

The following documents were provided to *The Rotunda* by Longwood University officials on August 13 in response to a Virginia Freedom of Information (FOIA) request filed on August 5.

The Rotunda has decided against publishing personal communications between officials, as they do not hold specific relevance to the story at this time. University budgets, which were also included in the documents returned to *The Rotunda*, are publicly available on Longwood University's [website](#).



Local Funds Summary and Analysis

**Longwood University
Summer 2024**

Fiscal Year 2023-24	
Total University Revenue, Non-Capital	\$146,154,600
Local Funds Revenue	\$4,169,373
<i>Philanthropic</i>	\$2,738,853
<i>Miscellaneous (Conferences, Camps, etc)</i>	\$1,430,520
	<i>Local Funds Revenue Ratio .028</i>
<i>Estimated Rise in Tuition & Fees If Not for FY Local Revenue of \$4.1M = 6.9%</i>	

Fiscal Year 2024-25	
Total University Revenue, Non-Capital	\$147,130,808
Local Funds Revenue	\$4,710,004
<i>Philanthropic</i>	\$3,310,004
<i>Miscellaneous (Conferences, Camps, etc)</i>	\$1,400,000
	<i>Local Funds Revenue Ratio .032</i>
<i>Estimated Rise in Tuition & Fees If Not for FY Local Revenue of \$4.7M = 7.8%</i>	

*\$4,128,376 local funds on hand entering FY25, exclusive of new FY revenue; by contrast entering FY19 pre-covid, the University had \$907,840 in local funds on hand

*\$2,524,027 department salary and expenditure reimbursement in June FY24 a one-time expense in anticipation of eventual state finalization of budget after July 1 commencement of fiscal year, in connection with VMSDEP considerations

Local Fund Title	6/2024 One-Time Year End Salary & Expenditure Reimbursements
ADV 060-000-8001 DEVEL PERSONN	25,000.00
ADV 060-030-8002 CULTIV EVENTS	2,000.00

ADV 060-000-8005 FOUNDATI AUTO	6,000.00
ADV 060-030-8006 ATH FUNDRAISI	5,000.00
ADV 060-000-0000 Univ Adv Gen	2,711.07
ADV 060-030-0001 Class Gift Op	3,240.86
ADV 060-030-8001 Ambassador	250.00
ADV 060-000-0001 LU Together	1,000.00
ADV 060-000-0009 Legacy Match	2,467.24
ADV 060-000-0012 Advancement	12,000.00
ADV 070-085-0153 Level Up	2,500.00
ADV 090-000-0002 Longwood Fund	240,000.00
ADV 090-000-0003 Parents Fund	1,500.00
ATH 040-000-0004 ATH SPEC EVNT	5,000.00
ATH 040-000-0003 LANCER FUND	5,000.00
ATH 040-020-0001 MENS BASKETBA	100,000.00
ATH 040-021-0001 WOMENS BASKET	4,000.00
ATH 040-031-0001 FIELD HOCKEY	35,000.00
ATH 040-040-0001 MEN'S GOLF	6,000.00
ATH 040-080-0001 MEN'S SOCCER	15,000.00
ATH 040-081-0001 WOMENS SOCCER	1,000.00
ATH 040-091-0001 SOFTBALL	3,213.42
ATH 040-100-0001 MEN'S TENNIS	1,200.00
ATH 040-101-0001 WOMEN'S TENNIS	2,570.34
ATH 040-120-0001 MENS CROSS CO	2,857.61
ATH 040-121-0001 WOMENS CROSS	5,000.00
ATH 040-150-0000 CHEERLEADING	9,000.00
ATH 040-000-0005 Stampede	4,000.00
ATH 040-010-0001 BASE Padding	13,000.00
ATH 040-000-0006 Stu-Athlete	680.00
ATH 040-010-0002 Baseball	74,061.48
ATH 040-000-0500 Castros (F)	12,000.00
CBE-010-000-0500 McGaughy End	2,500.00
CBE-010-000-7150 McGaughy	5,000.00
CEH 020-000-7002 Lect	6,000.00
CEH 020-010-0227 Anthem HRK	15,000.00
CEH 065-010-1967 CI 1967 SHLS	2,325.99
CEH 020-010-0500 Til.&Va SHLS	1,870.02
LIB 025-000-0500 Libra	10,000.00
LIB 025-000-0202 Grimsley	400.00
CAS 030-030-0206 Res. Aw for Arts	3,000.00
CAS 030-030-0501 Bishop, Lee Em	70,000.00
CAS 030-000-0500 Fund	75,000.00
CAS 030-000-0502 Rotunda Building	64,000.00
CAS 030-040-0502 G,C,C Fund	2,927.23
CAS 030-070-0500 Cook-Symph	30,000.00
CAS 030-070-0501 Chamber Music	11,000.00

