Kogod Faculty Council
February 18, 2024
Minutes (Agenda attached) prepared by Jordan Wilkins

Attending Faculty: Ajay Adhikari, Ali Sanati, Angela Virtu, Anna Fung, 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, Derrick Cogburn, Elicia John, Erran Carmel, Frank DuBois, Garima Sharma, Ghiyath Nakshbendi, Girish Ramani, Gwanhoo Lee, H. Kent Baker, Hayley Blunden, Heather Elms, Ioannis Spyridopoulos, Itir Karaesmen, J. Alberto Espinosa, Jay Simon, Jeffrey Harris, Jeffrey Lee, Jennifer Oetzel, Jiali Zhou, Jerry Martin, John Simson, Julie Anderson, Kelli Frias, Kimberly Luchtenberg, Linda Bloss-Baum, Mahsa Oroojeni, Mark Clark, Michael Clayton, Nicole Darnall, Octavian Ionici, Ozden Cakici, Paolo Petacchi, Parthiban David, Paul Yoo, Robin Lumsdaine, Ron Hill, Sarah Mady, Sheila Bedford, Sonya Grier, Stacy Merida, Tharindra Ranasinghe, Thomas Kohn, Thomas White, Valentina Bruno, Yijiang Zhao, Yinqi Zhang, Yitong Wang

Faculty Present via Proxy: James Potepa, Nandini Lahiri

Staff: Adrian Mihailescu, Jordan Wilkins, Reena Dwire

Dean: David Marchick

Absent Faculty: Alex Mislin, Danielle Vogel, Edward Wasil, Frank Armour, Jay Pope, Khalia Jenkins, Manoj Hastak, Meredith Burnett, Michael Mass, ,Randy Nordby, Robert Hauswald, Sanal Mazvancheryl, Shawn Janzen, Tara Fisher, Timothy Timura, Tomasz Mroczkowski, Wendy Boland, Yujin Jeong

Faculty Council Chair Prof. Jay Simon welcomed everyone and called the meeting to order.
- Prof. Simon shared the new faculty council website:
  https://kogod.american.edu/facultycouncil

1. Approval of Minutes of December 3, 2024, Meeting

o Minutes approved.

2. AI Committee Update – Erran Carmel

- Prof. Erran Carmel shared an update from the AI Committee:
    o Recommendations for Spring 2025:
    - Using AI for student feedback is different from using AI for grading. Be cautious using AI for AIG&F. There are several reasons for this. Perhaps the most important thing is perception.
    - Full disclosure to students prior to task.
    - Use Human-in-the-Loop (Professor-in-the-Loop)
    - Adhere to privacy guidelines
    - KSB should be a thought leader, so if you are an innovator, experiment (with caution) – and then report back to faculty.

- o Next policy piece: AI and Deep Research
- The committee has found, as a result of deep research, that a substantial number of your readers in the future will be AI agents. So at Kogod, we must be aware of how we publicize scholarly works. If work is behind a pay wall, it is not available for deep research and therefore is not as impactful as it could be. This will be addressed at the next Kogod meeting.
- o AI 2nd Fridays met last week and discussed:
- Impact of AI on copyright infringement, focusing on the legal and ethical issues surrounding the use of copyrighted materials for training AI systems.
- The conversation also touched on the challenges posed by AI tools in the creative industry, the complexities of copyright law, and the concept of publicity rights. conversation ended with a discussion on the differences between replicas and deepfakes, and the need for legislation to address this.

3. **Remarks and Updates – Dean David Marchick**
   - Dean Marchick shared his remarks and updates:
     - o Dean Marchick thanked faculty for their hard work on scholarship, teaching, and other activities such as the case competition and recruiting events.
       - ▪ The case competition was twice as big as last year. We had 45 teams, 30 judges, and 18 schools.
     - o Dean Marchick addressed President Alger's email and stated that if faculty have any questions, please feel free to contact him (Dean Marchick).
     - o Secondly, he addressed Enrollments and Budgets:
       - ▪ We have had a significant budget deficit at the university level
       - ▪ Our main focus right now is having a good yield for both undergraduate and graduate enrollment for Fall 2025.
         - Our undergraduate numbers are above average, and our applications are up.
         - The graduate level continues to be challenging. We are doing everything we can to create attractive programs for students, but it is a hard market. Our financial situation will depend on yielding a good class, so if Casey or anybody else is asking for help, please help.
       - ▪ Although we are in a challenging budget environment, we are still investing:
         - For example, you will hear from Gwanhoo and Nicole later on about new institutes for an AI center and one for sustainability that will be launched with the School of Public Affairs, deepening our investment in these areas.
     - o Dates to keep in mind:
       - ▪ Tomorrow, we have our Staff awards to celebrate our amazing staff.
       - ▪ On March 5, we have a women's basketball game.
       - ▪ On March 27, we are having a second installation of the Kogod Business and Entrepreneurship Hall of Fame.
       - ▪ On March 28, we have the installation ceremony for President Alger.

