

Purdue Alumni Recruitment for Tomorrow



PURDUE
UNIVERSITY

HISTORY OF ALUMNI RECRUITMENT

- 1991 – The Alumni Referral Network
- 1995 – Purdue Alumni Recruitment for Tomorrow (PART)
- 1997 – Office of Admissions brings Alumni Clubs into PART
- 2010 – Office of Admissions begins “Postcards to 20xx” campaign



HOW TO GET INVOLVED

- Visit the PART website: admissions.purdue.edu/part
- Submit the form with your contact information
- Reach out to the PART Coordinator for your state



PURDUE ALUMNI RECRUITMENT FOR TOMORROW (PART)



EVENTS

- College Fairs
- Information Receptions
 - Preview Purdue – prospective students
 - Boilermaker Bounds – admitted students
- Postcard Project – admitted students



COLLEGE FAIRS

- Typically weekday evenings. Some may be Saturday or Sunday afternoons
- Go solo. With a PART buddy. Or help a Purdue staff member
- If you're representing Purdue – Admissions will send a table cover and admissions brochures
- Be sure to review the PART Manual for college fair do's and don'ts



COLLEGE FAIRS

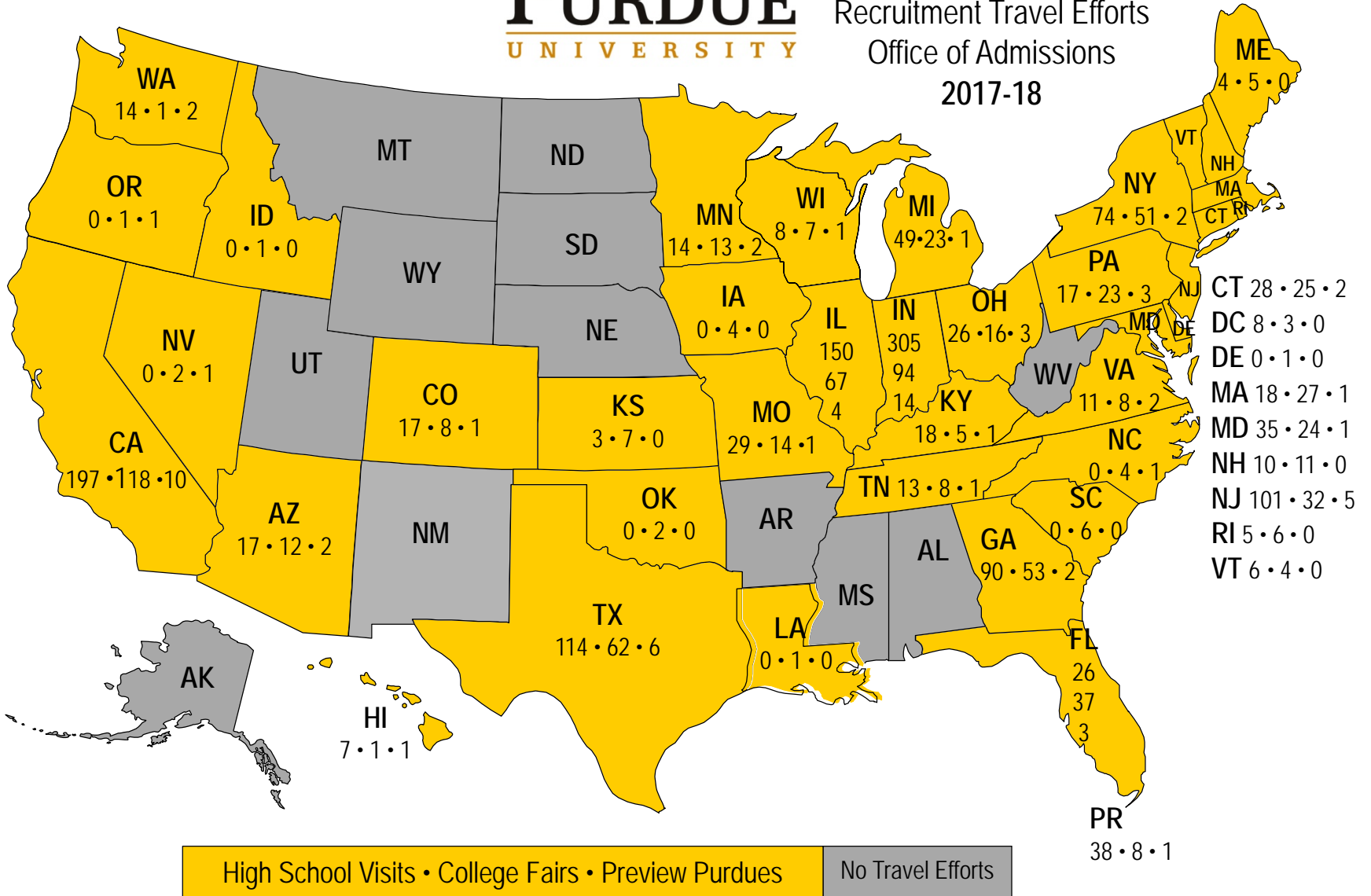
2017-18 PART Numbers

- 25 States/1 Country/1 Territory
- 94 PART members represented Purdue
- 138 College Fairs



