

**Rose-Hulman Alumni Advisory Board**  
**Spring Meeting Minutes**  
**Saturday, March 28, 2020, 10:15 a.m.**  
**Virtual Meeting**

- I. Call to Order - Kelly Noel called meeting to order at 10:15 a.m.
  
- II. Roll Call: Katie Hoffmann, Bill Bess, Allison Bowman-Rogers, Gary Bullock, Jason Carlyle, Steve Gillman, Greg Gotwald, Nellie Hohne, Matthew Iwema, Jason Karlen, Alyssa Lobo, John McClain, Chris Meyer, Kedar Murthy, Kelly Noel, Kali Nordquist, Dan Price, Mark Renholzberger, Nyle Riegler, Dieter Schultz, Robert Stone and Jeff Myers. **Absent:** David Sanborn, Jessica Toth. **Staff Present:** Charlie Ricker, Katie Hoffmann, and Steve Brady.
  
- III. Approval of Minutes – Kelly Noel  
Robert Stone made a motion to approve minutes, Kedar Murthy seconded; motion carried.
  
- IV. Diversity Moment – Kelly Noel
  - a. As part of the diversity and inclusion moment, Kelly asked everyone to share a positive moment about what they have been doing during the shelter in place.
  
- V. Campus Update – President Rob Coons
  - a. It is quiet on campus. For those interested in detail and keeping track of what's happening with regards to COVID-19, Rose has a COVID webpage and it is kept current. It has been rewarding to see how the leadership team of the campus has pulled together to try and work through this challenge.

So far, we are one week into remote classes. Due to the nature of how we deliver our education – with hands-on, individual education and support - remote class work for a lot of our students and a lot of our faculty is a relatively new thing and somewhat challenging. Responding to COVID, most all our students are safely home. There are about 70 students still living on campus; roughly 40 of those are international students. There are a variety of unique circumstances that don't allow some students to travel home, so they have been relocated into the apartment residence halls.

There are limited services on campus with essential personnel, including food service, which is providing meals to those students that remain on campus and a very few number of faculty and staff that are here. Most other staff are sheltering in place at home.

At the start of this quarter, there were 512 courses or sections offered and there was concern to be able to offer those remotely. All but 11 of those found a way to deliver that content remotely. The faculty rallied around that challenge and stepped up. The first week of remote learning is under our belt and it feels pretty good. We have both asynchronous and synchronous delivery going on. The feedback from students and from parents has been extremely positive and we continue to work through issues as they develop.

So far, every student that had planned to graduate in May will still have a method to complete their coursework. As expected, there are a couple of students that had to make some alternative selections in order to qualify but those have worked out. Everyone that had planned to graduate in May, will have a path to do that. Rose has not yet officially cancelled commencement because ours is later than most schools - May 30<sup>th</sup>. The Institute is closely watching the status of holding the Indianapolis 500. With that event now rescheduled to August, Rose will need to address that next week. Rose has been surveying students to gather input on what alternatives they might be interested in with regards to commencement. The Institute will make an announcement regarding commencement next week.

The Institute is trying to understand the financial ramifications of refunding a quarters revenue and room and board revenue. Those are significant



allows students to get an undergraduate engineering degree and a master's degree in engineering management in four years, thus reducing cost, which is a major strategic concern. The program is three years at the undergraduate level and one year at the master's level plus some additional summer work. There is also a new major in data science.

Prior to COVID, recruitment was the major focus. Rob thanked everyone who has participated in the program. Unfortunately, the Institute was forced to cancel the on-campus portion of the new Chauncey Rose Scholars Program, but the response to that program has been strong. Currently, there are 157 applicants in that program; some of the top students in the country. The ideas are to create an academic program with scholarship support at the full-ride level. This appeals to the very top students, many of which are lost to Cal Tech, MIT or Harvey Mudd. This program went virtual last week, and the response has been phenomenal. Several social media channels are gathering feedback from those students and it is extremely positive. Our hope is to use this program as a

raising opportunity in the state for all private institutions. Rose has three proposals in front of Lilly at this point, all at various levels in the process. The first is a \$1,000,000 proposal focused on student success and retention. There is an opportunity to create a white paper for potential funding of up to \$10,000,000 in a program that highlights the collaborative efforts of the institution and benefits higher education as well. And Rose is working on a proposal to address

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Alumni can help Rose at this time by supporting the campaign, being an advocate for Rose, and volunteering to become more involved in the recruitment process. It is valuable to the students and families.

Kelly Noel indicated that Robert Stone had a question regarding the size of the freshman class for next year and what impact it will have on the budget: Are we adjusting the budget? Do we have projections or is it too soon to guess what that impact might be?

