

SPECIAL  
EDITION

# PULSEPOINT



PRESIDENT'S COUNCIL

THE NEWSLETTER OF THE PRESIDENT'S COUNCIL: **THE HEART OF PRIVATE GIVING AT PURDUE UNIVERSITY** // Winter 2021



Teacher education curriculum updates, facility upgrades, and technological advances represent just a few notable initiatives across Purdue (*inside*).

*Dear President's Council family,*

Having the opportunity to serve and create memories with you for many years, the entire President's Council team and I look forward to celebrating all we have accomplished together and everything still to come throughout next year—beginning in Naples, February 9–13.

In the meantime, I want to know what Purdue President's Council has meant to you. Share with us a memory, the reason you give, or the impact our University has had on your life (and a photo if you would like) at [pc@purdueforlife.org](mailto:pc@purdueforlife.org). We will archive these stories and share some of them throughout the year. I cannot wait to celebrate the President's Council 50th Anniversary with you throughout 2022. Until then, happy holidays, and Boiler Up!

—April Headdy

## IN THIS ISSUE

- + *Donor Spotlight:*  
Christopher Noon
- + *In Focus:*  
Giant Leaps  
Across Campus
- + *Save the Date:*  
Naples 2022



## PRESIDENT'S COUNCIL

The heart of private giving  
at Purdue University.

**PULSEPOINT** // Winter 2021

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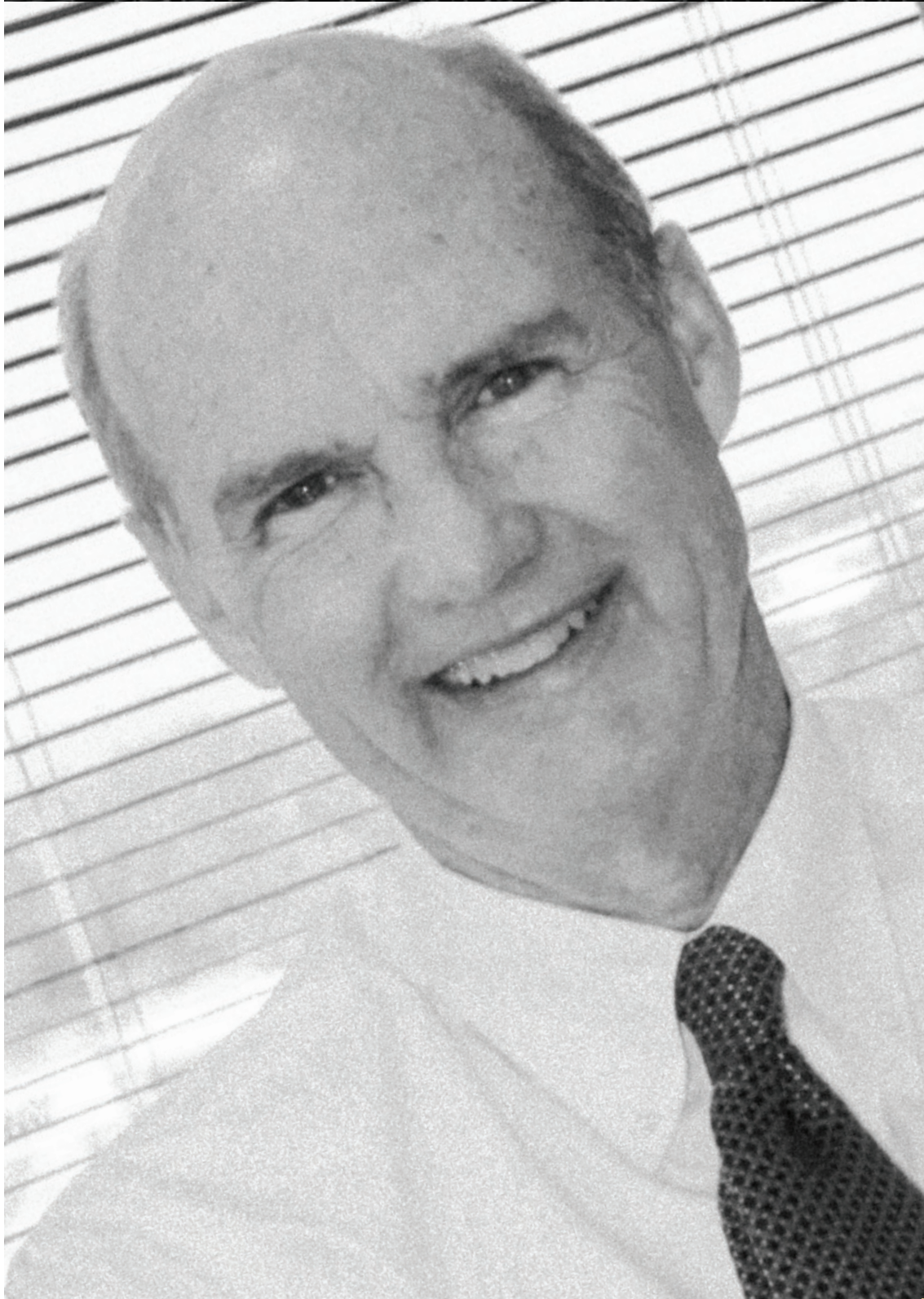
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A STRONG VOTE OF  
CONFIDENCE IN THE

