Alumni Advisory Board Meeting Recap
January 31, 2015
Bankers Life Fieldhouse, Indianapolis, IN

Alumni Clubs Report

Here is the activity since our November meeting:

**Phoenix Alumni Golf Event & Club organization**
Jim Bertoli made a trip to Phoenix in November and was able have a dinner with 10 alumni and was successful in creating a club committee in addition to interacting with 9 alumni for a golf event on November 15th at Ocotillo Golf Resort in Chandler, Arizona. The new club coordinator team includes the following alumni:

- Alicia Gilpin ’10
- Justin Bauer ’11
- Zeke Lundstrum ’07
- Burke Davison ’08
- George Scott ’08
- David Corbin ’05

**Cleveland Alumni Reception**
Club coordinator, Dan Krieg ’92 and Jim Bertoli hosted a reception on November 21st before the season opening game of our men’s basketball team at Case Western Reserve University. The event also included the parents and families of the men’s basketball team with over 50 people in attendance.

**New Orleans**
Jim Bertoli and Lauren Jackson had the opportunity to have dinners on January 7th and 8th with alumni from the New Orleans area while they were in the Big Easy for an alumni relations conference. We hope to form an official club there in the near future.

**Wabash Valley/Terre Haute**
John Becker ’89 was approached and asked to be the Terre Haute/Wabash Valley lead club coordinator, and happily accepted. John has an extensive knowledge of Rose-Hulman. John also agreed to be on our newly formed Forever Rose ad hoc committee.

The alumni affairs staff joined forces with the Hatfield Hall staff to host a wonderful reception in the Alumni Center before the January 7th production of by the Russian Ballet. Perks partner, J Ford’s Black Angus provided great wine and their black-n-boursin beef tips to the packed house.

**Dallas Club**
We are happy to announce that we added Molly Sing ’09 to our club coordinator team in Dallas.

**Student-Alumni Ski Trip**
Over 275 students and alumni recently attended a ski event at Perfect North Slopes in Lawrenceburg, IN. The event continues to set record numbers every year.
**Club Developments**

**Indianapolis**

We have reserved 200 tickets for the 4th of July Celebration at Victory Field. We have increased the number of tickets due to the demand we have received and wanting to include the faculty and staff of the institute. The alumni affairs office already received inquiries about ticket prior to the holiday season. The price of tickets are $18 and are in section 105 on the third base side. There is also a charge of $17 per person for the all-you-can-eat picnic before the game.

The alumni affairs office will be reaching out to Indianapolis Motor Speedway to finalize plans for yet another successful Pole Day event at the track on May 17th. We will once again secure three suites for Pole Day and expect another sellout crowd of 300+. Jim Bertoli met with Hugh Baker recently and they agreed that we should creative a reservation system for the popular garage tours that Hugh and his son conduct for us.

**NW Indiana Event**

Jim Bertoli received word from David Olivencia ’94, one of our 2014 CAA recipients that he would like to host an alumni event in northwest Indiana this spring. The event should help in creating a formal alumni club in that area, which is home to ~200 alumni.

**Upcoming Events**

**Calendar of Events**

- February 27th – Kansas City Happy Hour
- February 28th – Orlando Alumni Event with Trustees
- March 9th – 12th – Attitude of Gratitude Week on campus
- May 1st & 2nd – Career Achievement Award Ceremonies on campus
- May 2nd – Indy Mini Marathon Rose-Hulman Tent
- May 15th – Alumni Pre-Event Reception for Michael Kelsey Show in Alumni Center
- May 17th – Pole Day at IMS
- May 29th – Class of ’65 Reception in Alumni Center
- May 29th – Senior Celebration in Hulbert Arena
- May 30th – Commencement

**Submitted by:**

Jim Bertoli (due to transition of committee chair)
Chris Meyer ’05 (incoming chair)
Steve Nerney ’85 (outgoing chair)

**Alumni Giving Report**

Here is the Alumni Giving submission for the upcoming AAB meeting:

- The 2015 giving target is 35%. We are currently tracking within 1/2% of last year.

- The next Class Agent “webinar” is anticipated for late spring. It will be used to establish goals for the upcoming year. There has been a strong “core” group of Class Agents participating in these, but we are looking to expand participation.

