

Rose-Hulman Alumni Advisory Board

Spring Meeting Minutes

Saturday, March 27, 2021

Virtual Meeting

- I. Call to order – Kelly Noel
 - a. Kelly called meeting to order at 10:15 a.m.

- II. Roll Call – Katie Hoffmann
 - a. **AAB**-Bill Bess, Allison-Bowman Rogers, Gary Bullock, Jason Carlyle, Kameron Eisenhour, Greg Gotwald, Nellie Hohne, Matt Iwema, Jason Karlen, Alyssa Lobo, John McClain, Chris Meyer, Kedar Murthy, Kelly Noel, Kali Nordquist, Dan Price, Mark Renholzberger, Nyle Riegle, Dieter Schultz, Amanda Stapleton, Robert Stone, Jessica Toth, **ARBOT**-Paul Palmer, **Absent**-Steve Gillman, Steven Schmitz, **Staff Present**-Steve Brady, Charlie Ricker, and Katie Hoffmann.

- III. Approval of Minutes – Kelly Noel
 - a. Robert Stone made a motion to approve; Jessica Toth seconded; motion carried.

- IV. D&I Moment – Kelly Noel
 - a. Kelly stated that she emailed a couple of articles focused on impacts of women and minority women in the workforce throughout the course of the pandemic and the heavier load that is typically put on women. Kelly opened the floor for discussion on these articles. Some points raised follow.

*When schools closed there was no day care available which makes certain jobs more vulnerable. If you had a desk job and were able to work from home, you were fortunate. For a lot of working moms, deciding whether to stay at your job was not based on whether you liked your job but whether you had somewhere for your kids to go and do they have the support they need for online learning. A lot of this is left up to women to figure out how to adapt.

*The daily impact on children and not having the socialization they need

with other kids was also a major factor during this pandemic.

*Working from home and trying to maintain schedules for children at home and online learning caused women to be working around the clock. There is no separation of work from home.

*When looking at social media, you can see where a lot of working moms and probably some fathers, are working at 3 a.m. Women seem to be the ones stressing out and working very strange hours to help children with their schooling or get other household tasks completed. Because of this, marriages are starting to breakdown.

*There is a lot of parental guilt in trying to work from home and having your children there trying to learn and having them come to you for help for their class and having to say I can't help right now.

*The disproportionate effect on women of color, especially black women, and the education difference seem to have a dramatic impact on how drastically someone is affected by this.

*Making time to see each other is also a factor. Parents are not driving kids to school, everyone has their own space to do their work, and everyone's schedule is different, so trying to make time to get together has become more difficult. This has turned the world upside down; people need to have those interactions.

*Women of color in the career field have always struggled with the support and retention and this has made that worse. Looking at unemployment numbers from week to week, it is a disproportionate number of how many women are affected but also how many women of color are affected. This is an opportunity and a necessity to look at these numbers and find out why this is and why certain populations are so vulnerable to an incident like this. What resources can be provided so that certain people were not doomed when something like this comes up.

*There is also a gender pay gap. If a husband and wife both have careers and one is being paid more than the other, in this case the male, a family is now making the decision on how to balance all these dynamics currently in the environment of the covid world. How much is this influencing the decisions people must make, which, why is that pay gap there if you are both providing the exact same equivalent skill in performance? For every dollar, the pay gap is \$.82; an \$.18 pay gap. That is drastic if you are in a

situation where you need to decide to balance your needs at one time. There is also a bigger disparity for women of color.

Kelly encouraged leaders to take this conversation back to their teams and continue this conversation. There is a huge opportunity ahead to recruit diverse talent, not only at Rose but professionally. There is an opportunity to reengage women and minorities and figure out how to create flexible work environments that are successful. Be conscious as leaders of the mental, physical, and emotional health impacts that have happened in the last year and what each of you as leaders can do. If you have skipped any of your preventative care in the last year, please get that taken care. There is an extreme amount of backlog and the big concern is that preventative screenings have been put on hold.

