

ROSE-HULMAN
INSTITUTE OF TECHNOLOGY
Alumni Association

Summary of November 1, 2013
Alumni Advisory Board Meeting

Alumni Clubs Report

There was considerable club activity all over the country since our last board meeting in August. Here are a few examples:

Meet the President Receptions in Indy

The Indy Club had four opportunities in September to “Meet the President” with receptions at BSA Life Structures (30 attendees), Bankers Life Fieldhouse (25 attendees), Stone Creek Dining Company in Greenwood (20 attendees) and Software Engineering Professional (45 attendees). We owe our thanks to Rick Fuson, COO of the Pacers, and father of Matt Fuson '12, for the rent free use of the space for the Bankers Life Fieldhouse event. Additional kudos to Jeff Gilbert '85 at SEP and Sam Reed '81 at BSA Life Structures for providing us with space at their offices too.

Colts Game & Pre-Game Brunch

The pre-game brunch at Ruth's Chris involved 106 alumni & friends that truly enjoyed the wonderful food and fellowship. We had 125 alumni then attend the Colts-Seahawks game and were treated to a fantastic game. We will, undoubtedly continue to offer this event in the future.

Milwaukee

Kimberly Secrist '12 has been doing an outstanding job of getting our Milwaukee/Madison Club going. Since starting the club this summer, she has organized a great social networking event and a VIP tour of the Miller Coors Brewery.

Social Events in October

The efforts of the Young Alumni Council and others have produced social events in the month of October in Houston, Washington DC, Kansas City, Cedar Rapids and Indianapolis to name just a few.

Rose on the Road

Ft. Wayne

On October 3rd Jacque Wilson '96 and Carson Boxberger LLP hosted the event, including covering all of the event costs. The event was a huge success with over 40 alumni attending. This event was the kick-off of trying to reengage the Ft. Wayne Club and it did just that! Jacque also committed his firm's space for a summer event during a Tin Caps baseball game since their office's look out over the ball park.

Chicago

On the evening of October 10th we hosted 35 alumni at the beautiful University Club of Chicago. Our thanks to Jeff Burgan '77 for helping us make the arrangements for the event. The event included three plaid jacket clad alumni, a first for a Rose on the Road event.

San Francisco

Jim & Angela Conwell, Professor Cary Laxer, Chris Aimone and I will be in San Francisco on November 9th for our second west coast Rose on the Road event of the year. The event will be hosted at the offices of Novak Druce Connolly Bove + Quigg LLP in downtown San Francisco thanks to Brad Woodcox '04, our Bay Area Club Coordinator.

Future Locations

Plans for early 2014 include Rose on the Road events in Austin and Phoenix in January or February and an east coast swing to include Washington D.C., Philadelphia, New York City and Boston in April.

Upcoming Events

St. Louis

St. Louis area alumni will be supporting the Rose-Hulman Men's Basketball team as they battle the Bears of Washington University the evening of Friday, November 22, 2013. We will be having a special pre-game reception from 6:00 to 7:45 PM at The Charles F. Knight Executive Education & Conference Center on Washington University's campus. Those in attendance will have the opportunity to hear Coach Jim Shaw speak and meet President Jim Conwell. After the reception, the group will go to the Athletic Complex to watch the game.

Cincinnati

Our second NFL event this year will be when the Indianapolis Colts visit Paul Brown Stadium to play the Cincinnati Bengals on December 8th. We current have 80 tickets sold to the game and have opened up the opportunity to buy tickets to faculty & staff and the parents of current students in Cincinnati, Dayton, Louisville and Indianapolis as well as the Rose-Hulman Football Parents Group.

