

Jan 26, 2022  
**DRAFT**



October, 2024

Hello everyone-

This edition of the PCLE NEWS is being distributed to provide you with a recap of the recent meeting of the PCLE, which was held on campus on September 19, 2024. A key objective of the PCLE is to offer opportunities to have more informed advisory board members across the entire spectrum of the College. Please remember that as members of the PCLE it is important that you share the informative content with your fellow advisory board members, so please further distribute this issue of the PCLE News to your fellow advisory board members

### **State of the College Webinar**

Dean Sarker opened the meeting by presenting an overview of an exciting webinar event scheduled for September 23, 2024. The Dean noted that during her first year at Pamplin, she met with a number of advisory boards, generally presenting the same message to each board. Considering the large number of Pamplin advisory boards that exist today, the Dean feels like there would be a big challenge trying to get her message out to all boards with an in-person

attendance at each board meeting. The State of the College webinar event is designed to offer an opportunity for all advisory board members to hear the dean's message at one time and to engage with Q & A as well.

The Dean expressed the desire to present a uniform, consistent message through the #OnePamplin theme. She stated that since the PCLE is the face of the program through which she will deliver the State of the College address. Then gave a brief overview of what she plans to cover in her State of the College Address. The key topics that she plans on covering are:

- Looking back over her first year as Pamplin Dean and what she learned.
- Next Gen Pamplin and the Dean's vision
- #One Pamplin, including creation of the new Office of Transformation
- Resources, especially giving Day Success
- Reputation- Reporting on current rankings and efforts to increase rankings. Success stories of faculty and students.

- Looking to the upcoming year 2024-2025: Strategic Planning update, the new building design and other plans.

With these key themes in mind PCLE meeting participants formed small groups to develop potential questions for the Q & A segment of the webinar. After ideating for a period of time, each of the groups reported out on the questions that were developed. Great suggestions were put forth and final list of seven questions were selected and posed to the Dean during the webinar.

Please watch the video of the webinar here:

<https://www.youtube.com/watch?v=MAmWY4RBA2M>

# One Pamplin Vision



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## INTRODUCTIONS



**Dr. Michelle Seref**  
Associate Dean



**Emily McCorkle**  
Pamplin College of Business



**Bennett Kawas**  
Deans Advisory Board of  
Student (DABS)



Michelle introduced the Undergraduate Academic & Experiential Programs Team

## Undergraduate Academic & Experiential Programs LEADERSHIP TEAM

 <p><b>Dr. Michelle Seref</b></p>	<p><b>Associate Dean</b></p> <ul style="list-style-type: none"> <li>Strategic Initiatives &amp; Enrollment Analytics</li> <li>Curriculum Updates, Business Core, FYE/Capstone</li> <li>Teaching Support &amp; Assessment of Learning</li> </ul> <p>Pamplin LLCs: Innovate, Impact, Securitas Undergraduate Research <a href="mailto:mmhseref@vt.edu">mmhseref@vt.edu</a></p>	<p><b>Career Services</b></p> <ul style="list-style-type: none"> <li>Business Horizons, Industry Networking and Recruiting Events</li> <li>Professional Development: Workshops, Presentations, Resources</li> <li>Employer Engagement</li> <li>Career Course Support</li> <li>Career Advising, internship and full-time job search support</li> </ul> <p><a href="mailto:jcarty@vt.edu">jcarty@vt.edu</a></p>	 <p><b>Jenn Tortora</b></p>
 <p><b>Katie Wells</b></p>	<p><b>Academic Affairs &amp; Advising</b></p> <ul style="list-style-type: none"> <li>Student Policies and Academic Interventions (e.g. EARS, Academic Relief)</li> <li>Program Requirements: Majors, Minors, Double Majors</li> </ul> <p>Academic Advising Team Student Success Support Services and Referrals <a href="mailto:kcwells@vt.edu">kcwells@vt.edu</a></p>	<p><b>International Programs</b></p> <ul style="list-style-type: none"> <li>Study Abroad Programs (Faculty-Led, Third Party)</li> <li>Dual Degree Programs</li> <li>COIL, Exchange Programs, Fulbright Scholars</li> <li>Global Mentorship Program</li> <li>International Research Partnerships</li> </ul> <p><a href="mailto:jcleveng@vt.edu">jcleveng@vt.edu</a></p>	 <p><b>Dr. Jennifer Dievenger</b></p>
 <p><b>Lisha Henshaw</b></p>	<p><b>Scholarships &amp; Awards</b></p> <ul style="list-style-type: none"> <li>Continuing Student Scholarships &amp; Awards</li> <li>New Student Scholarships</li> </ul> <p><b>Undergraduate Events</b></p> <ul style="list-style-type: none"> <li>Students of Distinction Ceremony</li> <li>Spring Pamplin College of Business Commencement Ceremony</li> </ul> <p><b>Undergraduate Committees</b></p> <ul style="list-style-type: none"> <li>USPC (Governance), Awards, TLC (Teaching Workshop)</li> </ul> <p><a href="mailto:lisha12@vt.edu">lisha12@vt.edu</a></p>	<p><b>Analytics &amp; Student Engagement</b></p> <ul style="list-style-type: none"> <li>Data Analytics: Performance &amp; Engagement</li> <li>Deans Advisory Board of Students (DABS)</li> <li>Peer &amp; Alumni Mentorship (PUMP)</li> <li>Student Organization Coalition</li> </ul> <p><a href="mailto:eamccorkle@vt.edu">eamccorkle@vt.edu</a></p>	 <p><b>Emily McCorkle</b></p>
 <p><b>Dr. Barbara Fraticelli</b></p>	<p><b>Engage TA Program</b></p> <ul style="list-style-type: none"> <li>Faculty requests and student assignments</li> </ul> <p>TA Training Program <a href="mailto:fraticelli@vt.edu">fraticelli@vt.edu</a></p>	<p><b>Recruiting &amp; Outreach</b></p> <ul style="list-style-type: none"> <li>Recruiting and Admissions Targets</li> <li>Recruiting Events, Open Houses, Major Fairs</li> <li>Outreach Events: BCI, HCI, PIP Academy</li> <li>Pamplin Ambassadors</li> </ul> <p><a href="mailto:coral@vt.edu">coral@vt.edu</a></p>	 <p><b>Coral Rojas</b></p>

