

LONGWOOD UNIVERSITY

BOARD OF VISITORS

MARCH 28-29, 2014

Minutes

Call to Order

The Longwood University Board of Visitors met on Friday, March 28, 2014 in the Stallard Board Room in Lancaster Hall. The meeting was called to order at 9:35 a.m. by Rector Marianne Radcliff.

Members present:

Dr. Edward Gordon
Mr. Eric Hansen
Dr. Judi M. Lynch
Mrs. Jane Maddux
Mrs. Colleen McCrink Margiloff
Mr. Stephen Mobley
Mrs. Marianne M. Radcliff
Mr. Brad Schwartz
Mrs. Shelby Jones Walker
Mr. Lacy Ward, Jr.
The Hon. Robert S. Wertz, Jr.
Mr. Ronald White

Members absent:

Mr. Thomas Johnson

Also present:

President W. Taylor Reveley IV
Mr. Kenneth Copeland, Vice President for Administration and Finance
Dr. Kenneth Perkins, Provost and Vice President for Academic Affairs
Ms. Victoria Kindon, Vice President for Strategic Operations
Mr. Troy Austin, Director of Athletics
Ms. Brenda Atkins, Vice President for Commonwealth Relations
Mr. Richard Bratcher, Vice President for Facilities Management and Real Property
Mr. Justin Pope, Chief of Staff
Mr. David Overstreet, Senior Auditor
Mr. Cameron O'Brion, Office of the Attorney General
Dr. Audrey Church, Faculty Representative
Ms. Haley Vest, Student Government Association
Mr. Jabari Scott, Staff Advisory Committee
Ms. Hannah Ledger, Staff Advisory Committee

Rector's Welcome

Mrs. Radcliff welcomed Board members and all in attendance.

Approval of Minutes

Mrs. Radcliff presented to the Board for its approval the minutes of the Board's December meeting. Mr. Mobley moved to approve the minutes, Mr. Ward seconded, and the motion was approved unanimously.

Approval of Consent Agenda

Mrs. Radcliff presented to the Board for its approval the consent agenda, including items concerning standard edits, updates and amendments to University policy, procedure and planning, specifically regarding: Internal Audit; full Board ratification of a new degree program that was discussed by the Executive Committee in February; updating policy as to tuition and fee waivers for senior citizens, student records and annual notification; and naming of rooms within the Maugans Alumni Center. Mrs. Walker moved to approve the consent agenda, Dr. Lynch seconded, and the motion was approved unanimously. (A copy of the consent agenda items is included as Appendix 1, attached hereto.)

President's Welcome

President Reveley provided an update on the state of the university, reporting positive trends in admissions and retention improvement; faculty collaborative efforts with the Longwood Center for the Visual Arts and Moton Museum; and the active pace of events at Longwood House facilitated by its refurbishments, all of which the Board commended. He provided an update on the strategic planning process, and emphasized the importance of working in the coming years to make performance-based salary increases a part of the regular budget process, not exceptional events.

The president said he hoped Longwood could aspire in the coming years to take the lead among Virginia institutions in the percentage of alumni who donate. He asked that Virginia Kinman stand and be recognized for her exceptional work during the SACS-COC reaffirmation of accreditation process. He also recognized and thanked for his decades of service Franklin Grant, who briefly addressed the Board.

Public Session

Dr. Bill Abrams made a presentation on Longwood faculty salaries. He said faculty were pleased that salary increases beat the Consumer Price Inflation rate for the first time since 2007, but still remain below 2007 figures, accounting for CPI. Mr. Mobley asked him about faculty morale. Dr. Abrams reported is moving in the right direction. Dr. David Lehr agreed morale is improved, but said Longwood's relative compensation position remains a concern. President Reveley said Longwood remains well short of where it should be in relation to other Virginia institutions.

Mr. James Ghee, president of the Prince Edward branch of the NAACP, addressed the Board and expressed concern about hiring opportunities at Longwood for people of color.

Reports from Representatives to the Board

Mr. Robert Burger, president of the Longwood University Foundation, provided the Board details on the foundation's investment performance, with total assets at \$73 million, up from \$69.3 million a year ago.

