

Alumni Advisory Board

Fall - General Meeting Minutes

Saturday, November 8, 2025

- I. Welcome – Amanda Stapleton
- II. Roll Call – Charlie Ricker
 - a. AAB – Corie Biggs, Mike Chaney, Steve Decker, Richard Franko, Garrett Hart, Derek Hawn, Nellie Hohne, Melva Holt, Josh Hulett, Paige Hynson, Neil Irwin, Chris Lippelt, Kenny McCleary, Alexa Myers, Ashley Pinkham, Craig Pohlman, Austin Salisbury, Casey Schroepel, Dieter Shultz, Jeffery Smiley, Amanda Stapleton, Nick Wahl, Floyd Yager;
Absent: Joni Lipkowitz, Ode Keil
 - b. ARBOT: Nellie Hohne, Marie Stettler Kleine; Absent: Dan Price
- III. Review Agenda and Approval of Minutes – Amanda Stapleton
 - a. Motion to approve minutes, Mike Chaney; seconded by Nellie Hohne, all in favor, motion carried.
- IV. Vice President for Admissions/Enrollment Management – Tom Bear
 - a. Thank you for the opportunity to speak today. I have been the VP in Enrollment since 2019 and will be retiring at the end of 2025. Just a little background, high schools are seeing fewer students graduate and with that comes increased competition for students by institutions that are out there. Additionally, we're experiencing not only smaller numbers of students but fewer students going on to higher education. The trade industry is picking up as a more viable opportunity, especially with the introduction of AI. Pricing is also becoming a significant factor.
 - b. What we have seen in this last year in enrollment, and what worked well by some select institutions, is big endowments, a billion dollars or more. They did very well last year. Kids want to sit in those highly selective institutions, and those institutions have more money to give in terms of financial aid and scholarships. Those institutions can pick and choose as many students as they want.
 - c. Additionally, with cutbacks in research dollars, there was concern about decline with international student enrollment. Those institutions knew they had to make up revenue dollars, so students saw larger first year classes. The University of Illinois had record enrollments this past year. When you think of our competition, it begins with Purdue, Illinois, Michigan and Ohio State. Then when you think of the private school competition, it is Carnegie, Case Western and other schools like that. A lot of great schools to compete with but also schools that are powerful in taking students away from Rose.

- d. Smaller private institutions saw a decline in enrollment this past year. These schools have smaller endowments, not a strong reputation, and were less selective and struggled. However, at the same time, during the last three to five years, there has been a growing trend in the marketplace with a new tool called direct admission; students don't even apply to colleges and they get volumes of admissions. Colleges are offering them admission along with scholarships and competition is getting more severe.
- e. International students are decreasing. Some colleges that reported international enrollments up by 18% last year are reporting that enrollments this year are down by 18%. People ask what is driving the decline in international enrollment and is it driven by the political environment. But when you look at the data, it is computer science. Rose was down about 10% in international students and Rose does not foresee an increase in the coming year. At Rose, the total number of international applications was at about 1,000. Several years ago, Rose changed the strategy for international markets because Rose was very dependent on one country, China. China would send us about 80-90% of our international students and with them came a lot of revenue. The problem is when you are dependent on one country, eventually that will become a problem, so Rose has really diversified the international market and there has been nice growth with India, South Korea, Bangladesh and Rose is working with Panama. Rose has changed its attitude with the international market; going from a revenue-based strategy to more of an educational strategy to bring more students from around the world. Rose has also offered more financial aid in this market than in the past.
- f. The Trump administration has had a big impact on higher education in terms of cutting funding and limiting international access. This has caused discounts at colleges, meaning colleges are stating what the price is but that they are offering a discounted rate. This is on continual growth and more schools are offering this in order to get first year students. Institutions are offering big scholarships to get these kids. If you are an institution with a big endowment, that is okay, because you have a funding source, but smaller schools are taking this as an operating loss. This is getting into the minds of families, and they are coming into higher education with the thought that you are going to 'buy my kid'. If you want that enrollment, then offer a significant scholarship. This is not going to go away. It follows economics but it is also something that we are training this population. Rose's big desire is to see more opportunities to get more students to take advantage of the Rose Squared program because that helps with cost as well as value and helps us build the corporate program.
- g. A lot of our students come here on what is called a Plus Loan. Parents are going to borrow that initial cost. This is for families that don't have that

