

Summary of August 8, 2014

Alumni Advisory Board Meeting

Alumni Clubs Report

Successful events since May

4th of July at Victory Field

Over 175 alumni, friends, faculty and staff attended the event this year which included a picnic, game and fireworks. We have already informed the Indianapolis Indians that we'd like to reserve 200 tickets for next year's event. This continues to be one of our most successful Indianapolis club events every year.

YAC Happy Hours

The Young Alumni Council's Happy Hour program has been successful over the summer with events in Houston, Chicago and San Diego. A number of Happy Hour hosts worked with the office staff to transform their Happy Hours into a night at the ballpark with outings at various minor league teams including the Greenville Drive, Peoria Chiefs & Frisco Rough Riders in Dallas.

Bloomington, IN Rose on the Road

Oliver Winery's Downtown Tasting Room in Bloomington was the perfect setting for our Rose on the Road event on July 8th. President Conwell spoke briefly, then did a great job with the Q & A session.

Summer Send-Off & Welcome Parties

Thanks to the effort of staff and many departments on campus, lists of all of the incoming freshmen, transfers, current students and new alumni were sent to all alumni clubs. We suggested that clubs have a "Send Off" for the students and a "Welcome to the area" for new alumni combined event. The following clubs have organized events:

- Lafayette
- Grand Rapids
- Austin
- Houston
- Detroit
- Central Illinois (Springfield/Decatur)
- Ft. Wayne

Rose on the Road & Other Alumni Events

Cedar Rapids Rose on the Road

A group of staff members including President Conwell, Rickey McCurry, Brandon Zollner and Jim Bertoli conducted a Rose on the Road event in Cedar Rapids, Iowa on June 30th. Over 45 alumni and friends attended the event, which was held at the Cedar Ridge Winery. Dr. Conwell, Rickey, Brandon and Elizabeth also spent the day on Thursday at Rockwell Collins.

Dayton Alumni Reception at Hilton Garden

On August 8th after our AAB meeting in Dayton we will be having an alumni reception at the Hilton Garden Inn. To date we have 17 people registered. We should get the traditional last minute wave of registrations that our alumni are known for.

Chauncey Day

The office staff is trying to convince all of the clubs across the nation to celebrate Chauncey Day on September 11th by having a happy hour after work and wear their Rose-Hulman gear. Every member of the freshmen class will get a Chauncey Day t-shirt compliments of Institutional Advancement.

Colts vs. Bengals in Indy

This event continues to be very successful. We sold all of 125 tickets that we had purchased and Jim B was able to purchase an additional 25 to take care of alumni that were on a waiting list. The pre-game brunch at Ruth's Chris has over 100 people attending.

Bengals vs. Titans in Cincinnati

Tickets for this September 21st event haven't sold as fast as the Colts event. We still have 100 tickets available in our block of 125. We have a great view of the field in our end zone location. The game is also the same weekend of Oktoberfest Zinzinnati downtown. We have a block of rooms reserved at the Hyatt Regency for anyone that wants to make a big weekend of it.

Seattle Rose on the Road

Our annual Rose on the Road event in Seattle continues to be a big hit with 33 registrants to date. Jim B thinks we will get at least 50+ for this event hosted at the home of alums Ryan and Angel Johnson on August 16th

CSSE Indianapolis Alumni Dinner

On August 26th, Dr. Cary Laxer and his staff is having a retreat at Interactive Intelligence. There are plans for a dinner that evening at Buca Di Beppo in Castleton with all CSSE alums invited to join the faculty and staff.

Phoenix Alumni Golf Outing

Jim B has been working with trustee Andy Williams to organize a golf outing for the Phoenix area on November 15th. The outing will be at Ocotillo Golf Resort in Chandler, Arizona. We hope to attract alums from the Tucson area, as well as our Phoenix alumni.

