

Jun 29, 2022





PCLE NEWS

February 2025

~~PAMPLIN COMMUNITY FOR LEADERSHIP & ENGAGEMENT~~ February 2025

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Hello everyone, this edition of the PCLE NEWS is being distributed to provide you with a recap of our recent ~~PCLE meeting~~ PCLE meeting, which was held on January 29, 2025 as a 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 please share this issue of the PCLE News with your fellow advisory board members.

PCLE Meeting

PCLE Meeting, January 29, 2025

Jim Hatch, PCLE Chair welcomed everyone present, including invited guests. Jim introduced two new PCLE members; Taylor Van Slyck, representing the ACIS Emerging Leaders Board, and Andy McCullough,

representing the Blackwood Department of Real Estate. Jim then turned the meeting over to PCLE Director Negar Jamshidimehr, who developed the agenda for today's meeting. ~~Today's agenda includes a Pamplin update from Dean Sarker, a review of Pamplin's Strategic Plan process by Associate Dean, Reza Barkhi and a Giving Day presentation from Crystal Jefferson and representatives from the student run marketing organization, Prism.~~

Executive Summary

Dean Sarker covered five topics in her Pamplin update:

- Getting the Hokie/Pamplin Alumni community together: recapping events and gatherings to celebrate with alumni and friends
- Pamplin + : a broad effort to sharpen the College's vision of a pioneering, world-class business school, which aligns with President Sands VT Values- Global Distinction and VT Advantage. Pamplin + will incorporate curriculum and many other changes to better prepare students to enter the workplace.
- Building Updates: The Dean provided updates on the new academic building in Blacksburg, with construction expected to begin this Fall and the opening of the Innovation Campus Academic Building 1, (ICAB1) in Arlington, in January.
- Innovation Campus: A task force has been formed to help integrate Pamplin into ICAB1 programs and a potential masters degree program in collaboration with the College of Engineering.
- Strategic Plan: Dean Sarker provided an overview of the progress of Phase 1 of the strategic planning process, which is now complete. She cited three themes which have emerged:
Our Mission: to provide a world-class STEM-driven education

Our Vision: To be a world-class business school that is rooted in the values of Virginia Tech

Our Values: Ut Prosim, integrity and ethics, innovation, collaboration and teamwork

Associate Dean Reza Barkhi reported on the completion of phase one of the Strategic planning process, including the timeline, outcomes and next steps as we look forward to Phase Two of the Strategic Plan.

Crystal Jefferson reported on the upcoming Giving Day annual event to be held on February 18/19, emphasizing the many opportunities to support those areas of Pamplin that anyone can recognize. Crystal pointed out the many opportunities to recognize individual units giving Day success as measured in terms of unique donors and dollars raised. She also emphasized the importance of having Ambassadors to spread the word about Giving Day.

Finally, Kathleen Finn, a recent graduate and Isaac Tigges, a current student spoke about the success the student-run marketing organization, PRISM, has demonstrated in helping Pamplin's Giving Day success. PRISM's initiatives to involve more alumni and friends through extensive social media and utilizing other networks has been a major factor in fueling new unique donors to Pamplin. The PRISM effort is truly a BEST PRACTICES initiative.

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Negar introduced Dean Saonee Sarker for her presentation.

Pamplin Dean Saonee Sarker

Dean Sarker presented 5 areas that she wanted to address:

- Getting the Hokie/Pamplin Alumni Community together
- Pamplin +
- Building Updates
- Innovation Campus
- Strategic Plan

Getting the Hokie/Pamplin Alumni Community together

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Since our last meeting last September there have a number of alumni engagement events held across the country:

- October/November 2024- Hokies in Silicon Valley, Salt Lake City (first ever visit to SLC), New York City. Department board meetings, APEX and Prism. Pamplin Society event.
- November 2024- Joint Hospitality Summit Pamplin, VT and Averett University in Southern VA
- January 2025 Hokies in Florida
- April 2025- Hokies on Wall Street

