

SPECIAL
EDITION

PULSEPOINT



THE NEWSLETTER OF THE PRESIDENT'S COUNCIL: THE HEART OF PRIVATE GIVING AT PURDUE UNIVERSITY // Fall 2020



Dear President's Council family,

What a year! But Boilermakers embrace challenges like badges of honor in the persistent pursuit of the next giant leap—and a better future.

Throughout 2020, we have adapted, improvised, stayed together, and endured. This fall, we recreated President's Council Annual Weekend as a virtual event and introduced "President's Council at Home" with monthly online content so we could stay connected while we have to be apart.

Our virtual programming will continue into the future. Be sure to sign up for the fresh ideas, information, and entertainment we have created for you.

The President's Council won't be making our way to sunny Naples in February as usual, but we can still Boiler Up! Our "Naples Weekend at Home" virtual gathering will be the next best thing to a day at the beach. President's Council at Home invitations and details will arrive via email and also will be posted at purdue.edu/pc.

Grateful for the good things we've accomplished and hopeful for the good things that are coming, we thank you for your "ever grateful, ever true" Purdue spirit.

We can't wait to be together again! Until then, happy holidays and a happy New Year!

—April Headdy

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Foundation for
the Future
- + **In Focus:**
A look at
giant leaps and
opportunities
across campus
- + **Mitch Daniels'**
year-end letter



PRESIDENT'S COUNCIL

The heart of private giving
at Purdue University.

PULSEPOINT // Fall 2020

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PURDUE FOR



PURDUE FOR LIFE

FOUNDATION FOR
THE FUTURE

■ **IF MATT FOLK (BSEE '91)** was a superstitious fellow, you'd never know it.

As luck would have it, the very week the World Health Organization declared the spread of the COVID-19 novel coronavirus a global pandemic, and Purdue joined the ranks of universities across the nation canceling in-person classes, Purdue President Mitch Daniels announced the formation of a new organization—the Purdue for Life Foundation.

On Friday, March 13, Folk addressed hundreds of his new charges about the new organization he now leads, which brings together the experience and expertise of the Purdue Alumni Association and the University Development Office, which includes President's Council and the John Purdue Club.

The mission: to deepen alumni ties to the University and to drive and coordinate all alumni-related activities across the Purdue family's post-graduation lives. This includes alumni lifetime learning programs and working with alumni and friends to gain more support for the University.

THE MANTRA:
ONE VOICE. ONE PURDUE.
PURDUE FOR LIFE.

Since that auspicious start, it's been full speed ahead for Folk, who has been laser-focused on blending the talents of Purdue's gold-standard alumni-facing organizations.

He was instrumental in coordinating aspects of the "Protect Purdue" fundraising initiative. Purdue became a nationally recognized leader for galvanizing the entire University and alumni community to address the challenges facing higher education on campus.

His message was practical and inspirational at the same time: "We encourage the entire Purdue family to join together and protect Boilermaker students, faculty, and staff so that our next generation of leaders can get the education they need to make a difference in the world."

In addition to building the Purdue for Life organization, he led the charge to transform University engagement from location-driven events to virtual, online events, notably

"President's Council at Home" with monthly messages and content to keep the President's Council family together while we need to be apart. Annual Weekend and Homecoming activities and celebrations were reinvented as virtual worldwide online gatherings.

A year in the making before it was even announced, Purdue for Life is an ongoing work in progress. "The sand beneath our feet changes hour to hour, day to day. These circumstances force you to think differently," Folk says.

The new integrated engagement and advancement model has become increasingly common across American universities and is designed to improve alumni engagement and communication by aligning development and stewardship activities across campus and with alumni and friends.

The Purdue for Life Foundation's name conveys its mission, Folk says.

"Just as Purdue was a foundation for the success and happiness of so many Purdue alumni and friends, Purdue for Life is a foundation to build on those experiences and relationships and extend them throughout the post-graduation lives of the Purdue family. You may have seen some lifelong-learning courses when we provided alums a direct link to all free University, Purdue Global, Purdue Online, and Alumni Association courses that were offered during the early stages of COVID-19 self-isolation," Folk says.

Purdue for Life also hosted a virtual alumni "Protect Purdue" event in October on Purdue's handling of COVID-19 and the reopening of campus this fall. The event featured Protect Purdue faculty experts and student ambassadors.