Department salary and expenditure reimbursement in June FY24 a one-time expense in anticipation of eventual state finalization of budget after July 1 commencement of fiscal year, in connection with VMSDEP considerations; \$4,128,376 local funds on hand entering FY25, exclusive of new FY revenue

CAS 030-010-0202 Internal Travel	55,000.00
CAS 030-110-0500 Smith	14,000.00
CAS 030-060-0201 Badger-Magnif	400.00
CAS 030-040-0501 Dos Passo	8,000.00
CAS 030-070-0200 Roy Clark Student	1,200.00
VPAA 070-030-0500 Ranson Em.S.	12,000.00
VPAA 070-030-0501 Faculty Dev E.	2,299.26
VPAA 070-030-2500- Honors Ct S	85,000.00
VPAA 070-030-7004-Sprague	30,000.00
VPAA 070-030-7003 Faculty Enrichmen	25,000.00
VPAA 070-030-2501 Honors	40,000.00
VPAA 070-075-0500 Kraemer	3,138.21
LCVA 050-000-0200 Wells Bishop	6,000.00
LCVA 050-000-0501 B, B Lecture	9,000.00
LCVA 050-000-0502 Program En	50,000.00
LCVA 050-000-0503 Mottley Art	2,704.75
LCVA 050-000-0506 Folk	13,000.00
LCVA 050-000-0508 J Wall Er En	14,400.00
LCVA 050-000-7002 Quasi-En	20,000.00
LCVA 050-000-0509 H. Yancey	2,000.00
VPAF 070-020-0500 Hardy House	15,000.00
VPSO 065-000-0501 Alumni Lect.	6,500.00
CBE-010-000-0000 Coll Business	12,000.00
CBE-010-000-0002 Exec in Resid	25,000.00
CBE-010-000-0007 Chinese Excha	1,678.78
CBE-010-000-0020 SNVC Institut	20,000.00
CBE-010-020-0001 Ctr Econ Educ	2,240.14
CBE-010-020-0002 Ctr Cybersec	500.00
CBE-010-020-0003 Longwood Logi	315.72
CBE-010-050-0000 Military Scie	681.64
CBE-010-000-0010 Young Prof Pg	1,775.49
CEH 020-000-0004 ITTIP Operati	176.82
CEH 020-000-0005 CEHS Discreti	30,000.00
CEH 020-010-0000 School Educati	5,000.00
CEH 020-010-0001 Infant Toddle	2,879.84
CEH 020-010-0002 SHLS Gen Op	6,000.00
CEH 020-010-0004 Call Me MR Op	2,721.42
CEH 020-010-0006 Suit Me Up Op	400.00
CEH 020-010-0007 Counsel Ed Op	1,200.00
CEH 020-010-0008 ATC	7,500.00
CEH 020-010-0009 Proj Jumpstar	535.22
CEH 020-010-0010 School Librar	3,949.70
CEH 020-020-0000 Soc Work Gen	5,500.00
CEH 020-050-0000 Hlth Rec Kine	2,482.50
CEH 020-050-0001 Outdoor Ed Op	5.00

