

Alumni Advisory Board

Spring - General Meeting Minutes

Saturday, April 5, 2025

- I. Welcome – Amanda Stapleton
- II. Roll Call – Holly Kowalski
 - a. AAB - Jason Carlyle, Amy Cary, Mike Chaney, Steve Decker, Derek Hawn, Nellie Hohne, Melva Holt, Neil Irwin, Kenny McCleary, Kedar Murthy, Alexa Myers, Andrew Novotny, Ashley Pinkham, Craig Pohlman, Austin Salisbury, Bill Schott, Dieter Shultz, Jeffery Smiley, Amanda Stapleton, Nick Wahl, Floyd Yager; Absent: Kameron Eisenhour, Joni Lipkowitz, Casey Schroepfel
 - b. ARBOT: Dan Price; Absent Chris Inman, Marie Stettler Kleine
- III. Review Agenda and Approval of Minutes – Amanda Stapleton
 - a. Motion to approve minutes, Dieter Schultz; seconded by Mike Chaney, motion carried.
- IV. ARBOT Report – Dan Price
 - a. There are three trustee meetings per year. One at Commencement, one at Homecoming and one in the winter. The winter meeting was held in Las Vegas this year with alumnus Steve Hill ('81) hosting. Steve is the CEO of the Las Vegas Convention Center. Under his leadership the LVCC has undergone a \$1 billion expansion and has secured major events such as the Formula 1 Las Vegas Grand Prix, played a role in bringing the NFL Raider's to the city and soon the Oakland A's will be the Las Vegas A's. Steve also hosted an alumni event following the trustee's meeting.
 - b. There are alumni reps to the board but there are also faculty and staff reps to the board. Dr. Christine Buckley, Dr. Kay C Dee and Seth Woodason. They took the lead in conducting a survey of faculty and staff to get an assessment of the organizational health. Overall, it was a positive response.
 - c. A list of faculty that are up for promotion or tenure is provided to the Board of Trustees to approve. The list of faculty is provided on page 22 of the board book. The entire slate was approved by the Board.
 - d. Rose-Hulman has a small but mighty Institutional Advancement team. This has been one of the most successful fundraising years in Rose-Hulman history. The gift from the Lilly Endowment was a significant source but there were also significant individual gifts to Rose-Hulman and there will be more announcements this spring.
 - e. Enrollment interest remains strong with over 6,000 applications being submitted prior to February 1. Domestic applications have declined by 4% but interest from international applicants has grown. Significant areas of interest are electrical, mechanical, and physics (especially nano engineering), while computer science has experienced a 24% decline.

The Noblitt Scholars program remains high with 275 applicants this year. Of those, seventy-five were offered positions in the program and Rose anticipates

about 30-40 enrolling. This is an incredible program that Nancy and Niles Noblitt underwrite.