In the future, the Purdue for Life Foundation will facilitate and expand events like Protect Purdue as well as lifetime learning curricula of enrichment and educational support via on-campus and online learning for all Purdue alumni as they progress through their life stages. Additionally, Purdue for Life, which includes the Office of Industry Partnerships and On-Campus Living, is working to provide on-campus resources, on-campus alumni living, and even retirement options.

"Purdue for Life is dedicated to becoming your home away from home for resources, information, and opportunities so that alumni and friends can engage with, support, and be enriched by this remarkable University," says Folk.

"This is just the beginning of Purdue for Life to demonstrate, deliver, and fulfill the vision of how the Purdue experience can last a lifetime. And we believe it is a great foundation for the future. We're just getting started." //



IN FOCUS

A LOOK AT GIANT LEAPS & OPPORTUNITIES ACROSS CAMPUS

Learn about some of the priorities,
programs, and projects taking
place at Purdue.

College of Agriculture

FOCUS AREA DIGITAL AGRICULTURE AND DATA SCIENCE EDUCATION

WHY IT MATTERS: Digital devices put data from fields, farms, and facilities at our fingertips to help create a sustainable agricultural future. Digital agriculture and data science combine innovative technology with Purdue's world-renowned know-how to improve agricultural efficiency, productivity, and sustainability. Digital agriculture fits into the larger University commitment to data sciences and is at the intersection of key disciplines, including agriculture, engineering, and computer science. Purdue is a global leader in all three. Harnessing data's power—and training others to do the same—positions Purdue Agriculture to be the “Internet of Things” for the agriculture industry by helping advance the practice of precision agriculture, and training and educating a diverse workforce. With 80 faculty members from six colleges working on digital agriculture, Purdue Agriculture offers many multidisciplinary collaborations.

Purdue Athletics

FOCUS AREA MORE THAN A GAME: THE CAMPAIGN TO SUSTAIN PURDUE ATHLETICS IN 2020 AND BEYOND

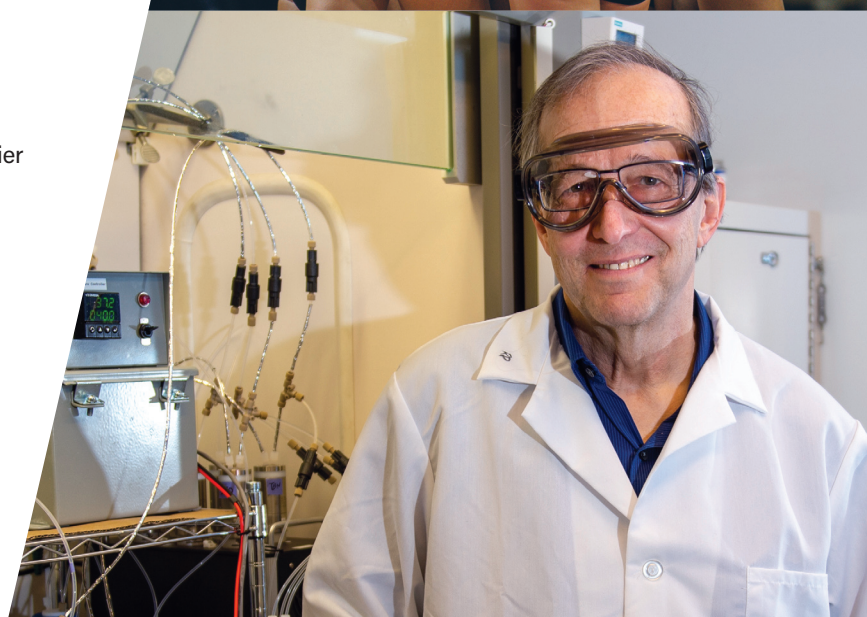
WHY IT MATTERS: The funds raised by this campaign will help offset Athletics' budget shortfall due to COVID-19-related sports cancellations. Purdue Athletics is one of only a handful of Division I athletics departments that is entirely self-sustaining. It does not receive any taxpayer dollars, funding from Purdue University, student fees, or gifts from the Protect Purdue campaign. It does not have a general operating endowment to rely on in times of need. Most of its endowments are for scholarships. Now more than ever, every dollar counts. The funds raised by this campaign will help offset a Purdue Athletics budget shortfall that could have approached or exceeded \$50 million before the Big Ten reinstated fall sports programs. For more information, or to make a gift, please visit JPCmorethanagame.com.