Submitted by:

Jim Gidcumb '76

Alumni Giving Report

- The alumni giving target for this year is 35%.
- The current giving rate for AAB Members is 56.5%. The goal for AAB giving is 100% by the Christmas! Jennifer will send periodic reminders to those who have not given...if you are unsure of your current status, please contact Jennifer.
- Three potential classes have been identified for this year's Reunion Appeal. Thank you letters are being drafted for last year's reunion class.
- A Class Agent Conference Call will be held on 29 October, with three different opportunities to call-in throughout the day. Key topics include updates on the Fiscal Year, the Class Agent Program, and Campus News.
- Bi-monthly Class Agent letters are being developed for "Last Year But Unfortunately Not This Year" alumni. This will give Class Agents an opportunity to say "thank you" for giving last year, while also soliciting continued support for this year.
- Appeals: this year's Phone-a-thon is already on-going, while the major mailing campaign will occur just before Thanksgiving.

- Jennifer plans to develop a new Class Agent module for Rose-Stem. Once established, the module will allow Class Agents to communicate with their classmates; verify giving status; manage class lists; etc.

Submitted by:

Jeff Trang '83

Greg Gotwald '01

Continuing Education Report

The team is continuing to participate in the Strategy 3B meetings led by Dr. Kline. As part of the strategy an online learning team is being planned and a “lifelong learning” forecast spreadsheet is being developed to assist in planning.

The Online Learning Team will achieve its purpose using workgroups for Teaching and Learning, Student Services, and Business Services and will:

- Develop and implement policies and structures necessary to support the design, production, accreditation, delivery, and assessment of online courses and programs including credit and non-credit, undergraduate and graduate.
- Define potential programming and program costing models by program type (seminars, workshops, courses, certificates, and degrees)
- Determine faculty capacity for participation
- Recommend guidelines for faculty compensation and support, enrollment management, accreditation compliance, marketing, recruitment, and retention
- Review budget processes and recommend funding formulas for program development and expansion
- Develop budgets, headcounts, and retention data
- Establish processes for course and program proposal review
- Establish course and program demand (market assessment) processes
- Create business and operational plans
- Establish recruitment practices, training programs, and support mechanisms for faculty
- Review and monitor course and program implementation and evaluate student and participant learning and the impact of course and program offerings on existing programs
- Develop and operationalize a communications plan for the campus community

Goals for the upcoming year:

- Develop a “battle rhythm” of regular communication (ideally monthly or more frequent) with Dr. Kline in order to stay engaged with Continuing Education on campus.
- This committee typically has not been as involved with Strategy 5D; Expand alternative educational offerings and revenue sources to support the core mission of the Institution. In the upcoming year the committee will be more engaged with that group.

- Continue the progress that has already been achieved with Strategy 3B; Enhance and expand continuing education and other learning opportunities that can be offered on-line and in person to constituents.

Submitted by:

Anthony Primozich '00

Todd Richard '06

Honors & Awards Recognition Committee Report

The Distinguished Alumni Award winners for 2013 have received their hardware so you know what that means. It's time again to begin soliciting names for the Distinguished Alumni Awards. The committee will work with the Office of Alumni Affairs to coordinate nominations for the Alumni Association vote in May of 2014. So, start beating the bush to find good nominees for the 2014 awards. Ask your classmates, friends, spouse, barber, personal trainer, or other trusted adviser for possible candidates for 2014. Please get any nominations in as soon as possible to allow time to get more information together prior to the vote.

Jim Bertoli and his staff are starting the process involved in determining the 2014 Career Achievement Awards to be awarded in May to members of the Class of 1994.

The committee will continue to pursue other award ideas and bring them to the AAB as they are solid enough to discuss.

Submitted by:

Jim Neal '91

Rob Hochstetler '91

Young Alumni Committee Report

Young Alumni Council met September 20 on campus. 9 new members were welcomed to Council. The class of 2008 alumni hosted an event at 7th & Elm, which was attended by approximately 100 young alumni.

Committee Updates:

EXECUTIVE – Led by Mike Reeves '06

- Announced the four Committee Chairs for this year
 - Public Relations – Ashley Errfmeyer '08
 - Trips & Events – Andrew Jordan '12
 - Outreach – Meredith Woodard '10
 - Alumni Giving – Stefani Meyer '06 & '08
- YAC voted on new members (will attend January meeting) for the following classes:
 - 2008: Tyler Masterson
 - 2011: David Sanborn
- Elliot Goodman was elected as the new Young Alumni Rep to Board of Trustees (BoT)

PUBLIC RELATIONS – Led by Ashley Errfmeyer '08

- Soliciting and collecting nominations and biographical information for DYA and Young Alumni BoT Rep
- Working to participate in monthly conference calls with Mary Barr, VP of Communications & Marketing. Will update YAC accordingly.