President Coons responded that we are doing contingency planning right now, but it really is too soon to say. There are several things happening right now, COVID would obviously be the most significant but there were also a couple of other changes this past year in the way in which financial aid awards were made on a national level. There were some antitrust discussions and legislation at the national level that had impact on how schools could compete for students and what that has done is open the flood gates for much more competitive recruitment. So far, schools have responded very professionally by sticking to their traditional ethics. The jury is still out on how this is going to work long-term. For example, for decades, the determination date for classes and the point at which a student indicated that he/she had selected a school, schools really couldn't continue to actively recruit after that date, which has historically been May 1. Several schools have already pushed that date to June 1 and some are just pushing it to the start of school. As a whole, this landscape is more competitive. Rose's original budget for next year was based on 549 freshman students, and of those 549, 60 were international. It's quite possible that we could have half of that in terms of international enrollments.

Enrollment numbers are running strong in most states, but on a comparative basis, Indiana is struggling. That is based on the competitive cost model that Purdue is aggressively pushing, which really highlights the fact that Rose needs to focus on long-term investment with regards to the cost of a Rose education. There are some theories out there in higher ed that part of the enrollment impact will include families that delay an enrollment decision until later in the year, closer to the start of school. There may be a flight back to domestic enrollments and perhaps to the Midwest for a variety of reasons.

Kelly Noel stated that Jeff Myers asked about the status of the search for the VP for Communications and Marketing.

President Coons stated that the process has taken longer than intended,

and the Institute has gone through two rounds of presentations on campus. The search has been finalized and the

Further discussion took place along the honorary degree. Greg stated that this issue shows up as Article 3, Section 4 and is about the procedure for honorary degree members. At graduation, the Board of Trustees can bestow honorary degrees. Historically, the annual meeting held during Homecoming would hold a ceremonial vote where the Alumni Association would make honorary degree people members of the Alumni Association. Because the AAB is no longer having these annual meetings, the change would be just to make honorary degree recipient's automatic members of the Alumni Association. The primary change is to eliminate the formal voting steps that otherwise are supposed to happen.

Greg asked for any comments/concerns. Kelly summarized proposing writing language to make honorary alumni automatically members of the alumni association. The exec team is looking for feedback on those two points. If there are any concerns or other thoughts; otherwise, the intent would be to draft that clarifying language and vote on that at our next meeting. There was some discussion about people who contribute to Rose but didn't graduate from Rose. The changes to all of this language is more of a classification for who qualifies to be a representative on the Alumni Advisory Board.

Dieter Schultz asked about faculty members wanting to be on the board. Greg responded that would be correct as of now since it is the Alumni Association Board, you must be an alum to qualify. Faculty can participate on a committee. In fact, that's explicitly listed that you don't have to be a member of the Association to participate on the committee. When this was designed, that was the structure to allow those friends that really wanted to be involved and engaged a way to stay active with us. Steve Brady commented that there is an alumni award presented to faculty/staff to become honorary alum. If anything, a faculty member may express desire to be on the Board of Trustees and that's a different set of qualifications. Generally, his experience with faculty is that they are on a tremendous number of committees and are generally not looking to add these types of things. That scenario is uncommon.

Greg will work on specific language to address these changes and will get those circulated out in advance of the next meeting. There will be a vote for approval at the next meeting.

- b. Social Media Initiative. Charlie Ricker has been working closely with our Communications and Marketing team, specifically Shaun Hussey who is our Digital User Strategist for the Institute's social media accounts. With



COVID, the social media plans timeline has been accelerated as that has become a great way to engage our alumni through ways other than events.

Charlie spoke of the “sweet spot” of how much an organization should post across the different platforms. Many people think that more posts bring better engagement, which is not always the case. Prior to Shaun Hussey, the Institute’s social media accounts were making around 18,000 posts to Facebook a year, but their engagement score was around 31%. The Institute now makes about 2,000 to 3,000 posts annually and the engagement score went to 50-60%. Currently, it sits at 82% engagement of those that liked the social media page. Typically, when asking people to have a deep engagement (e.g. post pictures, share a piece of information, etc.) that usually drives your engagement score down a little because it’s not a representative sample of the people who view the posts. However, with COVID, that has been one of our top engagement tools because it is an effective way people are getting engaged since they are not getting face to face engagement. Our engagement score has gone up by asking people to post comments, photos or videos.

