

Alumni Advisory Board Executive Meeting Minutes Friday, November 4, 2022 Indianapolis, IN

- I. Call to Order – Kedar Murthy
 - a. Kedar Murthy called the meeting to order.
- II. Roll Call – Kerrie James-Hunter
 - a. AAB – Allison Bowman-Rogers, Gary Bullock, Jason Carlyle, Mike Chaney, Steve Decker, Kameron Eisenhour, Greg Gotwald, Nellie Hohne, Melva Holt*, Jason Karlen, Alyssa Lobo*, John McClain, Ken McCleary, Kedar Murthy, Alexa Myers, Kelly Noel*, Kali Nordquist*, Craig Pohlman, Dan Price, Nyle Riegle, Amanda Stapleton, Dieter Schultz*, ARBOT - Chris Inman
(*Virtual attendance)
Absent: Matthew Iwema, Steve Schmitz, Victoria Zheng, Paul Palmer, Robert Stone
- III. Approval of minutes from last meeting – Kedar Murthy
 - a. Motion to approve minutes; seconded, motion passed.
- IV. ARBOT Report – Chris Inman
 - a. The morning started with Courtney Valmore giving the student report. The SGA is seeking an increase for student workers. There have been some changes to Indiana law and there is some concern about women’s health. They are now providing pregnancy tests in the women’s bathrooms. Student moral is up since COVID. Students are glad to be back in the classroom. Fellow students have noticed that the Freshman class is not as prepared as in the past due to COVID. There have been a lot of efforts to bolster the freshman class, especially in calculus and there has been a push to have tutors in the classroom.
 - b. Dr. Reyes spoke on behalf of the faculty. Two major points were: faculty feeling burnt out from the past couple of years and constant change and there really is no return to normal, it is always something new.
 - c. Dr. Stamper acknowledged that retention continues to improve from Year 1 to Year 2. There is a new registrar in place, Angie Smith. Good news, the Lilly Endowment reached out with a proposal to continue AskRose. Also note the ABET accreditation of Engineering Design major. They have their first graduate which means that they can now apply for the accreditation. When that is approved, then it is retroactive for all students who have gone through the program. Dr. Patsy Brackin is an expert with ABET accreditation and she will be helping with this effort.
 - d. The other big topic Dr. Stamper brought up was a new category for professors. Rose has had temporary, probationary (tenure track) and continuous (tenured). Over the past couple of years, Rose has run into issues where there are some great faculty that we could bring on, but the rules don’t allow for it because there is only a 1-year temporary assignment category. There is a new proposal for a new type of category, Reoccurring

appointment without tenure, with some rules, it would not be indefinite and there would be fixed terms. There would also be performance reviews. This was voted on and approved.

- e. Student counseling center continues to have significant demand for services. The demand is increasing from year to year. This was a trend prior to COVID. The staff in the counseling center is much more robust than it has been in the past. They are stepping up to meet the needs of students.

From a COVID perspective, that is no longer a major focus area. There is isolation housing available for those who cannot travel home to recover should they contract COVID.

As far as Career placement, 98% of the Class of 2022 has been placed with an average salary of \$81,000. 20% of the Class of 2023 is already reporting placement offers. This is very good news for the students. The Career Fair had 283 companies. Both students and recruiters were very eager to be back in person.

From a housing standpoint, at the start of the year Rose was at 103% capacity, 101 students were impacted. This will impact the future of freshman housing. There was also the Princeton Review ranking of Rose-Hulman, #5 in the nation for “best freshman dorm”. This speaks highly of the student affairs office. They are starting the conversation about the need for a new freshman hall.

- f. From an Enrollment Management perspective, the class this year is made up of 602 students, down a little from last year. 556 domestic students and 46 internationals. The international students are more diverse from previous years. Racial diversity is down this year and the number of female students is down.

RoseSTEM launched and partners were added. This is another program for students in high school that desire to pursue a STEM degree. This will hopefully increase the interest in Rose-Hulman but also increase the desire to pursue STEM. As alumni across the country, maybe this is an effort we can engage to increase awareness in elementary and middle school students to increase the interest in STEM and increase our national footprint.

- g. From a communications and marketing standpoint there needs to be an increased focus on social media, bite-sized videos and storytelling. This is really where the attention of kids is focused. The messaging “Together, we are” messaging, you are going to see on banners on campus and see in social media messaging. We are now recruiting Gen A, children of millennials. Also, the website redesign was launched in August.
- h. Diversity, equity and inclusion ARBOT report has incorrect data, that was last year; will get this updated and resubmit. The number of female faculty and staff has increased. From a racially diverse perspective, there are increases in faculty and staff. There are also a number of positions open, Director, Assistant Director and Coordinator so if anyone has referrals, send them over.