initial resource right away. In the past they have used these parent loan programs that allow them to finance an institution knowing that students are going to get a job and will help pay for this. The federal government is trying to bring down the cost of education by bringing down the cap of these loans to \$20,000. Again, a lot of families have used these loans to afford an education at Rose-Hulman. With these caps, it is going to prohibit a lot of our higher-needs students from being able to come to the institution in future years. This is something that Rose is going to have to deal with moving forward. Because Rose is a higher priced institution, a lot of our students have used that tool.

- h. Rose-Hulman is part of a market called MARKETView and there are over 180,000 schools. We turn into this organization all of our unit record data. They look at this data on a national level and can tell us where a student is applying and where they are going. It gives Rose a chance to look at the market and see current trends. Those 180-190 include the highly selective, flagships, regionals and the Rose-Hulman's. In fact, there is a subset, which Rose is a part of, which are just STEM institutions. Because Rose is unique, let's look at this MarketView data for enrollments within engineering, computer science, sciences, math, physics and undecided. Instead of just looking at higher education in general, let's look at our marketplace. Last year, Rose-Hulman bucked the trend, our enrollment was up. In 2024, the year of the FAFSA debacle with the federal government, Rose went out and gave estimates to students when other institutions were hesitant so that they could make a decision about college. Rose experienced growth because of putting information in student's hands. But when compared to the overall market, public institutions held their own while private institutions declined. Rose took a big hit with this year's class because of being focused on tuition revenue.
- i. Using MarketView data to look at household incomes \$50-100k, \$100-150k, up to \$500k+, the growth that happened in the marketplace was not with affluent families. The question is, are there less affluent families out there or just a lower percentage. It's the combination of less affluent families and the decision of not sending sons and daughters on to higher education. Enrollment growth in the STEM fields got it from students who have a higher financial need, which means they had to give more scholarship money to enroll those students.
- j. Looking at different academic disciplines, the big story is growth in science and math and undecided engineering, but we are getting slammed with computer science. That has been a big part of our first-year class for many. Rose had 48 computer science majors come in this year and that is a population that is not going to be coming back to Rose-Hulman. Rose is doing things to emphasize our studies in artificial intelligence and cybersecurity. Computer Science is just not the draw that

it was for so many years. Rose has seen an explosion in mechanical and electrical engineering, any type of hands-on experience, which really relates to what AI is doing to the marketplace.

- k. Another major story here is that students are making their college decisions earlier. Early action is that they apply by November 1 and you will have your college decision, in terms of admitted, deferred, or waitlisted by December 1. The growth has migrated the decision to February 1. Kids want to do this earlier; they want to get this process over with, so you see a decrease in regular decisions and an increase in early action applications. Rose did not have growth in the Fall of 2025. Rose moved away from one of our tools called Coalition for College, which is a tool that reaches out to students that have a higher financial need, especially the international market. Rose does not have the resources to support those students with scholarships, which cost us about 300-350 applications for admission.
- l. There is another tool out there called Early Decision, meaning that if a student applies to a school early and is admitted, they commit to going to that school. They have to go because that school offered admission. The University of Michigan came out with early decision because they have brand prominence, they can drive the market, and they can build their class. Michigan is jumping into that and other big 10 schools will follow as well as other national schools. That upsets the market in many ways; classes are going to be decided very early.
- m. Back in the fall of 2016, and for many years, our numbers for applications were around 4200 to 4300 and we have been on a nice growth trend for applications for admissions; a lot of that was from domestic to international markets. The biggest problem Rose is seeing with applications is having to regrow our domestic market. The myth that we have to get our admit rate down – Rose is in such a competitive market that we have to have those admits because the yield has been declining. Our yield rate has declined from 18.5% to 16.5% to 14.5% to 12.9% to 10% this year and that is an industry standard. Kids are applying to more schools and getting more offers of admission. For the last couple of years, Rose has had classes of about 550-600 and a record year of 643, but this year there was a significant drop to 491. This is a real wake-up call for Rose going forward.
- n. After this year's class, Rose wanted to get some real market research on why students did not choose Rose-Hulman. Rose chose a company called Strategic Resource Partners. They helped Rose when we wanted to market and see our return on investment; they have been a good partner to work with. We had 203 students respond and 179 parents respond to a survey. When asked about what schools they ended up attending, this validated our data: Purdue, Georgia Tech, Michigan, Illinois, RIT, Case

