

Rose-Hulman Alumni Advisory Board

Summer Meeting Minutes

Saturday, August 6, 2022

- I. Call to order – Kedar Murthy
 - a. Kedar called meeting to order.
- II. New Business – Kedar Murthy and Greg Gotwald
 - a. Motion made by Greg Gotwald to expand the number of board positions to 26. Motion passed.
- III. Roll Call – Kerrie James-Hunter
 - a. **AAB**-Gary Bullock, Jason Carlyle, Mike Chaney, Steve Decker, Kameron Eisenhour, Greg Gotwald, Nellie Hohne, Melva Holt, Matt Iwema, Alyssa Lobo, John McClain, Kenny McCleary, Kedar Murthy, Alexa Myers, Kali Nordquist, Dan Price, Nyle Riegle, Amanda Stapleton, Dieter Schultz, Victoria Zheng
ARBOT-Robert Stone
Absent: Allison Bowman-Rogers, Jason Karlen, Kelly Noel, Craig Pohlman, Steve Schmitz, Chris Inman, Paul Palmer
Staff Present-Steve Brady, Charlie Ricker, Kerrie James-Hunter; Guest speakers – President Rob Coons, Santhana Naidu, Vice President for Communications and Marketing
- IV. Approval of Minutes – Kedar Murthy
 - a. Motion to approve minutes from spring 2022. Motion passed.
- V. Campus Update & Welcome – President Rob Coons
 - a. Enrollment for Fall 2022 is holding steady, right at 2150. There is some variability with graduate students and, international enrollments are starting to rebound.

From a placement perspective, Rose continues to have an amazing success rate. Currently, Rose is at 99% placement. The average starting salary for this class - \$73,800. The highest offer reported was \$145,000 in the computer science field.

Rose continues to enjoy, from an enrollment perspective, the success of being #1 in US News and World Report. This is where international students first learn about Rose. These rankings are also a big part of media campaigns around higher education. From Rose's perspective, given our price point, there needs to be a focus on return of investment.

There are several surveys out nationally that try to calculate the return of investment and Rose ranks in the top 1% in the nation.

Rose is very happy with the completion of the New Academic Building (NAB) and the utilization by its students. Part of that is by requirement due to the renovation of Moench. Students wanted more study space and places to meet and this building addresses that need. The piece of art in the building was constructed by young artists who had interactions with Rose students. The art is connected to sensors and can sense environmental conditions in the building. Dr. Josh Holden is one of our endowed chairs and is working with a cross section of mathematics and art. He is working with a group of students engaged in the software behind that piece of art. Design labs are located on the lower level of the NAB. The glass walls can be opened for open exhibits into the lobby.

The PiVillion was named by students. This space has been utilized 12 months of the year by students. Winters have been milder and there is heat in the ceiling. Students are using this space day and night.

The second new turf field, not the primary football field, has given Rose much more flexibility around soccer. There are talks of adding additional sports. The pros and cons are associated with cost, crowds, and space. It is a huge advantage to Rose to have a strong athletic program.

The Swearingen's have made a substantial gift to the Chemical Engineering Department to name the High Bay Lab. The High Bay Lab has been around a long time and serves the Institution well. John felt that some of the most valuable educational lessons while on campus were, in part, from this lab. They were thrilled to have the lab named after them and Rose is hopeful that this will set an example for other alums.

Currently, the biggest project going on is the renovation of Moench Hall and it is officially half-way there. The hope is that the East side of the building will open at the start of school. About 70% of the faculty offices are located in that building. When this project is completed next summer, our entire academic core will have been refreshed. This renovation also includes some space in Crapo which will be repurposed into classrooms.

The football scoreboard replacement is phenomenal, and 100% donor funded. This will be a wonderful enhancement to the athletics program and for Homecoming this year and in years to come.

Renovations continue in Skinner and Sharpenburg. Giving Skinner some more life and replacing the HVAC in Sharpenburg.