Internal Audit

Mr. David Overstreet, Senior Auditor, gave the Internal Audit report and outlined plans for upcoming audits. Audits scheduled for the fall of 2014 include: NCAA; Student Interns – Environmental Health and Safety; Follow-Up - University Center/Office of Fraternity Sorority Life; and Follow Up - Leadership & Service Learning/Office of Diversity and Inclusion. Audits scheduled spring 2015 are Student Government Association; Student Interns – Facilities: Motor Pool; Student Interns – Post Office; and Follow Up – Contract Management.

Continued Reports from Representatives to the Board

Kathleen Early updated on Alumni Board activities, including the new Tamara Byrd student award and plans for sports clinics in alumni-rich regions.

Dr. Audrey Church, faculty representative, reported faculty are looking forward to the implementation of the QEP. She said early work has begun on general education revision process. She expects to begin creating courses in 2015-16 and implementing the revised curriculum in 2016-17. She presented a comprehensive display listing the full range of faculty and student research topics, to emphasize the breadth of research underway at Longwood.

Ms. Haley Vest, president of the Student Government Association, emphasized the importance to students that faculty be well compensated, and expressed concern over the loss of some strong faculty in recent years. She said students were familiar with and excited about the QEP, and introduced the next SGA president, Joe Gills. Dr. Tim Pierson and Mrs. Radcliff praised Ms. Vest's leadership on campus during her tenure.

Ms. Hannah Ledger of the staff advisory committee introduced her successor, Mr. Jabari Scott, and provided an update on activities and initiatives. She emphasized her support for faculty raises, but emphasized that staff also play a critical role in the student experience. Dr. Lynch also emphasized the critical role of staff.

General Discussion

Mr. Schwartz asked a series of questions regarding changes in tuition and the effect on revenue in the financial statements. Mr. Copeland explained how the timing of collections affects revenue. In response to a question from Mrs. Maddux, President Reveley provided an approximate breakdown of financial aid sources – federal, state, philanthropic and institutional - for Longwood students.

The Board adjourned for lunch at 11:35 and reconvened at 1:15.

Upon reconvening, the Board considered a motion to approve the initiation of a new master planning process for the University and approve the location siting and modifications to the current master plan as

set forth in Mr. Bratcher's report to the Board, included in the Board's briefing materials. Dr. Lynch made the motion, Mrs. Maddux seconded, and the motion was approved unanimously.

Prof. Larissa Smith Ferguson gave the Board a presentation describing recent collaborations between Longwood and the Moton Museum, and an overview of opportunities moving forward. She emphasized the opportunities for Longwood to distinguish itself from other institutions by serving as the library and archive of the important history of Prince Edward's role in the civil rights movement.

President Reveley praised the potential for future collaboration between Moton and Longwood and suggested that the specifics of how a working relationship might be structured be discussed at the June meeting of the Board. Mrs. Maddux asked that the planning process include a report, with financial information, showing clearly how such an arrangement might be structured.

Discussion of Board Governance

Dr. Stephen Portch, chancellor emeritus of the University System of Georgia, facilitated a discussion about Board practices and procedures. Topics included how to improve the usefulness of Board materials, whether the Board's meeting schedule is appropriate, whether the Board is addressing policy matters at the proper level of detail, the role of the executive committee, and whether the Board might benefit from a more robust committee structure. Other topics included protocols for contact between Board members and university officials, whether the strategic plan might serve as the basis of a committee structure, and the potential merits of a professional board secretary to serve as liaison.

The Board adjourned at approximately 5 p.m. for a tour of the Moton Museum and dinner.

Saturday, March 29, 2014

The Longwood University Board of Visitors reconvened on Saturday, March 29, 2014 at the Longwood Center for the Visual Arts.

The meeting was called to order at 9:35 a.m. by Rector Marianne Radcliff. Dr. Lynch moved to go into Closed Session under Section 2.2-3711 A 1,3, and 7 of the Code of Virginia to discuss personnel matters including the review or consideration of promotion of faculty members and tenure, discussion of the acquisition of real property for a public purpose, and consultation with legal counsel regarding active litigation. The motion was seconded by Mr. Schwartz and approved by the Board.

