



Workgroup for College and Campus/Location Names Review

Wednesday, September 2, 2020, 12:30 p.m.

Location: Zoom video/audio conference*

Agenda

Discuss preliminary workgroup survey results assessing the Thomas VI Lord Fairfax name	Kim Blosser, LFCC President
Update on LFCC brand research	Blosser
Review Lord Fairfax Community College Appropriateness of Facility Names Review Interim Status Report <i>Attachment 1: Lord Fairfax Community College Appropriateness of Facility Names Review Interim Status Report</i>	Blosser
Discuss next steps	All

*** Join Zoom Meeting**

<https://vccs.zoom.us/j/95563262392>

Meeting ID: 955 6326 2392

1-301-715-8592 – to dial in

Lord Fairfax Community College
Appropriateness of Facility Names Review
Interim Status Report
August 28, 2020

The LFCC college, campus and facilities' names review process is underway per the recently approved VCCS State Board resolution. Three workgroups have been formed consisting of LFCC board members, administrators, faculty, staff and community members. One group is reviewing the 'appropriateness' of the **college and campus names** (chaired by LFCC President Kim Blosser); a second group is reviewing the 'appropriateness' of all LFCC **building and facility names** (chaired by Liv Heggoy, LFCC AVP development); and a third group is reviewing the **financial and administrative impact** of name changes (chaired by Craig Short, LFCC VP FAS).

Membership and interim status reports of each workgroup:

College and Campus Names

- Curtis Morgan, LFCC Professor of History
- Jonathan Noyalas, Shenandoah University Professor of History and Director of the McCormick Civil War Institute
- John Owens, LFCC Librarian
- Jay Gillispie, LFCC Dean of Humanities and Social Sciences; Professor of History
- Judy Humbert, Author, Historian, and Social Justice Advocate
- Pam McInnis, College Board Chair
- Mike Wenger, College Board Vice Chair
- Renard Carlos, College Board, LFCC Alum
- Anne Davis, LFCC VP of Academic and Student Affairs
- Ashley Hansen, LFCC Executive Assistant, President's Office

The College and Campus Names workgroup has held two meetings, primarily focused on two areas: (1) fact finding on Thomas 6th Lord Fairfax the person; and (2) how to determine criteria by which to determine appropriateness of names. The workgroup discussed the college's namesake, his historical significance to this region, the rationale behind the first college board's decision to recommend Lord Fairfax for the Region 15 community college official name, and a possible path forward to develop a set of criteria to evaluate names. In the most recent meeting, the workgroup agreed on a draft set of criteria, adapted from studies done at Stanford University, Yale University, and Harvard University, as those universities have dealt with prominent name changes.

The next step for the workgroup will be to evaluate the 'brand' of Lord Fairfax Community College. When the first local college board recommended the name Lord Fairfax Community College, there was push back from the State Board for Community Colleges based on a concern the name would be confused with Fairfax County in Northern Virginia. There has been anecdotal evidence from new employees over the years who have expressed that people assumed they were coming to work at a community college located in the Fairfax County region. As we are beginning our strategic planning efforts, we will be hiring a firm to

conduct a brand research study to help us determine the effectiveness of the Lord Fairfax Community College brand as it relates not only to the person but also to the college more generally.

Building and Facility Names

- Jennifer Gentry, Executive Director, Virginia Foundation for Community College Education
- Nancie Williams, LFCC Educational Foundation Board Chair
- Chris Coutts, LFCC VP of Communications and Planning; Fauquier Campus Provost
- Kim Lewis, LFCC Professor of English
- David Gray, LFCC Director of Library Services
- John Hill, Vice Mayor, City of Winchester
- Mary Barton, College Board
- Brad Hodgson, College Board
- Charlie Spiro, LFCC Professor Emeritus
- Sherry Johnson, LFCC Information Technology Specialist
- Beverly Steele, LFCC Development Coordinator, Educational Foundation

The Building and Facility Names workgroup held its first meeting by Zoom on August 6, 2020. LFCC President Kim Blosser thanked members for their willingness to serve and provided an overview of the project. Liv Heggoy, executive director of the LFCC Foundation and AVP of development and workgroup chair, shared a document listing all named spaces on LFCC campuses. Heggoy suggested that the names be divided into four groups to be discussed over the course of four subsequent meetings. The development office will provide some background information on each group of names before each meeting. This information will serve as a starting point for discussion and review. Heggoy encouraged group members to do their own research as well and members agreed with this approach. All subsequent meetings have been scheduled: August 24, September 15, September 30, and October 12.