V. New Business

a. Alumni Awards – Nellie Hohne

- i. Nellie referred to Katie Hoffman on the Honorary faculty, staff, and Collegian Rose winners. Katie stated that the on-campus committees met and decided on winners for those awards. Like last year when we announced these to this group, please keep them confidential because we are in the process of making notifications. It will be another week or two before they are all notified. The Honorary Alumni Staff winner is Ryan Brimberry, Associate Dean of Student Affairs and he used to run the SRC. The Honorary Alumni Faculty is Dr. Dave Purdy, Professor of Mechanical Engineering. The Collegian Rose winner is Kim Henthorn, Professor of Chemical Engineering, a '99 alumnus. Kim was recently promoted to the Head of the Department of Chemical Engineering.
- ii. Our plan as of now is to have an in-person awards ceremony during our August 21st Alumni Board meeting.

b. AAB Open Seat Nominations – Kedar Murthy

- i. Similar process that was used in the past with the only difference being that we solicited people from the specific decades that we require for the AAB positions. This was initially screened by Steve and Brandon and then Greg and I looked at them because there was some overlap between the AAB and ARBOT. Of the 18 people that applied, five were interviewed. Based on the interview, Dr. Alyssa Hill Riley and Mike Chaney are being nominated. Alyssa is a 2000 graduate and is a physician in Texas. Mike is a 1981 graduate and is a retired senior level PNG executive and lives in Ohio. Both would be valuable additions to the board. These are the two nominations that are being put forth.

- ii. Kelly asked if there were any questions or comments regarding these nominations. No questions or comments. Dan Price made a motion to approve; Nellie Hohne seconded. Motion approved.
 - iii. Kelly added that the board has been doing a better job of pairing new members with a mentor so when they show up for their first meeting in August, they will have someone that can introduce them to the group and make sure they know what to expect when they are coming in. If you are interested in being their mentor, please indicate that to Kedar and as he is reaching out to them, he can let them know.
 - iv. Dan Price volunteered to be Mike Chaney's mentor. Alyssa Lobo volunteered to mentor Alyssa Hill Riley.
- c. ARBOT Nomination – Greg Gotwald
- i. This is similar process as last year and the AAB nominations. We solicit the nominees, Steve, Brandon, and Institutional Advancement go through the initial cut. Kedar, Brandon and I discussed the finalists, went with the recommendations, and interviewed them. It came down to two finalists and was a hard decision. But based on our criteria, Robert Stone was the choice.
 - ii. Kelly asked for any questions or comments, there were none. Kelly asked for a motion to accept the appointment. Matt Iwema made a motion to approve; Jason Karlen seconded. Motion approved.
- d. 2021-2023 Vice President Nomination and Vote
- i. Kelly briefly explained the election policy for voting. The Vice President, President and Past President all serve two-year terms. The Vice President is the only elected position and then you move through a six-year cycle. There will be two rounds of voting since there are more than two candidates; vote for one candidate in each round. Charlie will be sending out the ballot (via chat) with the three candidates and then when narrowed down to two, a new ballot will be sent to everyone.
 - ii. We have three candidates, and their information is on pages 14-18 of the board book. Candidates are Nellie Hohne, John McClain, and Dieter Schultz and we will go in that order. Candidates will have two minutes to speak.
 - 1. Nellie Hohne, '99 graduate in Mechanical Engineering. Husband is also a '99 grad but he is a CHE. The reason I am running for this position is, like all of you, I love Rose-Hulman and have always wanted to give back to my alma mater. I graduated from high school in Texas and moving to a small town in Indiana terrified me. Not only was I going to college, but I was moving far away from home. Rose made it easy. That sense of family and community and that desire

to make sure everyone succeeds really helped make things wonderful for me and I want to pass that along to other students and alumni. I have been involved with Rose in some capacity almost every year since graduation. I have been on the AAB for almost 10 years and before that I was a founding member of the Young Alumni Council and before that I was part of a small group called Link. I want to help foster that sense of community for our alumni and our students. Some things I would like to focus on, if elected, is young alumni engagement. It is so important for those young alumni to stay engaged throughout their lifetime. Covid kind of stalled a lot of things and I would like to find the best way to get that going again.

A couple of years ago the AAB redid the Constitution. Greg Gotwald did so much work on this, but we have policy documents and that solidify our structure as a board. I would like to look at some other things like fine tuning our committees. Should people be staying on the same committee while on the AAB or should they move around to other committees just to share best practices. Should Committee Chairs change? Sometimes it is nice to have fresh ideas and maybe it is a good idea to pass that baton to someone else.