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CEH 020-050-0002 Phy-Hlth Educ	20.00
CEH 020-050-0010 Therap Recrea	800.00
CEH 020-050-0020 Athlet Train	54.95
CEH 020-070-0010 Commun Scienc	11,000.00
CEH 020-030-0002 Read Lit Lear	400.00
CEH 020-000-0003 LU Recover Fund	1,300.00
CEH 020-010-0003 Call Me MR-Dupont	461.87
CEH 020-000-0006 C.w/Lancers	3,214.37
CEH 020-010-0012 OTP Operating	500.00
CEH 030-085-0005 Nurse Sim. Lab	35,000.00
CEH 020-010-0101 Mart. Fin Aid	500.00
CEH 020-030-0000 Spec. Educ.	2,499.37
CEH 020-010-0013 ITTIP	578.00
CEH 020-000-0007 CLASP	2,000.00
CEH 060-020-0001 SVA Writing	110.00
CEH 020-010-0014 Early Chd Edu	400.00
CEH 020-070-0012 Scott Rites	3,019.31
LIB 025-000-0000 Library Opera	30,000.00
CAS 030-000-0000 Cook Cole COA	900.00
CAS 030-010-0000 Ctr Glob Enga	10,000.00
CAS 030-010-0201 Warrine-Burke	1,000.00
CAS 030-020-0000 Womens Studie	200.00
CAS 030-030-0000 Art Gen Fund	12,781.49
CAS 030-030-0002 Design Lab Op	650.00
CAS 030-040-0000 Eng & Mod Lan	40,000.00
CAS 030-040-0001 Home & Abroad	1,459.78
CAS 030-040-0199 Dos Passos	19.28
CAS 030-050-0000 His Sci Phil	7,000.00
CAS 030-060-0000 Math Comp Sci	25,000.00
CAS 030-070-0000 Music General	10,000.00
CAS 030-070-0100 Music Scholar	409.75
CAS 030-080-0000 Envir Sci Gen	6,000.00
CAS 030-080-0002 Biology Dept	13,402.97
CAS 030-080-0004 Turtle Conser	859.32
CAS 030-080-0006 Environ Educ	245.00
CAS 030-080-0010 Herbarium Fun	3,845.90
CAS 030-082-0001 Chemistry	3,755.19
CAS 030-082-0003 Physics	5,000.00
CAS 030-082-0004 Wilcox Herb	1,815.69
CAS 030-085-0001 Nur Facul Dev	2,000.00
CAS 030-090-0000 Psych General	6,000.00
CAS 030-100-0000 Soc Anth CrJu	6,000.00
CAS 030-100-0001 J Jordan Arch	2,500.00
CAS 030-100-0004 Instit Archae	1,932.38
CAS 030-110-0000 Theatre Opera	25,000.00

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CAS 030-110-0101 Theatre Schol	300.00
CAS 030-120-0000 Comm Studies	1,651.47
CAS 030-120-0002 LAMP	650.00
CAS 030-120-0003 Media Showcas	39.36
CAS 030-085-0002 Nursing Garde	1,800.00
CAS 030-000-0006 Excel Per Art	3,810.85
CAS 030-040-0002 Tann Fund ML	5,000.00
CAS 030-040-0102 Award	635.86
CAS 030-070-0003 LU Ctr Comm Music	987.00
CAS 030-120-8001 Comm Studies	33.63
CAS 030-050-0502 G S,C,M Fund	3,697.28
CAS 030-110-0002 Sound Board	107.00
CAS 030-040-0003 Robert Lynch	205.00
CAS 030-085-0100 Nurse Op Sch	400.00
CAS 030-085-0208 Haislip Nurs	400.00
CAS 030-085-0003 Nursing RAM CI	1,300.00
CAS 030-082-0005 Phy	4,000.00
CAS 030-030-0003 Graphic Op	25.00
CAS 070-030-0107 AKD Support	300.00
CAS 070-030-0009 Blackwell Tks	750.00
CAS 030-070-0004 Carnigie 23	1,300.00
CAS 030-080-0007 Yellowstone Exc	500.00
CAS 030-070-0005 Stu Mus Perf	650.56
VPAA 070-030-0503 Transformational	370,000.00
VPAA 070-030-0005 Acad Ctr Op	4,500.00
VPAA 070-030-0008 Faculty Dev	1,200.00
VPAA 070-030-0011 Simpson Fund	60,000.00
VPAA 070-030-0012 Moton Operat	30,000.00
VPAA 070-030-0101 Fuqua Excel	503.52
VPAA 070-030-0102 Honor	40,000.00
VPAA 070-030-0103 Transf Learn	800.00
VPAA 070-030-0104 Operat	50,000.00
VPAA 070-030-0105 Breakthru Ad	8,000.00
VPAA 070-030-0106 Transf	20,000.00
VPAA 070-075-0001 Grad Studies	650.00
VPAA 070-075-0002 Longw Life	7,000.00
VPAA 070-075-0003 Summer Lit	4,000.00
VPAA 070-030-8007 AA QEP Stud	10,000.00
VPAA 020-060-0002 Sara J. Tay	40,000.00
VPAA 020-060-0200 ATC	40,000.00
VPAA 020-010-0011 Ace The Test	1,800.00
CAS 030-100-0100 J Arch Fld Sc	1,641.64
LCVA 050-000-8001 LCVA Develop	1,000.00
LCVA 050-900-9000 LCVA Art Works	190.12
LCVA 050-900-9002 Gifts For Benefit	171.42