Financial and Administrative Impact

- Rachel Dodson, LFCC Assistant Professor of Business Management and Administration
- Jeanian Clarke, LFCC VP of Workforce Solutions
- Aaron Riddle, LFCC Print and Web Manager
- Whitney Miller, LFCC Director of Facility Planning and Auxiliary Services
- Barry Orndorff, LFCC Budget and Finance Director
- Ed Daley, College Board
- Ben Freakley, College Board
- Mike Lake, College Board
- Christine Myrtle, LFCC Administrative Assistant for VP of Academic and Student Affairs
- Craig Short, LFCC VP of Financial and Administrative Services

The Financial and Administrative Impact workgroup held its first meeting on August 24, 2020 as an introductory meeting. In addition to introductions, items covered on the agenda were the status of the overall initiative, including the other two workgroups and how this particular group fits within that overall framework. Members discussed the workgroup charge and the purpose of this group as being responsible for identifying and

quantifying the potential organizational and financial impacts to changes that might be recommended by the other two groups. The workgroup reviewed the established timeline and set up a standing meeting every Tuesday at 1:30 pm. The workgroup identified an initial list of financial impacts for space and building name changes and a list for a wholesale college name change. The list will be presented at the next meeting in a spreadsheet format for use in continuing the discussion and further identification of items that may have emerged in the interim.

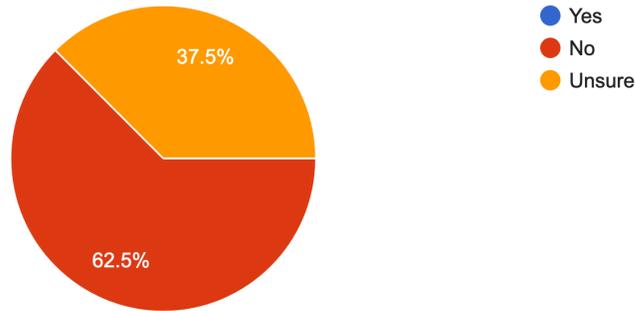
Initial thoughts on areas that would incur financial impacts should a **building or space** have to be re-named: Interior or exterior signage hard costs. This category overlaps with directories and directional signage both on campus and off. Costs associated with staff time involved with making changes in web platforms such as SIS, AIS and other state agency platforms as well as internet based assets such as the LFCC website, social media, etc. Police force related costs include things such as fire alarm and security system nomenclature and programming changes and other customized software. Contractual obligations from original donors would need to be reviewed the other working group for any “clawback” provisions or violation of any terms of agreements of donations to assess potential costs. Presumably, name change cost implications related to donations would likely impact the foundation more than the college. A final note was made that consideration should be made for any legal fees involved or legal costs that could be incurred in the process such as deeds or titling documents, watermarks or copyright ownership, etc.

Initial thoughts on the financial impacts from a potential **college name change**: Contracts and agreements that might need to be modified and the level of effort involved with those. Marketing and rebranding costs, including consultants, etc. are expected to be significant to overcome the loss of the 50-year investment in the LFCC brand. Exterior and interior signage and branding costs for facilities will likely be a significant cost; particularly when considering the highway signage as part of the directional and wayfinding signage. Similar to the building and space renaming but in a significantly more challenged way, web changes related to a name change will require internal staff time and likely include consulting and/or contractor efforts to ensure that it is completed within a reasonable timeframe and in coordination with re-branding efforts. A number of miscellaneous categories of potential cost implications were also identified such as apparel changes, DMV LFCC license plate associated costs, bookstore related costs for apparel purchase/destroying, name tags, license agreements, banners, pop up tabs, graduation tassels, diploma frames, to name a few. Also, as in the other category for building and space changes, legal fees and costs associated with contracts, service area municipality agreements, etc. will need to be accounted for to the extent possible. Finally, costs for intangibles such as re-educating the community on the new name will be a challenge to estimate.

Responses so far:

Was Thomas 6th Lord Fairfax's behavior especially deserving of honor?

