Pamplin College of Business
Multicultural Diversity Committee
Pamplin Community Committee for Diversity, Inclusion, & Equity (PCC)

MINUTES
Monday, February 24, 2020
1:00 PM – 2:00 PM, Pamplin 1028

Present: Michelle Seref (BIT, Chair), Julia Acton for Lara Khansa (Associate Dean, Ex-officio), Pengfei Ye (FIN), Kristin Lamoureux (HTM), Eli Jamison (MGT), Samantha Sproviero for Christina Minford (REAL), Raman Kumar (NCR), Emily McCorkle (Pamplin Director of Recruitment and Retention, Ex-officio), Ammon Ward (PMDC), Nafisa Sayeeda (CWIB), Megha Jassal (POWER)

Zoom Call-In: Rowena Crabbe (MKTG), JingJing Huang (ACIS)

Absent: Janice Hall (Pamplin Director of Diversity and Inclusion, Ex-officio, on leave), Elizabeth Oliver (NABA)

I. Welcome by Committee Chair Michelle Seref
   - Revised Charge
     Michelle Seref met with the Dean to discuss organization of charge document. Approval of proposed charge document and committee name change is pending Academic Committee approval of Pamplin committee’s policy document (which includes the diversity committee charge). Updated charge document attached.

   - Pamplin Diversity Report for OID
     Michelle Seref met with University Office of Inclusion and Diversity to discuss report on Pamplin’s diversity efforts and strategies. Draft of the report was discussed with the committee (see attached).
     The following additional items were recommended for inclusion in the report.
     - Description of diversity events and student diversity recruitment *Emily McCorkle
     - Short description of each diversity student organization (mission and main event) *Eli Jamison
     - List of Pamplin Pathways courses with Concept 7 (Diversity) *Eli Jamison
     - List of Research Grants related to diversity projects including Pamplin faculty *Kristin Lamoureux
     - List of Pamplin Scholarships related to diversity *Emily McCorkle and Svetlana Filiatreau

     *Michelle Seref will compile and submit the report to OID by Friday, February 28.

II. Student Organizations

   Updates from student representatives
   - PMDC – Ammon Ward
     - Diversity Conference will be held March 21 at the Hyatt Place. Keynote speaker is from EY.
     - Please review AK Ward’s diversity case by Friday, February 28, to provide suggestions.

   - CWIB – Nafisa Sayeeda
     - Power Panel will be April 8.
     - CWIB is considering creating an internal diversity committee for outreach to increase diversity among members.

   - POWER – Megha Jassal
     - POWER has new faculty advisor: Exrée Hipp.

Invitation was sent to all student representatives on Wednesday, April 22nd, at 6:00 PM (tentatively in Pamplin 1028, with pizza provided). The goal of this meeting is to facilitate discussion among these
organizations to share group goals, major events, and best practices regarding membership recruitment, officer elections, budget management, and general organization processes.

**Updates**: Cindy Easterwood is faculty advisor for both NABA and Alpha. POWER has new faculty advisor: Exree Hipp. New diversity student group: Ascend, Asian Americans in the Workplace.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Target Students</th>
<th>PCC Student Rep</th>
<th>Faculty Advisor</th>
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</thead>
<tbody>
<tr>
<td>PMDC</td>
<td>Pamplin Diversity</td>
<td>Ammon Ward</td>
<td>Quinton Nottingham (BIT)</td>
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<td>NABA</td>
<td>Black Accountants</td>
<td>Elizabeth Oliver</td>
<td>Cindy Easterwood (ACIS)</td>
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<td>Alpha</td>
<td>Latino Professionals</td>
<td>Alex Oros</td>
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<td>POWER</td>
<td>Professional Minorities</td>
<td>Megha Jassal</td>
<td>Exree Hipp (PUMP)</td>
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<td>CWIB</td>
<td>Women in Business</td>
<td>Nafisa Sayeeda</td>
<td>Michelle Seref (BIT) and Nadia Rogers (ACIS)</td>
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<td>Finance for Females</td>
<td>Female Investors</td>
<td>Kinsley Lawler</td>
<td>Cara Spicer (FIN)</td>
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<tr>
<td>Ascend</td>
<td>Asian Americans in the Workplace</td>
<td>Luke Thomas Zain Salem</td>
<td>Svetlana Filiatreau (International Programs)</td>
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### III. Recruitment/Retention – Emily McCorkle
- Fleurix Conference for Women in Technology is March 27-28, at Red Ventures, Charlotte; 10 spots open for Pamplin faculty or students to register.
- Business Explorations is March 27-28; need Shark Tank judges.
- PUMP 2 case competition is April 30; need faculty judges.

### IV. Update: Diversity Excellence Awards Selection Criteria
*Subcommittee: Janice Hall, Eli Jamison, Kristin Lamoureux*
- Dean has approved revised awards
- Canvas application survey: Committee approves Canvas quiz nomination submissions and application. Suggestion to remove requirement for letter of support and additional documentation (these should be optional supplements). Will direct in-person submissions to Julia Acton.
- Invitation to apply **email to be sent Monday, February 24 ([Bryanna Meredith, Lara Khansa, Parviz Ghandforoush, Dept Heads](mailto:Bryanna.Meredith@pamplin.vcu.edu, Lara.Khansa@pamplin.vcu.edu, Parviz.Ghandforoush@pamplin.vcu.edu))**
- Award applications close on **Friday, March 6**, committee will review over spring break and discuss award winner selection at **March 23** meeting.

