

- I. Welcome – Nellie Hohne
- II. Roll Call – Holly Kowalski
 - a. AAB - Gary Bullock, Jason Carlyle, Amy Cary, Mike C.7 Chaney, Alex C.13, Chris D.16, Dan J.12, (re
- III. Review Agenda and Approval of Minutes – Nellie Hohne
 - a. Motion to approve minutes, Mike Chaney; second carried.
- IV.

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It is a benefit and a challenge being in Terre Haute, Indiana. Getting a student from the east coast or west coast to come and live here is not always going to be attractive. To other students it is a good space because they realize their college learning experience is going to be here on campus.

COVID there are overnight and weekend events, and all the great things Rose has been able to do in the past.

There is also a record number of FAFSA filers and families submitting for financial aid. But, the growth in non-filers has been dramatic this year and

applications), Rose admitted about 800 of those kids; however, 500-600 we didn't really get traction on because of the confusion with the whole process. If any mistakes were made, the student could not go back in and correct. The federal government held that off until about a week ago where kids go back in and make corrections. Rose just had 300 files come in that had corrections made that the staff had to spend the whole day going through and getting those updated so that we could make financial aid awards.

Challenges for enrollment, the enrollment cliff. This means fewer kids available. In 2024-25, it is supposed to be a boom year and then you can see the drop in the number of high school graduates. This will be a part of the environment that Rose will have to navigate. Rose is a STEM institution and there is still a strong demand for our price. It is also why Rose wanted to go after more of a national market. If you look at demographics by region in the United States, the Midwest gets hit really hard in terms of numbers. Rose wanted to be sure that if the markets go up and down, we have the protection of being a national institution. 30% of our students come from Indiana then Illinois followed by California. 75% of kids that come to Rose are from () J0 .6 (t)-6.6N5 (t)-52eOa then (b2.6 (i)2

would be getting \$20,000 in net tuition revenue. Currently, a freshman coming into Rose will pay about \$23,000 to \$23,500 for tuition and fees, \$2,600 for their laptop, \$18,000 for room and board, \$1,500 for books, which is about \$46,000. The average household income for an incoming freshman is approximately \$155,000/year, so we are asking that family for 1/3 of their income. Those families may have a college plan, loans etc. but we are asking them for a significant investment. Rose does not meet 100% of need because Rose does not have the endowment to do that, so Rose does merit scholarships.

In our strategic plan, Rose is looking at ways at how to become more affordable. The value aspect of Rose is very important too. People have to have the sense that they are willing to pay more if they see the value. What we ask people to pay is reinvested in their experiences at Rose. If you pull back that revenue source to invest in the product, you cut some of the student experience here. Academic quality is what is going to be our prominent sales point here. We want good students to get a great quality education. So, maintaining the faculty and the classroom experience and the lab experience should always be where we keep our prominence in terms of investment.

When you think about the fact that 75% of private schools nationally are down and the majority of those schools are down 20% or more and are generating less than that in tuition revenue per student and you see fewer kids applying to college this year, the reckoning is coming. When you see schools

- b. The Sesquicentennial celebration is ongoing, and Alumni Relation has held several events already. Alumni Relations has been to Tampa, Dallas, Houston, Austin, St. Louis and to California in February. Alumni Relations plans to host at least one in-person event a month in a city in the country. Upcoming events in Minneapolis, Atlanta, Indianapolis, Seattle, Detroit, Pittsburgh, Philadelphia, DC and Cincinnati. Our goal is to continue to build attendance at these events so that our alumni engagement committee has a base built of alumni in those cities.

The campus kickoff for the Sesquicentennial was held last month. It was a fun event that featured a 150-foot-long sub sandwich, President Coons spoke about the importance of the Sesquicentennial and the value of 150 years at Rose. Erik Hayes spoke about his formidable experiences at Rose and Dr. Stamper introduced our new Strategic Plan to the campus community and then Hank Greene wgh

been determined, it will be black tie optional, President Coons will give an update and then there will be the Glenn Miller orchestra