Purdue Center for Cancer Research (PCCR)

FOCUS AREA ORGANIC CHEMISTRY SYNTHESIS PROCESS

WHY IT MATTERS: PCCR's scientists created a new process that can quickly produce medications that are on the drug shortage list and offset rapid price increases. David Thompson, professor of organic chemistry, and his team have created a process that can quickly produce medications at a lower cost. The entire process can operate continuously and requires no more space than a typical refrigerator. As a result, this technology can create enough medication to dramatically lower the costs of sole-supplier drugs and improve the availability of life-saving medicines on the shortage list. The researchers have filed for a patent on their continuous synthesis process, with the help of Purdue's Office of Technology Commercialization. This innovation stems from PCCR's mission of working on new means of preventing cancer, new methods of diagnosing cancer earlier, more effective treatments, lowering the cost of medicines, and discovering efficient drug delivery systems.



Discovery Park

FOCUS AREA CENTER FOR THE ENVIRONMENT (C4E) NEW CARBON ECONOMIES

WHY IT MATTERS: The C4E supports innovative research and policy analysis to improve management of carbon-rich resources, reduce pollution, and create new economic opportunities. With an emphasis on “new carbon economies,” C4E aims to develop processes and technologies that separate economic growth from carbon resource depletion. In partnership with public and private sector partners, C4E explores practices and technologies that capture and store more carbon than they emit and finds ways to repurpose expended carbon materials into valued products—effectively designing out waste and pollution. By keeping products and materials at their highest value and in use at all times, such advances provide endless opportunities for the development of new markets while simultaneously protecting and improving the health of air, water, and soil resources.

College of Education

FOCUS AREA INNOVATION INITIATIVE

WHY IT MATTERS: The Innovation Initiative answers the needs of future teachers, the students they will educate, and an evolving society. This new curriculum—approved in April 2020—will begin in fall 2021. It is the most comprehensive change in new teacher education curriculum in 20 years. Central to the initiative is specific preparation to meet the needs of all learners by providing future educators with more community-based learning experiences. To that end, students will have a field placement every semester as well as a yearlong student teaching assignment instead of a one-semester assignment. Indiana is one of the top five hardest-hit states in a nationwide teacher shortage. As a result, the college is dedicated to increasing the number of undergraduate education students who are prepared to meet updated Indiana license requirements and equipping them to educate new generations of children.

College of Engineering

FOCUS AREA THE RAY EWRY SPORTS ENGINEERING CENTER (RESEC)

WHY IT MATTERS: RESEC develops and empowers partnerships with the College of Engineering and Purdue Athletics. RESEC, named after Purdue Engineering alum and 10-time Olympic gold medalist Ray Ewry, is a joint effort between the College of Engineering and Purdue Athletics that benefits high-level athletes in regional, national, and international competition. As a comprehensive, university-based network for sports engineering, the center has extensive expertise to advance high-quality sports performance and equipment based on the latest in data science and engineering. As a result, RESEC is collaborating with the International Olympic Committee (IOC) in anticipation of the postponed Tokyo games taking place in the summer of 2021. Purdue and the IOC will gather and distribute sports information as a resource for both engineering and athletic insight on current issues raised by the IOC, sports governing bodies, and athletes.



Graduate School

FOCUS AREA NEW INTERDISCIPLINARY DEGREES AND CERTIFICATES

WHY IT MATTERS: Pioneering programs offer graduate students more paths to enhance career success.

The Graduate School is collaborating with departments across campus to offer innovative interdisciplinary degrees and certificates. These new programs offer graduate students more choices and flexibility in both program content and learning modalities. For the first time in Graduate School history, these interdisciplinary degrees and certificates will be administered and awarded through the Graduate School. Three new interdisciplinary programs have been approved in the past year: the MS in Defense Engineering and Technology; the Graduate Certificate in Advanced Methodologies in the Behavioral, Social, and Health Sciences; and the Graduate Certificate in Inclusive Excellence. More programs are in the approval pipeline.

College of Health and Human Sciences

FOCUS AREA THE ACTIVE CLINICAL LEARNING FACILITY (ACLF)

WHY IT MATTERS: Shared active clinical teaching labs will provide nursing and pharmacy students a unique opportunity to collaborate for professional growth.