The bookstore/mailroom remodel will allow for a new coffee room/dining space where the old mailroom was located in Moench. It will enhance the use of the "Commons". It will provide another source of food and drink for students and will be much more attractive. The volume of paper mail has decreased dramatically, and as a result, a lot of those mailboxes are not opened all year. While the volume of mail has dropped, the volume of packages has quadrupled. A portion of the bookstore has been renovated and electronic boxes will be tied to an email notification system.

Moench has a glass roof through the corridor which leaks. Rose did not want to lose the value and benefit of the glass roof in the wintertime. More clear space and height have been added making the corridor feel larger and brighter.

The strategic plan has been structured into two tiers. Many institutions have shortened what Higher Education refers to as a strategic planning process significantly. Higher Education is changing so quickly that it is hard to predict what students will look like in 10 years or 15-20 years. In our case, Tier 1 is three years. Rose is in the midst of reengineering our enrollment process. Dr. Tom Bear is doing a phenomenal job in enrollment management. Rose has significantly changed the recruitment process and are starting to see the results. This gives Rose more flexibility to control the freshman class size. Our hope is that over time it will allow us to improve yield or selectivity.

Tier 2 is the more traditional focused plan. A survey was sent out earlier this year. People are really taking part in these groups, and many are virtual sessions with participants from across the country. The following items are the top four areas where people have expressed interest, concern, or advice.

1. Preparing for the future of STEM; how does Rose prepare for that.
2. Collaboration with companies and institutions.
3. Remaining affordable for our target market.
4. Diversity, Equity and Inclusion.

Innovation on Campus, in particular, Innovation Growth. The Hulman farm was purchased in 2017 and there have been numerous inquiries as to what is happening with that property. Since 2018, ideas have been collected and it is time to have a focus group work on a plan on how that property should look. Development of that property has not happened

primarily due to resources but also Rose does not want real estate to drive strategic decisions. Strategy should drive how the property is developed. Roughly dividing the property into thirds; the first 1/3 being developed into an extension of campus; the second 1/3 left mostly wooded due to rough terrain and oil wells – not easily developed; the last 1/3 sits on State Road 42 across from the airport. If Rose wants to think of developing any part of the property, that area makes the most sense. This concept of Innovation Growth came because of the internal goal that Rose has had for over a decade of moving Ventures to campus. Ventures had over 53 interns working full-time this summer. Rose would like more opportunities for students to interact with Ventures; however, during the year with the academic load that students carry, it is tough for them to get six miles down the road to Ventures. The State of Indiana went through a grant awarding process called the Ready Grants and Rose applied and was awarded \$1.5 million towards the concept of moving Ventures. It is going to cost more than that but Rose is working on this as an externally funded project. Rose is currently applying for an EDA grant that, if funded, will help with this process.

The tentative location for Ventures would be on State Road 46. The task force for Terre Haute is concerned about the gateway to the community and what that looks like and how 46 is developing. The thought is to have a stake in the ground for Rose-Hulman so when driving on 46, there is a sense of arrival to campus.

The Sawmill Society has gained momentum and this would be a great opportunity for that group to think of this space as innovation space. There are a number of opportunities for this collaborative space, either with other schools or other types of businesses.

The Noblitt Scholars Program has been successful, and Rose is pleased with the direction of this program. This program provides the umbrella over which we can recruit a new batch of students; students who are equally qualified to be admitted to Rose-Hulman but from a financial perspective could not be competitive. It also offers an opportunity for the student to have input into the design of their educational experience over a four-year period. They cannot design their curriculum, but they can design some of the extracurricular activities. There were 85 scholars the first year and the second year there are about 35-45 students. Christine Buckley is the Executive Director of that program and it continues to receive national attention.

Rose squared is a program where students that come in with advanced placement credit can actually graduate with not only a Bachelor's degree but also a Master's degree in four years. Currently, the Master's offering is

in Engineering Management. The average admitted Rose student comes to us with about 26 advanced placement credits. Many of them are almost a sophomore or a solid sophomore before they arrive. Most of those students stay four years and are getting double or triple majors. This gives them another option to achieve their Master's in four years.