- f. Key highlights of the operating budget include a targeted first-year class of approximately 610 students, a 4% tuition increase, and a 2% salary increase pool for employees. Additionally, the Board approved differential pricing for all the residence halls. There will be an operating surplus, primarily the result of the generosity of Eli Lilly and their grant. If Rose did not have that grant, it would have been a break-even year.
 - g. The residence hall was shown on the cover of the board book with photos showing the stages of development. The Board of Trustees will get a tour of the residence hall in May prior to Commencement. This summer renovations on Speed Hall will begin. The new Ventures facility and Innovation Grove project are moving forward quickly. Expect to see site work with construction for the Innovation Grove building by May of 2025.
 - h. The Board of Affairs added a new trustee, Cindy Thomas Kalkomey. Her father was a graduate of Rose, and she will be an enthusiastic advocate for STEM education.
 - i. The Board approved a memorial resolution honoring past Board Chair and Interim President, Bob Bright, who passed away on January 21 of this year.
 - j. The Board was given an update on recent Executive Orders from the President and what the potential impacts are in regard to DEI and how that will affect Rose-Hulman. Rose has sought counsel, and the intention is to comply with the law but also make sense of how Rose continues with constant improvement of the education that is provided. Rose is taking a measured, steady approach and staying connected with counsel as well as staying connected with the state house and federal government to understand what is being required and where Rose has a choice.
 - k. The Strategic Plan has several exciting initiatives, one of which is the K-12 STEM outreach programs. It will be exciting to see Ventures and Innovation Grove get finished and then to see the collaboration between the surgical center and Ventures.
- V. Institutional Advancement – Steve Brady
- a. Institutional Advancement is growing the Major Gifts Team. IA has hired a Director of Major Gifts and three Major Gifts Officers. As of July, Jim Bertoli will be retired and there will be new gift officers in place. These new gift officers will be remote. In order to find the best qualified candidates, the search went outside of Terre Haute and Indiana. Ryan Little, the Director of Major Gifts, is in Colorado and the gift officers span across Utah, Louisiana, and Indianapolis.
 - b. Institutional Advancement has been having a remarkable year with fundraising. With the \$10 million dollar gift from the Noblitt's, this will put us at the largest amount fundraised in a single year in Rose-Hulman's history. There will be a gift that is going to help with the capital improvements to the residence halls, and the Speed renovation. Another part of a gift went to support the competition teams.
 - c. The Chauncey Rose Society (plaid jacket) transitioned from a \$50,000 gift to a \$100,000 gift and that transition has been smooth.

- d. Rose-Hulman hired a new Provost, Vice President of Academic Affairs. After a nationwide search, Dr. Ellen Goldy was selected and she will begin in July.

Alumni Relations – Charlie Ricker

- a) Mel Hayes has stepped away from Alumni Relations and moved to Career Services. Our department has looked at the staffing structure and made the decision to promote Carrie Bose to Associate Director of Alumni Relations and Special Events. A position was created out of Mel's position and Carrie's position for an Alumni Events Coordinator and that person will report to Carrie. That position will fulfill a lot of what Mel's position involved plus some of Carrie's old responsibilities. This person will take the lead on Homecoming reunions and Alumni Awards. The overall responsibility for these events will be Carrie Bose. As new gift officers get situated and know more of their responsibilities, they will be going to Alumni events to host and to meet with individuals.
- b) Alumni Relations continues to host monthly events. The hope is to expand the typical alumni gathering from having food and mingling to having alumni gather and have some type of experience. Alumni Relations is currently working with an alum to host a facility tour at Rhinegeist Brewing.
- c) Homecoming is October 4-6 this year. If you have a reunion this year, save the date cards have been mailed. Hotel blocks are open. The Twilight Run will again be held that same weekend, so book your hotel room early.
- d) Commencement will be here in a few weeks. This year we have 80 Legacies graduating.

VI. New Business

- a. Upcoming Meeting Schedule – Amanda Stapleton
 - i. All of 2026 is now planned and there are some venue changes. For numerous reasons, the November meeting will be held in Terre Haute in 2025 and 2026. The Indy marathon falls the same weekend as our meeting, and this caused some headaches last year with traffic and trying to get to the meeting on time. Finding a meeting space on Saturday has also become more difficult. The meeting location in August 2026 has not been finalized. The August meeting is usually a travel meeting to the location of where the current President lives; however, there was an event in Cincinnati, and it seems repetitive to head back there.
- b. Awards Committee – Mike Chaney
 - i. Award winners are listed in the board book on page 25. The event begins at 5:30 with cocktails followed by dinner and then the presentation.
 - ii. Last year the committee struggled with the Volunteer Award and this year there are three winners of that award.
- c. AAB Membership – Amanda Stapleton
 - i. Reflecting on last year compared to this year, not only the quantity of candidates but the quality of those candidates this year was fantastic. The committee had the opportunity to talk with the applicants and then met as a team to down-select them, which was difficult. It came to the point that the committee added an additional member. Our board currently seats

twenty-four members, and this addition will take the board to twenty-five members. Looking at next year, the 1990's decade has been exceedingly difficult to engage. If you know of anyone in that decade, now would be the time to talk to them and encourage them to apply if they are interested. There were several good candidates that did not make it on the AAB and they would be good to keep engaged, either through alumni engagement or helping on a committee.

