



**Rose-Hulman Alumni Association**

**AAB Meeting Agenda**

**Friday, April 21, 2017, 1:00 p.m.**

**SRC Skybox, Terre Haute, IN**

(Revised 4/17/17)

- I. Call to order – Dan Price - Vice President
  - a. Each member introduced themselves (location, vocation, and what they did differently)
  
- II. Roll Call – Greg Gotwald, Secretary
  - a. Nellie Hohne
  - b. Andrew Jordan
  - c. Todd Brown
  - d. Robert Stone
  - e. Jessica Toth
  - f. David Sanborn
  - g. Chris Meyer
  - h. Steve Gillman
  - i. Jeff Trang
  - j. Jeff Myers
  - k. Kelly Noel
  - l. Dan Price
  - m. Greg Gotwald
  - n. Chris Repa (via phone)
  - o. Erin O'Connor (via phone)
  
  - p. Staff
    - i. Ben Paolillo
    - ii. Steve Brady
    - iii. Emma Campbell
    - iv. Lauren Arnold
    - v. Elaine Lee (arrived later in meeting)
  
- III. Approval of minutes – Greg Gotwald, Secretary
  - a. Motion to approve and seconded by Kelly and Robert
  
- IV. Board of Trustees report - Jeff Myers
  - a. Attended Winter meeting in Houston

- b. Proposed by-law amendment re Alumni Trustees
  - i. Currently 2 young alumni (2 year terms) and 2 “seasoned” alumni (4 year term)
  - ii. Going to 3 total alumni
  - iii. Term limit will change to 3 years
  - iv. This is expected to pass at the next meeting
  - v. This is aligning in part with what we are doing
  - vi. Next election will be in 2018
  - vii. We will include this in the policy documents we’re generating
- c. Structured exercised on how the BOT can support the academic programs
  - i. Data are being analyzed and will be incorporated into strategic plan
- d. There was a Houston area alumni event with 96 area alumni
  - i. Tim Tipton (ME ’78) received his Chauncey Rose “jacket”
- e. Next meeting in May at commencement

V. Capital Campaign update - Steve Brady

- a. See presentation for more detail
- b. Still in silent phase
  - i. 2012 start date with 2018 as original end date.
  - ii. Probably now 2020 for the end.
  - iii. \$300M goal
  - iv. Currently \$124M
  - v. Needing three lead gifts (20% of total) \$30M and 2 \$15M
  - vi. Average gifts received are higher than planned
  - vii. We’re now fully staffed for the first time in a long time
  - viii. Target is 60% of total before going public
  - ix. Most money coming from Alumni
    - 1. Many of the foundations are actually alumni foundations
  - x. We are generally getting \$20M/yr
    - 1. Expect we can get to \$30M/yr
  - xi. We’re about 30% participation rate consistently
    - 1. We should be around 50%
    - 2. AITU is around 25%
    - 3. Maybe adding two people to annual fund giving
    - 4. Small group funding is a really good strategy to get people to start giving
  - xii. Major gifts have increased significantly over last year
  - xiii. Alumn donated a McClaren, which raised \$2.4M and 80M mentions on the media
  - xiv. We’ve been through two Campaign Chairs
  - xv. Overall financial situation is good, but our endowment is too small.

VI. Executive Directors Report – Ben Paolillo

- a. Updates

- i. Made a lot of changes since August, but a lot of groundwork had already been laid by existing and former staff. Thanks to Emma and Lauren for their work.
- ii. Accomplishments
  - 1. Updated by-laws
  - 2. Alumni Relations is now the name
  - 3. Homecoming will change
  - 4. National engagement plan put together
    - a. Also specific Indy and Wabash Valley plans
  - 5. We're involved with the academic departments
  - 6. Emma has been promoted to a coordinator
  - 7. Will be adding another coordinator
  - 8. Attitude of Gratitude went well—we raised \$65K. Thanks to Dan for helping that match
  - 9. SAA Board past and current president are with us.
  - 10. We have a photo archive that's been put together.
  - 11. New website expected to launch in June
  - 12. Newsletter goes out second Tuesday of every month, that's been refreshed
- b. 2017 Annual meeting
  - i. Our Board year is out of sync with the BOT
  - ii. Annual meeting is at homecoming
    - 1. We'd like to move to this Spring meeting
    - 2. This will help with alignment and get the BOT reps elected and in place for Homecoming
    - 3. Likely eliminate it.
    - 4. Open space/time up for the annual meeting

## VII. Staff reports

- a. Career services - Elaine Lee
  - i. Elaine assist with career placement for alumni
  - ii. We have an alumni job board accessed through STEM
  - iii. Helps coordinate both alumni looking for jobs and alumni seeking jobs
  - iv. Majority are looking to come back to this area
  - v. She also works with special needs
  - vi. She also works with the students that don't have jobs at graduation
    - 1. Biomedical and Chemical Engineers are the tough majors right now.
- b. Clubs - Ben Paolillo
  - i. Expected new coordinator will handles clubs
    - 1. Changing name from "club" to "network"
      - a. Younger generation—not as interested in formalized process and sitting in meetings