- We are evaluating the poor giving rates of classes from the mid-90’s. These classes have given, on average, much less than those graduating earlier and later. The root cause is not immediately apparent.
• For older classes (50+ years), we should consider focusing on increasing the amount of gifts, rather than increasing in the number of donors.

• The Class of '57 currently has a "challenge" campaign underway. Such efforts have been successful in the past few years, so we plan to target one or two classes each year, to create a "domino effect".

• The next major campaign effort on campus is a "label appeal," scheduled for April.

• For Indiana residents who have RHIT license plates, please send a message to Jennifer Kenzor, so that we can take credit for your gift (issues have not been fully resolved with the DMV).

We look forward to seeing everyone in Indy!

Submitted by:
Jeff Trang '83, Chair
Greg Gotwald '01
Edward Kelley '64

Awards & Recognition Committee Report

Career Achievement Awards
We are pleased to announce that the Career Achievement Award recipients for 2015 have been determined. The Alumni Affairs and Communications & Marketing staff are in the process of obtaining information from the award recipients so we can make the proper announcements on RoseSTEM, in our February alumni newsletter, in the next edition of Echoes and to the public. All four recipients will be attending the awards ceremonies on May 1st and 2nd on campus. Below you will find some brief information on these outstanding alumni:

Agnes Berzsenyi '95 MS in Mechanical Engineering
Vice President and General Manager Global Product Management, GE Healthcare Services; Senior Executive of General Electric

Agnes Berzsenyi is the Vice President & General Manager, Global Product Management for GE Healthcare Services. In this role Agnes is responsible for driving the right investment decisions for our Service roadmap, optimizing the global portfolio of Service offerings, creating robust business cases for offerings, and focusing on regional growth in Core Services, Dose, Education, Support Services, and other strategic programs.

Prior to this role, Agnes was most recently the General Manager, Dose & Education Services where she was responsible for working with the regions and modalities to help drive regulatory guidance, clinical evidence, and a commercial dose strategy.

Agnes started her career in 1995 in the Technical Leadership Program at GE Aircraft Engines in Cincinnati, OH. Over the next eight years, she held several positions with increasing responsibilities including the CF6 Engine Project, Six Sigma, and Marketing and Sales positions. During that time, she relocated to Hungary to lead the Customer Satisfaction organization at Engine Services in Veresegyhaz.

She joined GE Healthcare in 2003 as a Regional Service Manager, responsible for Eastern Europe and Russia in its Diagnostic Imaging business. In 2005, Agnes was promoted to Vice President of Quality and Lean Six Sigma with GE Healthcare International in Buc, France, and in 2007 became Chief Marketing Officer for GE Healthcare Clinical Systems. In 2009, Agnes became General Manager, Home Health where she was responsible for all GE Healthcare’s home health initiatives, including leading the new strategic relationship with the Living Independently Group and the Assisted Living Research Program in Hungary. In 2010, Agnes became General Manager, Global Primary Care Ultrasound where she had responsibility for bringing the company’s innovative, pocket-sized ultrasound, the Vscan, to market.
Agnes was born in Mateszalka, Hungary and holds a degree in Mechanical Engineering, Production Engineering and Management from the University of Magdeburg, Germany, and a Masters in Mechanical Engineering from Rose-Hulman Institute of Technology, USA. She is a certified Six Sigma Black Belt and Quality Leader. She is fluent in Hungarian, English and German.

Agnes lives with her husband, Dan ’94 and two daughters in Shorewood, WI.

Brian Desharnais ’95 MS in Environmental Engineering
Commonwealth Engineers, Inc.-Vice President / Project Manager, Ph.D., P.E. and Board of Directors Member

Since graduation, Brian has held positions from CAD Tech to P.E. and Project Manager. He has also held a position as an Associate Professor with Trine University teaching undergraduate and graduate courses in civil engineering and engineering mechanics. There, he was able to establish an environmental engineering minor in 2002 and a Master of Engineering program in Civil Engineering which was accredited by the North Central Higher Learning Commission in 2007. In his current position, he continues to work in civil engineering with specialties in water resources, wastewater treatment plant and water treatment plant process design, hydraulic and process computer modeling, large diameter sewer tunneling and trenchless design. He has also moved into management and leadership positions within his current company: He serve as a project manager, member of the Board of Directors, and a Vice President of the company tasked with the advancement of the company’s success into the future with a new generation of leadership. He is a member of the American Society of Civil Engineers (ASCE), Water Environment Federation (WEF) and Indiana Water Environment Association (IWEA).

