

# Rose-Hulman Alumni Advisory Board

## Summer Meeting Minutes

### Saturday, August 21, 2021

- I. Call to order – Kedar Murthy
  - a. Kedar called meeting to order at 10:07 am.
  
- II. Roll Call – Holly Kowalski
  - a. **AAB**-Bill Bess, Allison-Bowman Rogers, Gary Bullock, Jason Carlyle, Mike Chaney, Kameron Eisenhour, Steve Gillman, Greg Gotwald, Nellie Hohne, Matt Iwema, Jason Karlen, Alyssa Lobo, Jessica Long, John McClain, Kedar Murthy, Kelly Noel, Dan Price, Nyle Riegle, Amanda Stapleton, Steve Schmitz **ARBOT**-Paul Palmer, Jeff Papa **Absent**- Kali Nordquist, Dieter Schultz **Staff Present**-Steve Brady, Charlie Ricker, Katie Hoffmann and Holly Kowalski.
  
- III. Approval of Minutes – Kedar Murthy
  - a. Kelly Noel made a motion to approve minutes; Nellie Hohne seconded; motion carried.
  
- IV. New Business- Kedar Murthy
  - a. New Member Introduction – Kedar Murthy
    - i. There are some new members but also members we have not been able to meet in-person. Kedar introduced the new members and let each member give a little bit of background on themselves. New members Kameron Eisenhour, Steven Schmitz and Amanda Stapleton from last year and this year Mike Chaney and Craig Pohlman. Welcome to the board.
    - ii. Key Initiatives and Long Range Goals – Kedar Murthy
      1. This is something the Executive Board has started working on and how do we support our alumni and our customer, who is Rose-Hulman. We want to have a long-range plan put together in the next few months on how to continue to do this.
      2. Another initiative is the growing number of international alumni. Steve Brady commented that the number of international students coming in this year is at 30, which is down from years past but the number of international alumni is growing. About 3% of the alumni base is living internationally (both American alumni living internationally and international alumni).

3. Mike Chaney has been asked to create a proposal on how to reach international alumni. Mike has agreed to take the project on and will report back on the progress.
- iii. Alumni Awards – Nellie Hohne
    1. This is the first in-person event in two years. The AAB will be recognizing award winners from 2020 and 2021. Winners listed on page 13 in board book. Award ceremony will be held at 2 pm in Hatfield Hall with reception in the lobby to follow.
  - iv. Upcoming Academic Term – Dr. Rick Stamper, Provost and Vice President of Academic Affairs
    1. Dr. Stamper gave background information on himself and his career. Dr. Stamper presented a slide presentation.
    2. The biggest news this fall is the opening of the new academic building. 70,000 square feet and three stories. First floor will have design studios, project spaces and shop spaces. Second floor will have collaborative classroom spaces and the third floor will have new chemistry labs, so that our labs are finally commiserate with the facilities, the equipment and the faculty. This building does a nice job of reflecting the values of this institution.
    3. Other big news is Rose is preparing for a record class. The incoming class is somewhere between 630-640. In 2020 Rose had 559 deposits by mid-May – this year there were 657. The three big winners are computer science and software engineering, electrical and computer engineering, and mechanical engineering. Chemical engineering has dropped off somewhat and the others have remained flat. Dr. Tom Bear and his team have done a tremendous job in recruiting.
    4. Moench Hall renovations are underway. It started this past June. The day after commencement the F section was cleared. The main points of focus for this renovation are HVAC, skylights and accessibility issues, faculty offices and Moench Café. The project will take about 24 months and it is currently in month three. At the end of next winter quarter, the entire east end of Moench will be shut down. That will cause us to displace 80 faculty offices. Currently, temporary offices are being built in Meyer and Moench.
    5. Rose launched a program called R-Squared this year. Just over 100 first-year students coming in who can take advantage of a program where if they have enough credit hours coming in, roughly 28 hours, they could earn both their

BS and MS simultaneously in four years. There are a variety of academic rules and procedures that would prevent that from happening, but Rose has spent the last year and a half working through those so that now it is possible. For some degree combinations, they can now do this. A little of 100 students have applied to participate in the program and Rose looks forward to having them work toward both a BS and MS degree simultaneously. This is only in place for certain combinations and Engineering Management is the most popular.