On a final note, my oldest is going to be a high school freshman this year and her goal is to go to Rose. I am excited and terrified. I am excited to see what it is like to be on that side of Rose, the perspective from a parent's side. It will be new and scary and I hope to provide feedback on how it can help the AAB and the institute.

2. John McClain, class of '81, Mechanical Engineering. The first half of my professional career was spent at General Motors, what is now Rolls Royce in Indianapolis. The bulk of the second half of my career was spent at Caterpillar in San Diego, California. It has been an interesting mix of living in Indiana and California. I retired from Cat a few years ago and started some consulting work and contracting work. Until Covid hit, I was working for an engineering services company out of India working for Rolls Royce. Covid hit and now I am one of those people no longer in the workforce for the time being.

I have been a lifelong donor and am on my second term with the AAB. I think everything is going well except for not being able to get together and that has been a difficult time for all of us. I would like to expand our alumni engagement. Three major areas that we really want help with is finding the best recruits, helping us hire our graduates and lastly, donating to the endowment.

From an actual execution of the AAB, I think we are working extremely well now. I think trying to keep the committees fresh and active is a challenge, even with how we work with the school and I think that is something we can focus on.

3. Dieter Shultz, from Indiana, currently living in Texas, graduate of '16 with a Civil and Environmental Engineering degree. I stayed one more year and pursued Engineering Management and finished in '17. I moved to Houston, working for ExxonMobil, where my career continues. As I reflect on how I ended up at Rose, I still do not have the best answer, other than my dad told me I could not go to soccer practice unless I applied. I reflect on that and think about how Rose has provided so many opportunities; these are a reflection of what the institution has built in a family and community. I want to help provide that opportunity to other people as an ambassador for the school and making sure that people recognize the opportunities that Rose-Hulman provides, both in a career but also in life and friends.

You are scared when you want to go to Rose; you see it as an expensive tuition, a small school and maybe you do not even know you want to study engineering but you like STEM. How do we continue to educate people on how amazing a place Rose-Hulman is? Then when you leave Rose-Hulman, how do you want to stay connected. Rose-Hulman is hard, and I feel that the younger alumni want to be removed for a few years because of all the homework and things that happened with how challenging it was. Next chapter of life, I will come back to Rose in a few years.

I want to focus on the young alumni engagement and understand why they are doing that? Is it because they are pursuing their career and do not want to come back until they realize how important Rose was to them? After engaging with several friends, I have asked them what do

they want from Rose? What would make you want to be back and be engaged? What makes you want to go back to Homecoming? The consensus was, if Rose-Hulman could help me pivot my career, that would be something that would be tremendously valuable. It would improve engagement both amongst the school and older alumni because you have an entire network working together across many different age groups and that is where I would like to put my focus. I think I can help, because being younger, I have a perspective to that. I think it is a strength that I could utilize.

- iii. First round of voting took place. Charlie shared the results of the first round and Nellie Hohne and John McClain will be moving forward to a second round of voting.
- iv. Kelly moved to Old Business while voting being tallied. The upcoming meeting dates are set as far in advance as possible. The summer of 2021, as Nellie mentioned, Alumni Awards will take place on Saturday, August 21st at Rose. There will still be an optional dial in. The awards session is a little bit more challenging to do virtually. The fall meeting of this year is Friday, November 5 and will be in Indy. Spring of 2022 will be back in Terre Haute. Summer of 2022, the date will be August 6 and will be in Boston and the fall meeting will be in Indianapolis on Friday, November 4. Please get these dates on your calendars.

There was a question raised about the meeting that was supposed to be in Chicago being rescheduled. Steve Brady announced that there will be an alumni event on August 8, it is the cross-town rival game between the Cubs and the Sox at Wrigley Field.

- v. Second round of voting completed. Charlie congratulated Nellie Hohne who has been voted in as Vice President.

VI. Break

VII. Staff Report – Steve Brady

- a. Thanks for spending part of your Saturday morning helping Dear Old Rose, it is appreciated. When everything went virtual, many events transitioned to online events. One event that has shown very positive results is Rose Talks. There have been a lot of reservations, about 1,300 over the past year. There have been 12 events from a variety of faculty and alumni speaking. There are at least five scheduled talks coming up and Kelly Noel is on April 15 at 8 pm EST. These events are posted online afterwards, and there is a lot of traction with that too. This is something that will continue as we transition back to in-person events.

