

PULSEPOINT



PRESIDENT'S
COUNCIL

THE NEWSLETTER OF PRESIDENT'S COUNCIL: THE HEART OF PRIVATE GIVING AT PURDUE UNIVERSITY // Winter 2023



President's Council Annual Dinner

Winter is almost here!

As I reflect on 2023, I can't help but celebrate the participation and engagement of the President's Council community. During the past year, you may have noticed new opportunities to engage with your President's Council family, including regional events in Houston, San Francisco, Orlando, and Toronto.

Maybe you experienced our amped-up football weekends—new cocktail receptions at the Union Club Hotel on the eve of each home football game and visits to your own tailgates. (Thanks for flying those President's Council flags high!) Or perhaps you joined us for an exclusive virtual event.

Regardless of how you chose to participate, we thank you for your unwavering support for Purdue. We are committed to creating even more opportunities for you to engage, connect, and make a lasting impact. Be sure to watch for upcoming programming and stay informed through our website and social media as we look forward to a new year filled with adventures, enriching experiences, and continued growth as a vibrant and united community.

Boiler Up!

A handwritten signature in black ink, reading 'April Headdy'.

April Headdy // Executive Director, President's Council

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PRESIDENT'S COUNCIL

The heart of private giving
at Purdue University

PULSEPOINT // Winter 2023

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GIANT LEAPS FOR THE

OLD GOLD AND BL



ACK

■ **SEVERAL KEY INITIATIVES ARE BRINGING PURDUE'S TEACHING AND RESEARCH EXCELLENCE** to new locations and a growing number of students, in addition to the 52,000 Boilermakers currently served on the West Lafayette campus.

Purdue University in Indianapolis

This past June, trustees of Purdue and Indiana University approved an agreement that effectively dissolves IUPUI on June 30, 2024, resulting in two universities with complementary strengths. Purdue University in Indianapolis will include multiple locations in the capital city and confer degrees from Purdue University West Lafayette. Purdue will independently operate its urban campus while investing in and partnering with Indianapolis to grow central Indiana's tech-driven economy.

Purdue University in Indianapolis will assume responsibility for the existing engineering, computer science, and technology programs at IUPUI. Purdue will also be able to introduce and grow enrollments in other colleges and departments in Indianapolis (e.g., the Mitchell E. Daniels, Jr. School of Business; Pharmacy; Health and Human Sciences; Science; and Agriculture).

Plans include a 28-acre campus footprint stretching beyond the existing IUPUI engineering and technology buildings. Purdue received \$60 million from the Indiana General Assembly to fund the first academic and student success building on the newly available land, and working groups are targeting additional building projects, including a possible new residence hall.

"An urban setting offers unique programs in academics, research, and partnership for students and faculty, and Indianapolis has its many special strengths," says Purdue President Mung Chiang. "Starting today, new opportunities for Purdue University in Indianapolis are limitless."

Hard Tech Corridor

Purdue University in Indianapolis will serve as one bookend for a 65-mile-long Hard Tech Corridor in Indiana. The corridor stretches from downtown Indianapolis through the LEAP Innovation District in Lebanon—a hub for technology, manufacturing, and innovation—to Purdue's Discovery Park District in West Lafayette—a mixed-use development connecting academia and business through high-impact research.

Collaborating with partners, Purdue will invest in making the Hard Tech Corridor the Midwest's most consequential engine of economic growth and brain gain as it continues to generate workforce, jobs, and innovation.

Additional Campuses and Purdue Global

The university's system also includes Purdue Fort Wayne, Purdue University Northwest in Hammond and Westville, nine Purdue Polytechnic Institute locations statewide, and Purdue University Online, which offers the same rigorous programs as the West Lafayette campus.

In 2018, Purdue unveiled its online public university geared toward working adults: Purdue Global. The enterprise tailors education to the needs of adults who have work or life experience beyond the classroom.