TRIPS & EVENTS – Led by Andrew Jordan '12

- Working on coordinating 3 Social Networking events in each G.O.L.D. City, by setting up a different host for each event
- Working on identifying 3 to 5 new G.O.L.D. cities and reaching out to alumni in those areas as potential Social Networking event cities

OUTREACH – Led by Meredith Woodard '10

- Assisted Alumni Office during Homecoming, by providing volunteers for various events
- Planning will commence in November to coordinate the National Month of Service event in 10 cities, spanning over the months of March or April

ALUMNI GIVING – Led by Stefani Meyer '06 & '08

- Working to support the Development Office as needed—potentially with the Young Alumni Challenge to get:
 - 280 renewal donors to give 10%+ of previous giving AND
 - 140 first time donors of \$25 or more; if accomplished by December 31, 2013 – an anonymous 1957 alumnus will donate \$10,000

Next Young Alumni Council meeting is scheduled for Saturday, January 11, 2014 – Indianapolis 11:00 A.M.

Submitted by:

K. Janae Chaney '05

Student Alumni Association Report

- SAA Executive Board is meeting with Kristen Latta to discuss the Alumni Advisory Board expectations of membership and SAA structure.
- The Activities fair went very well. SAA had over 50 people sign up.
- SAA is planning on having a few ROSIE dinners over Thanksgiving break.
- Numerous SAA members volunteered during Homecoming. For example, they helped staff the Alumni Room in Hatfield Hall and welcomed alumni to campus.
- SAA is trying to plan more SAA member events such as attending a movie just as SAA or going to Laser tag just as SAA to improve the closeness and relationship between its members.

Submitted by:

Christopher Meyer '04

Student Recruitment Report

The data for the 2014 freshman class is preliminary data that is changing daily. The green shaded cells indicate record highs for each category.

2014 DATA AS OF October 15th, 2013

Applicants

	2007		2008		2009		2010		2011		2012		2013		2014	
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%	0	0.0%
Asian	194	6.3%	194	6.1%	217	6.1%	277	7.2%	278	6.5%	339	7.6%	400	7.9%	61	4.9%
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%	40	3.2%
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%	54	4.4%
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%	0	0.0%
Nonresident Alien	105	3.4%	126	4.0%	171	4.8%	241	6.2%	329	7.7%	356	8.0%	502	9.9%	24	1.9%
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%	54	4.4%
Unknown	255	8.3%	56	1.8%	49	1.4%	132	3.4%	72	1.7%	79	1.8%	68	1.3%	11	0.9%
White	2240	72.5%	2389	75.5%	2659	74.9%	2669	69.2%	3053	71.0%	3080	68.9%	3322	65.8%	995	80.3%
Total Apps:	3089	100.0%	3164	100.0%	3552	100.0%	3858	100.0%	4298	100.0%	4469	100.0%	5046	100.0%	1239	100.0%
Female	689	22%	728	23%	836	24%	852	22%	1047	24%	1063	24%	1236	24%	292	24%
Male	2400	78%	2436	77%	2716	76%	3006	78%	3251	76%	3406	76%	3810	76%	947	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 partnered with Lilly to hold a session this past summer in Shanghai for incoming Chinese freshman and their families, with over 100 attending. Several RH alums working at Lilly in China attended the event.
- Continued support would be welcomed 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. Contact RH Admissions if you are interested in assisting.

Diversity Initiatives:

- Increased visits to school districts with ethnic populations- In progress
- Increased participation in NSBE regional and national fairs- In progress (Started in 2012)

- Starting Rose Bud participation in November
- Starting ethnic student recruiting group in December
- Maintaining fly in program for NSBE Senior Weekend

Planned to implement before end of year 2013

- Completely redoing the Ethnic Brochure and Website for recruitment.
- Assisting MEPI with planning and participation in activities at Rose-Hulman
- Developing relationship with 100 Black Men in Chicago and Indianapolis

Dexter Jordan anticipates reaching out the alumni base in November for assistance with recruitment.

