



Alumni Association

Summary of August 9, 2013 Alumni Advisory Board Meeting

Alumni Clubs Report

ST. LOUIS CLUB ACTIVITIES

We had a 32-seat sellout for the June 19th Alumni Event at the Cardinals / Cubs game at Busch Stadium. We had **fantastic** support on all fronts from the Office of Alumni Affairs (Jim & Pam Bertoli, and Bretta Schriener), and going above and beyond the call of duty was the fact that Pam and Jim were celebrating their wedding anniversary that day! The latest Rose-Hulman hats and water bottles were distributed to all attendees. All alumni and their family / friends had a great time – the surprising fact was that roughly ½ of the Alumni attendees were decked-out in Cubs attire! The right team won (Cardinals), yet the alums on the losing end of the game still had a great time, and besides, they're used to seeing their Cubbies lose! J

We'll look to build on this successful STL event with another in the Fall / Winter after Homecoming (Possibly golf outing and / or tour of Bastian Robotics / or special event with President Conwell).

INDY CLUB ACTIVITY

4th of July Indian's Event at Victory Field

It has been reported that the traditional 4th of July picnic, game and fireworks at Victory Field was a big success. Over 100 alumni, faculty and staff members had a great time and watched President Conwell throw out the first pitch. It was an off-speed ball, but over the plate.

Alumni Recognition

Jim Bertoli and Hugh Baker are in the process of determining if there are any Indy area alumni that should be nominated for the Indy's Best & Brightest Awards. You may recall that last year we had three alumni make the finalist pool with Tracey Lockhart '02, Dedric Day '03 and Greg Gotwald '01. Greg was one of the only 10 award winners.

"Meet the President" Indy Receptions

The Alumni Affairs staff has organized a series of receptions in the Indianapolis area to provide our alumni the opportunity to meet our new president, Dr. Jim Conwell. Alumni, and a guest, are invited to chat with the President and also reconnect with other alumni. The receptions will include an open bar and great food and reception locations have been purposefully scheduled in various locations in Indianapolis for the convenience of our alumni. The confirmed dates and location are listed below:

- SEP (Software Engineering Professionals) in Carmel
Wednesday, September 4th, 5:30 to 7:00 pm
- Bankers Life Fieldhouse, downtown
Tuesday, September, 17, 2013, 5:30 to 7:00 pm
- Stone Creek Dining Company in Greenwood
Wednesday, September 25, 2013, 5:30 to 7:00 pm

- Hilton Garden Inn Indianapolis Airport
Thursday, September 26, 2013, 5:30 to 7:00 pm
- BSA LifeStructures-North Side of Indy
Tuesday, October 1, 2013, 5:30 to 7:00 pm

ROSE ON THE ROAD

The **Seattle** Rose on the Road was a big success! The RHIT couple of Ryan '02 & Angel '02 Johnson were gracious hosts of 40 alumni and friends on July 27th. Dr. Cary Laxer joined Jim Bertoli since the majority of alums attending the event were his former CSSE students.

Details are being finalized for the October 3rd Rose on the Road event in **Ft. Wayne**. Jacque Wilson '96 made arrangements for Carson Boxberger to host the event, including covering all of the event costs. We currently have 14 people signed up for the event.

The date of November 9th has been set for **San Francisco** thanks to the efforts of new club coordinator, Brad Woodcox '04. The luncheon event will be hosted in Brad's offices at Novak Druce Connolly Bove + Quigg LLP in downtown San Francisco.

Details are being worked out with Jeff Burgan '77 for a Rose on the Road event in **Chicago** on Thursday, October 10th at the University Club.

Target locations and clubs that have shown a genuine interest in hosting a Rose on the Road event are Cleveland, Cincinnati, Washington D.C., & New York City.

UPDATED ALUMNI CLUB COORDINATOR LIST

Quite a few additions (~26) / changes have occurred as we try to hone the right individuals to help us grow / foster Alumni Club Activities across the country. Jim Bertoli has done a great job in getting fresh folks involved in his travels and communications. Here is the latest list from our website, with newer coordinators in 2013 **highlighted**:

Club	Contacts
Atlanta, GA	<u>Erin Gawron '99</u> & <u>Alex Bowers Schoen '03</u>
Bloomington, IN	<u>Katy Evert '08</u> - Lead Coordinator & <u>Rob Hochstetler '91</u>
Boston, MA	<u>Shawn Smith '05</u> & <u>Benjamin Smith '97</u>
Cedar Rapids, IA	<u>Sarah Fine '08</u> <u>Marieda Freese '05</u>
Chicago, IL	<u>Walt Flood III '75</u> & <u>Walt Flood IV '03</u>
Cincinnati, OH	<u>David Crawford '94</u>
Cleveland, OH	<u>Dan Krieg '92</u>
Columbus, OH	<u>Mark Reed '91</u>

Dallas, TX	<u>Jon Walls '00</u>
Dayton, OH	<u>Morg Bruck '69, Autumn Faith '03, Bob Johnson '52 & Dan Wolodkiewicz '82</u>
Denver, CO	<u>Steve Loper '92</u>
Detroit, MI	<u>Chris Lanker '92</u>
Evansville, IN	<u>Donald D. Carrell '57</u>
Fort Wayne, IN	<u>Joe Witulski '88</u> & <u>Jacque Wilson '96</u>
Grand Rapids, MI	<u>David Price '86</u>
Greenville/Spratanburg, SC	<u>Steve Meyer '89</u> - Lead Coordinator, <u>Alicia Harmon '06</u> & <u>Meredith Woodard '10</u>
Kansas City	<u>Ashley Erffmeyer '08</u>
Hawaii	<u>Curt Yee '65</u>
Houston, TX	<u>John Jacobi '69</u> & <u>Jessica Albert '04</u>
Indianapolis, IN	<u>Dedric Day '03, Steve Nerney '85, Mark Kipp '83, Nate Richter '09 & Clayton MacCrandle '10</u>
Los Angeles, CA	<u>Doug Hileman '76</u>
Louisville, KY	<u>Todd Royer '80</u>
Milwaukee, WI	<u>Kimberly Secrist '12</u>
Minneapolis, MN	<u>Peter Wentzel '89</u>
New York City, NY	<u>Guillaume Rousson '09</u>
Peoria, IL	<u>Jennifer Hirsch '07 & Carrie McDonald '12</u>
Philadelphia, PA	<u>Baron Gemmer '85</u>
Phoenix, AZ	<u>Ron Ireland '61</u>
Raleigh-Durham, NC	<u>Jim Goebel '05</u>
Saint Louis, MO	<u>Jim Gidcumb '76</u>
San Antonio, TX	<u>Robert Warden '09</u> & <u>Jeremy Price '99</u>
San Francisco, CA	<u>Chadd Taylor '91</u> & <u>Brad Woodcox '04</u>
Seattle, WA	<u>Erik Jansen '98</u>

SOCIAL EVENTS IN JUNE & JULY

The efforts of the Young Alumni Council and their network produced 13 social events in the month of June & July connecting with over 160 alumni.

