Summary of Alumni Advisory Board Meeting
May 30, 2014

Alumni Clubs Report

Revised Club Handbook
The alumni affairs staff has completed revisions to our Alumni Club Handbook. The revisions include the addition of Strategic Plan related verbiage and numerous references to the advantages of using RoseSTEM.

Club Europe
We are pleased to say that we have created our first international club with the help of Margaret Kelly ’10. Our records show that we have slightly over 100 alumni currently in Europe in 13 countries with 78 in Germany. We will be assisting Margaret in reaching out to these alumni to see if we can arrange some events.

Lafayette Alumni Club
We had added a new alumni club in Lafayette, IN, which is among our top 25 alumni cities. Kim Smith ’05 has volunteered to lead the efforts in Lafayette and has sent an email to the 160 alumni in the area announcing the creation of the club and asking alumni to contact her if they are interested in being on the club committee. The alumni affairs office hopes to schedule a Rose on the Road event to kick start the club.

Notification to Alumni Club
In early June the alumni affairs office hopes to send an email to all alumni clubs informing them of the recent Class of 2014 graduates that will be arriving in their area soon to start their careers. We will also send a list of the students from their area that will be incoming freshmen at Rose.

Cincinnati Club Committee Additions
I am pleased to announce that Janae Chaney ’05 and Eric Volz ’07 have joined the club coordinator team with David Crawford ’94 for our Cincinnati club. This team will undoubtedly be getting the alumni more engaged and create more activity for the club.

Rose on the Road & Other Alumni Events

Children’s Museum Event in Terre Haute
The Children’s Museum of Terre Haute was the setting for a great event on April 19th as 70+ alumni and their families enjoyed the exclusive use of the museum thanks to alumni club coordinator Scott Jaeger ’89 and Toyota of Terre Haute.

Washington DC RotR
Jim Bertoli, Rickey McCurry, Jim Goecker, Jim Conwell and Angela Conwell hosted an alumni event in the Washington, D.C. area on March 29th at which 65 alumni attended. Good food and drink and great conversation caused the two hour event to go from 6:00 to 10:00 pm.
Boston RotR
Club coordinators **Shawn Smith ’05** and **Ben Smith ’10** assisted Jim Bertoli in securing TRADE, a trendy restaurant in Boston, for our event there on April 3rd. There were 40+ attendees and the event proved to be very successful in connect our alumni there to each other. They have already had additional club outings since April.

Pittsburgh Club Created
Jim Bertoli spent a few days in Pittsburgh to set up a new alumni club for the area. **Mike Volitich ’10** and **Kristen Greer ’10** will be the lead coordinators. Jim will connect current Young Alumni Council member, **Jessica Toth ’09** to Mike and Kristen to join the team.

Austin Reception at Lowe’s
Over 100 alumni, trustees and friends attended the reception at the home of **Gregg (’84)** & Diana Lowe on February 27th. The alumni reception was held in conjunction with the winter trustee meeting.

Pole Day at IMS
Over 350 alumni and friends attended our Indy 500 Pole Day event in the three suites on Legends Row at the IMS on May 18th. We once again sold-out this event and had a waiting list. The alumni affairs staff decided to add an additional suite this year, which proved to be a wise move.

Reception at Trueblood’s
A very successful alumni event was held in the home of trustee **Jim Trueblood ’77** in Columbus, IN. He and his wife Carolyn hosted over 60 alumni at the reception. Earlier in the day, a luncheon of approximately 70 people was hosted by Cummins with the majority of attendees being alumni that work at Cummins. President Conwell, Rickey McCurry and Brandon Zollner spent the day touring the Cummins facilities before attending the reception at Jim & Carolyn’s.

NFL Games Scheduled for Fall
The tradition of NFL game events in Indianapolis and Cincinnati continues as Jim Bertoli firmed up the date of September 19th in Cincinnati as the Bengals take on the Tennessee Titans at 1:00 PM. We will have a 10:30 AM to 12:30 PM pre-game party at the Hyatt Regency, just blocks from Paul Brown Stadium. The Colts game will be on October 19th as they take on the Bengals, with our pre-game at Ruth’s Chris Steakhouse.