R. Michael Meneghini ’BS in Civil Engineering
Director of Joint Replacement, Indiana University Health Saxony Hospital, IU Health Physicians Arthroplasty Service Line Leader, Director, IU Lower Extremity Adult Reconstruction Fellowship & Associate Professor of Orthopedic Surgery, Indiana University School of Medicine

Upon graduation from Rose-Hulman, Michael attended IU School of Medicine and subsequently matriculated to a top-ranked Orthopedic Surgery Residency Program at Rush Medical Center in Chicago, where he received multiple research awards in clinical and basic science. He then completed a fellowship in Lower Extremity Adult Reconstruction (“Joint Replacement”) at Mayo Clinic in Rochester, MN where he was awarded the Mark Coventry Reconstructive Surgery Fellowship Award as the outstanding joint replacement fellow. Upon graduation from his fellowship, he started his clinical practice with Joint Replacement Surgeons of Indiana at St. Vincent Hospital in Indianapolis. Shortly after arriving in Indianapolis he was awarded the first annual Early Career Achievement Award from IU School of Medicine. After 2 years, he was recruited to join the full-time faculty at University of Connecticut Health Center as an Assistant Professor of Orthopedic Surgery and Director of the Center for Joint Preservation and Replacement. After two years successfully growing the joint replacement program at UConn, he returned to Indiana University Health, as the Director of Joint Replacement at the new Saxony Hospital and as an Associate Professor of Orthopedic Surgery, where he currently remains in practice. In addition to his role at Saxony Hospital, he is currently the Co-service line leader for Arthroplasty within IU Health Physicians, the largest multi-specialty group in the state of Indiana.

From an academic standpoint, he have always been committed to clinical and biomechanical research with over 50 peer-reviewed publications on topics such as minimally invasive hip and knee replacement, fixation and biomechanical behavior of hip and knee highly porous metal implants, frictional torque of hip bearing surfaces and vibration analysis of hip replacement femoral components. Education has always been a top priority as he has been the director of the IU Joint Replacement fellowship since 2010, has written numerous textbook chapters and has been director of national resident and staff education courses.
He was named one of the top 22 knee surgeons in North America in 2014 and was named one of the top 40 US leaders in hip and knee replacement in 2013. He was elected into the prestigious Knee Society (175 members worldwide) in 2010 and Hip Society (75 members worldwide) in 2013.

**Tim Sublette ’95 BS in Computer Science**  
President & CTO of 3DSIL, LLC

Tim began his career with a small company called Limelight Publishing as a programmer and User interface designer. He then moved to CTG and developed software for several contract clients. In 1996, he started a consulting company called TerraFirma Software design. He was able to grow the company to 5 people and consulted for customers such as Walton Process Technologies, Software Artistry, and Eli Lilly. In 1998, Tim was approached by a startup company, Aprimo, to join as System Architect. Tim closed TerraFirma and brought along as many employees who wanted to be part of Aprimo. He ran engineering at Aprimo for 12 ½ years. The company grew to 450 people and were doing $90m / year. In 2010, he helped create a new business unit that took Aprimo’s existing on premise application and launched a multi-tenant, hosted, SaaS offering. In the first year, they doubled their customer base. The company was acquired by TerraData in 2011 for $525m. In 2011, Tim joined ZirMed as VP, Engineering. Over a 3 year period, he grew engineering from 50 to over 100 people. He hired, promoted and trained a management team and installed an agile process that runs a continuous release system.

In 2014, Tim joined 3DSIM as President and CTO. They are focused on simulation software for 3D printing. In the first year of operation, he has helped close a $600K seed round and a $2m series A round. He has gown the business to 15 people and will release their first products in Q2 2015.

**Honor & Honorary Alumni Awards**

The nomination deadline for the awards is April 1st. We will be featuring the call for nominations in the February alumni newsletter in hopes that it will result in additional nominations. As we did last year, once the deadline passes, the alumni affairs office will provide each of us with all of the nominees and we will conduct a conference call in mid-April to discuss those under consideration.