Western. Rose was rated very well for practical experiences, placement rates, and caring faculty. Reasons for not coming to Rose-Hulman were academic rigor; reputation in major and among employers; student feeling/not welcome, may not enjoy it here; lack of vibrant campus; and ROI. Once students are here on campus for a visit, 65% said campus was above average and parents agreed. About 85% of first-year students visited campus. Rose is trying to grow the pre-college summer programs as well as campus visits. The more we can get a student on campus, the more engagement we can get. Operation Catapult had 330-340 students last summer.

- o. People don't know our name, people in the industry do, but being in the Midwest is going against us. What Rose has done this year, now seeing where the market is moving, is making early action decisions. This market does not want to wait until December, so Rose has been rolling out decisions in October to selected populations as well as merit scholarship opportunities. Eight kids have already deposited for next fall, usually deposits don't start coming in until January. Rose needs to be responsive to the marketplace and say that for certain kids, tell them up front that they are being offered admission.
 - p. As a new initiative this year, because we know how popular our competition teams at the BIC/KIC are, Rose can offer scholarships for the rocketry or robotics teams. 150 kids have applied for those scholarships. Our performing arts program here is phenomenal and Rose is offering Performing Arts scholarships and Visual Arts scholarships. It's amazing as we introduce these to students that it's not about the amount of money they are getting but the bragging rights that go along with being able to say my son/daughter is going to Rose. Financial aid awards will be done in November, which is the earliest it has ever been done, but this is all in response to the market and people wanting those decisions earlier.
 - q. Questions and discussion were held during Tom's presentation.
- V. ARBOT Report – Nellie Hohne
- a. Dan Price is currently in Kenya with Elise, but he prepared a very nice Board Report on pages 15-26. A large portion of the BOT meeting covered enrollment, which is what Dr. Bear just discussed with the group.
 - b. Our new Provost and VP of Academic Affairs spoke about highlighting our science programs. Rose has all of the tools to have great science and math programs, but they are currently very small. This is an untapped resource that could increase the numbers in science and math without needing to increase classroom or lab space.
 - c. Steve Brady spoke about the fundraising campaign, which he will probably highlight later. The endowment has reached a record high of \$342 million, but it still needs to be significantly higher.

- i. Steve Brady added that the endowment will continue to be a challenge. There are alums who were concerned about making gifts to the endowment because the rate of return was not a strong investment. Rose is currently using Goldman Sachs to manage the endowment, and their rate of return is the best in the industry. A \$330 million endowment is not a large fund to them, but Rose has an alum who works there and works with our investment management committee. Rose has a wonderful alumni population when it comes to fundraising. It is not out of the question that Rose could get an estate or a gift in the range of several hundred million.
 - ii. If an alum is going to donate \$50,000, the best direct for that donation is the general fund. Rose has an \$11 million operational need and that \$50,000 can help underwrite the cost of running the institution. A million-dollar donation would be better going to the endowment and helping that grow to help sustain our mission for future generations.
- d. Dan added a lot of slides to the board report starting on page 19. The 2025 rankings are listed, photos of the progress of Innovation Grove on page 20 (top photo is progress and bottom photo is what it should look like when finished), followed by some enrollment updates and then some highlights of our athletics department. The 2026 Commencement Speaker has been announced, it will be Jeff Harmening, Chairman of the Board and Chief Executive Office of General Mills. Dan also included photos of his 50th reunion during Homecoming.