- ii. Jason Carlyle made a motion to accept those selected to serve on board; Mike Chaney seconded, motion passed.
- d. Vice President Nominations – Kedar Murthy
- i. Three candidates' bio information provided starting on page 14 of the board book, Craig Pohlman, Dieter Schultz, and Floyd Yager. Each candidate will say a few words about why they want to be the leader of the AAB, initially as Vice President and then moving into the President role. After they speak, they will be asked to leave the room, discussion will commence and then they will be asked to come back into the room for voting. Voting is online. Only those in the room and online will receive the link for voting. Once the results are tallied, if no candidate has 50% or more of the vote, then the two candidates with the highest vote percentage will go to a run-off election.
 - 1. Craig Pohlman – It has been a wonderful experience to be a part of the AAB. This is a wonderful group of people, and I am excited about where we have been and where we are going with the opportunities in front of us. The amount of alumni engagement and the interest in joining the AAB is wonderful. This board has a lot of forward thinking, and the committees have wonderful ideas that have been put forth to improve alumni engagement and student recruitment that are measured and have been successful. Our focused efforts of doing these things using current and new technologies and seeing what the future entails is exciting. I am excited to see where this group goes and to be a part of it. Thank you.
 - 2. Dieter Schultz – Thank you for letting me be a part of the board for three terms, plus a couple of extra meetings from the interim position. I look back on this time very fondly, of personally being able to grow with the board, and professionally have it be a part of my career journey.

I have had the opportunity to see the success and growth of the board. There have been some committees that come and go over the years, and that has been positive because it shows how this board has been able to adapt. That adaptability comes from the relationships that the AAB has forged with the departments we work with in the school. When the By-Laws were rewritten years ago, we have seen them go from being so business structured to now the board is able to drive that engagement. Seeing that occur with how the relationships touch back into the school is cool.

Taking that success and using that to continue to build momentum with how we engage with the broader alumni body is our job. We get to be ambassadors for the school. We get to help be a catalyst to driving the enthusiasm for the broader alumni body in a lot of different channels. How we engage with prospective students and their families with our alumni network is cool. When we show up with a passion that we have for Rose-Hulman and the enthusiasm we have for Rose-Hulman, that carries outward.

What I love about that is what I pulled from the board and that is student recruitment is going to be a challenge over the upcoming decade. There are forces working against how much enrollment opportunity there is at Rose because there is a smaller candidate pool and there is diminished value on return on investment for school. We, as the alumni body, actually serve as a catalyst of promoting enthusiasm back into the broader alumni and seeing how we can do that with the structure that we have, with the adaptability that we have and with the relationships that we have created. I personally want to continue to help promote and advertise the success of the alumni that we have here.

Floyd Yager – I am grateful to have been a part of this group for the past four years. This gave me an opportunity to be more involved with Rose. Early in life, early in my career and starting a family, I did not have much time to give to Rose. I really got more connected the last four years that my son was here and that brought back memories. I have retired from my job, have more time, work in a high school and it is amazing how much I am talking to students about the value of a STEM career. Even with Chicago, as big as it is, Rose almost doesn't even exist. The talk is always of University of Illinois or Purdue; why? I encourage kids to visit Rose. I have a lot of passion for Rose. My daughter was part of Rose Power and if she has her way, she will be here in a few years. So, I will be here either way, whether as a part of this committee or leadership, I will be around this campus. I love this campus, love talking about Rose and getting more alumni engaged, like working with Charlie and Mel at my reunion last year. We had almost forty people come back from making phone calls and sending emails. People I had not connected with in years but had that passion to come back to campus to see friends and reconnect and see the growth and expansion on campus. Thank you for the opportunity in considering me and allowing me the opportunity to participate on the board.

ii. Votes tallied and Dieter Schultz will be incoming Vice President.