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

In compliance with the provisions of the Freedom of Information Act, the Board returned to Open Session. Dr. Lynch moved to certify that the discussion in Closed Session was in accordance with the Code of Virginia. All members then in attendance voted to affirm: Dr. Gordon, Mr. Hansen, Dr. Lynch, Mrs. Maddux, Mrs. Margiloff, Mr. Mobley, Mrs. Radcliff, Mr. Schwartz, Mrs. Walker, Mr. Wertz, and Mr. White.

Dr. Lynch made a motion to approve the recommendations presented concerning promotion and tenure as documented in correspondence from Dr. Perkins to President Reveley. Mr. Schwartz seconded the motion. The motion was approved by the Board.

Mrs. Radcliff reported the June Board meeting will take place June 22-24.

President Reveley discussed his views on proceeding to set undergraduate tuition for 2014-15, and presented a proposal to increase tuition charges 7.4 percent while decreasing mandatory fees 4.9 percent, for a net increase of 2.1 percent, which would be the smallest at Longwood in 14 years and the smallest at any Virginia 4-year institution since 2001. The proposal called for auxiliary fees to be applied equally regardless of whether a course is offered in-person, online or offsite.

Mrs. Radcliff expressed support for the motion. Dr. Church, Dr. Lynch and Mr. Hansen asked a series of questions about the fee changes and on related topics such as charges graduate students, which President Reveley explained would be considered at the next Board meeting.

Mr. Schwartz introduced a motion to approve the charges as presented in a draft document circulated by President Reveley. Mr. White seconded, and the motion was unanimously approved by the Board. (The draft document announcing details of the 2014-2015 tuition charges is included as Appendix 2).

There being no further business the meeting was adjourned at approximately 12 noon.

**BOARD OF VISITORS
AUDIT**

ACTION ITEM

Approval of Fiscal Year 2015 Audit Plan

ACTION REQUESTED: On behalf of the President, I move that the Board of Visitors approve the 2015 Audit Plan as presented below.

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

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

Proposed Audit Plan

A. Fall 2014 Audits

- a. NCAA audit
- b. Student Interns – Environmental Health & Safety
- c. Follow Up – University Center / Office of Fraternity Sorority Life (FSL)
- d. Follow Up – Leadership & Service Learning (LSL) / Office of Diversity & Inclusion (ODI)

B. Spring 2015 Audits

- a. Student Government Association (SGA)
- b. Student Interns – Facilities: Motor Pool
- c. Student Interns – Post Office
- d. Follow Up – Contract Management

**BOARD OF VISITORS
AUDIT**

INFORMATION ITEM

Update on Internal Audit and Institutional Compliance Activity

Audits and Reviews

Audit Plan FY 2014	Status
Contract Management	In Progress
Student Union & Fraternity / Sorority Life	Findings Issued
Diversity & Inclusion / Leadership & Service Learning (Student Interns)	In Progress
Recreation Center Follow-up	Beginning Summer 2014
Banner Finance	Placed on Hold (Vacant IT Auditor Position)
Information Technology – General Controls	Placed on Hold (Vacant IT Auditor Position)
IT Governance Follow-up	Placed on Hold (Vacant IT Auditor Position)
Information Technology – Lancer Card	Placed on Hold (Vacant IT Auditor Position)
Admissions Follow-up	Complete
Cashiering and Student Accounts Follow-up	Complete
LCVA Follow-up	Complete
Student Health and Wellness Follow-up	Complete
Conference and Scheduling Follow-up	Complete
Fraud, Waste, Abuse Hotline Issues	None since previous BOV meeting
University Risk Assessment	Beginning Spring 2014 / Summer 2014

CONSENT AGENDA

Approval of Master of Education M.Ed.

