

**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 items and there will be an announcement about refund policy changes in the next week. The stimulus bill will have an impact on private higher education and how much Rose might ultimately receive. This is going to take time to sort out and understand exactly what those benefits might be.

The President's message on campus has been focused on one of the things that Rose does so well – problem solving. For 150 years, Rose has been an excellent problem solver, and this is one heck of a problem to solve. In some ways, COVID has challenged the entire operating model all at once. Part of the exercise has really been a test in leadership, both on the faculty side and on the administrative side and everyone has stepped up to that challenge. There is a real dramatic test case in remote learning and converting everything to remote learning in one week.

One of the most immediate complications is presenting lab experiments; how to capture those; how to create that similar experience for the student and faculty have gotten very creative. The chemistry department video recorded 30 plus experiments in chemistry in one 24-hour period. Another issue is testing and proctoring remotely. There are also potential

opportunities and benefits to the cost of delivering this type of intensive individualized attention education and efficiencies. Rose will work through those things and try to take as many advantages of those opportunities as possible. Rose continues its positive reputation of expertise in assessing student learning outcomes, even virtually.

For employment, the Institute is adjusting to faculty and staff remote working. While most easily transitioned to remote, there is a component of our staff that are essential for the maintenance of the buildings and the support. The Institute has adjusted their schedules and adjusted their work responsibilities to respect the requirements of social distancing and respect their concerns. There is also a small population of employees who really cannot work remotely, especially with not having students on campus, and what to do with them longer term. So as this continues, this is a concern from an unemployment perspective.

In non-COVID related news, the Board of Trustees meeting was held at the end of February in Phoenix along with a well-attended alumni event. A few campus highlights were shared, including progress on the new academic building, which is on schedule and under budget. The next most significant step this summer will be constructing the connections between the new building and Moench Hall. The Mussallem's made an additional gift and a four-season dining pavilion was added to the south side of the Union. After a student competition to name the facility, that drew 300 submissions, Mussallem's named the facility the *Pivillion*, with the play on *pi*. An anonymous donor has stepped up with a gift to install a second turf field on campus, similar to the updated football field. The donation will construct another turf field, supporting the full cost of that, roughly \$1.2 million, to the east of the existing tennis courts where soccer is currently played on a grass field. There are several advantages, including a better playing field for soccer but also adding men's and women's lacrosse as another sport. Lacrosse is gaining in popularity in the Midwest and our athletic conference currently has six men and five women's teams of lacrosse. Adding Rose-Hulman to that roster helps make that feel more competitive, and aids in recruitment. Other schools that have added lacrosse in the last five years have seen a significant boost in their recruitment efforts. Rose will start the recruitment this season and start building a team and construct the field during this next year with the first season in Fall 2021.

On the academic front, the faculty approved a new 3+1 program in engineering design; this is encouraging the faculty to look at ways in which to be more flexible and thus more attractive to students. This 3+1 program

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 recruitment tool in the long term, both to enhance the quality of students recruited academically and to create some new philanthropic opportunities. Part of the funding for this comes from existing endowed scholarships, and there are also proposals out for significant funding. In the long term, the program is very consistent with the overall mission of Rose and can bring some high-quality students to aid in the recruitment effort and help the Institute from a diversity perspective. Over 50% of the original applicants for this program were female. Currently, out of the 157, about 33% are female, which is higher than Rose's enrollment numbers. The Chauncey Rose Scholars has been a primary effort of the Enrollment Management Group and Tom Bear. Tom's team has made several changes in the recruitment process this year and it is going to continue to pay dividends over the long term, and a big part of that is the involvement of alumni. The Institute will continue to build on this momentum to involve our alumni.

There have been several national alumni events held as Rose heads into the final year or so of the \$250 million Mission Driven campaign. The campaign has raised \$192 to date. These events aim to get campus leadership in front of alumni and other friends of the Institute to promote the campaign and refine Rose's strategic agenda for the next couple of years. That agenda touches three major categories – addressing affordability, accessibility and diversity.

Affordability includes the campaign and fundraising for scholarships. Rose is also exploring the Lilly Endowment, which has a very significant fund-

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 counseling services, which has shown great need over the past decade. Many small schools like Rose are struggling to provide these services and have the appropriate counseling staff and resources. The proposal suggests an opportunity to create a collaborative effort and provide those counseling services for several schools in the region, with Rose being the leader in that group. Also, on the affordability front, the Institute has started some more detailed, longer term strategic planning around the budget and resources. COVID put a pretty significant dent in that in the short-term budget but there is long-term optimism in some new opportunities.