4. **Remarks and Updates – Sr. Assoc. Dean Parthiban David**
   - Sr. Assoc. Dean David shared his remarks and updates:
     - o Faculty Planning

- Course gaps
  - We have some VRIP Retirements/resignations coming up. In anticipation of this, we will have to find ways to cover their classes.
  - In addition to this, with the change in undergraduate curriculum, we have two curricula, which is creating an imbalance. To address this, the most immediate need will be covered by: adjuncts, overloads, term/visiting, tenure-line
- HSPL Proposed Change
  - 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
  - Department chairs will raise these issues in department meetings
- Journal Publications
  - One of the challenges is that published work is always behind a paywall, making it not as easily found. There is a simple alternative approach that we can follow:
  - Most publishers allow authors to share their post-prints. Our current process is that when you have a paper published, you send an email to KSB media so it can be listed in the newsletter. At the same time, if you could also send a postprint of your article, it can be added to the repository so that it is available and accessible.
    - Small step forward as we gear up to enhance visibility and impact given AI
    - Articles will be included in the newsletter after "unconditional" acceptance
- AASCB Planning
  - Dave Harr is our project manager for this exercise. We are piecing together parts of the report every year because it is hard to go back after five years, so we have started a process for this. We are also trying to use existing process, including center directors and so on, based on the annual reports they submit. So some of you may be contacted by Dave Harr for this process.
- Annual Report and Elements
  - April 30th is the deadline for the annual report.
  - Along with CV, narrative, we have also asked for a spreadsheet which lists your papers over the last five years, and it uses a formula to calculate how many points you have earned. However, there is a much easier way to do this by using AI to read off your CV and calculate the points using an algorithm. We will be dispensing instructions on how to do so.
- Dates to Remember:
  - Tenure-line Actions & Deadlines for files requiring external review
    - "Feb 14: Candidate consults with Dept. Chair on File for Action & review"
    - Feb 28: Notify Reena Dwire if seeking tenure/promotion
  - Events:

- Feb 19 (11 AM-12 PM): Staff Forum & Awards (VC)
- Feb 20 (1 PM-5 PM): Term Faculty Forum: Pathways to Thriving Forum (Butler 600)
- Apr 9 (6 PM): Adjunct Celebration Event
- Apr 22 (4:30 PM): Faculty & Staff Retirement Reception
- May 10 (3 PM-8 PM): Commencement

5. **AI Institute Update – Prof. Gwanhoo Lee**
   - Prof. Gwanhoo Lee shared an update on AI Institute:
     - Mission of the AI Institute: To position Kogod as a global leader in AI education and research
     - Goals:
       - Integration of AI into Curricula
       - Innovation in AI Education
       - Guidance on AI Tools
       - Policies/Guidelines for Ethical AI Use
       - Industry Partnerships
       - Promotion of AI Research
       - Collaboration with other AU Units
       - External funding
     - Priorities for Spring 2025:
       - Promoting the adoption of Perplexity Enterprise Pro
         - Training for faculty, students, and staff
         - Champions
       - Faculty AI use in teaching showcase
       - Developing the measures of AI learning outcomes
       - AI for Research Training (2:30-4:30 pm, April 8th)

5. **Sustainability Institute Update – Prof. Nicole Darnall**
   - Prof. Nicole Darnall shared an update on Sustainability Institute:
     - Opportunity:
       - Complex sustainability challenges require systems-based strategies
       - Integrate insights from business, government, and nonprofit
       - **Problem:**
         - Sectors are often siloed, as are the research institutions that study them
         - Outcome? Fragmented, incomplete solutions
       - **Solution:**
         - Sustainability research center focused on enterprise — private business, government, and nonprofits
         - Analyze cross-sector dynamics, identify best practices, and develop data-driven frameworks that organizations can use to implement sustainable strategies effectively
         - Foster collaboration, rigorous research, and knowledge-creation to help enterprises of all types to elevate their sustainability efforts
     - External Landscape: What are others doing?