The Lily Foundation awarded \$8.1 million to Rose-Hulman, DePauw and St. Mary of the Woods for a five-year pilot program to collaborate and provide counseling services on all three campuses. Mental health services is one area where most colleges are struggling to provide the level of support that students are expecting. This collaborative grant will have an Executive Director for the entire program, a licensed psychiatrist to serve all three campuses and several programming opportunities around counseling services that have not previously been provided.

Summer programs such as Catapult continue to be strong. Rose is broadening the reach with some of the other summer programs such as Project Select, Rose Powers and Creation Crate. Creation Crate was developed during COVID to provide opportunity for 10th and 11th graders with crates that were sent home and the student could do an experiment and then interact with a faculty member electronically (video shown).

Q. Are there any thoughts to having summer programs reach out to the middle school level, especially for girls?

A. Yes. The challenge is, the further back you reach from an investment perspective, are you developing a pipeline for Rose or developing a pipeline for the good of society. Rose must weigh these things and decide the potential return for enrollment versus other items.

Q. Which other schools are direct competitors on return on investment?

A. If the survey has both public and private institutions then Purdue is our biggest competitor. If it is focused primarily on private, then it is the top and mid-tier of schools - Case, Carnegie Miller, Olin. It depends on how they value the financial aid contribution to their formula. Harvey Mudd in terms of general engineering.

Q. There are a lot of bigger companies on the coast. What is Rose's goal in trying to collaborate and make Rose more relevant in their recruitment?

A. The hope is what will come out of the planning process - developing a targeted list of companies to collaborate with. Finding ways to collaborate beyond recruitment is more challenging. That is where the board comes into play in helping Rose-Hulman identify alums that are in

those companies. Rose is striving to work through what that list would look like and what companies Rose should be reaching out to.

Q. Have you been able to see metrics on student success? Is it impacting the dropout rate for freshman? Have you seen a decrease in grades?

A. There is substantial documentation on that and Rose is refocusing efforts on retention. From an operational standpoint, it makes great business sense to focus on retention of the customers you have before spending money to recruit additional people. Our retention rate, based on our 6-year graduation rate, is 81%. This is high for engineering, but it could be better.

Q. Will part of the effort the institution is taking regarding mental health be to look at root causes behind the scenarios and the trends we are seeing?

A. It is somewhat tied to student success. There is a focused effort on trying to identify what attributes make a student successful. Students that have challenges around mental health many times have significant commonalities. We are beginning to look at that data but how deep we can dig into that data in this first program is unsure. The primary focus of this pilot grant is to find ways for three or more schools to provide a higher level of counseling at the same or lesser cost and offering additional services to students.

VI. Institute Branding Update – Santhana Naidu, VP Communications and Marketing

- a. Communications and Marketing in any higher institution has a dual role. There is a strategic role as well as a service role. As AAB members, think of the strategic role as building endowments and the service role as building annual funds. These are the needs of the institution day to day, people at our door, and offices like communications and marketing could be spending all their time in the service role and lose track of the strategic role. The service side is how we work with advancement, enrollment, the President and Cabinet and how are we serving them.

The strategic side is what is our message. The beauty of working in Rose-Hulman marketing is we know who we are. Rose-Hulman is a top leading institution in the country in STEM. The focus is how do we package that message and tell it in a compelling and inspirational way that is memorable for students. The following are brand pillars identified by the Communications and Marketing staff: provide top academics in an environment of personal support and hands on learning that eventually lead to great career outcomes.

How we convey this is by showing STEM as a fun and inviting field, that our alumni are approachable and smart, and this is an area where you can thrive.

There have been an array of colors used and the Marketing team is trying to rein that in and primarily use the Rose-Hulman red with neutral colors as secondary marks to our brand. Samples were shown. The R will always appear with Rose-Hulman because in the past there has been confusion over just having the R confused with Rutgers or other institutions. The thought is having this referred to as the vintage mark. It is okay to use a vintage mark on apparel or swag but do not use on letterhead. Do not use the vintage mark on directional signs but it is okay to use the red and black R.

