

**Rose-Hulman Alumni Association
Summer Meeting
AAB Meeting Minutes
Saturday, August 4, 2018, 1:15 p.m.
Hulman House
Terre Haute, IN**

- I. Call to order – Greg Gotwald, President
- II. Roll Call – Holly Kowalski, Secretary
 - a. In attendance: Bill Bess, Todd Brown, Gary Bullock, Steve Gillman, Greg Gotwald, Nellie Hohne, Matthew Iwema, Jason Karlen, Alyssa Lobo, John McClain, Chris Meyer, Kedar Murthy, Kelly Noel, Kali Nordquist, Dan Price, Anthony Primozich, Nyle Riegle, Robert Stone, Jessica Toth, Stefani Vande Lune. ARBOT: Jeff Myers, Ashvin Lad. Not present: Andrew Jordan, David Sanbord. ARBOT: Chuck Sigman
- III. Approval of minutes from last meeting – Greg Gotwald, President
 - a. Kelly Noel moved to approve. Motion carried.
- IV. ARBOT report – Greg Gotwald
 - a. Greg stated that unfortunately, Jeff was unable to make it to the meeting and Ashvin has not been at a meeting yet. Jeff did email a report that will be forwarded on to everyone. There were a couple of points: the Purdue Boiler Affordability Grants along with the first year adoption of the common application seem to have affected overall admits and more specifically female admittance.
- V. Staff reports
 - a. Year of the Volunteer– Ben Paolillo
 - i. Ben commented that one of his goals was to get the Board organized to get processes in place so that we can get people involved on this Board. We also opened up committees to people that are non-board members so that they can participate on this Board. As a way to get another group involved, Class Agents are being transitioned to Alumni Relations and will be asked to volunteer. We are going to come up with a list of opportunities that we need volunteers for, which could lead them to opportunities on campus and ultimately this board. In addition, we are looking at strengthening Alumni networks and possibly having a training session for volunteers either on campus or virtually.
 - ii. One of our roles as Alumni Relations is to keep people informed and one of those ways is through our e-newsletter. We try to funnel as much information through the newsletter as we can. One of the other things we wanted to do is a video yearbook. We needed a way to keep a history of what has happened during the year since yearbooks have gone away. An example video was shown.
 - iii. Student picnics have been supported in the past but we are trying to go in a different direction. This really isn't an alumni function. We are supporting them by promoting the event but we are not supporting them financially. We will continue to send swag to hand out.
 - iv. Ben announced several opportunities for trips for Alumni if they are interested. Handouts were available on trips to Hawaii, Norway, and Germany. He asked the board members to help promote them to their own networks. It's a great way to connect with other alumni and make great friendships while also seeing exciting parts of the world.
 - v. Ben asked for feedback in regards to the red and black Rose-Hulman R. The red and black R is still available for branding but the solid red R is the primary institute mark. Ben stated that he would like to get the red and black R the mark of the Alumni Association
 - b. Holly Presley

- i. Discussion of moving the G.O.L.D. party from the Copper Bar to our beer tent. This would save us a significant amount of money moving it back to the beer tent. The plan is to get feedback at the party this year to see what people think.
- ii. Holly Presley commented that the Homecoming brochures are going out in the mail next week.
- iii. We are also trying to jazz up tent city this year. We are hoping to have a large entrance into tent city. We are going to have a live band and the Student Affairs Office is planning to feed the students on the grass southwest of the parking lot. This will allow non-greek students to participate in Homecoming and this area will allow them to be more involved. We have moved all organization tents back to make the area a little more open and inviting. We are also hoping to do a ticket system this year, where tickets are handed out at tents and you are entered into a drawing. Raffle winners will be announced during half-time of the game. There will also be the alumni beer tent with four alumni brewers this year. The varsity R will have their own tent located on the west end of the track and will have a separate entrance from the back.
- iv. Holly stated that we are trying to continue to track who is coming back for Homecoming. We're trying to incentivize visiting Hatfield Hall, by having a photo booth where one can take a selfie in the photo booth with fun props, sign up for a raffle, take a picture with the RHIT letters and pick up your Homecoming collectibles. We are also looking for volunteers to help with many events as well
 - 1. There was a suggestion of having a QR code attached to stem profiles so that it could just be scanned by phone for all events.
- vi. Holly also announced that we are trying to jazz up the Golden Gala and make it more fun. We are looking for a Frank Sinatra style singer for the evening and we are planning to hand out roses to attendees.