Submitted by:  
Kelly Noel ’02, Chair  
Ken Koziol ’92

**Career Services Committee**

The Class of 2014 ended up with a 99% placement rate on Nov. 1st which is the national report date for National Association of Colleges and Employers and AITU (Association of Independent Technological Universities)

For this year’s 2015 class, Rose is just shy of 60% placement which is 5% above last year’s pace.

This class of 2015 Internship results are below. This is the first time Kevin has been able to assemble this data:  
92% of this year’s seniors had at least one internship/co-op or research experience on their resume  
62% of this year’s seniors had at least two experiences  
28% of this year’s seniors had three experiences.

The Fall Career Fair was largest ever with 244 companies in attendance.  
Winter Fair is being held Jan 21st with 104 companies planning to attend.

All degree areas except Biomedical Engineering have seen an increased percentage of opportunity this year. Civil Engineering has seen the largest percentage increase in activity. Civil Engineering has been a tough area for the last 4-5 years, but are doing very well right now.

Kevin would expect a 2% increase in starting salary averages off of last year’s figure of $67,400.
Elaine Lee is going to be sending out the alumni request to update the external recruiter database in the next month.

Submitted by:
Todd Brown '91
Rob Hochstetler '91
Jim Neal '91

Continuing Education Report

We continue to hold monthly calls with Dr. Chenoweth and Tuesday Strong from RHIT on ways we can collaborate with respect to graduate programs and on-location continuing education courses. Current, Tuesday is looking for contacts within the following companies:

- Endress-Hauser
- Citizen’s Energy
- Anthem
- Ascension Health
- CNO Financial Group

Any AAB contacts or assistance locating the appropriate folks at these companies would be much appreciated.

In the near future we will be sending a survey to the 112 alumni who indicated an interest in continuing education or professional development on the Forever Rose survey. We have created this follow-up survey to better understand alumni specific continuing education needs and interests in webinars and online short courses and certificates. While we cannot guarantee that we will be able to expand continuing education or professional development programming beyond what we currently provide (e.g., graduate programs and a limited number of in person continuing education activities), submitting feedback enables us to complete the planning process and determine the feasibility of expanding our offerings.

Submitted by:
Todd Richard '06

Homecoming Report

Homecoming will happen on September 18th – 20th!


Below you will find the deadline dates with the office of Communications & Marketing for our Homecoming materials:

- February 1st: Homecoming logo complete
- March 5th: Save-the-Date postcard complete
- March 30th: Alumni Affairs to have all info for brochure to Com/Mkt
- April 20th: Homecoming 2015 Brochure complete
- May 4th: Billboard design complete
- May 11th: New Hatfield Hall Exterior Banner design complete
- June 5th: Pocket Calendar design complete
- June 12th: Large Welcome Alumni Banner design complete
- July 3rd: Com/Mkt to get Alumni Affairs the order instructions and design files for the HC 2015 pint glasses and mugs
- July 10th: Foam board sign designs complete
Here is an update on some of the items discussed previously:

1. IFC Beer Tent was, by far, the biggest complaint in the Homecoming survey
   a. Student Affairs is responsible for this event, but Alumni Affairs is going to work with them to resolve the issues
   b. Need to communicate that alumni are responsible for purchasing beer through Aramark
   c. Active chapters are not allowed to purchase beer for the tent
2. GOLD Party continues to be very popular and has outgrown upper level of Copper Bar
   a. Young Alumni prefer to keep event at Copper Bar
   b. Potential to move it to a tent in Copper Bar’s parking across the street
3. Need more volunteers and better instructions for them
   a. Each event will have an event champion (most likely a staff member from Institutional Advancement)
   b. There will be substantive assignments and specific instructions for alumni and faculty / staff
   c. Looking into providing Homecoming t-shirt to volunteers & Aramark employees to wear while volunteering (works as a thank you to the volunteers and allows for quick identification of who is working at a certain event)
   d. Recognize volunteers in alumni newsletter, RoseSTEM, etc.
   e. Create a Homecoming volunteer manual
4. Attendance for All-Alumni Reception was down
   a. Investigating idea of changing venue to a downtown location
   b. Might offer prize drawings for RHIT gear or Bookstore gift cards
   c. Looking into doing a welcome with a video to show at the event