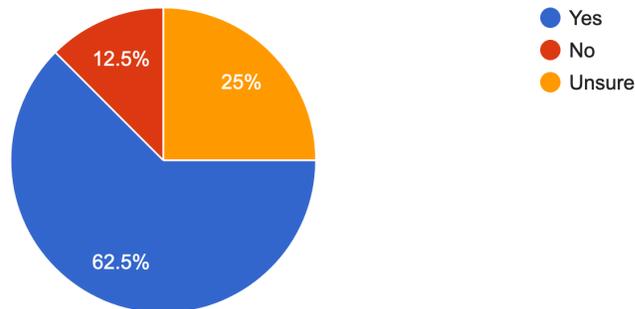
8 responses



- He had no truly great deeds he himself accomplished.
- From what I can tell he was just a very wealthy person who lived his life as pretty much any wealthy man in his position in his time would have lived. The fact that we struggle to find much about him of any detail pretty much tells you he was not an extraordinary person, good or bad.
- Based on what we have learned, Fairfax did not significantly contribute to the region other than being a major land owner. Thus far there is no evidence that he had any altruistic behaviors nor contributed positively to elements in our mission.
- His behavior is disassociated from his name prominence which is derived solely from his inheritance. He did nothing other than being born to cause his name to be noted in our local history.
- During the time of the naming of the college, other groups has already adopted the use of the name.

Was Thomas 6th Lord Fairfax's behavior offensive?

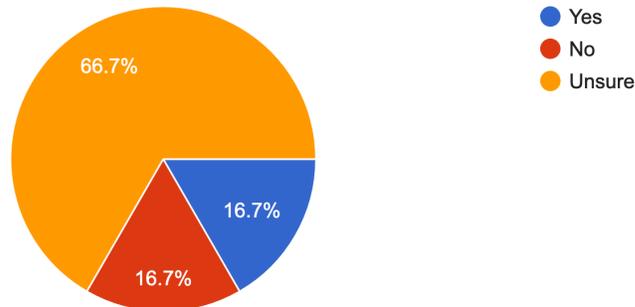
8 responses



- Through the prism of today, anyone who was a slaveholder can, and I believe should, be viewed as offensive, at least in part. Fairfax's partaking in a pay for rape scenario however is particularly troubling and incredibly offensive. He viewed the act as a business transaction, hard to justify in any era.
- I don't know if he ever did anything that would be considered offensive. I don't consider the fact of being a slave owner in the mid-18th century to be "offensive." That is NOT to justify slavery, obviously, so much as to suggest it is perhaps improper to render a moral judgement using modern standards that did not widely exist in that time and place.
- To me personally, the accumulation of wealth by the oppression of Blacks through enslavement is offensive. However, it may be unfair for me to answer without consideration of the context of the times in which Lord Fairfax lived. We have no record of any criminal doings or egregious behaviors considered at the time. Yet, but today's standards, certainly making comments such as have been attributed to him would be considered offensive as well as enslaving others. In terms of the one thing we do know about him other than his accumulation of wealth is that he remained a Loyalist to the Crown. I would think that this behavior was probably considered highly offensive to those who were Patriots at the time, and apparently but for the friendship with Washington, may have cost him his livelihood.
- From what I currently know, he was a pretty typical, dissipated lesser noble of the British realm. Didn't do anything of note. And even though common among his class at the time, his behavior was despicable.
- Some of his behaviors would be deemed offensive in current times.

If yes - his behavior was offensive - was the behavior central to Thomas 6th Lord Fairfax's life as a whole?

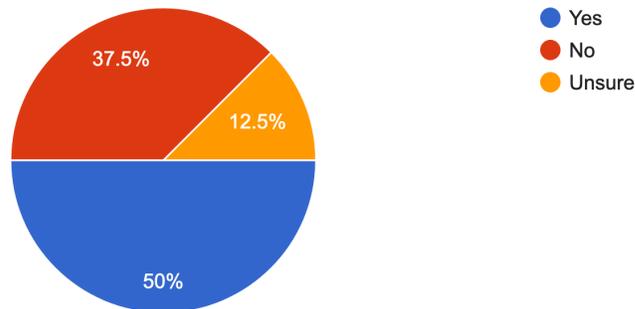
6 responses



- I don't believe it was central to his life as a whole.
- This is difficult to determine since Lord Fairfax does not seem to have done much that is redeeming other than being noteworthy for being the only Loyalist to continue to reside in the Commonwealth, which itself is a notorious thing to be known for.
- Not sure what would make it central. Again as a dissipated lesser noble, we would expect him to partake in all the sensual benefits that came his way. In that sense, it would be central to at least my stereotype that kind of guy. I doubt he thought about the morality or ethics of his life very much. But I wouldn't really expect that. But from what I currently know he wasn't a complete rogue or obsessively (??) engaged in "bedding a negro wench."
- One article I read said he kept many servants both white and black and that he was a friend and father to all who held and lived under him.