- i. President's remarks were about our national rankings, which are excellent; facility enhancements, Moench Hall renovations should be complete next year; Root Quad to be redesigned after Moench is complete; new scoreboard is impressive; various other renovations throughout campus – Skinner, Scharpenberg, bookstore and mailroom. Innovation Grove project was voted on and approved, utilizing the Hulman property and moving Ventures closer to campus.
- j. Tom Dinkel talked about tuition increase of 4% and food service increase of 3%. The AAB has been briefed on Strategic Plan Tier 1 (near term) and Strategic Plan Tier 2 (long term). Goals for Tier 1, leverage international enrollment, align student enrollment and capacity, engage prospective students differently, enhance student retention, enhance operational revenues, and strengthen trust and transparency. Plan 2 is the longer-term plans for the institute. Strategic themes of affordability, prep for future of engineering, etc. came up. Based on these listening sessions, they are going to create these cross-campus design teams. Three teams, one focused on who will we educate in the future and who will the audience be, one team focused on what should be taught and what experiences should be provided, and the third team focused on what changes need to be made and how to teach and deliver student experiences. Design teams will work over the next 8-12 months, goals will be set. Long-term milestones will be Design Teams First Draft, Spring 2023; Feedback – Spring 2023; Revisions – Summer 2023; Final Draft – Fall 2023; Launch 2024.

V. Break for Lunch

VI. Ayanna Tweedy – Athletic Director

- a. True Brene Brown fan and a lot of her books on vulnerability speaks true to me and my leadership. Daring leaders are never silent about hard things. That is a testament to our transition out of COVID and our destiny for the last 10 months. There have been a lot of transitions in the department that have produced really good fruit. Our student athletes are seeing a difference with the leadership of their coaches and the air around sports on campus has shifted to a positive thing. That was the focus of our retreat this past summer, how do we communicate better with each other, and how do we take that and transfer that to our external partnerships across campus and outside of campus to continue to enhance our athletic department.
- b. Some background information, graduate of Bowie State University in Maryland, was a student athlete/coach/applied assistant. My alma mater was my foundation into collegiate athletics. Prior to Rose, worked at Wabash College as the Associate Athletic Director and helped develop a student athlete development program, helped enhance their facility management and implemented some policies. All of those tools were picked up at Pomona-Pitzer athletics in Claremont, California. Served on several committees, favorite being Women Leaders in College Sports that resides in Kansas. Have conducted numerous workshops but favorite part is reaching back to the interns and graduate assistants.

- c. This past summer conducted a retreat with coaches, GA's, assistant coaches and other administrators just about the things that Rose does well. After 6 months in the trenches, here are the top 4 goals to concentrate on:
 - i. Increase department visibility and community engagement.
 - ii. Provide diversity training and education for staff and enhance their professional development opportunities. This is two-tiered. As our department works closely with the office of inclusion, it is important that we do some education ourselves. Dr. Jim Fry came to our workshop this past summer to talk about language, inclusion, and what it means to us and how we can serve our team and student athletes. The second tier is to make sure that our coaches are getting the same training that our student athletes are receiving.
 - iii. Enhance department moral, enhance team bonding experiences. Making sure that employee morale is alive and well in our department.
 - iv. Increase funding/fundraising opportunities and sponsorships.
- d. This is a daily reminder but there is also a charge. The charge is intentionally focused on what we do every day to get us to being the top three in the conference. Top two is really great, top one gets you a bid into championships. These three connect because if focused on the student athlete experience, which includes academics and extracurricular activities, everything they do is part of their experience. As coaches, we need to manage our budget, travel to regionally great teams to get us on the board. We can be the team to beat on the top of that board in a conference. That is also connected to providing our student athletes with an exceptional division 3 experience. During the last convention, the NCAA voted on critiquing our constitution. Each Constitution, Division 1, 2 and 3, have a larger student athlete voice now. Student athletes have more autonomy to speak about their experience on the president's level, management/council level, and on a local level. Student athletes will transition out of their sport teams for a number of reasons, academics, work, family. What I do not want is for students to leave because we affected their experience in a negative way. Being at the top of a conference, providing a positive experience and keeping them on our team until graduation is top tier.
- e. Ten-month overview: redo our compliance practices and look at our budget and maintain best budget practices and distribution of funds. There are dollars available for professional development or student athlete team bonding activities. I'm asking coaches to give me an idea of what they spend money on and what they need. With our endowment, there are revenue opportunities to enhance those areas, so I encourage my coaches to ask.
- f. There are some great staff promotions. As of today, every team has a full-time coach, which will enhance the student athlete experience. There is also an increase in part-time coaches. Two individuals were promoted within the department; Kevin Lanke is now the Associate Athletic Director and Jayme Scott is now the Assistant Athletic Director for Business Operations and Compliance.
- g. There has been good student athlete recruitment in several sports. The ladies' cross-country team came home with the hardware. When you give coaches the opportunity to breathe and really do their job as coaches, they succeed. All of the other duties such