**Faculty Teams and Committees**  
Teamwork makes the **Dream Work!**



**PAMPLIN COLLEGE OF BUSINESS**  
VIRGINIA TECH.

Michelle noted that she works collaboratively with Associate Deans Reza Barkhi, Strategic and Global Initiatives and Innovation and Rajesh Bagchi, Research, Graduate Programs and Centers in order to help implement the Dean's vision for Pamplin.

Michelle then talked about the Pamplin Plus Student concept, which focuses on the skills that are important for students to have and how to integrate those skills into the Pamplin **PRO** (Pamplin Resources and Opportunities) Plus modules. What are the required experiences that we want students to have, including:

- Transformational experiences
- Giving every student a chance to study abroad, or if not, an alternate global experience
- A chance for every student to have at least one internship
- Experiential learning opportunities in the curriculum

**Commented [MS1]:** PRO is an acronym for Pamplin Resources and Opportunities



A faculty teaching workshop has been established is discussing how to use AI in the classroom and how to train students to have AI skills. Also, how to have service-learning projects that reach out to communities and programs working with corporate partners.

Pamplin has three Living Learning Communities which expand the student experience among students with shared interests beyond the classroom.

Innovate- Entrepreneurship

Impact- Data Analytics

Securitas- Cybersecurity

With the establishment of a college task force focused on data analytics, Emily McCorkle is focusing on undergraduate analytics, in order to have data driven decision making at the college level, gathering data on topics such as:

- How often do students switch majors?
- When does a student switch a major?
- What are the most common double majors?
- In which courses are students struggling?
- What college initiatives help students improve their grades?

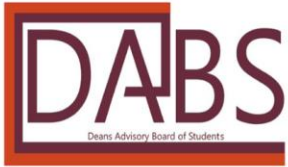
**Commented [MS2]:** removed repeated bullet point

Michelle then introduced Bennett Kawas, President of the Dean's Advisory Board of Students (DABS), noting that DABS has been set up to be the PCLE of the student body, so that students can learn how to be active alumni.

**Commented [MS3]:** added the word "active"

Bennett presented the current DABS reformed and restructured organization which has been revised and expanded to better reflect its mission to be a group of students who promote collaboration and leadership among student organizations and advisory boards, much like the PCLE. DABS acts as the voice of the students to Pamplin leadership as well as alumni.