Future Event Locations
Jim Bertoli met with Rickey McCurry and created a list of approximately 20 cities that have been targeted for Rose on the Road, or similar events. The cities are as follows:

- Indianapolis, IN
- Bloomington, IN (summer?)
- Minneapolis/St. Paul, MN
- Los Angeles, CA
- Gary/Valpo, IN (summer?)
- Cleveland, OH (at Rock-n-Roll Hall of Fame)
- Lafayette, IN (summer?)
- Cedar Rapids, IA (Rockwell-Collins in July?)
- San Diego, CA
- Cincinnati, OH
Alumni Giving Report

- Alumni giving currently stands at 27%. This number is slightly below last year's rate, for the same period. However, total dollars given is significantly higher. These trends (flat giving rate, but increased giving amount) are consistent with those of other schools.

- One issue impacting the giving rate: the Indiana BMV recently changed its policy concerning the purchase of RHIT License Plates. This adversely impacts the number of donors being identified by Rose -- as much as 2.5%. This is significant, as the license plate purchase for many represents their sole gift to RHIT. Rose is currently in conversation with the BMV to resolve this concern. In the meantime, Jennifer has reached out to Alumni with an on-line survey that allows them to "self-identify" as license plate donors, so that we can give them a donation credit.

- The Fiscal Year concludes on 30 June, so several appeals will occur in the last half of May to encourage end-of-year gifts. These appeals include: Fiscal Year End Brochure (for those who have given in the past 5 years, but not this year); Class of '94 Reunion Letters; Varsity "R" Letters (focusing on athletes who have not give in the past 5 years, or ever); Departmental Letters (focusing on remaining Alumni who have not given in the last 5 years, or ever). Note that Alumni will only receive one of these appeals.

- The most recent Class Agent Webinar was held April 2nd and 3rd. A total of 35 Class Agents participated. The webinar has been useful in exchanging ideas on how to best reach-out and engage alumni, as a function of their year-group.

- Class Agent renewal letters are being sent bi-monthly. The letter program is going strong and is working well. Similarly, new Class Agents are being integrated into the program, as Jennifer updates the new assignment structure.

- The year's final edition of Echoes, which hits the press this week, includes articles discussing the need for increased alumni giving and alumni giving percentage. This will leverage on the previous edition, which focused on endowments, to further educate our alumni on the actual costs of providing a STEM education and of Rose's need for financial support.

Submitted by:
Jeff Trang ‘83
Greg Gotwald ’01
Awards & Recognition Committee Report

Honor Alumnus & Honorary Alumnus Awards
Nominations for the Honor Alumni Awards were gathered by Jim Bertoli and team. There were a total of 29 nominees. On April 17th there was a conference call to discuss the nominees. Each board member then submitted their top 4 choices on April 18th. Based on the vote, the top 4 winners were selected and announced on April 30th. This year’s winners are:

- Jack Farr ’75
- Michael Hatfield ’84
- William Olah ’74
- Al Shipp ’78

The Honorary Alumni Awards for faculty and staff will also be presented to:

- Dr. Andrew Mech, Mechanical Engineering (faculty)
- Frank Cunning, Technician in Chemical Engineering (staff)

Those that nominated notified the recipients. All will be attending Homecoming in 2014 and recognized at that time. Notification of the recipients to all alumni will be in the June alumni newsletter, Homecoming brochure, as well as on RoseSTEM.

Career Achievement Awards
Jim Bertoli and his staff hosted three of the four Career Achievement Award recipients and their families the weekend of May 9th & 10th. Greg Hubbard ’94, Scott Slisher ’94 and David Olivencia ’94 received their awards in the Hatfield Hall auditorium at the Honors & Awards ceremony. Todd Wilkerson ’94 was unable to attend and will receive his award at the Awards Breakfast at Homecoming in the fall.

Submitted by:
Kelly Noel ’02
Ken Koziol ’92

Career Services Committee

- Senior placement is going very well with a two percent increase (82%) from last year at this time with a projected placement percentage at graduation of 93-94%. This year’s graduating class will be the largest undergraduate class ever at 465 BS graduates, with the average starting salary of graduates being just shy of $68,000. The percentage of graduates attending graduate school has remained the same over the past several years in the 19-20% range.

- On campus recruiting has continued to increase over the past several years and is almost back to pre-recession levels seen in 2007/2008.

- The number of international students continues to increase. To date their numbers have had no effect on placement percentages. The International graduate number will double in size through 2017 going from
34 to 75. Through funding brought in via the career services partners program they have been able to add a staff member to be proactive in meeting this challenge.

- 120 Alumni have reached back to Career Services for career assistance.
- 558 job opportunities have been posted to the alumni job board.

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

**Homecoming Report**

**Homecoming will happen!**

Homecoming 2014 is scheduled for the weekend of October 3 – 5. Homecoming brochures are scheduled to be mailed to all alumni during the 2nd week of June. Registration forms will be available inside the brochures or can be done through RoseSTEM.