The Master of Education in Reading, Literacy and Learning at Longwood University in Farmville is sponsored by the Department of Education and Special Education which is housed in the College of Education and Human Services. Implementation is proposed for the Fall 2014 semester. The purpose of the program is to prepare teachers to be PreK-12 reading specialists and literacy coaches.

Literacy and Culture has been offered as a concentration in the Master of Science in Education at Longwood University since Fall 1976. At the strong encouragement of SCHEV based on the number of concentrations located under Longwood's Master of Science in Education umbrella (General CIP code 13.0101) and based on the strength of the program, Reading, Literacy, and Learning is proposed as a stand-alone program.

Longwood University has a long history in Virginia of offering a nationally recognized program for the preparation of teachers seeking to become reading specialists and literacy coaches. Enrollment and graduation rates are strong. The Integrated Postsecondary Education Data System now offers a CIP code, 13.1315, for Reading Teacher Education(<http://nces.ed.gov/ipeds/cipcode/cipdetail.aspx?y=55&cip=13.1315>), defined as "A program that prepares individuals to diagnose reading difficulties and to teach reading programs at various educational levels." Longwood's program would appropriately fit under this CIP code.

The proposed Master of Education in Reading, Literacy, and Learning is fully aligned with the 2010 IRA Standards Reading Specialist/Literacy Coach (http://www.reading.org/General/CurrentResearch/Standards/ProfessionalStandards2010/ProfessionalStandards2010_Role5.aspx). The degree of Master of Education in Reading, Literacy, and Learning aligns more readily with the true course of study for our graduates.

For BOV

Policy 2113

Tuition and Fee Waiver for Senior Citizens

I. Purpose

The purpose of this policy is to provide notices to persons over sixty (60) years of age of tuition and fee waiver regulations provided for by the Senior Citizens Higher Education Act of 1974, as amended in 1977 by Sections 23-38.55, 23-38.58, and 23-38.59 of the Code of Virginia and as amended by Senate Bill 307 July 1, 1988.

II. Policy

Senior citizens age sixty (60) or over at the beginning of the an academic year semester, and has had legal domicile in Virginia for one year, shall be permitted under rules and regulations as may be prescribed by the State Council of Higher Education to register for and enroll in courses as a full-time or part-time student for academic credit if such senior citizen had a taxable income not exceeding ~~ten thousand (10,000)~~ fifteen thousand (15,000) dollars for federal income tax purposes for the year preceding the year in which enrollment is sought and will pay no tuition or fees except fees established for the purpose of paying for courses materials, such as laboratory fees. ~~They~~ A senior citizen, regardless of income level, may register for and audit courses offered for academic credit and register for and enroll in courses not offered for academic credit in any state institution of higher education in this Commonwealth and will pay no tuition or fees except fees established for the purpose of paying for courses materials, such as laboratory fees. ~~Such senior citizen shall pay no tuition or fees except fees established for the purpose of paying for courses materials, such as laboratory fees.~~ Such senior citizen shall meet additional conditions; ~~but shall~~ be subject to the admission requirements of the University and may be admitted to a course on a space-available basis after all tuition paying students have been accommodated. ~~a determination by the University of its ability to offer the course or courses for which the senior citizen registers.~~

There shall be no limit to the number of terms, quarters or semesters in which a senior citizen who is not enrolled for academic credit may register for courses but he may register for no more than three courses in any one (1) term, quarter or semester.

Revised and approved by the Board of Visitors, September 7, 2002.

For Catalog and website

Senior Citizens Higher Education Act Senior citizens aged 60 or over, with a Federal taxable individual income of less than \$15,000 per year, and who have lived in Virginia for one year, can enroll as a full or part-time student in credit courses free of tuition, provided they meet the admissions standards of the college and space is available. Any senior citizen aged 60 or over can enroll in a non-credit course or audit a credit course free of tuition, regardless of taxable income, provided they meet the admissions standards of the college and space is available. The senior citizen is obligated to pay fees established for the purpose of paying for course materials, such as laboratory fees. If enrolled as a ~~non-degree~~ credit seeking student (audit), a maximum of three courses may be taken per semester.

