

Rose-Hulman Alumni Advisory Board

Summer Meeting Minutes

Saturday, August 6, 2022

- I. Call to order – Kedar Murthy
 - a. Kedar called meeting to order.
- II. New Business – Kedar Murthy and Greg Gotwald
 - a. Motion made by Greg Gotwald to expand the number of board positions to 26. Motion passed.
- III. Roll Call – Kerrie James-Hunter
 - a. **AAB**-Gary Bullock, Jason Carlyle, Mike Chaney, Steve Decker, Kameron Eisenhour, Greg Gotwald, Nellie Hohne, Melva Holt, Matt Iwema, Alyssa Lobo, John McClain, Kenny McCleary, Kedar Murthy, Alexa Myers, Kali Nordquist, Dan Price, Nyle Riegle, Amanda Stapleton, Dieter Schultz, Victoria Zheng
ARBOT-Robert Stone
Absent: Allison Bowman-Rogers, Jason Karlen, Kelly Noel, Craig Pohlman, Steve Schmitz, Chris Inman, Paul Palmer
Staff Present-Steve Brady, Charlie Ricker, Kerrie James-Hunter; Guest speakers – President Rob Coons, Santhana Naidu, Vice President for Communications and Marketing
- IV. Approval of Minutes – Kedar Murthy
 - a. Motion to approve minutes from spring 2022. Motion passed.
- V. Campus Update & Welcome – President Rob Coons
 - a. Enrollment for Fall 2022 is holding steady, right at 2150. There is some variability with graduate students and, international enrollments are starting to rebound.

From a placement perspective, Rose continues to have an amazing success rate. Currently, Rose is at 99% placement. The average starting salary for this class - \$73,800. The highest offer reported was \$145,000 in the computer science field.

Rose continues to enjoy, from an enrollment perspective, the success of being #1 in US News and World Report. This is where international students first learn about Rose. These rankings are also a big part of media campaigns around higher education. From Rose's perspective, given our price point, there needs to be a focus on return of investment.

There are several surveys out nationally that try to calculate the return of

Renovations continue in Skinner and Sharpenburg. Giving Skinner some more life and replacing the HVAC in Sharpenburg.

The bookstore/mailroom remodel will allow for a new coffee room/dining space where the old mailroom was located in Moench. It will enhance the use of the "Commons". It will provide another source of food and drink for students and will be much more attractive. The volume of paper mail has decreased dramatically, and as a result, a lot of those mailboxes are not opened all year. While the volume of mail has dropped, the volume of packages has quadrupled. A portion of the bookstore has been renovated and electronic boxes will be tied to an email notification system.

Moench has a glass roof through the corridor which leaks. Rose did not want to lose the value and benefit of the glass roof in the wintertime. More clear space and height have been added making the corridor feel larger and brighter.

The strategic plan has been structured into two tiers. Many institutions have shortened what Higher Education refers to as a strategic planning process significantly. Higher Education is changing so quickly that it is hard to predict what students will look like in 10 years or 15-20 years. In our case, Tier 1 is three years. Rose is in the midst of reengineering our enrollment process. Dr. Tom Bear is doing a phenomenal job in enrollment management. Rose has significantly changed the recruitment process and are starting to see the results. This gives Rose more flexibility to control the freshman class size. Our hope is that over time it will allow us to improve yield or selectivity.

Tier 2 is the more traditional focused plan. A survey was sent out earlier this year. People are really taking part in these groups, and many are virtual sessions with participants from across the country. The following items are the top four areas where people have expressed interest, concern, or advice.

1. Preparing for the future of STEM; how does Rose prepare for that.
2. Collaboration with companies and institutions.
3. Remaining affordable for our target market.
4. Diversity, Equity and Inclusion.

Innovation on Campus, in particular, Innovation Growth. The Hulman farm was purchased in 2017 and there have been numerous inquiries as to what is

primarily due to resources but also Rose does not want real estate to drive strategic decisions. Strategy should drive how the property is developed. Roughly dividing the property into thirds; the first 1/3 being developed into an extension of campus; the second 1/3 left mostly wooded due to rough terrain and oil wells – not easily developed; the last 1/3 sits on State Road 42 across from the airport. If Rose wants to think of developing any part of the property, that area makes the most sense. This concept of Innovation Growth came because of the internal goal that Rose has had for over a decade of moving Ventures to campus. Ventures had over 40 interns the4;(t)2 (fw (s) 2

in Engineering Management. The average admitted Rose student comes to us with about 26 advanced placement credits. Many of them are almost a sophomore or a solid sophomore before they arrive. Most of those students stay four years and are getting double or triple majors. This gives them another option to achieve their Master's in four years.