as fundraising and administrative duties are my responsibility. All coaches still have some administrative duties, but it is condensed, and they have guidelines. Athletics connects with Diversity, Inclusion and Equality because everyone watches sports. If we don't take some ownership in how our student athletes travel, being mindful of where we travel in groups, be mindful of our surroundings and be socially aware that everyone's experience is going to be different. We can be a better department when we take the time to educate ourselves.

- h. To Do List
 - i. Develop a comprehensive plan for the SRC. Are we going to add teams and how many will we add and where will we put everybody.
 - ii. Support staff development and adding recruitment to that. Some of our recruiting budget lines are not where they need to be, and our coaches are amazing recruiters, there needs to be funding for that.
 - iii. Welcoming more corporate sponsorships.
- i. Lastly, an important quote, "the most successful people do not see adversity as a stumbling block but as a steppingstone to greatness". We have had to deal with some adversity, and we will always have to deal with it, but how we overcome adversity is what I look at.

A period of discussion and an opportunity for questions was held.

VII. Staff Reports – Steve Brady and Charlie Ricker

- a. Steve stated that the female enrollment nationally was up 1% but numbers in the Midwest were down almost 3%. For private colleges nationally, female enrollment was down about 1%.
- b. Nick Davis was our Diversity expert on campus. Nick announced his resignation and accepted a position at Dartmouth. He left in September and the search is on for his replacement. Not only has athletics used the Department of Diversity for trainings, but many offices across campus have also taken advantage of programs through that office.
- c. Strong start for the school with 602 new students. Campus as a whole is trying to readjust to our previous sense of normal post COVID. There are no restrictions on campus currently and there is no testing on campus.
- d. Credit needs to be given to Craig Pohlman for assisting in getting the new scoreboard up and running. Craig was instrumental from the beginning in having it ready and working properly from the initial setup.
- e. There are several fundraising events in the works. Chris Inman mentioned Innovation Grove and that remains a top priority for campus. That is moving Rose-Hulman Ventures to the corner of St. Rd. 46 and 42. This area could also allow for additional corporations having a presence there to the possibility of having some small manufacturing too. This is the first step in getting Ventures moved closer to campus. It is a six-mile drive to Ventures which can be difficult for students to get there when transportation is an issue.
- f. Scholarships remain positive and is an area that continues to grow. Another area that continues to grow is cyber security and Rose is working to build that out with a variety of faculty.

- g. Finishing up search for the Chief Business Officer of Finance to replace Matt Davis. Matt is stepping down from the VP role but will still serve in an AVP role and will remain on campus.
- h. Our Day of Giving will be March 14, 2023.
- i. As Chris mentioned, ABETS was on campus a few weeks ago and the visit went very well. Rose is not expecting any challenges in regard to the accreditation for Engineering Design.
- j. Charlie Ricker officially welcomed Jared Ell. Jared is the Assistant Director, not only for Alumni Relations but also working with the entire IA team on all the communications that go out. He is the mastermind behind all of the recent social campaigns, alumni newsletter and giving emails. It has been a great experience adding Kerrie and Jared to the Alumni Relations team.
- k. Kerrie is also working on the Young Alumni Mentoring Program. We have matched 23 students to mentors this year, which is an increase of 10 over last year. This program has been successful, and we look for that to continue to grow.
- l. Homecoming had an uptick in attendance. The Alumni sponsored beverage tent had two wineries and five breweries participate, all of which are either alumni owned or invested. There were 733 people that attended the beer tent up by over 200 from last year. We are looking at expanding or adding another tent next year. There were 408 people that attended a class reunion. The younger reunions continue to get smaller, and we are looking at ways to increase the attendance at those reunions in the coming years. The total number of participants this year was 1,910, up 300 from last year. If the total attendance continues to grow, Homecoming will become a little more challenging in terms of parking and where people go and how many can be accommodated. Hotels are more of a challenge as well, as a lot of hotels will not accommodate hotel blocks.
- m. If you missed the first wave of Lego kits, the second shipment has arrived. If you need to purchase the Deming/Mussallem Union kit, let Alumni Relations know. The next set in the series to be released next spring will be White Chapel. Renderings of the set were shown. We are working with the company to have an optional light set available to purchase as well as bride and groom mini figures.
- n. Please check our website for upcoming events in your area. Alumni Relations is also working on bringing back the RoseTalks series so check the website for upcoming dates for those as well.