Pamplin +

The Pamplin Plus Curriculum: Redesign and Implementation

- Curriculum redesign in progress
- Implementation: Fall 2026
Placing revised curriculum into the University governance process: Fall 2025
- The Pamplin Plus curriculum prepares our students for the data-driven workplace
The curriculum will feature:
 - Career readiness
 - Mandatory Internships
 - Career prep courses
 - Mentorship programs
- The Pamplin Plus curriculum aligns with President Sands Priorities, VT Values, Global Distinction and VT Advantage
- The curriculum sharpens the College’s vision of a “pioneering, world-class business school”

Dean Sarker emphasized the importance of preparing students to be successful in the workplace and be assured of a good return on their investment.

Building Updates

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The final design for the new building in Blacksburg will be presented to the Board of Visitors for approval in March with construction expected to begin in September. Occupancy is expected in Fall 2027.

Innovation Campus

Innovation Campus Academic Building 1 (ICAB1) opened with classes in January. The Grand opening for the building will be held February 27/28. A task force has been formed to explore the integration and joint programs with Pamplin and ICAB1. The Task Force includes three Pamplin representatives and two ICAB1 staff. Implementation of the Next Gen Pamplin will begin with a platform that enables the intersection of business and technology.

One of the first priorities of the task force will be to establish a joint masters degree in engineering and business that could begin this Fall.

Strategic Planning

Dean Sarker's final topic provided an overview of Pamplin's Strategic Planning (SP) process.

Phase One of the SP process has been completed and involved five committees or work groups ~~that produced~~that produced Goals, Imperatives, Strategies and Action Items. The product of this work will be presented to the College community in a Town Hall meeting on February 21. Phase Two will develop Metrics, KPI's and Assessment measures, beginning this month.

Dean Sarker summarized the themes that have emerged from Phase One:

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- Our Mission: to provide a world-class, STEM-driven business education
- Our Vision: To be a world-class business school that is rooted in the values of Virginia Tech.
- Our Values: Ut Prosim, Integrity and **E**ethics, Innovation, Collaboration and Teamwork.

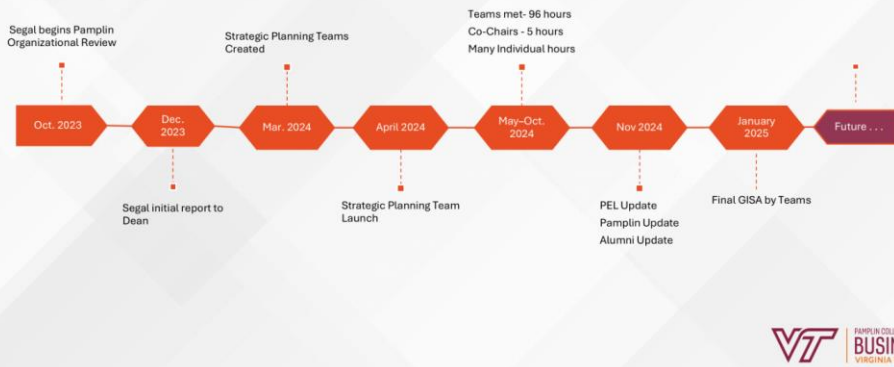
Dean Sarker introduced Associate Dean Reza Barkhi who has overall responsibility for the SP process.

Pamplin Strategic Plan
Associate Dean Reza Barkhi

Reza presented an overview of the SP initiative beginning with the timeline for Phase 1-

