



Alumni Association

Summary of February 7, 2014 Alumni Advisory Board Meeting

Special Note

We have three new members to our leadership team! Two new Alumni Advisory Board members have joined us with the addition of Matt Fuson '13 and Kelly Noel '02. Matt is currently working for Freescale in the Indianapolis area and will be joining the Communications & Marketing Committee. Kelly joins us from the Milwaukee area and works at M.A. Mortensen Company as a Design Phase Manager. Kelly has agreed to be the chair of our Awards & Recognition Committee.

Our third addition is Lauren Jackson, our new Associate Director of Alumni Affairs, who started in mid-November. We have used the "baptism by fire" and "deep end of the pool" orientation methods in getting Lauren acclimated. She has handled things incredibly well! Lauren will be joining us at the meeting this Friday.

Alumni Clubs Report

Below you will find the reports on the alumni club events since our last board meeting in November and plans for the next quarter and beyond.

Below are the top 25 alumni areas and cities. We hope to secure club coordinators and establish engaged clubs in each of these cities/areas.

Largest Alumni Areas

1. Indianapolis, IN	2,267	
2. Chicago, IL	697	
3. Cincinnati, OH	516	
4. Terre Haute/Wabash Valley	494	
5. Washington, D.C.	417	
6. Bloomington IN	356	
7. Evansville, IN	355	
8. Detroit, MI	326	
9. Louisville, KY	277	
10. Houston	277	
11. Twin Cities	270	
12. Columbus, IN	257	(coordinator needed)
13. Los Angeles	251	
14. Denver	233	
15. Dallas	229	
16. Ft. Wayne	208	
17. Seattle	206	
18. Gary	201	(coordinator needed)
19. St. Louis	192	

20. Cleveland	183	
21. San Francisco	177	
22. Atlanta	170	
23. Lafayette	161	(coordinator needed)
24. Dayton	156	
25. South Bend	155	(coordinator needed)

Largest Alumni Cities

1. Indianapolis, IN	817
2. Terre Haute, IN	292
3. Bloomington, IN	210
4. Carmel, IN	195
5. Fishers, IN	157
6. Cincinnati, OH	153
7. Greenwood, IN	149
8. Columbus, IN	149
9. Fort Wayne, IN	136
10. Chicago, IL	130
11. Houston	122
12. Louisville	105
13. Noblesville	103
14. Evansville	93
15. Zionsville	92
16. Avon	91
17. Austin	79
18. Brownsburg	75
19. Lafayette	72
20. Plainfield	62
21. Cedar Rapids	60
22. Dayton	55
23. St. Louis	52
24. Seattle	52
25. San Diego	50

Cincinnati Club Committee Addition

I am pleased to announce that Janae Chaney '05 has joined the club coordinator team with David Crawford '94 for our Cincinnati club. Janae will undoubtedly help in getting the alumni more engaged and create more activity for the club.

Rose on the Road & Other Alumni Events

San Francisco Rose on the Road

Jim & Angela Conwell, Dr. Cary Laxer, Chris Aimone and Jim Bertoli visited San Francisco on November 9th. The event was hosted at the offices of Novak Druce Connolly Bove + Quigg LLP in downtown San Francisco by club coordinator Brad Woodcox '04. More than 40 alumni and friends attended the event. This event helped to get additional club coordinator committees recruited.

Cincinnati NFL Event

Our second NFL event was also a big success when the Indianapolis Colts visited Paul Brown Stadium to play the Cincinnati Bengals on December 8th. Only 10 of the 150 people that were a part of the group decided to stay home after the area was hit with ice and snow. The pre-game event at the Hyatt Regency was a big hit with great food and fellowship. We provided each attendee a bag with a stadium seat pad, Hot Hands, a slap-wrap coozie and a RHIT wrist band.

Future Event Locations

As of February 2, 2014, we have 35 people registered for our Phoenix events on February 19th. Mr. Ed Mabley '47 helped us make arrangements with the Paradise Valley Country Club. Dr. Elizabeth Hagerman '00, the institute's VP for Ventures will be our featured speaker. We have 37 people registered for the event.

Rickey McCurry and I will be making an east coast swing in late March and April hitting three cities in less than a week. We will be at the Tysons Corner Marriott on March 29th in the Washington D.C. area. There is the possibility that Dr. Conwell will join us for this portion of the trip. We are also hoping that Robert Wilkins '86 will also attend. Robert was recently confirmed by the U.S. Senate to the U.S. Court of Appeals for the Washington D.C. Circuit Court. Club coordinator Chuck Sigman '80 was instrumental in getting the event organized. We have 417 alumni in the DC area.

