

Kogod Faculty Council
March 18, 2025
Minutes (Agenda attached) prepared by Jordan Wilkins

Attending Faculty: Ajay Adhikari, Ali Sanati, Angela Virtu, Anu Mitra, Asad Kausar, Augustine Duru, Ayman Omar, Ben Wright, Brett Gilbert, Caroline Bruckner, Casey Evans, Chen Tang, Christina Synn, Daniel Kopman, David Bartlett, David Harr, David Stillerman, Edward Wasil, Erran Carmel, Garima Sharma, Ghiyath Nakshbendi, Girish Ramani, Gwanhoo Lee, H. Kent Baker, Hayley Blunden, Heather Elms, Ioannis Spyridopoulos, Itir Karaesmen, Jay Simon, Jeffrey Lee, Jennifer Oetzel, Jiali Zhou, John Simson, Julie Anderson, Kelli Frias, Kimberly Luchtenberg, Linda Bloss-Baum, Mahsa Oroojeni, Mark Clark, Meredith Burnett, Nicole Darnall, Octavian Ionici, Parthiban David, Paul Yoo, Robin Lumsdaine, Ron Hill, Sanal Mazvancheryl, Sarah Mady, Shawn Janzen, Sheila Bedford, Sonya Grier, Stacy Merida, Tharindra Ranasinghe, Thomas Kohn, Thomas White, Timothy Timura, Valentina Bruno, Yijiang Zhao, Yinqi Zhang, Yitong Wang

Faculty Present via Proxy: James Potepa

Staff: Adrian Mihailescu, Jordan Wilkins, Reena Dwire

Dean: David Marchick

Absent Faculty: Alex Mislin, Anna Fung, Danielle Vogel, Derrick Cogburn, Elicia John, Frank Armour, Frank DuBois, J. Alberto Espinosa, Jay Pope, Jeffrey Harris, Jerry Martin, Khalia Jenkins, Manoj Hastak, Michael Clayton, Michael Mass, Nandini Lahiri, Ozden Cakici, Paolo Petacchi, Randy Nordby, Robert Hauswald, Tara Fisher, Tomasz Mroczkowski, Wendy Boland, Yujin Jeong

Faculty Council Chair Prof. Jay Simon welcomed everyone and called the meeting to order.

1. Approval of Minutes of February 18, 2025 Meeting

- Minutes approved.

2. Dean's Remarks – Dean Marchick

- Dean Marchick shared updates:
- Launch of Perplexity:
 - More information to come.
- University-wide Strategic Planning:
 - Activities will be ramping up over the next few weeks and months.
 - Key things for Kogod: differentiation and distinction, highlight how we are different and how our programs are elite and differentiated.
 - There are a lot of ongoing discussions about budgets. Many others at the university are facing significant cuts. We are actively investing in priority areas and also being good stewards of money elsewhere in Kogod. We are focused on enrollments, being strategic with our investment, and being good stewards. We are going to keep doing what we have been doing.
- Enrollments:

- There is a lot of work going on to yield a good class. Many of you have been asked to write postcards, make calls, and send emails. If you are asked, please help, because not only is it good for the university, but it is critical to our financial success.
- Undergraduate: We are going to have our biggest year ever. This year we have about 4,000 applicants. We should have approximately 250-275 first-year students. Last year, we had around 231 first-years. We have had the largest increase/largest growth of any school at American.
- Graduate: Graduate enrollments is a much tougher market. Graduate applications are way down. We have a program in place to increase our yield. So if Admissions or Ayman reach out, please help. They are matching up areas of expertise and our faculty with students' interests. A call from you can make a difference.
- Kogod Faculty Updates:
 - There is going to be a decent amount of change in the composition of faculty. Expect more retirements. The exact number will not be known until late April.
- Events:
 - Kogod Hall of Fame on March 27th.
 - We have 6-7 speaker events coming up. Please encourage your students to attend.

