

Alumni Advisory Board

Summer - General Meeting Minutes

Saturday, August 10, 2024

- I. Welcome – Nellie Hohne
 - a. Nellie asked the current AAB members to introduce themselves to the newest members by giving their name, degree and where they lived when they were on campus.
- II. Roll Call – Mel Hayes
 - a. AAB - Jason Carlyle, Amy Cary, Mike Chaney, Steve Decker, Kameron Eisenhour, Derek Hahn, Nellie Hohne, Melva Holt, Neil Irwin, Joni Lipkowitz, Kenny McCleary, Kedar Murthy, Alexa Myers, Andrew Novotny, Craig Pohlman, Austin Salisbury, Casey Schroeppel, Dieter Shultz, Jeffery Smiley, Amanda Stapleton, Nick Wahl; Absent: Ashley Pinkham, Bill Schott, Floyd Yager.
 - b. ARBOT: Marie Stettler Kleine and Robert Stone; Absent, Chris Inman, Dan Price.
- III. Review Agenda and Approval of Minutes – Nellie Hohne
 - a. Motion to approve minutes, Dieter Schultz; seconded by Kedar Murthy, motion carried.
- IV. Expectations for new members – Nellie Hohne
 - a. The expectations for Board members is to be present at the meetings. Quality work is done when people are present. Time is set aside at each meeting for committee meetings where the work gets done.
 - b. New members - if there is a committee that peaks your interest, please sit in on that meeting. If not sure, please sit in on multiple committees for a few minutes. Amanda will reach out to you later to ask which committee(s) you would like to serve on. Please feel free to ask questions.
- V. ARBOT Report – Robert Stone
 - a. During the spring board meeting degrees were awarded, there was an update on placement, faculty appointments were discussed and Dr. Bear gave an update on enrollment, which has been challenging this past year. Two items changed the enrollment environment this past year, 1) the Supreme Court's rejection of Affirmative Action and 2) the FAFSA disaster. In spite of all of that, Rose received a record number of applicants and the admit rate is slightly higher. Rose is on track to have the size of class it is targeting. Tuition and fees are about \$700.00 below target. On average students, will pay about \$22,500.
 - b. Senior class placement has done average. 100% placement is unrealistic due to students going to graduate school, specific or particular criteria in terms of the type of job they are looking for, and some graduates have geographic limitations in their job search.
 - c. Rose is in the phase of doing what it can to attract students to the programs it has. It is a challenge to create a new major and recruit needed faculty.
 - d. Rose has done very well with international student recruitment. Rose is broadening their recruiting efforts around the world, particularly looking at India and other areas of Asia outside of China. There has been a good pool of

applicants from India and Rose has also had a higher number of students from Europe the last few years.

- e. A period of questions, answers and discussion took place.
- f. Nellie added this is Robert's final ARBOT meeting and thanked him for his time served as an ARBOT member and for taking time to answer questions and listen to the AAB feedback.

VI. Institutional Advancement – Steve Brady

- a. Graduation ceremony very successful. Dr. Mae Jemison was the Sesquicentennial Commencement speaker and did a phenomenal job. Rose added a drone taking video that was fed into the auditorium or field house so guests can watch the march down the hill.
- b. Summer camps, Catapult, and special projects all sold out this summer. Summer camps have a unique reporting line, in that they are all run out of enrollment management with dotted lines to student affairs, academic affairs and faculty. Dr Bear has been working with Indianapolis non-governmental organizations to increase the diversity of our summer camps. Lilly has been helpful with scholarships as well as some alumni. This is an opportunity to bring more students to campus. Historically, since Catapult began, 30% of those who attended camp, end up attending Rose-Hulman.
- c. In early June, IA lost Jeff Malloy. Jeff was the Director of Major Gifts. Rose has hired a search firm to help replace not only Jeff's position but also the Gift Officer for Foundation and Corporate Relations.
- d. The new residence hall has all four floors, not finished, but built out and is scheduled to open in August of 2025. Rose wants to make an effort to make sure buildings have a name on them.
- e. Rose will be receiving \$30.5 million from Lilly for three exciting projects. President Coons will give updates on those projects.
- f. There will be a groundbreaking ceremony during Homecoming on Thursday for the Innovation Grove project, the naming of the new academic building, and quad dedication. The Gala will be held on Saturday night.
- g. The student recreation center is also going to have some expansion. They will be adding office space which will allow Rose to add additional sports.
- h. Last year the senior class project added a pickleball court and that should be completed by September.
- i. Chauncey Rose Society had a lifetime giving minimum of \$50,000 and that is in the process of increasing to \$100,000. The fairest way to accomplish this transition is to allow people to make pledges. Normally there are 13-15 jacket presentations during Homecoming and this fall it will be 50+. Alums can make a pledge through the end of this calendar year to fulfill the difference between where they are at and the \$50,000, as long as the pledge is fulfilled within the next five-year timeframe.