- Austin, TX – 3
- Dayton, OH – 11
- Greenville, SC – 9
- Indianapolis – 22
- Houston, TX – 10
- Bloomington, IN – 5
- Grand Rapids, MI – 10
- Bay Area – 25
- Chicago – 17
- Denver – 5
- Minneapolis – 17
- Louisville – 18
- Columbus, OH – 10

*Next round of social events: October

FOOTBALL TAILGATE PARTY IN KALAMAZOO

We are in the process of organizing a tailgate event for alumni and the families of our current football team at their season opener at Kalamazoo College on September 7, 2013. President Conwell is planning on attending and we are working out details for the involvement of the parent boosters group to join us. We have alerted David Price '86 in Grand Rapids and will be inviting all of our alumni in western & central Michigan as well as the northern portion of Indiana.

NEW CLUB STARTED

We are happy to announce that we will be starting a new club in the Decatur/Springfield area thanks to the interest of Andrew Jordan '12. We have 80 alumni in the area.

GREENVILLE/SPARTANBURG BASEBALL EVENT

The newly reengaged alumni in the Greenville/Spartanburg area had a summer kick-off event with a game at Fluor Field to watch the Greenville Drive take on the Hickory Crawdads on Friday, June 7th.

Submitted by:

Jim Gidcumb '76

Alumni Giving Report

- **Alumni Giving** finished at 31.5% for 2013, an increase Of 0.5% from last year...increases were seen both in number of participants making donations and the total amount of funds raised.

- The **2014 Annual Giving goals** are being developed and should be available for the next AAB Meeting.
 - AAB Board Members are encouraged to give today! The new FY is already underway—every gift is important, no matter its size! Our goal is 100% AAB participation by Christmas.
- **Reunion Appeals** are working well...
 - The class of 1983 raised ~\$7,000 for its Class Endowed Fund this past year.
 - Consideration is being made for how / when Appeals are made (e.g., as a function of Year Group, Major, Pan-Hellenic Group, etc.). We need to avoid making too many consecutive appeals to certain groups. Appeals need to be scheduled “strategically”.
- The **Class Agent** reorganization is complete, culminating in the “Last Year but Unfortunately Not This Year (LYBUNT)” appeal.
- We see a need to facilitate ways of **messaging/educating** alumni on the importance of annual giving. This has been successful for the Young Alumni, so we are exploring ways to extend this to the entire alumni base. For example, we might develop a White Paper that includes top-level “talking points” that key alumni groups (AAB, Young Alumni, etc.) could use during regional alumni gatherings, at Homecoming, etc. The talking points would reinforce the importance of Alumni Giving, in terms of current funds required, scholarships available, endowment status, etc.

Submitted by:
Jeff Trang '83

Continuing Education Report

Todd, Primo, and Jim have been participating in the RHIT Strategy 3B Meetings led by Dr. Kline. Strategy 3B is “Enhance and expand continuing education and other learning opportunities that can be offered online and in person to constituents.”

- Initial meetings were held to determine where RHIT should be in a year and 5 years with respect to providing continuing education
 - From there, initial action plans are being drafted to determine how to reach those goals
- The team is currently determining what level of continuing education to provide in both early days and down the road; options include, in order of cost and complexity:
 - Seminar
 - Class
 - Workshop
 - Course
 - Certificate
 - Degree
- August through October will be busy months working with the team to solidify the goals and complete draft action plans
- The team is reaching out to potential constituents to determine what type(s) of continuing education should be offered. Make your voice heard and **participate in the brief survey on the ROSEstem website!**

Submitted by:
Todd Richard '06

Honors & Awards Recognition Committee Report

Below you will find our Honor Alumni, Honorary Alumni and Distinguished Young Alumni Award recipients, who will be receiving their awards at Homecoming:

2013 Honor Alumni Awards

Mike Thomas '64
Erik Jansen '78
David Burgner '72
Tim Cindric '90
William Fenoglio '61

2013 Honorary Alumni Awards

Robert Coons-Staff
Dr. Kay C Dee-Faculty

Distinguished Young Alumni Awards

Sarah Sanborn '04
Emily Sontag '05
Michelle Witt '05
Brad Woodcox '04

Submitted by:

Jim Neal '91

Rob Hochstetler '91

Young Alumni Committee Report

Young Alumni Council met July 13 in Columbus, OH. Following the meeting, YAC members and Columbus Alumni participated in a local Food and Wine Festival.

Committee Updates:

- Executive
 - Three YAC members attended the Commencement Senior Celebration, and President Mike Reeves attended the Commencement ceremony.
 - The new Rep to Board of Trustees (BoT) Nomination process yielded 4 highly qualified candidates:
 - Chris Cummings, '05
 - Cory Howell, '05
 - Elliot Goodman, '07
 - Ryan Jackson, '08
 - YAC revised committee structure and passed bylaws changes to reflect 4 committees:
 - **Events:** coordinates events in conjunction with Young Alumni and the Alumni Affairs Office offered to Graduates of the Last Decade and friends throughout the country. The committee will serve in a coordination roll, empowering local alumni to serve as hosts for YAC sponsored events (i.e. regional events, happy hours, Rose on the Road, etc.)
 - **Public Relations:** handles the groundwork and promotion for the Distinguished Young Alumni Award (DYA), Young Alumni Representative to the Board of Trustees (BoT) and membership to the Young Alumni Council. The Public Relations Committee presents that information to the respective Selection Committee who will then select the finalists for DYA and BoT. The PR Committee is also responsible for promotion of upcoming events and publicity of completed events. One member of the PR Committee shall serve as a liaison to the other committees and participate in that committee's planning and publicity. The PR Committee Chair will work with the Rose-Hulman Communications and Marketing Department to distribute information to the campus community.