The ACLF will allow for shared active clinical teaching labs to give nursing and pharmacy students an opportunity to collaborate and will greatly enhance the existing collaborations between Purdue's nursing and pharmacy programs. These shared labs also will foster the interprofessional education of healthcare personnel that accreditation standards now require. The new active clinical teaching will enable the College of Health and Human Sciences (HHS) to double the size of its nursing program, which will benefit the state of Indiana as well. Two-thirds of HHS nurses go on to work in Indiana clinics and hospitals, and two-thirds of pharmacists in Indiana are trained at Purdue.

The project will cost around \$98 million. Purdue plans to submit the plans to the state for the 2021 fiscal year.

If approved, Purdue would be the second university in the nation to have a collaborative pharmacy-nursing facility.



Honors College

FOCUS AREA PLACE-BASED RESEARCH

WHY IT MATTERS: Place-based research helps offset academic challenges of physical distancing and online learning in the wake of the 2020 pandemic. Place-based research involves student researchers in projects that will document and collect data on local responses to the pandemic. Several projects led by faculty mentors have been launched, such as tracking the response to the crisis of communities previously awarded "healthiest" ratings in national surveys. Students are encouraged to propose a project that can be done safely from where they are to help understand this pandemic and individual or community resilience and response. These projects have included collaborations with researchers across campus.

College of Liberal Arts

FOCUS AREA CORNERSTONE INTEGRATED LIBERAL ARTS CERTIFICATE PROGRAM

WHY IT MATTERS: Cornerstone's mission is to make a liberal arts education available to Purdue students in all disciplines.

The innovative Cornerstone program has revived interest in and promoted the relevance of the liberal arts as a foundational component of a college education that prepares graduates for engaged citizenship. Cornerstone demonstrates the ongoing significance of the humanities and social sciences. It seeks to develop Purdue graduates who can respond creatively to the challenges of a diverse world and to communicate more effectively. As a result, students are better positioned to respond to the changing demands of the world and the marketplace. The Teagle Foundation and the National Endowment for the Humanities (NEH) have committed a minimum of \$7 million to expanding the Purdue Cornerstone program developed by the College of Liberal Arts to universities nationwide.



Purdue Libraries and School of Information Studies

FOCUS AREA BUILDING UP THE INFORMATION STUDIES CURRICULUM

WHY IT MATTERS: Information studies play a critical role in preparing students to be information- and data-literate and thus equipping them to become better-informed citizens and leaders. Purdue Libraries and School of Information Studies is helping students achieve success in the growing field of data science. Nearly every one of Purdue's 40,000-plus students engages with Libraries and the school during their academic careers. The expertise of our faculty and liaison librarians spans across all colleges and departments. As a result, the Libraries and School of Information Studies is uniquely positioned to respond to the University-wide Integrated Data Science Initiative (IDSI) with innovative, collaborative, and inspiring ideas. Purdue researchers aim to be at the forefront of advancing data science-enabled research and education by tightly coupling theory, discovery, and applications while providing students with an integrated, data science-fluent campus ecosystem.

School of Management

FOCUS AREA UNDERGRADUATE STUDENT ENHANCEMENT PROGRAM

WHY IT MATTERS: The CareerBound program teaches students important life lessons, beyond books or lecture halls, for their professional growth. The School of Management is a perennial top 25 undergraduate program in the *U.S. News & World Report* rankings, and in order to make the leap from top 25 to top 10, Purdue must offer students experiences they won't find elsewhere. CareerBound is one such program—a student enhancement program that establishes professional competencies for students from their first day on campus. Participants in the program are offered development opportunities, including special seminars, city treks, and study abroad options. Participants also will be able to measure their progress relative to their peers. Career coaches, advisors, and alumni mentors involved with the program will help students make the most of their time at Purdue and in successful careers after.

IN FOCUS

College of Pharmacy

FOCUS AREA LEADING-EDGE NEW EQUIPMENT IN THE PURDUE PHARMACY

WHY IT MATTERS: New equipment in the Purdue Pharmacy enables it to be the most automated academic community pharmacy and provides students with early exposure to the most current technology.