Submitted by:

D Day '03

Steve Gillman '79

Homecoming Report

Homecoming happened....and it will happen again!

With the help of some beautiful fall weather and the hard work of our Alumni Affairs Department, Homecoming was a great success this year! Our overall numbers were better than last year, which was a record year for Homecoming attendance!

A Homecoming Survey was sent out to all alumni a few weeks ago, and the results are in the process of being put together. The last day to respond to the survey was October 30th. Jim Bertoli plans to distribute the results from the survey at the board meeting.

Even though we do not yet have the results of the survey, here are a few thoughts from alumni about some of the Homecoming events:

1. Golf outings were a success, and the rain even managed to wait until after they had finished. Attendance was down slightly, but Jim Bertoli has a few ideas on how to bring those numbers back up (see next section). Approximately \$3,000 was raised for the Scholarship Fund from the four sponsorships that were provided by AAB members. Our thanks to Wally, Jim G, Jeff and Ralph!
2. All-Alumni Reception at Hatfield Hall on Friday evening was well attended. It felt a little cramped with the way the tables were arranged, but that can easily be fixed for next year.
3. The Alumni Association Business Meeting on Saturday morning was poorly attended by alumni who are not members of the AAB.
4. Department Open Houses were very well attended. The halls seemed to be filled with alumni visiting professors, staff and other alumni.
5. All of the tents by the stadium (Varsity R, Class Agent, RA, etc.) seemed to be well attended.
6. Fraternity and Sorority tents were well attended.
7. Rosie's KidZone was a hit with children (and adults), as usual. The addition of the side-by-side racing simulators appears to be a great addition to the Homecoming activities. Zack Johnson of eBash (Class of '98) stated that there was a constant flow of people during the entire time the simulators were open.
8. All Reunions were well attended, and the 50+ Gala went a little smoother this year. Having the 5-year reunion class host the Young Alumni Party appears to be a good idea.
9. Attendance for the Rose-Wood Legacy Couples Brunch was 17 couples!
10. Billboards along Hwy 46, Third Street and Wabash Avenue were a nice addition.

11. The Continuing Education Program was cancelled due to extremely low registration.
12. With all of the changes that have happened on campus over the past several years, some alumni found it difficult to navigate around campus. A few ideas include placing a campus map in the Homecoming brochure, providing campus maps at different locations during Homecoming weekend and labeling the parking lots.

Homecoming 2014 is scheduled for the weekend of October 3 – 5. Here are several action items that are being considered for next year:

1. Increase attendance at Golf Outings
 - a. Add a Greek Challenge at both courses
 - b. Some Fraternities have their own golf outing on Friday morning. Try to bring them back to the Rose golf outings.
2. Increase golf sponsorships
 - a. Start process of approaching companies and alumni in December so that sponsorships can be secured early in the fiscal year.
 - b. When listing the sponsoring company, add a list of alumni who are currently employees at that company.
3. Increase number of side-by-side racing simulators
 - a. Possibly go up to 8 simulators
 - b. Zack Johnson may have a trailer to house simulators
4. Change the Class Agent tent to the Class Agent/Club Coordinators Tent or call it the Institutional Advancement tent. Possibly move the location down to the end zone area near the Varsity R Club Tent.
5. Find out how the AAB, YAC and SAA can help the Alumni Affairs Department prepare and execute Homecoming.

Thank you to the Alumni Affairs Department for a fabulous 2103 Homecoming and to everyone who helped at the different events throughout the weekend – your help was greatly appreciated!

Submitted by:

Anellia (Nellie) M. Hohne '99

Rebecca (Becky) C. Smith '99

Alumni Representatives to the Board of Trustees

At the September meeting, the BOT elected a new chairman for the BOT, Don Ings. Bill Fenoglio, who had provided Rose-Hulman with steady and wise leadership through the recent leadership changes, stepped down after 6 years of service as board chairman. Bill was voted a position as Trustee Emeritus in thanks for his many years of loyal service on the BOT.