Reunion Information is as follows:

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<td>Hulman Union, Faculty/Staff Dining room</td>
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<td>1959</td>
<td>Jack Fenoglio</td>
<td>Friday, 6pm</td>
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<td>1964</td>
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<td>Friday, 6pm</td>
<td>Hulman Union, Kahn Room</td>
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<td>45th</td>
<td>1969</td>
<td>John Newlin</td>
<td>Saturday, 6pm</td>
<td>Stables Steakhouse</td>
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Here is an update on some of the items discussed previously:

1. New layout of Homecoming activity tents
   a. Will be closer to the stadium
   b. RA tent and Institutional Advancement tent (all volunteers – Class Agents, Alumni Club Coordinators, etc.) will be located near sidewalk closest to the field (between stadium and SRC)

2. Jim Bertoli is finalizing arrangements for a childcare service to be provided by Vigo County YMCA
   a. Saturday evening, 5:30 – 9:30pm
   b. YMCA in the process of developing rates
   c. Goal is to have this information included in the Homecoming brochure, but timing may not work out

3. Golf Outings and Sponsorships
   a. Garmong has agreed to be beverage sponsor for outing at Terre Haute Country Club
   b. Other sponsors are in the works, but bulk of current sponsorship work is being done for Scholarship Scramble

4. Alumni Awards Breakfast moved from 8am to 8:30am to accommodate alumni who participate in the Fun Run/Walk

There are also several new items that are currently under development:

1. Career Fair scheduled for week leading up to Homecoming
   a. Planning activities for those alumni who will be on campus for Career Fair
   b. Student Alumni Club hosting a mixer at Hulman Union for alumni Thursday evening

2. In lieu of having a 5-year Reunion, Class of 2009 will host GOLD Event on Friday evening at The Copper Bar

3. Pocket calendars being created to pass out to alumni
   a. This will be done in addition to the large foam board calendars being placed around campus
   b. Some will be given to hotels who have blocks of rooms for alumni

At the next Alumni Advisory Board meeting in August, we should have a final schedule of events for Homecoming, and we will know which of those events will require alumni volunteers.

See you in October!!!
Student Alumni Association Report

- Nine members of the SAA Leadership Board assisted with the Indy 500 Pole Day event at the speedway on May 18th. Over 350 alumni and friends were in attendance.
- Starting April 1st, RoseSTEM was opened up to the graduating seniors for sign-up in advance of their graduation.
- Dan Wolodkiewicz ’82 made his annual presentation to the senior class as part of the Countdown to Commencement series. Dan also attended the SAA Leadership Board meeting after his presentation.
- SAA volunteered along with members of the Young Alumni Council and Wabash Valley alumni to help the United Cerebral Palsy of Wabash Valley on Saturday, April 12th.
- SAA was involved with a networking reception the evening before the Spring Career Fair for alumni/recruiters in town.
- SAA hosted the SAA Color Smash on the Bonfire Field on Saturday, May 17th and it was a big success.
- New SAA Leadership Board Officers (elected March 18th)
  - Jake Umsted – President, ME, 2015
  - Noura Sleiman – Vice President, CHE, 2015
  - Anna Weber – Secretary, AB, 2016
  - Sam Geist – Treasurer, CHE, 2015

Submitted by:
Christopher Meyer ‘04

Student Recruitment Report

The green shaded cells indicate record highs for each category. The enrollment deposit was increased from $250 to $400 this year. Notable attributes of expected freshman class:

- Second lowest admissions rate … being more selective
- Diversity is improving
  - Students from 39 states with most ever from MD, VA, TX, and GA
  - Record high percentage of internationals, females, Hispanics, and multi-racial
- Median test scores are similar to prior year
  - SAT Critical reading 590
  - SAT Math 710
  - ACT English 30
  - ACT Math 31
- Perfect scores (ACT or SAT) 56
- Median High School rank 94%
### 2014 Data as of May, 2014

#### Applicants

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#### Enrolled

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#### Recruiting events and help requested of alumni:

- Information sessions were held in several cities earlier this year. The annual event was hosted at Lilly for Indianapolis area admits and families. Day and Gillman working with Admissions to replicate this program in Cincinnati, Chicago, Houston, DC, Detroit, and San Francisco area. Seeking out influential alums at large companies in these cities.
- 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:

- Office of Admissions continued to visit school districts with high ethnic populations.
• Rose Bud became an active group in terms of recruitment. RHIT alumni contacted African American admits via email and phone calls
• Used Travel voucher program (fly in) for a record number of students to participate in NSBE Senior Weekend
• Developed new Ethnic Brochure and working on the Website for multicultural recruitment
• Assisting MEPI with planning and participation in activities at Rose-Hulman
• Developed referral relationship with Infinite Scholars and 100 Black Men in Chicago and Indianapolis

Submitted by:
Dedric Day ’03
Steve Gillman ’79

Young Alumni Committee Report

Young Alumni Council met Saturday, April 12 in Terre Haute.