Purdue Global offers flexible paths for students to earn an associate, bachelor's, master's, or doctoral degree. With more than 170 programs of study, Purdue Global gives students the flexibility to complete classes on their schedules, from virtually anywhere they have an internet connection. More than half of enrolled students are over the age of 30.

Purdue will independently operate its urban campus while investing in and partnering with Indianapolis to grow central Indiana's tech-driven economy.





IN FOCUS

HIGH-IMPACT WORK ACROSS CAMPUS:

An inside look at groundbreaking
projects and initiatives taking
place at Purdue

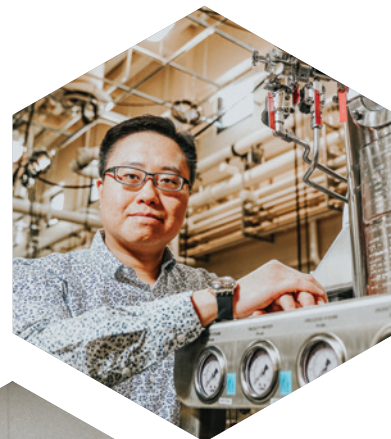
College of Agriculture

FOCUS AREA WHEN BLUE IS GREEN: INCREASING SUSTAINABLE SEAFOOD PRODUCTION

WHY IT MATTERS: Increasing the production of seafood, also known as “blue food,” through the use of aquaponics could benefit Indiana and the Midwest on multiple fronts. College of Agriculture researchers recently received a five-year \$10 million grant from the U.S. Department of Agriculture (USDA) to increase the production of sustainable, domestically-raised seafood. Seafood is readily available in local grocery stores, but about 90% of it is imported from Asia and elsewhere, resulting in a \$17 billion trade deficit. Such long-distance supply chains recently have proven vulnerable to volatile markets, fluctuating fuel costs, the COVID-19 pandemic, and regional war.

Aquaculture—growing aquatic organisms under controlled conditions—offers an alternative. Aquaponics is a combination of aquaculture and hydroponics (growing plants in water) that offers the advantage of intensively producing seafood and plants using fewer land and water resources. With USDA funding, Purdue researchers will build a pilot-scale integrated aquaponics system on campus where some lab-scale components already exist to produce tilapia and lettuce. This zero-waste food-production system will convert nutrient-rich waste into energy for system operation and high-value bioproducts, including nutraceuticals and fish feed.

This project was one of two \$10 million USDA Sustainable Agriculture Systems grants awarded to Purdue Agriculture faculty earlier this year, helping the college reach a record \$106.1 million in research awards during the last fiscal year.



Purdue Athletics

FOCUS AREA FORGING AHEAD

WHY IT MATTERS: In partnership with the John Purdue Club, Purdue Athletics has announced the launch of the Forging Ahead campaign, an initiative aimed at raising \$18.69 million to fund a data-driven approach to recruit, retain, and develop championship teams. Purdue Athletics will ensure the peak mental performance of student-athletes by providing data analytics as an extension of the coaching staff to enhance the university's team culture and promote high-level success.

Competitive excellence is showcased by how teams respond to success and failure. This legacy campaign seeks to invest in systematic and impactful data analysis, programming, and staffing to achieve a championship culture by design. Funds raised will live on in perpetuity through an endowment so Purdue student-athletes will benefit from the initiative for generations to come.