# LIBERAL A



# ARTS

## ■ **ALTHOUGH HE MAJORED IN CIVIL ENGINEERING**

at Purdue University, Christopher Noon (CE'71) finds great value in studying the liberal arts. This prompted him to support the Cornerstone Integrated Liberal Arts Certificate Program by endowing the unrestricted Socrates Strategic Initiative Fund to help meet programmatic needs.

A principal with Quadrangle Development Company, a real-estate development firm in Deerfield, Illinois, Noon also earned an MBA from the University of Chicago. Throughout his career, he has seen firsthand that professional skills (sometimes referred to as soft skills) developed through the liberal arts—such as communication—have served him well in his work.

“Obtaining just an engineer’s perspective was not as complete of an education as I wanted to have,” Noon says. “If you’re going to be in business, and be involved with managing projects and people, the hard skills often are easier to learn. It’s the soft skills of dealing with people to accomplish your goals that are more difficult to develop.”

Through an immersion in the humanities, the 15-credit Cornerstone certificate functions as a core within a core, providing a road map to navigate Purdue’s core curriculum. Classes and themes provide context around students’ major areas of study, fostering intellectual inquiry through the finest writing and thinking throughout history.

Cornerstone enhances reading, writing, and speaking skills, broadening students’ perspectives and cultivating their minds. As they explore transformative texts from human history, participants gain an understanding of human relationships and the global, social, and cultural dimensions that have an impact on engineering, technology, science, and other disciplines.

“I have a civil engineering degree and an MBA in finance. In both cases, I tried to take courses sort of widely. In some respects, I probably took them to the detriment of my specialization, but to the betterment of my overall worldview,” Noon says. “The reading of classic literature expands the mind and is helpful in a lot of normal, interpersonal situations. A lot of these great books are not a chore to read; they’re often quite fun and can be a light on human nature.”

Noon made the personal decision to name the endowment after Socrates, thinking it likely could appeal to other donors and help grow the general fund. “I thought about how some of these great texts start with Plato, who did the Socrates dialogues, and felt that would be a fun name,” he says.

Grateful for the opportunities his alma mater has afforded him, Noon sees supporting Cornerstone as a way of giving back to Purdue. He also hopes his gift will help enhance students’ chosen studies, not impel them to change majors.

“I think it’s a good thing for people to bump into the humanities in a way where it might expand them into doing more things on their own,” Noon says. “So maybe this provides a little kick-start to students who wouldn’t normally get that in their engineering—or non-liberal arts—classes.” //

**“I thought about how some of these great texts start with Plato, who did the Socrates dialogues, and felt that would be a fun name.”**



**IN FOCUS**

# GIANT LEAPS ACROSS CAMPUS:

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An inside look at high-impact  
projects and initiatives taking  
place at Purdue