- **Outreach:** responsible to promote RHIT through service activities. The committee works closely with the Alumni Affairs Office to support on-campus alumni events i.e. Homecoming and other campus community activities including ROSIE dinners. The committee will also work to promote a National Month of Service and liaise between SAA and YAC to improve communication and support co-lead activities.
 - **Alumni Giving:** serves as a sounding board for the Office of Annual Giving, to discuss tactics and ideas for appeals for young alumni. The Alumni Giving Committee communicates with the annual giving steering committee and young alumni class agents and serves as the liaison between the groups. Committee members seek new and creative ways to help boost alumni participation levels, with an emphasis on GOLD alumni. The committee works closely with Rose-Hulman’s Development Office and Annual Giving staff to cultivate and grow alumni giving.
 - YAC is losing and/or replacing the following members:
 - Class of 2005: Adam Jarboe
 - Class of 2006: Josh Hogan
 - Class of 2007: Riley Buttry
 - Class of 2009: Adler Edward
 - Class of 2011: Nathan Ridgley
 - YAC voted on new members for the following classes:
 - Class of 2005: Aaron Roberts & Chris Cummings
 - Class of 2006: Pat Ludwig
 - Class of 2007: Jen Hirsch & Eric Volz
 - Class of 2009: Nate Richter
 - Class of 2013: Alexis Bledsoe, Emily Eckstein & Ty Wiggins
 - YAC voted on new Executive Committee, and next year’s leaders are:
 - President: Mike Reeves, ’06 (2nd consecutive term)
 - Secretary: Kate Pippins, ’10
 - Past-President: Janae Chaney, ’05 (appointed by current Executive Committee)
 - YAC Executive Committee is in process of selecting Committee Chairs.
- Trips & Events – led by Clayton MacCrimble (’10)
 - Regional Event Tentatively Planned in Chicago: kayak tour of Chicago River and Goose Island Brewer Tour
 - Regional Event Tentatively Planned in Denver: white water rafting trip
 - Happy Hours - June: 162 alumni attended
 - Austin, TX – 3
 - Dayton, OH – 11
 - Greenville, SC – 9
 - Indianapolis – 22
 - Houston, TX – 10
 - Bloomington, IN – 5
 - Grand Rapids, MI – 10

- Bay Area – 25
 - Chicago – 17
 - Denver – 5
 - Minneapolis – 17
 - Louisville – 18
 - Columbus, OH – 10
- Happy Hours being planned for October.
- Public Relations – led by Ashley Erffmeyer ('08)
 - Committee Chair is meeting bi-monthly with Mary Barr
- Campus Affairs – led by Meredith Woodard ('10)
 - Planning Young Alumni Reception at 7th & Elm after the Bonfire.
- Alumni Giving – led by Kate Pippins ('10)
 - The “giving” video that was being developed was nixed at the 11th hour. Appears to be a change in perspective and communication strategy for alumni giving, and the “giving” video is not consistent with the new change.
 - We celebrated the 3rd consecutive year of 100% giving.
- Community Service – led by Emily Meyer ('11)
 - National Month of Service was completed in April. Feedback from coordinators and volunteers was shared with the YAC. One of the more interesting suggestions was to have a competition between cities in which the total number of volunteer hours is tallied for an entire month.
 - Planning for next year’s National Month of Service will begin in November.

Next Young Alumni Council meeting is scheduled Friday, 9/20 @ 1:30pm (Homecoming) in Heritage Room of Union.

Submitted by:

Adam P. Jarboe '05

Student Alumni Association Report

- SAA is starting off the year with 49 members.
- Public Relations and Campus Events committees of SAA are working on ways to get SAA more known on campus.
 - Items of discussion include encouraging SAA members to give campus tours when needed, enthusiastically working homecoming events, the Rose-Hulman Expo, Campus Day of Service, and Parents weekend.
- Public Relations committee talking about doing a Thanksgiving themed event for Rose-Hulman staff.
 - The Christmas crafts for kids done last year was extremely popular and they received a lot of positive feedback from participants.
- SAA plans to have a table at the Student Activities Fair to introduce the incoming freshman to SAA.
- I asked Cat Fiutem (SAA President) if there was anything in particular she wanted the Alumni Advisory Board to know. Here was her statement: “I do think the Alumni Advisory Board needs to know that SAA’s

attitude has always been to be more active on campus but the group of people this year have the drive to put those words into action. Our act of dividing into committees has really helped SAA have the ability to tackle multiple activities and hold people more accountable for their actions. This is really helping SAA to grow and definitely could be more known and desired on campus.”

Submitted by:
Christopher Meyer '04

Student Recruitment Report

The number of applicants was at an all-time high. From a diversity perspective: While the % diverse applicants and admits was at an all-time high for most groups (except African Americans), this did not result in record numbers in enrollment. This presents an opportunity to focus more efforts on “closing the deal” with diverse candidates.

2013 DATA AS OF July 26th, 2013

Applicants

	2007		2008		2009		2010		2011		2012		2013	
Am Indian or Alaska Native	6	0.2%	8	0.3%	8	0.2%	13	0.3%	6	0.1%	11	0.2%	6	0.1%
Asian	194	6.3%	194	6.1%	217	6.1%	277	7.2%	278	6.5%	339	7.6%	400	7.9%
Black or African Am	115	3.7%	151	4.8%	169	4.8%	196	5.1%	181	4.2%	181	4.1%	214	4.2%
Hispanic of any race	115	3.7%	134	4.2%	161	4.5%	196	5.1%	220	5.1%	245	5.5%	328	6.5%
Native Hawaiian or Other Pacific Islander	5	0.2%	9	0.3%	5	0.1%	7	0.2%	7	0.2%	7	0.2%	10	0.2%
Nonresident Alien	105	3.4%	126	4.0%	171	4.8%	241	6.2%	329	7.7%	356	8.0%	502	9.9%
2 or more races	54	1.7%	97	3.1%	113	3.2%	127	3.3%	152	3.5%	171	3.8%	196	3.9%
Unknown	255	8.3%	56	1.8%	49	1.4%	132	3.4%	72	1.7%	79	1.8%	68	1.3%
White	2240	72.5%	2389	75.5%	2659	74.9%	2669	69.2%	3053	71.0%	3080	68.9%	3322	65.8%
Total Apps:	3089	100.0%	3164	100.0%	3552	100.0%	3858	100.0%	4298	100.0%	4469	100.0%	5046	100.0%
Female	689	22%	728	23%	836	24%	852	22%	1047	24%	1063	24%	1236	24%
Male	2400	78%	2436	77%	2716	76%	3006	78%	3251	76%	3406	76%	3810	76%