Approval and processing to register for classes under the Senior Citizens Higher Education Act may be obtained in the Office of the Registrar, Barlow 101. Such students will be enrolled after all tuition paying students have been accommodated but before the add/drop period of the term.

Policy 1007

Student Records and Annual Notification

I. Purpose

The Family Educational Rights and Privacy Act (FERPA) of 1974 (20 U.S.C. § 1232g; 34 CFR Part 99) is a federal law that protects the privacy of student education records and requires the establishment of policies to safeguard student records and data. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education; Longwood student records policies comply fully with FERPA.

FERPA gives parents certain rights with respect to their children's education records. These rights transfer to the student when he or she reaches the age of 18 or attends a school beyond the high school level. Students to whom the rights have transferred are "eligible students." All students at Longwood University, regardless of dependency, are protected by FERPA.

II. Policy

1. The accumulation, processing, and maintenance of student data by the institution is limited to that information, including grades, which is necessary and relevant to the purposes of the university. Personal data of students will be used only for the purpose for which it is collected.
2. Student data, whenever possible, shall be collected directly from the student; every effort will be made to ensure its accuracy and security. It shall be the express responsibility of the student to notify the Office of the Registrar of any changes in status. Any student who initially or subsequently refuses to supply accurate and complete personal information, as is legally allowed, may jeopardize his/her current student status. Falsification of records with the intent to give untrue information is a violation of the Longwood Honor Code.
3. Longwood University designates the following categories of student information as public or "Directory Information." Such information MAY be disclosed by the institution at its discretion. Directory information may include the student's name, ~~local~~ home address, Longwood e-mail address, local telephone number, major field of study, classification, participation in officially- recognized activities and sports, weight and height of members of athletic teams, dates of attendance, degrees and awards received, and dates of field experience.
4. A student may inform the Office of the Registrar in writing, that they wish to block all directory information from release. Schools may disclose, without consent, "directory" information as listed above. However, Longwood will notify eligible students about directory information and allow a reasonable amount of time to request that the school not disclose directory information about them. Longwood will notify eligible students via email each October of their rights under FERPA.
5. Generally, Longwood must have written permission from a student in order to release any information from a student's education record. However, FERPA allows Longwood to

disclose those records, without consent, to the following parties or under the following conditions:

1. School officials with a legitimate educational interest;
 2. Other schools to which a student is transferring;
 3. Specified officials for audit or evaluation purposes;
 4. Appropriate parties in connection with financial aid to a student;
 5. Organizations conducting certain studies for or on behalf of the school;
 6. Accrediting organizations;
 7. To comply with a judicial order or lawfully issued subpoena;
 8. Appropriate officials in cases of health and safety emergencies; and
 9. State and local authorities, within a juvenile justice system pursuant to specific State law.
6. Under FERPA, Longwood is not required to provide prior notification to a student when responding to a federal grand jury subpoena or other law enforcement subpoena, which specifies that the student not be informed of the existence of the subpoena.
 7. Eligible students are permitted to inspect and review educational records of which the student is the sole subject. Longwood policy regarding the inspection and disclosure of educational records is in compliance with the federal statute. To obtain a copy of the Family Rights and Privacy Act of 1974 (Section 438) or a copy of the university's policy on student records, contact the Office of the Registrar, Longwood, 201 High Street, Farmville, VA 23909.
 8. Student access to all personal records shall be permitted within 45 days of a written request, during normal office hours. Students may also obtain copies of most parts of their records for a nominal fee. All records shall be available and in a form comprehensible to the student, except for:
 1. Medical records which, upon written authorization, shall be submitted to a psychologist or physician designated by the student.
 2. Confidential financial statements and records of parents as excluded by law.
 3. Third-party confidential recommendations when such access has been waived by the student. Where a waiver has been given, parents, as well as students, are excluded from viewing such confidential information.