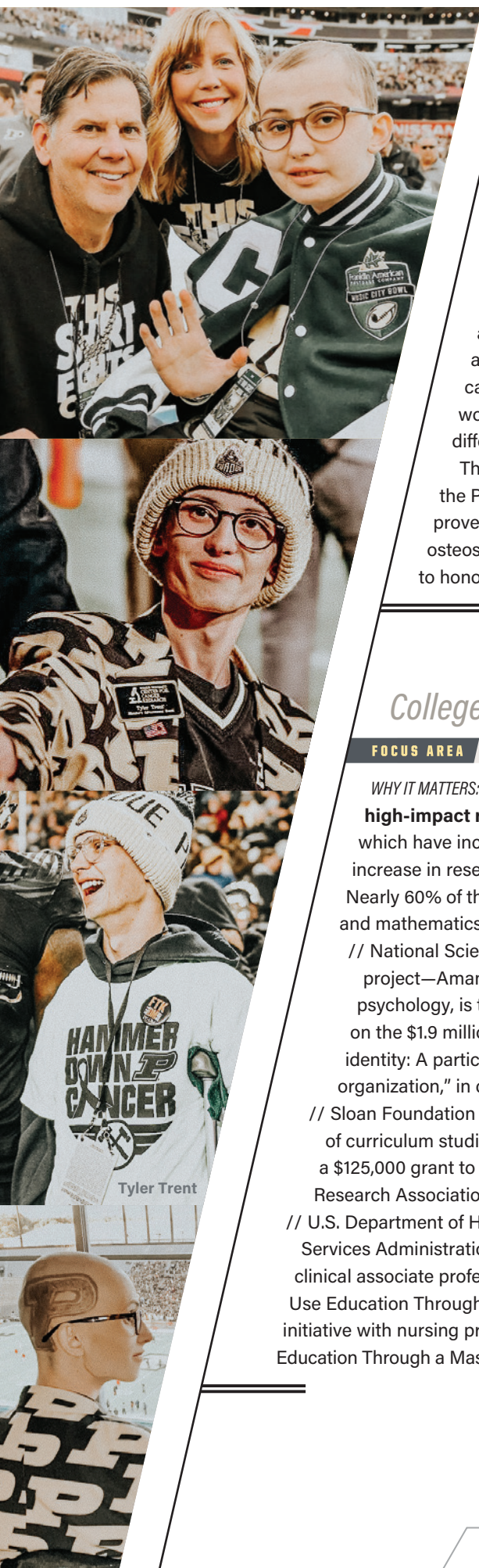
Mitchell E. Daniels, Jr. School of Business

FOCUS AREA KEY HIRES FOR STRATEGIC PRIORITIES

WHY IT MATTERS: The Mitchell E. Daniels, Jr. School of Business is adding vital faculty who will elevate Purdue to new heights in business education. The most prominent addition is Jim Bullard, who was named the Dr. Samuel R. Allen Dean of the school. Bullard spent 15 years as president and CEO of the Federal Reserve Bank of St. Louis and is considered one of the world's most influential economists. Other additions who will help the school carry out its core mission include:

- // **Stephan R. Biller**, Harold T. Amrine Distinguished Professor, who has a joint appointment with the College of Engineering and leads the manufacturing and supply-chain centers at the Daniels School.
- // **Allie Gabriel**, Thomas J. Howatt Chair in Management, who is launching the school's new Center for Working Well, which will position the school as an academic and corporate leader in the challenges facing modern workforces.
- // **Aaron Hedlund**, associate professor of economics, who was a senior adviser and chief domestic economist with the White House Council of Economic Advisers. His research on housing markets and mortgage debt makes him an integral part of the Dean V. White Real Estate Finance Program.





Institute for Cancer Research

FOCUS AREA TYLER TRENT PEDIATRIC CANCER RESEARCH CENTER

WHY IT MATTERS: The recently announced Tyler Trent Pediatric Cancer Research Center will be a game changer in related research as it carries on the late Tyler Trent's mission to end pediatric cancer.

The 20-year-old Purdue student and superfan from Carmel, Indiana, passed away in January 2019 after a five-year battle with the rare bone cancer osteosarcoma.

The new center will provide opportunities for companies, foundations, and individuals to partner with the Purdue Institute for Cancer Research (PICR) and support ongoing research, recruit and assist pediatric-cancer researchers, and maximize existing partnerships with colleges and units across Purdue's campus. The center will facilitate collaborative efforts between researchers working on various aspects of cancer research that can be applied to different pediatric cancers.

The Tyler Trent Pediatric Cancer Research Center will be a valuable asset to the PICR's core grant review through the National Cancer Institute by utilizing the proven program structure and applying novel research to pediatric cancers, including osteosarcoma. It will also create a lasting legacy and a permanent fixture on campus to honor Tyler Trent and his impact on the Boilermaker community.