These events have had great success because they are very targeted but not geographically restricted events. There have been a lot of targeted, very specific topics covered that we would not be able to do for an in-person event in a very specific location. Rose Talks was originally based on something that has happened on campus for awhile called Lightning Talks. Lightning Talks was started by a couple of faculty members, one of them being Bill Kline, who recently passed away, and is a huge loss for Rose.

Last fall every alum could encourage a perspective student to apply, and the application fee was waived through their connection. Over 600 fee waivers were used and 386 of them were from Indiana.

This is the second year for the Noblitt Scholars program; in its infancy it was the Chauncey Rose Scholars Program. We had an opportunity to interview about 150 students. We are working now to get information to those students who are making the cut to be Noblitt Scholars. This event would not work without the alumni volunteers, many of which are on the AAB. Our admissions and enrollment office are optimistic about trying to continue to use alumni in this manner as we get back to face to face. The Noblitt Scholars is doing well, and we have about 80 students this current year. Our current goal is to add another 55 students next fall. Dr. Christine Buckley is the current director of the Noblitt Scholars program. Niles and Nancy Noblitt remain very engaged in this. We are excited about this program moving forward; it certainly is helping Rose attract some of the best, most competitive students across the country and across the world. There were 2-3 students who were from international locations this year.

The Alumni Mentor program, which is a Lilly Endowment funded program has a goal of attaining 60 mentors. Charlie is currently working with this program.

- i. Charlie added that it is a pilot program right now with seven alumni and seven students. Allison Bowman Rogers is a mentor and Matt Iwema has volunteered to mentor next fall. Right now, we are exploring specific online platforms to help match our mentors with students. This is really targeted at first year students who may need a little extra support, which we anticipate seeing a lot of post pandemic and post online senior years coming up in the fall of 2021 and 2022. The Lilly Endowment Grant funded it as a first-year student success program and that is our focus. The hope is to expand it to about 60 mentors and 60 students total.

The Alumni Advisory Board and other alumni volunteers have helped for the last couple of years with a postcard program to admitted students to try and get them to be deposited students. We will be doing that again this year and if you can help with that program, please let Charlie or myself know. We have helped build the enrollment for the last couple of years and this is a neat tradition that we want to continue, especially in this unusual time where many of our prospective students have not even visited campus.

Commencement is currently planned to be on campus, in person, on the football field and we are optimistic that it is going to be a huge success. Plans are being worked out for the traditional walk down the hill. Attendance will be limited to the number of guests per graduate and even the number of people on the platform will be limited. Alternate plans are being looked at in the event of bad weather.

Alumni Awards will be on campus, in-person, on the 21st of August. Great slate of alumni and everyone is excited to get an event back on campus.

Homecoming is going to be in-person, October 8-10. We are working on the traditional activities from the football game, Alumni Beer tent, and doing a Rose Talks live event. The new academic building will have been opened and tours should be given. We are trying to do a couple of special celebration activities for the Class of 2020 with the goal of making sure that they understand, that we know they had to leave in March in a way that we had no ability to anticipate, and that a lot of their traditional senior activities were not the same. The other thing we are working on and are excited about (this is a sneak peek for the Alumni board) is something that the Alumni Relations office has been working on with a professional toy company. We are hoping to be rolling out Lego kits during Homecoming. We are working on the first kit which will be the Mussallem Union and Deming. There will be one kit per year for the next 4-5 years with a limited number produced. We are hoping to get our major buildings 'Legolized' so you can have it in your office of wherever you want. The idea that Legos and engineering go together is something that is not lost on us. It used to be one of our major marketing campaigns for many years.

The unfortunate news for me, but a great opportunity for somebody else, is that Brandon Zollner is leaving Rose-Hulman on April 1. Brandon has been with Rose for about eight years. He started in corporate foundation relations and then two years ago moved into the ever-changing Alumni Relations office and has done a tremendous job in building a lot of processes and procedures to keep our alumni activities moving forward.

He has done a good job of building that team up and they are doing tremendous work. The last thing I want to do is disrupt any of that, so I have asked Charlie to assume the interim director role and Charlie has accepted that role. Join me in congratulating Charlie.

