

Rose meeting

to order at 10:15 a.m.

**Roll Call:** Holly Kowalski, Bill Bess, Allison Boman-Rogers, Gary Bullock, Jason Orlyle, Cameron Esenbur, Steve Goman, Greg Gotwald, Nellie Hohe, Matthew Ma, Jason Krien, Alyssa Lobo, John McCain, Bob Meyer, Kedar Murthy, Kelly Noel, Kim Nordquist, Don Prie, Mark Renblberger, Nyle Riegle, Steve Smitz, Peter Soltz, Amanda Stapleton and Robert Stone. **Absent:** Jessica Toth. **Staff Present:** Brandon Zollner, Charlie Ricker, Katie Hoffmann, Steve Brady, Holly Kowalski and Jared Goulding.

Approval of Minutes – Kelly Noel

Robert Stone made a motion to approve minutes, Greg Gotwald seconded motion carried.

Diversity Moment – Kelly Noel

- a. As part of the diversity and inclusion moment, a document was shared with the board that Alyssa Lobo had sent. Kelly asked Alyssa to lead the discussion. This document came from Ryan Vande Water, class of '96. Alyssa stated that she read this several months ago and thought it was

laws were changed. When was the first time you were in a large group of people where you were the minority in the US?

There is a documentary on Netflix called 13<sup>th</sup>



VI. Staff Report – Brandon Zollner

- i. This will be an overview of what our staff has been doing over the past several months, since the August meeting. A lot of the spring/summer activity was pushed to the fall.

Virtual Homecoming 2020, Charlie Ricker is the point person for this event. For those of you who signed on, there was very positive feedback from this event. Rose was able to maintain engagement levels and introduced a couple of new things. There was a donation feature this year which helped offset costs and there was also a GOLD event. There were close to 1,200 registrations. There was also a 'Build Your Own Bonfire Kit' 8 (n)-2la

Hall.

The AR team has also been helping with COVID and surveillance testing and helping with the logistics of that, contact tracing, calling students and alums. There is a very robust effort on campus and the AR team has been helping with that. There have been quarantine care packages put together and given to students if they find themselves having to go into quarantine. Rose has put together a very robust program to make sure that students that are put into quarantine are cared for when they are in isolation or quarantined and that they don't feel lost or forgotten.

Looking ahead to 2021, there are some events that need to be figured out but nothing will be decided until January when there is a better feel to how things are on campus. The Alumni Awards, Commencement, the 50<sup>th</sup> Class and the 1970 Class and the 2020 Class all have to be decided on what events will happen and where. The 2020 Vision Tour was halted, and we will be looking at relaunching that program and also reopening club city engagement. AR is also working on virtual engagement metrics and looking what works, what needs to be expanded, and what should be eliminated or cut back and what can be offered as a hybrid experience.

b. Campus Update – Steve Brady

- i. Campus has continued to move forward but not significantly. Our new normal on campus is everyone is masked and it's one of the reasons we have been able to stay successfully face to face.

If you haven't heard, there is a new athletic field where the soccer field was. This is a new turf field that is all seasons. It is primarily geared toward soccer, but it will also be able to be used for lacrosse. It has a cork infield that decreases the temperature on the field 5-15 degrees, which is a big deal for our soccer team.

Our new academic building is moving along very well. Anticipated opening date is the fall of 2021. The exterior shell looks like it is done but the interior is still being worked on. It is on schedule and on budget, two things the President is very keen on.

There is now a frisbee golf course. This is something that was done over the summer. Student Affairs was tasked with coming up with something that students could do outside, socially distanced. This has become very popular and students are competing on a regular basis. It is a long course, so prepare yourself for a long walk.

The Noblitt Scholars has been announced and there are 81 students. Steve gave the Alumni Advisory Board a special “Kudos” for their part back in March/April when we had to scramble away from in-person visits to virtual visits. This was the Chauncey Rose Scholars that has transitioned into the Noblitt Scholars program. Niles and his wife Nancy are very excited about the program. We are working on a way to get them together online. The students are genuinely outstanding and we’re also using this as a way to fundraise for additional gifts to support this. Dr. Christine Buckley has been announced as the Director.

students and contractors who are coming on campus to work on the new academic building. This is NOT an insignificant amount of time, resources or investment, but it has enabled us to not have any significant breakouts on campus.

There is a Rose Ready document online that basically outlines everything from CDC guidance to hand washing and face coverings to our travel policy for faculty and staff. If you're bringing a guest to campus, it is a how-to guide to manage COVID from a staff, faculty or student perspective. Even our attendance policy had to be adjusted. There is a whole section on building ventilations and



is successful, the threat of a student missing classes is a very real

To give you a sense of the cost of testing, Rose is currently in a testing pool, which is four individuals per test and that test is about \$100. But the first few rounds of testing when school started were individual tests at \$100 a test for about 2500 people, which ended up being about a quarter of a million, this adds up quick.