Guillaume Rousson '09, our NYC club coordinator is working with the Alumni Affairs office in securing a location and a date, (either April 1st or 2nd), for an event in the Big Apple. New York City was one of the Great Debate locations and the alumni base there is anxious to hear about the progress with the Strategic Plan. We have 57 alumni in the NYC area.

Club coordinators Shawn Smith '05 and Ben Smith '10 assisted Jim Bertoli in securing TRADE, a trendy restaurant in Boston, for our event there on April 3rd. We currently have 14 people registered for the event. We have 112 alumni in the Boston area.

Austin Alumni/BOT Event

We have teamed up with the Board of Trustees and the President's office to have a joint alumni and Trustee event in Austin on February 28th. Gregg Lowe '84 and his wife Diana have graciously agreed to host the event in their home. We currently 52 registered. Jim has also invited the club coordinators from Houston, Dallas and San Antonio to the event and plans on inviting all of our class agents in Texas.

Pacers Game & Dinner

It didn't take long to sell out the event for February 7th at Bankers Life Fieldhouse for the Pacers vs. Trailblazer game and dinner. All 50 tickets were sold in less than three hours. Our professional sports events continue to be extremely popular.

Submitted by:

Steve Nerney '85

Alumni Giving Report

- The AAB achieved a 100% giving-rate before Christmas, a significant goal that we reached for the first time. Thanks to everyone for contributing!

- Alumni giving currently stands at 20.5%. This number is slightly ahead of last year's rate, thanks to a strong December. The goal for this year is 35%, so we look to be on-track to date.
- Jennifer K. has identified several year-groups in the 80's and 90's who have lower than average giving rates, both in terms of giving-percentage and average donation. We are evaluating the best way to approach these classes, starting with their respective Class Agents to create dialogue and learn what would be most appealing in "connecting" with their classes.
- In "connecting" and encouraging alumni to give, we should consider a theme that "Unrestricted Giving" is best for Rose-Hulman, but that any gift is important ... and alumni are welcome to designate their gifts anywhere.
- Rose-Hulman vanity license plates are being explored in several states having higher densities of RHIT Alumni, including **TEXAS** :) and Illinois. Purchase of these collegiate license plates also counts towards the overall Alumni giving-rate.
- The last Class Agent Webinar was held in October. Dates are being evaluated for the next session. Class Agents also receive periodic updates by email, the last occurring in December.
- The next major giving appeal will occur in March. This appeal will feature envelope labels, using a new format. Another appeal is being considered, using an alumni's major/degree as the theme. This would enlist the services of department heads and will also focus on those who haven't given recently.

Submitted by:

Jeff Trang '83

Greg Gotwald '01

Awards & Recognition Committee Report

Career Achievement Awards

The CAA Selection Committee met in December and January to determine the four recipients of the Career Achievement Awards from the Class of 1994. Jim Bertoli is in the process of notifying the recipients. The awards will be presented at the Honors & Awards Ceremony on May 10th. The weekend activities include a luncheon on May 9th with the selection committee and some SAA Leadership Board members. There will also be a dinner that evening at Stables for the recipients and their family members. We will also invite the past CAA recipients to attend the dinner. The agenda for May 10th includes a luncheon at the Hulman Memorial Union followed by the awards ceremony in Hatfield Hall.

Honor Alumnus & Honorary Alumnus Awards Timeline

The call for nominations for the Honor Alumni and the Honorary Alumni awards were posted in November and will remain open until April 1, 2014. Additional emails have been sent to all alumni asking for nominations and we will continue to do so in the months to come. Encouragement of nominating individuals will also be included on all alumni newsletters for the next two months.

We would like to change the timeline for the selection process from being done on May 30, 2014 to handling the process via electronic voting ballots from AAB members by April 15th. Due to the academic school calendar starting a week later than usual this year, Commencement weekend will take place the weekend after Memorial

Day instead of the weekend of the holiday. To ensure that the Alumni Affairs office has enough time to contact the recipients and provide necessary information for the Homecoming brochure production and mailing, we must adjust the timeline. We will make arrangements for a telephone conference call to discuss the nominees in the first or second week of April.