College of Education

FOCUS AREA GROUNDBREAKING EDUCATION RESEARCH

WHY IT MATTERS: The College of Education is an active and positive contributor to Purdue's high-impact research efforts. Fiscal year 2022–23 saw a record in research expenditures, which have increased 140% over the last five years. Adjusted for size, the college's rate of increase in research expenditures per tenured-track faculty is well above the Purdue average. Nearly 60% of these research expenditures focus on STEM (science, technology, engineering, and mathematics). A few recent examples include:

// National Science Foundation's (July 2023) five-year Integrating Research and Practice project—Amanda S. Case (principal investigator), associate professor of counseling psychology, is teaming with the College of Education's Nielsen Pereira and Signe Kastberg on the \$1.9 million project "Fostering Black and Latinx student STEM efficacy, interests, and identity: A participatory study of STEM programming and practices at one community-based organization," in collaboration with Detroit Downtown Boxing Gym.

// Sloan Foundation (August 2023)—Stephanie Masta (principal investigator), associate professor of curriculum studies and a member of the Sault Ste. Marie Tribe of Chippewa Indians, received a \$125,000 grant to study the history of Indigenous scholar involvement in the American Educational Research Association and the American Society for Engineering Education.

// U.S. Department of Health and Human Services three-year Substance Abuse and Mental Health Services Administration grant (August 2023)—this grant supports the work of Wanju Huang, clinical associate professor of learning design and technology, and the project "Nurses' Substance Use Education Through a Massive Open Online Course." The project is part of a larger \$726,000 initiative with nursing professor Karen Foli, "Advanced Practice Nurses' Opioid Use Disorder Education Through a Massive Open Online Course."

College of Engineering

FOCUS AREA PURDUE MILITARY RESEARCH INSTITUTE

WHY IT MATTERS: The Purdue Military Research Institute (PMRI) program, housed in the College of Engineering, partners with the Army, Navy, Marines, Air Force, and Space Force to support graduate tuition fellowships for U.S. active-duty officers. Through PMRI, the university educates more active-duty service members at the graduate level than any other civilian institution.

The program focuses on STEM majors with application to deliberate and innovative Department of Defense research. 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. Students receive funding for up to three years to complete a PhD or up to two years to complete a master's degree. Overall, 98% of PMRI officers have successfully finished their graduate degrees on time.

The Graduate School

FOCUS AREA OUTSTANDING RESEARCH OF THE GRADUATE COMMUNITY

WHY IT MATTERS: Graduate students are the engine that powers Purdue's research and teaching mission. They work alongside faculty to generate some of Purdue's greatest discoveries, and without them, the world-changing research for which Purdue is known would not be possible. Students share their work through professional-development initiatives like the graduate research magazine *InnovatED* and the international research competition Three Minute Thesis (3MT).

Methods developed by PhD candidate Vahidullah Tac, 2023 *InnovatED* winner, help cancer patients by using artificial intelligence (AI) to predict the behavior of skin during reconstructive surgeries, resulting in less damage and scarring. Edmond Rogers (PhD BME'23), 2021 *InnovatED* winner, has developed a model referred to as "Traumatic Brain Injury On-a-Chip" that promotes an understanding of the effect of impact injuries on neurodegeneration and the exploration of pharmaceutical interventions. PhD candidate Priyanka Naik, 2023 3MT finalist, has made strides in the area of drug discoveries with work investigating the structure of proteins to develop custom drugs that eliminate harmful side effects. Anbukhani Muniandy (A'13, MS A'18, PhD A'22), 2022 3MT finalist, has developed technology allowing the food industry to more quickly and accurately predict shelf life.

New graduate programs at Purdue University in Indianapolis will bring the same level of innovation to Indiana's capital city, making strides in AI, pharmaceutical discovery, motorsports engineering, and more.