Submitted by:

Steve Nerney '85

Alumni Giving Report

- Alumni Giving finished the fiscal year at 31.8%, while Young Alumni finished at 28.7%. Both giving rates reflected slight increases, but fell short of the 35% goal for the year.
- As reported at the last AAB meeting, the purchase of RHIT License Plates is not being accurately reported by the Indiana BMV. The issue is still being resolved between Rose and the BMV. However, we currently estimate 200 active license plates. Including these additional gifts raises the giving rates to 33% and 31% for Alumni and Young Alumni, respectively.

- Total giving for the year was extremely successful. Final donations numbers are still being finalized, but are well above last year's giving.
- The third annual "Honor Roll of Donors" is being finalized for publication in the summer edition of Echoes. This list will recognize three groups of donors: (1) those who donated \$250 or more in the past fiscal year; (2) cumulative giving society members at the Chauncey Rose level; and (3) current members of the President's GOLD Circle for Young Alumni. All donors, regardless of giving level, will be recognized in the-line Honor Roll published on the Rose website.
- We bid farewell to Jason Embry, Executive Director of Development, who departs Rose on 31 July to join his fiancé in St. Louis. We thank Jason for all his efforts leading us on our current path of success, and wish him Godspeed with his new family and career!

Submitted by:

Jeff Trang '83

Greg Gotwald '01

Awards & Recognition Committee Report

Homecoming Recognition

The alumni affairs staff has been making arrangements for the Alumni Awards Breakfast at Homecoming by finalizing bios, obtaining photos, ordering awards and creating recognition pieces for the weekend.

Honor Awards Wall

Staff has also been making arrangements for the listing of our Career Achievement Award, Distinguished Young Alumni and Honor Alumni award recipients on the Honor Alumni Wall on the exterior wall of the Alumni Center. We hope to have this done prior to Homecoming.

Career Achievement Awards

Jim Bertoli will be organizing the Career Achievement Award Selection Committee once the school year starts. There will be a call-out in the fall to the Class of 1995 asking for nominations via RoseSTEM.

Submitted by:

Kelly Noel '02

Ken Koziol '92

Career Services Committee

Next formal report of placement will take place in Oct. As of now, 96% of the 2014 Senior Class are placed which translates to 26 graduates still looking/verifying employment.

The Intern/Co-op data collection process is still a work in progress with IT. Hopefully will be up and ready to go by the beginning of the school year. Optimally Career Services will be able to report at least Junior data by the Spring. Intern data from Seniors will be part of our next report.

Career Services presently has over 150 companies registered for the Fall Career Fair; a record for this time of year. Normally it would be in the 100-110 range at end of July.

Working with Elaine Lee on the refresh to the Corporate Recruiters list. Should be complete by next report.

Submitted by:

Todd Brown '91

Rob Hochstetler '91

Jim Neal '91

Continuing Education Report

In April, Dr. Bill Kline's part of the project was put on hold and transitioned to Rick Stamper and Kay C Dee. Dr. Kline believes they have been working on it this summer to develop new or revised action plans.

Dr. Kline's staff did develop and offer an online high school physics class this summer.

There is a plan to offer a few face-to-face CPS classes in Indianapolis later this summer and fall.

Proposal for 'Rose-Connect' Web Portal – Submitted by Dr. Bill Kline

(A discussion among Bill Kline, Jim Bertoli & Craig Downing)

The 'Rose-Connect' web portal will allow our alumni, where ever they may be, to offer their time and talent in support of our students, their communities, and the mission of the Institute.

The Rose-Hulman strategic plan indicates that we will seek to foster a culture of lifelong connection with all of our constituents. The Rose-Connect web portal will be created to enable our alumni to volunteer their time and talent to provide meaningful support for a variety of programs and activities initially here on campus and later in their communities.

In practice, the Rose-Connect web portal would serve as a repository and data base of (1.) campus and community opportunities and (2.) alumni expertise and abilities. The system would then serve as a matchmaking service between the two. Alumni would have the ability to review all opportunities presented before being asked to accept them.