VI. Lunch Break

VII. Institutional Advancement – Steve Brady

- a. For about the last five or six years, the Institute has held a Halloween event where different offices dress up in themes and students visit the different areas. This year Institutional Advancement staff did Charlie Brown (group photo shown), Student Affairs did a county fair in the circle pavilion, the business office dressed up as Toy Story, Human Resources did Monsters of Science, and Ventures did a Scooby Doo Mystery theme.
- b. The progress of Innovation Grove and construction is going well. The solar farm is moving along really well too. Rose pitched the idea of a 5MW solar farm with the idea that the federal government, through various programs, was going to pay 40%, Lilly would pay 30% and Rose would pay 30%. Then things happened and the federal government said they would not pay 40%, which made this less attractive and this project was put on hiatus. Now, the federal government has reversed course and stated that any project that was in motion by the end of this year is grandfathered in. Some of the panels are being delivered soon and some construction has

been done to get this ready. Rose is working with Duke Energy on this project and once it is completed, Rose anticipates generating enough energy to get Rose off of the grid. This project will provide the majority of our energy to operate Rose-Hulman and Innovation Grove. Dr. Stamper has been working with alumna Jennifer Mrzlack on this project. Jennifer operates an energy company, and she has been a great partner in building this solar farm.

What is exciting about Innovation Grove is having opportunities to have conversations with different people. Rose had a German scientist, from Australia, who has a concept about a flow battery for large solar farms. He came to campus and presented his technology and Rose is trying to figure out how it might work. There would need to be some funding needs, etc. This type of thing would not have happened, but now Rose is looking at how students can study solar farms and how they work and how flow batteries can support solar farms. This is an exciting adventure. As Innovation Grove grows, Rose is finding more universities, other organizations, and companies are wanting to partner or put a location at Innovation Grove. The long-term goal of Innovation Grove is to have other companies take advantage of the access to Rose talent and internships.

- c. Another conversation Rose has started is with Analytics IEN and their mission statement is to connect academia, industry and community leaders to drive data-driven innovation helping Indiana become a national destination for AI and advanced analytics. There are four institutions involved in Indiana – Purdue, IU, Notre Dame and Rose-Hulman. Being invited to that table is a really good thing. Having space that we can say is dedicated toward innovation is helping us. Lilly Endowment just announced that they are very interested in artificial intelligence. They have announced the AIHE grants (artificial intelligence and higher education) and they are putting out \$500 million to help Indiana institutions get better at AI. This conversation has just started, and Rose will have a planning grant that will get submitted before December 1.
- d. Another growing area of interest at Rose is competition teams. The BIC/KIC is the number one destination. It is where all the cool stuff happens; it is an open laboratory that students are using. High school students love it, and parents love it because they see that hands on opportunity that their child is going to have as opposed to waiting in line at larger institutions or just watching and not having access. Rose still sees competition teams as an opportunity to invest, in such as the battery challenge that Stellantis is supporting. Steve deferred to Rich Franko to speak about the SOCOM challenge.

- i. A couple months ago, we were able to take four of our senior Rose-Hulman Army ROTC cadets out to MIT Lincoln Laboratories. The program is called US SOCOM Ignite. It is a program that is about 5 plus years old. It started with an initial cadre and student body of about 10 people in a room. It has grown to 30 plus universities and the major service academies - West Point, Naval Academy, Air Force Academy were all present. What was really neat to see was our cadets in action, meeting all of the MIT Lincoln Laboratory staff that was involved and also all of the cadets from around the nation, the major universities including Texas Tech, Notre Dame, Purdue, all of our peers that we talked about in the recruiting motion were present. It was awesome to see our cadet's kind of be teammates with them but also be pitted in a competition. What the program is designed to do is to take real-world challenges from the Special Operations Command organizations, whether it be something related to drones, robotics, or rocketry. Our students decided to pick an optical engineering program because one of our senior cadets was very fascinated by it. It was a program out of the Naval Special Warfare community. The team rallied together, and they were able to form an entire Rose-Hulman team. During the weekend they were able to meet with the actual stakeholders from Naval Special Warfare and interact with the professors and cadre in real time, and then also connect with their professors back at Rose-Hulman. The cadets have brought the project back to Terre Haute, and now they're working with Crane Naval Base and also their MIT Lincoln Laboratory advisors to hack in an entire year cycle. They will have an opportunity to do one more bit of travel. In the middle of the year, they will hopefully be able to go out to Coronado, which is the home of Naval Special Warfare, to do on-site visits with their customers and stakeholders. And then at the end of the year they will get to go before a challenge panel and hopefully represent Rose-Hulman well and be one of the teams that is selected to go present at the largest special operations conference for the year, which is called Soft Week, which has over 30,000 participants in Tampa Bay at the end of May. Another amazing thing that happened was real-time coordination with folks back at Rose-Hulman. Our junior cadets that were present were interacting and pulling in current RHC cadets who were not present to work with their colleagues from West Point and Texas Tech on additional projects. So hopefully the program will only bud from this year. And thanks to Steve and Eric Hayes and our Professor of Military Science, James Antonides, to allow the cadets to go. It was a