There are also several items that are currently under development:

1. The staff included the dates of the next three Homecoming in the January alumni newsletter to help the alumni with their planning and they also noted how the dates are determined.
2. Once again, Vigo County YMCA would like to offer babysitting on Saturday evening. The goal is to get this information in the Homecoming brochure this year.
3. Homecoming brochure usually contains pictures of students and football – might change this to use pictures of alumni
4. Academic Open Houses are one of the biggest draws for alumni. We would like to enhance the experience and list more information online and in the brochure.
5. Alumni Affairs would like to promote the idea of having viewing parties across the nation for alumni to gather, tailgate and watch the football game via live streaming.
6. Might include a flash mob by the choir at the 50+ Gala
7. Develop capability for individual itineraries to be created when alumni sign up for events

Jim Bertoli and Lauren Jackson recently attended a conference in New Orleans for the Council for Advancement & Support of Education. The theme was “Rethinking Homecomings, Reunions & Alumni Involvement.” They heard a lot of new ideas, and here are a few they are investigating:

1. Change reunion structure to every 10 years as opposed to every 5 years
2. Have a specific theme for Homecoming
3. Add a photo booth to Tent City with Rosie and different props (elephant ears, elephant trunk, Chauncey head and / or neck beard, Forever Rose sign, etc.
4. Try to emphasize a multi-generational approach with events to provide a diversity of activities that will attract all age groups – recent graduates, families, professionals, adventure seekers, etc.
5. Invite alumni to attend Friday classes
6. Offer lectures by faculty to alumni while on campus for Homecoming
7. Ask alumni to provide feedback about what their ideal Homecoming / Reunion program would look like
8. Create a “Come Home for Homecoming” video with students, faculty/staff and Rosie
9. Provide large window clings for windows & doors of local businesses & hotels
10. Create Power Point shows for all reunions (concerned about staff availability and time commitment)
11. Mail custom balloons with reunion class year or logo to alumni

Homecoming dates for the next few years are as follows:

   Homecoming 2016:  September 30th – October 2nd
   Homecoming 2017:  October 6th – 8th

See you in September!!!

Submitted by:
Anellia (Nellie) M. Hohne ’99, Chair
Anthony “Primo” Primozich ’00

Student Alumni Association Report

Reception at Ventures for Winter Career Fair
The SAA Leadership Board hosted a reception the night before the Winter Career Fair at Ventures. The SAA decided to partner with Venture so the alumni could see the recent renovation to the Ventures building. The Venture staff and interns also joined the reception and the alumni that attended were very impressed with both the building and the SAA members.

ROSIE Dinners
Jim Bertoli, Lauren Jackson and Lauren Meadows met with members of SAA Alumni Events Committee to discuss possible changes to the ROSIE Dinners. The SAA Leadership Board has been discussing making some changes to the current Rosie Dinner format. The goal for creating a new format is to increase student attendance. Based on our discussions, there was more interest in attending an event on a Friday or Saturday evening during the semester rather than on school breaks because the Holidays can be a very busy time, sports activities and other trips are sometimes planned for these breaks, etc. This change would mean that we would target Indianapolis and Terre Haute for some Rosie Dinners when school is in session. Students also enjoyed having a group of alumni there rather than just one alum. Terre Haute and Indianapolis are two of the most heavily populated alumni areas which might help us in getting more than one host. This would help keep the cost down for the host(s) and, with the convenient travel distance, hopefully increase the amount of students that could attend.

All other logistical matters regarding choice of time, day, and location for the event will remain the same. The alumni office will still send swag and a Thank you gifts/letters to the host(s), etc. We recognize that this may exclude participation from alumni in other cities but we did our best to weigh that fact against the importance of student participation.