An alumnus would enter the web portal and create a record indicating the expertise and abilities they believe they have and also what types of programs and initiatives they would want to support. Our alums have expertise and experience in a wide variety of technical and professional areas.

A wide variety of campus activities would benefit from these technical and professional contributions of our alums in either face to face (F2F) or remote/distance modes. Examples of such activities include:

- *Escalate Program and RISE Club – Entrepreneurship, Technology Development, Business Law, IP*
- *Competition Teams – Technical advisors and industry connections*
- *Classes – Technical expertise in related disciplines, Guest speakers*
- *Student Clubs – Technical or professional expertise, mentoring, guest speakers*
- *Career Services – Career mentoring and industry connections*

Beyond connecting alums with campus opportunities, connections to their communities could be made later on as well. In particular, we commonly receive requests for faculty/staff to be guest speakers at schools, science fair judges, etc. and are often limited by capacity and distance. Expanded to a national scope, the program could connect alums to these service opportunities in their communities.

There are significant opportunities for branding and marketing of this program. The name 'Rose-Connect' was developed without much thought. The program could be rolled out in phases and to segments of alums.

Submitted by:
 Anthony Primozich '00
 Todd Richard '06

Homecoming Report



Homecoming will happen!

Homecoming 2014 is scheduled for the weekend of October 3 – 5. Homecoming brochures have been mailed out, and registration is currently in progress. Registration forms are available inside the brochures or can be done through RoseSTEM.

The reunion classes are as follows: 1954, 1959, 1964, 1969, 1974, 1979, 1984, 1989, 1994, 1999, 2004, and 2009. All Reunion Chairs have been secured.

Reunion Information is as follows:

Reunion	Class	Reunion Chair(s)	Date	Location
60 th	1954	Erv Ulbrich Bob Miller	Friday, 6pm	Hulman Union Faculty/Staff Dining room
55 th	1959	Jack Fenoglio	Friday, 6pm	Hulman Union, Room 263
50 th	1964	Mike Johnson	Friday, 6pm	Hulman Union, Kahn Room
45 th	1969	John Newlin	Saturday, 6pm	Stables Steakhouse
40 th	1974	Bill Olah	Friday, 6pm	Old Bank Grille
35 th	1979	Greg Holler	Saturday, 6pm	The Ohio Bldg, 1 st Floor
30 th	1984	Marcelo Copat		
25 th	1989	John Becker	Saturday, 6pm	Hulman Union, Kahn Room
20 th	1994	Chis Hahn Jay Moorman	Saturday, 6pm	Stables Steakhouse, Loft Room
15 th	1999	Alyssa Lobo	Saturday, 6pm	The Ohio Bldg, 1 st Floor
10 th	2004	Mike Martin Chris Meyer		
5 th	2009	Nate Richter	Friday, 9pm	The Copper Bar

Here is an update on some of the items discussed previously:

1. Golf Outings and Sponsorships
 - a. Current focus is to find gift sponsor and title sponsor
 - b. Approaching Alumni Perks businesses to be potential hole sponsors
 - c. Young Alumni Council has agreed to be hole sponsor for each course – AAB follow suit?
2. Babysitting service to be provided by Vigo County YMCA
 - a. Saturday evening, 5:30 – 9:30pm

- b. Rates: \$30 (1 child), \$45 (2 children), \$60 (3 children), \$75 (4 children), \$100 (5+ children)
 - c. Must have minimum of 8 children enrolled by September 15th
3. Schedule cards have been finalized and will be passed out to alumni at Homecoming and distributed to local hotels



Friday, October 3

8:15 a.m. Alumni Golf Outing
 10 a.m.–4 p.m. Welcome and Hospitality Area Open
 1:30 p.m. High School Student Campus Tours
 4:30–6:30 p.m. Men's and Women's Alumni Tennis Matches
 5–7:30 p.m. All Alumni Reception
 6 p.m. Class Reunions-1954, 1959, 1964, and 1974
 6:30 p.m. Alumni Swimming and Diving Meet/25th Year Reception
 8:30 p.m. Pep Rally, Queen Coronation, and Bonfire
 9 p.m. Graduates of the Last Decade Party