VI. Committee Reports

a. Executive Committee – Greg Gotwald

- i. My big pitch to the board is we exist to help the institute and we need to always keep that in mind as we do our work.
 - 1. Items discussed in the Committee Meeting were appointments for Committee Chairs. Kedar Murthy for Career Services Chair, Kelly Noel for Board membership Chair, Nellie Hohne for Awards Chair, Jessica Toth for Student Recruitment Chair. Young Alumni – (AJ) Andrew Jordan is stepping down as Chair. There is some potential opportunity for a good candidate but if someone else is interested, please let us know.
 - 2. Another item is the Career Services Committee which is currently an Ad-Hoc Committee. We had a previous committee structure and when redoing the by-laws that Committee was abolished. When we redid the by-laws we reorganized our focus to the things the school needed. After a short time we decided we needed a Career Services focus, so we added that as an Ad-Hoc Committee. It has been a great committee. Todd has done an excellent job and we have good continuation of leadership. The Executive Committee discussed moving this Ad-Hoc Committee over to permanent committee status. Greg Gotwald made a motion to move this to permanent status, Dan Price seconded. Motion carried.
- ii. Annual Meeting
 - 1. We used to have a meeting at homecoming that was an all alumni meeting. It was a formality through the constitution that we would have this meeting. As this group has evolved and reorganized, we shifted that meeting out of homecoming and moved it to our annual spring meeting. Last year we had our AAB meeting and then officially opened our all alumni meeting, which was essentially a 'cliff notes' version of the meeting we had just had. It was live streamed to make available to everyone and we only had a handful of people viewing the meeting. Needless to say, there was no participation or engagement. Now the question is, why are we continuing to do this? Is it necessary?

Historically, the purpose of this meeting has been participation. The thinking is to continue to have this meeting for one more year with the idea being that if there is very little to no participation, then it will be discontinued. Discussion took place with questions and comments.

- b. Board Nominating – Kelly Noel
 - i. Reference made to term limits listed in board book handout. If your term is ending in 2019, you will be contacted to see if you are interested in continuing to serve another term on the board. With the recent change in the policy that members can serve three consecutive terms, everyone is still eligible to remain on the board. There are two openings that we are looking to fill. Those classes are 90's and 80's and the reason is to remain in alignment with the demographics of the alumni base, which is a requirement. There are at least two other openings that will make it four. With AJ stepping off the board and as the chair of the young alumni committee, we do not have to follow the normal timeline to fill his vacancy, we can fill as needed. The general consensus from the executive committee, and what we wanted to discuss with the entire board, is bringing forth an interim to fill that position until the next election cycle. It was agreed that this should be looked into.
 - ii. The board of trustees will always have one open position as someone rolls off the board each year because of three year terms.
- c. Awards Committee – Nellie Hohne
 - i. One of the challenges we face is getting equal information on each candidate. Nominations open the first week of September and close at the end of October. Alumni Relations sends an email out to all alumni asking for nominations. There are three awards that are chosen by the AAB and two that are chosen by the Alumni Relations Department. We would like to change the application document if everyone agrees. Those nominees will simply list the name, email, class year, phone number and ask the simple question of why are you making this nomination. Those will be due by October 15. The committee will then work with the Alumni Relations Department and get the list of nominees. The committee will reach out to each of those nominees for further information about themselves such as what professional achievements have they made, what professional achievements will give recognition to the institute, etc. That way when all that information comes in by November 1, the committee has equal amounts of information for each candidate. If the nominee does not respond, then they have removed themselves from consideration. Overall, this will cut two weeks off of the nomination period.
 - ii. Also, another comment was that people liked the videos for the honor alumni awards. We would also like to allow a set amount of time for recipients to speak. The formal photos should be done before the ceremony. The maximum number of awards is four for each category.
 - iii. Time limit on how long nominees are held was discussed. There is nothing in the policy document about how long these nominations should be kept. This is something that should be looked at.
- d. Student Recruitment – Jessica Toth
 - i. Jessica stated that Steve Gillman will be heading up a sub-committee of student recruitment that will focus on diversity. This will be a diversity of thought and background to be fully inclusive. What had been talked about with Jill from Admissions, we want to be sure we are looking at the data overall.
 - ii. Another subject is the "Seal the Deal" and how do we get students to say yes to Rose-Hulman once they receive their acceptance letters. We are engaging Dieter Schultz, as well as the rest of the committee to look at this. We are looking at doing informal videos to include with acceptance letters.
 - iii. Recruitment Fairs. The idea is to engage more alumni. We want to have a backlog list of alumni who want to help with career fairs. We want to have a list that admissions can look at when they need help at a fair in Cleveland, Ohio, for example. They also need help in our main cities with info sessions.
 - iv. Sweat equity – discussion was held over honoring those alumni that may not be able to make large donations but donate a large amount of their time. Should they be honored in some way comparable to large cash donors?

