



## **PCLE NEWS**

**PAMPLIN COMMUNITY FOR LEADERSHIP & ENGAGEMENT**

June 2022

Hello everyone, this edition of the PCLE NEWS offers a recap of the June 20, 2022 virtual meeting of the PCLE via Zoom. The PCLE NEWS has been curated to provide a snapshot of the meeting for those who were not able to attend in person and also to provide a means to share the content of our meeting with your individual boards as well as Pamplin department, program and center heads. A key objective of the PCLE is to create a more informed and engaged community of all Pamplin advisory boards. That objective can only be achieved if the content of PCLE meetings is shared among all constituent groups.

### **Final Remarks- Dean Robert Sumichrast**

Robert T. Sumichrast, Dean of the Pamplin College of Business for nine years, retired effective June 30, 2022. During Robert's tenure as Dean, Pamplin has achieved many great successes in establishing new degree programs, a world class entrepreneurship program, grown student enrollment, while enhancing the student experience and building a stronger faculty.

Robert has been a steadfast supporter of the PCLE since its inception. He will be missed by all of us. A search for the next Pamplin Dean is underway. Robin Russell, Department Head of Business Information Technology has been appointed interim Dean to serve while the search is conducted.

The Dean commented that it has been a great nine years and that he is pleased to have been a part of one of the great educational institutions in the world. During his term as Dean, Pamplin has been a real source of inspiration and help for the students who become our alumni. Robert concluded by saying that it had been a real pleasure to serve Pamplin over the past nine years.

When asked about the key challenges facing Pamplin in the future, the Dean replied by saying that it will be important to be keeping our eye on the mission, on the vision for what Pamplin can become through careful, thoughtful planning and carrying out those plans. He stated that it would be important to keep improving the faculty. The kind of faculty that we need now and in five years is different than it was ten years ago. Finally, the Dean said that it is important to look at opportunities for Pamplin in Northern Virginia, particularly the Innovation Campus. While there is current emphasis on masters degree programs such as the new Master of Business Analytics, there is an opportunity to grow undergraduate programs as well.

### **The Blackwood Program in Real Estate**

Gerry Trainor, our PCLE member representing the Blackwood Program in Real Estate reported on an exciting new development for the program. Subject to approval by the State Council of Higher Education in Virginia (SCHEV), the Virginia Tech Board of Visitors has approved the designation of the real estate to full Pamplin department status.

Citing what that means for Real Estate, Gerry noted several things:

- The approval to add a tenure track professorship
- Enhanced outreach as a department
- Placing the program on an even standing with other Pamplin departments, which will help for future growth.
- It will raise the profile of Real Estate, not only in Pamplin, but in the Commonwealth and nationally.
- The Real Estate Department will become part of the AACSB accreditation and will help Real Estate become nationally ranked by *U.S. News and World Report*.

**Howard Feiertag Department of Hospitality  
& Tourism Management  
Phil Xiang, Department Head**

Department Head Phil Xiang began his presentation noting that Pamplin's Feiertag Department of Hospitality & Tourism Management (HTM), is one of only two collegiate undergraduate programs in hospitality management in Virginia. He described the program as a field of study as opposed to disciplines such as Finance, Accounting and Management.

In addition to the traditional HTM major, the department offers four options-

- Hospitality and Tourism Analytics
- Services Management
- Entrepreneurship and innovation

- Sustainability, ethics and advocacy

The Department also offers an Events Management minor, an MSBA in HTM and a Ph.D. program which is widely recognized as one of the premier programs in HTM in the world. There are also two study abroad programs in Resort Management and International Business. The Department has signed several MOU's with programs in Asia and Europe for faculty and student exchange, which could eventually be converted into degree programs.

HTM is aligned with Pamplin's Strategic Pillars- Its **VISION** is to be the premier educational institution for future global leaders in hospitality and tourism. Its **MISSION** is to build upon a legacy of teaching and research excellence to educate future ethical, innovative leaders across spatial and socio-cultural boundaries.