Campaign update – campaign at \$221.5 million. There has been another Lilly gift, just under \$2.5 million that Rose will get for student mental health. We are partnering with DePauw and St. Mary of the Woods to work on student mental health issues and some of that relates to retention. We are seeing consistent challenges across schools with student mental health. They are exhibiting themselves in different ways depending on the school. We are all smaller schools and the ability to have a full-time professional psychiatrist on hand is not something we can each afford. This will allow a shared resource model. So that \$221.5 will grow very quickly by another \$2.5 and there is also another \$1 million estate gift being worked on now. Everything is on track for us to finalize the campaign by the end of this fiscal year.

Rose is working on being a vaccination site for 3-4 days. As you heard, the age at which residents of Indiana can get vaccinated is just about down to 16 and we will be allowed to vaccinate all our students, even if they are an out-of-state student but have a Rose ID. We have seen very few cases and we have decreased the volume of testing. We were testing every week and now it is down to 30-35% of our community each week. All our athletes, due to the NCAA regulations, must be tested each week. There have been very few problems with our athletics.

VIII. ARBOT report – Paul Palmer

- a. Commencement plan is on track. It is going to be outdoors as Steve said.
- b. We are also going to be having in person recruiting and enrollment management opportunities beginning this summer. Getting people on campus to see our campus and interact with our faculty and breathe in the culture is critically important.
- c. We are projecting enrollment for 590 for the fall 2021 class, which is an increase, especially when we look at our domestic students. We made gains in strongholds for us in Indiana and Illinois, which is important when you think about who we compete against as well as with Black or African American students. We did see a decrease in international students and clearly, we do not know what that is going to look like going forward but it is something we need to be cognizant of and the folks in enrollment management are absolutely tracking that.
- d. The institute is looking for ways to manage a \$15.5M differential, consisting of \$9.9M in compensation and \$5.6M in operating. There is not

a tuition increase plan for the upcoming academic year. We are expecting to draw \$7.5M on the Rainy-Day fund to offset some of the gaps that we are going to have over the next three years. We are also expecting to have to draw \$8M on the Capital Reserve Fund over the next three years. The institution is going to be offering modest salary increases of 2% and reinstating the 8% contribution to retirement. The institute is also offering a limited window volunteer early retirement program to secure \$3M savings for the upcoming academic year.

- e. Diversity, Equity, and Inclusion efforts remain a major focus of the institute, across all three key campus groups: students, faculty, and staff. Leadership is evaluating appropriate metrics for the overall campus. The leadership has executed a robust series of DEI workshops and speakers during January and February. Hopefully, everyone had an opportunity to see some of the Black History Month programming in February as well as the Women's Month programming that is taking place now.
- f. When you look at the current year's budget, we are projecting about \$61k surplus. What was covid's impact? The overall impact on the institutes' wallet was roughly \$4M for testing, quarantining, and cleaning.
- g. The institute will begin the critical work of long-term strategic planning. They are looking at a two-tiered approach. Tier 1) "Pandemic Recovery" to move us to 2024. Tier 2) separate, longer term plan centered on the "150th Anniversary" for the Institute.
- h. There are a number of internal and external factors influencing Rose's future in both the short and long term.
 - i. We are seeing a shift in demographics and the interests of our students.
 - ii. The growing importance of DEI at the Institute, especially with the national events in 2020.
 - iii. The growing debate of the value of an education by students and families.
 - iv. The emergence of new online tools and resources. How do we engage using online tools not just to engage our students, faculty, and staff but also key stakeholders like our corporate partners and alumni like ourselves? Think about increased competition in the STEM education marketplace. Marian University in Indianapolis is launching an engineering program and engineering school. Three years ago, IU launched a computer engineering and cyber security program at its School of Informatics and Technology. So how should we position ourselves and think about what a STEM education looks like so we can position ourselves in the most favorable light moving forward.
- i. State and Federal funding for higher education is in flux.

- j. I encourage everyone to support our student athletes if you can, even just by watching them because there are some amazingly talented engineers that are also great athletes.
- k. Moench Hall is going to be renovated during a two-year project. The new academic building is on schedule to open this fall. It is a \$29M building providing 750,000 square feet of much needed space. Lastly, we continue to see an increase in the number of students struggling with first year calculus. Nearly 30% of students received a grade of D, W or F. As Rose graduates and people that work in STEM and education, you know that getting off to a good start is extremely important to your Rose experience and in your academic year. How do we best set these students up for success? How do we identify students that might struggle the first year so that we can offer them additional support so that they can be successful at Rose-Hulman.