Distinguished Young Alumni Awards

The Young Alumni Council has handled the nomination and selection process for the Distinguished Young Alumni Awards to be presented at the Alumni Awards Breakfast during Homecoming weekend.

Submitted by:

Kelly Noel '02

(Jim Bertoli, Executive Director)

Career Services Committee

Winter 2014 Career Services Highlights:

1. Reported on Nov 1st 2013, which is the recognized national report date for the graduating class of 2013 a 98% placement rate. This left six graduates unaccounted for without a full time position, graduate school acceptance or military service commitment.
2. Fall recruiting has been extremely busy with company activity on campus. Fall and winter career fairs were very well attended:

2013 Fall Fair	205 companies/600+ Reps.	1800 students attended
2014 Winter Fair	120 comp. /280+ Reps.	909 students attended
3. Presently estimated 2014 senior class placement is 40% with outstanding offers from fall recruiting. The first comparison data point from previous years will be on Feb 28th.
4. Degree areas most sought after to date has been CS/SE, EE/CPE, and ME. Areas with less activity has been CE and BE. This is not surprising as most of the hiring for these two degree areas the last five years has taken place during spring recruiting.
5. We are on pace to set a record for the number of job opportunities being posted by companies to students via our online job posting site E-recruiting.
6. The number of 2014 graduating seniors will set a record by far for the largest graduating class ever for Rose Hulman. Over 520 students are indicating being at senior level and projected for graduation. This number may drop below 500 by the end of May but still will easily far outnumber any previous class by at least 75 graduates. Of the 2014 upcoming graduates, 35 are underclass international students. Prior years numbered 8 to 10.
7. Have received a draft of a letter from Elaine Lee in Career Services to go out to alumni inquiring about successful experiences with recruiters. Committee will review and work with Elaine to send out in the next month.
8. Discussing with Elaine how the alumni can help with mentoring alumni who have career questions. Elaine mentioned that she frequently receives inquiries from graduates who either have taken a job right out of Rose and don't like the job or are early in their career and looking for career advice. Concept would be to create a database of alumni who would be willing to mentor those in need. Could provide a mechanism to keep alumni and in turn their companies connected to Rose.
9. Fall Career Fair will occur right before Homecoming this year, 10/1/14
10. Recruit Indy career fair for alumni will occur on 3/12/14 from 11-3pm at the Convention Center in Indy. The Office of Alumni Affairs sent an e-mail blast to IN based alumni.

Submitted by:
Todd Brown '91
Rob Hochstetler '91
Jim Neal '91

Continuing Education Report

Since the last meeting no work has been performed. However the goal is to support the Strategy 3B meetings led by Dr. Kline. We look forward to getting into regular contact with the applicable folks on campus in support of our goals. Please review our committee goals for the 2014 that were presented last year.

Goals for 2014:

- 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

Homecoming Report

Homecoming will happen! Welcome Lauren Jackson!

Homecoming 2014 is scheduled for the weekend of October 3 – 5. The reunion classes are as follows: 1959, 1964, 1969, 1974, 1979, 1984, 1989, 1994, 1999, 2004, and 2009. Lauren Jackson is in the process of securing the reunion chairs, and there are only a few left to fill.

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

1. Increase golf sponsorships
 - a. A sponsorship flier and letter to prospective sponsors have been created and will be mailed out soon
 - b. Meetings with prospective sponsors in the Terre Haute area have already begun
2. Improve Homecoming communication
 - a. A timeline has been developed for the Communications & Marketing Department. It includes deadlines and requirements for what the Office of Alumni Affairs needs from Communications & Marketing. The timeline has been given to Rickey McCurry for approval and support.
 - b. The Office of Communications & Marketing has also been given a list of the marketing and event materials needed for Homecoming (save-the-date cards, brochures, banners, signage, logo/tagline, etc.).