Rose-Hulman is a community, it is not about stepping on each other or getting ahead. There is a misnomer in STEM that you are on your own. What is different about Rose is that it is a community, and everyone is here to support you. The campaign is built around "together we are ____" (fill in the blank) innovative, ambitious, the future, pioneering. Some video ads were presented for the board to view. The ads are showing real faces and campus. A lot of institutions will use campus beauty shots or generic photos. For Rose, it is important to use real faces and stories. These ads are unscripted, it is the students' words. That is our message.

How do we get this message out to people? Social and mobile first, new-era bite size videos, TikTok, Instagram, etc. A decade or two ago, if a news release was published, people saw that as a news source. Now there is increased criticism to show proof that what you are saying is true. So, we cannot assume that putting out a news release will make people believe that story.

We are looking at what virtual reality could look like. Right now, if we have a student in California, they can take a virtual tour of campus or come to campus. We are trying to come up with a happy medium where we ship that student a VR headset and they can do a live tour with an admissions counselor. The hope is that would get them to come to campus. Currently, there are no other campuses doing that type of VR tour.

Generation Alpha. There is a lot of talk of Gen Z, the students in our classrooms right now. Gen A is 2010 to 2024. In two years, this is the group that Rose will be recruiting. Their parents are going to be those referred to as bulldozer parents or helicopter parents. This is the generation of co-piloting. This generation was born when Instagram was born. The exciting part for STEM and higher education is that this is predicted to be one of the most educated generations that we will ever see. You hear about the enrollment

cliff and what is going to happen to the future of higher education but there is also a lot of hope.

So how do we get the word out. There are four channels or levers we can pull to get our name out or improve the perception of Rose. First, paid media - targeted digital ads; second, social media and promoted posts; third, mass media and lastly, earned media. Alumni success is a big part of our strategy. When it comes to social media, it continues to grow. Instagram and Facebook are big channels. Facebook for alumni, families and parents and Instagram for prospective students. Instagram is more important, right now, than the Rose-Hulman website.

In old media, Echoes, the Rose-Hulman magazine is also an important tool in getting the word out about Rose-Hulman. Website visitors continue to go up year after year.

Email is still our number one way for reaching out to prospective students. There has been a growth in email since 2020. Rose is sending a lot of emails and Rose has a 27% open email rate, which is phenomenal.

Q. Is there any leverage to be gained by getting information to guidance offices in top-rated high schools?

A. Absolutely, both nationally and internationally. Admissions in the last year has started to build a guidance counselor list. Rose is sending emails to them as well as parents.

Q. What is your view on LinkedIn and what can alumni do to help get the word out?

A. One of the goals this year is to be more active on LinkedIn. There is an opportunity to reach alumni but also corporate partners and hiring companies. There will be more posts from us on LinkedIn about institute news. If you are on LinkedIn, then share what you are seeing.

Q. Has there been any thought to having students do something on Instagram like sharing a day with them at Rose or student athletes sharing a day?

A. On Instagram there is another handle called Life at Rose. It is something our office manages and we rotate out every week a new student. All our office does is handle the password and they share their stories in their own voice. That is a very popular channel for prospective students. Most students follow this account.

Q. How does someone find the videos?

A. As AAB members, the link will be given to Charlie to share with everyone. As individual alumni, the videos can be found on the website and some will be trickled to social media to share.

VII. Lunch

VIII. ARBOT Report

A. Academic Affairs Committee

- Student Representative: SGA President Courtney Valmore
 - The bike share program has run well, and the SGA will look into a car share program.
 - Student campus engagement in clubs, etc. increased post-COVID: club memberships grew from (5400) to (6200)
 - Students support Ukraine's position and RHIT changed the lights (to blue and yellow) on the Muz. Currently, (1) Russian and (1) Ukranian student attend RHIT. No issues for the Russian student.