The HTM Department enjoys a top 25 World ranking and top 5 in the United States. The Department houses two international journals: the *Journal of Travel Research*, of which Professor Nancy McGehee is co-editor and the journal *Information Technology and Tourism* of which Professor Phil Xiang is co-editor. HTM students won the Smith Travel Research Market Analysis Competition in the U.S. and placed second globally in 2021.

The undergraduate placement rate has ranged from 85 to 95 percent over the last five years. The Department's sponsored research provides a means to connect with the larger community beyond the University and is how academic performance is measured.

The Department has strong community engagement and support as evidenced by its contributions on Virginia Tech's annual Giving Day. Even though HTM is a small department, it came in 5th in terms of the metric, unique donors.

The hospitality and tourism industry has faced big challenges as a result of the pandemic. A broad labor shortage has created an opportunity to develop forward looking programs that aim to help transform the industry through technology and entrepreneurship. New developments include the Hokie Lab which will be

constructed in the second academic building to be constructed soon as part of GBAC. Hokie Lab will be a state-of-the-art teaching facility for food production and service and will provide a platform that will allow HTM to experiment and collaborate with other programs on campus and beyond. In addition the future curriculum will offer new courses such as sustainability, analytics and hospitality leadership.

Phil then introduced [Kendley Davenport](#) and thanked him for his leadership as Chair of the HTM Advisory Board. Kendley initiated his part of the HTM presentation by talking about the Board's makeup and mission. The Board currently has 38 members and five pending members. It attempts to mirror some of the best practices of the Pamplin Advisory Council. Board members expectations include a minimum \$1,000 annual contribution to the HTM Fund, engagement in at least one Task Force, and requests a minimum donation of \$25 on Giving Day, shooting for 100% participation. Board members represent a large variety of companies in the tourism industry, both large and small, and include Marriott, Hyatt, Hilton, MGM Resorts, etc.

Board activities include staging career and hiring events and supporting the 40 hour HTM degree internship requirement. It supports student clubs, engaging with them and expecting student club members to engage board members. Board members serve as speakers in the classroom and support Pamplin's DEIB initiatives, including the PIP Summer Academy. The Board hosts an annual dinner at its Fall Board meeting, where students have an opportunity to put on a dinner function.

Finally, Kendley described the five task forces or committees within the Board.

- Development and FundRaising, whose actions include recruiting new members.
- Hokie Lab- helping facilitate the design of the new lab in GBAC.
- Northern Virginia Campus- helping with student recruitment and placement
- Student recruitment and assistance
- DEIB- supporting what Pamplin is doing by working with Pamplin's Assistant Dean for DEIB, Janice Hall.

The HTM Department and its Advisory Board provide numerous examples of best practices in Pamplin and all of Virginia Tech.

### Management Department Karen Schnatterly, Acting Department Head

Karen has just recently assumed responsibilities as Acting Department head while Department Head [Devi Gnyawali](#) is on sabbatical leave.

Karen began by highlighting the department's growth in credit hours and teaching. The number of students majoring in one of the Management options is the largest ever. Student credit hours have grown from 17, 241 in 2017 to 25,851 in 2021, driven by greater creativity and expanded course offerings. In order to support this growth a number of five new hires joined the faculty in 2021 and the Department was pleased to have a senior Professor, Cindy Devers, join the Department this year. Cindy has an incredible international reputation and serves on the Board of the Academy of Management. Strengthening the faculty expertise in all management majors, particularly in entrepreneurship, consulting and human resources continues to be an important goal of the department. One significant change has occurred in the graduates degree designation. Previously diplomas simply indicated a degree in Management and graduates could only speak to the courses that they had taken in their option while earning their degree. By converting options to majors, they are now transcriptable. Now graduates can say that they have a degree in Entrepreneurship, HR, etc. This sharper degree specification will lead to more hiring opportunities and allows for stronger building stronger support systems, internships, etc. Now, certificates such as SHRM and Scrum Master, are possible in each major. [These certificates provide professional credentialing—for example, the SHRM certificate demonstrates that our students are recognized experts in HR. It's an industry-accepted proof of skill goes beyond a degree \(<https://www.shrm.org/certification/about/Pages/why-seek-shrm-certification.aspx>\). The Scrum Master certificate is similar in that it demonstrates that the student has mastered complex project management in a team environment](#)

<https://www.scrum.org/what-professional-scrum>). For a student with a Consulting Analytics major with a Scrum Master Certificate it doubles down on their expertise. While adding the Entrepreneurship, Innovation & Technology, Human Resources Management, and Management Consulting and Analytics as individual majors, the general Management degree allows students to take courses to have a specialty such as sustainability in order to customize their degree based upon where they would like to go.