6. Another program is the Rose accelerate program. This came out of a partnership with engineering management and enrollment management. Rose is trying to find a way to engage prospective new students. One way to do that is by offering classes to them. If a high school student wants to take a calculus class because their school doesn't offer one, they can do that now. Classes are online, during the summer and it is a Rose-Hulman calculus class, and the student will receive Rose-Hulman credit for the class. The student can use that if they come to Rose-Hulman or if they go to a different college. Rose is offering Calc1, Chem1, or Intro to Software Development. The tricky part of this is if we want this to have a wide market, it must transfer up to semester programs. It's not a 1:1 with Rose-Hulman, it is a different calc course with different packaging, where these are semester courses, not quarter courses.
7. Rose-Hulman is now accredited to offer online programs. The Engineering Management graduate program is the very first program that has been approved by Rose-Hulman to be delivered online remotely.
8. Second cohort of Noblitt Scholars coming in. Noblitt scholars are offered enhanced leadership development experiences and experiences related to their passions. They have a lot of enhanced opportunities and expanded opportunities while they are on campus. This group of freshmen will be starting in a couple of weeks. They are currently at leadership conference.
9. Carlotta Berry has been named Fellow of ASEE (American Society of Engineering Education). She is being recognized for the work she has done to make engineering, particularly robotics, more diverse and inclusive. She created a program - Black in Engineering and is being recognized for that body

of work. Rose is very proud to have her be elevated to the rank of Fellow for ASEE.

10. COVID is clearly a challenge for the Institute. Biggest challenge are safety protocols. Many older faculty members, who may have family members with compromised immune systems have some anxiety about being in a small room with 30 students. Protocols right now, Rose is incentivizing vaccinations, surveillance testing all those who are not vaccinated, mandatory masking, changing classroom density and shifting modes of delivery. Last year just under  $\frac{1}{2}$  of all the seats were pulled out of classrooms. Looking at a pre-COVID year, 99.5% of classes were traditional face to face; after pulling seats out, last year Rose was at 39% traditional, and after getting better at delivery modes and scheduling Rose was at about 60-63% traditional. This fall, all the seats will be back, and Rose will be trying to get back to full density of classes although Rose will maintain some online and hybrid classes.
11. Other challenges as a result of COVID, high school math prep. High school students did not receive as much attention or support. Retention from last year to this year was 87%, which is low. The bright spot was underrepresented minorities came in at 93.9%. As a result, the Rose Summer Prime program was developed. Rose looks at the incoming class and tries to find those who look like they may be at risk. Dominant factor is seeing if a student had high school calculus and how they did. Rose also had everyone participate in a summer online math program that had a diagnostic aspect to it. From that, about 25 students were invited to a two week, all-expense paid residential program (RosePrime). There were 21 that accepted that invitation. There were some holes that were identified and addressed. As a result, there will be some mentors and tutors available to students.
12. Young Alumni Mentoring Program. Rose piloted seven Alumni mentoring students this year with positive feedback and that will be expanded out to 27 this fall. Charlie Ricker added that the program will have 31 Young Alumni who have volunteered to mentor students this fall.
13. Rose has embedded tutors in the classroom. By week five if it looks like the student is in trouble, they are pulled out, special class set up and do some remediation work with that student. Then they take the class over and a tutor is

embedded in that class. That tutor is not a passive person, they are calling those students every week or emailing them and being actively engaged with those students.

14. Rose has suspended the BS degree in Economics, largely due to very low numbers.
15. Early retirement program, several professors will be retiring or have retired. In the next year there will be about 11 more retiring as a part of this early retirement program.
16. Rose experienced the tragic loss of Bill Kline. Rose is trying to figure out all the things that Bill did at the BIC/KIC and redistribute that across the community.
17. Strategic Planning coming up, will involve short term planning and long term for the next ten years.
18. Updating IP policy.
19. Improving our robotics competition.