Accessibility is being addressed primarily around recruitment. There is more aggressive digital marketing going on. The Chauncey Rose Scholars program is a real significant differentiator, as is more active alumni involvement in the recruitment process. There are several retention initiatives tied with that \$1,000,000 grant from Lilly. Retention remains strong. Every student that Rose retains is a much more economical venture for Rose than recruiting a new one. Part of retention includes career placement, and Career Services is experimenting with a virtual career fair this Spring. Several schools are looking at different platforms and Rose hasn't quite settled on one yet. The job placement rate right now for the current year classes is right at 79%, which is slightly ahead of last year. So far, the impacts of COVID have had some companies rescind their offers for internships and co-ops but no one has rescinded their offer for employment at this point.

Diversity is the last focus area, and there continues to be improvement in the quality of the diversity events that are offered for our on-campus students – both satisfaction and engagement of diverse populations. COVID has created extra challenges for diverse recruiting nationally, and all schools may see a decrease in diverse enrollment for the next few years, particularly international enrollments as a result of all these activities. Rose is working to stabilize those relationships and to maintain the relationships with countries like China, where several international students originate. International recruitment in the short term is going to be challenging.

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 search committee made a unanimous recommendation. There will be an announcement next week.

Greg Gotwald noted that the Homework Hotline is remaining open during this time. Greg added that this is a smart idea with more high school students with complex math and science questions are at home with their parents who may have no idea how to help them with their homework.

## VI. New Business – Kelly Noel

- a. **Update to the Constitution.** Greg Gotwald ran the board through the proposed changes to the Constitution as outlined in the board book. Greg stated that two years ago the board voted to eliminate the annual meeting, where the AAB meeting would be held and then officially open up to a full all-alumni meeting but no other alumni would participate. At that time, the board voted to eliminate that meeting as a part of our restructuring. The Constitution; however, never reflected those changes because it required a 30-day notice to make a change. So, changes are now proposed to eliminate those references to the annual meeting. It's more of a clean-up item. Time was given to voice any questions/concerns; none were given. Greg continued with, per the Constitution, the Vice President has the role of annually reviewing the Constitution but now language expands it to include an Ad Hoc committee. This has been done previously, but it is now explicitly written out. Time was given to voice any questions/concerns; none were given. Greg made a motion to amend the Constitution as proposed, Nellie seconded; motion passed.

Kelly Noel asked Greg Gotwald to go over a couple of other items about the Constitution. Greg added there are two other "clean up" items yet to handle at the next meeting. One is that there is some legacy language in the document that allows someone who has not graduated from Rose to be a member of the Alumni Association. The Exec committee discussed this and ultimately decided that if you're going to be a member of the Alumni Association, you should have a degree from Rose; so, it would be to clean that language up. Secondly, and related, would be to clean up language to clarify that if someone gets an honorary degree, they automatically become a member of the alumni association.

Kelly Noel stated that the recommended language that is needed to document and seeking approval on, is to proceed with modifying the language to say an individual must have a Master's or Bachelor's degree from Rose-Hulman to be a part of the Alumni Advisory Board.

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 do more throwback Thursday posts and posting articles and items about what it’s like to be working from home. There was a post asking for alumni to encourage the faculty and students who were transitioning to remote learning. One of the most successful items is the Rose STEM at Home Challenge, which was created by Katie Hoffmann for parents who are now homeschooling while in lockdown. There is a website off the Rose site where there are activities that alumni can log on and build with their kids. Then they can post pictures or videos of those items that were built or created. A winner is chosen each week and then there will be a Grand Prize drawing when this is over, that will be a larger Lego set. More information on this challenge is found at [www.rose-hulman.edu/alumni-and-friends/stem-at-home.html](http://www.rose-hulman.edu/alumni-and-friends/stem-at-home.html). AAB members were encouraged to share the link on their personal social media accounts with the hashtag #futurerosies.

VII. Staff Report – Steve Brady

- a. Prior to all the COVID changes, there had been tremendous success with our 2020 Vision Tour with events in Sarasota, Cincinnati and Phoenix. These events were keynote presentations by the President or the Provost and a national tour to our key alumni networks. These are higher-level events than have traditionally been hosted. Attendance was very good and there was great momentum, but unfortunately, the three events in

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 the alumni network around the country. There are opportunities both from enrollment management and career services in these club cities.