Admitted

	2007		2008		2009		2010		2011		2012		2013	
Am Indian or Alaska Native	1	0.0%	3	0.1%	3	0.1%	12	0.5%	3	0.1%	7	0.2%	1	0.0%
Asian	136	6.3%	146	6.6%	157	6.3%	200	7.9%	177	6.6%	225	7.7%	233	8.2%
Black or African Am	48	2.2%	62	2.8%	63	2.5%	57	2.2%	59	2.2%	63	2.2%	64	2.3%
Hispanic of any race	71	3.3%	81	3.6%	93	3.7%	90	3.5%	96	3.6%	124	4.2%	140	4.9%
Native Hawaiian or Other Pacific Islander	4	0.2%	8	0.4%	4	0.2%	3	0.1%	3	0.1%	3	0.1%	7	0.2%
Nonresident Alien	63	2.9%	61	2.7%	106	4.2%	153	6.0%	213	8.0%	213	7.3%	267	9.4%
2 or more races	37	1.7%	77	3.5%	78	3.1%	92	3.6%	92	3.4%	104	3.6%	103	3.6%
Unknown	174	8.1%	37	1.7%	29	1.2%	85	3.3%	38	1.4%	46	1.6%	33	1.2%
White	1,621	75.2%	1,752	78.7%	1,963	78.6%	1,851	72.8%	1,991	74.5%	2,141	73.2%	1,989	70.1%
Total Admitted	2155	100.0%	2227	100.0%	2496	100.0%	2543	100.0%	2672	100.0%	2926	100.0%	2837	100.0%
Female	493	23%	533	24%	601	24%	596	23%	677	25%	713	24%	770	27%
Male	1,662	77%	1,694	76%	1,895	76%	1,947	77%	1,995	75%	2,213	76%	2,067	73%

Enrolled

	2007		2008		2009		2010		2011		2012		2013	
Am Indian or Alaska Native	1	0.2%	1	0.2%	0	0.0%	3	0.5%	0	0.0%	1	0.2%	0	0.0%
Asian	19	4.0%	13	2.7%	18	3.9%	23	4.2%	16	3.2%	27	4.3%	20	3.5%
Black or African Am	13	2.7%	10	2.1%	11	2.4%	16	2.9%	10	2.0%	10	1.6%	12	2.1%
Hispanic of any race	12	2.5%	11	2.3%	18	3.9%	16	2.9%	16	3.2%	14	2.2%	16	2.8%
Native Hawaiian or Other Pacific Islander	0	0.0%	2	0.4%	0	0.0%	2	0.4%	0	0.0%	1	0.2%	1	0.2%
Nonresident Alien	7	1.5%	10	2.1%	23	4.9%	36	6.5%	40	7.9%	52	8.3%	64	11.3%
2 or more races	4	0.8%	22	4.6%	15	3.2%	20	3.6%	13	2.6%	21	3.4%	24	4.3%
Unknown	1	0.2%	0	0.0%	0	0.0%	6	1.1%	1	0.2%	11	1.8%	1	0.2%
White	418	88.0%	413	85.7%	380	81.7%	430	77.9%	410	81.0%	487	78.0%	426	75.5%
Total Enrolled:	475	100.0%	482	100.0%	465	100.0%	552	100.0%	506	100.0%	624	100.0%	564	100.0%
Female	96	20%	94	20%	91	20%	111	20%	111	22%	123	20%	126	22%
Male	379	80%	388	80%	374	80%	441	80%	395	78%	501	80%	438	78%

Recruiting events and help requested of alumni:

- Information sessions were held in several cities earlier this year. At the event hosted at Lilly for Indianapolis area admits and families, 53 admitted students attended and 38 have made their deposit for the freshman class.
- RH is partnering with Lilly to hold a session this summer in Shanghai for incoming Chinese freshman and their families. Several RH alums working at Lilly in China will attend the event.
- Continued support would be welcome from alumni with covering college fair programs on behalf of the admissions office, sending prospective students names and addresses to RH Admissions office (to add to the mailing list), hosting sessions like the Lilly event, and sharing the good word about RH with prospects.

Submitted by:

Steve Gillman '79

D Day '03

Homecoming Report

Homecoming will happen!!!



Homecoming 2013 is scheduled for the weekend of September 20 – 22. Save the Date cards were mailed out at the end of May, and online event registration has already begun. There is a Homecoming section in the Alumni & Friends area of Rose-Hulman's website that includes the schedule of events, reunion information and lodging information. Homecoming brochures will be mailed mid-August and will include a mail-in option for event registration.

Letters regarding reunion information were mailed at the beginning of July. Reunion information is as follows:

Reunion	Class	Reunion Chair(s)	Date	Location
60 th	1953	Dave Badger	Friday, 6pm	Country Club of Terre Haute
55 th	1958	Ron Reeves Bill Newby	Friday, 6pm	Room 263, Hulman Union
50 th	1963	Bill Nicewanger Rich Daugherty	Friday, 5:30pm	Kahn Rooms, Hulman Union
45 th	1968		Saturday, 6pm	Downstairs, The Ohio Bldg
40 th	1973	David Robinson	Saturday, 6pm	Stables Steakhouse

35 th	1978	Jim Nordmeyer	Saturday, 6pm	Downstairs, The Ohio Bldg
30 th	1983	Kenny McCleary		
25 th	1988	Todd Kost	Saturday, 6pm	Kahn Room, Hulman Union
20 th	1993	Michael Waldbieser	Saturday, 6pm	Upstairs, The Ohio Bldg
15 th	1998	Ryan Loftus		
10 th	2003	Heidi Davidson Amy Haymaker		
5 th	2008	Ashley Erffmeyer	Friday, 9pm	7 th & Elm Bar and Grille

Online voting for the Young Alumni Representative to the Board of Trustees and the Alumni Advisory Board Secretary has begun. An email was sent out to all alumni during the week of July 22nd reminding them to vote. A mail-in ballot will also be included in the Homecoming brochure. The voting deadline is August 30th, and each alumnus is allowed one vote. The nominees for the Young Alumni Representative to the Board of Trustees are Chris Cummings '05, Elliot Goodman '07, Cory Howell '05 and Ryan Jackson '08. The nominees for Alumni Advisory Board Secretary are Jim Gidcumb '76, Beth Knoy Brock '96 and Dustin Sapp '01.