- e. Career Services (ad hoc) – Kedar Murthy
 - i. The Career Services Office has divided the structure of their office and are now an employer based and a student based component that work together but they have two separate structures. The student based component is currently focusing on placement and getting the attention to the students that they have always been given with a few extra steps. So, they are trying to catch them now as freshman and work with them through their senior year. They also want to know what students want and where they want to work so they know which alumni to reach out to and which ones to look for.
 - ii. Career services gave us a list of the top hiring companies. The top five were Rockwell Collins, Naval Surface Warfare, Boston Scientific, Arcelor-Mittel and Cummins. Arcelor-Mittel extended a significant number of offers but did not get as many acceptances and they are looking at the reasons why. There are a number of students going to grad school but it's a little lower, it's 14% for the class of '18, down from 20%. They believe that drop off is from the improved economy and creation of jobs.
 - iii. Salary report offers are still rising. Average offer salary was \$68,241, high offer was \$120,000.
 - iv. Simplicity system with Career Services has transitioned away from Simplicity and all students and alumni will move over to Handshake. If you had a Simplicity account you will need to create a Handshake account. For students going forward, as they graduate and transition to alumni, their Handshake account will automatically transition with them.
 - v. Several companies have been posting higher level VP positions and have been sharing those with Career Services who then shares them with Alumni Relations to include in the Alumni e-newsletter and Echoes.
 - vi. Future projects – short videos on their You Tube page, the day in the life of an alum, virtual information sessions, how to best feature talent positions and attract alumni applicants, tying alumni to social media feeds, and new company recruiting strategies and practices for Generation Z.
- f. Young Alumni – Greg Gotwald
 - i. Andrew Jordan is stepping down as chair. He has done great work and we will continue to work on the transition of this committee. There was some discussion about different ideas as to what this committee should be doing, what they have done, and where it should head in the future.

VII. Old Business

- a. Board Giving Report – Nellie Hohne
 - i. Nellie confirmed that the board is at 100% giving. Each year the Alumni Association sponsors a hole at Homecoming. We can do one course for \$150 or both courses for \$275. The Alumni will be doing both holes. Cash was collected at the meeting but Nellie will be sending an email with a link on how to donate.
- b. Fall Meeting – Greg Gotwald
 - i. Saturday, November 10, 2018. Exact times could change based on having committee chairs available for committee meetings. Having campus staff available was also viewed as beneficial.

VIII. New Business

- a. Spring Meeting – Greg Gotwald
 - i. Spring/Annual meeting will be held on Saturday, March 30, 2019. Location TBA. Exact times could change due to committee meetings. However, due to time constraints with the timing of the Alumni Awards Celebration the time will most likely remain 9:00 for the Exec Committee. Attendance at this meeting is important as we will be having our elections.
 - ii. The Alumni Awards Celebration should be well attended by the AAB. Ultimately this is the board's event so we should be there to support it. Please bring your significant others so that the awardees feel that this is a significant event and they are appreciated.
- b. Summer Meeting – Greg Gotwald

- i. Historically, this meeting has defaulted to the President's hometown. Location TBA, Saturday, August 10, 2019.
 - c. Photo-Ben Paolillo
 - i. Photo of group following the meeting for history purposes plus new members can get familiar with veteran members.
- IX. Adjournment – Greg Gotwald
 - a. Kelly Noel moved to adjourn. Kedar Murthy seconded. Motion carried.