raving success and thanks to Steve for your support in getting it going this year.

Steve added that when Rose competes, they do very well against the competition. Again, our size is very interesting, in that we are a small undergraduate focused school competing with schools that have graduate programs, and Rose is doing very well. The battery challenge, referenced earlier, Rose-Hulman took 3rd and we were only 10 points off 2nd place. Rose lost to Ohio State by 10 points. Competition teams are an opportunity to get students involved. Part of that is making sure that they have the tools and resources to be competitive and to win competitions. Rose closed a gift last year that was a couple of million to help support that initiative and Rose will be hiring someone to help direct our competition teams. If you are part of the rocketry club, they have a volunteer faculty advisor. There are faculty advisors who are advising outside of their discipline. Rose is looking for funding and full-time staff to help with this. Tom Bear talked about scholarships for competition teams. If we can pick a couple of key competition teams that we think could be really strong and invest heavily in them and be successful, then Rose can use that as another opportunity to get more awareness out to students.

- e. Tom Bear spoke about enrollment management and touched on the new Vice President, Greg King. Greg is coming in using what he knows, taking what we do well and enhancing that. Greg is very tech savvy and understands that how we are marketing to students today is very different than how we marketed to students 20 years ago. Greg has experience with targeted ads done through smart tv's and that is something that Rose is starting to do through Santhana, our marketing Vice President. Greg's presentation hit on areas such as marketing what students want. If a student wants to go into pre-med, but we don't offer pre-med but try to sell them on a biology degree, that student will go elsewhere. Greg's idea is to say yes, come to Rose for pre-med, they will get a biology degree and once the student is here, they will understand. Greg's idea is don't turn away potential students, get them in the door, let them look around and see what they like. Greg spoke about differentiating the price between Rose and all the competitors and what opportunities come with the added cost. Add-ons at other schools should be focused on. Some schools charge for access to workout facilities, which is included at Rose; some schools charge to attend athletic events, which is included at Rose.

Greg is very supportive of working with alumni. One area that was a struggle between enrollment management and institutional advancement is who owns that volunteer management? Not all alumni are going to be great with a high school student. Who manages that selection? Who

keeps them engaged? I would rather have someone not have a volunteer opportunity than to have a bad volunteer opportunity. To the point, I want to make sure that whatever we do, we do well, repeat well and with the right people. Greg seems to be excited about that opportunity.

- f. There is a lot going on with entrepreneurship. There is continued growth in recruitment. Rose will be hiring a Director for the Noblitt and Entrepreneurship Program soon.
- g. There was reference to the next campaign. People need to understand that this can be a very difficult time from an enrollment perspective and a budget perspective to launch a campaign. Our numbers are down, and we don't know if this is a single blip. Will we jump back up to 600 next year, or is this going to be the new normal. Fundraising in times when budgets are tight means a couple of things:
 - i. We don't have the resources to hire additional staff or the additional budget to do what is needed during a campaign
 - ii. There is also the risk of setting a very public campaign and not hitting your target
 - iii. Regardless of whether or not we are in a campaign, we are always fundraising the most that we can

That was pointed out during the last fiscal year, Rose had the largest fundraising year ever, and we were not campaigning. We raised more in one year for capital than we did in the entirety of the campaign. A campaign is an artificial construct that we create to give ourselves direction, purpose, and timing more than anything else. A campaign is not going to immediately resolve all of our problems. Even a very large endowment does not mean you are immune to other challenges. People around campus will say we just need to fundraise and we won't have any problems. That is a false assumption, and we need people to understand that.