Campus right now looks like plexiglass city. The cafeteria has been depopulated with the number of tables, but in those tables there's plexiglass dividers. If you can read lips, you're at a pretty good advantage, but it is hard to hear. The amount of Plexiglas across campus was not insignificant.

I think I mentioned that we have HEPA filters in almost every classroom in order to help with airflow and purification of the air. There has been a tremendous increase in expenses but when compared to the revenue lost at the end of last year, this has been a smart investment on our part. Yes, there was money received but Rose did not make any money from the government.

Q. Bill Bess asked if there were any new developments on the property across the road?

A. Steve stated that is where the Frisbee Disc golf course is located. The cross-country team has been running on that property. There have been a number of conversations with developers and other people who are interested in some of the property. The President is keenly aware that we need to transition that property from a liability to an asset. Civil Engineering also has a lab over there.

Q. Steve Schmidt asked if Rose is providing any mental health services to those in isolation/quarantine? When his family had to go through that, it was very difficult.

A. Steve replied this is one of the primary goals of the quarantine coordinators. The coordinator is expected to check in every day, at least once to ask, how are you doing? How are you feeling? There's a whole other set of rules that the student is following from a health perspective in that they are checking their temperature and reporting any changes in their symptoms, if they have any. The mental health capacity piece has really been pushed onto the coordinators to track that and make sure that somebody is checking in with them. This is something that we're going to struggle with. Rose has seen an increased need for mental health regardless of COVID.

Our mental health has been able to switch to telehealth for when students have had those challenges. There are some resources available to them. The last piece that I'll mention is we have encouraged anybody who lives within 200 miles of Rose to consider just going home for that period. Just because we know that they'll have a stronger network of support than staying at the Holiday Inn. Kedar Murthy also asked how they get their meals and Steve replied that is done through our provider, Bon Appetit. That is also where the quarantine bags have come into play. Those have some cans of soup, bottles of water, aspirin and other miscellaneous items to help them survive quarantine.

Greg Gotwald added that Rose is looking at insurance to help recoup some of their losses. Greg also mentioned that the alum that runs Ethos, the COVID testing lab, said in a text message that Rose has one heck of a testing program in place compared to other universities.

VII. ARBOT report, fall meeting – Jeff Papa

- i. Jeff stated there is more detail in the report in the board book, but the board had an abbreviated meeting compared to normal Board of Trustees meetings. Some of the highlights: Rose is ranked #1 again by US News for the 22<sup>nd</sup> consecutive year. The class of 2024 enrolled 547 students and out of that 36.8% were historically underrepresented, 26.5% were female, and 53 had perfect SAT/ACT scores. Steve spoke on the Noblitt Scholars, but Lilly also gave \$1 million to support first year recruitment and retention.

The report mentions some revenue figures from this year and last year and the deficit projected for fiscal year 2021 is \$0, which includes the rainy-day fund draw of \$2 million and a freeze on employee retirement fund which amounts to \$3.9 million.

Enrollment hit some records in terms of underrepresented communities: 35 Asian, 33 Black/African American, and 34 Hispanic.

The endowment from June 2019 to June 2020 went from \$218 million to \$226.7 million, a 3% investment gain which equals \$6 million and the update that was given on 9/30/20 puts Rose at \$234 million.

The Fall 2021 discount rate is 56% and Tom Bear talked about reaching a goal of 53% discount by 2025 with a goal of 620 first-year students. That is a big increase in enrollment and some of the things needed to achieve that are increase the number of applications. The normal number of applications is 4500, that will need to increase to 5500. The focus needs to be on a national draw and lessen the dependence on both regional and international students or shifting recruitment to other international areas and looking solely at China.

That model is built on no tuition increase for 2021 and a 2% increase thereafter each year until 2024. In five years, tuition plus fees would grow from 8.1% from \$50,600 to \$54,700. Total undergraduate enrollment would grow to 2,300.

And a part of that additional rainy-day fund draws of \$2.4 million for fiscal year 22 and a total rainy-day fund draw in years 21-23 of \$7.5 million using capital reserves of \$2.5 million in conjunction with cost management measures of \$2.25 million.

The Academic Affairs Committee noted that a grade of D, W, or F in a student's first math course is a significant factor who stays for sophomore year. Rose's overall retention is 89.9% but it drops to 65% for students receiving a D, W, or F in their first Rose-Hulman math course. Rose is making a concentrated effort to intervene.

There was also a lot of talk about the 3+1 program, trying to get an undergrad master's degree in four years. On that, the typical freshman that arrives in August brought 27 college credit hours with them. There are two changes that would need to happen: 1) some courses need to be able to count as either graduate or and/or undergraduate credit 2) students would need to be enrolled as undergraduates and graduates at the same time. The first point has been considered by the relevant committees and approved and the second point is in the process of being shared with faculty for consideration later this year, likely in November.