III. General

1. During normal office hours, Longwood shall provide an opportunity for a student with proper identification to challenge information believed to be inaccurate, incomplete, inappropriate or misleading. This can be done either in person or by mail. All personal data challenged by a student shall be investigated by the vice president over the area where the data is being challenged. Completion of an investigation shall result in the following actions:
 1. If Longwood concurs with the challenge, the student's records shall be amended or purged as appropriate; all previous record recipients shall be so notified by the institution.
 2. If the investigation fails to resolve the dispute, the student shall be permitted to file a statement of not more than 200 words setting forth the student's position.

Copies of the statement will be supplied, at the student's expense, to previous and subsequent recipients of the record in question.

3. If a student wishes to make an appeal of the decision, the student may do so in writing to the President of Longwood University.
 4. The names, dates of access, and purposes of all persons or agencies other than appropriate Longwood personnel given access to a student's personal records shall be recorded and maintained. Student records are retained by the institution for at least one year after completion of work at the institution. Permanent academic records from which transcripts are derived are maintained indefinitely. A student may request and receive information concerning the record of access to official Longwood records filed under the student's name.
2. Inquiries concerning student records should be directed to the following departments. When applicable, schedules of fees for copies of these records are available from that office.
1. Academic Records/Transcripts - Office of the Registrar, Barlow Hall
 2. Disciplinary Records - Office of Student Conduct and Integrity, Lancaster Hall
 3. Financial Records - Office of Cashiering & Student Accounts, Lancaster Hall
 4. Financial Aid Records - Office of Financial Aid, Lancaster Hall
 5. Medical/Health Records - Student Health & Wellness Center, Health & Fitness Center
 6. Mental Health Records - Counseling Center, Health & Fitness Center
3. To comply with the provisions of FERPA, Longwood University will not release education records or personally identifiable information contained therein without the student's written consent. Individuals seeking access to student records should include a copy of the student's written consent when requesting non-directory information.

4. Where to Send Complaints Regarding FERPA Violations

Parents and eligible students who need assistance or who wish to file a complaint under FERPA should do so in writing to the Family Policy Compliance Office, sending pertinent information through the mail, concerning any allegations to the following address:

Family Policy Compliance Office

U.S. Department of Education

400 Maryland Avenue SW

Washington, DC 20202-5920

Approved by the Board of Visitors, September 11, 2004.

Reviewed and approved by Cabinet, May 8, 2013.

Revised and approved by the Board of Visitors, June 14, 2013.

**LONGWOOD UNIVERSITY
NAMING OF ROOMS WITHIN
FRANK O. AND KATHARINE ALLEN MAUGANS ALUMNI CENTER**

The Board of Visitors of Longwood University approved the naming of the FRANK O. AND KATHARINE ALLEN MAUGANS ALUMNI CENTER on this sixteenth day of June in the year Two Thousand and Twelve in the one hundred and seventy-third year of Longwood University. The following rooms and areas within the center are requested for designation pursuant on University Policy 9202: Commemorative Naming of University Facilities and Programs.

Board Room (113)

The Robert O. & Elosie Hodges Martinelli '51 Board Room
Gift-\$500,000

Rob Martinelli and his late wife, Eloise, are long-time donors. Eloise earned a Bachelor of Arts in Education. Prior to her death in 1995, Eloise was a consistent contributor to the Longwood Fund and Rob began making gifts in her memory there after. Rob is a member of the Hull Society in addition to creating a scholarship in Eloise's name and contributing to numerous Longwood endeavors.

Reception/Meeting Room (037)

The R. Tucker Winn '48 Room
Gift-\$300,000

The late Tucker Winn spent her career as an accomplished independent college guidance counselor providing admissions counseling to affluent families in the Washington DC area. Tucker earned a Bachelor of Science in chemistry with a minor in history while serving as a member of CHI and Geist.

Conference Room (002)

The Cecil C. & Margaret Finney Powell '43 Room
Gift-\$200,000

The late Margaret "Mog" Finney Powell was a lifetime resident of the Eastern Shore of Virginia. Mog earned a Bachelor of Science in Education and participated in the YWCA and the Athletic Association as a student.

