

Alumni Advisory Board

Spring General Meeting Minutes

Saturday, April 25, 2026

- I. Welcome – Amanda Stapleton
- II. Roll Call – Holly Kowalski
 - a. AAB – Corie Biggs, Mike Chaney, Steve Decker, Garrett Hart, Derek Hawn, Nellie Hohne, Josh Hulett, Neil Irwin, Joni Lipkowitz, Alexa Myers, Craig Pohlman, Dieter Shultz, Jeffery Smiley, Amanda Stapleton, Nick Wahl, Floyd Yager; Virtual: Richard Franko, Ode Keil, Kenny McCleary, Ashley Pinkham, Austin Salisbury, Casey Schroepel; Absent: Melva Holt, Paige Hynson, Chris Lippelt
 - b. ARBOT: Nellie Hohne; Virtual: Marie Stettler Kleine; Absent: Dan Price
- III. Review Agenda and Minutes – Amanda Stapleton
 - a. Minutes on pages 36-51; any corrections to the minutes? Being as there are no corrections, they are approved as written.
- IV. ARBOT Report – Nellie Hohne
 - a. ARBOT report begins on page 15 of the board book. The last board meeting was at the end of February and was held in French Lick. The President of the board, Carl Cook, his parents restored both resorts at West Baden and French Lick. Carl shared a presentation and photos of the structural innovation behind the hotel's iconic dome and required restoration to preserve the landmarks.
 - b. Several updates on faculty and staff. Survey results are provided in graph on page 15. Faculty and staff concerns are like everybody else's, a lot of what ifs around enrollment and a budget dictated by enrollment. A positive result of the survey was that everyone feels aligned with the mission of student engagement and student support. Exciting opportunity for Dr. Rogge, who is the Dean of Faculty, and was selected as a visiting scholar in Stanford's Global and Faculty in Training program.
 - c. Photos provided on page 16 of the progress of Innovation Grove. On February 19th, they had the topping out ceremony, where they placed the last structural beam. Speed Hall renovations are also on schedule with a completion date of July, 2026.
 - d. Dr. King will be here as our guest speaker and will provide more timely updates. Enrollment management did start admitting students in mid-October, six weeks ahead of schedule. Financial aid packages were ready a month earlier. They were also working on financial aid appeals a month earlier, putting Rose ahead of the game.
 - e. There will now be a new Artificial Intelligence major offered. Our faculty is ready and the idea is that Rose wants to be at the forefront and lead the

charge with AI. It will be interesting to see how many incoming freshmen choose AI as their major.

- f. Dr. Goldey, Provost and Vice President of Academic Affairs, formed an Ad Hoc Committee about science, math and undergraduate research. Rose is very heavy in engineering; however, Rose has all these amazing facilities and lab spaces that go unused. Rose would like to get more science and math majors. This Ad Hoc Committee is looking at ways to bridge that gap. Students say they feel marginalized when compared to engineering students. They would like more research opportunities, adding a pre-health track would be beneficial in attracting more students, and more help on the career services side to help mentor those students.
 - g. Career Services placement data for 2025 is located on page 18 of the board book. Final placement was 95%, a little lower than what Rose is used to but some of that is due to the computer science market. Charlie Ricker added that a lot of the 2025 students who had job offers and accepted those offers had them rescinded due to government shutdowns, research funding cuts, etc.
 - h. At our last meeting, our very own Alexa Myers was there speaking about the Lilly Endowment's Artificial Intelligence in Higher Education Initiative. There are two different initiatives with artificial intelligence that Rose is exploring. One on their own and one in collaboration with Butler University. Proposals are due May 1.
 - i. Alexa Myers shared that her company, Resultant, had the opportunity to partner and present proposals. There are two different grants, one is a non-competitive grant that every institution can apply for and that dollar amount is based on size. Rose-Hulman has the opportunity to receive \$5 million for AI transformation in higher education. The other opportunity from the Lilly Endowment is for Rose to collaborate with another institution to potentially receive another \$40 million. Rose has partnered with Butler University on the Indiana AIHE (Artificial Intelligence Higher Education) data exchange. Building a mainframe together would create a statewide consortium among institutions. Concept papers are due May 1 with the possibility of full proposal submissions later this year.
 - i. Institutional Advancement - Rose Giving Day will be May 4. The goal this year is to get 1,000 unique gifts.
 - j. The Board of Trustees voted in a new Trustee, Chris Olinger ('15). His first meeting will be at the upcoming Commencement.
 - k. Budget and Finance are always a big topic. The actual budget approval, which is usually done at the February meeting, is being held until the May meeting after we have enrollment numbers.
 - l. Some questions and discussion followed Nellie's presentation.
- V. Vice President for Admissions/Enrollment Management – Greg King