3. Remarks and Updates – Sr. Assoc. Dean Parthiban David

- Sr. Assoc. Dean Parthiban David shared his remarks and updates:
 - HSPL Proposed Change and Vote:
 - Current Eligibility: term/continuing faculty (PhDs and non-PhDs) who qualify as SA, PA, or SP are eligible; those who qualify as IP are ineligible.
 - Proposed change in eligibility: term/continuing faculty (PhDs and non-PhDs) who qualify as SA, PA, SP, or IP are eligible
 - **HSPL was APPROVED (47:0:1)**
 - Faculty Planning – teaching coverage 25-26
 - Schedule forecasts list of courses demanded by students
 - Covered by
 - FT Faculty Contractual Load
 - FT Faculty Overload
 - Adjuncts – cannot exceed 25% of courses taught
 - Hiring new FT faculty
 - Efficiency considerations: section enrollments
 - Annual Reports are due April 30th
 - Memos sent out:
 - Elements – DOF memo (3/6/2025)
 - Merit Evaluation Guidelines for evaluation of performance in AY2024-25 (Oct-30, 2024)
 - Follow up memo will be sent
 - CV should include:
 - Scholarship: dates, e.g.,
 - David, P. 2025. The agony and ecstasy of annual reporting. Academy of Management Perspectives, Under Review. Submitted 5/1/2024,

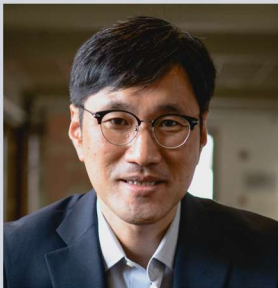
Revision invited 10/4/2024, Resubmitted 1/5/2025, Accepted 4/7/2025

- Qualifications – will use AI to convert these into points
- Narrative (address the criteria)
- Annual Report generated in Elements
- Faculty Qualifications – embed in CV
- Review the AACSB Qualifications document
- Identify items that apply to you
- Include specifics and dates (qualifications points are counted over a prior five-year period) – see full list in AACSB document, e.g.
 - Professional certifications
 - Professional activity in the discipline: Leadership or managerial role relevant to the teaching area in a business enterprise, non-profit organization, government agency, business professional association or society
 - Consulting or professional practice
 - Board membership
- Reminder on Dates:
 - Events:
 - Apr 9 (6 PM): Adjunct Celebration Event
 - <updated> Apr 23 (3:30 - 5.00 PM): Faculty & Staff Retirement Reception
 - May 10 (3 PM-8 PM): Commencement


4. AI & Perplexity: Next Steps – Profs. Gwanhoo Lee, Angela Virtu

- Prof. Gwanhoo Lee shared an update on AI Institute:
 - AI Institute Leadership:


Leadership



Gwanhoo Lee, Director



Angela Virtu, Associate Director



Bei Xiao, Associate Director
Provost Associate Professor,
Computer Science

Affiliate Faculty Fellows (KSB)



Erran Carmel



Mark Clark



Derrick Cogburn



Nicole Darnall



Casey Evans



Anna Fung

Affiliate Faculty Fellows (KSB)



Jeff Lee



Robin Lumsdaine



Ali Sanati



Ioannis Spyridopoulos



Chen Tang



Yitong Wang

Affiliate Faculty Fellows (KSB)



Tommy White



Jiali Zhou

Affiliate Faculty Fellows (AU)



Thomas Costello (invited, CAS)



Mark Nelson (CAS)



Patrick Wu (CAS)



Charles Duan (WCL)



Krisztina Domjan (invited, SIS)

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- AI for Research Training:
 - 2:30-4:30 pm, April 8th
 - MGC 327, in-person
 - Kelli Frias & Dan McCoy (President of Blue Cross/Blue Shield)
 - Agenda
 - AI in Healthcare (presentation)
 - AI Research Workshop (hands-on)
- Faculty and Staff Training on Perplexity Enterprise Pro
 - Perplexity will lead online product orientation (date TBA)
 - ‘Spaces’ specific training (date TBA, following orientation)
 - Spaces are Perplexity Feature to build customized “agents” to complete specific tasks.
 - Build your own space & demo:
 - Negotiations
 - Financial Analysis
 - AI Chatbot/Tutor
- QUESTIONS:
 - You said we are going to find out more tomorrow?
 - Answer: The announcement will go out tomorrow. You will get a link to sign in using single sign-on. Once you add your credentials, you can download the app onto your devices.
 - This is just for Kogod students, right? Because I am thinking about when I have students from other schools in my class.
 - Answer: We have accounted for that. For students in Sage/Artisan classes, they will be included even if from other schools/programs on campus.
 - Do students keep access after graduation?
 - No, we will keep an active directory of those who will be granted access.
 - What about adjuncts?