- Faculty Representative: Dr. Adam Nolte
 - Faculty are very excited about the new campus additions – feels like RHIT is #1!
 - In hindsight, faculty appreciates how staff/admin handled COVID and that staff/admin recognized the exhaustion factor
 - As Adam is taking a sabbatical, Eric Reyes will be the new faculty rep
 - Faculty feel they are falling behind in compensation after a few 2% annual increases, but appreciate RHIT's return to the 403(b) contributions

- Proposal to revise IP Policy – Dr. Rick Stamper
 - Current policy, put in place in 1989 and (11) pages long, basically states that the school owns any IP created by employees or students if it resulted from a “significant use of RHIT resources...”
 - RHIT has never really monitored infringement
 - Since policy was put in place: (9) patents, \$300k spent on prosecution and defense, \$0.00 revenue, significant changes to international IP law...
 - New policy is (6) paragraphs and essentially grants the creators the rights to the IP with exceptions for work-for-hire (especially trademarks designed for the school) and sponsored work

- General Academic Affairs Updates: Dr. Rick Stamper
 - Return of in-person events: Hosted FIRST robotics IN state championship, Rose Show, Autonomous Vehicle Competition, IN state MATHCOUNTS competition; and will host corporate short course events (Valeo)
 - Implementing DegreeWorks 4-year degree planning software on campus
 - ABET will visit campus in the Fall to evaluate the Engineering Design degree

Student Affairs Committee

- COVID: Eric Hayes
 - Student COVID status: 93% vaccinated, 87% fully boosted
 - (352) students tested positive in 2022: (213) in Jan, (100) in May
 - (2500) nights in quarantine/isolation, (7000) meals delivered to quarantined students
 - Have leased (6) apartments in Sharp Flats for next school year.
- Career Placement: Eric Hayes
 - 92% placement at commencement weekend: 66% jobs, 22% graduate school, 3% military service
 - Average starting salary : ≈ \$82k
 - (45k) jobs posted in the Handshake online application system
 - Student SRC visit numbers are back up to 80k+ visits
- Lilly Grant Update: Eric Hayes
 - MINDful College Connections: 501©3 entity established, (9) member board selected, nearing selection of executive director
 - Held Greatest Floor Event again: (24) events in (24) hours, 57% of on-campus students participated
- Housing: Eric Hayes
 - Started year at 101%, ended at 92% occupancy

Board Discussion

- President's Remarks: Rob Coons
 - Innovation Grove Project (≈\$8 million): Have strategy drive new land use, not vice versa! • Relocate Rose-Hulman Ventures (RHV) – RHV becoming a hub for innovation and possibly housing parts of civil and other departments or labs
 - Create a home for the Sawmill Society
 - Have received a \$1.5 million grant from READI, will sell existing RHV building
 - May receive grant from US EDA for the project – amount TBD
- Strategic Plan Priorities: Rob Coons
 - Priorities (from survey) • Affordability: what is affordability in higher education?
 - Prepare for the future of engineering: distance learning, different disciplines, labs?
 - Prepare for industries where RHIT is underrepresented: fintech, other?
 - Diversity: how do we attract underrepresented students?
 - Credentialing: distance learning, which degrees?
 - Size: how large should/can we be?

- Strategic Plan Tier 2 Timeline
 - Gather insights from focus groups: Sep-22
 - Review findings with BOT: Oct-22
 - Create subcommittees, develop response options: Dec-22
 - Outline draft plan based on response options: May-23
 - Update/Finalize plan based on feedback Sep-23
 - Present to BOT for affirmation Oct-23
 - Prepare for public launch Dec-23

IX. Staff Reports – Steve Brady and Charlie Ricker

- a. The new score board is a large video board for the football and outdoor track and field stadium. This is the third largest board in the Division III Athletics. There will be a celebration for the donor and it will be a public donor when announced. Most athletic events are livestreamed online and that is a service outside of Rose-Hulman. They do not charge us because they sell advertisements. If you ever want to watch a Rose-Hulman athletic event such as football, basketball, soccer, etc., they do a really nice job.