- a. Greg introduced himself and gave some background information about himself. Prior to Rose, was at Illinois Wesleyan in Bloomington, Illinois from 2017-2022 and was then involved in independent consulting. Was headhunted for the position at Rose last September and started with Rose in December. Greg asked for a brief introduction and background from AAB members in attendance.
- b. If Rose does not find a way to grow applications and admits, we are not going to get where we need to be. Students are applying at more places and there is a lot of yield pressure. The collaboration with faculty and staff in the first five months to connect with students in a more meaningful way has been amazing. Working with faculty, students, alumni and Santhana Naidu in Communications and Marketing to better tell our story in ways that are relevant to today's students and families has been incredible.
- c. One of the first things added to our process was the federal scorecard. Rose can see all data that comes from iPads, and that data can be summarized for every school that our students are considering. We can compare Rose against Rochester, against MSOE, against Mines or whoever we need to compare data and find where Rose stands out. Our admission staff have not used this tool prior, but it is helping to cut through some of the ambiguities in the conversation of why is Rose worth it, why is Rose worth an additional \$12,000 investment each year. When we can show the return on investment and see the grad rate strength – those are ways that Rose can stand out and help with the yield.
- d. Pressure on enrollment yields. For the first time in our nation's history, three years ago high school graduates were majority, non-white. Rose needs to find ways to connect with populations that have not historically been chosen at private institutions. We need to continue to seek out new territories. Rose is almost finished with the Texas Regional Recruiter, who will be an Associate Director of Admissions based out of Dallas and an Associate Director of Admissions based out of Chicago. Those are the two biggest regional networks of admissions, counselors and recruiters. Those positions will come to campus about four times per year. The rest of their time they will build relationships with alumni, school counselors, and families.
- e. With the incoming class of 2025, Rose did not connect at the rate needed in 2022 with future 2025 starts. Students need to start building affinity in their freshman/sophomore year of high school. They need to learn our story. We need to spend time with them differentiating ourselves from the competition and educating our audience on the courses they need to take to stand out. Explain what the difference is between computer engineering and computer science; what exactly is Nano. All these themes can start to bring value to families earlier in the search.
- f. There have been a lot of demographic cliffs and population changes and projections but how did it really play out? A graph was shared with the

group showing revised projection declines. We have seen this shift over the past few years. The top ten competitors are all publics, and all are great publics. This means a lot of net price pressure in our comparison.

- g. One of the things Rose is looking at since Speed is coming back online and increasing housing capacity, is could we look at discount strategy to create more housing revenue? Could we create an incentive to stay on campus for another year or two? We have looked at housing scholarships.
- h. If we are competing for an in-state student, at one of the top public institutions, that is a tough conversation. If it is a big 10 out-of-state institution, Rose is in a pretty good spot-on net price. Rose will be within \$5-6 thousand and that is a worthwhile conversation to have with a family. Rose is worth that additional investment, every time. If you are looking at an out-of-state student looking at Mines, Georgia Tech, etc., and they live in that state, then you are looking at a \$19-20 thousand gap and that is a much tougher conversation.
- i. Rose has knocked the cover off the ball in California. California is trying to grab as much revenue as possible from out-of-state students and they are being a little more judicious in-state. Those students are not getting into Cal Tech and Cal Poly, but they are connecting well at Rose. Currently, Rose has tripled last year's number, year to date, of California deposits. Rose is keeping an eye on other states that may also be doing this.
- j. Rose is looking at adding some AI to the recruitment process, but we do not want to lose any personalization. Some ways to do this is analyzing transcripts which is not an effortless process. Every transcript is different and Rose has about 7,000 transcripts that we read, twice. The plan is to use AI to pull all the relevant things out of an application. This will give us a summary and make calculations. This will give the admissions department a lot of time back to personally connect with students and families.
- k. The goals for 2026 are 540 first year students and fifteen transfer students. Applaud the administration for setting a budget that was not all the way back to 600. Let's make sure last year was a blip and not the start of a trend.
- l. I want to know current students' perceptions on our recruitment process. All of them were unanimous in their comment of Rose emails us A LOT. Some students interpreted that as Rose really wants me here. Some students were just trying to sift through what was automated and what might be coming from a human. Using CRM and being able to sift through data and see which emails have been opened and how many have not, has helped us determine what pivots need to be made. Rose has been printing less and emailing more but that is going to flip, and we are going to need to print more and email less in order to connect. We can be efficient with post cards that have a QR code that gets them to the right website.