Brief discussion about the calculus class followed.

- IX. Committee Reports – Kelly Noel
 - a. Executive Committee – Kelly Noel
 - i. No report to give currently.
 - b. Board Nominating – Kedar Murthy
 - i. In August we will be looking at the process we use for both AAB and ARBOT considering diversity and inclusion and making sure that our process does cover that.
 - c. Awards Committee – Nellie Hohne
 - i. Alumni Relations has asked our committee to look into possibly adding an Alumni Volunteer award to our award line up. Part of the reason for this is because while we look at community involvement, when we look at nominees for the three different awards that we go through, it is not necessarily something we focus on. An email was sent to my committee about this, and some good questions and comments came from that and it warrants some more conversation. So, we are going to meet in the next few months to see if this is an award we want to add. If this is something we want to add, we will work on the criteria, the wording, the questionnaire and propose that for a vote at our AAB meeting in August. That will line up well with our awards timeline because we open nominations on September 1.
 - d. Career Services Committee – John McClain
 - i. Just a couple of things to highlight, the class of 2021 is basically on track from prior years. We are doing better than we were last year, but this time was pre-covid. The seniors are getting job offers and

that is going along well and seems to be tracking well. The job fairs are still going to be virtual which has been working out well.

- ii. A few years ago, we set up with Career Services a program to support mid-career people in finding new positions and we had 87 people who approached the Career Services office this year for job assistance.
 - iii. The Career Services office is creating a bunch of new tools working with Charlie and Alumni Relations for supporting post-graduate placement and alumni seeking graduates. When that gets in place, they are going to want our help socializing that.
- e. Student Recruitment Committee – Jessica Toth
- i. This has been a slower year in recruiting just because it has been an odd year. We did assist in the Noblitt Scholars interview process. Interviewing students, asking questions, getting to know them and having an opportunity for students to ask questions like what campus is like, why is Rose so great. To talk through those things, like Nellie mentioned earlier about how Rose wants you to succeed, the sense of community and the sense of family, it was a great experience.
 - ii. I know we started the note card idea two years ago and it is great that the institution is taking that on and continuing that going forward. I believe we have all been letting Charlie know that we are again willing to write note cards. Another idea I want to discuss with the group is the opportunity to do an institutional survey, to ask faculty and staff how the AAB could be more engaged. One purpose is to reinforce that the AAB exists, and this is our mission, this is our purpose and here are the areas that we can help. Are there ideas or areas where you need our help? In talking with different faculty and helping with various items over the past few years, faculty members are engaged in an array of things off campus that we typically do not know about like stem evaluations, science fairs, math competitions, robotics competitions and if they need help in those areas to get the word out about Rose, we are available, and a lot of the faculty and staff do not know that. The group agreed that it sounded like a good idea. Steve stated that there are many different platforms that could be used but the challenge is going to be finding the appropriate time to send out a survey, you do not want it to suffer from survey fatigue. It could also be partnered with another survey.
- f. Young Alumni Committee – Matt Iwema
- i. Not too much to report. A lot of things are on hold. We are hoping that the rise of the vaccine and with things picking back up at Rose, that we can start planning some in-person events.

- X. Old Business updates were covered earlier.
- XI. Farewells – Kelly Noel
 - a. Several terms are expiring at the end of June. I will be transitioning to the Past President role; Greg will be finishing his mandatory term but still can elect to stay on and Kedar will transition to his Presidency officially on July
 - 1. Exciting to have those transitions and a little bittersweet. I missed being in person with everyone during this past year but excited that it was a two-year term so that we get to do some of the things at least once in person.
 - b. Steve extended a huge thank you to this group on behalf of Institutional Advancement for what they have been able to accomplish in their time and dedication to Rose. Kelly, Greg, Dan, Chris, Robert and Ashvin all have boxes that were sent to be opened now.
 - c. Kelly said that the members rolling off are Ashvin Lad from ARBOT, Robert Stone rolls off the AAB and transitions to ARBOT and Chris Meyer is rolling off the AAB after serving for many years. Thank you all for your service.
- XII. Adjournment – Kelly Noel
 - a. Meeting adjourned.