## College of Agriculture

### FOCUS AREA THREE NEW DEPARTMENT HEADS

**WHY IT MATTERS:** Strong leadership in the College of Agriculture is moving departments forward in teaching, research, and outreach. Linda Prokopy, professor of forestry and natural resources, became head of horticulture and landscape architecture on January 1. A 17-year member of the college's faculty, Prokopy is a successful and innovative social scientist who has made notable contributions to both the college and nation through research, extension outreach, and teaching. John Blanton joined the college on February 1 as department head for animal sciences. He brings a breadth of experience and proven leadership to this role, arriving from Mississippi State University, where he had served since 2013 as a professor and department head. Throughout his career, Blanton has built strong relationships with industry leaders and other stakeholders. Senay Simsek joined Purdue on July 1 as department head for food science. She earned her doctorate from the department and enjoyed an impressive career at North Dakota State University, building a reputation as an outstanding researcher in food chemistry and carbohydrates before returning to her alma mater.

## Purdue Athletics

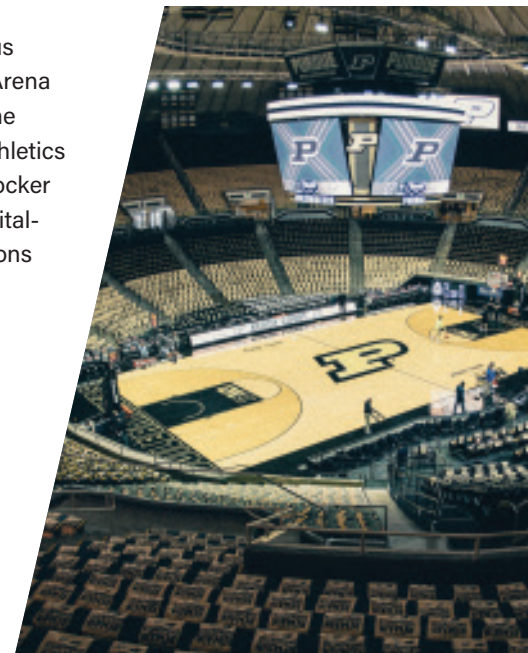
### FOCUS AREA ENHANCING FACILITIES FOR THE NEXT GENERATION OF BOILERMAKERS

**WHY IT MATTERS:** Purdue Athletics is attracting and retaining the best student-athletes while continuing to improve the fan and donor experience. The state of Indiana remains synonymous with college basketball, which provides top-tier competition. A storied venue, Purdue's Mackey Arena has seen some of the greatest moments in Indiana college basketball, housing and supporting the University's teams as they look toward the future and strive to win championships. As Purdue Athletics builds upon its elite programs, facility enhancements within the men's and women's basketball locker rooms will help attract and retain the next generation of talent, in addition to upgrading the hospitality features for those who generously support Purdue's players each season. Upcoming renovations to Mackey Arena include an emphasis on tradition—enhancing and strengthening the Purdue brand; functionality—utilizing available space and economizing student-athlete resources; and technology—providing student-athletes with groundbreaking recovery methods.

## Purdue Center for Cancer Research

### FOCUS AREA PROMOTING ADVANCES IN CANCER TREATMENT

**WHY IT MATTERS:** Projections indicated the U.S. would experience 1.9 million new cases of cancer and approximately 608,000 cancer-causing deaths in 2021. The 111 Purdue Center for Cancer Research (PCCR) faculty members have 37 therapeutics validated by animal testing. This means the drugs were effective in treating animal cancers, the results of which form the foundation for further development. Eleven of these novel therapeutics—developed by PCCR faculty—are now in human clinical trials. One imaging agent for ovarian cancer was so effective in early clinical studies that the U.S. Food and Drug Administration fast-tracked it; the agent is now in the final stages of clinical testing. A second radio therapeutic agent that specifically targets prostate cancer cells has completed clinical trial testing. Developed by Phillip Low, this agent binds specifically to a marker, prostate-specific membrane antigen (PSMA), which is highly expressed on the most advanced and deadly form of prostate cancer cells. A radiation-emitting compound is attached to the molecule that binds to PSMA, and after injection in patients, it delivers radiation treatment directly to the tumor. Clinical studies show treatment with this targeted radiotherapy provides a median survival of 15.3 months for patients with the most deadly form of prostate cancer.