Is there a harmful impact of Thomas 6th Lord Fairfax's behavior?

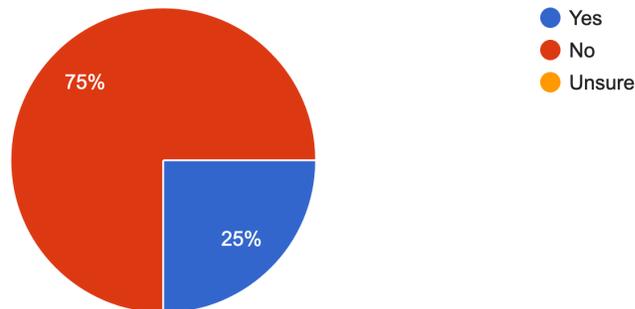
8 responses



- I certainly believe so, not only to the human beings impacted by his participation in the slave trade and the practice of "wenching" but also to our African American community today in the sense of, right or wrong, the naming of the college potentially being perceived as praising him.
- Obviously the slaves were impacted very negatively.
- From what we have learned, Lord Fairfax acquired his wealth from rents off land given to him and from the labors of slaves to work his plantations. Further, one could consider that he contributed to the expansion of slavery because of the growth of plantations on his land. Though he was a man of his times, and most of the Southern land owners had slaves, it does not negate that holding people in bondage - even given the norms at the time, caused harmful impact to a segment of our population.
- Since nobody knows about him and since he doesn't have a following, I think the name is benign. Of course, that could change in a heartbeat if a vocal constituency group emerges or if, say, Fairfax County wants to change their name and publicizes the effort. I don't expect it's likely (and his name is surely down the list of concerns). But it is possible, I think.
- He did own servants and/or slaves and the statement does not confirm that he mistreated them. There is no other info that confirms that he treated his people bad
- I believe the current community needs to have a voice to decide whether or not his behavior was harmful to continue to use his name for the college.

Does Thomas 6th Lord Fairfax have a relationship to the College's history?

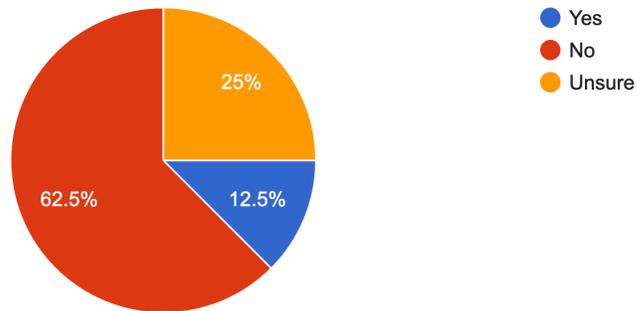
8 responses



- Yes, in as much that his proprietorship encompassed the majority of our service region and his title is inextricably linked to our good works.
- It's his land. That's about it, though, I think.
- The college was thus named because of the fact that the entire service region was once part of Lord Fairfax's landholdings. It does not appear from the naming documentation that he had any relationship to the college or any stated philosophy about the education of the local citizenry.
- Only marginally greater than the King of England, who after all was the real owner of the land during Thomas's time.

Is there a community identification with Thomas 6th Lord Fairfax?

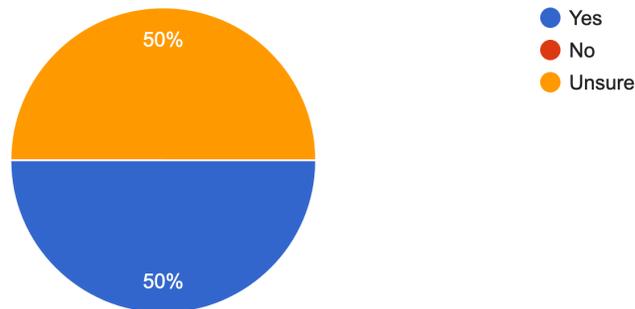
8 responses



- This is somewhat hard for me to answer as I have not lived in an area that is part of the Lord Fairfax district. I doubt many if any think of him, they think of us, the institution.
- I doubt anyone outside of this group could tell you much about the man.
- Based on our conversations in the committee meeting, it does not appear that citizen in the region has a strong identification or in fact much of any knowledge about Lord Fairfax.
- Again - I don't think anyone knows about him.
- Because much of his private life is unknown, I don't think he is largely recognized in our area
- Knowledge of Lord Fairfax is minimal, at best

Is there strength and clarity of the historical evidence surrounding Thomas 6th Lord Fairfax?

