

May 30, 1998

MEMORANDUM

TO: The Clinch Valley College Committee:

William G. Crutchfield, Jr., Chair
Champ Clark
Joseph E. Wolfe
John P. Ackerly, III, Ex Officio

and

The Remaining Members of the Board:

Charles M. Caravati, Jr.	Albert H. Small
William H. Goodwin, Jr.	Elizabeth A. Twohy
T. Keister Greer	Henry L. Valentine, II
Elsie Goodwyn Holland	Walter F. Walker
Timothy B. Robertson	Benjamin P.A. Warthen
Terence P. Ross	James C. Wheat, III
J. Michael Allen	

FROM: Alexander G. Gilliam, Jr.

SUBJECT: Minutes of the Meeting of the Clinch Valley
College Committee

The Clinch Valley College Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 10:20 a.m., Saturday, May 30, 1998, in the East Oval Room of the Rotunda; William G. Crutchfield, Jr., Chair, presided. Champ Clark, Joseph E. Wolfe, and John P. Ackerly, III, Rector, were present. Also present were Charles M. Caravati, Jr., William H. Goodwin, Jr., T. Keister Greer, Mrs. Elsie Goodwyn Holland, Timothy B. Robertson, Terence P. Ross, Henry L. Valentine, II, Walter F. Walker, Benjamin P.A. Warthen, James C. Wheat, III, and J. Michael Allen; as well as John T. Casteen, III, Alexander G. Gilliam, Jr., Paul J. Forch, Leonard W.

Sandridge, Jr., L. Jay Lemons, Peter W. Low, Ernest H. Ern, Robert D. Sweeney, Ms. Polley Ann McClure, Don E. Detmer, Gene D. Block, and Ms. Jeanne F. Bailes.

NOTE: Because of malfunctioning recording equipment, portions of these Minutes have been reconstructed.

The Chair made a few brief remarks about Clinch Valley College, praising its faculty and staff and talking about the unique role it plays in Southwest Virginia. "It is in many ways a special place," he said.

He then asked Mr. Lemons, the Chancellor of the College, to present the Agenda.

1. Capital Campaign and Marketing Survey

Mr. Lemons gave a general, fairly brief report on several aspects of the College. The College's Capital Campaign continues to do well.

In an attempt to address the question of how to make the College better known in Virginia and in the Southeast, The Winfield Group, a market research organization in Atlanta, was engaged to conduct a study of marketing strategies for the College. (See Attachment A for the Executive Summary of the study.) Their study will be discussed at the June 17th meeting of the College Advisory Council. Noting that Mr. Wolfe and the Chair were involved in the study, Mr. Lemons asked for their comments. The Chair remarked on the proposal that the name of the College be changed, a suggestion made in the study by The Winfield Group.

2. State of the College

Mr. Lemons next mentioned some of the highlights of his State of the College report, a copy of which is attached (see Attachment B). He spoke in general of the College "coming of age," the theme of his report.

3. Samuel R. Crockett Award

Finally, Mr. Lemons presented the annual Samuel B. Crockett Award to Mr. Sandridge, Executive Vice President and Chief Financial Officer.

On motion, the meeting adjourned at 10:45 a.m.

AGG:jb

Copies to: Mr. John T. Casteen, III
Mr. Paul J. Forch
Dr. Robert W. Cantrell
Mr. Peter W. Low
Mr. Leonard W. Sandridge, Jr.
Mr. Robert D. Sweeney
Mr. Ernest H. Ern
Mr. William W. Harmon
Ms. Colette Capone
Ms. Polley Ann McClure
Mr. Gene D. Block
Dr. Don E. Detmer
Mr. Terry Holland
Mr. L. Jay Lemons
Ms. Louise Dudley