## Discovery Park

### FOCUS AREA PROVENANCE RESIDENTIAL COMMUNITY

**WHY IT MATTERS:** A new housing development in the Discovery Park District is creating a thriving community adjacent to Purdue's West Lafayette campus. Called Provenance, the neighborhood promotes a quality of life close to the energy of a university campus. The \$1 billion, long-term project is transforming the west side of campus into a preeminent environment for intellectual discourse and high-tech commercial enterprise. The multiphase plan includes townhomes, condominiums, apartments, and single-family residences. Home styles will vary from ranches to two-story, and from farmhouse and Tudor to coastal and American Standard. Community features include a clubhouse, nature trails, parks, and restaurants. Walking trails connecting throughout the development provide ease of access to the natural and urban amenities. Learn more at [liveatprovenance.com](http://liveatprovenance.com).



## College of Education

### FOCUS AREA THE INNOVATIVE INITIATIVE

**WHY IT MATTERS:** Purdue is creating new paths to professional success for teacher education graduates. The College of Education is advancing teacher education, launching the Innovation Initiative, or I2, in fall 2021. Built on six hallmarks, it represents the most comprehensive change in two decades for Purdue's teacher education curriculum. I2 is based on groundbreaking faculty research and the contributions of Purdue education experts, in addition to input from K-12 administrators and Purdue teacher candidates. The college designed I2 to effectively educate each learner in every type of classroom, including students with disabilities, those with gifts and talents, and English-language learners. U.S. classrooms look much different and present more complex challenges for today's teachers. From ever-changing technology to evolving best practices in classroom and behavior management, teacher education candidates need the right tools to succeed in their first classroom. Through the Innovation Initiative's six hallmarks, education graduates will benefit from specialized preparation, more hands-on experience, yearlong student teaching, community-based learning opportunities, preparation in virtual instruction, and mentoring beyond graduation.



## College of Engineering

### FOCUS AREA PURDUE MILITARY RESEARCH INSTITUTE

**WHY IT MATTERS:** Members of the U.S. military are expanding their knowledge base to promote national defense and security. Each year, active-duty students receive full-time scholarships to complete graduate degrees in engineering at Purdue. Through the Purdue Military Research Institute (PMRI), the University educates more active-duty service members at the graduate level than any other civilian institution. Active-duty officers from all military branches earn master's or doctorate degrees, conducting important national-defense research that allows them to apply University expertise to security at home and abroad. PMRI matches qualified applicants with research faculty and projects, creating strong mentoring relationships. PhD students typically complete their academic program in three years, while MS students generally finish in two.



## Graduate School

### FOCUS AREA FACULTY-GRADUATE STUDENT MENTORING PROGRAM

**WHY IT MATTERS:** **Effective faculty mentor-graduate student mentee relationships can have a profoundly positive influence on the academic and career trajectories of both mentor and mentee.** The Graduate School is partnering with the Center for the Improvement of Mentored Experiences in Research to bring theoretically grounded, evidence-based, and culturally responsive training opportunities to Purdue faculty and graduate students to optimize these critical, mutually beneficial, but often informal and underperforming mentor-mentee relationships. The training will offer faculty participants an operational definition of effective mentoring; a toolbox of resources to engage, train, and mentor graduate students; and methods to measure and evaluate the effectiveness of their mentoring. Faculty will learn to align expectations, address equity and inclusion, articulate a mentoring philosophy and plan, assess understanding, cultivate ethical behavior, enhance work-life integration, foster independence, maintain effective communication, and promote mentee research self-efficacy and professional development. Workshops will empower graduate students with knowledge of their rights and responsibilities as mentees, strategies for identifying and approaching prospective mentors, and resources to set realistic expectations and goals and build a plan for success.