It was determined that there needs to be more effort put forth with the planning and preparation by the SAA to increase the number of dinners and the attendance at each event. The three ROSIE Dinners holed over Thanksgiving break in Cincinnati, West Lafayette and Chicago were a success thanks to Kenny Mc Cleary ’83, Walt Flood ’75, Walt Flood ’03, Wendy Packard ‘??, Chad Dunham ’??, Eric Volz ’07 and David Crawford ’94. The alumni affairs staff will assist the SAA and the YAC in establishing a host recruitment system which should produce more alumni hosts in more cities. Consideration will be given to using a similar system that produced this past summer’s successful Freshmen Send-Off/Welcome New Alumni events.

Countdown 2 Commencement
Since the last AAB meeting we have conducted three C2C sessions for the Class of 2015:

- Networking Your Way to the Top - November 11, 2014 (59) in attendance
- Budgeting - December 9, 2014 (97) in attendance
- Etiquette Dinner - January 15, 2015 (77) in attendance
The remaining sessions are as follows:

- To Rent or to Buy? - February 3, 2015
- Planning Your Financial Future - April 23, 2015
- Wine Tasting - May 7, 2015

Submitted by:
Jim Bertoli (due to transmission of chairs)
Matt Fuson ’13 (incoming Chair)
Chris Meyer ’04 (outgoing Chair)

Student Recruitment Report

Recruiting for the 2015 incoming class continues a positive trend in gender diversity. Other diversity numbers are not as strong as the past few years (see tables below).

**2015 Data as of January 9, 2015**

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### Recruiting events and help requested of alumni:

- Information sessions continue to be held in several cities. Day and Gillman working with Admissions to replicate RH/Lilly program in Chicago, Houston, DC, Detroit, and San Francisco area. Seeking out influential alums at large companies in these cities.
• Working with RH Admissions and General Electric to replicate the RH/Lilly Legacy of Excellence event in Cincinnati. A contact has been identified and the company seems supportive. Planning for the RH/Lilly Indianapolis event in February.

• Communicated with the 55 alumni who expressed interest in assisting with recruiting events (college fairs, school visits, etc.) via the RH Homecoming survey. RH Admissions (via Lisa Norton) will contact these folks when scheduling recruiting activities in their communities. This will not only provide help to the admissions department but also strengthen the ties with these alums to RH.

• Continued support would be welcomed from alumni with covering college fair programs on behalf of the admissions office, sending prospective students names and addresses to RH Admissions office (to add to the mailing list), hosting sessions like the Lilly event, and sharing the good word about RH with prospects. Contact RH Admissions if you are interested in assisting.

Diversity Initiatives:

• Award letters were mailed to commitment selections (financial aid).
• Initial contact letter mailed to all ethnic admits.
• Senior weekend: Save the date postcard was mailed to ethnic admits.
• RH attended 100 Black Men fair in Chicago.
• RH visited inner city high schools in Chicago area.
• Diversity recruiting activities are gearing up.

Submitted by:
Steve Gillman ’79, Chair
Dedric Day ’03
Chris Repa ’99

Young Alumni Committee Report

EXECUTIVE COMMITTEE
  o Ashley Erffmeyer, Mike Reeves, and Meredith Woodard met with President Conwell and his cabinet on January 30 on campus.
  o Participating in bi-weekly conference calls with the Office of Alumni Affairs to foster communication lines and plan for upcoming events and activities.

PUBLIC RELATIONS COMMITTEE
  o DYA Nominations closed 12/12/14
    ▪ YAC is voting for DYA recipients at Jan. 31 meeting
    ▪ Nominators were sent thank you notes for their nominations 1/2015
  o Monthly conference calls with Communications and Marketing Department are now with Alia Shuck while the department is being restored.
  o New member applications were solicited 12/2014 for class of 2013 and 2008. Selection process was updated to include phone interviews with all applicants.