Innovation Associates and two Purdue alumni donated a significant gift to the Purdue Pharmacy: a Pharm Assist, a 50-unit dispensing cabinet; two Light-Way units, which will be used in the will-call area; and the RapidPakRx automated pouch-packaging machine. Students will learn how to utilize automation to streamline the dispensing process, which means that as pharmacists they will have more time to spend working directly with patients and need less time to fill prescriptions. The integration of automation into their practice will ultimately allow future pharmacists to practice at the top of their profession. This leading-edge gift-in-kind makes Purdue one of the few pharmacy schools in the country to have this equipment. In addition to new technology, Pharmacy's facilities also offer a hands-on learning laboratory for students, who work side by side with professional pharmacists.

Purdue Polytechnic Institute

FOCUS AREA DIVERSITY MENTORING PROGRAMS

WHY IT MATTERS: These programs help incoming freshmen flourish in their first year at Purdue and develop their leadership skills.

The Minority Technology Association (MTA) and Women in Technology (WIT) student organizations have teamed up to offer student mentoring. First-year students in the Purdue Polytechnic are partnered with upper-class MTA and WIT members, who serve as mentors, academic guides, resources, and sources of encouragement for students who belong to traditionally underrepresented populations. To help make the transition to life at Purdue more manageable, MTA and WIT members meet with their mentees biweekly, assisting them in the areas of academic success, social-cultural engagement, campus organizations, and community service. Program structure includes monthly meetings with invited guest speakers and cultural group trips.



College of Science

FOCUS AREA

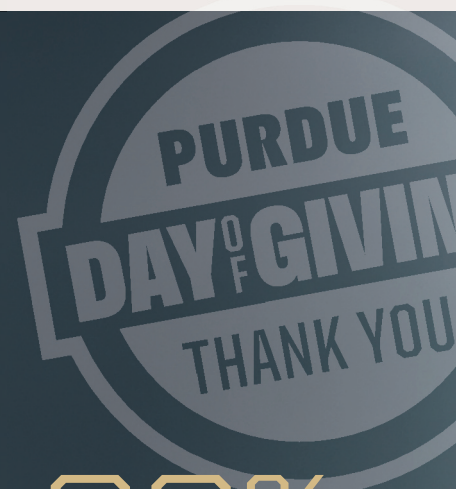
EMERGING LEADERS SCIENCE SCHOLARS (ELSS) PILOT PROGRAM

WHY IT MATTERS: ELSS is a way to grow access for underrepresented students in the sciences. Solving the world's most pressing problems demands a community of scientists from various backgrounds working together. Creating that diverse, creative, and collaborative culture is the mission of the ELSS program. Admitted students receive financial support, acceptance in a learning community, summer experiences such as internships or research projects, study abroad opportunities, and a faculty mentor. Students have responded enthusiastically: the first cohort of 89 students nearly doubled the initial goal. Students arrived on campus in summer 2020, and most are on campus taking in-person and hybrid classes. Beyond scholarship support, the program is a pathway to success that gets students involved, grows them as leaders, and gives them new skills to take into the workforce.



PURDUE DAY OF GIVING SETS ANOTHER RECORD

On September 9, 2020, alumni and friends helped Purdue set a fundraising record for the seventh consecutive year on Purdue Day of Giving. The 24-hour social media-based event raised \$42.2 million from 20,224 gifts that came from around the world. The University is truly grateful for the generosity of the President's Council family—leadership gifts play a significant role in Purdue's persistent pursuit of intellectual progress and innovation. Thank you for your ongoing support.



84.22%

OF ALL PURDUE DAY OF GIVING
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THE NEXT PURDUE DAY OF GIVING IS APRIL 28, 2021