DABS Organization Structure-



Dr. Saonee Sarker, Dean

Dr. Michelle Seref,  
Associate Dean, UG Programs

Emily McCorkle,  
Faculty Advisor

Bennet Kawas, President

Jamie Fonseca,  
Graduate Advisor

Stephen Cronin,  
VP, External Affairs

Lauren Stewart,  
VP, Internal Affairs

Nick Mariano,  
VP, Marketing & Operations

Dept. Student  
Advisory Board Chairs

Curricular & Co-Curricular  
Experiences

Alumni Partnerships

Student Engagement

Project Managers

Faculty Committee  
Student Reps

Business Lab

PAC Student  
Engagement  
Community Events

Student Org Coalition

Marketing Team

LLC Presidents

Certificate Programs

Alumni Mentoring

Community Events

DEIB Chair

BOV UG Student Rep

College & Career  
Development  
Programs

Student Org Fund

Pamplin Student  
Senators



- Stephen Cronin, External Affairs

Stephen works with department student advisory board chairs, faculty committee student reps, BOV undergraduate student rep and Pamplin student senators.

- Lauren Stewart, Internal Affairs

Lauren is responsible for supporting the development of curricular and co-curricular experiences, the business lab, certificate programs, alumni partnerships, PAC student engagement events, alumni mentoring and the student organization fund.

- Nick Mariano, Marketing and Operations

Nick leads DABS support of student engagement, the student org coalition, and community events. He also leads DABS marketing initiatives working with Prism and DEIB.



Curricular & Co-Curricular Experiences	Alumni Partnerships	Student Engagement
Business Lab – Pamplin PRO+ Modules	PAC Student Experience Community Events	Student Org Coalition
Certificate Programs	Alumni Mentoring	Community Events
College & Career Development Programs	Student Org Fund	



The bulk of DABS members sit on one of three committees; Student Engagement, Curricular and Co-curricular experiences and Alumni Partnerships. The Student Engagement Committee focuses on bringing together all of the student organizations, sponsoring community events and keeping students engaged. The Curricular and Co-curricular Committee worked with the Business Lab, and has now transitioned to working with the similar Pamplin Pro concept to develop the new courses. This committee also ideates around certificate programs, which help improve students chances of getting a higher-level job and being more sought after by employers and helping determine what certificate programs matter.

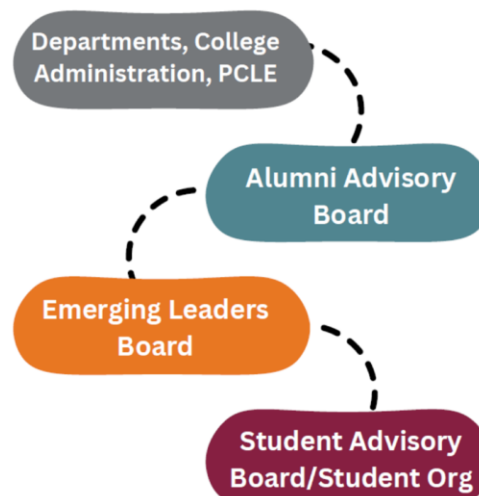
The third DABS committee is Alumni Partnerships. This committee functions with three sub-committees: the PAC student experience community events, which focuses on developing alumni connections; the alumni mentoring sub-committee and finally the student organization fund sub-committee. The student org fund was established last year to help raise funds to enable the various student orgs to have funds to support their projects and initiatives.

# Pamplin Mentorship Initiative

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## PAMPLIN MENTORSHIP INITIATIVE

- Current College Programs
- Identify needs and opportunities
- Develop mentoring programs
- Create processes and best practices
- Strengthen role and effectiveness of boards



Emily McCorkle, Director of Undergraduate Analytics and Student Engagement discussed a newly developed college wide initiative to support and promote student mentoring on a broader scale. The concept was introduced at the Pamplin Engagement Summit last April and further developed over the Summer. The mentorship initiative has been taking a look at where we are as a college, which advisory boards need or would like mentorship. Also, Emily is working with DABS, looking at current college programs, identifying needs and opportunities to develop mentoring programs. The goal is to strengthen the role and effectiveness of advisory boards in supporting mentorship. **PCLE members can help identify mentoring needs and opportunities through their boards.**

In addition, Emily would like to know who is currently, or has recently engaged in mentorship with students. Please register with the mentorship database to help Emily and the DABS team know about all Pamplin mentoring activities.

**Please register here:** <https://forms.office.com/r/Q8dRK8nzLu>



If you have any questions regarding student mentoring, please contact Emily McCorkle ([eafrica@vt.edu](mailto:eafrica@vt.edu)) or Crystal Jefferson ([crocke@vt.edu](mailto:crocke@vt.edu)).

The next meeting of the PCLE will be a virtual meeting over Zoom and will be scheduled in early December or mid-January.

Please remember to share this issue of the PCLE News with your fellow board members.

Jim Hatch, Chair  
PCLE