EXECUTIVE COMMITTEE
  o Two YAC members resigned
    ▪ Matt Melton (Class of 2009)
    ▪ Peter Westrick (Class of 2011)
  o Applications for new representatives (Class of 2009 & 2011) are on the Rose STEM site
    ▪ Voting will occur at the July YAC meeting

PUBLIC RELATIONS COMMITTEE
  o 2014 Class New Members
    ▪ Applications opened on 5/1 and close on 6/1
    ▪ Voting for new members will be held at the July YAC meeting

TRIPS & EVENTS COMMITTEE
  o Coordinating April/May Social Networking Events

OUTREACH COMMITTEE
  o Prior to the April 12 YAC meeting, YAC members teamed up with Wabash Valley area alumni and the Student Alumni Association for a community service event at the United Cerebral Palsy of the Wabash Valley facility.
    ▪ Services included mulching and trash clean up
  o Coordinated the National Month of Service Events in April – 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
    ▪ Organized a cookout with the Student Alumni Association at the baseball game after the July YAC meeting

ALUMNI GIVING COMMITTEE
  o Update on 1957 alumnus additional $10,000 donation challenge
    ▪ Met the goal of 140 first time donors of $25 or more
    ▪ Did NOT meet the goal of 280 renewal donors donating 10% more of previous donation
    ▪ Alumnus still offered the $10,000 reward donation
Communications & Marketing Committee

There have been a lot of additions to the RoseSTEM site. Lauren Jackson provided a rundown of some of the new features.

Total STEM Activations is currently 4,530. There have been 293 new activations since the last meeting, 148 of which are from the class of 2014.

There are now two instructional .pdf files on RoseSTEM under the Alumni Resources tab:

1. RoseSTEM Help: Your Profile – Tips for setting up your profile

New to RoseSTEM under Alumni Resources:

1. Points of Pride – A section showing successes of people associated with Rose. (Dr. Cornwell’s congressional testimony among other items is posted here.)
3. PCI Directory – FAQ for PCI and the hardcopy directory project.

New to RoseSTEM under Homecoming Tab:

1. Class Year Reunion Info – Meeting location, coordinator, date/time.
2. Lodging Info -
3. Coming Soon – Homecoming week schedule. (Apparently it’s going to happen this year.)

New to RoseSTEM under Alumni Clubs Tab:

1. Alumni Club Coordinator Handbook – Recently updated

Also new:

1. Scheduled for Monday May 19, YAC new member application process to be up and running. YAC will run this entirely through the STEM site.
2. You can now upload your resume instead of just copying and pasting into your profile.

The Communications Committee is also participating in monthly conference calls with Michael Kratage-Dixon (Communications & Marketing liaison to Institutional Advancement) and the YAC Public Relations Committee.

YAC PR chair Ashley Erffmeyer ’08 was kind enough to provide some background into how the YAC PR Committee works and what it does:

*Each Council committee has three main goals and one stretch goal each year. Goal #3 for the PR committee is to act as a liaison to other YAC committees and provide quarterly entries for each committee in the YAC Committee Records Book before YAC meetings. This is to help record accomplishments of the Council committees in between meetings and aid us in promoting the work that YAC is doing for RHIT Young Alumni. Three of the six members of*
my committee are liaisons to the three other YAC committees. They sit in on committee conference calls to stay up to date as to what is going on with the committee they support, provide summaries of what is discussed in committee meetings, and provide ‘Featured Articles’ that we share with Mike Kratage-Dixon who transcribes them into Echoes stories.

AAB Communications Committee would like to have a short discussion about whether the YAC PR role is something we should try to emulate.