8 responses



- Yes, the ledgers make things fairly cut and dry as to his participation, as to his personal feelings, the record is murky.
- Not sure I understand this question. I think the only thing's that clear is that there's not much, good or bad, to say about him. He was extraordinarily ordinary...as much as an insanely rich individual can be ordinary, I suppose.
- While there is little documentation or evidence available about Lord Fairfax available, my interpretation is that it is because he did very little noteworthy. Given the voluminous written records available from that time period on other noteworthy citizens of the time, if Lord Fairfax had contributed significantly to the region, one would expect that there would be a record of such.
- Such as it is - pretty light so far since he was a pretty obscure character historically speaking.
- He was a large land owner in our area but I don't feel the depth of his story is well known or well published in our area

Any comments you'd like to share regarding Thomas 6th Lord Fairfax that you feel should be considered?

- We, LFCC, the institution, are the greatest legacy of Thomas, 6th Lord Fairfax. I believe the most positive contribution his life had was giving us our name as we have positively impacted far, FAR more lives than he could have.
- Would I have named the College for him? No. But I would like to share how I see what removing his name says to me and probably many others. To go to that trouble and expense says to me that the man was pretty overtly wicked. Otherwise why go to such lengths? And isn't that why all the other names and statues are coming down? Given that, I think we need to have a clear and undisputed case like the one for removing some of those stone figures that once graced Monument Avenue in Richmond. I'm open to having my mind changed, but I currently see a significant distance between those figures and Lord Fairfax. Obviously the man did little of note; he was just fortunate in having been born into a wealthy family. If there's a desire to re-brand to have something more inspiring, that's a separate, perhaps more appropriate, conversation.
- I know that former students and employees have a strong affinity to the name because of their positive associations w/ LFCC. I do not want to minimize that attachment, but I also think we have an opportunity to speak to the values we want to embody as an institution and who we want to be for future students that walk through our doors. I cannot help but wonder what folks 50 years from now will look back and think about the naming decision we make now, much like we are doing about the naming decision made 50 years ago!
- Nothing more to add.
- Have done some research on the children of Charles and Maria Fairfax Brown and 6 Of the 8 became doctors or pharmacist. About Lord Fairfax it states that before his death in 1782, he set apart a plot of land in Winchester, Va to provide a decent burial place for a colored woman and in perpetuity for all other colored person of Winchester who might follow her in death. The woman who inspired his generosity was the great grandmother of Maria Fairfax Brown. One of Maria's daughters was, Nancy Fairfax Brown so the name continued to be used in the family. Even though the Brown children did not come back to practice in Winchester, they all came home to be buried in Orrick Cemetery. Even though this is not enough evidence to say yea or nea, it does show his kindness toward black people.
- The community needs a voice to help determine the continued use of the name.

GOALS

The objectives of this research are:

1. To understand stakeholder and community awareness and perceptions of Lord Fairfax, the namesake of the individual;
2. To assess any geographical confusion created by proximity to Fairfax County; and
3. To uncover and understand stakeholder and/or community support or resistance to inform leadership's decision making about a name change.

RECOMMENDED APPROACH

XXX recommends a two-phased research approach:

Phase 1: Qualitative Stakeholder Interviews

A series of 10 to 12 interviews will be conducted with internal and external stakeholders, including academic and administrative leadership, foundation/board members, and external community leaders.

Interview candidates will be identified by LFCC and recruited by XXX. Each interview will last approximately 30 to 45 minutes, and respondents will be assured anonymity. Insights from the interviews will be aggregated and packaged in an informal report designed to guide the specifics of Phase 2. (Note: A formal report following Phase 2 will include interview findings.)

Phase 2: Quantitative Community Survey

A survey instrument will be developed by XXX based on insights gained from Phase I and disseminated throughout the LFCC recruitment footprint. The survey will be designed to take 10 to 12 minutes to complete and will explore awareness and perceptions of Lord Fairfax (the individual), awareness and perceptions of the college (including location), and other issues raised in Phase 1. A statistical panel sample will be used to complete n=350 surveys. In addition, and if desired, a "convenience sample" approach may also be used, in which individual respondents are encouraged to forward and post an anonymous link to the survey. Completion rates using this additional method can approach n=1,000.

XXX will analyze the data and compile a comprehensive report, including insights from Phase 1. Strategic recommendations regarding the brand identity, name, implications (challenges and opportunities) of name change, and forward-looking strategies will be outlined in this dynamic report. XXX will present the findings using a virtual presentation tool such as Zoom.