Here are several new items that are being added to the Homecoming festivities this year:

1. As part of their 5-year reunion, the class of 2008 is hosting the Young Alumni Party for all alumni who have graduated in the past 10 years.
2. A Continuing Education Program has been added on Friday of Homecoming weekend. The topic for this inaugural seminar is "Inspiring Innovation: Exploring Best Practices & Collaborative Canvas Tools." It will be from 3 – 4:30pm in the Faculty Staff Dining Room of the Hulman Memorial Union. Cost is \$100 and includes all materials and refreshments. Upon completion, participants will receive a certificate of completion and 1.5 PDH (Professional Development Hours) credit. An email or letter will be sent to all alumni in mid-August to help publicize this event.
3. For those alumni who are married to SMWC alumni, there will be a Rose-Wood Legacy Couples Brunch on Sunday morning at O'Shaughnessy Hall at St. Mary of the Woods. There will be a section reserved for Rose-Wood couples. The brunch will be from 10:30am – 1:15pm, and the cost is \$15 / person. The alumni affairs staff along with the SMWC staff has been contacting the couples to make them aware of this new event tailored to them.
4. There will be three billboards (two standard and one electronic) welcoming alumni back to campus for Homecoming. The standard billboards will be located on Hwy 46 (between I-70 and US 40) and at Wabash and 19th Street. The electronic billboard will be located at Voorhees and 3rd Street.
5. There will be four side-by-side racing simulators located next to Rosie's KidZone. They will be provided by Zack Johnson at eBash. These simulators were added to provide more activities geared toward older children of alumni.
6. In addition to providing live streaming of the football game, the pep rally and bonfire will also be broadcasted. At this time, there are no plans to provide live streaming at the Reunions, but staff is encouraging reunion chairs or attendees to bring iPads to their reunions to face-time with those classmates.

Here is a follow-up to some of the Homecoming items that were discussed at the May meeting:

1. Jim Bertoli is in the process of securing (2) \$5000 sponsors and 36 hole sponsors for the golf outings at Hulman Links and the Country Club. This should be completed by mid-August.
2. The addition of a Club Coordinators tent was being considered. For this year, it is being suggested that they attend the Class Agent tent to interact with that group. A more formal set-up may be used next year.

Ali O'Leary and Jim Bertoli are in the process of putting together a volunteer sign-up list for the Alumni Advisory Board at Homecoming. It will be sent out as soon as it is available.

Submitted by:

Anellia (Nellie) M. Hohne '99

Rebecca (Becky) C. Smith '99

Alumni Representatives to the Board of Trustees

No significant BOT activities since the last Alumni Advisory Board meeting in May. The Commencement activities for the Class of 2013 were tremendous. Jeff did a great job representing the Alumni with his Commencement speech.

The next set of Board of Trustee committee meetings and the next official BOT meeting will be the week of Homecoming.

If time allows, I will provide a brief overview of the primary officers who serve on the BOT and the main committee chairpersons who lead the standing committees of the BOT. This information will be offered as part of the commitment to help the Alumni Advisory Board become more familiar with how the BOT works.

Submitted by:

Kenny McCleary '82

Bob Pease '80

Career Services Committee

The Career Services office informed me that we are presently at almost 96% of the 2013 class complete with a goal of 99% by Nov 1st.

Submitted by:

Steve Nerney '85

Communications & Marketing Committee

The Communications Committee is still exploring options for how best to serve the AAB. In an effort to create a direction for the committee, we have created the survey below. We appreciate any information you can provide.

Rose-Hulman AAB Communications Survey

1. How do you currently receive news and information about Rose-Hulman? (all that apply)
 - a. Facebook
 - b. Twitter
 - c. LinkedIn
 - d. Email
 - e. Other (Please specify)
2. Where are you most likely to read news and information about Rose-Hulman?
 - a. Facebook
 - b. Twitter
 - c. LinkedIn
 - d. Email
 - e. Other (Please specify)
3. Which Rose-Hulman related Facebook page(s)/group(s) have you 'liked?' (If applicable)
4. Which Rose-Hulman related Twitter feed(s) do you follow? (If applicable)
5. Which Rose-Hulman related LinkedIn group(s) or discussion(s) do you follow? (If applicable)
6. Have you activated your RoseSTEM account?
7. If you have activated your RoseSTEM account, what have you done with it?
8. Is there anything you think RoseSTEM should be able to do but currently doesn't?
9. Please list any suggestions related to Communications for the AAB.

Submitted by:

Adam Homan '01

Ralph Wagle '83

Executive Director's Report

The following pages recap some of the activity that the Alumni Affairs staff has been engaged in since our May meeting:

NFL Events

Seattle Seahawks @ Indianapolis Colts-October 6th- the response for this event was about what we expected with the success of the event last year. All tickets for the game have been sold and we have ~ 40 seats for the pre-game party at Ruth's Chris. We will continue to promote the pre-game event hoping to get Colts season ticket holders to join the party.

Indianapolis Colts @ Cincinnati Bengals-December 8th- We current have 40 tickets sold to the game and 26 tickets to the pre-game event at the Hyatt Regency. I anticipate the sales will increase considerably in October and early November as we get closer to the December 8th game date.

RoseSTEM Progress

We continue to promote the registration on RoseSTEM to all alumni. We currently have 3,470 alumni that have *activated* their account. This compares to less than 2,500 alumni that had registered in the old system, Your Membership. We receive new registrations on a daily basis and contrary to what some might believe, all alumni are in the database and already have a “profile”.

If volunteers can be found, we may consider having someone in the Alumni Center during Homecoming encouraging alumni to register on the computer located on the north wall of the center.

