



PCLE NEWS

PAMPLIN COMMUNITY FOR LEADERSHIP & ENGAGEMENT

February 2024

Hello everyone, this edition of the PCLE NEWS is being distributed to provide you with a recap of our recent PCLE Zoom meeting. Please remember that as members of the PCLE it is important that you share your PCLE experiences with your fellow advisory board members, so further distribution of the PCLE News is appreciated.

New Members

It is a pleasure to welcome the newest member of the PCLE-

- Lorin Lagerstrand is the new President of the Sales Advisory Board. Lorin is with Bloomberg and resides in Northern Virginia.

Please join me in welcoming Lorin to the PCLE. We appreciate the years of service by Chip Devine, who Lorin has replaced as Sales Advisory Board President.

PCLE Zoom Meeting, February 16, 2024

Jim Hatch, PCLE Chair welcomed everyone present, including additional invited advisory board members.

Jim then introduced Pamplin Dean Saonee Sarker to the group.

Dean Saonee Sarker

Dean Sarker's presentation highlighted several different achievements and initiatives within Pamplin, setting the stage for a strategic planning process aimed at advancing the institution further. Here's a breakdown of the key points:

1. **Accreditation and Recognition:** Pamplin's business and accounting degree programs received extended accreditation from the AACSB, signifying their quality and adherence to standards. Additionally, the college garnered national recognition for its online MIT program, General Management, Analytics program, and DEIB Around the World program, reflecting excellence in various domains.
2. **Task Forces:** Dean Sarker established two task forces- one focused on Reputation and the other on Artificial Intelligence. These task forces aim to gather data and provide recommendations to inform the strategic planning process.
3. **Institutional Strengths:** Peer review by AACSB and observations from The Segal Company highlighted Pamplin's strengths, including agility, experiential learning focus, and strong alumni engagement.
4. **Strategic Planning Process:** Dean Sarker outlined a Strategic Planning Process that builds upon the recommendations received. The process aims to envision a "Next-Gen" Pamplin, emphasizing new programs addressing market needs, research excellence, digitalization, and fostering a culture of responsibility and unity.
5. **Recommendations:** Recommendations include building infrastructure for sponsored research, aligning organizational structure with programs and outreach, strategic faculty recruitment, and enhancing alumni and board engagement.
6. **Task Forces:** Three task forces will be created to focus on the academic, research, and organizational enterprise of the college. These task forces will develop an aspirational

vision and strategies with key performance indicators for achieving world class excellence.

7. **Timeline:** The strategic planning process will commence on March 1st, with a final plan expected to be vetted and approved by December 2024.

Overall, Dean Sarker's presentation sets a clear roadmap for Pamplin to evolve into a "Next-Gen" institution, emphasizing innovation, excellence, and community engagement.

AI and the Transformation of Information Protection
France Belanger, University Distinguished Professor, ACIS
Donna Wertalik, Professor of Practice, Marketing Department



Today's Conversation

- VOP Update
- What Generative Artificial Intelligence (Gen AI) can do?
- What does it mean for privacy?
- What can individuals and businesses do?
- Open discussion



Donna and France updated everyone on their Voices of Privacy project and then initiated a



VOP in the News!

- WDBJ7-VOP regular series on privacy
- Pamplin Pulse
- Monthly interviews and expert opinion



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conversation about the future of AI, its potential impacts, and possible concerns with the rise of AI. France provided an overview of the four major categories of AI, emphasizing the importance of ethics and privacy in the context of specific AI and Generative AI. They highlighted the potential risks and benefits of AI, with a particular focus on privacy concerns. The discussion also touched on the use and implications of AI software in content generation, and offered several recommendations on the first steps individuals and organizations can take towards information protection in the world of AI. The discussion concluded with an open conversation on AI and privacy, inviting questions from the group.



Quick AI Overview

Narrow AI



~~General AI~~

Generative
AI



ChatGPT
Gemini (Bard)
Copilot (Bing)
Specialty...