- 100 U.S. sustainability research centers
- 20 affiliated with a business school and promote research in addition to education and outreach
- 4 emphasize interdisciplinarity – partner with another unit or are university-wide
  - 2 business school and school of sustainability/environment (Michigan, UMass Boston)
  - 2 university-wide (Cornell, UCLA)
- However, no U.S. sustainability center is based on a partnership between a school of business and a school of public affairs.
- o Vision of the Sustainability Center:
  - To be a global leader advancing sustainability-driven research and innovative strategies for businesses, governments, and nonprofits globally.
- o Plan for the Sustainability Center:
  - **Collaborate** with and **engage** research networks and networks of practice to advance sustainability
  - Produce innovative high-quality **interdisciplinary research** that informs decisions and creates organizational value while addressing complex sustainability problems
  - Emphasize **student development** that focuses on sustainability as core to enterprise success and cultivates the next generation of "sustainability solutioneers"
  - Co-develop local solutions with **global impact** to accelerate and amplify sustainability outcomes
- o The strengths that KSB and SPA bring to this space:

KOGOD's Strengths

1. Award winning sustainability education programs
2. Internationally recognized faculty – with a research focus on sustainability
3. Embrace enterprise as a sustainability solution (private sector)
4. Strong relationship with AU School of Public Affairs
5. Outstanding access to policy makers, companies, nonprofits
6. Engaged alumni across the globe
7. Students deeply committed to pursuing sustainability solutions
8. Sustainability Advisory Council

- o Across AU, we're seeing a whole suite of centers and units that are connecting with sustainability in one way or another. But what we don't see is a center of gravity for sustainability and enterprise research. That is what this center can serve as.
- o We have a variety of ongoing conversations here at AU both internally and externally.
  - Externally:
    - Business/ Government Engagement
      - o Sustainability officers
      - o Sustainability AI tech developers
      - o NGOs – Association for the Advancement of Sustainability in Higher Education, Environmental Council of States
      - o Federal agencies – U.S. EPA directors, U.S. General Services Administration, Council for Environmental Quality
    - Donors
      - o Energy/ag tech alum
      - o Public servant alum
  - Internally:
    - AU center and Unit engagement
      - o Kogod's Veloric Center
      - o SPA's Center for Environmental Policy
      - o SIS's Accountability Research Center
      - o SIS's Institute for Responsible Carbon Removal
      - o AU's Center for Environment, Community, Ethics
      - o AU's Office of Sustainability
      - o AU's Office Procurement and Contracts
    - AU Faculty Engagement
      - o I'm here!
      - o I want to connect and hear your ideas
- o Opportunity areas that build on Kogod and SPA's intellectual strengths and networks:

- **Sustainable Enterprise Models** – Evaluating how enterprise integrates sustainability into core operations and manages change. Assessing ideal enterprise partnership and entrepreneurship models
- **Digital Tech & Sustainability** – Assessing how AI and emerging digital tech can be leveraged to advance sustainable enterprise
- **Policy & Governance** – Analyzing regulations, incentives, and governance structures that advance sustainable enterprise
- **Leadership for Change** – Studying leadership models that enhance sustainable enterprise outcomes
- **Sustainable Supply Chain & Procurement** – Advancing data-driven research on supply chain sustainability that includes carbon assessment and promoting human rights and diverse suppliers
- **Performance Measurement, Metrics & Reporting** – Evaluating sustainability performance, metrics that enhance sustainability performance, and approaches to reporting and disclosures
- **Student Sustainability Challenges** – Inspiring the next generation of "sustainability solutioneers" through competitive student challenges that address client-driven sustainability problems

6. 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",)

  o **S25-04**

    Action: Create new course MKTG-643 Digital Marketing and Strategy

- Currently the MS MKTG program offers two 1.5cr digital marketing courses (*MKTG-641 Digital Advertising and Search Engine Marketing* and *MKTG-642 Managing Digital Brand Identities*). This new 3-credit course 'Digital Marketing and Strategy' will replace the two current offerings and merge them into a single course.
- The longer course will allow for more robust, semester-long, experiential-learning opportunities for students.

  S25-04 was APPROVED (52:0:0)

5. Good of the Order – Prof. Jay Simon

- Upcoming collaboration opportunity with UMD for AU students to participate in. Flyers will be shared with our students to get them engaged and involved.
- Kent Baker was applauded for his transformational gift to the university in honor of his late wife, who was a double eagle.

6. Adjourn: Next Meeting, March 18

Faculty Council Chair Prof. Jay Simon adjourned the meeting.

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Faculty Council Chair: Prof. Jay Simon
Faculty Council Vice-Chair: Prof. Asad Kausar

Kogod Faculty Council Agenda
February 18, 2024: 2:35-3:25 PM
Hybrid Meeting

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

1) Welcome from the Faculty Council Chair and approval of minutes– Jay Simon (5 minutes)
2) AI Committee Update – Erran Carmel (5 minutes)
3) Dean's remarks -- Dean Marchick (10 minutes)
4) Senior Associate Dean Update – Parthiban David (10 minutes)
5) AI Institute Update – Gwanhoo Lee (5 minutes)
6) Sustainability Institute Update – Nicole Darnall (10 minutes)
7) EPC actions and voting – Anu Mitra (10 minutes)
8) Good of the order (5 minutes)
9) Adjourn: Next meeting, March 18