For the full list of activities and locations visit www.rose-hulman.edu/homecoming



Saturday, October 4

8 a.m. Rosie's 5k Fun Run/Walk
 8:30 a.m. Alumni Awards Breakfast
 10 a.m. Alumni Baseball Game
 10:30 a.m. Alumni Men's Soccer Game
 10:30 a.m. Alumni Association Annual Business Meeting
 10:30 a.m.–1 p.m. Logan Library Open House
 11 a.m.–1 p.m. Academic Department Open Houses
 11 a.m.–4 p.m. Welcome and Hospitality Area Open
 Noon Women's Volleyball Games
 2 p.m. Football Game vs. Anderson University
 4–6 p.m. Rose-Hulman Ventures Open House
 6 p.m. 50 Plus Golden Gala Reception and Dinner
 6 p.m. Class Reunions-1969, 1979, 1984, 1989, 1994, 1999, 2004

For the full list of activities and locations visit www.rose-hulman.edu/homecoming

There are also several new items that are currently under development:

1. Artwork complete for pint glasses and coffee mugs – finalizing bids
2. Menu for all food being provided by Aramark has been finalized. Aramark requires final count by September 23rd (all Reunion registrations due by September 22nd)
3. Once again, 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 begin at 10:45am, and the cost is \$30 / person.
4. Ventures will have an Open House on Saturday of Homecoming to celebrate their 15th Anniversary and the hiring of their 1000th intern
5. There will be two athletic celebrations during Homecoming – 50th Anniversary of Cross Country program and 25th Anniversary of Swimming / Diving program
6. Cost analysis being performed for using vinyl banners in lieu of foam boards



A volunteer sign-up list for several different Homecoming events is now available. Alumni are encouraged to sign-up online through the Homecoming tab. A separate list for YAC & AAB members is also available and will be passed around during the meeting.

See you in October!!!

Submitted by:

Anellia (Nellie) M. Hohne '99

Rebecca (Becky) C. Smith '99

Student Alumni Association Report

- SAA and the YAC both contacted Lauren Jackson with interest in bringing back Rosie Dinners.
 - Plans are in the works to reinstitute the Rosie Dinners during the upcoming school year.

- ROSIE Dinners (Reaching Out to Students In Engineering) are hosted by alumni at their home or a local restaurant and provide an informal opportunity for students, alumni and faculty to network.
- Target cities for the first round of Rosie Dinners are: Chicago, Indianapolis, Greenville SC, Cincinnati, and Peoria IL.
 - Hosts for Greenville and Peoria are already located!
- Student Alumni Association will have a presence at the Student Organization Fair on September 3rd (day before classes begin).
 - President Jake Umsted, along with the SAA Executive Board, plan to attend
 - Will advertise SAA and seek students for the General Membership arm of the SAA
 - Furthers SMART goal of making SAA more inclusive and increasing number of students in SAA
- SAA members are being recruited to sign-up for volunteer positions at Homecoming this October.
 - They did an excellent job last year!

Submitted by:
Christopher Meyer '04

Student Recruitment Report

Minimal changes since May, 2014 admissions data. The green shaded cells indicate record highs for each category. The enrollment deposit was increased from \$250 to \$400 this year. Notable attributes of expected freshman class:

- Second lowest admissions rate ... being more selective
- Diversity is improving
 - Students from 39 states with most ever from MD, VA, TX, and GA
 - Record high percentage of internationals, females, Hispanics, and non-Caucasians
- Median test scores are similar to prior year
 - SAT Critical reading 590
 - SAT Math 710
 - ACT English 30
 - ACT Math 31
- Perfect scores (ACT or SAT) 56
- Median High School rank 94%
- Legacy 52
- Operation Catapult students 90