Questions and discussion followed.

Alumni Relations – Charlie Ricker

- a) Homecoming is over but was a huge success. Over 2,000 visitors to campus across various events including reunions, academic open houses, bonfire and several other events. Alumni Relations has received positive reviews.
- b) Since the last time this group met, Alumni Relations has hosted events in Cincinnati with a tour of the Proctor and Gamble Archives and Headquarters followed by a Happy Hour. There was a Freshman Send-Off party hosted by alum Koushik Subramania and his wife in Chicago at their home. During that same timeframe, our office also

assisted with parent move-in weekend. About 400-650 parents attended and they are given drinks and charcuterie boards, and we congratulate them on a move-in well done. There were also events held in Grand Rapids and then in Baltimore. Thanks to Craig Pohlman for hosting that event. Immediately following homecoming there were events in Tulsa and Salt Lake City. Alumni Relations has had a busy spring, summer and fall with alumni engagement and now our office will be planning events for next year from January through August. The goal is to have those events listed by the end of December on the website. Some highlights will be Phoenix, AZ in January, Nashville and Atlanta in February and Bloomington and Seattle in March, which will include the Board of Trustees meeting and a freshman recruitment event that Ashley spoke about earlier.

- c) Alumni Relations is working with intern, Kristen Dahle, who is working with Jeffery and the Alumni Engagement Committee to organize, formalize and put together documents for our network coordinators in the cities of our alumni networks but also for our board members and volunteers, as well. These documents will be more training and formal documents. These will be used when Jeffrey rolls off of the committee, to help the new Chairman make a smooth transition. She has also been working on an alumni volunteer pipeline document. If you want to be a volunteer, this document will have information on how much time does someone want to volunteer, at what level and if that changes, what opportunities are out there for an alum to volunteer at, such as alumni events, volunteering on campus, hosting a senior project, etc. Hopefully that document will be available at the spring meeting after she wraps up her internship in December.
- d) Carrie is currently working on a lot of upcoming holiday events. The first being the service club luncheon followed by a retiree luncheon and several other holiday events.
- e) Alumni Relations is looking forward to hosting the Alumni Awards event in April.

VIII. New Business

- a. Constitution and Bylaws Update – Amanda Stapleton
 - i. At the last meeting, there was discussion on some updates to the Constitution that the Executive team proposed. The general summarization of the changes is making them less strict. Initially, the Executive Committee was limited to the President, Vice President and Past President and four at-large members. The proposed modification would say President, Vice President, Past President and additional at-large members. The other proposed change is around the Committee Chair length. Original wording was

'No individual shall serve as the Chair of any single committee for more than three consecutive years'; proposed change, 'No individual shall serve as the Chair of any single committee for more than TWO consecutive terms'. This will eliminate any odd roll off timings. Amanda opened the floor for questions and discussion. Amanda made a motion to accept the changes as presented; Charlie reminded everyone that the form was open for voting or the option to scan a QR code. Alexa Myers made a motion to approve the proposed changes; voting took place; both motions passed.

- ii. Constitution will be updated with the November 8, 2025, date for the next AAB meeting.

b. Awards Committee – Mike Chaney

- i. Thank you to everyone. The committee proposed new wording for the Alumni Volunteer Award to the Alumni Impact Award. Thank you to Melva for her work on this. The proposed wording has passed with 22 yays, 1 abstain and 1 nay. The awards are on the website and open for nominations until December 19. Please think of people that are worthy of awards and nominate them. Share the word that it is open and hopefully there will be a robust group of candidates like last year.
- ii. Charlie added that when a nomination is submitted, it triggers alumni relations to go in and send the nominee a follow up contact. We send them a survey where they have to justify why they are deserving of this award and ask them to submit a resume. What you submit for someone is not the only thing used to judge the award criteria.

c. Roberts Rules of Order – Amanda Stapleton

- i. Pages 52-53 of the board book. This is something that was discussed with Dieter at the last meeting. We want to be sure that everyone on the board feels that their voice is being heard. This is to ensure that we are following the proper rules and procedures in a positive way. When you have time, please take a moment to review and if there are any questions, please ask anyone on the Executive Committee. This is not something new, just a refresher and a way to help everyone on this board.