- m. Greg shared a chart on numbers and where we stand as of 4/24/26. Gross admits are at 457 compared to 376 in 2025. There are two distinct types of students, the one who wants to push the admit button in November and the student who wants to wait until the last possible moment in April or May to commit. You can see the pressure on yield when you look at deposits over admits. Rose is not the only institution seeing this. A big goal this year was to get the female population back to the highest level that it could be and we have almost passed last year's end of cycle female student number. We would love to see that back to 25% as quickly as possible and grow from there.
 - n. Questions and discussion were held following Greg's presentation.
- VI. Break For Brunch
- VII. Sawmill Panel or STEM Jubilee
- VIII. Institutional Advancement – Steve Brady
 - a. Steve reviewed information shared by Greg King and reviewed some of the AI information that was shared with the group earlier.
 - b. Victor Padilla Taylor is the new Noblitt Entrepreneurship Program Director. He has not officially started but will begin part time May 1 and move to full time in July. He is coming to us from Yale where he was part of another entrepreneurship program. He will be able to work with the Sawmill program and work with this group full time.
 - c. Renovations to Speed Hall will be completed soon. Comments about the new residence hall have been fantastic.
 - d. Giving Day will be coming up in May. In the past it was on Pi Day in March but since it fell on a Saturday this year, it was moved. The next best day was May 4 – 'May the 4th be with you'. The Giving Team has pulled together several challenges for Giving Day to add individual support for athletic programs, individual departments, and Greek life. The goal was changed from a financial goal to the number of actual donors. The goal this year is to get as many donors involved as we can and we are striving for 1,000 individual donors.
 - e. When enrollment dipped, the Board of Trustees asked how they could help and our response was we need more events. After some discussion, some of the Trustees started hosting events. These events have been in collaboration with Admissions. There have been events in Portland, Dallas, Austin, Chicago, and there will be one in Bloomington. These events have had positive traction. There was also an event held on campus with about 170 admitted students who had not yet made deposits. They came to campus and got to live like a Rose-Hulman student for about 12 hours. Many of them stayed overnight in residence halls and went to classes. From that, there has been an abnormally high percentage of yield from that group that have deposited. Greg would like to hold two of these events next year. These types of events reinforce the brand and the value of a Rose education. Questions and discussion followed.

Alumni Relations – Charlie Ricker

- a) The Advancement Giving Team did ask that the Advisory Board all be social ambassadors on Giving Day. If you are on social media, please post about Giving Day. There is a social media tool kit online. Also, if you are not on social media, reach out to your fraternity brothers/sisters, friends, colleagues who went to Rose-Hulman and encourage them to participate in Giving Day.
- b) As Steve mentioned, Alumni Relations has been working with the Board of Trustees members to host these events across the country that combine prospective students, alumni and our board members, which has been very impactful. Our department is also working on getting our schedule of alumni events set much further in advance. Our team met with the Advancement Team back in October and set the first six months of events for January through July of 2026, and we will get together in early May to work on the next six months of events to start in September. If you have interest in hosting an event in your city or want us to come to your city, please reach out to Alumni Relations and that can potentially be added to the list for this year or next year.