VII. Alumni Relations – Charlie Ricker

- a. Alumni Relations continues with Sesquicentennial events in multiple cities. In April, there were events in Minneapolis and Atlanta and Pole Day was in May at the Indianapolis Motor Speedway. Rob and Santhana spent 2.5 weeks in India in three different cities and yielded a couple of alums from Mumbai that want to start an India specific alumni group and organization that can get together

multiple times a year. Our newest gift officer, Macy Rogers, visited Houston and held an event with Dieter Schultz. Senior Celebration was held the night before commencement to welcome our newest alumni and in July, there was an event in Seattle. Upcoming events for Alumni Relations - Detroit, Pittsburgh, and Salt Lake City. Chicago and Naperville are currently being scheduled for September or mid-October. The next AAB meeting will be held in Indianapolis and then off to Washington, D.C. to round out the sesquicentennial celebrations and wrap up the year.

- b. Homecoming will be held the first weekend in October (4-6). In addition to the events Steve spoke of with groundbreaking, ribbon cuttings, and dedications there will also be all of the standard Homecoming activities. Friday night reunions, Saturday morning reunions and the Gala on Saturday night. Homecoming registration is now live. There will be another drone show this year prior to the bonfire.
- c. The next Lego kit was discussed at the last meeting and how the cost has skyrocketed. Thanks to our Vice President and Chief Business Officer, Tyler Kearney, the next set will be able to be purchased. Our next set is under design which will be Moench and the water tower. This Lego kit will be more expensive due to size of kit.
- d. Preview of our focus for 24-25 is to take what we have learned from these post COVID sesquicentennial events and apply those principles in five target cities: Indianapolis, Chicago, Cincinnati, Houston and Seattle. There will be a more targeted approach to those five cities for a year, to see what our data is at the end of that year. During the sesquicentennial, a lot of the virtual outreach was put on hold so that Alumni Relations could focus on in-person events. Our goal is to find a balance between virtual opportunities for alumni in cities where our population is small and larger cities that may be hard to get across to attend an event. How do we engage these alumni through a virtual event? Alumni Relations will be investigating that further.
- e. Memory Fox and Instagram are still ongoing. There was an uptick in Memory Fox over the summer and the hope is that as students return there will be another uptick. New prompts will be coming in August. If anyone is interested in doing the Instagram takeover, please contact Caitlin at nash1@rose-hulman.edu to set that up.
- f. The fee waiver code email was sent out last week. Codes can be used multiple times, just be judicious with your code. The goal is to give that to students who really have an interest in a STEM education.

VIII. New Business

- a. ARBOT Selection – Nellie Hohne
 - i. Explanation given to new AAB members on the ARBOT position. The AAB revamped the process on how to pick those individuals. There is proposed new wording for the Constitution that was presented to the group at the last meeting per bylaw procedure. There were no questions or concerns presented so a vote will be taken to approve the change. Nellie entertained a motion to approve the Constitution changes as presented; Kedar motioned to approve, Amanda seconded the motion all in favor. Motion passed.

- b. New Members – Amanda Stapleton
 - i. Several new members have joined the AAB. Ashley Pinkham, Derek Hawn, Joni Lipkowitz, Austin Salisbury and Nick Wahl. Four of them are from the 2010's and one is from the 2020's, which is Ashley. Welcome aboard.
- c. Fee Waivers – Dieter Schultz
 - i. Email was sent out on August 7th from Alumni Relations. If not in your Inbox, please check Spam and Junk or reach out to Alumni Relations to have code resent.

IX. Breakout Sessions

X. Committee Report Out

- a. Alumni Engagement – Jeffery Smiley
 - i. Discussed solidifying the role of the engagement committee, which is working as an information catalyst between the network coordinators and our alumni at large. Discussed additional events that we would like to encourage our network coordinators to have and will have to work with Alumni Relations in understanding what data analytics are available.
 - ii. At this point, need feedback from Alumni Relations because they're driving our data and analytics and event registration; then synchronize all of this into a playbook and send out for a greater vote or review by this body.
 - iii. From an internal working committee standpoint, there were not enough members to have discussion on minor edits to the standard operating procedure. This will be sent digitally to the board.
 - iv. The hope is to have a couple of trial events this quarter and to get the 150th message out there.
- b. Board Membership – Amanda Stapleton
 - i. Page 17 of the Board book – welcomed our five new members and updated the current membership stats. The actual percentage of alumni may be a little off because that snapshot is from the last meeting. Charlie added that the 2024 class just got added to the alumni data and new numbers will be provided. Report will be updated/current for the November meeting. Report also shows the membership and percentages across those decades.
 - ii. At the spring meeting our number was at 22. There were some members that had dropped mid cycle so the Board opted to have five join rather than three. The Board can have up to 26 members and is currently at 24. There is a nice geographic spread across states as well as majors.
 - iii. Looking ahead, there are two individuals completing their term next July and there are nine individuals that are up for renewal. A message will be sent to those individuals to see if they want to renew and that will drive how many spots are to be filled next year.
- c. Awards – Mike Chaney
 - i. Requests for nominations will go out in September. Charlie will send the list of criteria which will be shared with the committee. **As a reminder, if**

there is anyone that you know that is deserving of an award, please nominate them. Last year there were not enough applications and the deadline had to be extended.