~~Super AI~~



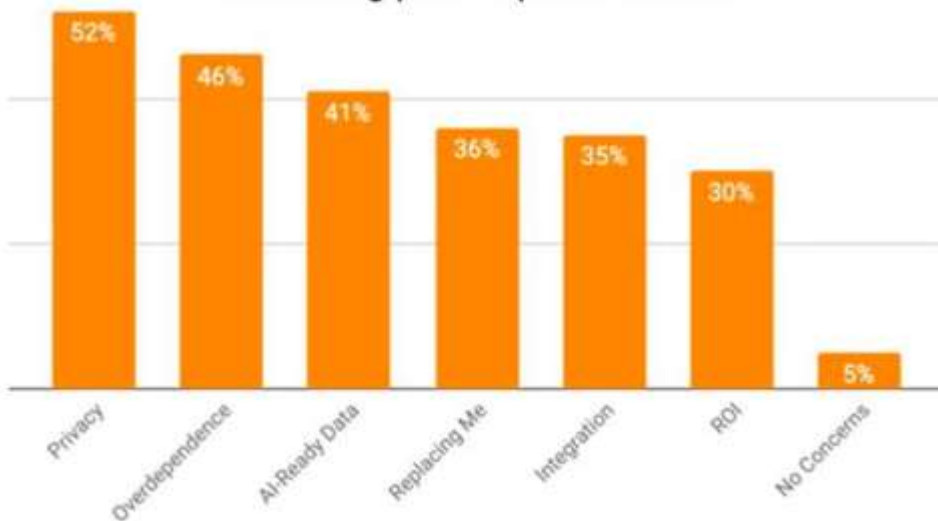
Some Concerns with Use of AI

General Concerns	Privacy Concerns
Inaccuracy	Text, image, sound, video fabrication
Biases in findings (race, gender, etc.)	Leak of Personally Identifiable Information (PII) by employees/ users
Automated decision-making (reasoning)	Invasion of privacy –existing/new data used for training (very large datasets)
Security threats (technology in wrong hands)	Data breaches
AI replacing humans	Software security (e.g., malware)



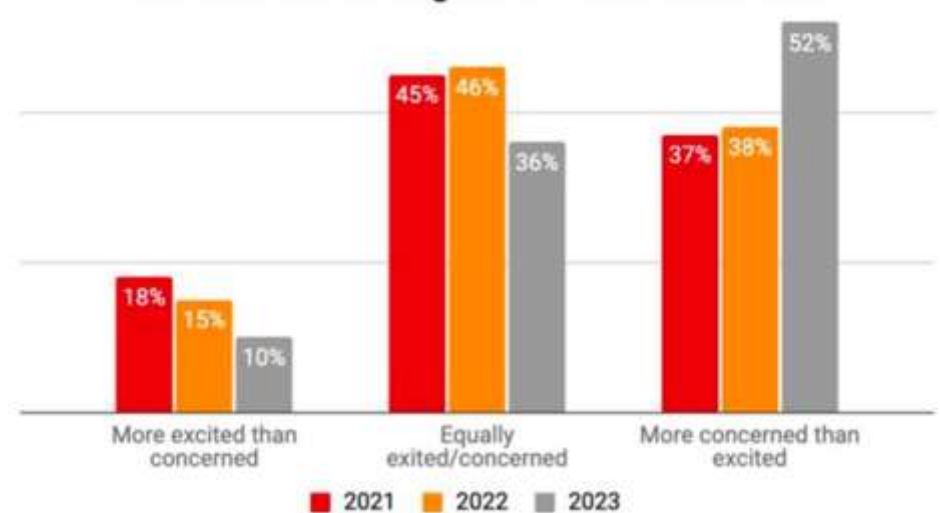
Biggest Concerns For Marketers With Use Of Gen AI

Marketing pros' top AI concerns



Source: SOCI. Base = 317 U.S. digital marketing professionals.

% of U.S. adults degree of concern about AI



Source: Pew Research Center, August, 2023.

Principles of Ethical AI Use



United Nations

1. Do no harm
2. Defined purpose, necessity and proportionality
3. Safety and security
4. Fairness and non discrimination
5. Sustainability
6. Right to privacy, data protection, and data governance
7. Human autonomy and oversight

8. Transparency and explainability
Commonwealth of Virginia

1. Do no harm
2. Prioritize integrity
3. Augment, not replace humans
4. Work in partnership
5. Be constantly discerning and responsive to continuous

capabilities and uses

<https://www.education.virginia.gov/media/governorvirginiagov/secretary-of-education/pdf/AI-Education-Guidelines.pdf>



Privacy First – First Steps

Individuals Organizations

- Do not feed Personally Identifiable Information (PII)
- Review privacy policies and settings
- Evaluate automated reasoning outputs
- Use anonymous accounts
- Use strong security
- Educate yourself
- Perform privacy impacts assessments (PIA)
- De-identify data
- Collect only what you need



Discussion

How can help AI help to propel Pamplin?

How should Pamplin position itself to leverage the benefits of AI while avoiding the risks?

What are your top privacy concerns with the use of AI?

Howard Feiertag Department of Hospitality and Tourism Management
Phil Xiang, Professor and Department Head
Bob McDonald, Advisory Board Chair

Professor Phil Xiang noted that a key figure of the HTM community and the Department namesake, Howard Feiertag had passed away since the last department update two years ago. Phil is appreciative of the opportunity to provide important department updates.

Currently, the Department offers one major, Hospitality and Tourism Management with about 180 students. Starting in Fall 2024, a new major in Event & Experience Management will be offered on a small scale. The department also offers a Pathways Minor in EEMG for the entire university, with a current enrollment of about 150 additional students.