TRIPS & EVENTS COMMITTEE
  o Young Alumni Ski Trip at Perfect North Slopes
    ▪ Attended by 30 alumni and 38 alumni guests
  o Coordinating the February Social Networking Events in up to 15 G.O.L.D. cities

OUTREACH COMMITTEE
  o Coordinating and Planning the National Season of Service Events in February – May
Cities include: Columbus OH, Terre Haute, Chicago, Raleigh/Durham, Kansas City, Indianapolis, Columbus IN, Louisville, Bloomington, Austin, Detroit, Peoria, Houston, Cincinnati, D.C., Greenville SC, Dallas, Minneapolis/St. Paul, Cedar Rapids, Southern California

- Worked with AAB and SAA members to reestablish ROSIE dinners for students. During Fall Break, three ROSIE dinners were hosted in:
  - Chicago, IL by Walt Flood ’03, Chad Dunham ’03, Wendy Packard ’03
  - Cincinnati, OH by David Crawford ’94
  - Indianapolis, IN by Kenny Mc Cleary ’83
- Sponsoring an event on campus after the April 18 YAC meeting
  - YAC members will also participate in a community service project before the meeting

ALUMNI GIVING COMMITTEE
- Mentoring Class of 2015 Senior Giving Committee as they fundraise during the year for their senior class gift by providing guidance and brainstorming ideas via teleconference with Senior Giving Committee.

Next Young Alumni Council meeting is scheduled for Saturday, April 18, 2015 – RHIT Campus

Submitted by:
Mike Reeves ’06, Chair

Communications & Marketing Committee

Staff
The office of Communications & Marketing is currently experiencing some staff transition. Recent changes have included the departure of Terri Hughes-Lazzell as she accepted a position at Michigan State. Jim Goecker has hired Mary Wade Atteberry as the Associate Vice President for Communications & Marketing. Jim is also in the process of interviewing candidates for a Project Manager, Videographer/Photographer and Writer.

Newsletters
The December newsletter included information on…

- Holiday greeting from President Conwell
- Winner of iPad from RoseSTEM registration raffle
- Upcoming events
- Perfect North Ski Trip
- Profiles on alumni leaders Jim Gidcumb ’76, Meredith Woodard ’10 and Noura Sleiman ’15
- Indy XMAS event
- Call for nominations for DYA & Honor Alumni Awards
- Announcement of new club coordinators in Phoenix and Detroit
- YAC call for open council spots for 2008 and 2013
- End-of-year appeal to make donation to institute
- Ad for commemorative bricks, ski poster and Asics apparel for holiday gifts

The January edition included…

- Alumni Perks program featuring Piloni’ s Italian Restaurant
- Upcoming events
- Profiles on alumni leaders Dedric Day ’03, Mike Reeves ’06 and Anna Weber ’16
- Announcement of new AAB members Kelley, Stone & Repa
- Call for nominations for Honor & Honorary Alumni Awards
- Perfect North Ski Trip
- Homecoming dates for next three years
Submitted by:
Jim Bertoli (due to transition of chairs)
Steve Nerney ’83, Co-Chair
Robert Stone ’86, Co-Chair

Alumni Representatives to the Board of Trustees

No report submitted. There has been no Trustee meeting since Homecoming. The next Trustee meeting will be held on February 27-28 in Orlando, FL.

Submitted by:
Kenny McCleary ’82
Chuck Sigman ’80

Executive Director’s Report

Staff Changes in Institutional Advancement
The Office of Institutional Advancement enters the new year with some changes. I am pleased to inform you that Mark Reitan started on January 5th as our Executive Director of Development. Mark comes to us with experience from the University of Minnesota, Premier Capital Associates and Aurora Health Care. Mark will be attending our board meeting and the Pacers game and looks forward to meeting all of you.

Jennifer Lawrence, our Director of Foundation Relations has taken a position with Indiana University as their Foundation Relations Director.

Institutional Advancement is currently interviewing candidates for the position of Special Events Coordinator and Executive Assistant to the Vice President. We anticipate that we will also be adding an addition major gift officer in the near future.

Committee Realignment
Below you will find the current committees of the AAB along with the respective chairs and committee members listed:

Executive Committee
Tracey Lockhart ’02, President
Jim Gidcumb ’76, Vice President
Dedric Day ’03, Secretary
Dan Wolodkiewicz ’82, Past President
Kenny McCleary ’83, Board of Trustee Rep
Chuck Sigman ’80, Board of Trustee Rep

Communications & Marketing Committee
Steve Nerney ’85, Co-Chair
Robert Stone ’86, Co-Chair

Continuing Education Committee
Todd Richard ’06, Chair

Homecoming
Nellie Hohne ’99, Chair
Anthony Primozich ’00

Student Alumni Committee
Matt Fuson ’13, Chair

Student Recruitment
Steve Gillman ’79, Chair
Dedric Day ’03
Chris Repa ’99
AAB Contact Information
Accompanying the Board Book you will find an excel file that has the contact information for all of our current AAB members with respective committees listed.