## College of Health and Human Sciences

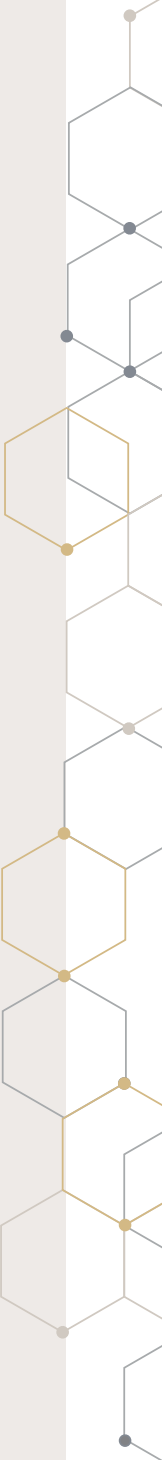
### FOCUS AREA CENTER FOR EARLY LEARNING

**WHY IT MATTERS:** **The Center for Early Learning brings together researchers, educators, families, and policymakers to make lasting impacts on children's lives in Indiana and beyond.** A new interdisciplinary initiative dedicated to improving the quality of early childhood education, the center promotes school readiness and healthy development with a focus on research, practice, and policy. It generates and disseminates high-quality research that expands the knowledge base of early childhood learning. For example, the center develops effective classroom-based interventions to promote school readiness skills that are foundational for academic achievement and life success. The center also provides professional-development opportunities for teachers to promote developmentally appropriate practice based on cutting-edge research in early childhood education. Toward this goal, it hosts teacher professional-development trainings to translate rigorous research into classroom practices. The center also engages in evaluation work at local, state, and national levels to inform policy efforts, which includes evaluating the state-funded On My Way Pre-K program. In addition, the center is home to the Early Learning Matters curriculum, a comprehensive, research-informed program designed for implementation in classrooms serving children from birth to age 5. The College of Health and Human Sciences is advancing sustainability by obtaining funding for personnel to dedicate time across multiple aspects of the center, both for annual programming and for supporting the education and training of future early childhood education scholars.

## Honors College

### FOCUS AREA STUDY AWAY PROGRAMS

**WHY IT MATTERS:** **The Honors College provides high-impact learning experiences for students inside and outside the classroom, valuing education that is transformational, transnational, and intercultural.** Through study away programs, the Honors College affords students opportunities to enrich their intellectual development and intercultural learning, offering off-campus domestic experiences and study abroad led by faculty and faculty partners. These opportunities facilitate enhanced learning about different communities, cultures, and socioeconomic and technical issues in a variety of settings while providing honors-course credits. Study away takes place during October break, spring break, and summer break. Locations include domestic trips to Chicago during October break and to New Orleans over spring break. International opportunities include semester study in Brazil, the United Kingdom, and Italy, while summer study allows students to travel to Germany, Greece, Italy, and Spain. In addition to domestic and international opportunities, students can also participate in a virtual collaboration with scholars in the United Kingdom through the college's Solutions Lab program, where they work to solve emerging global issues.



## College of Liberal Arts

### FOCUS AREA NEW BACHELOR'S DEGREE IN MUSIC

**WHY IT MATTERS:** Earlier this year, the College of Liberal Arts proposed, and the Board of Trustees and Indiana Commission for Higher Education approved, a bachelor's degree in music—something that has never existed at Purdue. Designed to accommodate interest in a second major made possible by the Degree+ program in the College of Liberal Arts, the music degree will offer concentrations in music technology and general music studies, which align with Purdue's strengths in engineering, science, technology, and the liberal arts. Interest in music is growing at Purdue, with over 2,000 students enrolling in music classes and ensembles each semester. From 2013 to 2018, the bands and orchestras program saw a 65% participation increase. Launched in 2018, Degree+ will provide a path for many students outside the college to pursue a music major, enabling them to complete a bachelor's degree in their chosen major while adding a liberal arts degree to their plan of study. The program is open to students in any academic college on the West Lafayette campus. In 2018, 61% of the 1,336 students in the bands and orchestras program were enrolled in science, technology, engineering, and math (STEM) disciplines. Of these, 482 came from engineering. Additionally, a large number of students in bands and musical organizations have expressed interest in a music credential to complement their first major.

The music degree will offer concentrations in music technology and general music studies, which align with Purdue's strengths in engineering, science, technology, and the liberal arts.