The BOT also reviewed several aspects of the institute's strategic plan.

President Conwell also gave a detailed summary of his VERY busy agenda of activities and interactions during his first few months as president to connect with students, faculty, staff, and alumni. After the main BOT meeting, BOT members, administrative staff members, student affairs members, and faculty members divided into several discussion groups and discussed potential implementation plans for the major themes of the strategy.

Prior to the main BOT meeting, the standing committees of the board met to review routine business. A few highlights:

- The school finished the 2012-13 year in a great position from a revenue/expense standpoint.
- The new enrollment process worked very well for managing the size and demographics of the incoming freshman class.
- A few capital upgrades and asset preservation projects were funded- notably a new perimeter roadway on the northwest part of campus and a needed roof repairs for the student union.

The next meeting of the BOT will be their February strategic planning meeting. During this session, the BOT will participate in a training session with a consultant group that develops guidelines and governance policies for many institutional boards in the US.

Submitted by:

Kenny McCleary '82

Bob Pease '80

Career Services Committee

Career Services office highlights specific to Alumni:

Since February 2013, **79 alumni** have reached out to Career Services for support and help in their career paths. Roughly a third of these alumni were seeking employment because of a job loss. The majority were looking for better opportunity and or the desire to return to the Midwest to be closer to family. The Career Services Corporate Liaison (Elaine Lee) has as one of her main responsibilities, the assignment of working with alumni seeking help from their alma mater.

The Career Services Corporate Liaison serves as the administrator of the alumni job board found on the alumni affairs website. Since the new job board (i-Modules software) was installed at the end of February 2013, **433 job opportunities** seeking experienced engineers have been posted for alumni to view. It should be noted that these job postings are specific to Rose alumni. Companies initiate contact with us or we reach out to them to post opportunities for our alumni. We do not take openings off of internet jobsites and post here. The amount of personal interaction we offer our alumni seeking help would match up well to any University in the country. Several events hosted and or promoted in concert with alumni affairs by Career Services over the past 8 months that were alumni focused included;

1. Recruit Indy, an Indianapolis job fair put on by My Workster, a national organization that conducts fairs targeting alumni from different colleges in every state. The office of alumni Affairs promotes this event heavily and every year we are happy to report a very low Rose Hulman alumni turnout. This year's fair attracted five alumni with two securing jobs that we know of from the event.
2. The office of Career Services hosts the Brickyard 400 annually at the Indianapolis Motor Speedway. Career Services works closely with Institutional Development to compose the corporate and alumni guest list. This annual event is oriented to strengthen corporate and alumni relations often times resulting in employment opportunities for both current students and alumni.
3. The office of Career Services works annually with Alumni Affairs to host a job /networking opportunity in Indianapolis for alumni that desire to career transition and for those seeking employment. Trusted third party recruiters are invited to engage our alumni and help in this transition. This event has proven results for our alumni.

Summary of Career Services fall activity:

The Career Services office will report on the Nov 1st AITU report date a 2013 graduate placement percentage of **98%**. We are still working with 5 of the remaining 7 graduates that are still seeking employment in their respective degree areas. Record number **205** companies attended the October 2nd 2013 fall career fair seeking

full time, internship and co-op candidates to hire during the 2013-2014 school year. **560** company representatives attended the fair with **161** being Rose Hulman alumni. Over 1,400 student interviews were conducted over the two days following the fair.

Submitted by:

Todd Brown '91

Rob Hochstetler '91

Jim Neal '91

Communications & Marketing Committee

Thank you for your responses to the Communications Survey from the last meeting. There were a lot of excellent responses that start to paint a picture of how members of the AAB consume news about Rose. The biggest take away from this small sampling was how effective email communication is. It had a roughly 2:1 advantage over the next closest mode, which was Facebook.

Adam had a discussion with Danielle Merkel about the RoseSTEM system. Danielle is the Executive Director of Advancement Services and is as close to a Rose STEM guru as Rose currently has on staff. There is a lot of work to be done with RoseSTEM. Between the learning the software and architecture that runs it and the current staffing issues to develop it, Danielle has her hands full getting it going.