PURDUE UNIVERSITY

Recruitment Travel Efforts
Office of Admissions
2017-18



Totals for 2016-17: 38 States; 1 Territory; 1,278 HSV; 687 College Fairs; 76 Preview Purdues; 13 Boilermaker Bounds
 Totals for 2017-18: 38 States; 1 Territory; 1,434 HSV; 793 College Fairs; 75 Preview Purdues; 21 Boilermaker Bounds

INFORMATION SESSIONS

- Preview Purdues
 - M-Thursday evenings or weekend afternoons
 - Held in the fall and spring
 - Prospective students and parents are invited
 - One hour presentation/Q&A
- Boilermaker Bounds
 - M-Thursday evenings or weekend afternoons
 - Held in the spring
 - Admitted students and their parents are invited
 - More informal

POSTCARD PROJECT

- “Postcards to 20xx”
- Early spring (February/March)
- Write a postcard with a congratulatory message to admitted students from regional areas
- 78 PART members from 30 states wrote postcards this past spring



SUMMER WELCOME POSTCARD PROJECT

Welcome Postcard Campaign for Incoming Class of 2018

- Organized by Maureen Huffer Landis
- 29 PAA Clubs participated
- 2,216+ incoming freshmen students received a postcard from the club in their area this summer to welcome them to Purdue



VOLUNTEER POLICY AND PROCEDURE

All PART volunteers are subject to annual background screenings including:

- Dru Sjodin National Sex Offender Public Website
- Indiana Sex and Violent Offender Registry

In 2012, Purdue Instituted this policy to maintain a safe environment for work, study, and outreach; and to upholding the reputation and integrity of the University

When speaking with students:

- Be careful of your surroundings
- Make sure you do not place yourself in a compromising position
- If meeting with a student outside a college fair, do so in a public place and try to include the family in the meeting
- Always meet in an open, public space
- Never walk alone with a student to/from a parking lot/garage



The Boilermaker Backs, 1935

ADMISSIONS NUMBERS

41,573 **TOTAL ENROLLMENT**
in 2017

31,006 **UNDERGRADUATE STUDENTS**
in 2017

FRESHMAN CLASS PROFILE

Middle 50%
SAT RANGE: 1160-1360

Middle 50%
HIGH SCHOOL
GPA RANGE:
3.6-4.0

Middle 50%
ACT COMPOSITE
RANGE:
25-31

CLASS SIZE

87%
of classes have
fewer than 50
students

13.1
**STUDENT-
TO-FACULTY
RATIO**

7,567
**SIZE OF
FRESHMAN
CLASS**

5%
of classes have
100+ students

41%
of classes have
fewer than 20
students

48,916
**NUMBER OF
APPLICATIONS**

31
**AVERAGE
CLASS
SIZE**

NEARLY 2,000
**UNDERGRAD
RESEARCH
PROJECTS
EACH YEAR**

UNDERGRADUATE DEMOGRAPHICS*



44.5% FEMALE



55.5% MALE



53%
**INDIANA
RESIDENTS**



31%
**OTHER U.S.
STATES**

TOP STATES AFTER INDIANA

Illinois, California, Ohio, Michigan, New Jersey, Texas,
Pennsylvania, New York, Massachusetts, Florida
(but we have students from all 50 states)

**22% MINORITY
DOMESTIC STUDENT
POPULATION**

**128 COUNTRIES
REPRESENTED**
in our overall population



16%
OTHER COUNTRIES

POINTS OF PRIDE

Purdue continues to improve the overall student experience and value of a Purdue degree.

- Tuition will remain frozen through the 2019-20 academic year
- College of Liberal Arts Degree in Three program
- Thomas S. and Harvey D. Wilmeth Active Learning Center with 27 active learning classrooms and library and study space
- Bechtel Innovation Design Center – Purdue’s new “Makerspace”

**TUITION
FROZEN
SEVEN YEARS STRAIGHT**

**#9 MOST
EMPLOYABLE
PUBLIC UNIVERSITY
GRADS IN THE U.S.**

Times Higher Education

AMAZON@PURDUE
2 PICKUP AND DROP-OFF
LOCATIONS ON CAMPUS

16
RESIDENCE
HALLS

5 DINING
COURTS

VEG HEAD? VEGAN?
PURDUE GETS AN “A” ON
PETA2 VEGAN REPORT CARD

**LEARNING
COMMUNITIES** LIVE IN A COMMUNITY OF STUDENTS
WITH YOUR SAME
COURSEWORK AND INTERESTS!

94% OF ENTERING
FRESHMEN
CHOOSE TO LIVE
ON CAMPUS

**MORE THAN
90 TOTAL**
FRATERNITIES, SORORITIES
AND COOPERATIVE HOUSES

QUESTIONS?

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