The trip to India was to meet with alumni and to meet with students coming to campus and to recruit. There was an alumni event in Bangalore, Mumbai and Cumbatoire with alumni and prospective and current students. Photos were displayed from the trip. The international program that has been run for years by Karen DeGrange, who has retired, was very successful. During this trip there was not a single international alum who did not ask “how’s Karen”. As much as Karen knows these alums, Institutional Advancement does not. Historically, Echoes is not mailed internationally because of the cost and because of the volume of mail returned with insufficient addresses. This is causing us to look at how we can re-engage our international alumni.

Anirudh is an '09 alum and received his Master's in '10. He starting working in the Bay area, received his MBA from Yale, and started his company in 2020 in Cumbatoire. His company is Boom motors and they make electric scooters. India has about 8-12 million scooters purchased every year. He has 150,000 pre-orders. Boom motors has developed their own battery system and have changed the motor housing. If Anirudh sells 150,000 a year, but it is going to be closer to a million, he is going to have resources and he is really excited about his connection to Rose-Hulman. Starting that relationship now is important. Rose needs to do a better job with our international alumni because these are opportunities. For those who don't know about the Sawmill

Society, that is the entrepreneurial aspect that Rose wants to make sure that we are a part of the alumni life cycle throughout the entirety, not just when they show up in the news and have sold their company for a billion dollars.

- b. The Alumni Relations team has been looking at the alumni life cycle and how we meet alumni relative to where they are located. For example, our more seasoned alumni really like to meet and engage in person and attend events where the younger alumni want that as well but also want learning opportunities, mentoring opportunities, and opportunities to stay engaged with current students. How we accomplish this effectively within each group is what the Alumni Relations team is looking at. The two newest Assistant Directors were introduced, Jared Eil and Kerrie James-Hunter. The positions have been restructured and one is the Assistant Director IA Communications and one is Assistant Director for Alumni Experience.

Jared is the Assistant Director IA Communications and he started just before Commencement. His focus will be on all IA communications, our newsletter, any IA development or annual giving communications. Jared will also be working on script writing, alumni webpage, alumni newsletter and social media. Jared will be attending the next AAB meeting and he will be working on the meeting minutes for this group.

Q. Is there a crossover with Santhana Naidu from Communications and Marketing?

A. Santhana being the VP of the Marketing and Communications team, they are our brand and communication drivers for the Institute. His team does a great job of brand management and communication management but as a department they have a lot going on within the Institute. Jared will be the liaison between our office and their office, who completely understands the brand guidelines.

Kerrie James-Hunter will have more of the traditional role as Assistant Director of the Alumni Experience. Kerrie will spearhead the efforts with Homecoming, Alumni Awards, Young Alumni Mentor Program, RoseTalks and alumni networks.

Alumni Relations has been working on developing more Lego kits. We will be receiving more of our Mussallem Union and Deming Hall kits later this month. The White Chapel Lego set will be revealed at the November board meeting because the White Chapel design should arrive sometime in September.

Upcoming Alumni Events: Detroit for the Dream Cruise, Chicago for Cubs vs. Brewers, Indy Indians game in September, Dallas and Denver will be having alumni events later in the fall and Homecoming October 7-9!

Q. Will there be Build Your Own Bonfire kits or swag boxes for sale this year during Homecoming?

A. The simple answer is no. The stuffing and mailing of those the week before an on-campus homecoming vs. virtual is pretty close to impossible. The swag boxes were offered last year that were shipped and since it was not a virtual homecoming last year, the swag boxes were not very popular.

Q. Could this be something that is focused on international alumni?

A. It could be or maybe it is an opportunity for the bookstore to offer and ship and Alumni Relations helps select the items.

An alum has asked for several years if it would be possible to have Rose-Hulman gift boxes offered during the holidays. This would be something you could order from the bookstore website and have gift wrapped and shipped to a person. This might be the year that gets done. It is something that would be easier during the holidays rather than trying to offer swag boxes at Homecoming.