Alumni Perks App
The problems we had with the IOS version of our Alumni Perks App have been resolved and the app is up and running again. We were able to connect with one of the students that helped create the app and he was able to make the necessary changes. We are considering adding a new category to the app that is specific to deals that we have arranged with perks partners specifically for Homecoming, such as hotels and restaurants.

I am in the process of talking with Buca di Bepo for a partnership that would provide discounts for their restaurants in Indianapolis and Louisville.

Countdown 2 Commencement
Since the last AAB meeting we have conducted three C2C sessions for the Class of 2015:

- Networking Your Way to the Top - November 11, 2014 (59) in attendance
- Budgeting - December 9, 2014 (97) in attendance
- Etiquette Dinner - January 15, 2015 (77) in attendance

The remaining sessions are as follows:

- To Rent or to Buy? - February 3, 2015
- Planning Your Financial Future - April 23, 2015
- Wine Tasting - May 7, 2015

Thank You Cards
Thank you cards and gifts have been send to Bob Pease ’80, Becky Smith ’99, Jeff Myers ’87 & Adam Homan ’01 for their service on the AAB and to the institute over the past few years.

Forever Rose
There has been much activity with Strategy 3A of the institute’s strategic plan. We have established short definitions for all of the areas of interest that were listed on the Forever Rose survey, and I’m in the process of reaching out to the specific faculty and staff members on campus that will handle the respective areas of interest. I will be putting together a status report on our progress to provide David Robinson ’73 and Heidi Davidson ’03 who are the co-chairs of the alumni division of the Campaign Cabinet. I anticipate that the report will be complete by the end of the business day on Tuesday, January 27th and I will forward the report to the AAB members, as well as the YAC.

Attitude of Gratitude Week
Considerable staff time has been spent in the past few months on the launching of our Attitude of Gratitude Week, which will be from Monday, March 9th through Saturday, March 14th. The alumni affairs staff is reaching out to the Student Affairs office as well as the office of Academic Affairs to ask for their strong supports of the week-long activities.
Attitude of Gratitude is one of the components of Strategy 3A of our Strategic Plan that will enhance a culture of connectedness and philanthropy as part of the Forever Rose initiative. The purpose of Attitude of Gratitude Week is to spread awareness, to the students in particular, about 1.) Our gracious alumni and friends who direct their philanthropic efforts toward supporting Rose-Hulman, 2.) Why those gracious donors choose to give back to the Institute and 3.) What it means for Rose-Hulman to be able to continue to utilize gifts, scholarships and endowments to help them in their journey to obtain their Rose-Hulman degree.

The six day event will include activities every day, including the following:

- **Forever Rose Garden of flags that represent the 4,000 donors of the institute over the past year. Half of the flags will have the Forever Rose mark on them, with the other half donning the Attitude of Gratitude mark.**
- **Attitude of Gratitude t-shirts will be provided to all 2,200+ students on Monday, the 9th**
- **Students will sign a giant “thank you” card in the Union**
- **Large banners will grace the entrance of campus and the Union**
- **A large campus map that will be placed in the Union will show the students all of the buildings and property that have been made possible by our generous donors.**
- **We will have large foam board posters located at the entry points of all of the buildings that have been made possible by our donors.**
- **The week will culminate with a barbeque dinner for all students in Hulbert Arena on March 14th (Pie Day!) at which some donors will express why they give to others and some scholarship recipients on how grateful they are for the help they receive.**

There are a couple major goals for Attitude of Gratitude Week. First is to show the students how many of the resources they use on campus every day (buildings, labs, etc.) are available because of the selfless contributions of our donors, many of which are alumni. Second, we want the students to feel good about the unique skills they have as STEM students and understand how they can use those skills to augment their philanthropic endeavors throughout their personal and professional lives. Rose-Hulman students are proven problem solvers!

There will be a feature article in the next edition of Echoes on Attitude of Gratitude Week that will include comments from students and donors.

Submitted by:
Jim Bertoli
Executive Director
Alumni Affairs