IX. New Business

- a. Awards Celebration – Mike Chaney
 - i. Awards event begins at 5:30. It will be a quick introduction, dinner and then the program.
 - ii. There was an excellent group of applicants this year and it was challenging to pick candidates from this group. Candidates are all worth recognizing tonight.
 - iii. One thing to note for next year, there was more than one Honor Alumni Award for tonight, but they could not join us tonight so those will be given next year.
- b. AAB Membership – Dieter Schultz
 - i. Thank you to committee members for help with interview process. The committee interviewed over twenty alumni. As a reminder, the committee uses the boards demographics back into the broader alumni body. There were certain decades that had more competition. The number of people that are applying for a role versus the number of positions that are open can vary.
 - ii. There were four members who elected not to renew their term. Those members not renewing, this meeting will be their last, and the new members' first meeting will be in August. Thank you to Joni, Derek, Steve and Melva for their service on the board.
 - iii. The five new members being proposed for membership are Rich Haut, ME, 1974 (Houston, TX); Chris Heacock, CS, 1999 (Noblesville, IN); Shaina Moore, EE, 2007 (Atlanta, GA); Samantha Atkins, BE, 2010 (Indianapolis, IN) and Austin Weatherford, CE,

2013 (Indianapolis, IN). These five would be a terrific addition to the board. The board currently has twenty-five members and has the capacity for twenty-six members. The committee made a late addition of wanting to add a member to the board for the 1990's to be sure that the metrics continue after Nellie's term is done in another year.

- iv. Lastly, Dan Price's term ends in 2026. There were three applicants for the AAB that were moved to ARBOT in addition to those who applied for the ARBOT position. Nellie will conduct those interviews between now and the BOT meeting in May. She will reach out to the Alumni Board members for a vote and then that will be proposed at the next BOT meeting during Commencement weekend.
- v. Dieter asked for a vote to bring on the five new members; Neil Irwin seconded the motion; all in favor, motion carried. Discussion took place on mentors for new members.

X. Committee Breakout

XI. Committee Report Out

a. Alumni Engagement – Jeffery Smiley

- i. Report on page 22 of board book lists our previous and current action items. Our current goal is to increase the number of events and to help potential coordinators host. The hope is to have four targeted events between now and our next meeting session.
- ii. Would like to refine our documentation that is going to potentially be used for the network coordinators and volunteers.
- iii. Would also like to work with the Alumni Relations team to develop a survey on how an event went for those who attended and for those hosting the event. The reason for this is to target data and to understand ways to connect with our alumni in the locations that we are choosing to host. Part of that is data validation, location and what got people to come out to an event. The goal is for this information to be used by our committee but also by the greater board and eventually the university itself.
- iv. Jeffery reported on the event in Philadelphia that he hosted. Of those that signed up, only one was able to attend. That alum was a '24 grad; was able to have some valuable one-on-one fellowship and now he is interested in coming to more events and possibly be a network coordinator.
- v. Our breakout session covered three areas that will get reported on at the next meeting: data and data validation, sources/greener pastures, additional action items for committee. Those actions are to work with Charlie on the list of people who have reached out or expressed interest in helping, work with Dieter and the list of alums who did not get selected for the Board and see if we can enlist their

help. Also work with Alumni Relations to jump start areas that Alumni Relations has identified as potential markets that need to be resourced and tapped into.