The Lily Foundation awarded \$8.1 million to Rose-Hulman, DePauw and St. Mary of the Woods for a five-year pilot program to collaborate and provide counseling services on all three campuses. Mental health services is one area where most colleges are struggling to provide the level of support that students are expecting. This collaborative grant will have an Executive Director for the entire program, a licensed psychiatrist to serve all three campuses and several programming opportunities around counseling services that have not previously been provided.

Summer programs such as Catapult continue to be strong. Rose is broadening the reach with some of the other summer programs such as Project Select, Rose Powers and Creation Crate. Creation Crate was developed during COVID to provide opportunity for 10th and 11th graders with

How we

cliff and what is going to happen to the future of higher education but there is also a lot of hope.

So how do we get the word out. There are four channels or levers we can pull to get our name out or improve the perception of Rose. First, paid media - targeted digital ads; second, social media and promoted posts; third, mass media and lastly, earned media. Alumni success is a big part of our strategy. When it comes to social media, it continues to grow. Instagram and Facebook are big channels. Facebook for alumni, families and parents and Instagram for prospective students. Instagram is more important, right now, than the Rose-Hulman website.

In old media, Echoes, the Rose-Hulman magazine is also an important tool in getting the word out about Rose-Hulman. Website visitors continue to go up year after year.

Email is still our number one way for reaching out to prospective students. There has been a growth in email since 2020. Rose is sending a lot of emails and Rose has a 27% open email rate, which is phenomenal.

Q. Is there any leverage to be gained by getting information to guidance offices in top-rated high schools?

A. Absolutely, both nationally and internationally. Admissions in the last year has started to build a guidance counselor list. Rose is sending emails to them as well as parents.

Q. What is your view on LinkedIn and what can alumni do to help get the word out?

A. One of the goals this year is to be more active on LinkedIn. There is an opportunity to reach alumni but also corporate partners and hiring companies. There will be more posts from us on LinkedIn about institute news. If you are on LinkedIn, then share what you are seeing.

Q. Has there been any thought to having students do something on Instagram like sharing a day with them at Rose or student athletes sharing a day?

A. On Instagram there is another handle called Life at Rose. It is something our office manages and we rotate out every week a new student. All our office does is handle the password and they share their stories in their own voice. That is a very popular channel for prospective students. Most students follow this account.

Q. How does someone find the videos?

A. As AAB members, the link will be given to Charlie to share with everyone. As individual alumni, the videos can be found on the website and some will be trickled to social media to share.

VII. Lunch

VIII. ARBOT Report

A. Academic Affairs Committee

Student Affairs Committee

- COVID: Eric Hayes
 - Student COVID status: 93% vaccinated, 87% fully boosted
 - (352) students tested positive in 2022: (213) in Jan, (100) in May
 - (2500) nights in quarantine/isolation, (7000) meals delivered to quarantined students
 - Have leased (6) apartments in Sharp Flats for next school year.
- Career Placement: Eric Hayes
 - 92% placement at commencement weekend: 66% jobs, 22% graduate school, 3% military service
 - \$YHUDJHVWDLUWLQJVDODUN
 - (45k) jobs posted in the Handshake online application system
 - Student SRC visit numbers are back up to 80k+ visits
- Lilly Grant Update: Eric Hayes
 - MINDful College Connections: 501©3 entity established, (9) member board selected, nearing selection of executive director
 - Held Greatest Floor Event again: (24) events in (24) hours, 57% of on-campus students participated
- Housing: Eric Hayes
 - Started year at 101%, ended at 92% occupancy

Board Discussion

- President's Remarks: Rob Coons
 - ,QQRYDWLRQURJYH3URMHFWFLQOLRQ+DYHVVUDWHJGULYHQHZODQGQXVH not vice versa! • Relocate Rose-Hulman Ventures (RHV) – RHV becoming a hub for innovation and possibly housing parts of civil and other departments or labs
 - Create a home for the Sawmill Society
 - Have received a \$1.5 million grant from READI, will sell existing RHV building
 - May receive grant from US EDA for the project – amount TBD
- Strategic Plan Priorities: Rob Coons
 - Priorities (from survey) • Affordability: what is afforda (i)6 (or)7 (i)6 (j)7 (om)-3 (o)10 (d)1

- Strategic Plan Tier 2 Timeline
 - Gather insights from focus groups: Sep-22
 - Review findings with BOT: Oct-22
 - Create subcommittees, develop response options: Dec-22
 - Outline draft plan based on response options: May-23
 - Update/Finalize plan based on feedback Sep-23
 - Present to BOT for affirmation Oct-23
 - Prepare for public launch Dec-23

IX. Staff Reports

Society, that is the entrepreneurial aspect that Rose wants to make sure that we are a part of the alumni life cycle throughout the entirety, not just when they show up in the news and have sold their company for a billion dollars.

