



Board of Governors External Affairs Committee

April 7th, 2026

1:00 P.M.

Zoom Meeting

Members in Attendance: Dr. Bradley Lane, Vice Chair; Dr. Santina St. John, Secretary; Col. (R) Chris Selvey; Ms. Amy Pitzer

Members Not in Attendance: Mr. David Barnette, Chair; Mr. Sam Baker; Mrs. Kim Enochs; Dr. Scott Inghram; Mrs. Terri Muscari; Mr. Garon Wiseman

Staff in Attendance: Dr. Bethany Meighen, President; Dr. Ulisa Bowles Moore, Senior Vice President for Strategic Initiatives & Chief of Staff; Mrs. Lora Woolwine, Executive Assistant to the President, Board of Governors Liaison, & Esports Program Liaison; Mrs. Tammy Brown, Chief Enrollment Management Officer; Mr. Luke Duffy, Athletic Director; Ms. Lauren White, Advancement Services Coordinator

Dr. Bradley Lane called the meeting to order at 1:03 P.M. He asked for a motion to approve the previous meeting minutes. Col. Chris Selvey moved the motion and Dr. Santina St. John seconded; motion carried.

An enrollment report was provided by Mrs. Tammy Brown. She stated that there is a challenge with new student enrollment and applications are down in both international and domestic categories. She also informed the board that the admissions team is making a big effort by being out in the field and picking up some on site applications as well as trying to get into Virginia schools. Mrs. Brown shared that text messages have been going out to students in the applications process, wherever that may be for them. In addition to links being sent to students who are in the application process, texts are also being sent to award winners with surveys attached to gather information. She then touched on the efforts of the counselors and the challenges of slower applications and trade school being major factors. Mrs. Brown stated that graduate enrollment was on par with applications and up in accepts. She informed the board that they are working on streamlining the process after the application has been submitted. Follow up questions for Mrs. Brown included if the texts go to the parents as well and if the foundation scholarships are being awarded regularly to help increase the incentive to attend. Mrs. Brown stated that they are looking into looping parents of applicants by sending information via print. President Meighen then expanded on the topic of foundation scholarships and stated that Mr. Joshua Cline has been working on it and will be giving an update on the May 15th board meeting.

The advancement update was given by President Bethany Meighen. President Meighen shared that even though we are off to a strong fundraising effort, we should look at our averages for the past three years and evaluate from those totals. She stated that she is confident that we will meet our annual fund goal and shared with the board the new fundraising efforts for athletics, Day of the

Lauren White

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Mountain Lion. President Meighen then gave the floor to Mr. Luke Duffy to expand on the efforts and outreach of Day of the Mountain Lion. Mr. Duffy stated that Ashley Ward and Jacob Harmon set up a table in the indoor practice facility on campus and had student athletes write personalized thank you messages that will be sent out to donors. Approximately 500 cards were filled out. He also shared that \$18,500 of matching gifts were already accounted for and the overall goal is to have a matching gift for every athletic program. Mr. Duffy discussed the Knockout Classic Dinner and that they have gathered 40 prizes and are on track of meeting their goal of 50 prizes for the dinner. Tickets for the dinner are capped at 100 with 36 already sold at this point in time. President Meighen stated that the grand prize has been donated by Sam Baker. She also shared with the board that Mr. Blake Farmer and herself will soon be traveling to Florida to not only make visits with donors but attend a couple high school events to educate students about Concord University. She then thanked the foundation for their \$92,000 which went to the much needed updates of programs on campus such as baseball, softball, soccer, track and field, and choir.

There being no further business, the meeting was adjourned at 1:40 P.M.

Lauren White

A handwritten signature in dark ink, appearing to read "Lauren White", written in a cursive style.