

**ADVISORY BOARD**  
**College of Business & Social Sciences**  
(G.S. Pandher)

**ADVISORY BOARD TERMS OF REFERENCE**

**Board Membership**

The College Advisory Board (CAB) is comprised of a broad cross-section of leaders from the external community and includes visionaries and entrepreneurs who understand the needs of the marketplace and economy and believe in the importance of world-class business education.

Board membership is diverse and representative a broad cross-section of organizations, industries and sectors. The Board shares the College of Business and Social Sciences' commitment to contribute to the State's higher educational and economic development needs.

**Membership Term**

Board members are chosen by the Dean, in consultation with the Advisory Board Chair, WVSU administration and key stakeholders. Members of the Board will typically serve a two-year renewable term of office. The Chair of the Board will be appointed in a similar manner. Total board membership is expected to be in the range of 15-20 representatives from the external community.

Board members serve in an honorary and volunteer capacity. Their expenses in this capacity are not paid for by the College.

**Frequency of Meetings**

The Board is expected to meet 3-4 three times per year during the year, or as needed and agreed upon by all members and other participating stakeholders.

**Primary Board Functions**

The College Advisory Board provides the Dean of the College of Business & Social Sciences (CBSS) with advice, expertise and support in the following three core areas:

***Advice & Consultation***

- Advice and consultation on the overall strategy and direction of the College.
- Discuss and consider recommendations on a broad range of important issues relevant to the success of College including: programs, curriculum development, student internships and opportunities, academic standards, accreditation, faculty development and research activity.
- Assist in establishing strong ties with industry, government agencies and other organizations.
- Identify leaders from the business community and governmental agencies for student seminar series and other development initiatives.

- Help and assist the School with accreditation processes such as in meetings with Accreditation Boards (ACBSP).

#### ***Advocacy***

- Serve as champions for the CBSS to build its brand locally and nationally by communicating key strategic messages, create awareness for existing and new program initiatives, and showcase both College and student achievements.
- Connect the Dean and other members of the school to the broader communities in regards to building brand and awareness, and partnership opportunities.
- When requested by the Dean, to act as a spokesperson on behalf of the School, which could include being profiled on the School website and in other communication as an Advisory Board Member.

#### ***Philanthropy***

- Advise on fundraising activities including identifying opportunities most relevant for the College.
- Support in donor identification and connection building with the business community, governmental agencies and organizations to support students and faculty.

#### **Scope of Advisory Board**

The role of the College Advisory Board is to advise and recommend actions to the Dean and CBSS. The shared governance processes and protocols of the university, Senate, College and its Departments are not affected by its activities. The final decision on whether or not to act on the Board recommendations will rest with the Dean and the College.