- b. The Alumni Relations team has been looking at the alumni life cycle and how we meet alumni relative to where they are located. For example, our more seasoned alumni really like to meet and engage in person and attend events where the younger alumni want that as well but also want learning opportunities, mentoring opportunities, and opportunities to stay engaged with current students. How we accomplish this effectively within each group is

Upcoming Alumni Events: Detroit for the Dream Cruise, Chicago for Cubs vs. Brewers, Indy Indians game in September, Dallas and Denver will be having alumni events later in the fall and Homecoming October 7-9!

Q. Will there be Build Your Own Bonfire kits or swag boxes for sale this year during Homecoming?

A. The simple answer is no. The stuffing and mailing of those the week before an on-campus homecoming vs. virtual is pretty close to impossible. The swag boxes were offered last year that were shipped and since it was not a virtual homecoming last year, the swag boxes were not very popular.

Q. Could this be something that is focused on international alumni?

A. It could be or maybe it is an opportunity for the bookstore to offer and ship and Alumni Relations helps select the items.

An alum has asked for several years if it would be possible to have Rose-Hulman gift boxes offered during the holidays. This would be something you could order from the bookstore website and have gift wrapped and shipped to a person. This might be the year that gets done. It is something that would be easier during the holidays rather than trying to offer swag boxes at Homecoming.

Q. Could Alumni Relations partner up with the mstons parg thdays(atTd.004 T)101 0.009 (g

be reaching out to all the alumni network leaders in the next few weeks to try and get those groups jumpstarted, post covid.

One thing we intend to do the second Thursday of September is celebrate Chauncey Day, Founder's Day on Campus. This used to be celebrated with student groups but our student group is no longer in existence. AR is proposing that each of the network groups hold an event on Chauncey Day in their city and we will provide swag and some history on Chauncey Day that can be shared with the group along with flat Chauncey.

Q. Can someone be a network leader and an Ambassador or what is the difference between the two?

A. A network leader is someone who is willing to coordinate a time, place and location and host the event for the network whereas, an Ambassador is someone who can be put in front of a student.

X. New Business – Kedar Murthy

a. Welcome New AAB members

- i. Steve Decker (ME '77)
- ii. Ken McCleary (CHE '83)
- iii. Melva Holt (CHE '02)
- iv. Victoria Zheng (CS/SE '13)
- v. Alexa Myers (MA/ECON '20)

b. Awards Committee

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XII. Committee Report Out

a. Student Recruitment – Dieter Schultz and Amanda Stapleton, Co-Chairs

Dieter stated that there was a phone call with Dr. Tom Bear, Vice President of Admissions, along with Alumni Relations to make sure that we are supporting the initiatives of Admissions in a way that this group can re-engage alumni as needed. There are three areas of focus for us that Dr. Bear really thinks align with their mission. The better alumni can execute these initiatives, the better the results will be. Those three items are the alumni note card writing, the fee waivers and participating in the Noblitt Scholars Program. Currently, the fee waiver email went out from Charlie with standard language that we could use to forward that email to other people or share by word of mouth. We would like to include a link to the video of choice by Dr. Bear, with that language. At the next meeting, discussion on the note cards and the need for volunteers for the Noblitt Scholars will be addressed.

Amanda added that those three items are the focus; however, Dr. Bear is open to the idea of a pilot program, specifically in Cincinnati, to allow us to better leverage our alumni network to reach into the high schools; looking at how can we support the high schools and those guidance counselors and expand the reach of Rose's offices. As Alumni, we can support Dr. Bear's office and he is open to this under the guise of those individuals being trained properly to make sure that the language being used when engaged with local guidance counselors are in accordance with how they would expect that communication to go if they were doing it themselves but allow that to spread further. In order to see if that might work, alumni get some training in the process and expand to make the scalable. Dr. Bear is open to having Cincinnati as a model city to see how it works and then potentially use that as an expansion model.

b. Board Nominating – Nellie Hohne, Chair

Welcome new members. There is also a new ARBOT member, Chris Inman. Our membership metrics try to match the AAB percentages to our overall alumni percentages. This has been one of our better years being closely aligned with that. We also keep track of geography and majors. A couple of new majors have been added this year, our first Math/Econ major and our first CS/SE major.

Looking ahead, there are 11 members whose term will end June 30, 2023. Six of them are completing their final term and five of them are up for renewal. Nellie stated she will be reaching out to those individuals before the November meeting and that will help determine how many spots need to be filled and what decades need to be filled.

last 10 years. No significant employer trend data for Florida. The optics major