IX. SRC – Tour New Facilities

X. Committee Breakout

XI. Committee Report Out

a. Alumni Engagement – Jeffery Smiley

- i. Report on page 28 of board book. Previous Action Items were to continue to develop strategies with the office of Alumni Relations in regard to onboarding our network chairs as well as building up the

committee. Additionally, the office was to provide language and direction for the network coordinators to solidify that network package. This will get sent for review so that the network coordinators can get up and rolling. Finalize the welcome email language for Affiliates and Future Network Coordinators.

- ii. There has been a draft email included at the last couple of meetings that would be sent out as an official welcome to our respective network coordinators. There might be a need for some slight tweaking based on additional terminology with a few changes that have been developed.
- iii. Current action items are to convert network coordinators onboarding package into a two-page welcome SOP, which is attached on pages 30-31. This gives an outline of the way a network coordinator would roll out through our committee and the board, as well as points of contact, expectations and best practices. The idea here is that it also provides a person with the ability to quickly assess if their volunteerism is strong enough to go down this route. It provides guardrails and a little bit of structure to the way they would volunteer and what we're hoping is that this sort of creates an additional interest to onboard them fully as a network coordinator in the future or co-coordinator, or if they just want to be heavily involved, not officially as a network coordinator, that they have a template by which to host those events.
- iv. Current timeline, this past summer we hosted a trial event in Baltimore, but it was before we had the SOP created and before metrics/after action templates were created. Jeffery opened the floor for Craig Pohlman to add additional comments since he hosted.
 - 1. Basically, made the reservation at Guinness Open Gate Brewery. The office sent out an official invite to alums in the area. Northrup Grummon also sent an invite to those employees that are Rose alumni, which garnered a few more people. The office sent us some swag items and name tags for the event. Overall, the event went very well and the comments at the end were, 'we need to have another one of these'. It wasn't hard, it was a positive experience.
- v. Continuing with the timeline, we are hoping to have four events with our metrics and SOP in place. The idea is to have some of our board members host these events first before bringing on brand new coordinators and have this completed by January 30 of next year. Then the hope is to expand the program and do 6-8 events into the spring, with those events concluding by May 15; possibly having some event align with Rose Day of Giving on May 4.

- vi. Additionally, there were draft binders for the committee chair, committee members and our network coordinators. They have the same sort of documentation that you've seen as examples. Kristen has been working to break these into smaller binders that are more specific to the position that you would serve within the committee. The idea is to treat these the same way you treat other books, they will be constantly updated with additional information such as templates, additional rule changes, etc. This should continue to grow over time, particularly as we roll out this program and hopefully end up with a ton of network coordinators in the near future.
- vii. Alumni Relations has developed a survey for both the host and attendee to fill out after events. That way there is a report of how it went.
- viii. Some questions and discussion followed.
- b. Board Nominating – Dieter Schultz
 - i. The board does not have anyone that would be terming out but there are nine members that would be seeking renewal. All of those members have been contacted and two will not be renewing their membership, two are pending and five will be renewing. The two that are pending will need to make a decision by December 15. At the beginning of January, Charlie will put out a solicitation for nominations by decade. Dan Price, ARBOT representative, his term will expire in 2026 and will need to be replaced with an alum greater than 15 years out.
 - ii. Current membership statistics are listed in the graph on page 34 of the board book. The board currently has 25 of the 26 members filled and will be looking to replace 2-4 members this cycle. This committee should anticipate an email in January about the process that we will follow.
- c. Awards – Mike Chaney
 - i. Award nominations are open and will close on December 19. Three meetings for this committee have been set, two in January and one in February to work through the process and review nominees and make our decisions. Please nominate any deserving alumni and encourage others to as well.
- d. Student Recruitment – Ashley Pinkham and Ken McCleary
 - i. Student Recruitment report starts on page 35. All of the stats for the incoming freshman class are listed. Tom Bear's presentation earlier gave a good synopsis of what we need to overcome in the future.
 - ii. Page 37 has the notecard statistics listed. In total, there was an 8.4% yield with this project. There was about a 10% yield for those that were admitted and accepted into Rose. We will continue with