Q. Could Alumni Relations partner up with the CS Department to create an NFT? There would be a CS professor and a student willing to create an NFT fund.

A. Koushik Subramanian is the reason we are accepting cryptocurrency now and he has had similar ideas that Rose is slowly working towards.

Q. As far as Legos, has there been just a block "R" offered rather than a building?

A. There has not been a "R" offering yet. There has been an "R" Lego used in marketing but that was not a kit that was offered.

Q. Do you get phone calls from alums every day?

A. Yes, but probably more emails than phone calls. The recent fee waiver email generated a lot of emails and when Echoes or the Alumni Newsletter go out, that usually generates more calls and emails.

Q. Are there any international Alumni groups?

A. There was an active group in Mumbai for a time but it disbanded in 2018. They are still on record as a network but they have not met as a group. That is part of the hope with our new international committee. Alumni Relations will

be reaching out to all the alumni network leaders in the next few weeks to try and get those groups jumpstarted, post covid.

One thing we intend to do the second Thursday of September is celebrate Chauncey Day, Founder's Day on Campus. This used to be celebrated with student groups but our student group is no longer in existence. AR is proposing that each of the network groups hold an event on Chauncey Day in their city and we will provide swag and some history on Chauncey Day that can be shared with the group along with flat Chauncey.

Q. Can someone be a network leader and an Ambassador or what is the difference between the two?

A. A network leader is someone who is willing to coordinate a time, place and location and host the event for the network whereas, an Ambassador is someone who can be put in front of a student.

X. New Business – Kedar Murthy

a. Welcome New AAB members

- i. Steve Decker (ME '77)
- ii. Ken McCleary (CHE '83)
- iii. Melva Holt (CHE '02)
- iv. Victoria Zheng (CS/SE '13)
- v. Alexa Myers (MA/ECON '20)

b. Awards Committee – Charlie Ricker

The Alumni Awards nominations process will open on September 1. There is a new volunteer award as well as the Career Achievement Award has changed to not include a class year requirement. At the November board meeting selections will be made for award winners.

c. Boston Alumni Event – Charlie Ricker

Boston College Club at 6:30. The bus is leaving from the hotel at 5:45, meet on first floor in the lobby.

d. Future Meeting Dates

Will be discussed at the end of the meeting.

XI. Committee Breakout Sessions

- a. Nellie Hohne asked that the committee chairs give a brief synopsis of their committee for the new board members. New board members can then choose which committee they would like to serve on. Committee descriptions are also on page 13.

XII. Committee Report Out

a. Student Recruitment – Dieter Schultz and Amanda Stapleton, Co-Chairs

Dieter stated that there was a phone call with Dr. Tom Bear, Vice President of Admissions, along with Alumni Relations to make sure that we are supporting the initiatives of Admissions in a way that this group can re-engage alumni as needed. There are three areas of focus for us that Dr. Bear really thinks align with their mission. The better alumni can execute these initiatives, the better the results will be. Those three items are the alumni note card writing, the fee waivers and participating in the Noblitt Scholars Program. Currently, the fee waiver email went out from Charlie with standard language that we could use to forward that email to other people or share by word of mouth. We would like to include a link to the video of choice by Dr. Bear, with that language. At the next meeting, discussion on the note cards and the need for volunteers for the Noblitt Scholars will be addressed.

Amanda added that those three items are the focus; however, Dr. Bear is open to the idea of a pilot program, specifically in Cincinnati, to allow us to better leverage our alumni network to reach into the high schools; looking at how can we support the high schools and those guidance counselors and expand the reach of Rose's offices. As Alumni, we can support Dr. Bear's office and he is open to this under the guise of those individuals being trained properly to make sure that the language being used when engaged with local guidance counselors are in accordance with how they would expect that communication to go if they were doing it themselves but allow that to spread further. In order to see if that might work, alumni get some training in the process and expand to make the scalable. Dr. Bear is open to having Cincinnati as a model city to see how it works and then potentially use that as an expansion model.

b. Board Nominating – Nellie Hohne, Chair

Welcome new members. There is also a new ARBOT member, Chris Inman. Our membership metrics try to match the AAB percentages to our overall alumni percentages. This has been one of our better years being closely aligned with that. We also keep track of geography and majors. A couple of new majors have been added this year, our first Math/Econ major and our first CS/SE major.