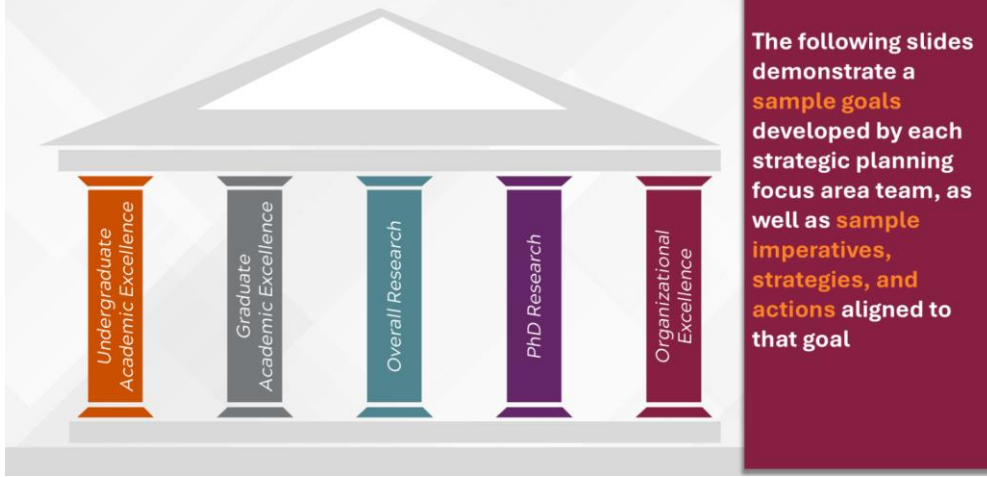
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Strategic Plan Timeline (Phase 1)



Consulting firm Segal was engaged to conduct an overall organizational review prior to initiating work on the Strategic Plan beginning with the creation of five Teams, which began work in April 2024 and continuing their work through the summer into the Fall. In November the SP document was presented to the Pamplin Executive Leadership and alumni focus groups.

Strategic Plan Focus Areas

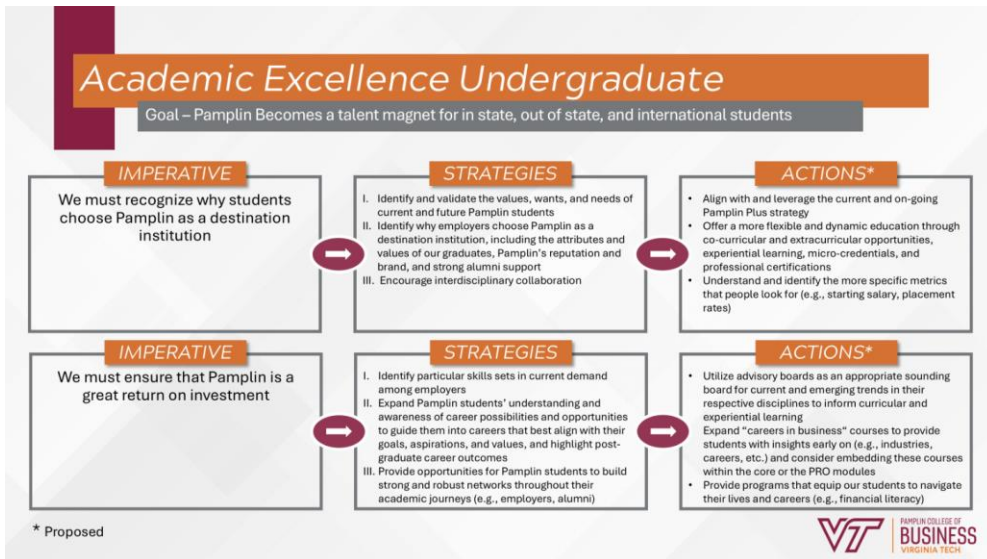


Five teams were created to focus on achieving excellence in the five areas: Undergraduate Academics, Graduate Academics, Overall Research, Ph.D. Research, and Organizational Structure. Each Team met for about two hours every two weeks for a total in person meetings of 98 hours, plus more hours behind the scenes. The teams discussed and produced GISA (Goals, Imperatives, Strategies, and Actions).