A masters program, MSBA-HTM is offered at the Falls Church campus and will soon move to the new Innovation campus with other Pamplin graduate programs. The department also offers a PhD and study abroad programs. The department is honored to house two important international peer-review journals.

Even though it is a small department, HTM is big on engagement, with a great response on Pamplin's Giving Day. Working with Averett University and the department's industry partners, a Future of Hospitality & Tourism Workforce Summit was staged in Danville, VA. This event was in response to the growing gaming industry in Virginia. In addition to journal citations by faculty, HTM students have demonstrated outstanding success, achieving 100% placement in 2023, winning the Smith Travel Research Market Analysis Competition, and

having five doctoral graduates placed in peer or internationally ranked universities since 2022. With continuous support from its advisory board, the department has been investing significantly in enhancing student's learning experience by involving them in professional conferences and immersive experiences.

Finally, with the new EEMG major coming online soon and the start of the design process for the Hokie Lab, the department is participating several of Pamplin's strategic initiatives to help envision the "Next-Gen" Pamplin.

Professor Xiang introduced Bob McDonald, Chair of the HTM Advisory Board. Bob highlighted the economic significance of the hospitality industry, spending nationwide totals \$1.2 Trillion, employing 8 million people. In Virginia spending by the hospitality industry exceeds \$83 million and employs 210 thousand.

The HTM Advisory Board currently has 55 members. HTM Board members are strong on service, with more than 80% attendance in its biannual meetings. One of the board's goals this year is to develop and engage a student advisory board. The Advisory Board also wants to diversify hospitality representation beyond hotels and restaurants. Current board members represent all of the major hotel brands, cruise industry, etc., with a strong Virginia representation.

The HTM Advisory Board has established subcommittees/task forces to create a results driven board. These groups focus on board development and Giving Day, Hokie Lab development, the MSBA NOVA campus, student engagement/recruitment and diversity and inclusion. All of these groups have produced strong results for the program. Giving Day support has resulted in HTM being #2 in Pamplin giving for two years in a row.

In conclusion, Bob noted that the Board looks to continue to provide strong support for the HTM program and offer clear access to hospitality professionals for students.

Will Coleman, Faculty Advisor

Will introduced himself and discussed the growth and initiatives of BASIS and its Advisory Board. Since Will was recently appointed faculty advisor to BASIS, it is worth noting his background. Will has a dual degree in Finance and Industrial and Systems Engineering from Virginia Tech. As a student he was a member of BASIS for two years. He started his career at Goldman Sachs, working in the Industrial Group: investment grade and high yield financing and credit analysis, working with Debt Capital Markets and Leveraged Finance groups. He currently teaches courses in financial modeling and Corporate Finance.

2024 Pamplin Engagement Summit

The Chair then presented an overview of the exciting Pamplin Engagement Summit, which is scheduled for next April. The Summit is being sponsored jointly by Pamplin and the PCLE. PCLE Chair Hatch also serves as Chair of the Pamplin Engagement Summit Steering Committee which is charged with the planning for the Summit, working with a Pamplin Advancement team led by Crystal Jefferson. **All PCLE members are asked to spread the word to all of their advisory board members and encourage their attendance at the event.**

We are quite pleased that Dave Calhoun, CEO of Boeing will be our luncheon keynote speaker. Online registration will be available in early December. In addition, a Summit website will be online soon, with more information.

2024 pamplin Engagement Summit

Date: April 18-19, 2024

Location: Hotel Roanoke

Invitees: All Pamplin Advisory Board, Council and society members, faculty and a student cohort.

Theme: Building bridges, forging futures, impacting globally

Thursday, April 18, 2024- Individual advisory board meetings, PCLE meeting.
- 6:00pm Reception for all attendees

Friday, April 19, 2024- 8:00am Plenary session with President Sands, SVP for Advancement, Charlie Pflegar and Dean Sarker
9:45am- First Breakout Session
10:45-Second Breakout Session
12:00 Noon Luncheon and Keynote Speaker Dave Calhoun
1:30 (approx) Hotel Roanoke Session concludes
3:30 (approx) Summit reconvenes at the Data & Decision Sciences Building in Blacksburg, where we will be joined by additional students.
Student presentations and dialog: Who is the Pamplin Student, yesterday, today and tomorrow
Reception with students

Breakout Session Topics- Attendees will be able to choose from a menu of interesting topics in meetings with smaller groups.

- Pamplin's 2024-2029 Strategic Plan
- Reimagining the alumni lifecycle and perpetual engagement
- Implications of AI in modern business education
- Pamplin Student Mentoring Strategy
- An Exploration of the Potential Value of Student Advisory Boards
- Supporting Entrepreneurship in Global Business Education
- Corporate Panel: Industry/Academia Engagement

Next PCLE Meeting (Zoom)
December, TBD

Jim Hatch, Chair
PCLE