Looking ahead, there are 11 members whose term will end June 30, 2023. Six of them are completing their final term and five of them are up for renewal. Nellie stated she will be reaching out to those individuals before the November meeting and that will help determine how many spots need to be filled and what decades need to be filled.

Last action item will be to reach out to new members and ask what committee they would like to participate on.

- c. Awards Committee – Alyssa Lobo, filling in for Jason Karlen
Introduced new members to what the committee does. Discussed dates: nominations open September 1 and close October 21. Discussed processes going forward. Please remember to nominate someone you think is deserving of these awards. You do not have to know their life story, the Alumni Office takes care of getting more of their background information after they are nominated.
- d. Career Services – John McClain, Chair, Jason Carlyle
John stated that the Career Services office has asked us to see if we could help them reconnect with employers that have recruited in the past and are not recruiting as much as they used to and see if we can reintroduce them to the Career Services office. As the first step in that process, we wanted to identify who we would want to talk to and Jason took this challenge on and he is going to explain the process and what we found.

Jason shared several charts and graphs with the group. The objective was to broaden the scope of companies that recruit at Rose outside of the Midwest. Career Services had us look at about six regions. Those regions were looked at through LinkedIn data, so the information gained is only as good as what is reported on LinkedIn.

Texas is one of the regions, specifically Houston, Dallas and Austin area. 758 total alumni, 231 from the last 10 years and good recruiting from Texas Instruments, National Instruments, and Amazon. Computer science is a growing major in Texas.

San Francisco is another region. Recent take up at Google, Apple, Tesla, Facebook – not surprising that Computer Science is big major in that area. Southern California trends with computer science but also computer engineering and civil engineering.

New York, growth in computer science, mechanical engineering, computer engineering, chemical engineering and moving away from electrical engineering. IBM still top employer there with seven alumni but only two from the last decade.

Florida a big place but not many graduates in Florida. Looked at Orlando, Tampa, Miami and Jacksonville areas. Of the 225 alumni, only 48 from the

last 10 years. No significant employer trend data for Florida. The optics major went from 6% overall to about 12% with recent alumni.

Boston area, relatively stable from a majors point of view. Recent hires from Decca, Google and Tecada.

This information was given to the Career Services team.

Q. Do you know if anyone has reached out to these companies?

A. This information was based on what was reported on LinkedIn. Reaching out to individuals is really the next step in the process.

John added that individuals were added to those companies so that if someone on the board knows somebody there, that they contact that person and start to solicit an introduction and get them back to Rose. Since this information is primarily on LinkedIn, you are probably going to be sending an email unless you know them. The objective is not to act as a salesperson for Rose but act as a matchmaker. We are trying to introduce Jared Goulding back into the companies. Ultimately, our goal is to make better connections with these companies.

This information will be sent to the group. Look through it and if you identify with somebody, make the rest of the group aware that you can make a contact. We don't want everyone calling the same person. Will also include some bullet points that should be expressed during initial contact. Ultimate intent is to connect companies back with Career Services to try and get them re-engaged. We should not expect this to be a high yield event. This is going to be a long-term relationship building project.

XIII. Old Business – Kedar Murthy

- a. Attendance – Please remember attendance required except for dire circumstances, cancelled flights, etc. If you cannot make a meeting, please let Charlie know.
- b. Upcoming meetings
 - i. Fall 2022 – Friday, November 4 (Indy)
 - ii. Spring 2023 – Saturday, March 25 (Terre Haute)
 - iii. Summer 2023 – August 12, TBD
 - iv. Fall 2023 – November 3, (Indy)
- c. Giving, well done, 100% by the AAB. Starting a new fiscal year starting July 1.

XIV. Adjournment – Kedar Murthy