Alumni Directory

The Institutional Advance Executive committee has decided to move forward with using Publishing Concepts Inc. for the publication of a new Alumni Directory. The pricing on the directories would be as follows:

- ◆ BASIC Package – choose either for \$99.95 + s&h:
 - The Printed Alumni Directory sorted by alpha, class, geo, occupation for ease of look-up and networking or;
 - The CD ROM features SUPER SEARCH engine allowing multi-conditional search options and capability
- ◆ VALUE Package – choose for \$139.95 + s&h:
 - BOTH alumni directory versions from The BASIC Package Plus Airline Companion Ticket Program
- ◆ PRIDE Collection – choose for \$189.95 + s&h:
 - BOTH alumni directory versions from The BASIC Package Plus Airline Companion Ticket Program Plus a high quality sweatshirt and T shirt with logo
- ◆ ALUMNI by DECADE CD ROM (10 year segment) – choose for \$49.95 + s&h

In the July alumni newsletter we asked our alumni to take a short survey asking what their interest would be in a hard copy book and/or a CD. The results were as follows:

- 79 alumni responded
- Would you like a printed alumni directory? 17 Yes 62 No
- Would you like a CD directory? 21 Yes 58 No

Comments:

- *A good on-line version is okay. I haven't tried Rose's in a long time, but I didn't much like it then. One of my classmates who died had no or almost no info listed.*
- *As long as that info is online, I am good with the electronic version.*
- *How about just a downloaded, searchable file. Special permissions for download, allows person to copy on owned device, always up to date. Just my 2 cents.*
- *I don't really want either of those things, and I certainly don't want to purchase them! Facebook should be good enough.*
- *I would use if it was free.*
- *If I want to look someone up the current system works fine, although the search feature is a little cumbersome. It would be better to be able to open the records for an entire class (as previously was the case).*
- *If the directory were to be available online at no cost I would opt for that over the hard copy or CD-ROM versions. Only if an online version weren't available would I opt for another version.*
- *Prefer the internet*

- *Should be free to alumni that donate back to the school.*
- *We should be able to search and download the directory with a RoseSTEM login account. Within RoseSTEM profile, the alumni should be able to choose whether their profile is viewable in the Alumni directory.*
- *With today's digital why the hard copies, have a pdf copy on the alumni web*
- *Would rather look up the data on-line*
- *I would buy one about every five or six years, not annually.*
- *Depends on price*
- *I miss receiving the Alumni directory sent out for many years.*
- *It would be important to provide a way to easily obtain updates of the CD via the Internet or to offer the directory itself via an Internet download vs. a CD.*

Duke Energy Foundation Grant

The inaugural year of the Duke Energy STEM Catapult Scholars & Teaching Preparation Program has been a huge success. I have acted as the point person for the project, which received a \$40,000 grant from Duke Energy Foundation to the two programs. The Duke Energy STEM Catapult Scholars Program selected 10 students from high schools served by Duke Energy to participate in this year's Operation Catapult sessions at Rose-Hulman and provided them each with \$2,500 scholarships to attend the camp. The students worked on energy or environmental projects.

The Teaching Program this year, under the leadership of Dr. Patricia Carlson, will put together a cadre of high school STEM teachers to develop the curriculum for a teacher professional development program. These learning units would serve as the foundation for a week-long summer workshop next summer for middle and high school teachers. The curriculum would emphasize both STEM content and modern pedagogy to be integrated into the participants' individual classrooms.

Representatives from Duke Energy have indicated that they would like to continue the development of both the Scholars and the Fellows programs into the future at a higher grant level. We have also peaked their interest in possibly funding junior and senior projects for our current students.

Asics Shoes

The recent mention of the 20% discount on Asics shoes we can provide our alumni resulted in the sale of seven pairs of shoes to alumni and a profit of ~\$100 to the General Scholarship Fund. We also have 4 other orders in process.

Alumni Perks APP Progress

I have been informed by Professor Shawn Bohner that our proposal to have a smart phone app created has been accepted and approved as a senior project for the upcoming school year. Hopefully by May, we will be able to offer the app to our alumni and make it easier for them to take advantage for the discounts we have created through the perks program.

Hatfield Hall Performing Arts Series for 2013-2014

The dates have been set for the pre-event receptions for local alumni before select performances this upcoming season. I am currently talking with JFord's Black Angus Restaurant about upgrading the wine and food for the events as part of a mutually beneficial partnership.

<u>Date</u>	<u>Performer/Artist</u>
Sept 18 th	MOMIX-Botanica
December 3 rd	The Sound of Christmas-featuring Elisabeth van Trapp & The Carolian Brass
January 8 th	Moscow Festival Ballet-Swan Lake
February 7 th	Official Blues Brothers Revue
March 29 th	Motionhouse-Scattered

Freshmen Send-Off Parties

We have had a nice response from our alumni to host Freshmen Send-Off Parties this summer. We have the following people to thank for hoisting events this summer:

- *Evansville-Don Carrell '57*
- *Carmel-Steve Nerney '85*
- *Terre Haute-Scott Jaeger '89*
- *Bloomington-Rob Hochstetler '91 & Katy Evert '08*
- *Louisville-Todd Brown '91*
- *Twin Cities-Doug Stearley '79*
- *Plainfield-Matt Egenolf '01 & LaTisha Egenolf '01*
- *Greenwood-Kirk Caraway '86 & Kris Caraway '14*
- *Columbus, IN-Jim Trueblood '77*
- *Fort Wayne-Joe Witulski '88*

Nominations for AAB Secretary & Alumni Rep to BOT

I have been working with our Nominating Committee on identifying candidates for the Alumni Advisory Board Secretary ballot for the fall of 2014 as well as candidates for the Alumni Representative to the Board of Trustees. If any of you have suggestions for either ballot, please don't hesitate to contact me, or any of the committee members. Our Nominating Committee members are Kenny McCleary '83, Jeff Papa '93, Todd Royer '80, Dick Neal '77 and Jim Nordmeyer '78. The ballot of candidates for both positions will be presented for approval at the Annual Meeting next month at Homecoming.

Strategic Plan Progress

Here are the proposed Action Plans that have been submitted to the Strategic Planning Committee for Strategy 3A, of which I am the strategy champion. Please note that these are the first draft that has been presented to the committee for consideration. I have also listed the six goals of the Strategic Plan at the end of the document and noted areas where the AAB and/or alumni could be involved.

Strategic Plan Goal 3 - Strategy 3A

Establish a "Forever Rose" initiative to provide increased opportunities for alumni to partner with Rose-Hulman, from participating in recruitment and admissions to enhancing a culture of connectedness and philanthropy.