The alumni office has been hosting some perspective student and parent conversations with alumni panels. These events have been in Chicago, Denver, Indianapolis, Fort Wayne, Evansville and Cincinnati. The parents appreciate the opportunity to hear first-hand from alumni and this has had a positive impact on our enrollment management staff as they harness this network of 17,000 alumni. Even the changes made to the Chauncey Rose Scholars program were positive, including feedback from Tom Bear, the Vice President for Enrollment Management. He was impressed with the way that the alumni conducted the interviews, their scoring, and the way that the students reacted and asked questions. It turned out so positive that he is looking at ways to bring the Chauncey Rose Scholars program back to campus. If there is a way that this can, then the use of this style of interview questioning will be used for other scholarship programs and maybe even some fund-raising opportunities. Right now, the enrollment management team, alumni relations and development is working closer than they have in recent history, which is very positive.

During this time, there is a need to better track and use data to inform our decisions, especially with this network of alumni volunteers. As we use our alumni volunteers and find more ways for alumni to engage our other initiatives, we need to track those hours and what jobs those alumni are doing. Hopefully this will give us an opportunity to make better decisions about getting more volunteers engaged; whether it's at commencement or homecoming or other events around the country.

Regarding COVID-19, communications from the president have been sent out to our alumni, including a direct email with video and some links sent to all alumni, and a lead story in the alumni newsletter. The Rose STEM at Home Challenge is an example of our increased efforts on social media. We're also looking at ways, from the Alumni Relations perspective, to encourage our faculty and staff during this transition to an online only experience. The alumni office wants to ensure that the class of 2020 has that end of year experience, that they are not going to be able to have at home. Currently, Rose is exploring opportunities with virtual events in ways to engage those graduating seniors and welcome them into the alumni association. Rose is looking at future dates for alumni events as

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 board in addition to their academic scholarships. The goal is a group cohort of between 50-55 students to be in our Chauncey Rose Scholars program.

VIII. ARBOT report, winter meeting – Jeff Myers

- a. Jeff Myers reported that one of the normal activities at the winter meeting is the approval of graduates, which the board did, and that includes not only undergrad but also graduate students. One of the topics that a graduate student did for their coursework was on the Madagascar hissing cockroach.

Erik Hayes, who is the Vice President for Student Affairs gave an update and report. They have been tracking freshman satisfaction since 1985. There are a variety of areas that they look at for satisfaction and the most recent survey indicated that the school is getting the highest ranking they've had in 35 years in several areas, including the overall academic program and Rose-Hulman in general. Erik also talked about the evolution of e-sports, which is becoming a popular extracurricular activity for students and Rose has an excellent facility for e-sports. Some schools are giving scholarships for E-sports.

The President talked about lacrosse and how it will be a great recruiting tool. DePauw University, for example, gained about 40 students because they offer lacrosse. Also, for enrollment, there are key growth areas for recruiting students including California, Oregon, Washington, Colorado and Texas.

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 recipients this year were nominated last year and the committee either received more information this year or in some cases they were re-nominated. Those candidates are not forgotten and it is built in the nomination process.

The committee will discuss a posthumous award. Katie has been hand pulling information from other institutions that give out posthumous awards to see exactly how they are handled.

- d. Career Services – John McClain
    - i. Career Services would like our help in targeting and connecting with companies in four target geographic areas. The LA area, New York, Denver and the San Francisco Bay area. They have created an email request to go to alumni in those areas with a supporting form letter to introduce companies to Jared Goulding, who is now the new Career Services Employer Relations Manager. The alumni office and career services will now execute on this initiative. The committee will now focus on how social media efforts may help.
  - e. Student Recruitment – Jessica Toth
    - i. Jessica Toth was not in attendance and there was not a report from her. Kelly Noel asked if anyone from the committee had any comments to share; none were given. Kelly stated that she will follow up with Jessica.
  - f. Young Alumni – Matthew Iwema
    - i. Details for the Young Alumni are on page 40 in the board book. Basically, trying to align with the Alumni Relations leadership objectives and try to maximize our resources in terms of engaging young alums for different functions. If anyone has any ideas or comments, please send them to Matt.
- X. Old Business – Kelly Noel
- a. Upcoming meetings
    - i. The upcoming meeting dates are listed on your agenda. Please note that we are still finalizing the summer 2021 meeting. It will be in Boston with Kedar Murthy hosting but the date is still yet to be determined.

The meeting this August will be in Chicago and there will also be an Alumni Cubs game that weekend as well.

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.