VIII. Committee Breakout Sessions

IX. Committee Report Out

- a. Executive Committee – Kedar Murthy
 - i. President term expires June 30, 2023. The process for the election of the Vice-President starts December 1 and elections are at the March 25 Spring meeting. You can self-nominate, or you can nominate someone else. Those nominations should go to Charlie. The major responsibilities are recruitment, AAB nominations and working with the President and the nominations committee and with Charlie on filling positions on the AAB Board, working with Past

President on the ARBOT selection, chair the nominations committee and other responsibilities are in Article V. After two years as Vice-President, you move into the role of President. Attendance is required at several events – Homecoming at Alumni beer tent, speaking at the Golden Gala, and then speaking at Commencement.

- b. Nominating Committee – Nellie Hohne
 - i. This is a big year. There will be seven open board positions at the end of this fiscal year (referenced Membership Committee Report chart, page 15 of board book). There will also be one ARBOT position to be filled. Sometime in November the Alumni Relations office will send out a request to see who would like to apply for AAB membership. That will be open until January 1, 2023, and then Alumni Relations will collect all the applications and format. The membership committee will get a look at those candidates and pick 2-3 per decade. Each member on the committee will take a decade, complete interviews and then the committee reconvenes and make recommendations at the March meeting.
 - ii. Currently the policy documents state that the Vice President will be interviewing the ARBOT and that should be the Past President. Policy document will be updated to reflect that correction.
- c. Awards Committee – Jason Karlen
 - i. There were numerous applications for awards. Going through the list, the following are our recommendations but there are still several that need to be researched further. Deadline for further researching is November 11 and then the committee will meet and finalize decisions and let Charlie know who the names are.
 - 1. UIA
 - 2. Career Achievement
 - 3. Volunteer Award
 - 4. Honor
- d. Career Services – John McClain
 - i. 98% placement for the Class of 2022. The Fall Career Fair was the Wednesday before Homecoming and it went very well with 283 companies offering on the spot job offers. There was a really good write up in the October newsletter.
 - ii. They would like for the AAB to continue to assist with introductions with companies that fell into the category of recruited in the past but were not recruiting currently and are in targeted cities that new grads are wanting to go to or are underrepresented – the Bay area, San Jose, San Francisco, LA, southern California area, San Diego, Denver, New York, Austin and all of Florida. This will be an on-going effort.
 - iii. Committee would like to discuss with Career Services how students want to interact with recruiters. Gen Z and Millennials are two very different generations and what would those students like to see from Career Services and how can that guide us in the future.

- e. Student Recruitment – Amanda Stapleton and Dieter Schultz
 - i. Discussed option of having two waves of notecards. January focusing on early applicants and in March for the general applicant population. Discussed how, with limited drag on Rose-Hulman, have more targeted alumni outreach through those cards. Specifically looking at the application and where they can disclose on high school activities or sports and try to align those applicants with people who are doing the notecards who have done that activity or sport to try and give that a more personal touch when sending the notecards.
 - ii. Looking at fee waivers and how they were used and some metrics and take that away and better understand that. Fee waivers just closed on November 1 and that information is not available yet but will look to bring that information to the group at the next meeting.
 - iii. Looking at how to expand outreach to alums and get them active. Want to continue to expand relationship with Dr. Bear build rapport with the advisory board and the university to add additional arms and legs.

- X. Old Business – Kedar Murthy
 - a. Upcoming Meetings
 - i. Spring 2023, Saturday, March 25, Alumni Awards, Terre Haute
 - ii. Summer 2023, Saturday, August 12, Terre Haute
 - iii. Fall 2023, Friday, November 3, Indianapolis

- XI. Adjournment – Kedar Murthy
 - a. Meeting adjourned.