Below you will find the Action Plans to accomplish the strategy listed above:

Action Plan 3A-1 (“Establish a Forever Rose initiative”)

Create and promote a “Forever Rose” culture by communicating with alumni, and current students, the meaning of “Forever Rose” and promoting that culture.

Proponent:

Jim Bertoli (Strategy Champion), Bretta Schriener, Dan O’Leary, Kristen Loyd, Kim Miller, Kyle Rhodes, Danielle Merkel, Patty Trifone, Juliana Bradford, Dawn Miller, Donna Gustafson, Kevin Davidson, Lisa Norton, Erik Hayes, Kristen Latta, Ali O’Leary, Tracey Lockhart ’02 , Dan Wolodkiewicz ’82 & Jeff Myers ’87.

Task:

Ask the question “What does Forever Rose mean to you?” to numerous alumni and ask them to submit their thoughts. Use the statements to create a marketing campaign to engage more alumni to partner with RHIT.

Use video snippets of alumni on the website would be a great visual, and would help make them seem more "real" when you see and hear them talk.

Convey and promote “Forever Rose” to students through:

- Freshmen orientation
- Freshmen College & Life Skills Classes
- Student Alumni Association activities
- Sponsored activities on campus (Chauncey Day in the fall and Forever Rose in the spring)
- Countdown to Commencement series for seniors
- Learn about philanthropy and the concepts of “paying it forward” “attitude of gratitude”

Convey and promote “Forever Rose” to alumni through:

- Encourage all alumni to register in RoseSTEM (concerted marketing campaign; incentives?)
- Alumni club participation
 - Re-energize existing clubs
 - Resurrect stagnant clubs
 - Starting new clubs
- Attendance at RHIT alumni events (Rose on the Road campus updates & special events)
- Coming back to campus to share with students
- Connect to alumni through:
 - Monthly e-mail newsletters
 - Echoes magazine
 - Social media (Facebook, Twitter, LinkedIn, etc)

Emphasize Chauncey Day in September and create a Forever Rose event in the spring semester.

Chauncey Day activities could include:

Send each new graduate from the spring a t-shirt, hat, or Rose-Hulman pin the fall after they graduate as part of Chauncey Day

Forever Rose activities could include:

Brand, educate & promote the “Forever Rose” culture

Bring back alumni to speak to students in classrooms or a lecture or panel series over a weekend.

Purpose:

This Action Plan supports **GOAL 3** – “Rose-Hulman will foster a culture of lifelong connection with all of our constituents.” This plan will help to create a culture of pride and connectedness among alumni and current students to the institute.

Endstate:

Create an increased pride in alumni and students of being a part of the Rose-Hulman family.

Action Plan 3A-2 (“*enhancing a culture of connectedness*” & alumni “*participating in recruitment & admissions*”)

Providing increased opportunities for alumni to partner with RHIT can be done by communicating the options alumni currently have and creating new opportunities.

Proponent:

Jim Bertoli (Strategy Champion), Bretta Schriener, Dan O’Leary, Kristen Loyd, Kim Miller, Kyle Rhodes, Danielle Merkel, Patty Trifone, Juliana Bradford, Dawn Miller, Donna Gustafson, Kevin Davidson, Lisa Norton, Erik Hayes, Kristen Latta, Ali O’Leary, Tracey Lockhart ’02 , Dan Wolodkiewicz ’82 & Jeff Myers ’87.

Task:

Inform our alumni of the current avenues of partnership available and help them find the connections that best suit them:

- Through Career Services via participation in...
 - Career fairs to recruit new graduates
 - Job placement services for alumni looking for jobs
 - Recruiting current students for employment
 - Providing internships to current students
- Through Alumni Club participation (re-energize existing clubs, resurrect stagnant clubs, start new clubs, connect new alumni and relocated alumni to clubs)
- Through Admissions Office - Expansion of the R.A.R.E program, (Rose Alumni Recruiting Engineers) to assist the Office of Admissions in recruiting future students with college fairs in high volume recruiting areas and expansion to new cities. R.A.R.E. is an organization of Rose-Hulman alumni who want to help the Office of Admissions recruit the very best students. The time commitment is very small; an evening or two for college fairs, an hour or two a month to make phone calls or write e-mails and a couple of hours at a reception. Some volunteers do all of the above, some only one.
- Through Class Agent program via the Development Office
- Through Academic Departments
 - Academic Advisory Boards
 - Guest lecturers
- Through Alumni Association Leadership
 - Alumni Advisory Board
 - Young Alumni Council
 - Student Alumni Association
- Through lifelong learning with continuing education, professional development & certification requirements-(**Addressed by Strategy 3B**)
- Through involvement with Freshmen Send-Off Parties in July & August
- Through involvement with ROSIE Dinner for current students during breaks
- Personal visits to alumni by Alumni Affairs staff & institute staff

- Invite alumni back to campus to talk to students about either technical topics, their experience on campus, or something else they're passionate about (hobby, travel, etc.). I think that would get them "actively" engaged rather than "passively" engaged with the school and students. Possibly incorporate into Countdown to Commencement or create a similar program to C2C that is for sophomores and juniors.

Ways to inform and connect would include:

- Encourage alumni to register in RoseSTEM, our online alumni community
- Monthly electronic newsletters to alumni
- Rose on the Road and other events across nation
- Social media outreach via Facebook, Twitter, LinkedIn, etc.
- Echoes magazine

Purpose:

This Action Plan supports **GOAL 3** - Rose-Hulman will foster a culture of lifelong connection with all of our constituents. Increasing the opportunities, and improving our current programs for which to engage our alumni will make the experience mutually beneficial for the alumni and the institute.

Endstate:

The results of this Action Plan would be more alumni that are engaged with the institute and a higher level of satisfaction on the part of alumni.

Action Plan 3A-3 (*“enhancing a culture of philanthropy”*)

Create programs that will educate and promote philanthropy with both alumni and current students.

Proponent:

Jim Bertoli (Strategy Champion), Bretta Schriener, Dan O’Leary, Kristen Loyd, Kim Miller, Kyle Rhodes, Danielle Merkel, Patty Trifone, Juliana Bradford, Dawn Miller, Donna Gustafson, Kevin Davidson, Lisa Norton, Erik Hayes, Kristen Latta, Ali O’Leary, Tracey Lockhart ’02 , Dan Wolodkiewicz ’82 & Jeff Myers ’87.