- vi. Our group is going to split the folks up who have reached out amongst our group and try monthly follow-ups. Our goal is to have personalized conversations and treat them like our prospective students. Can we get them on the phone, have a chat, and get them to the point of being connected to the university by alumni engagement. Also looking at utilizing student activities, those who were previously involved on campus, and seeing if they would be interested in some of the alumni engagement efforts. Also possibly utilizing our alumni award nominees and recipients as impromptu hosts since they are already engaged with the university, board members and other active personnel.
- vii. Questions and discussion followed.
- b. Board Nominating – Dieter Schultz
 - i. Had some feedback on the interview process and what happens when you have two people for one spot or two for three and how do you come to consensus on who is chosen. Thinking about panel interviews or what other possibilities. We do not want to create more work if we can come to consensus. Discussion followed.
- c. Awards - Mike Chaney
 - i. Award celebration at 5:30, nothing else to report currently.
- d. Student Recruitment – Alexa Myers reporting for Ashley Pinkham
 - i. Student Recruitment report starts on page 30. Biggest thing right now is getting to know Greg and what his vision is and making sure the committee is aligning with that vision. Greg is looking forward to working with our alumni.
 - ii. Fee waivers shown on bottom of page 30 and page 31 shows some additional statistics.
 - iii. Ashley wanted to express a huge thank you to everyone in the notecard endeavor. It has been great to hear the success stories and Greg has been excited to hear those stories and there will be the potential for a fall note card project.
 - iv. It has been interesting to see the dynamic shift from the concern over the enrollment cliff to what we are actually seeing.
 - v. Discussion followed.
- e. Career Services – Austin Salisbury
 - i. The industry has shifted and there is a huge focus on the platform called Handshake. That is primarily how Career Services reaches out to new companies and graduate schools to get them on campus and meet with our students. Last year Rose had about 7,000 contacts and it is currently just under 20,000. This increase in companies has led to more companies and grad schools coming to

campus and interviewing and recruiting our students. Over 100 new companies came onto campus or recruited our students. Part of that was the virtual career fair that they trialed. This format offered a low-cost option that allowed other companies and grad schools to visit Rose and the students but not have a financial impact preventing them from doing that. One of the highlights was a company from New Jersey offered an internship to one of our students – 100% through the virtual career fair. That was a brand new company that had never been to Rose. They are hoping to grow this as they move forward. On page 26 is the schedule for upcoming career and graduate fairs. Virtual career fair is not being posted until after the fall career fair is completed; they do not want to take away from companies that will be attending in person.

- ii. There will be a time change in the Career Fair next year. Career Services spent a lot of time getting feedback from RA's, SA's and career advisors. Students would rather miss the career fair than miss class. Rose has approved a convocation schedule on career fair day to allow students to get out of class, but they also shifted the time of the career fair.
- iii. The winter and spring career fair will be combined into one event. Winter career fair will be pushed back and the spring fair will be cancelled. Attendance between these events has decreased significantly and the hope is that combining them and having a later date will have a better turnout.
- iv. Career Services has requested a mentorship program, but in reality, it is more of an interviewing initiative. This just came up and there are a lot of details that need to be clarified. Our committee had a lot of good discussions on how to help get this off the ground and what we need to consider while working with Career Services. More information will be forthcoming. One of our goals is to get alignment on what the expectations are between students and alumni as we move forward.
- v. QR code was shared with group that Career Services uses to connect with LinkedIn. The goal is to build up this page with alumni and students to make it even larger. Austin stated he will be sending out a sample letter for AAB members to share to get the QR code out there to other alumni to get a larger following.
- vi. Career Services is looking for and needing advocates from our alumni to work with our companies to recruit from Rose. A few years ago, companies started using corporate acquisition or HR teams and have stopped recruiting at Rose since Rose only offers engineering. These talent acquisition groups want to go to one school and recruit for every major the company hires. The last one to officially stop recruiting at Rose was Cummins. As leaders in our

companies, please share the importance of working with and recruiting Rose students, that goes a long way to helping our students and Career Services team. We would like to create a fact sheet to help talk with senior leadership to encourage them to keep recruiting at Rose.

vii. Just to summarize the priorities that the Career Services team has

1. Continue to grow connections on Handshake
2. Start Mentorship or informational interviewing initiative
3. Grow LinkedIn page

viii. Questions and discussion followed.

XII. Upcoming Meeting Dates – Amanda Stapleton

- a. Summer 2026, Saturday, August 8 (Chicago, IL)
- b. Fall 2026, Saturday, November 7 (Terre Haute)
- c. Spring 2027, Saturday, April 24 (Terre Haute-Alumni Awards)
- d. Summer 2027, Saturday, August 7 (Terre Haute)
- e. Fall 2027, Saturday, November 6 (to be determined)

XIII. Adjournment – Amanda Stapleton

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