Since COVID has come on the scene, Rose started a couple of different social media initiatives. Rose started to doee o2 (o TJ -0.01 Tc 0.01ee s)4 ww 2.34 Td

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Texas which were to take place in mid-March were cancelled. The 2020 Vision Tour is on hold. Thirty of the 35 networks have an active volunteer club coordinator and the office has inaugurated some new clubs and rejuvenated

soon as we can get people back together. Our goal is to take the lessons that we're able to learn from a more online presence but then work that in conjunction with our traditional alumni events.

Rose started a COVID-19 support fund to help our faculty, staff and students who are currently having unprecedented needs. This is helping the students who need help and you can find that at [www.rose-hulman.edu/support](http://www.rose-hulman.edu/support); alumni are supporting this and it is primarily helping students right now.

There was a question about the number of scholarships available for the Chauncey Rose Scholars program. The Chauncey Rose Scholars Program is NOT a 100% full tuition scholarship; it is an additional financial aid piece on top of existing financial aid awards. There will be about five full tuition scholarships, about ten additional gifts or grants of \$10,000 a year, ten receiving \$15,000, and another 20 who are getting full room and

There was a memorial resolution at the start of the Trustees meeting for Gil Cox. Gil died on November 19<sup>th</sup> of last year and was a board chair.

Jeff stated that he is completing his term on the Board of Trustees and thanked everyone for the privilege and honor to represent the alumni on the Board of Trustees. Ashvin Lad, Jeff Papa and the next board representative are going to continue to do a great job.

Bill Bess asked if there was any insight as to when the school might start up again. Steve Brady commented that the likelihood of having students back on campus this quarter is highly unlikely. Rose is working towards the idea that students will return to campus in the Fall but, as the President referenced, we're looking at all contingencies.

Kelly Noel thanked Jeff Myers for his service to the Alumni Board.

#### IX. Committee Reports

##### a. Executive Committee – Kelly Noel

- i. No updates from the Executive Committee

##### b. Board Nominating – Kedar Murthy

- i. There were 24 solicitations that came through. Brandon Zollner screened them, Kedar blind screened them and selected eight people based on requirements they developed. The goal is to select one candidate from 2000 and 2009 and two from 2010 and 2019. There were a lot of good candidates and a great process in place. Calls were placed with those candidates and lasted from 30 minutes to an hour to an hour and a half. The three people that the committee (Matthew, Steven, Dan and I) recommend is Amanda Stapleton, Steve Schmitz, and Kameron Eisenhour. Discussion on candidates took place followed by a vote.

Kelly Noel reminded everyone that there was context in everybody's board books and background on these individuals. Kelly asked for someone to make a motion; Dan Price made a motion to approve, Greg Gotwald seconded.

Kedar added that contact with those three individuals will be made next week so that they know the process. The rest of the people interviewed will also be contacted after discussion with Brandon on how to go about connecting with them.

Kelly asked to take an official vote, all those in favor – 11. Any

opposed – no.

- ii. Kelly Noel asked Greg Gotwald to go over the ARBOT recommendations.

Greg stated that the process for ARBOT is very similar to what Kedar Murthy described, lots of great candidates. Brandon Zollner did an initial cut of all the candidates and there was amazing alignment with what Brandon and Steve had done and my opinion. Seven candidates interviewed in total, and Paul “Scooter” Palmer was the top-pick. Paul has a lot of professional assets, is a professor of marketing at IU, and can bring great knowledge to the board. Greg commented that he looked at candidates’ views, plans and insights, where they thought the school should be going and assessed their passion for the school. Discussion took place.

Kelly Noel asked for a motion to be made. Robert Stone made a motion to approve, Kedar Murthy seconded.

Kelly Noel asked to take an official vote; all those in favor – 11. Any opposed – no.

Greg Gotwald reminded everyone to please keep the finalist list confidential.

Kedar Murthy asked that if anyone wants to volunteer to be an onboarding mentor to please let him know.

c. Awards – Nellie Hohne

- i. The alumni awards were scheduled to take place after this meeting, but those have been postponed to a later time. The report outlines recommendations for Career Services and Distinguished Young Alumni, and six names are listed. This was an effort to be thorough in the event one of the top four recipients could not attend the banquet, then the 5<sup>th</sup> or 6<sup>th</sup> nominee would get that. Luckily, as of right now, the top four nominees are all able to attend.

The next step is to decide how to retain the information so that each candidate who is nominated remains on the nominee list for up to three years. Right now, Katie Hoffmann is retaining that

information for us. As a side note, some of the

We kept this meeting short and concise and Kelly thanked everyone for staying engaged and asking questions.

- XI. Adjournment – Kelly Noel
  - a. Meeting adjourned at Noon EST.