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VPSA 070-050-0000 Stud Affairs	30,000.00
VPSA 070-050-0001 Alpha Chi Rho	375.02
VPSA 070-050-0002 Disab Resour	3,891.66
VPSA 070-050-0004 Beyond Numb	4,500.00
VPSA 070-050-0005 Scott Ctr	2,221.32
VPSA 070-050-0006 Stud Leader	29.18
VPSA 070-050-0007 Cit Leader	1,783.58
VPSA 070-050-0101 Freshman Lea	25.00
VPSA 070-050-8000 Stud Affair	249.88
VPSA 040-060-0000 Riding Club	306.86
VPSA 040-070-0000 Rugby Club	500.00
VPSA 070-030-8010 Diversity Gr	2,426.00
VPSA 070-050-0008 LU Cares Eme	5,000.00
VPSA 070-050-0009 Educ & Preve	67.44
VPAA 070-030-0003 Regional Network	16,498.68
VPSA 070-055-0001 Club Sports	1,300.00
VPSA 070-050-0010 Student Eng.	600.00
VPSA 070-050-0011 Coun & Psych	1,858.77
VPSA 070-050-0012 Stu Conduct	200.00
VPSA 070-050-0013 Uni Cen & SA	400.00
VPSA 070-050-0014 F & S Life	1,200.00
VPSA 070-050-0015 1st Gen Stu	2,000.00
VPSA 070-055-0002 Campus Rec	500.00

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From: [Reveley, Taylor](#)
To: [All Faculty, Staff & Contract Employees](#)
Subject: Summer Update; President's Welcome 8/20
Date: Monday, August 5, 2024 3:18:36 PM

Dear Faculty and Staff,

As we look ahead to a new year, our usual excitement and anticipation are tempered by the fact that it remains a turbulent time for the nation and world, and for higher education. With a number of institutions in the news struggling, some gravely, I know it is natural to wonder what this turbulence means for Longwood. Here at the outset of a new fiscal and academic year, I wanted to share some figures and perspective that I hope, taken together, will provide a helpful picture of our good and strong position, and also what we must continue to do.

Let me begin with a brief overview of three main points I'll try to convey, and then follow with some further detail on each. The first concerns where we stand in terms of the most important big-picture indicators of financial health – enrollment, endowment and state support. Fortunately, Longwood is enviably strong and getting stronger in each of these key areas. Secondly, I'll try to explain why, despite these core strengths, budgets this year still feel so tight, as they have through the pandemic and these years of national disruption since. And third, I want to get a bit more in the weeds to explain some overdue steps we are taking to strengthen our budget process. The purpose of these changes is to ensure we are deploying our growing pool of philanthropic dollars effectively and promptly, to support budgets in the areas these dollars have been donated to support.

With enrollment, we are one of the fortunate institutions experiencing continuity and momentum. Our total enrollment stood at 4,468 in 2019, pre-covid, and we expect it to be above 4,600 this fall. Our mix of undergraduate and graduate students has changed in the last five years, but our incoming freshman class is again larger than last year. In the face of extraordinary challenges nationally in college admissions, this is testament to the enduring appeal of our culture, campus and mission – and above all our people, and countless helping hands across every division of the University.

Another source of reassurance should be Longwood's endowment, held and managed by the Longwood University Foundation. Over the past five years, our endowment has grown from \$69 million to more than \$100 million – the highest it has ever been, thanks to savvy investment, major gifts, and strict adherence to utilization of only regular endowment profit and never the fund's principle. It is a formidable, long-term source of security and strength. So too is state funding. Leaders of both parties in Richmond have shown extraordinary commitment to Longwood and our mission in recent years, and our growth in state support reflects their confidence. The struggles many private institutions are experiencing reinforce our appreciation for being a part of the Commonwealth – in any given year, state funding amounts to about 30 percent of our total budget. This, too, continues to be a great source of stability through stormy weather.