V. Break for Bruch with Alumni Award Winners

VI. ARBOT Report – Jeff Papa

- a. The full report submitted starts on page 25 of the board book. Dr. Stamper commented on a lot of what is in the report. If you have not toured the New Academic Building and seen the interactive art display, be sure to stop by at some point and see it, it is a beautiful building. The art display was funded by Tom and Susie Dinkel.
- b. Moench Hall is nearly 173,000 square feet and the last time it was renovated was in 1984-85. There are a lot of challenges as Dr. Stamper mentioned in his presentation.
- c. In terms of Career Services, the low accepted offer was \$41,600/yr and the high accepted offer was \$141,000/yr. Some other good news was the MINDFUL College Connections Lilly Endowment grant of \$8.1 million jointly awarded to Saint Mary of the Woods, DePauw and Rose-Hulman with each school getting \$2.7 million to be used to improve and expand mental health services on all three campuses. This might possibly allow Rose to hire a full-time psychiatrist.
- d. READI Grants, the State of Indiana in the 2021 budget allocates \$500 million in state grants (10 grants of up to \$50 million each) to promote strategic investments and partnerships by region. West Central Indiana will likely concentrate a grant application around Education. The Endless Frontier Act is proposed federal legislation that would invest \$25 billion in a new Technology Directorate at NSF. There may be some opportunities for RHIT and Ventures if this bill becomes law. Senator Cantwell visited Rose-Hulman on a related trip and mentioned Ventures as a possible model during Senate hearings. Senators Todd Young and Chuck Schumer are authors of bill.

- e. Campus vaccination rate is about 60% of the total population with student athletes at about 92%.
- f. Interesting update on stimulus funding. Federal funding has provided about \$3.1 million to RHIT and \$2.7 million to students, for a total of \$5.8. Costs to the institute are at around \$6.2 million in net revenue loss and \$4.1 million in direct expenses, for a total loss of about \$10.3 million but \$3.1 million of this was recovered from federal stimulus money.
- g. The Board of Affairs recommended that Mike Mussallem be elected to a second term on the BOT and the James Cole and Andrew Williams become Emeritus Trustees; the Board approved those recommendations. Robert Stone (EE '86) joined the ARBOTs, replacing Ashvin Lad.
- h. The Investment Management Committee reported that the endowment is now \$257 million back in May, which includes \$36 million in earnings in the past nine months. The endowment is 70% equities.
- i. President Coons and Dr. Stamper discussed strategic planning. The goal is to create a three-year strategic plan and that might lead to a smaller capital campaign after the conclusion of the current campaign and focused on specific projects.
- j. The enrollment cliff is coming between 2025-29 and will see a large drop off of college applicants.
- k. Academic Affairs committee had a good presentation by Addison White. He noted that he is the first black student body president. He expressed sincere gratitude for the full scholarship that allowed him to attend RHIT. He did note that there has been a trend since 2014, regardless of COVID, that there has been a decrease in student participation rates in activities such as clubs, athletics, competitive teams, Greek life and honor and tech societies. This trend was about 78% in 2014 and 72% in 2020. Dr. DeVasher noted that Dr. Adam Nolte will become the new Faculty Rep for the upcoming year.
- l. Since 2005, Rose has spent \$311,000 on patents, with no evidence of licensing or royalty revenue from these patents. Rose has spent \$311,000 with zero dollars coming back since 2005.

VII. Staff Reports – Steve Brady – Vice President of Institutional Advancement

- q. Why has there been a decline in student participation?
  - a. Student Affairs, as a department, has been watching that closely. There has been some correlation to the increase in international students, but they are not saying that is the only cause. Some of it is that students have a lot they can do on their own on their cell phone. Students are interacting that way, which is something they have not done before. This is not just a Rose-Hulman phenomena, it's an industry wide challenge. Attendance at events is down.
- q. What is causing the enrollment cliff, do we even know?