2014 Data as of July 29, 2014

Applicants

	2007	2008	2009	2010	2011	2012	2013	2014
Am Indian or Alaska Native	6	8	8	13	6	11	6	5
Asian	194	194	217	277	278	339	400	322
Black or African Am	115	151	169	196	181	181	214	199
Hispanic of any race	115	134	161	196	220	245	328	296
Native Hawaiian or Other Pacific Islander	5	9	5	7	7	7	10	2
Nonresident Alien	105	126	171	241	329	356	502	494
2 or more races	54	97	113	127	152	171	196	169
Unknown	255	56	49	132	72	79	68	71
White	2240	2389	2659	2669	3053	3080	3322	2846
Total Apps:	3089	3164	3552	3858	4298	4469	5046	4404
Female	689	728	836	852	1047	1063	1236	1033
Male	2400	2436	2716	3006	3251	3406	3810	3371

Admitted

	2007	2008	2009	2010	2011	2012	2013	2014
Am Indian or Alaska Native	1	3	3	12	3	7	1	4
Asian	136	146	157	200	177	225	233	169
Black or African Am	48	62	63	57	59	63	64	66
Hispanic of any race	71	81	93	90	96	124	140	160
Native Hawaiian or Other Pacific Islander	4	8	4	3	3	3	7	0
Nonresident Alien	63	61	106	153	213	213	267	309
2 or more races	37	77	78	92	92	104	103	119
Unknown	174	37	29	85	38	46	33	34
White	1,621	1,752	1,963	1,851	1,991	2,141	1,989	1,728
Total Admitted:	2155	2227	2496	2543	2672	2926	2837	2589
Female	493	533	601	596	677	713	770	714
Male	1,662	1,694	1,895	1,947	1,995	2,213	2,067	1875

Enrolled

	2007	2008	2009	2010	2011	2012	2013	2014
Am Indian or Alaska Native	1	1	0	3	0	1	0	0
Asian	19	13	18	23	16	27	20	23
Black or African Am	13	10	11	16	10	10	12	14
Hispanic of any race	12	11	18	16	16	14	16	26
Native Hawaiian or Other Pacific Islander	0	2	0	2	0	1	1	0
Nonresident Alien	7	10	23	36	40	52	64	82
2 or more races	4	22	15	20	13	21	24	30
Unknown	1	0	0	6	1	11	1	5
White	418	413	380	430	410	487	426	404
Total Enrolled:	475	482	465	552	506	624	564	584
Female	96	94	91	111	111	123	126	127
Male	379	388	374	441	395	501	438	470

Recruiting events and help requested of alumni:

- Information sessions were held in several cities earlier this year. The annual event was hosted at Lilly for Indianapolis area admits and families. Day and Gillman working with Admissions to replicate this program in Cincinnati, Chicago, Houston, DC, Detroit, and San Francisco area. Seeking out influential alums at large companies in these cities.
- 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:

- Office of Admissions continued to visit school districts with high ethnic populations
- Rose Bud became an active group in terms of recruitment. RHIT alumni contacted African American admits via email and phone calls

- Used Travel voucher program (fly in) for a record number of students to participate in NSBE Senior Weekend
- Developed new Ethnic Brochure and working on the Website for multicultural recruitment
- Assisting MEPI with planning and participation in activities at Rose-Hulman
- Developed referral relationship with Infinite Scholars and 100 Black Men in Chicago and Indianapolis

Submitted by:

Dedric Day '03

Steve Gillman '79

Young Alumni Committee Report

The Young Alumni Council met in Columbus, Ohio on Saturday, July 19.