Definitions



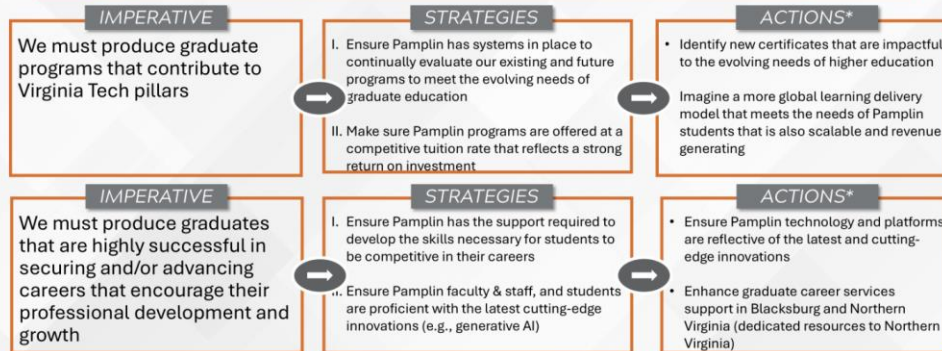
The teams were given the definitions of GISA as shown above and were asked to start with defining goals and progressively generate ~~Iperatives~~Imperatives, Strategies, and Proposed actions.



[After deliberations, Undergraduate Academic Excellence team produced GISA for elevating the value and quality of undergraduate programs and to produce the best graduates. Figure above shows a sample Goal, associated Imperatives, Strategies, and proposed actions that were presented to PCLE.](#)

Academic Excellence Graduate

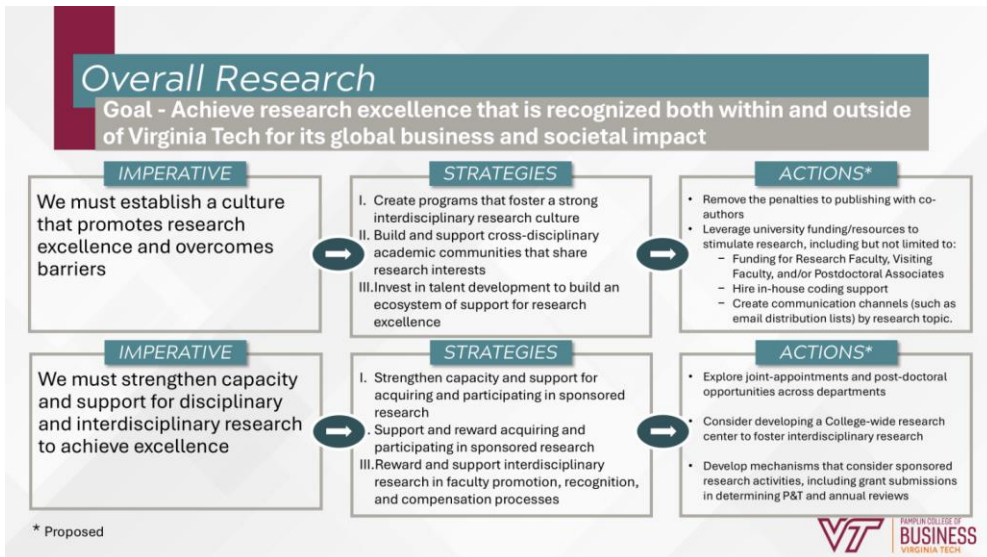
Goal – Pamplin Provides impactful, sustainable, and regenerative graduate programs and offerings that address business needs and solve societal problems



* Proposed



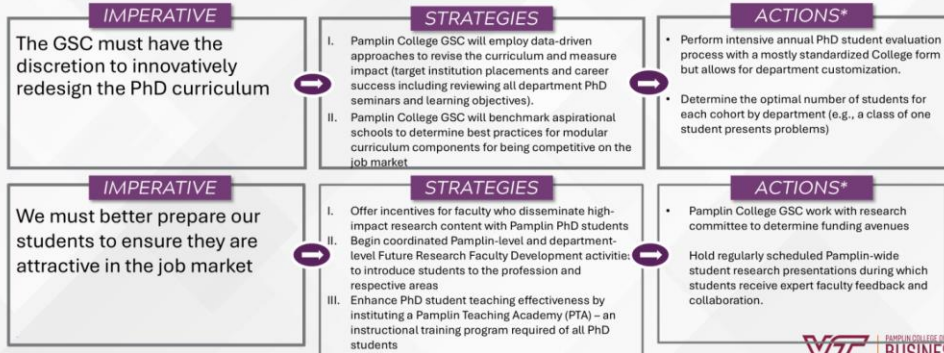
[Graduate Academic Excellence discussed how to enhance regenerative Master's level programs and team produced GISA. Figure above shows a sample Goal, associated Imperatives, Strategies, and proposed actions that were presented to PCLE.](#)