Then there were some demonstrations from two professors of what they have been doing during COVID time with some online and hybrid solutions to save costs and deliver content.

Q. Kameron Eisenhour asked if the intent is to grow Rose larger in the long run? Is the size going to grow to 5,000?

A. Steve Brady said that Rose is not situated to handle 5,000. The is to get back to 2,300. The academic building was built with the premise of getting back to that number. Rose is working on the calculations now to make sure that we have the appropriate resources for this size of class both from faculty and staff perspective.

Jared commented that Career Services moved to a virtual career fair for the first-time last spring. We used a different vendor and had to scramble to even find vendors that had the capacity to handle what a normal event would entail for us. We chose one that we thought gave us the best chance and there were some challenges with that. After the spring career fair in April, we started considering where could we go. Thankfully, Handshake, which is the primary platform that Rose Hulman uses to be able to connect students with potential employers came up with a virtual platform for a career fair. In order to keep students in one place, allow them to not have to learn another site and way of interacting. We thought that handshake would give us the best chance to have the type of engagement that we've normally been expecting.

Going into the fall career fair there was some consternation as we saw the number of registrations that were coming out. We realized that the number was not climbing to that 200-250+ plus that Rose normally sees in the fall. Career Services sent out a poll to all of the past attendees who had not yet registered to get a sense for what is happening out there in the market. Based on what we learned, 79.2% of companies were planning to attend fewer fall events in 2020. That was a surprise since everyone was moving to virtual. Part of the expectation was that they would be going to more. Jared posted an article on what occurred at the fall career fair (<https://www.rose-hulman.edu/news/2020/virtual-events-bring-career-grad-school-opportunities.html>).

There were 143 companies that chose to attend and over 1,250 students were engaged. That engagement comes in two separate ways. A company can set a schedule for up to 100 individuals at that company to be in a 10-minute sub-interview for 5 straight hours OR they could plan an unlimited number of group interviews for 30 minutes. Potentially, we're talking about 1,000's of options in terms of engaging a single student or groups of students. The wise companies were the ones that did not schedule back to back to back 10-minute interviews.

Career Services really tried to make everyone understand this was like a speed dating event. This is not a full interview, convey important points that can lead to an actual interview. Getting interviews afterwards was at the company's discretion. Students did register for 10-minute time slots with different companies. Students were able to register for 30-minute info session slots and plan out their five hours. It ended up working out better than it did in the spring. Students were not waiting in a room wondering whether or

not anyone was going to talk with them; they knew exactly what was going to happen. The wise students also planned time between their one on ones to interact with companies.

Rose has continued to reach out to its partners and contacts in industry to get a sense for how things are looking moving forward. There has been an uptick and we have over 4,500 jobs posted in Handshake; it was down to under 1,100 when the bottom fell out with all the COVID shutdowns that occurred. We anticipate a larger winter career fair because companies are planning after the first of the year to get into their recruitment at that point. The fall career fair, given the limitations that we all had to deal with, went very well. Interviews and conversations are continuing, and we look forward to continuing to support students through the process.

Matt Iwema thanked Jared and his team on behalf of Lilly for all their hard work during a difficult transition.

- e. Student Recruitment-Dieter Schultz
  - i. The recruitment team will continue to support and assist with any upcoming initiatives as those develop or continue with the ones done in the past such as the greeting cards or the 'day in the life of a Rose alum' video.
  - ii. The one update that was in the Board book was about the Chauncey Rose Scholarship that will take place again in 2021 and this program will involve alumni interviews of our perspective students. Just for clarification, The Chauncey Rose and Noblitt Scholars. Is this the same name? If the name is changing, when does that go into effect?

Steve Brady replied that the name was the Chauncey Rose Scholars and is now effective, technically in July, the Noblitt Scholars. The programming is the same, but we were able to get a donor to endow that p

doctors, surgeons and medical school faculty, just helps promote that pre-med curriculum.

- f. Young Alumni Committee – Matthew Iwema
  - i. Update provided in the Board Book. Just a shout out to Kameron Eisenhower for some of the ideas that are listed, thank you.
  
- IX. Old Business – Kelly Noel
  - a. Upcoming meetings
    - i. The upcoming meeting dates are listed on your agenda. The 2021 spring meeting, similar to Awards, at a minimum, expect there to be virtual options.
    - ii. Kedar Murthy stated that the summer 2021 meeting was going to be in Boston but we're going to wait to make that final decision March 1. At that time, it will be decided whether it will be closer in the Midwest where it will not be a burden to travel to or it will be in Boston August 21. It will still give people plenty of time to make travel arrangements.
  
- X. Adjournment – Kelly Noel
  - i. Kedar Murthy made a motion to adjourn meeting, Robert Stone seconded, meeting adjourned at 12:15pm EST.