Atrium (038)

The Katherine Bridgforth Hooker '47 Atrium
Gift-\$100,000

Katherine "Kitty Sue" Bridgforth Hooker is a consistent major donor and a member of Longwood's Hull Society. Kitty Sue earned a Bachelor of Arts degree in Education and was a member of the basketball team. Kitty Sue (and her late husband, Clyde) is a true civic and community leader. Kitty Sue has hosted several Longwood events in Martinsville through the

years and most recently the couple was revered for their commitment to the Martinsville community during an unprecedented economic downturn.

Library (044)

The Page Cook Axson McGaughy '46 Library
Gift-\$100,000

Page Cook Axson McGaughy is a retired teacher who taught in the Chesapeake School System. Page earned her Bachelor of Science in History from Longwood and a Master of Science in Education from Old Dominion University in 1977. Through the years, Page served as Alumni Association president, a director for the Foundation Board, is a member of the Hull Society and was honored with the Alumni Achievement Award in 2006.

Associate Vice President for Alumni Relations Office (041)

The Beverley Kersey Flowers '61 Office
Gift-\$68,268 (Planned Gift)

Beverley Kersey Flowers is a retired teacher from Virginia Beach Public Schools and a member of the Hull Society. Beverley earned Bachelor of Science in Elementary Education and was a member of CHI. Beverley is a good friend of Former Longwood President Henry Willett.

Assistant Director for Alumni Relations Office (042)*

The Carol Combs Irvin '64 Office
Gift-\$40,000

Carol Combs Irvin is a leader among the prominent Longwood Class of 1964 and she is currently heading up their 50 year reunion class gift. Carol earned a Bachelor of Music Education and is the daughter of Marion Shelton Combs '40 who served as Alumni Association President and Foundation Board Member in addition to receiving the Alumni Achievement Award in 2004.

**The Maugans Alumni Center floor plan includes expansion rooms for future staff position increases in all units.*

Alumni Relations Intern Office (043)

The Dr. Audrey L. Jarrelle '66 Office
Gift-\$36,175

The late Audrey Jarrelle served at the University of Connecticut for 30 years. At the time of her retirement, she was named Associate Professor Emeritus and had been the Associate Dean of the School of Family Studies for the final 10 years of her career. Audrey earned a Bachelor of Science in Home Economics from Longwood followed by a Master of Science in Home Economics in 1968 and PhD in Textiles and Apparel in 1973 both from UNCG. In 2006, she was selected for Who's Who in American Teachers.

Alumni Relations Administrative Assistant Office (040)

The Diane Bottoms Boxley '72 Office
Gift-\$25,000

Diane Bottoms Boxley has been a steadfast donor to Longwood for over thirty years. Diane earned a Bachelor of Science degree in Mathematics from Longwood University in 1972, as well as a Master of Science degree in Mathematics from Virginia Tech in 1974. Diane is currently a Director on the Foundation Board. Prior to this commitment, Diane served as the President and board member of the Alumni Association Board.

Alumni Relations Biographical Data Manager Office (045)

The Elizabeth Kelsey Hulvey '62 Office

Gift-\$25,000 (planned gift)

Betsy Hulvey earned a Bachelor of Arts in English and is a member of Sigma Sigma Sigma Sorority. During college, Betsy was also a member of Student Government Association, French Club, Longwood Players and the Cotillion Club. Betsy is a former director of the Foundation Board and a member of the Hull Society. Betsy has hosted event at her home in Abington in the past.

LONGWOOD
UNIVERSITY



Office of Public Relations
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[March 30, 2014]

Longwood approves smallest price increase at any Virginia public university in more than a decade

Farmville, Va. — Citing record enrollment, a successful capital campaign and progress keeping more students on track toward a timely degree, Longwood University's Board of Visitors on Saturday approved the smallest percentage increase in tuition and mandatory fees seen at any Virginia public university in more than a decade.

The 2.1 percent increase in undergraduate in-state tuition and mandatory fees for 2014-15 is the smallest at Longwood in 14 years, and the smallest at any Virginia 4-year public institution since 2001, according to annual tuition and fee reports published by the State Council of Higher Education for Virginia (SCHEV).