A different indication of these core strengths is the "net position" of the University – an accounting term for the total assets of the institution, apart from the Foundation and endowment, minus liabilities. The University's "net position" has also improved notably since 2019; it stands more than

\$40 million higher today than pre-covid, above \$200 million. Like the endowment, this is not cash that we use in our annual budget, but an indication of strong assets that put us in a position of fiscal strength. In short, these key metrics put us in privileged company in higher education. If you are reading about an institution that is facing perilous financial challenges, you can be certain that it is struggling in most if not all of these fundamental categories. By contrast, nationwide fewer than 25% of all four-year public institutions have an endowment of \$100 million or greater.

So why are we still feeling our operating budgets tighten this year? The answer reflects some long-term trends we must reckon with, and one important current issue that has hit us particularly hard recently and we're still feeling – though thanks to the Commonwealth should be easier to manage going forward.

Longwood's operating budget stood at \$129 million just before Covid; this year it will be about \$147 million. Most of that change, however, has gone to salary raises and escalation in benefit costs borne by the University. Meanwhile, you may have read in the news about the state's important tuition waiver program for military veterans and their families. The state has taken commendable steps this summer in a special legislative session to ensure the program is adequately funded. But that funding had not been in place in prior years, and the cost, as has been widely reported, multiplied unpredictably, sometimes within an already budgeted fiscal year.

Prior to the state's good steps this summer, each university, including Longwood, bore these costs themselves – and it has started to really add up. For Longwood, the annual bill has reached into seven figures, and accelerated greatly just in the last year or so. The situation forced us to really tighten down in recent months, to make sure we finished the last fiscal year on budget, and we are still feeling carryover effects this year. The good news, however, is that state officials really stepped up, recognizing the need to fix this problem – for veterans and their families, and also for us and the other Virginia public institutions – and have worked to do so.

Finally, the third point I want to address is how philanthropy and budgeting connect to these issues. First, in any given year, it's common for unexpected expenses, like the growth in the veterans program, to crop up and put our budget in flux by a percentage point or two. That doesn't sound like much, but with over \$145+ million in annual spending, it amounts to a few million dollars. We need the wherewithal to buffer that kind of degree of uncertainty – among the many reasons to build a budget each year that we're confident we can stick to.

At the same time, many of the donations we receive each year are contributed as annual gifts, given to be used in the near term, not as endowment or long-term scholarship aid. We have an obligation to put that money to work, in support of the areas of the University for which it's given. We have lagged other institutions in adopting the best practice of including these philanthropic dollars in annual budgeting processes. That is the best way to ensure these funds are deployed appropriately and strategically. As a result, some meaningful funding has started to build up. Each year now the University receives almost \$3 million in these present expenditure funds, which is substantially more than just several years ago. Going into FY2019, Longwood had just over \$900,000 of such "local funds" on hand to begin the fiscal year; this year we have \$4.1 million of local funds on hand now, apart from what we will also receive over the coming year. These funds also are not a piggy bank –

they must be used for the purpose received. But it is a revenue stream we can rely on and reliably grow, and which we must budget and use in the manner of other well-run institutions, with collaborative input to advance departments, offices, and divisions of the University.

I have recognized the need for this change for many years now, and in recent months I have pushed to go ahead and make it – to weave these local funds into our formal budgeting. This is a change from how Longwood has historically approached philanthropic dollars, I know, that will require adjustment and I recognize is producing some short-term headaches and stress. But for the long term it is the right and financially prudent course to build continued strength for Longwood's future, and it's time for us to embrace it.

I've outlined here some of the core financial fundamentals for the University, which all our efforts all across Longwood have advanced. That diligence has been making a difference, and step by step pushing us ahead and setting us apart from so much of the turbulence across higher education.

The coming year and the historic election ahead will test the country. We should feel proud of what we have here at Longwood, and grateful – as I've said at other points – for the purposeful work we share here. I look forward to seeing campus jump into stride again soon, and please don't hesitate to be in touch with thoughts or questions. The annual President's Welcome on August 20 will also be a chance for more discussion and reflection on these topics.

Many thanks,

TR