## Purdue Libraries and School of Information Studies

### FOCUS AREA THE NEXT GIANT LEAP IN GEOSPATIAL INFORMATION SCIENCE (GIS) EDUCATION

**WHY IT MATTERS:** The U.S. Department of Labor has identified geospatial technologies as one of the coming decade's major areas of job growth. Libraries recognizes that GIS plays an increasingly important role in many cutting-edge industries, including agriculture, engineering, environmental science, disaster recovery, health, social sciences, and digital humanities. Through the new graduate certificate program in GIS, Libraries prepares today's Boilermakers for meaningful, in-demand careers by providing systematic training in GIS applications, analysis, and management. Beyond the classroom, Libraries partners with other schools and colleges to develop GIS projects with powerful results. For example, it works with the College of Agriculture to help Midwest farmers conduct soil surveys that contribute to higher crop yields. It also introduces ArcGIS StoryMaps, a GIS tool that requires no special knowledge of coding, to students in the social sciences and humanities so they can create dynamic stories through maps and become visual, spatial storytellers.

## School of Management

### FOCUS AREA NEW BUSINESS AND ENGINEERING UNDERGRADUATE PROGRAM

**WHY IT MATTERS:** The integrated business and engineering (IBE) degree will produce leaders who can solve big problems to provide lasting economic and social benefits. Through a partnership between the School of Management and the College of Engineering, IBE students primarily take science and engineering courses in their first year, followed by the management core during their sophomore year. They work in integrated cohorts and enroll in innovation labs aimed at solving real-world problems at the intersection of technology and business. The IBE program emphasizes hands-on experiences. For example, seniors work on an interdisciplinary, team-based capstone project sponsored by a company that advises and recruits IBE students. Graduates can expect high-paying jobs as consultants or analysts in a wide variety of high-tech companies, from financial services and health care to manufacturing and beyond. The program, which launched its first class this fall, has generated high student interest; the school yielded twice the enrollment numbers expected for year one, and faculty are lining up to teach in what will be recognized as a "best-in-class" offering nationally.





## College of Pharmacy

### FOCUS AREA EMERGING LEADERS PROGRAM

**WHY IT MATTERS:** As part of the College of Pharmacy's strategic plan, the Emerging Leaders Program represents one of several efforts to recruit and retain underrepresented minority students as the college pursues inclusion and accessibility for all. The college accepted six participants into the initial Emerging Leaders student cohort for the 2021–22 academic year. To engage and retain talented Emerging Leaders students from the program, the college requires them to participate in the Pharmacy Learning Community, the Peer Mentoring Program, and a faculty mentor-mentee program. The college has made a significant financial investment in Emerging Leaders, and there are numerous ways for alumni and donors to support it. Through various diversity initiatives, the college strives to ensure all faculty, staff, and students feel welcomed, included, and supported in all aspects of their educational journey at Purdue and, specifically, within the College of Pharmacy.

## Purdue Polytechnic Institute

### FOCUS AREA THE GATEWAY COMPLEX

**WHY IT MATTERS:** Today's technologists and engineers need state-of-the-art resources, labs, and training to prepare for Industry 4.0, a new phase in the Industrial Revolution that focuses heavily on interconnectivity, automation, machine learning, and real-time data. In response, the Purdue Polytechnic Institute and the College of Engineering have partnered to erect the largest building ever constructed on campus, the Engineering and Polytechnic Gateway, or Gateway Complex. To be comprised of Dudley Hall and Lambertus Hall with a connected common area, the complex will rise five stories high with a finished basement, panning across the combined footprints of two former one-story buildings, Michael Golden Laboratories and Nuclear Engineering. Serving as an impressive and inviting gateway for both colleges, the building will feature active-learning spaces, experiential project-based instructional labs, and design studios for senior capstone projects, in addition to collaborative spaces for students, a Student Success Center, and more. The complex will house new laboratories for Purdue Polytechnic's School of Construction Management Technology, School of Engineering Technology, Department of Computer and Information Technology, and Department of Computer Graphics Technology. Dudley and Lambertus Halls represent a leading design for teaching, learning, research, and engagement for universities in the future. Classes will start meeting here in January 2023.