- For those teaching a class, they will get it for the semester. If they aren't teaching a class, then they will not have access.
- If someone is a previous user, like an adjunct who lost access, is there any way for them to buy back in?
 - They can buy Perplexity Pro for \$20 a month, but they will not be able to plug in to the AU system.

5. EPC Actions – Prof. Anu Mitra

- The following EPC actions were considered during the meeting via electronic ballot and (Votes reported in order: “FOR”, “AGAINST”, “ABSTAIN”,)

- **S25-07**

Action: Change the curriculum for *MS in International Relations and Business*

- In order to increase academic rigor, heighten integration of sustainability, finance and AI/data analytics, expand student flexibility and sharpen focus on marketable skills, KSB and SIS propose to change the curriculum of the MSIRB within the existing 36.0 credit hour structure as follows:
 - Lower the number of core courses from 9 to 7, comprising 4 KSB and 3 SIS courses
 - Increase the number of electives from 2 to 4, organized along 5 tracks at IR/IB intersection
 - Offer MRISRB students a choice of 4 courses in 1 of the elective tracks or 4 courses across tracks
 - Opportunity to obtain grad certs in existing KSB cert programs in Analytics, Sustainability, etc.
 - Leverage Kogod's investments in AI/Analytics and incorporate online courses in Sustainability
 - Restructure the capstone/immersion as a single, 3.0 credit course under updated KSB-640
 - Offer residential versions of selected courses for MRIRB students based in the DC area

S25-07 was APPROVED (45:0:2)

- **S25-10**

Action: Create new UG Certificates:

- STEM Entrepreneurship in Biotechnology
- STEM Entrepreneurship in Physics
- With its emphasis on emerging technologies and strong economic development support, the DMV region offers fertile ground for STEM students aspiring to become innovators.
- Administered by Kogod School of Business in collaboration with the College of Arts and Science, a *STEM Entrepreneurship in Biotechnology* and a *STEM Entrepreneurship in Physics* are undergraduate certificates that would serve as

interdisciplinary programs that allow STEM (science, technology, engineering and math) and non-STEM students to engage in innovation driven by scientific expertise and knowledge and cultivates interdisciplinary skills that our students need to identify and solve 21st century problems.

- Both undergraduate certificate programs include 6 credit hours of Entrepreneurship courses (MGMT-382 and MGMT-483) and between 7-8 credit hours of Biotechnology/Physics courses.

S25-10 was APPROVED (44:0:0)

○ **S25-15**

Action: Create new course *ACCT-360 Accounting for Global Business Operations*

- This proposed new course *ACCT-360 Accounting for Global Business Operations* allows students an opportunity to integrate classroom learning across multiple academic programs and develop a global perspective through international travel. The focus is on financial and non-financial key performance indicators used to assess business operations; international tax strategies, global reporting and business initiatives related to technology and sustainability.
- Site visits and presentations in London will vary each year and have been scheduled with organizations such as the London Stock Exchange, Bloomberg UK, Society of London Theatres, Selfridges, The Crown Estate, Standard Chartered, Borough Market, Transport for London, Lloyd's Banking Group, and the International Accounting Standards Board.
- The proposed course will serve as an elective in the BSA, Accounting Specialization and Accounting Minor. Students of all majors are welcome.

S25-15 was APPROVED (44:2:1)

6. CAC Update – Prof. Sanal Mazvancheryl

- Prof. Sanal Mazvancheryl shared an update on CAC:
 - Kogod CAC: Who are we?
 - One of three standing committees established by the Faculty Governance Manual.
 - Membership consists of:
 - Department Reps: Paolo Petacchi, Ghiyath Nakshbendi, Engin Cakici, Jay Pope, Sanal Mazvancheryl
 - Dean's office Reps: Parthiban David, Ayman Omar, Casey Evans
 - Online Programs Rep: Eric Enrico Hunt
 - AU Assessments Committee Rep: Frank DuBois
 - Plus one Graduate Assistant
 - In addition, each Dept. expected to have its own Dept-level CAC
 - Kogod CAC: What do we do?
 - CAC plans and executes ongoing assessment of all Kogod academic programs. Specific responsibilities of the CAC include:

- Developing and refining plans for multi-year program assessment cycles.
 - Executing assessment plans based on established cycles.
 - Prepare assessment reports for accreditation visits
 - Organize, interpret, and communicate results to faculty
 - Propose specific curricular, programmatic and pedagogical improvements based on assessment findings.
 - Collaborate with department faculty, Dean's office and ProComms on all assessment activities.
- Kogod CAC: Why do we care?
 - Internal: Kogod's focus on curriculum assessment and continuous improvements to keep programs current and competitive
 - External: Assessment expectations of accreditation boards (AACSB and Middle States)
 - Internal & External: Data collected for "quality control and continuous improvement" → **Are we delivering what we promise across our programs? How do we use the data we collect to improve student learning?**
- Looking back: AY 2024-25 Recap
 - Assessed 3 Undergrad programs & 7 Grad programs
 - Reported Results to AU assessment committee (AU COLA)
 - Received and reviewed feedback from AU COLA
 - Set up meetings with Program directors and faculty to disseminate results and feedback
 - Documented **"Closing the loop"** activities to improve student learning
 - Met with curricular development / revision committees to provide input
- Some general observations from my years on CAC
 - Students perform better on qualitative LOs than on quantitative LOs
 - In-person students perform better than online students
 - Undergrads perform better than Graduate students
 - Since the pandemic (and AI), written communications have significantly improved
 - Presentation skills have stayed the same or gotten worse
- AY 2024-25 Recap: Revised Assessment plans for several programs
 - FT MBA program (LO revised; assessment plan being implemented)
 - Online MBA (LO revised; assessment plan being implemented)
 - MS-SM program (LO revised; assessment plan implemented and being refined)
 - BSBA program (LO & Assessment plan being developed)
 - BLC program (LO& Assessment plan being developed)
- Looking Forward: AY 2025-26
 - We need to do everything we do in a typical year
 - Additional Important Tasks:

- AI Learning outcomes: Given the school's emphasis on AI, urgent need come with LOs and assessments metrics.
- Top-down versus bottom-up approach
- Program specific versus school-wide
- AACSB Progress Report: (a) Provide an update since last report and (b) Identify any assessment deficiencies and describe how the school is addressing them.
- CAC Message for Faculty
 - A **BIG THANK YOU** for your support! Continue the good work
 - Important: AI assessments efforts needs more faculty involvement
 - Document and communicate indirect assessment methods to CAC (e.g. alumni surveys, employer feedback, focus groups or exit interviews with students, case competition results
 - Communicate all "Closing the loop" activities (curricular changes, pedagogical improvements) for programs that you are involved in. Have a great rest of the semester!

5. Good of the Order – Prof. Jay Simon

- The faculty application period for at-large senators and faculty representatives for various committees will be released tomorrow.
- Datathon competition in partnership with Deloitte and UMD, with student registration fees covered by the student dev team.
- Kogod Graduate Women in Business Club on April 11, featuring a panel on women in tech.

6. Adjourn: Next Meeting, April 22

Faculty Council Chair Prof. Jay Simon adjourned the meeting.

Faculty Council Chair: Prof. Jay Simon

Faculty Council Vice-Chair: Prof. Asad Kausar

**Kogod Faculty Council Agenda
March 18, 2025: 2:35-4:00 PM
Hybrid Meeting**

2:35 Call to order (Jay Simon, chair)

1	2:35 PM – 2:40 PM	Welcome and Approval of Minutes – Jay Simon	5 minutes
2	2:40 PM – 2:50 PM	Dean's Remarks – David Marchick	10 minutes
3	2:50 PM – 3:20 PM	Senior Associate Dean's Remarks: HSPL, Annual Report, Budgets and Efficiencies in Scheduling – Parthiban David	30 minutes
4	3:20 PM – 3:30 PM	AI & Perplexity: Next Steps – Gwanhoo Lee, Angela Virtu	10 minutes
5	3:30 PM – 3:45 PM	EPC Actions – Anu Mitra	15 minutes
6	3:45 PM – 3:55 PM	CAC Update – Sanal Mazvancheryl	10 minutes
7	3:55 PM – 4:00 PM	Good of the order	5 minutes