



PCLE NEWS

PAMPLIN COMMUNITY FOR LEADERSHIP & ENGAGEMENT

May 30, 2023

Hello everyone, this edition of the PCLE NEWS offers a recap of the April 26, 2023 in person meeting of the PCLE. 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 with all advisory board members.

Jim Hatch, PCLE Chair opened the meeting by welcoming PCLE members in attendance as well as special guests: Mike Clarke, PAC Cabinet Chair and Floyd Merryman, PAC Vice President. Jim then introduced the newest PCLE member, Bob McDonald, representing the Department of Hospitality and Tourism Management. Bob provided an overview of his extensive career in the Hospitality industry. Bob replaces Kendley Davenport, who has retired as HTM Advisory Board Chair.

Jim then introduced Interim Dean Robin Russell for a Pamplin update. Dean Russell is serving as interim Dean until our new Dean arrives on July 1, 2023.

Pamplin Update Interim Dean Robin Russell

Dean Russell expressed her thanks for the opportunity to speak to the PCLE and expressed her appreciation for the work of the PCLE and its advisory board members, who total over 600 alumni and friends of Pamplin.

The Dean then talked about the new incoming Pamplin Dean, Saonee Sarker. Saonee is currently a Professor in the Department of Informatics in the School of Economics and Management at Lund University in Sweden. She is also a visiting Professor in the Department of Management at the London School of Economics. Previously, Sarker was at the University of Virginia McIntire School of Commerce, where she held many roles, including Senior Associate Dean for Academic affairs. Sarker begins serving as Pamplin's new Dean on July 1, 2023.

Robin, in a surprise announcement, announced Pamplin will hold an Engagement Summit Event in the Spring of 2024. This arose after early conversations with

Dean Sarker and holding such an event has her full support. This event would be similar to the Pamplin Engagement Summit held in October 2019 and would include members of all of Pamplin's advisory boards.

Russell then commented on a number of topics, including the important role of business education in the Innovation Campus and how that is viewed by President Sands, Provost Clarke and Lance Collins, who heads the Innovation campus. She also mentioned the continued growth of the Blacksburg campus and upcoming AACSB accreditation this Fall.

**Business Information Technology Department
Quinton Nottingham, Department Head
Baback Bazri, BIT Advisory Board Chair
Thomas Lawler, BIT Emerging Leaders Board Chair**

Quinton Nottingham, who prefers to be called "Q" began his remarks by talking about the evolution of the department from the old Management Science Department to the Business Information Technology Department today. Q has been in the department since 1995 and obtained his bachelors, masters and PhD from Virginia Tech.

Please view the slide presentation here, which captures the key elements of the BIT presentation:

[PCLE Meeting Presentation 4.26.23 - BIT v 2](#)

The BIT Department offers three options, computer based systems, operations and supply chain management and cybersecurity management and analytics.

The first slide Q presented chronicles the success stories of the department, including new programs, and student successes. Following the numerous department and student accomplishments, Q presented a slide showing the recent expansion in the BIT curriculum, highlighting a number of new course offerings.

Q introduced [Baback Bazri](#), Chair of the BIT Advisory Board. Baback characterized as teenagers when compared to the more mature boards representing departments such as Finance and ACIS. Now, BIT majors are getting to the point in their careers where they are ready to give back to the University. There has been a focus by the board on expanding the board and who was going to be on it. Much more diversity of industry representation has taken place, leading to greater differentiation in perspectives and embracing diversity. The board not only wants to grow in numbers, from about 30 currently to around 50, but to focus on supporting the department with their time, talent and treasure. The board supports scholarly research projects. Baback stated that the board has an annual mandatory giving requirement for members of \$1,000. [Thomas Lawler](#), Chair of the BIT Emerging Leaders Board (ELB), added that the ELB has a suggested giving expectation of \$100. Responding to a question from the audience was whether there was a mandatory rotation out of board membership. Both Baback and Thomas indicated that there was no limitation on board continuity of membership, although the ELB targets members who are no more than 10 years from graduation.

Baback commented that the Board has two subcommittees, curriculum which focuses on making sure that BIY is producing the most relevant graduates and membership which focuses on developing younger alumni through mentoring and student development through programs such as PUMP.

Thomas discussed the ELB and its role as one of the few departmental young alumni boards in Pamplin. The ELB desires to provide a fresh perspective of the 20 something year old alumni and connecting with faculty. ELB members have participated in panel discussions in the classroom to help students gain their perspective and experience from their early career experience.

...Student Advisory Boards
Lara Khansa, Associate Dean
Dean's Advisory Board of Students(DABS)
Donna Wertalik, Marketing Professor of Practice

Junior Marketing Advisory Board

Dean Khansa introduced members of DABS making their presentation. They are: Hudson Aikins, Taylor Fitchett, Ben Kawas and Claudine Luo. Hudson, Taylor, Ben and Claudine introduced themselves and discussed their extensive engagement in many Virginia Tech activities.

You may review the DABS presentation slides here:

[DABS PCLE Presentation](#)

Donna Wertalik, Professor of Practice in the Marketing Department opened the JMAB presentation by stating that the purpose of JMAB is afford the opportunity for students to be brand ambassadors. JMAB was the first departmental student advisory board and can serve as a model for other such student boards and demonstrates the value of having greater student engagement. Expansion of student advisory boards among all Pamplin departments, programs and centers would be would a very positive step. Donna then introduced Sam Terry representing JMAB. Sam described why student advisory boards are so beneficial.

Alexis Boush, incoming Co-president of JMAB talked about the mission of the board and Annie Hunter, also incoming JMAB Co-president, talked about how JMAB measures success and went on to outline the benefits of student advisory boards. JMAB prepares students for the real world and helps develop them into young professionals.

Please click on this link to the JMAB slide presentation

[JMAB Spring 2023 Presentation](#)

Hudson discussed the survey that DABS has distributed to all Pamplin seniors, working with Career Services. The survey resulted in responses from more than half of Pamplin Seniors and provides valuable information

helpful in making curriculum adjustments and other things departments need to work on.

It is exciting to report that there are two more student advisory boards in the works. Our goal should be to promote the establishment of more student advisory boards, with a goal for every Pamplin department, program and center to have a student advisory board. **If your department does not have or is not planning on establishing a student advisory board, please consider promoting the idea with your department, program or center head and your boards.**

Pamplin Engagement Summit

Jim Hatch referred to the exciting announcement made earlier in the meeting by Dean Russell, that there will be a Pamplin Engagement Summit, to be held in the Spring of 2024. This event will be similar to the first such Summit held in October 2019. Stay tuned for more information about this exciting event. The PCLE will be a key promoter of this Summit.

Jim then asked PCLE Vice Chair, Kevin Lane, to lead a discussion about the potential important role for the PCLE in this summit event. Kevin suggested that we advocate with Interim Dean Russell and new Dean Sarker for the PCLE to have a very visible, out front role in planning and executing the summit, collaborating and working with other elements of the alumni community. Elizabeth Mitchell, Associate Dean for Advancement, talked about the planning process and the effort required to hold an event like the Summit. More details will be forthcoming soon.

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Upcoming Events

The next meeting of the PCLE will be conducted as a Zoom meeting, most likely in July. We are looking for ideas for future meeting content, so your input and suggestions are welcome.