Over the past decade, tuition and fee increases at Virginia institutions have averaged 7.3 percent annually.

"College is what energizes the American dream, and it is a moral issue that it remain affordable," said President W. Taylor Reveley IV, who took office June 1, 2013. "The rising student loan debt of recent years is unsustainable by students and families. We are choosing a path that's better for students, and for Longwood: to invest in ensuring that every student who comes to Longwood gets strong support to stay on track and graduate."

Longwood, a public liberal arts university with 4,960 students, celebrates its 175th anniversary this year. It is among the 100 oldest colleges and universities in the nation, and the third-oldest public university in Virginia, following the University of Virginia and the College of William & Mary.

The Board also approved a substantially simplified fee structure that will lower the auxiliary fees paid by most students and direct more of each student dollar to support teaching and other core educational initiatives.

Tuition charges, which by law can only fund educational expenses, will increase 7.4 percent; however, that increase will be largely offset by a 4.9 percent reduction in mandatory student fees, which support areas such as information technology,

athletics and student services. These percentage changes will be the same for in-state undergraduates and out-of-state undergraduates.

As part of a simplified fee structure, undergraduate students will pay a standard comprehensive fee per credit hour, regardless of whether the course is delivered on campus, online or at offsite locations.

The change will reduce fees for the vast majority of students, simplify billing and cost planning for families, and provide a fairer means of supporting resources such as information technology that are funded through the comprehensive fees. A small number of traditional students who have elected to take online courses will see their comprehensive fees increase, but for the vast majority, costs associated with these mandatory fees will decline.

In 2014-15, tuition and mandatory fees for in-state undergraduates will be \$11,580 per year, based on a full course load of 30 credits. The comparable cost for out-of-state undergraduate students will be \$25,350. The Board will set prices for graduate students at a later date.

Improving students' pathways to graduation has been a key focus of both state and federal policymakers in recent years, and Reveley has made it his highest priority.

In particular, he has focused on the targeted use of technology and "big data" to reinforce Longwood's strong culture of personalized student support - for instance, by more effectively identifying students at academic risk, deploying resources to support them and ensuring their course selections are moving them efficiently toward a degree.

In November, Reveley hired Longwood's first vice president of strategic operations, Victoria Kindon, an expert with substantial experience putting data to use in the nonprofit, corporate and political sectors. Kindon's division oversees departments including admissions, financial aid, academic and career advising, and information technology.

Reveley said the delayed state budget is a concern to everyone in Virginia public higher education, but that Longwood is already seeing results from its retention focus. He said it was important to send a message to families making college plans for next year.

"Longwood is on the rise," Reveley said. "We've recently completed a \$41 million capital campaign. Enrollment is at a record high. Applications are up for next year,

big data is helping us strengthen our operations, and we are confident that our focus on retention will pay off both for our students and the institution.” Last fall, Longwood received an A1 bond rating from Moody’s - reflecting a level of financial strength enjoyed by only 10 percent of U.S. colleges and universities.

“Considering the range of services students enjoy at institutions like Longwood, there are good reasons college costs more today than in the past,” said Marianne Radcliff, Rector of the Board of Visitors. “But we are focused on the role of college - and Longwood - in society. Costs can’t continue to increase in the coming decades the way they have in recent decades. Focusing on retention is the right thing for students, for taxpayers, and for Longwood itself, to make sure we can financially support the hands-on teaching and residential learning experience that has been our hallmark for 175 years.”

Founded in 1839, Longwood is dedicated to the development of citizen leaders who are prepared to make positive contributions to the common good of society. It enjoys the highest percentage of courses taught by full-time professors of any of the designated public universities in Virginia.

Longwood is organized into five colleges: the Cook-Cole College of Arts and Sciences, the College of Business and Economics, the College of Education and Human Services, the Cormier Honors College, and the College of Graduate and Professional Studies. Longwood’s athletic teams compete at the NCAA Division I level, and the university is a member of the Big South Conference.

For more information on 2014-15 tuition and mandatory fees, visit:
<http://www.longwood.edu/studentaccounts/20960.htm>

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