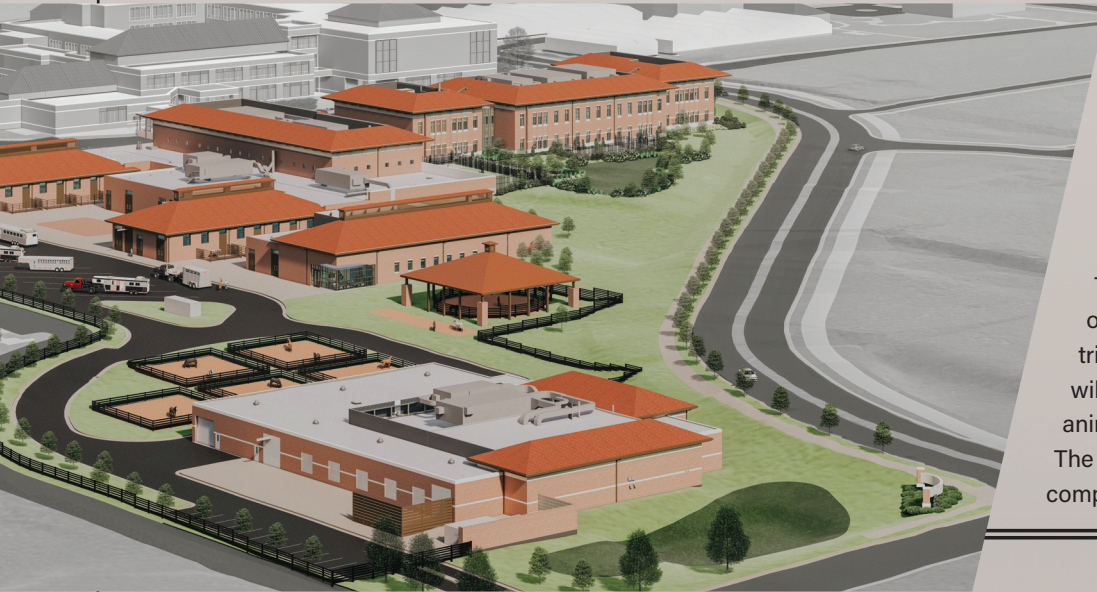
IN FOCUS

College of Veterinary Medicine

FOCUS AREA BUILDING THE NEW PURDUE VETERINARY TEACHING HOSPITAL

WHY IT MATTERS: The new veterinary hospital is crucial to sustaining Purdue's leadership in the education of veterinary professionals. Purdue's new veterinary teaching hospital—under construction now—is vital for supporting the discovery of new treatments for both animals and people. (Six out of every 10 infectious diseases in humans are spread from animals.) The hospital also will equip the college to retain leadership in the education of veterinary students, post-graduate veterinarians, and veterinary nursing students by providing practical hands-on training in an actual hospital setting for the next generation of "practice-ready" veterinarians and veterinary nurses.

Through increased opportunities for clinical trials, new discoveries will be made to increase animal and human health. The hospital's expected completion date: spring 2022.



UNION CLUB HOTEL PRESALE FOR THE 2021 FOOTBALL SEASON

PRESIDENT'S COUNCIL MEMBERS HAVE AN EXCLUSIVE OPPORTUNITY TO MAKE RESERVATIONS FOR THE UNION CLUB HOTEL FOR THE ENTIRE 2021 FOOTBALL SEASON. PRE-BOOKING INCLUDES RESERVATIONS FOR ALL SIX PURDUE HOME GAMES. THIS PACKAGE IS AVAILABLE UNTIL MARCH 1, 2021, AT WHICH TIME SINGLE-GAME RESERVATIONS WILL GO ON SALE. TO RESERVE YOUR FULL SEASON PACKAGE, CALL 765-496-5118.

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In a year that has challenged all of us in ways none of us could have predicted, the Boilermaker family has pulled together in a remarkable fashion.

Through your generous support, you have helped us take the many small steps necessary to keep our entire community safe and healthy, enabling Purdue to continue our vital missions of learning, research, and engagement. Despite the adversity we all have faced, the persistence and can-do mentality that have always been Purdue hallmarks have led to noteworthy achievements for our University such as:

- // Ranked the 5th most innovative school in America by *U.S. News & World Report*.
- // Named one of the 10 top public universities in the nation and #5 in student engagement by *The Wall Street Journal*.
- // Named as a Cornerstone program reinvigorating liberal arts education by the Teagle Foundation and the National Endowment for the Humanities.
- // Freezing tuition and most fees for the 9th straight year, keeping Purdue as affordable as it was in 2012 despite the rapidly rising cost of education nationwide.
- // Keeping our on-campus students, faculty, and staff safe and healthy through the Protect Purdue initiative.

But, we still need you. When you make a gift today, you will support Purdue students' continued success—providing an affordable and accessible education and helping enable world-changing research and innovation.

No matter the situation, Boilermakers remain dedicated to the pursuit of practical solutions to difficult challenges. Today, your gift can help our community of students, educators, and researchers rise to this singular moment.

If you're in a position to help, I would be ever grateful to count on your support.
On behalf of the entire Purdue family, thank you.

SINCERELY,

Mitchell E. Daniels, Jr.
President



P.S. Your gift today supports the leaders of tomorrow.
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before December 31 to receive a 2020 tax deduction.