I got the impression from Danielle that they have only begun to scratch the surface of what this package can do. It comes loaded with a lot of features, and the company that developed it can add a multitude of custom features. Again due to staffing issues, it has been a slow roll out with the goal of gradually adding features. Currently, one of the features that Danielle was most excited about was the ability to do better targeting of emails. As the database of alumni personal information (interests, hobbies, Rose events attended) increases, the easier it will be to target emails of interest to a given alum. And given the results of the (very non-scientific) AAB Communications survey and the high preference for emails as a conduit for news, this could prove to be a very useful function.

A couple of other things that were suggested to Danielle:

1. Exploring the possibility of creating a sub-community of current students. Currently, only graduating seniors are given access to it during the spring before graduation. I mentioned that I thought it may be beneficial to find a way to have students use STEM as their go to place for information about Rose, so that using it as alum will be an easy transition. The other benefit would be to collect more data about an individual's interests while that person is on campus. From a technical standpoint, this is very feasible. The implementation of this would be difficult, however.
2. The possibility of a mobile app for STEM. With the average age of the total alumni pool rapidly dropping and mobile device usage constantly increasing among a younger generation, a STEM mobile app may become a necessity.

Again, this is all an effort to tie into the Strategic Plan's Goal 3 (foster a culture of lifelong connection with all of our constituents) and Goal 6 (global name recognition for the excellence of our education).

If you have any questions, comments, thoughts, ideas, or anything else about STEM, please contact Adam. Danielle wants this system to work for alumni and would appreciate our input.

Rose-Hulman AAB Communications Survey

1. How do you currently receive news and information about Rose-Hulman?
 - a. Facebook 5
 - b. Twitter 2
 - c. LinkedIn 1
 - d. Email 9
 - e. Other (Please specify) Echoes 2, Rose website 2

2. Where are you most likely to read news and information about Rose-Hulman?
 - a. Facebook 4
 - b. Twitter 1
 - c. LinkedIn 1
 - d. Email 8
 - e. Other (Please specify) Echoes 2, Rose website, linked website embedded in email

3. Which Rose-Hulman related Facebook page(s)/group(s) have you 'liked?' (If applicable)
 - a. None 6
 - b. ECE Department at RHIT
 - c. Rose-Hulman Main Page 2
 - d. Rose-Hulman Alumni
 - e. Rose-Hulman Indianapolis alumni
 - f. Rose-Hulman NSBE alumni
 - g. Rose-Hulman SAA
 - h. Fraternity
 - i. Detroit

4. Which Rose-Hulman related Twitter group(s) do you follow? (If applicable)
 - a. None 8
 - b. @RoseHulman 3
 - c. @RoseHulmanPrez
 - d. @RoseHulmanAlums 3
 - e. @sonkairishpub

5. Which Rose-Hulman related LinkedIn group(s) or discussion(s) do you follow? (If applicable)
 - a. None 10
 - b. Lambda Chi Alpha – Theta Kappa Zeta
 - c. RHIT Alumni
 - d. RHIT MS Engineering Management

6. Have you activated your RoseSTEM account?
 - a. Yes 11
 - b. No

7. If you have activated your RoseSTEM account, what have you done with it?

- a. Registered for events 5
- b. Tracked event attendance
- c. Searched for alumni 2
- d. Online surveys
- e. News
- f. Updated alumni info 2
- g. Voted
- h. Just visit
- i. Searched for alumni mailing and email addresses
- j. Very little 3

8. Is there anything you think RoseSTEM should be able to do but currently doesn't?

- a. Provide more basic info for alumni who have not activated account
- b. Have not explored enough to understand its current capabilities 2
- c. Would like to identify additional cities. Live between 2 different cities so would like to receive info for events in both.
- d. Did not like the idea of eliminating @alumni.rose-hulman.edu addresses
- e. Better search features to narrow down for multiple fields
- f. Not sure 3

9. Please list any suggestions related to Communications for the AAB.

- a. Keep the emails coming
- b. Use survey monkey for surveys
- c. Need to use several media to push messages to alums
- d. Was not aware there were different Facebook pages for Rose-Hulman

Submitted by:
Adam Homan '01

Executive Director's Report

Staff Update

I hope to be able to announce who our new Associate Director of Alumni Affairs will be on Friday at the board meeting. I want to thank Dan Wolodkiewicz '82 and Mike Reeves '06 for their participation in the process. We hope that the new person will start on November 18, 2013 and plan on having the person attend CASE seminars on both Alumni Relations and Young Alumni & Student Alumni in the first half of 2014.