Task:

Instill the concept of philanthropy, which is defined as the effort or inclination to increase the well-being of humankind, as by charitable aid or donations, altruistic concern for human beings, esp. as manifested by donations of money, property, or work to needy persons or to institutions advancing human welfare.

Alumni

- Encouraging alumni to help the Institute in helping current and future students through annual giving, major gifts & planned gifts.
- Campaign and efforts to increase alumni giving by amount and percentage
- Increase the acknowledgment of alumni donors via naming opportunities and recognition in classroom and labs to show that alumni are giving back to the students.
- “All made possible because of RHIT Alumni” campaign
 - Have stories on notable alumni, possible younger alumni
 - TedX videos
 - Have more news about alumni on the homepage
 - Videos on the E-Board

Students

Teaching the current students the culture of philanthropy, an “attitude of gratitude” and “paying it forward”. Develop a student philanthropy program that involves programs for our students all four academic years. This program will incorporate presentations that foster the culture of philanthropy while at Rose-Hulman, and after graduation from the institute.

- Freshmen orientation
- Freshmen College & Life Skills Classes
- Student Alumni Association involvement
- Sponsored activities on campus (Chauncey Day in the fall and Forever Rose in the spring)
- Countdown to Commencement series for seniors
- Learning about philanthropy and the concepts of “paying it forward” “attitude of gratitude”
- Convey the message that alumni donations are getting you to your future
- Highlight scholarships
- Educate faculty/staff – have them explain why and how students are doing what they are doing

Purpose:

This Action Plan supports **GOAL 3** - Rose-Hulman will foster a culture of lifelong connection with all of our constituents. Creating a philanthropic karma with the students and the alumni will result in a stronger feeling of helping others, including helping each other and those that come after themselves at their alma mater.

Endstate:

The desired outcome is that current students learn the value of philanthropy by understanding and appreciating what others have done for them and want to “pay it forward” to those that come after them. We also want to assist alumni to realize that they can make a significant difference in the lives of students at the institute.

Strategy 3A Action Plan Costs

Staffing Cost:	1.0 FTE employee, \$80,000/year in Alumni Affairs
Operational Costs:	TBD

Rose-Hulman Institute of Technology Strategic Plan (2013-2018)

GOAL 1:

Rose-Hulman will support and recognize excellence in teaching, learning, innovation, and intellectual growth- both in and out of the classroom.

- Strategy 1A
 - Establish an endowed Innovation Fund to support creative, innovative, and/or timely new educational initiatives.
- Strategy 1B
 - Create an endowed Center for Technologically Enhanced Education to support development of online and hybrid courses and to support and inform all activities related to science, engineering, and mathematics education.
- Strategy 1C
 - Increase the number of ways Rose-Hulman supports and recognizes excellence in teaching, professional development, and learning.
- Strategy 1D

- Establish endowed faculty chairs to recognize and support excellence in scholarship, teaching, or professional skills.
- Strategy 1E
 - Construct a state-of-the-art, LEED-certified teaching and learning center to provide advanced classrooms and laboratories, as well as flexible spaces for projects.

GOAL 2

Rose-Hulman will give students a vision of the breadth of their possible futures and will prepare them to achieve these futures.

- Strategy 2A
 - Convey the message to current and prospective students that a science, engineering, and mathematics education can lead to a diverse range of futures that can positively impact the world.
- Strategy 2B
 - Provide students with instruction and experiences that will instill confidence in their science, engineering, and mathematics fundamentals, professional and success skills, and ability to rise to difficult challenges.
- Strategy 2C
 - Require every Rose-Hulman student to have at least one meaningful international experience.
- Strategy 2D
 - Empower students with the skills required to deal with complexity.

Student Recruitment Committee involvement

GOAL 3

Rose-Hulman will foster a culture of lifelong connection with all of our constituents.

- Strategy 3A
 - Establish a "Forever Rose" initiative to provide increased opportunities for alumni to partner with Rose-Hulman, from participating in recruitment and admissions to enhancing a culture of connectedness and philanthropy.
- Strategy 3B
 - Enhance and expand continuing education and other learning opportunities that can be offered online and in person to constituents.
- Strategy 3C
 - Coordinate constituent information to ensure accessibility and transparency, and to strengthen relationships with these constituents.

AAB Exec Committee & all AAB Committees involvement

Continuing Education Committee involvement

GOAL 4

Rose-Hulman will be a diverse, globally-connected, sought-after community in which to live, learn, and work.

- Strategy 4A
 - Enhance the campus cultural environment of inclusiveness and achieve goals for the diversity of our student body, faculty, and staff.
- Strategy 4B
 - Provide more opportunities for community members to experience the world and its diversity.
- Strategy 4C

- Become a globally connected community with a physical presence outside the United States.
- Strategy 4D
 - Be a great place to work and the employer of choice for prospective employees.
- Strategy 4E
 - Build a next generation, LEED-certified student life center that will include dining options, meeting space, student organization space, and informal gathering areas.

GOAL 5

Rose-Hulman will be a model of a fiscally sustainable and affordable private institution focused on science, engineering, and mathematics education.

- Strategy 5A
 - Launch a comprehensive, five-year fundraising campaign, which will include specific goals for current, capital, and endowment support and a specific focus on student scholarship/financial aid support.
- Strategy 5B
 - Increase the percentage of average demonstrated student financial need met by 15 percent over the course of the next five years.
- Strategy 5C
 - Adjust the Institute's revenue mix and cost structure to enhance significantly the affordability of a Rose-Hulman education and thereby strengthen the long-term sustainability of the Institute.
- Strategy 5D
 - Expand alternative educational offerings and revenue sources to support the core mission of the Institute.

Alumni Giving Committee
involvement

GOAL 6

Rose-Hulman will have global name recognition for the excellence of our education.

Communications & Marketing
Committee involvement

- Strategy 6A
 - Create and launch an integrated, strategic marketing plan to enhance recognition of Rose-Hulman's excellence and accomplishments through both earned and paid media.
- Strategy 6B
 - Create "Ambassadorship Programs" to empower alumni, faculty, staff, and students to promote Rose-Hulman.
- Strategy 6C
 - Encourage and support faculty, staff, and students in activities that bring recognition to Rose-Hulman, such as assuming leadership roles in national and/or international academic and professional organizations.

Submitted by:

Jim Bertoli

Executive Director