One example of progress that has been made is in the topic of sustainability initiatives, with a new course: Sustainable Business Management. This course has generated a lot of interest from students and faculty and is aligned with the Pamplin strategic pillar, Enhancing the Human Condition. The Management Department wants to build partnerships for curriculum, instruction, student internships and beyond with other Pamplin departments and across the University.

Karen then asked Joe Barco, Management Advisory Board (MAB) Chair, to describe how it is supporting the Department by supporting deeper dives into each of the new majors. The MAB initiated conversations focused on technology in management and this resulted in a new course to address the management challenges in technology. Implementation of the new course, Project Management was enabled by the hiring of a new Professor of Practice specifically for this course. The course emphasizes managing deliverables around technology projects. This new course has drawn a lot of attention, both within Pamplin and across Virginia Tech.

Karen resumed the presentation by discussing another new project for the Management Department, a new partnership with Xidian University in China. The partnership will result in double degrees from Xidian and Virginia Tech. Chinese students (100-120) will take courses primarily in Entrepreneurship taught by Xidian and Virginia Tech faculty in China for three years and then the students will come to Blacksburg for their fourth year. This project is one of several international initiatives that the Department is sponsoring.

Central to reinvigorating the Management majors is benchmarking and working with the MAB and drawing on their expertise beginning with the HR major, tapping into HR expertise on the Board.

Joe Barco then discussed the MAB makeup and its new initiatives.

Over the past year or so the Board has examined its membership in terms of number of board members, member characteristics, diversity, etc. In addition, there was a focus on making sure that the three Management majors are covered by board member expertise. Most recently, the MAB discussed, at length, HR issues in the changing workplace and the skills students will need to have when they graduate. For example, workforce analytics have taken on an important role in HR management. The Board feels that it is important that the curriculum supports HR majors being ready to take on this challenge.

In the area of fundraising the MAB has adopted a minimum expected annual contribution of \$1,000. Management is also well represented on Giving Day.

Mentorship is an important area of focus for the MAB. MAB members are aligned with students, not only the high performing students, but also those who can benefit from mentor support and motivation.

Karen wrapped up the Management presentation by mentioning the Department received a number of recognitions for the quality of its programs, but most notably, it received the United States Association for Small Business Entrepreneurs Model Program Award. This prestigious award was the result of an intense competition with other top entrepreneurship programs in the country and undoubtedly places Pamplin's program among the very best such programs in existence.

[Video: Virginia Tech Wins 2022 USASBE Model Program Award](#)





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The Management Department is one of the few departments that have a Recent Alumni Board. Its current Chair is Pranay Bhargava. We look forward to hearing from Pranay and other Recent Alumni and Emerging Leader board at a future meeting.

As Karen and Joe have demonstrated, the Management Department and its Advisory Board are making great progress toward strengthening and growing the Department.

### Other Business

Please mark your calendars for the combined Pamplin Advisory Council (PAC) and PCLE meetings which are now scheduled for November 3 & 4, 2022 in Blacksburg. Tentatively, we will hold an in-person PCLE meeting on Thursday afternoon, November 3 and as ex-officio members of the PAC, PCLE members are invited to attend the PAC meeting on Friday, November 4th. There is a football game on Saturday, November 5 for those who want to make it a great weekend.

Many thanks to all who have contributed to the efforts of the PCLE to continue to build and strengthen the Pamplin community, to share best practices and learn from one another.

Jim Hatch, Chair  
PCLE