[Overall Research Excellence team discussed how to define scholarship as part of the VT ecosystem as well as for external recognition and to tackle big research questions, and produced GISA. Figure above shows a sample Goal, associated Imperatives, Strategies, and proposed actions that were presented to PCLE.](#)

PhD Research

Goal - Develop and deliver a flexible PhD curriculum (which includes critical thinking, access to substantive knowledge, complex methodological training, and professional development) that makes our students attractive to target institutions and gives them the intellectual capacity for long-term career success while recognizing and balancing the unique needs of each department.



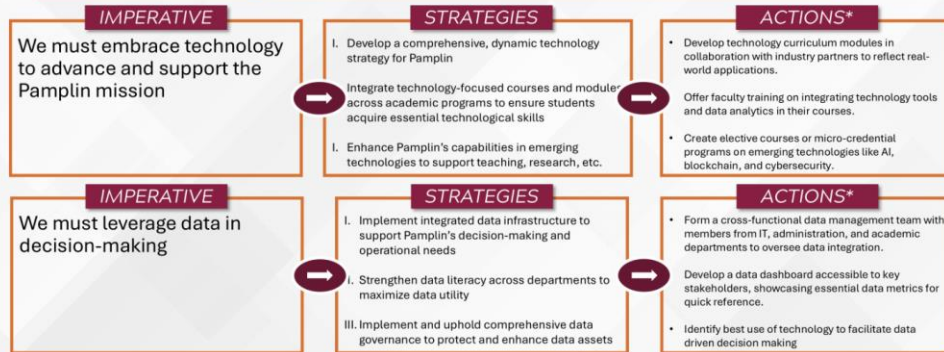
* Proposed



[PhD. Research Excellence team discussed what it takes to have a world-class Ph.D. program, and produced GISA; Figure GISA; Figure above shows a sample Goal, associated Imperatives, Strategies, and proposed actions that were presented to PCLE.](#)

Organizational Excellence

Goal – Expand the use of technology and data to drive Pamplin’s mission and key priorities



* Proposed



Organizational Excellence team discussed what types of structures are required for Pamplin to facilitate achieving excellence as an organization, and produced GISA; Figure GISA; Figure above shows a sample Goal, associated Imperatives, Strategies, and proposed actions that were presented to PCLE.

Strategic Plan Timeline



After presenting the SP documents to the Pamplin Executive Leadership and alumni focus groups for and update and discussions in November and early December, teams finalized their documents. The contents from the five teams will be integrated and will be presented to Pamplin on February 21st. Then, phase two will begin with PEL deciding how to convert GISA produced in Phase 1 to KPI's in Phase 2. The GISA produced by teams will be operationalized by department heads and other members of PEL by defining KPI's that will measure progress as the goals will be implemented to implement all five dimensions of excellence.

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Giving Day
February 18/19, 2025
Crystal Jefferson, Director
Alumni Engagement

Negar then asked Crystal, a member of the Pamplin Advancement Giving Day team to review the upcoming coming annual event: Giving Day. Crystal's remarks are summarized below.

We are less than ~~TWO~~**THREE** WEEKS from Giving Day~~y~~ 2025 (2/19-2/20), and we want to provide an update on some progress and some guidance on how to best set Pamplin up for success this year.