### V. Principles of Community Week March 16-20
*Subcommittee: Michelle Seref, Christina Minford, Kristin Lamoureux*

- **Diversity Student Organizations: Monday, March 16 in Atrium**
  - Reserve atrium and tables, send student organization invite **Michelle Seref**

- **Student Diversity Discussions: Monday, March 16 – Thursday, March 19 in Atrium**
  - Contact Adrienne Sable for rollout boards, prep post-its, markers, etc. **Christina Minford**
  - Student discussion topics will include the following (responses to be collected and shared at the Friday faculty/staff brunch):
    - What do the words diversity, inclusion, and equity mean to you?
    - Describe how Pamplin can be a more inclusive organization?
    - What makes diversity issues difficult to talk about?
    - What are some traditions, celebrations or rituals that your family participates in?
Faculty and Staff Brunch: Friday, March 20, 8:00-10:30 a.m., in Pamplin 1060
- Kristen Lamoureux: Catering contract done, included: eco-friendly utensils and plates, tablecloth linens, and vegan options. HTM chef hats and aprons have been reserved for the deans.
- *Christina Minford: OID is providing some POC giveaway gifts, we also want to purchase the following diversity books as gifts for faculty/staff in diversity discussions:
  - Inclusion: Diversity, the New Workplace & the Will to Change
  - Better Allies: Everyday Actions to Create Inclusive, Engaging Workplaces
  - The Inclusion Dividend: Why Investing in Diversity and Inclusion Pays Off
  - Invisible Women: Data Bias in a World Designed for Men
- Faculty/staff discussion topics during brunch will include:
  - What do the words diversity, inclusion, and equity mean to you?
  - Describe how Pamplin can be a more inclusive organization?
  - What makes diversity issues difficult to talk about?
  - What are some creative ways to proactively find candidates from underrepresented communities?

VI. Undergraduate and Graduate Climate Survey Results
Subcommittee: Michelle Seref, Rowena Crabbe, Jingjing Huang
The subcommittee will evaluate the results, develop an executive summary and recommendations to address the findings, and present to Dean Sumichrast. (*Michelle Seref will check on Dashboard access information.)

VII. Spring 2020 Remaining Meeting Dates:
- Monday, March 23, 2020, 1:00 p.m. - 2:00 p.m., Pamplin 1028
- Monday, April 27, 2020, 1:00 p.m. - 2:00 p.m., Pamplin 1028

TO-DO Reminders
- Emily McCorkle
  - Description of diversity events and student diversity recruitment
  - List of Pamplin Scholarships related to diversity (check with Svetlana also)
- Eli Jamison
  - List of Pamplin Pathways courses with Concept 7 (Diversity)
- Kristin Lamoureux
  - List of Research Grants related to diversity projects including Pamplin faculty
- Michelle Seref
  - Compile and submit the diversity report to OID by Friday, February 28
  - Send diversity award invitation to apply Monday, February 24 (*Bryanna Meredith, Lara Khansa, Parviz Ghandforough, Dept Heads)
  - Reserve atrium and tables for Monday, March 16 POC, send student organization invite
  - check on Dashboard access information for survey report data
- Christina Minford
  - Contact Adrienne Sable for rollout boards, prep post-its, markers, etc.
  - Purchase the listed diversity books
- Student Representatives
  - Provide short description of each diversity student organization (mission and main event)
- ALL
  - Please review AK Ward’s diversity case by Friday, February 28 to provide suggestions
Pamplin Community Committee for Diversity, Inclusion & Equity

MISSION
The mission of the Pamplin Community Committee for Diversity, Inclusion & Equity (PCC) is to be strategic and intentional about diversity, inclusion, and equity in the Pamplin College of Business. Serving as a thought leader, advocate, advisor, and resource, PCC will work to assess college climate and foster meaningful opportunities across populations that encourage and enhance understanding of diversity, inclusion, and equity as critical to business and community transformation and sustainability. Success will be measured based on the following goals and objectives:

- Reinforce Virginia Tech Principles of Community at all levels of Pamplin.
- Support efforts that attract, retain and aid the success of diverse faculty, staff, and students.
- Advise the Dean and senior leadership of opportunities and challenges related to diversity, inclusion, and equity.
- Drive and advance education/awareness of diverse, inclusive, and equitable practices at all levels of Pamplin.
- Provide internal support for cultivating and sustaining a diverse, inclusive, and equitable academic and workplace culture.
- Assess and evaluate current diverse, inclusive, and equitable practices with AACSB Best Practices, Virginia Tech and Pamplin strategic plans, and other resources.

MEMBERS

- Faculty representatives are appointed by each department in Pamplin: Accounting and Information Systems (ACIS), Business Information Technology (BIT), Finance (FIN), Hospitality and Tourism Management (HTM), Management (MGT), Marketing (MKTO), Real Estate (REAL), and the Falls Church Region. A committee chair is nominated from the faculty representatives.
- Ex-officio members include the Pamplin Director of Diversity and Inclusion, Pamplin Director of Recruitment and Retention, and Pamplin Associate Dean.
- Student representatives (at least five) from diversity oriented Pamplin student organizations are nominated and sent to the Dean for approval. Student representatives are expected to attend all PCC meetings and report on updates in their organizations. The committee will offer guidance and support to these groups (in addition to each group's own faculty advisors).

MEETINGS
The PCC schedules four monthly meetings per semester. PCC meeting agendas include updates from the Pamplin Director of Diversity and Inclusion, Pamplin Director of Recruitment and Retention, and student organizations representatives. The committee may also create sub-committees to organize diversity events and initiatives.

INITIATIVES

- InclusiveVT Week | September
- Principles of Community Week and Pamplin Brunch Event | March
- Excellence in Diversity Awards (evaluation and recommendation to the Dean of four awards, one each given to faculty, staff graduate, and undergraduate students)
- Participation in other university and Pamplin diversity events