VII. Breakout Sessions

VIII. Committee Report Out

a. Alumni Engagement – Jeffery Smiley

- i. Reviewed current action items. Met with Charlie and received some clarity on some action items moving forward. As a committee, although we are waiting on some information from HR, the committee has decided to move ahead with some trial events. It was agreed that 90 days' notice should be given to Alumni Relations before an event occurs. At that time, Alumni Relations will offer support for the event.
- ii. The Committee is looking at May through the summer for requested feedback from the office of Alumni Relations. This will be in relationship to progress on our toolkits, our templates for events, and additional feedback on the onboarding binder. Hopefully, this will be available for review at our summer meeting.
- iii. One of the biggest pieces is the volunteer affiliate form that the university requires. It is somewhat complicated for the needs of our committee. Charlie has agreed to work with our committee to be sure that our committee is capturing data that is needed for alumni engagement and still fulfills the needs of other parties. Once that has been reviewed, it will be shared with the larger body. The Committee will also need to work with Mel's replacement on some other metric items.

b. Student Recruitment – Dieter Schultz

- i. Thank you to all members for writing notecards and working through some of the process changes this year. Another list of about ten students will be forthcoming and those will need to be sent back to Charlie before May 1.
- ii. It is particularly important that this group promotes Rose-Hulman in any way, shape, or form, with enthusiasm, and passion on social media or any way that you are using to engage Rose-Hulman. This helps our marketing team and in turn, helps the student recruitment team. It is a top priority to continue to leverage alumni to support recruiting.
- iii. This year is going to be the first year of the education cliff (page 36 of board book). There will be a 5-10% decrease in the number of total applicants plus a decline in the number of Americans who value a college degree. It is important that we continue to serve this committee. Enrollment applications in 2025 were down slightly; computer science applications were down 24.5% from the previous year.
- iv. Just a reminder, if you are talking with families or prospective students, do not try to tackle answering any questions regarding financial aid, please direct those inquires to the financial aid office or admissions.
- v. I will not be leading this committee after this meeting but Ashley Pinkham will be leading along the Kenny McCleary. Ashley has a wonderful relationship with Dr. Tom Bear, so the committee will be in capable hands. Ashley hosted an event in Indianapolis and presented the group with a brief synopsis of the RHIT/Lilly Legacy of Excellence event. This event, with the help of this committee, is looking to expand this to three events in 2026.

- c. Awards – Mike Chaney
 - i. Please join us for the ceremony following the meeting.
- d. Career Services – Melva Holt and Andrew Novotny
 - i. Since November, our committee partnered with Career Services to host two events for students in Mechanical and Chemical Engineering. There were two panels, one for each major and alumni shared their experiences and the type of work that they do with that major. Overall feedback from students was positive. Some things to think about going forward are how to get more students to attend and is there a way to record these sessions for students who could not attend. There was going to be a third session for seniors focusing on Day 1 on the Job but that was postponed.
 - ii. Looking forward, our committee wants to strengthen the relationship with Career Services. In August, our committee will come back with a proposal to be voted on for the addition of the alumni award to the AAB Awards. With discussion and some additional changes during the November meeting, the alumni team would like to pursue not having that award be enveloped with the Volunteer Award. If that is not possible, Career Services will pursue adding a standalone award through the institution. The committee would like to pursue moving forward on getting a formal vote with criteria so that when the voting is open, there can be a separate alumni award.
 - iii. This will be Andrew's last meeting with us, and Austin has agreed to be co-chair for the Career Services Committee.
- e. Membership – Amanda Stapleton
 - i. New members were discussed earlier. There are several members who will be rolling off of the board and we would like to thank them for their service: ARBOT – Chris Inman, AAB – Jason Carlyle, Amy Cary, Kameron Eisenhour, Andrew Novotny, Bill Schott, and Kedar Murthy. Charlie presented a clock to Kedar for his service as Vice President, President and Past President.
- IX. Upcoming Meeting Dates – Amanda Stapleton
 - a. Summer 2025: Saturday, August 9th (Terre Haute)
 - b. Fall 2025: Saturday, November 8th (Terre Haute)
 - c. **Spring 2026: Saturday, April 25th (Terre Haute – Alumni Awards)-date change.**
- X. Adjournment – Amanda Stapleton