Thanks to the generosity of Pamplin donors, we have secured a record-breaking \$195,000 in resources to help incentivize the actions we need for a successful Giving Day, including:

- \$100,000 for the Top Ten donor-generating groups/funds
- \$20,000 for the Next-Gen Pamplin Dean's Challenge
- **NEW:** \$15,000 for the Beat Your Best Challenge (Top 3 groups showing year-over-year donor growth)
- \$250 to be unlocked for every non-Top 10 group once we hit 3,000 donors, and another \$250 for each when we hit the goal of 3,400 donors.

In addition, we want to thank **Ted '91 and Linda '89 Hanson** who have committed up to \$100,000 for this year's **Giving Day Challenge** Gift. For every 340 donors who come on board, \$10,000 will be “unlocked” up to 3,400 donors in support of experiential learning and in recognition of the APEX Center for Entrepreneurs 10th anniversary.

What we need you to do to support Giving Day 2025:

- Sign up **NOW** to be a Giving Day Ambassador: give.vt.edu/rally
 - Click “Sign up” – you have to register again this year
 - **IMPORTANT: Select Pamplin as one of your “Affiliations”**
- Mark your calendar now for February 19th – 20th (noon to noon)
- Advocate for and ensure your department, advisory board or area of interest is engaged and involved.
- Spread the Giving Day message February 19th-20th

Ambassadors are a critical component to our Giving Day success and this grassroots effort to celebrate giving back to Virginia Tech. To that end, we have allocated some of our Leaderboard resources for the following prizes and incentives:

- \$19,000 – **NEW**: If we reach 300 Ambassadors heading into Giving Day EVERY participating group/fund will receive a \$500 bonus
- \$15,000 – **EXPANDED**: The TOP FIVE performing Ambassadors, by donor generation, will be awarded funds to allocate to the group/fund of their choice (From \$5k for 1st to \$1k for 5th)

- \$10,000 – **EXPANDED**: 10 randomly selected Ambassadors will be selected to receive \$1k to allocate the group/fund of their choice

We believe we are set up to have an EXCELLENT 2025 Giving Day, and we hope you make it a priority to spread the word to other Pamplin volunteer leaders, sign-up to be an Ambassador, give now during the “early giving window” or on Giving Day, and encourage others in your network to do the same.

Thanks, again, to those supporting the Leaderboard/Challenge, and thank you for your support.

Here is the link to the slides Crystal used in her presentation:

[PCOB Giving Day 2025 Master Training.pptx-1.pdf](#)

Pamplin Best Practices
PRISM’s Remarkable Giving Day Support
Kathleen Finn and Isaac Tigges

Kathleen Finn, a recent Marketing graduate and Isaac Tigges, a current student presented the story of PRISM’s remarkable, long-time support for Giving Day. PRISM will be celebrating the 15th year since its founding by Professor of Practice, Donna Wertalik.

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GIVING DAY

Best Practices

GIVING DAY 2025



Houghton College
One Day Giving Campaign 2024



\$746,304
\$1
24 hours

Bowdoin College
BowdoinOne Day 2024



\$272,000
\$1
24 hours



How Pamplin did on Giving Day 2024

- **Pamplin College of Business:** Winner of the Most Donors Leaderboard
- **Pamplin College of Business:** Winner of the Most Amount Raised Leaderboard
- **3,276:** Number of unique Pamplin Hokies who made a gift
- **22.1%:** Increase in the number of unique Pamplin donors versus Giving Day 2023
- **\$3,762,883:** Amount of funds raised for Pamplin
- **\$100,000:** Amount of funds unlocked for Pamplin scholarship aid through the Pamplin Virginia Tech Advantage Challenge



Approach to Supporting Pamplin's Success

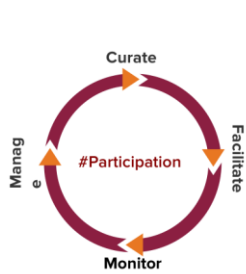


PRISM's Key Success Factors:

- Strong alumni relationship management
- Strategic Social Media Engagement
- Effective in-person activation in Pamplin spaces
- No additional cost to college through student-led approach



Four Pillars of Engagement



Manage:

- Maintain consistent oversight across all activities
- Ensure aligned messaging and brand voice
- Coordinate real-time response

Curate:

- Focus on showcasing Pamplins educational excellence
- Highlight Experiential Learning opportunities
- Build compelling stories around impact
- Build content that resonates with target audience

Facilitate:

- Create engaging physical spaces (Atrium activities)
- Implement interactive elements to drive participation
- Maintain donor recognition and appreciation
- Build excitement through in-person engagement.

