Reading, Literacy and Learning degree in the College of Education and Human Services' Department of Education and Special Education. The members of the Executive Committee reviewed the proposal and expressed support, pending approval by the full Board at the March meeting.

### **Adjournment**

There being no further business, Mrs. Radcliff adjourned the meeting at 2:30 p.m.

Ronald O. White  
Board Secretary