this project, and this committee will work with Alumni Relations as far as timing of the notecards.

- iii. This committee will look to get stats on the application fee waiver project and how we did. This committee discussed ways to connect with students who used our fee waiver codes but have not committed.
- iv. There are a lot of action items based on Tom Bear's transition into retirement. We are going to meet with Tom Bear and Greg King in December and then plan a committee meeting with Greg in January so that he can tell us what he envisions this committee doing with alumni engagement with Admissions. Alexa Myers has agreed to help with planning a March - Bloomington event for admitted seniors.
- v. Committee is going to work on emails to all alumni to get pre-college outreach program information into the hands of our alumni as well as links for them to sign up for their children to receive information. This is a gap that Lisa Norton and Tom Bear identified.
- vi. Will also work on reaching out to Communications and Marketing to work on some 30 second video series with alumni on what they were engaged with at Rose and how that translated and helped them when they ventured out into the real world and showcasing our competition teams, athletics and performing arts; highlighting the student experience. Rose really emphasizes academic experience, but this would help fill the gap with other opportunities available to students while at Rose.
- vii. Some questions and discussion took place.
- e. Career Services – Melva Holt and Austin Salisbury
 - i. Report on page 32 of board book. There is a chart that shows the 2025 placement outcomes provided by Scott Tieken, Executive Director of Career Services. As of late September, there were 49 students still seeking employment and a large majority of them are in Computer Science. Scott stressed to the Board of Trustees some of the initiatives that they have been working on with campus since the beginning of the year.
 - 1. 634 one-on-one meetings with students
 - 2. 14 workshops reaching over 500 students
 - 3. 19 company and graduate school visits
 - 4. Freshman presentation with 321 attendees
 - 5. Career Fair Bootcamp and professional attire program that has helped multiple students.
 - ii. Last year at this time there were 119 students looking for placement. They have shown that time and investment in these programs have helped our students become more prepared for

getting those jobs in the workplace even in a more challenging environment.

- iii. The Alumni Advisory Board hosted a combined industry panel, a little different than the ones hosted last year. This one experienced limited success with modest attendance, about 30 students attended but they had a great discussion. Feedback from Career Services is that students are still interested in these panels. The Committee is exploring ways to market this event to get more students to show up. These have been virtual sessions, but the committee is looking at having a panel on campus next. Continuing to look at ways to get more interaction such as free food or bookstore gift card raffle and looking at dates and times to see what works best for students.
- iv. Lastly are some dates of events that have passed. The Fall Career Fair was held on October 1, which was the start of the government shutdown. Career Services had 232 approved registrations, but several had to back out because of the shutdown. Overall, it was a great event with a high level of student participation. Career Services is hosting a virtual career fair, for the first time, on December 4. Winter Career Fair will be on January 22, 2026, and Spring Career Fair will be on March 25, 2026. Encourage your companies to sign up if they have not already done so.
- v. Questions and discussion followed.

XII. Upcoming Meeting Dates – Amanda Stapleton

- a. Spring 2026: Saturday, April 25th (Terre Haute – Alumni Awards)
- b. Summer 2026, Saturday, August 8 (Chicago, IL)
- c. Fall 2026, Saturday, November 7 (Terre Haute)
- d. Spring 2027, Saturday, April 24 (Terre Haute-Alumni Awards)
- e. Summer 2027, Saturday, August 7 (Terre Haute)

XIII. Adjournment – Amanda Stapleton

- a. Nellie Hohne made a motion to adjourn the meeting; Mike Chaney seconded, all in favor, motion carried.