Monitor:

- Track engagement metrics
- Adapt based on audience response
- Ensure brand consistency
- Monitor donation progress and challenges



Demonstrating Tangible Impact



Student Organization Support:

- Funding for organizations like PRISM, BASIS, SEED
- Enhanced experiential learning opportunities
- Professional development programs

Scholarship Impact:

- Direct Student financial support
- Merit and need-based opportunities
- Support for diverse student needs

Program Enhancements:

- Support for innovative learning initiatives
- Resources for student success programs
- Investment in cutting-edge facilities



Marketing Tactic: PR15M Alumni network

- Celebrating 15 years of PRISM with alumni events in Blacksburg and NYC
- Inclusive of All Alumni - opportunity to strengthen connections and leverage for Giving Day donations



Building Strong Alumni Connections

Year-Round Engagement

- Continuous Alumni relationship nurturing
- Regular alumni networking events
- Active involvement in Pamplin related initiatives

Value Based Relationships

- Focus on mutual benefit and growth
- Professional development opportunities
- Meaningful alumni involvement in student success



Marketing Tactic: Student & Alumni Ambassadors (Pre & Launch)

- Ambassadors will be encouraged to post about Giving Day. They will help spread the word before and during Giving Day.
 - Student ambassadors will include influential and involved Pamplin students
 - Ex: PRISM, SEED, BASIS, CWIB, AMA students
 - Example: Claudine Luo - Top Pamplin Student Ambassador, PRISM CCO 2024
- Social Post
 - Student organization testimonials (videos)
 - Ambassador toolkit



Ambassador Engagement

Leveraging Natural Networks

- Engage influential alumni within their professional networks
- Utilize existing Pamplin student organization connections
- Connect with alumni in leadership positions

Impact-Driven Communication

- Share specific examples of how donations support student organizations
- Highlight scholarship recipients and their achievements
- Demonstrate how giving enables experiential learning opportunities.





Critical Success Factors

Relationship First Approach

- Focus on long-term relationship building
- Personalized Alumni Engagement
- Authentic connection maintenance

Community Impact:

- Clear demonstration of giving impact
- Strong student-alumni connections
- Visible community benefits



Campus Community Engagement

Creating Engaging Environments:

- Atrium activities and displays
- Interactive donor recognition
- Student organization involvement

Building Momentum

- Visible progress tracking
- Real-time engagement opportunities



Conclusion and Next Meeting
Jim Hatch

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Many thanks to everyone who contributed to this excellent meeting. The PCLE strives to educate, inform, promote engagement and share best practices among the entire Pamplin community. Advisory Boards are the backbone of the Pamplin community, they make Pamplin stronger. Please share the content of this meeting with fellow advisory board members, as the benefit of the knowledge will be amplified greatly by expanding those who are in the know about exciting Pamplin developments.

NEXT MEETING: SAVE THE DATE

Date: Wednesday, April 2, 2025, 3:30pm

Location: Innovation Campus Building 1, Arlington, VA

This meeting will be held in conjunction with the semi-annual Pamplin Advisory Council meeting and related events on April 2/3, 2025. It will be an in-person meeting with Zoom access also available for those who are unable to attend in-person.

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Thank you for caring about Pamplin and Virginia Tech.

Jim Hatch, Chair

PCLE

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~~discrimination~~
non-
discrimination



BASIS (Bond & Securities Investing by Students)
Will Coleman, Faculty Advisor

Jim Hatch, Chair
PCLE