Executive Committee Update

-Michael Reeves will serve as Past-President and AAB Young Alum Committee Chair -Ashley Erffmeyer will serve as the next President -Meredith Woodard will serve as the next Secretary (These roles will be transitioned at the homecoming meeting)

Trips & Events Committee

-June/July/August happy hours are underway

-3 have already occurred, 14 are scheduled -Some cities are trying to set up send-off parties for alums, current students, and incoming freshmen

Public Relations Committee

-Voted for one new rep from class of 2009 -Voted for one new rep from class of 2011 -Voted for three new reps from class of 2014 -Voting for new Young Alumni Rep to the BoT deadline is Aug 30

Service & Outreach Committee

-11 cities hosted National Month of Service Events -Class of 2009 is hosting the Young alumni party at Copper Bar Friday night of homecoming

Giving Committee

-Young alumni finished fiscal year at 28.6% (0.5% higher than last year)

The next YAC meeting will be held on Friday, October 3, on campus.

Submitted by:

K. Janae Chaney '05

Communications & Marketing Committee

No report submitted. Please see Executive Director's report for related items.

Submitted by:

Adam Homan '01

Matt Fuson '13

Alumni Representatives to the Board of Trustees

The next meeting of the BOT will be during the weekend of Homecoming. A full round of BOT committees and a full set of staff reports and an Executive Committee session of the Board are planned.

Submitted by:

Kenny McCleary '82

Bob Pease '80

Executive Director's Report

Senior Celebration

Hulbert Arena was at capacity for this great party for the Class of 2014 as they celebrated their last day as a student and the fact that they would be alumni the next day. The event came off without a hitch thanks to the efforts of the our staff, Communications & Marketing handling the family photos and the Sports Recreation Center staff with all of the set-up.

Commencement

Our Alumni Advisory Board president, Dan "Wally" Wolodkiewicz did such a great job with his speech at Commencement that I felt it was appropriate to share with you what he told our newest group of alumni:

Welcome to the Rose Alumni "family", and congratulations to each of you, on your graduation from the best engineering college in the nation. I am proud of you, the Rose-Hulman Class of 2014! Today you become one of only 18,000 to have graduated from Rose since 1874. You now join almost 15,000 living alumni members of the Rose-Hulman Alumni Association.

The last time I spoke at a Rose-Hulman commencement was when I graduated in 1982, and I remember what my Dad said, "be sincere, be brief, and be seated".

Today is special. Your parents, your friends, the outstanding faculty and supportive staff, have encouraged you, prayed for you, and sacrificed financially for you, to be the best, and for you to succeed and thrive at Rose. So on behalf of all alumni, I want to say "Thank you" to your Dad, your Mom, your Uncle, your Aunt, your brother, your sister, or the person that suggested you should apply to Rose-Hulman. They should be happy, because you "will" change the world – make it better.

To all the parents of these graduates, thank you for your love, and support of these very special men and women.

Today you are getting a significant pay increase! Congratulations on a job well done!

The Rose-Hulman family is a very special. Like all special families, it is important to stay "connected". The alumni group, to which you now belong, can offer you many opportunities, and I encourage you to stay engaged with our Rose-Hulman family as you begin your professional careers.

Rose STEM, the online access for Rose-Hulman alumni, will allow you to stay informed, of upcoming events, so you can keep in touch and network with fellow alumni. We have broad network of Rose-Hulman Alumni Clubs all across the country. Our "top 10" alumni areas include: Indianapolis, Chicago, Cincinnati, the Wabash Valley, Washington D.C., Bloomington,

Evansville, Detroit, Louisville, and Houston. We have alumni all across this great nation and around the world!

You are a tremendous person; otherwise you would not be here. But of course you already know that, because engineers know just about everything. You have a lot to be thankful for, and my hope is that you will make the Rose-Hulman family proud of the lives that you will lead.

You will realize how special this family truly is when someone sees you wearing the Rose-Hulman logo, and asks “you went to Rose-Hulman”. You have a unique connection through our alma mater.

I encourage you to seek out the Rose-Hulman alumni clubs, and stay connected. Rose means something special for each of us graduates, to me it means family.