- a. Yes, 18 years ago people stopped having as many children. It is a demographic shift in eligible high school seniors.
- q. Because Rose is a specialized school, is Rose worried about being a regionalized school?
- a. If Dr. Bear were here, he would say we are not a regionalized school. As we look at the incoming class, the third most populous state of students is either California or Texas.
- q. What is the data in terms of where students are coming from?
- a. Rose still pulls primarily from the Indiana/Illinois/Ohio area, but it is decreasing every year. Dr. Bear's push is how do we make sure we make ourselves attractive. Rose is doing well on the west coast and southwest but not so well on the east coast. Rose needs to be advertising to the east coast because there are a lot of students there. Do we have programming that an east coast student is going to want to attend and does Rose offer the extra-curriculars that will attract those students? Rose also has a new Vice President in communications and marketing, and he is looking at how do we get students to look at Rose. Marketing to those students begins well before they are juniors or seniors in high school, it begins at the freshman/sophomore level and even before. Rose is looking at elongating that marketing cycle to target those individuals.
- q. Is that why they are trying to use alumni to recruit students?
- a. Dr. Bear sees our alumni network as a very strong support base from a volunteer and recruitment perspective. The alumni application fee waiver was a very successful tool last year and is being offered again this year. Alumni are given a code that students can use to apply to Rose-Hulman for free. That is one thing that Rose has been pushing alumni to do.

The last couple of years, Alumni have volunteered to send post cards to prospective students that have been admitted making sure they deposit. Rose has engaged alumni in the energy process and that is continuing to grow. Dr. Bear and his admission recruiters have seen the positive impact on students that engaging with alumni has had and is looking at ways to build on that. One of those unfortunate benefits of COVID has been the realization that we can do live programming online and have a lot of success. Rose has also started to combine alumni events with recruitment events. The alumni network is something Rose is trying to sell as a commodity part of the Rose-Hulman experience in way that was not sold before. Before it was get a degree, get a job; now it is get a degree, join an alumni network and that network will help you get a job and help you with your career, etc.

The Mission Driven campaign closed successfully at over \$250 million at the end of the fiscal year. Jeff referenced the gift from Lilly given to Rose-Hulman, DePauw and St. Mary of the Woods, and that is to help our mental health. It is combined, shared resources. When a school our size hires a mental health professional, it is very expensive but if we can combine that resource with two other institutions, it becomes much more economical.

The Sawmill Society as a group continues to gain a lot of traction and is seeing more interest. The Sawmill Society is an entrepreneurial focused group; it is a giving society. As an entrepreneur, or someone with an equity stake in a company, you would pledge a gift of any size to Rose-Hulman when you exited, and that gives you access to all these other entrepreneurs. That has grown into a mentorship program for alumni mentors and student mentees. We have been fundraising around a "Ventureship". This is an intentional internship for an entrepreneur to start trying to build their business while in school without losing the financial resources that many internships provide over the summer.

There is a group of alumni who have started their own Angel Investment group called "Sawmill Angels", [sawmillsociety.com](http://sawmillsociety.com) or [sawmillangels.org](http://sawmillangels.org) will take you to that group. They are trying to grow this group, but they are totally separate from Rose-Hulman.

Athletics just hired a new baseball coach, Adam Rosen, from Washington University. Rose is close to finishing the search for a new athletic director. Jeff Jenkins retired after 30 years at Rose-Hulman.

Campus has gone back to masking for the start of the school year with the hope of evaluating that in a few weeks to see if campus can move away from wearing masks. There was a group of alums who wanted to challenge the students. Currently, the student vaccination rate is at 76%. The alums challenged that if they could get up to 85%, they would pay for a national concert to come Rose-Hulman. Rose is expecting faculty and staff to be at about 85%; Rose is not mandating vaccinations.

Staff Report – Charlie Ricker – Interim Director of Alumni Relations  
Rose is planning for a full in-person Homecoming currently. Registrations are coming in and it is looking like a very robust Homecoming. Main events are still being planned for – bonfire, pep rally, reunions, tent city, etc. There will also be some special events planned for the Class of 2020, who very unceremoniously had to leave campus before commencement due to COVID. There will be a traditional walk down the hill, including bagpipers and Erik Hayes in full regalia and recognition of them on the football field and a special brunch for them on Sunday. There will also be

a special space for them at the GOLD party to be able to reconnect and have their first reunion since leaving campus.