Our administrative assistant Bretta Schriener has been out of the office since October 21st and we hope she will be able to return to the office the end of November, or early December. We have brought on board Robin Andrews through a temp service for that time period. Our GA, Kristen Latta 11' has also done a nice job in helping with many of the duties in the office since we are short-staffed.

Alumni Engagement Tracking

We have started tracking all events in which we engage alumni, with their names, class year and the activity that they participated to get a better idea of the groups that seem to be responding to our engagement efforts. The data should be helpful in identifying the best approaches to get more alumni involved. The tracking started with event after July 1, 2013.

RoseSTEM Progress

We continue to promote the registration on RoseSTEM to all alumni. We currently have 3,965 alumni that have **activated** their account, and increase of 496 since our meeting in early August in Louisville.

Indy's Best & Brightest

Hugh Baker, Jason Scott Embry and I attended Indy's Best & Brightest on October 17th to support the Jason Zielke '00, Alyssa Lobo '99 and Eric Tryon '97 as they were named as finalist for this year's event. Although none of our nominees won their respective category, their accomplishment of being named a finalist is a great honor.

Promotional items restocking

We are in the process of restocking our inventory of association promotional and marketing swag items and have ordered some travel tumblers, cell phone holders, iPad portfolios, color-changing stadium cups and portfolios in addition to some other items.



Alumni Advisory Board Matters

Ralph Wagle '82 has decided to resign his post on the Alumni Advisory Board due to work and family demands. We currently have two positions open on the AAB with Ralph's resignation and Jim Nordmeyer rolling off the board as the past Past-President. Please join me in thank both of them for their service to the board, the association and the institute.

Career Fair & Expo

On October 2nd the Alumni Affairs staff had the opportunity to interact with 162 alumni that were participating in the Career Fair & Expo in the SRC. It was a great opportunity to connect with a lot of alums and get them interested in being involved with their local club activities. I also received interest from some individuals that want to be a part of the association's leadership efforts.

Athletics Hall of Fame

On October 4th & 5th I took part in the activities related to the Athletics Hall of Fame ceremonies. The weekend involved a reception Friday evening, Saturday brunch, awards ceremony, recognition at the football game and a dinner at Stables. The following alumni were honored:

- Robert Chandler '02, Civil, Baseball

- Christina (Forsyth) Drake '02, EE, Women's Basketball
- Andrew Schipper '03, ME, Track & Field
- Matthew Smith '03, ME, Swimming
- Chris Unton '02, Computer Science, Men's Basketball

@alumni.rose-hulman.edu emails

I would like to get your feedback at the board meeting on issues that we are dealing with concerning the @alumni.rose-hulman.edu email service that we are providing for ~2,500 alumni. As many of you are aware we have changed the SPAM filter process three times and consistently have about a dozen alumni that are unhappy with any change we make. We are limited to what we can offer since we must go through the institute's IAIT Department to house the service. I will explain what has been done to date and ask that you provide us with your input on how to move forward.

Strategic Plan

I recently met with Senior Vice President, Rob Coons and Vice President, Pete Gustafson to discuss the Action Plans that were submitted to the Strategic Planning Committee and received authority to move forward on all three Action Plans that were submitted with the hopes that we emphasize the following initiatives:

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.

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.

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:

Provide each freshmen a Chauncey Day t-shirt as part of their orientation and organize on-campus activities with the help of the Student Affairs office on 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.

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.

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)
- 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

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

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

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

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.

Submitted by:

Jim Bertoli

Executive Director