When I was attending Rose, the President, Dr. Hulbert and his wife, Joy, became our Rose-Hulman “Dad and Mom”. They wanted us to work hard, study well, and to above all succeed in life to better others. Ron Reeves, was our “Rose-Hulman” uncle, making sure we “signed up” with the numerous companies that came on campus for interviews. You all have someone who sincerely wanted you to succeed and graduate. I hope, and pray, that you will remember them now, and in the years to come. Live your life with an “attitude of gratitude”.

I appreciate the opportunity to talk to you today.

Once again, I want to welcome you to the Rose-Hulman Alumni family, we are glad you’re here!

I have been sincere, I hope you feel I have been brief, and now it is time for me to be seated.

God bless you, God Bless your family, and God bless our Rose-Hulman family.

Thank you.

Class of 1964

The following members of the Class of 1964 will be back on campus Commencement weekend to celebrate their 50 year anniversary of graduating from Rose Poly. Activities planned for them include a reception on Friday in the Alumni Center, dinner together at The Saratoga, Platform Breakfast on Saturday morning where they will receive their 50 year medallions, Commencement ceremonies and a luncheon on the Hulbert Arena balcony after Commencement.

Alan Bechtel

Robert Murray

Paul Goss

Mars Gralia

Michael Johnson

Edward Kelley

Robert McKnight

Dennis Lawson

Bill Royer

Michael Scherer

David Staggs

Michael Thomas

Strategy 3A

Things are moving forward at a good pace with Strategy 3A. Here’s an update on the three action plans:

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

We are making positive strides in creating an increased pride in alumni and students of being a part of the Rose-Hulman family.

Our “Forever Rose” initiative will have a feature story in the fall issue of Echoes. I am aware that a number of you, and members of the Young Alumni Council, were contacted by the freelance writer for quotes and comments on

Forever Rose. We had previously had some quotes from Rob Hochstetler and Jeff Trang in the spring edition of Echoes. We have started some subtle branding by including “Forever Rose” on our most recent purchase of slap-wrap drink holders for distribution at alumni and campus events. We will also be including the Forever Rose phrase on the Chauncey Day t-shirts that Institutional Advancement will be providing all of the freshmen at orientation. Bill Schindel is very interested in using the Forever Rose initiative to create good energy as we head towards the public phase of the campaign. All that we do in this area will greatly enhance the campaign efforts. I hope to have the Communications & Marketing department assist with a specific plan for the initiative.

Action Plan 3A-2 (“provide increased opportunities for alumni to partner with Rose-Hulman” and “enhancing a culture of connectedness...”)

The desired outcome of this Action Plan is that more alumni are engaged with the institute and there is a higher level of satisfaction on the part of alumni.

We are seeing more active engagement of alumni in the areas of alumni club participation at events, alumni joining their city’s club coordinating team, participation as Happy Hour hosts, assisting Enrollment Management with local college fairs, participation in Facebook and LinkedIn groups of their respective cities. The Young Alumni Council and the Student Alumni Association are working together to reinstate the Rosie Dinner program, that stagnated in the past four years.

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

While coming up with an appropriate saying like “Forever Rose” to describe the passion and pride of being a member of the Rose-Hulman family seems to be an easy thing to do, creating a culture of philanthropy in students and alumni is a harder task. We are fighting the “transactional” attitude that many recent alumni have towards their alma mater and the problem of turnover in the Institutional Advancement personnel in the past decade or so.

The desired outcome is that current students learn the value of philanthropy by understanding and appreciating what others have done for them and to instill both an “attitude of gratitude” and a “pay it forward” mentality.

We also want to assist alumni to realize that they can make a significant difference in the lives of students at the institute through their time, talents and treasure.

Some progress is being made with our Financial Peace University Pilot Program, which will provide the opportunity to 10 current seniors and 10 young alumni to go through Dave Ramsey’s very successful financial responsibility curriculum. Once the students and alumni complete the course and provide their feedback, we will approach the donor that is funding the pilot program to see if they want to provide a major gift to create a permanent program for young alumni and/or students.