Submitted by:
Adam Homan ’01
Matt Fuson ’13

Alumni Representatives to the Board of Trustees
The BOT held their Winter meeting in Austin, TX in February. In addition to the regular reports from the various committees and routine board business, the BOT spent significant time discussing the capital campaign that is gaining momentum. Special topics and presentations included a review by Phil Cornwell of the accreditation process and Jim Goecker leading a discussion about what the Rose-Hulman student of the future will look like. Bill Schindel ’69, chairman for the capital campaign, provided an in-depth review of how the campaign will be structured, developed, and coordinated. President Conwell also gave a detailed review of recent on-campus activities involving staff, faculty and the student body and a summary of his extensive travels to connect with Rose alumni groups in a large variety of locations. Additional highlights of the meeting included an opportunity to tour Freescale headquarters as the guests of Freescale CEO Gregg Lowe ’84, and attend a reception hosted at Gregg's home for over 100 Austin area Rose alumni.

Submitted by:
Kenny McCleary ’82
Bob Pease ’80

Executive Director’s Report
Strategy 3A
Accompanying this report you will find a report that I submitted to the institute leadership concerning Strategy 3A of Rose-Hulman’s Strategic Plan showing the progress that has been made toward the goals of the 3A through its three Action Plans. All of you have been integral in the progress through your service on the respective AAB committees. Please take some time to review the report and provide me with your feedback.

Alumni Perks Program
The alumni affairs staff has been working with four CSSE students over the past year to create smart phone apps for IOS and Android for our Alumni Perks program. We are very excited to say that the apps are complete and are currently available at Google Play and the App Store. An outstanding job was done by Robin Cooper ’14, Huang Ziyang ’15, Jacob Crouch ’14 and Thomas Morris ’14. Below you will find some screen shots of the IOS app.
The launch of the alumni directory project has caused some concern and interesting feedback from some of our alumni. We have received numerous phone calls and emails that have caused countless staff hours to address. As I have shared in previous reports, we have received a considerable number of request from our older alumni asking us to produce a book directory and CD. The last directory was done in 2006. The concerns from alumni have included whether the project was legit, related to design of the postcards that were sent by PCI in that they looked suspicious, and people annoyed with having to update their information, the need for a book directory, and issues related to the hard-sell by PCI on purchasing the directory.

**Staff Update**

**Graduate Assistant**

Kristen Latta ’11, will continue to as our GA until June 30th, after which she starts her new role as the Graduate Assistant for Student Affairs. We appreciate all that Kristen has done for us over the past two years.
Soon-to-be alumnae, Lauren Meadows ’14 will be joining our staff in mid-August as our Graduate Assistant in Alumni Affairs. Lauren will be working on obtaining her masters from Rose starting in the fall and will be a great addition to the staff.

**Summer Student Worker**
Current Rose student, Daniel Reyna ’17 will be helping us this June, July and August as he attends summer school sessions at Rose. Daniel is a sophomore and hails from the Chicago area.

**Practicum Student**
We will be having a practicum student working with our office starting in August that will provide 100 hours of service to our Homecoming efforts and other areas. Stacey Grippa is working on her post graduate degree in higher education administration at Indiana State University.

**Alumni Engagement Tracking**
As mentioned in our past two meetings, the Alumni Affairs staff has been tracking the interactions that we have experienced with our alumni at all alumni events since July 1, 2013. Here are some results from the data we have collected thus far:

- 105 alumni interactions in July
- 120 alumni interactions in August
- 2,572 alumni interactions in September
- 298 alumni interactions in October
- 76 alumni interactions in November
- 72 alumni interactions in December
- 123 alumni interactions in January
- 155 interactions in February
- 65 interactions in March
- 197 interactions in April
- 477 interactions in May
- 4,260 total interactions initiated by the Alumni Association and alumni affairs office in 11 months
  - This does not include social media interactions, emails, RoseSTEM registrations and other non-face-to-face interactions

**Class of 2014 in RoseSTEM**
The alumni affairs staff was successful in encouraging the Class of 2014 members to register in RoseSTEM through the Commencement Fair, Senior Send Off and presence at other campus events. We will also encourage their registration at the Senior Celebration on May 30th and at Commencement. Nearly one third of the class has registered.

**Class of 1964**
The following members of the Class of 1964 will be back on campus Commencement weekend to celebrate their 50 year anniversary of graduating from Rose Poly. Activities planned for them include a reception on Friday in the Alumni Center, dinner together at The Saratoga, Platform Breakfast on Saturday morning where they will receive their 50 year medallions, Commencement ceremonies and a luncheon on the Hulbert Arena balcony after Commencement.

Alan Bechtel   Robert McKnight
Spring Career Fair
Lauren Jackson, Bretta Schriner, Kristen Latta ’11 and I were able to interact with over 100 alumni that were on campus for the Winter Career Fair on January 22nd. The SAA held a reception for the alumni that arrived in Terre Haute the night before the fair.

Submitted by:
Jim Bertoli, Executive Director