- c. There is consideration to create a hash tag for Homecoming to help promote the weekend. It would be something that could be used each year (i.e.: #RHHC). There was a last minute effort last year by Communications & Marketing with the hash tag #RoseHulmanHome, but it was ineffective due to the timing and possibly the tag name.
 - d. A “Homecoming” tab remains under the Alumni section of the Rose-Hulman website. It already includes a list of hotel blocks that can be reserved for Homecoming weekend. Alumni Affairs has been able to increase most of the blocks and may be adding more hotels to the list.
3. Continue gathering alumni volunteers to support Alumni Affairs during Homecoming
- a. Lauren and Jim requested members of Young Alumni Council attend Homecoming’s Annual Business Meeting
 - b. General Membership of the Student Alumni Association has been created and will provide a larger base of student volunteers

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

1. Looking to redesign the layout of the Homecoming activities that take place around the football stadium
2. Considering moving the Alumni Awards Breakfast from 8am to 8:30am to accommodate alumni who participate in the Fun Run / Walk (not confirmed – will consider how it may impact annual meeting)
3. May change foam board signs used for tents to banners – initial cost will be high, but they can be used for multiple years
4. Continuing to investigate a babysitting service that would be provided by a licensed day care facility in town (Rose-Hulman cannot provide this service due to liability concerns)
5. The Alumni Affairs staff has taken a tour of local banquet and event locations to help with planning different alumni reunions and gatherings

See you in October!!!

Submitted by:

Anellia (Nellie) M. Hohne ‘99

Rebecca (Becky) C. Smith ‘99

Student Alumni Association Report

- The SAA is doing an outstanding job with their recruiting process. They had their interviews January 30th for the Leadership Board and are determining who will be invited to join the Leadership Board.
 - They made very nice fliers recruiting for both General Membership and the Leadership Board.
 - There is an electronic membership form on RoseSTEM for the General Membership which is quick and easy for interested students to fill-out.
 - Basic Demographic Info (name/e-mail/major/grad year/mailbox)
 - T-shirt size (members get a special t-shirt)
 - Committees interested in helping with (Public Relations, Campus Events, Alumni Events, Fellowship, Recruitment)
 - Additional activities interested in helping with (Homecoming, Chauncey Day, Color Smash)
 - What other campus activities involved with
 - Query of interest in being on SAA Leadership Board in the future
 - Open-ended question – “Tell us about yourself, let us get to know you!”

- This represents solid progress toward the SMART goal of continuing to make the SAA more inclusive and increase the number of students in SAA.
- Alumni Affairs is in the process of getting head shot photos of each Leadership Board member to post on the SAA page in a similar manner as on YAC and AAB web pages.
 - Correlates with SMART goal of aligning SAA with YAC and AAB.
- The SAA Leadership Board is also in the process of finalizing the revision of their Bylaws/Constitution to reflect the changes the Leadership Board roles and the addition of General Membership.
- A reception was held in the Alumni Center for the alums that were in town for the Winter Career Fair in mid-January. Provided a great opportunity for the SAA members and alumni to interact over pizza and soft drinks.
- Working on SMART goal of inviting current students to attend alumni events.
 - There is an Alumni Winter Happy Hour in the Twin Cities (MN) area which falls over the first Friday of Rose-Hulman's quarter break. The event coordinator (Ashley Kohls) indicates the venue is very family friendly and attendance by any SAA member back in the area for quarter break is welcome. I am working on identifying and notifying the appropriate individuals to invite.

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. Diversity efforts include:

- 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
- New admits will be contacted by RoseDART
- Student recruitment team will be formed. RoseMORE will be comprised of RH students who will call and email admitted students
- More individual contact with admitted students by Dexter Jordan
- All non-applicants will be encouraged to apply for admissions.
- Other key plans
 - Scholarship offers mid-March
 - Senior weekend April 4/5
 - Indiana Black Expo and Hispanic Expo TBA
 - Various college fairs in areas with high concentration of ethnic students

Planned to implement before end of year 2013:

- Completely redoing the Ethnic Brochure (complete) and Website for recruitment (drafted)
- Assisting MEPI with planning and participation in activities at Rose-Hulman (visiting RH annually and Craig Downing on MEPI Advisory Board)
- Developing relationship with 100 Black Men in Chicago and Indianapolis (inquiry letters sent to 100 Black Men, Urban League, and NAACP)
- Dexter Jordan anticipates reaching out the alumni base in November for assistance with recruitment.