Alumni are also getting back into the swing of having in-person events such as the Awards celebration today, the Cubs game a few weeks ago, and Pole Day back in May. The Alumni office is continuing to look at expanding in-person options as well as virtual options. Through our Rose Talks series, there have been so many more alumni engaged that have never attended in-person events.

#### VIII. Committee Breakout Sessions

#### IX. Committee Report Out

- a. Executive Committee – Kedar Murthy
- b. Board Membership – Nellie Hohne
  - i. Will be contacting those whose term is ending this coming year and asking if they want to continue or if they want to step off the board. Then will start the process of looking for new members. Kedar asked about possibly adding an international member to the AAB and Charlie had asked about adding a non-voting student member to the AAB. The board thought that was a good idea so will investigate this further, may have them come as a visitor rather than an official member.
- c. Awards Committee – Jason Karlen
  - i. New business discussed was the Alumni Volunteer Award and criteria for this award. Criteria being volunteer efforts for Rose-Hulman, within their community, as a part of professional/industrial group or organization and toward advancement of STEM education. Page 14 of board book, items highlighted in yellow are what are being proposed be added to the Alumni Awards Policy Document. Anyone can nominate someone for an award. Just like rest of awards questions will be sent to nominee and they can provide resume. The awards committee will prioritize nominees and bring to full board for voting. Kelly Noel made a motion to approve addition of Volunteer Award; Dan Price seconded; motion passed. Greg Gotwald will make necessary changes to Bylaws.
- d. Career Services Committee – John McClain
  - i. Fall Career Fair will be in-person. If interested in participating in the fall career fair contact Career Services. A virtual career fair will be held on November 3 for those companies unable to attend. Career Services report on pages 18-20, placement for May 2021 graduates has gone very well. Salary data chart on page 18.

- ii. Career Services is going to work with Alumni Relations on marketing and getting information in the Alumni newsletter.
    - iii. Jared Goulding would like to target four cities and target what alumni can help with distributing information in those cities to companies about Rose-Hulman.
  - e. Student Recruitment – Jessica Long
    - i. Report on pages 21-23. Student recruitment and diversity are top priorities, and the institution wants to keep engaging alumni to assist with student recruitment; however, from a committee perspective, we are not being called on, at all, from the institution to assist with either effort. The Committee recently requested information on how we can better support as a committee and the response was more of a form letter from Dr. Bear that we can continue to assist with written notes and discussing the waivers. Neither of these items require a full committee. The committee wants to have more targeted participation as alumni. Because of this, the committee is not sure if our committee is still viable or if it should be dissolved. A lot of members have reached out wanting to be on this committee and there has been a lot of disappointment that there is not more involvement.
    - ii. Jessica proposed that a survey be sent out to faculty and staff asking how we can best serve the institution. This could potentially help us repurpose the student recruitment committee or part of the committee.
  - f. Young Alumni Committee – Matthew Iwema
    - i. Page 24 of the board book is the YAC report. The YAC is trying to figure out what exactly our role is to the institution. Survey will be going out to alums to get a sense of what they would like from Rose and what our role may be or if the committee should be dissolved. Possibly targeting the senior class and informing them about the AAB. A lot of students are not aware of the AAB until 2-3 years after graduation. Is there a way to network with the senior class?
- X. Old Business – Kedar Murthy
  - a. Upcoming meetings
    - i. Fall 2021 – Friday, November 5 (Indy)
    - ii. Spring 2022 – Saturday, March 26 (Terre Haute)
    - iii. Summer 2022 – Saturday, August 6 (Boston)
    - iv. Fall 2022 – Friday, November 4 (Indy)
    - v. Spring 2023 – Saturday, March 25 (Terre Haute)
    - vi. Summer 2023 – August 12, TBD
    - vii. Fall 2023 – November 3, (Indy)
    - viii. Depending on COVID, meetings will be planned accordingly.

- XI. Adjournment – Kedar Murthy
  - a. Kedar made a motion to adjourn, Kelly seconded, motion passed.