## College of Science

### FOCUS AREA DATA SCIENCE BUILDING RENOVATION

**WHY IT MATTERS:** A modern home for data science will provide a hub for thinkers and doers who transform a ceaseless stream of data into information, innovation, and knowledge. Providing state-of-the-art physical space to educate next-generation critical thinkers in digital innovation remains a strategic priority of both the College of Science and the University. A renovation of Schleman Hall will create this flagship building with more than 100,000 square feet of classroom and teaching space to accommodate significant growth in undergraduate programs across the data and computational sciences. The building will provide collaboration space for faculty and researchers to boost research and industry partnerships. And as the nexus for the core disciplines of computer science, math, and statistics, it will be home to interdisciplinary projects with the sciences, engineering, and the arts. Form will meet function as individuals and teams come together to create, problem-solve, and harness data for the greater good. Renovation begins in February 2023, with an expanded data science presence set for August 2024.

## Student Life

### FOCUS AREA UNDERSTANDING, SUPPORTING, AND ENHANCING STUDENT WELL-BEING

**WHY IT MATTERS:** Well-being is a key component contributing to student growth and success. By tapping the strengths and talents of the broad Purdue community, the Division of Student Life, other campus partners, and the student body have established the collaborative, campus-wide well-being initiative Steps to Leaps. In alignment with the provost's Road Map for Transformative Undergraduate Education, Steps to Leaps has content areas, or pillars, which are broad representations of life skills students can tap into and refine for themselves. Student Life and campus partners have approached the model with an understanding that every student has enormous capacity and talent, and that by engaging in pillar topics and modules, they can grow even more. Grounded in research, this initiative is leading the way in unifying the campus around student well-being, which continues to be a University priority. Student Life has optimized and expanded services to support student well-being, including same-day assessment for those utilizing Counseling and Psychological Services, expansion of student support services in the Office of the Dean of Students, and alignment of Student Life operations with the Steps to Leaps pillars. Through these offerings, the division helps students establish their own pathway for well-being and success on campus.

## College of Veterinary Medicine

### FOCUS AREA ADVANCED VETERINARY CARE FOR EQUINE ATHLETES

**WHY IT MATTERS:** The College of Veterinary Medicine promotes equine health through an advanced diagnostic imaging system introduced at the Caesars Entertainment Equine Specialty Hospital, a satellite facility in Shelbyville, Indiana. The Qalibra Computed Tomography (CT) machine provides groundbreaking diagnostic capability specifically designed for equine patients. The helical (spiral) CT features the largest gantry of its kind that can be adjusted according to horse height, making it possible to scan patients while they are safely standing or under general anesthesia or light sedation. Developed in Germany by equine specialists in conjunction with Canon Medical, the Qalibra CT system will also be installed in the David and Bonnie Brunner Purdue Veterinary Medical Hospital Complex expected to open on campus in the spring. At that point, of the three known Qalibra CT installations in the U.S., the college will have two. Located near Indiana Grand Racing and Casino, the Caesars Entertainment Equine Specialty Hospital opened in 2017 to provide expert veterinary medical diagnostics and treatment for Indiana's growing equine industry. It offers specialized services, including advanced equine surgery, orthopedic examinations involving advanced diagnostic imaging, other diagnostic services like ultrasound and dynamic endoscopy, plus treatments that incorporate a range of biologics and stem-cell therapy.



FEBRUARY 9-13, 2022

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# NAPLES



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JULY 17-24, 2022

- // Seven-night Rhône and Saône river cruise
- // All-inclusive Uniworld S.S. *Catherine*
- // Stops in Avignon, Viviers, Arles, Lyon, Tournon, and Beaune
- // President's Council excursions and receptions

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JULY

14-17, 2022

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NATIONALLY IN  
STARTUP CREATION  
*(IPWATCHDOG INSTITUTE)*

**600K+**  
GLOBAL ALUMNI  
NETWORK

**#5**  
MOST INNOVATIVE  
SCHOOL IN THE U.S.  
*(U.S. NEWS & WORLD REPORT)*

**300+**  
STUDY ABROAD  
OPPORTUNITIES  
IN 50+ COUNTRIES

**\$3.6B**  
ENDOWMENT

**TOP  
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PUBLIC UNIVERSITY  
IN THE U.S.  
*(THE WALL STREET JOURNAL/  
TIMES HIGHER EDUCATION)*

**135+**  
COUNTRIES  
REPRESENTED  
ON CAMPUS

**400+**  
RESEARCH LABS

**139**  
RESEARCH CENTERS  
AND INSTITUTES