2014 Data as of January 9th, 2014

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%	5	0.2%
Asian	194	6.3%	194	6.1%	217	6.1%	277	7.2%	278	6.5%	339	7.6%	400	7.9%	212	6.4%
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%	141	4.3%
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%	201	6.1%
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%	1	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%	229	7.0%
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%	130	4.0%
Unknown	255	8.3%	56	1.8%	49	1.4%	132	3.4%	72	1.7%	79	1.8%	68	1.3%	44	1.3%
White	2240	72.5%	2389	75.5%	2659	74.9%	2669	69.2%	3053	71.0%	3080	68.9%	3322	65.8%	2326	70.7%
Total Apps:	3089	100.0%	3164	100.0%	3552	100.0%	3858	100.0%	4298	100.0%	4469	100.0%	5046	100.0%	3289	100.0%
Female	689	22%	728	23%	836	24%	852	22%	1047	24%	1063	24%	1236	24%	758	23%
Male	2400	78%	2436	77%	2716	76%	3006	78%	3251	76%	3406	76%	3810	76%	2531	77%

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:

- Planning annual “close the deal” session at Lilly in Feb/Mar. Continuing looking to expand this concept in other cities.
- Continued support would be welcomed from alumni with covering college fair programs on behalf of/with 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.

Submitted by:
Dedric Day '03
Steve Gillman '79

Young Alumni Committee Report

Young Alumni Council met January 11 in Indianapolis.

EXECUTIVE COMMITTEE

- Mike Reeves, Janae Chaney, and Kate Pippins met with President Conwell and his cabinet on January 27 on campus.

PUBLIC RELATIONS COMMITTEE

- DYA Nominations closed 12/15/13
 - YAC voted for DYA recipients at Jan. 11 meeting
 - Nominators were sent thank you notes for their nominations on 1/13/14
- Monthly conference calls with Mike Krateg-Dixon have allowed YAC to promote various events, activities, and successes including:
 - GOLD (Graduates Of the Last Decade) Homecoming Party hosted by the Class of 2008 - 5 Year Reunion was published in the Fall 2013 issue of Echoes
 - DYA Nominations promoted on Facebook
 - Young Alumni Giving Challenge promoted on Facebook, results to be published in future issue of Echoes
 - Happy Hours to be published in the next issue of Echoes
 - Young Alumni Ski Trip to be published in future issue of Echoes

TRIPS & EVENTS COMMITTEE

- Young Alumni Ski Trip at Perfect North Slopes
 - Attended by 46 alumni
- Coordinating the February Social Networking Events in up to 15 G.O.L.D. cities
 - 4 Events are posted on the Alumni website (Kansas City, D.C., Twin Cities, Dallas)

OUTREACH COMMITTEE

- YAC members donated money and canned goods to the 14th and Chestnut Community Center for the third year in a row
- Coordinating and Planning the National Month of Service Events in April – May
 - Cities include: Columbus OH, Terre Haute, Chicago, Raleigh/Durham, Kansas City, Indianapolis, Columbus IN, Louisville, Bloomington, Austin, Detroit, Peoria, Houston, Cincinnati, D.C., Greenville SC, Dallas, Minneapolis/St. Paul, Cedar Rapids, Southern California
- Sponsoring an event on campus after the April 12 YAC meeting
 - YAC members will also participate in a community service project before the meeting

ALUMNI GIVING COMMITTEE

- Update on 1957 alumnus additional \$10,000 donation challenge
 - Met the goal of 140 first time donors of \$25 or more
 - Did NOT meet the goal of 280 renewal donors donating 10% more of previous donation
 - Raised almost \$40,000 in the process

Next Young Alumni Council meeting is scheduled for Saturday, April 12, 2014 – RHIT Campus

Submitted by:

K. Janae Chaney '05

Communications & Marketing Committee

Below you will find the progress that has been made since of last board meeting in November:

- Matt Fuson '13 has joined the AAB and will be working on the Communications & Marketing committee.
- Michael Kratage-Dixon has joined the staff of the Office of Communications & Marketing. He has been designated the liaison between Communications & Marketing and Institutional Advancement and will be working with Jim Bertoli and Lauren Jackson.
- Michael has been conducting monthly conference calls with Ashley Erffmeyer, the Young Alumni Council's Public Relations Committee chair, and Mike Reeves, YAC President. Matt and I plan on joining those calls in an effort to coordinate the communications efforts of the institution, AAB, YAC, and SAC.
- An alumni survey has been sent to targeted classes and some responses have already been received. The survey was sent out via email in early December. It was only sent to the classes of 1993, 1998, 2003, 2008, & 2012. The deadline for the survey is February 28, 2014.
- To date there are 4,237 alumni registered on RoseSTEM.
- Since the last AAB meeting (November, December, January), there have been 164 new RoseSTEM activations.
- RoseSTEM is available to the current seniors and they are encouraged to register. Alumni Affairs will push activations throughout all Commencement activities including: rehearsal, Senior Send Off, Senior Celebration, etc.
- Alumni Affairs has created a new template for the e-newsletter. The newsletter will now be set out the first week of every month.
- A PDF that outlines how to use the Search and Advanced Search features of RoseSTEM has been created by Alumni Affairs. The February Alumni Newsletter will have a link to this PDF.
- Alumni Affairs has created a timeline of various alumni activities (Homecoming, Chauncey Rose Day, Commencement) and has provided the list to the Office of Communications & Marketing. Hopefully the Office of Alumni Affairs will get a better response for its requests for website space for these events (i.e., it was hard to find Homecoming info last year.)
- I have spoken with Lauren Jackson, Jim, and Nellie about the possibility of using RoseSTEM to create customized Homecoming itineraries for attendees. It sounds like this may be tough to accomplish by Homecoming this year because of staffing. I would like to explore this further as a way to improve communication about Homecoming events.