- d. Student Recruitment – Dieter Schultz
 - i. On the AAB roster, please check **all** of your contact information and if anything is not correct, please submit corrections to Charlie and to Holly (kowalski@rose-hulman.edu) and they will get your profile updated as well as the roster. Notecards would go to those addresses; however, they are going to be handed out at the next meeting.
 - ii. Dr. Bear reported that there are a record number of deposits coming this school year; however, he also anticipates a record number of cancellations. That being said, Dr. Bear believes that Rose will still hit the target for enrollment.
 - iii. There were 31 Noblitt scholars this year. There's a range of how much fellowship is given. Dr. Bear is pleased with the quality of this program. (Steve gave a brief explanation of this to new members).
 - iv. The fee waiver was already discussed. The notecard initiative will happen again this fall (brief explanation given to new members). As a follow-up, since the AAB has been doing this for the last three years, the AAB would like to know, of those students that have had notecards sent to them, how many actually came to Rose. This year Mel and Charlie will bring the notecards to the November meeting. Please hold on to them and the list of students to contact will be emailed at a later date.
- e. Career Services – Melva Holt and Andrew Novotny
 - i. Forward progress on outlining what initiatives the Career Services Committee wants to move towards. Two main things for planning is trying to get alumni involved to put graduating seniors in a better position as they start looking for employment and assist them with how to interact with higher leadership, how to write an email to a team member vs. higher leadership, etc. And second, there are a variety of majors at Rose and with that are a variety of roles that prospective graduates could go into. If alumni could take 30 minutes to do a zoom call with prospective graduates to tell them, I'm a manufacturing engineer, or I'm a project manager, or I'm in automation control and this is what my job involves. So as students are applying for these roles, they have a better understanding of the job they are applying for.
 - ii. Committee will get in contact with Career Services and see if this is something that would complement what they are currently doing.
- XI. Guest Speaker – Rob Coons, President of Rose-Hulman
 - a. Total enrollment as of last fall was 2,250. Rose has an initiative to grow enrollment in a modest way to a maximum cap of 2,400. Last year Rose missed our goal by a few students but still had an amazing class academically. The class was in the high 500's and the goal has been 610. Rose is on target to have that class size this fall; this morning the number was at 615. The enrollment process has been dramatic this year because of the challenges around the financial aid process. It has made the recruitment process very difficult but our enrollment team has done a phenomenal job.

- b. Placement Rate for 2023 was at 99%. There were just one or two that we couldn't convince but everyone else is either placed in a job or in grad school or ROTC/military leadership. \$144,000 was the highest reported offer.
- c. There has been a lot of turmoil in computer science and software engineering. The demand has been huge the last several years but a number of the largest players in that industry are making adjustments. As a result, that has had an impact on recruitment.
- d. The Sesquicentennial is ongoing and there are a number of exciting events happening. Visits to major cities with a significant concentration of alums are getting campus updates. There has been positive feedback from these events and attendance has been better this year.
- e. Groundbreaking at Innovation Grove will take place on Thursday, October 3rd. This will be a joint groundbreaking event with our joint partner, Union Health. Homecoming will be October 4-6 and another unique event will be the Rose Gala on Saturday evening at the Terre Haute Convention Center, black tie optional. Our goal is to have an event that is a little more formal and celebrate 150 years.
- f. The new residence hall is on schedule and on budget. That is good news because there is a waiting list again this fall for residents on campus. The demand for living on campus continues to grow and there are currently 40-50 on the waiting list. This new residence hall will help with that issue. It will be ready in July 2025. Our plans are to immediately move into the new residence hall and then close Speed. Speed will be closed for one year to renovate and install air conditioning. When all renovations are complete, there will be an additional 160 beds on campus.

The quad project has taken longer than anticipated. The hope was for it to be completed in July but it is now August. Grass seed is being put down and won't be lush for Homecoming but it will be open. This walkway through campus is meant to be relaxing, uniform and clean. This is a wonderful enhancement and is all accessible, no more stairwells.