- b. Way to help keep people engaged, but not tied to a permanent commitment
  - c. Homecoming - Lauren Arnold
    - i. Soft launch of photos: [photos.rose-hulman.edu](http://photos.rose-hulman.edu)
    - ii. Homecoming is happening and planning is well underway.
    - iii. New items
      - 1. Herman Moench bust will be Saturday morning, Oct. 6.
      - 2. Alumni awards breakfast will happen; it's getting moved to our spring meeting and "Attitude of Gratitude" week.
      - 3. 15, 20, 25, 30 graduation years and 35, 40, 45 graduation years will have combined reunion years.
        - a. Both at Clabber Girl
      - 4. 10 year at Moggers
      - 5. 50 year on campus – Lake Room in Union
      - 6. 50 year birthday of Catapult—it will have a tent
      - 7. We are having volunteer tent and a beer tent
        - a. Looking to expand the beer tent this year
  - d. SAA - Emma Campbell
    - i. Emma just took over
    - ii. It's been a tough year for SAA with Rachel's passing
    - iii. Taelar has been a great president and very helpful as has up-coming president Mitch.
    - iv. This Sunday the executive team and committee chairs will have their retreat and be evaluating roles and responsibilities
    - v. Looking at
      - 1. Refreshing the SAA logo
      - 2. Updating the structure for membership
    - vi. Will be doing their philanthropy event—color smash—in the coming weeks (dodgeball with paint)

## VIII. Committee reports

- a. Executive Committee – Dan Price – Vice President
  - i. We're a new committee
    - 1. We went through the agenda to try to preview issues
  - ii. Board nominating – Dan Price, chair
    - 1. Solicited nominations via email
    - 2. Used young alumni format
    - 3. Ben vetted down to 7
    - 4. Dan then interviewed each
    - 5. You've been provided details on each and recommendation from the committee

- a. Proposing 5 instead of 4 based on strength
  - b. Focused on our goals in constitution
- iii. Motion to approve the slate of candidates by Nellie seconded by Kelly.  
Motion carries unanimously.
- iv. Ben will be doing an “onboarding” process. We’d also like to provide them with a “mentor” to match them with.
  - 1. John→Jeff
  - 2. Dan→Nyle
  - 3. Alyssa→Nellie
  - 4. Jason→Todd
  - 5. Kedar→Robert
- v. Remaining positions (3)
  - 1. If you have suggestions, please let us know. 1 – 90’s, 2-2010’s.
- b. Awards – Kelly Noel, chair
  - i. Proposed updated criteria for awards was distributed
    - 1. Purpose is to clarify the awards and criteria
  - ii. Awards Event date
    - 1. Homecoming is too busy
    - 2. Moving to our Spring Meeting and Attitude of Gratitude week
  - iii. Career Achievement
    - 1. Expanding to 20+ years instead of just 20 years
  - iv. We’ve also put some exceptions on who is eligible.
  - v. Added a new award for alumni that work for the school
    - 1. We have about 50 currently eligible
  - vi. Adding to the document what the physical award actually is.
- c. Young Alumni – Andrew Jordan, chair
  - i. Jessica is working on events
    - 1. 2 years ago we had 77 events
    - 2. Last year 200 events
    - 3. Feedback has been great for the Houston area.
    - 4. Pushing coordinators to not get frustrated after one event
    - 5. Adding structure to the group and coordinating communication
    - 6. Goal is 300 events
  - ii. David is working through personnel problems on his committee.
    - 1. Season of service and SAA events are expected to continue.
  - iii. RARE (Rose Alumni Recruiting Engineers)
    - 1. Typically handled by admissions office
    - 2. We’re looking to help get more young alumni at these events
      - a. Maybe have Jessica work with Chris to help get the young alumni more involved.

### 3. Ben will help coordinate with Enrollment Management

- d. Student Recruitment – Chris Repa, chair
  - i. Material has details
  - ii. Applicants/Admitted are pretty steady
  - iii. Enrollment is down in some areas
    - 1. Female down 10% but still above national average
    - 2. We are still low on ethnic diversity
    - 3. Looking at family income as a function of diversity
  - iv. Diversity committee still hasn't been able to meet with the administration
  - v. Kelly asked if we are looking at tracking data regarding LGBTQ
- e. VP nominating committee – Ben
  - i. Elections will be as follows:
    - 1. Next meeting will set forth the process
    - 2. November meeting will accept nominations
    - 3. Elections will be held at the Spring meeting.

### IX. Update on policy document

- a. On-boarding process
- b. See GMG handout for details
- c. Drafts to be circulated prior to August meeting (Except for #9)

### X. Old Business – Dan Price, Vice President

- a. New Rose-Hulman website – Lauren Arnold
  - i. June 1 is launch date
- b. Mentoring program. Mitch Lozier – SAA President
  - i. Student response was really excited
  - ii. Requested feedback for next year
    - 1. Kelly explained a few options
      - a. Student needs to own it
      - b. Needs to set goals for it
      - c. Follow up on it
    - 2. Several people noted they had a good experience
    - 3. It was noted that students aren't sure how to initiate a follow up conversation.
  - iii. Dan suggested we work with the SAA to talk generally with them about this feedback.
- c. Next AAB meeting – Ben Paolillo
  - i. August 4<sup>th</sup> at Eli Lilly facility in Indy
- d. Honorary Degrees – Ben Paolillo
  - i. This Board cannot nominate those, however, any individual can.

- ii. BOT handles those nominations.
- e. RHIT Trips
  - i. We're headed to Panama on a cruise.
  - ii. Ben encouraged people to consider those

XI. New Business – Dan Price, Vice President

- a. Fall AAB meeting
  - i. Late October/November
  - ii. In Indy
  - iii. Will check availability for Friday or Saturday

XII. D thanked Dan and everyone for their efforts

XIII. Adjournment - Dan Price, Vice President

4:30-5:15 Reception with Student Alumni Association, in the Skybox.

5:30-6:30 AAB reception at Terre Haute Brewing Co.