Submitted by:
Adam Homan '01

Alumni Representatives to the Board of Trustees

The Board of Trustees have not met since our last meeting. We will share with the AAB the matters that will be discussed in Austin during the Trustee meeting from February 27th through March 1st during the AAB meeting this Friday.

Submitted by:
Kenny McCleary '82
Bob Pease '80

Executive Director's Report

Staff Update

David Walthius started in the office on January 6th. Dave will be our practicum graduate assistant for the remainder of the academic year and is part of an ad hoc committee we have formed to look at how we can engage the alumni in the Indianapolis that have a Greek affiliation. Dave is currently enrolled in the graduate studies program at Indiana State University.

Things are considerably better in the office with Bretta Schriener back in the office full-time and Lauren Jackson on board! We have been very productive the last few months and have been able to aggressively approach items that were set on the back burner due to a skeleton crew in October and November.

AAB Secretary & Alumni Rep to the BOT Ballots

We have obtained all of the necessary information from all of the candidates to post the ballots for the Alumni Advisory Board Secretary and Alumni Representative to the Board of Trustees. The photos and bios will be up on the website and voting will be open from now until August 30, 2014. We will be encouraging alumni to vote in the upcoming alumni newsletters. We owe our thanks to these six individuals for agreeing to be on the ballots for these very important leadership positions.

AAB Secretary Ballot

Dedric Day '03
Baron Gemmer '85
Rob Hochstetler '91

Alumni Rep to the BOT

John Brabender '81
Jim Nordmeyer '78
Chuck Sigman '80

Indy Greek Project

As mentioned above, Dave Walthius will be assisting us in finding ways that we might be able to engage the alumni in Indianapolis that have a Greek affiliation. A recent report showed that 1,155 of the 2,267 alumni in Indy fall within that group. The ad hoc committee that has been formed includes Steve Nerney '85, Mark Kipp '83, Ron Reeves '58, Jason Scott Embry, Dave Walthius and myself. Dave is in the process of meeting with the current Greek presidents on campus to help us identify the engaged alumni for each of their fraternities that reside in the Indy area. We then hope to create an inter-fraternity council that we can consult on the project.

Some ideas that have been discussed to engage the Greek alumni are as follows:

- Large event in Indianapolis, possibly at a large Greek restaurant, inviting all Greek alumni
- Having a RHIT Greek Alumni event at an Indianapolis Indians game in April
- Conducting smaller social events around the city in the areas with the larger concentrations of alumni
- Having current students attend Greek alumni event in Indy to help them with engaging their alumni brothers/sisters with their respective chapters
- Making each Greek alumni group aware of the existing scholarship funds for their fraternity or opportunities to create a scholarship fund to help their current students
- We have already created the Zeus Cup and Archimedes Cup for the Homecoming golf outings to encourage more Greek alumni participation

Here is the breakdown of alumni in Indianapolis by fraternity:

- Alpha Omicron Pi 5
- Alpha Tau Omega 178
- Chi Omega 69
- Delta Delta Delta 45

- Delta Sigma Phi 106
- Lambda Chi Alpha 186
- Phi Gamma Delta 157
- Pi Kappa Alpha 98
- Sigma Nu 129
- Theta Xi 53
- Triangle 118

Alumni Engagement Tracking

As mentioned in our past two meetings, the Alumni Affairs staff has been tracking the interactions that we have experienced with our alumni at all alumni events since July 1, 2013. Here are some results from the data we have collected thus far:

- 105 alumni interactions in July
- 120 alumni interactions in August
- 2,572 alumni interactions in September
- 298 alumni interactions in October
- 76 alumni interactions in November
- 72 alumni interactions in December
- 123 alumni interactions in January
- 3,365 total interactions in seven months

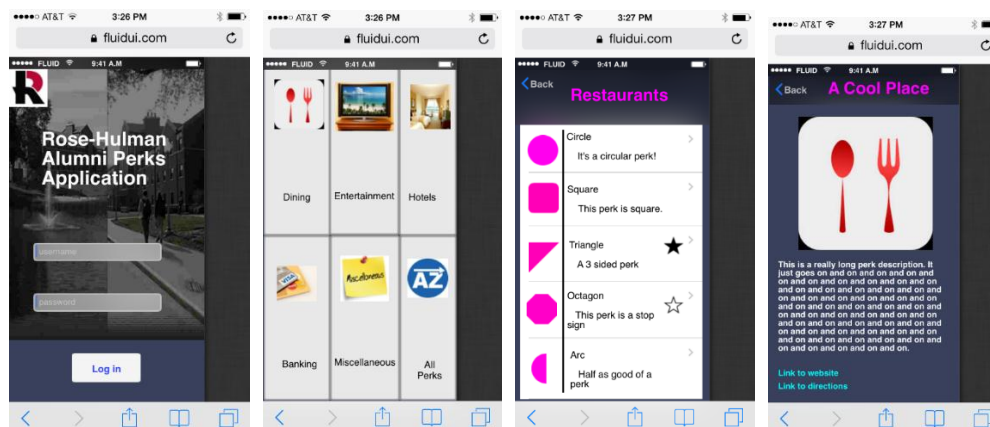
Winter Career Fair

Lauren Jackson and I were able to interact with over 60 alumni that were on campus for the Winter Career Fair on January 22nd. The SAA held a reception for the alumni that arrived in Terre Haute the night before the fair.

Alumni Perks Program

We have added two hotels to our perks program with Comfort Inn & Suites and La Quinta Inn & Suites in the Plainfield/Airport area. We also added AVIS rental cars to the program.

Considerable progress has been made by the CSSE Senior Project Team that is working on the Alumni Perk smart phone APP. Here are a few snapshots of the team’s progress.



RoseSTEM Website Development

We have updated the AAB page on the website with new members and also the new roles that each of you have assumed.

Lauren Jackson was able to obtain photos of Young Alumni Council members at their January 11th meeting in Indianapolis and we have updated their webpage.

We have experienced some problems with the merge of information from our Banner/Argos system to iModules/RoseSTEM with group email invitations for alumni events. The IAIT department is checking into the problem and we hope to have things resolved soon.

Alumni Directory

A February 21st conference call has been scheduled with the Institutional Advancement team and PCI to establish the details on the timeline for creating an alumni directory that we hope will be available by the end of the calendar year. I ask PCI if it is possible to have the directory available by October 1st. I thought it would be a great addition to Homecoming if we could have the directory available for purchase that weekend.

Alumni Survey

The 2013-2014 Baccalaureate (Academic) Alumni Survey is currently being conducted on RoseSTEM, Rose-Hulman's online alumni network, between January 16 and February 28 for alumni who graduated in 1993, 1998, 2003, 2008, and 2012 (corresponding to the current alumni survey plan of 1, 5, 10, 15, and 20 years after graduation). The primary purposes for administering the alumni survey are regularly seeking feedback from key constituents, our alumni, on their collegial experience and their suggestions for improving our degree programs. In addition, aggregated survey results will be incorporated in our self-study reports to both the program and institutional accrediting agencies (ABET and Higher Learning Commission). It should take about 20 minutes to complete the survey. If you have received the email invitation and haven't completed the survey just yet, please consider offering your input by February 28. Thank you for your time and consideration!

Alumni Feedback Requested for Accreditation

The Alumni Affairs office assisted IRPA in seeking comments about our institution in preparation for its periodic evaluation by its regional accrediting agency. Rose-Hulman will host a visit April 2-4, 2014 with a team representing the Higher Learning Commission of the North Central Association.

The Commission has accredited Rose-Hulman since 1916. The team will review the institution's ongoing ability to meet the Commission's criteria for accreditation. Comments can be submitted to www.rose-hulman.edu/hlc2014.

Submitted by:

Jim Bertoli

Executive Director