There is not a lot to see at the SRC, as of yet. This will be a \$5 million expansion project to include offices, equipment storage, and recruitment space. The SRC building was built in 1997 and it has aged well. The locker rooms take some wear and tear and those will also be renovated with an additional locker room added. The recruitment room will add space for visitors who are currently taken to the field and around campus. This space will give them room to do some nice presentations. Last year Rose hit records with the number of visitors on campus. Rose has over 600 varsity athletes this fall.

- g. As part of the senior gift last year and fundraising, the senior class raised significant funds to put a pickleball court on campus. There was also a significant donor, who had planned for his gift to go towards a dome over the tennis courts but redirected his gift to the pickleball courts. Courts will be located south of the apartment residence hall. Given the popularity of the sport, there was some concern over community interest. Our goal is to make sure that students have

first access, which played a part in the location. The courts will not be ready for the start of school but should be ready by Homecoming.

- h. There are four themes in our strategic plan and Innovation Grove, in particular, is one reason why we're excited about it. The key themes of the plan are to:
 1. Infuse Sustainability into the Rose-Hulman Education and Culture
 2. Instill a Mindset of Innovation, Discovery, and Entrepreneurship
 3. Prepare Students to be Leaders in a Global and Diverse Society
 4. Increase the Affordability and Value of a Rose-Hulman Education
- i. As you might imagine, the biggest challenge with this is cost. The next step will be designing a campaign to fund some of these elements.
- j. Trails to Innovation. This is Rose-Hulman's version of the Innovation Park (map was displayed of Hulman property). As you travel from north to south, the first third of the property will involve some type of expansion of campus, perhaps athletic fields or outdoor music/performance space. Renovation of the old Hulman Lodge has several potential opportunities such as an art gallery.

The center piece of this property has active oil wells. The school has mineral rights on everything on the property long term. The two existing operating wells were to continue to be pumped until they were exhausted. The Hulman family sold that interest to Countrymark and they are responsible for the cleanup of that space. Since that time, Countrymark has reached out because they believe there might be additional deposits in that area and they would like to consider additional drilling. There are ongoing discussions about containing that activity to that space and sharing the royalty income to help support this property.

Directly south of this is where Rose would like to install a solar farm because it is already being farmed and is an open space.

The southwest corner is the target area for development. There is the hope of a trail that would connect to the trail behind campus and then that would wrap around campus. The idea is to use pathways already in place and minimize the cost of additional bridges. It would involve straightening up around the baseball field and a pedestrian bridge over US 40 and continue to the south edge of the property. The goal is to have the trailhead to the north connect to Dobbs park. This will help the city and county connect several trailways into a continuous loop. What it does for Rose is to create a pedestrian trail to Innovation Grove itself. A goal of the Lilly grant was for the school to become more active in their community and improve the quality of place.

A rendering of the new building was displayed with the Rose-Hulman Venture space and ambulatory surgery center. Union Health would have a ground lease with Rose-Hulman, which addresses all the legal aspects of this co-ownership between Union Health and Indiana Joint Replacement Institute (IJRI). The idea is to collate these spaces to share resources and create unique experiences for undergrads. All of this activity was funded by the planning grant from Lilly Endowments. They gave us \$125,000 for planning and phase 1 and then Rose

received news that we were awarded the grant of \$30.5 million. That is the largest single gift or grant in Rose-Hulman's history.

Dr. Michael Meneghini, a Rose alum who went on to receive his medical degree, is a renowned joint replacement surgeon. He has facilities in Ft. Wayne, Noblesville, Naples, Florida, and this sight would be his next. There has been a lot of discussion on how to create opportunities for our communities to interact. One of the most exciting ideas is our biomedical students would have the opportunity to actually spend time in the surgery center and observe the process. The surgeons would be able to come over and use conference space and hold professional development sessions. There will also be the potential to grow the Masters degree program in biomedical engineering. Dr. Meneghini believes this will create an opportunity for more employment for individuals with those qualifications and skill set. This will be a unique space, adjacent to campus, to be share with healthcare providers. The plan is to have a joint groundbreaking on October 3 this fall. Further renderings were displayed on pedestrian bridge over US 40 and walking trail.

- k. A video was played. These are short clips being played at different locations with different audiences to help people understand what Rose-Hulman's core mission is as an institution.
 - l. President Coons opened the floor for questions and discussion.
- XII. Upcoming Meeting Dates – Nellie Hohne
- a. Fall 2024: Saturday, November 9th (Indianapolis)
 - b. Spring 2025: Saturday, April 5th (Terre Haute – Alumni Awards)
 - c. Summer 2025: Saturday, August 9th (Terre Haute)
 - d. Fall 2025: Saturday, November 8th (Indianapolis)
 - e. Spring 2026: Saturday, April 18th (Terre Haute – Alumni Awards)
- XIII. Adjournment – Nellie Hohne