Alumni Perks Program

On June 1st we launched the smart phone apps for IOS and Android for our Alumni Perks program and have received positive reviews. We were sure to note in the June Newsletter that the businesses providing discounts were most based in Terre Haute in hopes of making visits back to campus more enjoyable. We also asked that if alumni were aware of any businesses in their cities that might want to be involved, to contact our office. I will be contacting a number of hotel properties in the Indianapolis area that have shown interest in being involved with our program. Hopefully, when we are back to being fully staffed, we can concentrate more staff hours to the expansion of the program.

AAB Meeting summaries on RoseSTEM

As is mentioned below, we have posted the summaries of our AAB meetings for the past year and a half on RoseSTEM.

Newsletters

We are very pleased with the system that we have developed for the timely issuance of the Alumni Newsletter. Lauren Jackson has done an outstanding job of the content and distribution of the newsletter. We are seeing positive responses to the items mentioned in the newsletters including increased interest in the Asics discount we offer our alumni to responses to Homecoming updates. Below you will find the topics of each of the last three newsletters since we last met in May:

June Newsletter

- Recognition of Honor Alumni Award recipients
- Upcoming Events
- Appeal to RHIT State of Indiana license plate donors
- Welcome to Class of 2014 by Dan ‘Wally’ Wolodkiewicz ’82
- PCI Alumni Directory information
- Alumni Perks Smart Phone Apps announcement
- SAA Events
- IMS Pole Day in Indy

July Newsletter

- Alumni Directory Quick Facts
- Upcoming Events
- Homecoming Updates & New Happenings
- Asics Apparel & Shoes Discount

August Newsletter

- Vote for AAB Secretary, Alumni Rep to Board of Trustees & Young Alumni Rep to Board of Trustees
- Varsity R Club Events
- Upcoming Events
- Homecoming Updates & New Happenings
- Master of Science in Software Engineering offering
- Announcement of AAB meeting summaries on RoseSTEM
- Alumni volunteer call-out for Homecoming
- Asics discount for alumni

RoseSTEM

As of now we have 4,721 alumni registered on RoseSTEM. This represents nearly one third of our alumni constituents. This is also nearly double the amount that we had registered on Your Membership over a 5 year period of time. Lauren Jackson, our Associate Director of Alumni Affairs recently completed an extensive training program on I-Modules in Kansas City.

Staff Update

Bretta

I wanted to let you know that Bretta’s husband Curt and her family asked me to thank all of the Rose-Hulman family for the outpouring of support to Bretta and their family as she fought her battle against cancer. I too, thank you.

Graduate Assistant

Lauren Meadows '14 will be joining our staff in mid-August as our Graduate Assistant in Alumni Affairs.

Summer Student Worker

Current Rose student, **Daniel Reyna '17** has been doing an outstanding job helping us this summer in assisting us with preparation for the summer Send-off Parties and New Alumni Welcome Parties.

Temporary Helper

Many of you may remember **Trudy Sladek**, the former administrative assistant in alumni affairs. Thanks to the generosity of **Matt Davis** in the Business Office, Trudy has been putting in about 25-30 hours a week since mid-June helping us out.

Administrative Assistant

We posted this position in early July and have had over 60 applicants for the position. I am pleased to announce that **Jenny Zacha** will be joining our staff as our administrative assistant on August 11th. Jenny comes to us from Office Max with four years' experience at the Terre Haute store as their print & copy center supervisor. Prior to her time there she was a production supervisor at Thyssen Krupp Presta for two years, and a administrative assistant and contract administrator for a Noblesville firm for three years.

Asics Sales

Thanks to the summer alumni newsletters we have been receiving numerous requests for our Asics alumni polo shirts and also for shoes. All of the alumni that have purchased shoes have been very grateful for the 25% discount that we are able to provide with our team dealership status with Asics. The volleyball team has also taken advantage of the discount, saving hundreds of dollars for the institute.

Submitted by:

Jim Bertoli

Executive Director

Alumni Affairs