College of Health and Human Sciences

FOCUS AREA CENTER FOR RURAL HEALTH

WHY IT MATTERS: The Center for Rural Health strives to build responsive, sustainable health systems and strong rural health organizations in Indiana. The center focuses on three core areas:

- // Research—conducting and analyzing studies to identify issues and implement solutions to address rural health and rural health care.
- // Evaluation and Technical Assistance—offering an array of services to determine the merit or worth of a policy, project, program, agency, or system. The center helps organizations assess the effectiveness of their efforts, improve programs, and report accomplishments to stakeholders and funders.
- // Capacity Building and Workforce Development—striving to build responsive and sustainable health systems and strong rural health organizations.

The center seeks to be at the forefront of developing solutions to revitalize the nation's rural communities. As a state-serving land-grant institution, it has a focus on advancing the health and well-being of rural counties across Indiana, especially in Purdue's backyard.

John Martinson Honors College

FOCUS AREA HONORS COLLEGE 10TH ANNIVERSARY

WHY IT MATTERS: For the last decade, the John Martinson Honors College has demonstrated the impact of interdisciplinary learning with highly motivated students representing every degree-granting college on campus. The result is a curriculum of tested models that foster a range of intellectual and social themes collectively referred to as “world readiness.”

The honors college defines world readiness as an extension of the career readiness Purdue students are celebrated for across business and academic institutions. Multipath opportunities to develop world readiness prepare students to engage with diverse communities and collaborate in the workplace in ways that support inclusivity, interculturality, and ethical practice with people across differences and in global contexts.

From innovative courses, undergraduate research, and unforgettable campus and study-away experiences—and from nurturing future leaders to forging lasting connections—the past 10 years have been nothing short of extraordinary. This academic year will include special events commemorating the college’s achievements, honoring its history, and looking ahead to the boundless possibilities the future holds.

College of Liberal Arts

FOCUS AREA UNIVERSITY HALL RENOVATION

WHY IT MATTERS: Initially known as the Main Building upon its opening in 1877, University Hall is the oldest building on Purdue’s campus and was last remodeled in 1961. In October 2022, the Purdue University Board of Trustees approved a \$46.6 million transformation of University, Beering, and Stanley Coulter halls with \$5 million to come from private philanthropy. The University Hall project includes a complete restoration of the four-story, 34,200-square-foot building. Related to this project, the renovation of 39,100 square feet in Beering Hall and 17,400 square feet in Stanley Coulter Hall will accommodate the College of Liberal Arts and address the need for classroom, student-focused study, and collaboration spaces.

Construction begins this month with a planned project completion of July 2025. The restored University Hall will provide a core-campus study and collaboration area for students, faculty, and staff; updated classrooms; and more efficient spaces for student services. At Beering and Stanley Coulter halls, students will benefit from enhanced modern working and study environments along with the creation of a 180-seat active-learning classroom in Beering Hall. A languages and cultures hub to be established at Stanley Coulter Hall will provide a new home for the Department of English, which will move from Heavilon Hall.

Throughout the three buildings, student-focused spaces will be created where offices, labs, and classrooms are currently located. Remaining office spaces will be renovated to meet the college’s current and future needs.

Libraries and School of Information Studies

FOCUS AREA MORE THAN BOOKS—A STEWART CENTER HUB FOR STUDENT LEARNING

WHY IT MATTERS: With increasing availability and usage of digital library resources, the time is right to create more programmatic and study space for students. Purdue Libraries provides the resources that support student learning and fuel the university’s research engine with physical and virtual spaces for students, researchers, faculty, and staff.

The way in which these individuals connect with and use library resources and spaces has changed significantly over the last several decades. Therefore, more study space is needed to serve the Purdue community at the highest level.

As part of the 2022–25 Libraries master plan—focused on aligning physical and technological inventories with current and future pedagogies to meet university needs over the next decade—one of Purdue’s most frequented libraries will receive a much-needed refresh. >>>



The second and third floors of the Humanities, Social Sciences, and Education Library in Stewart Center will increase seating capacity by 58% as well as add more varied types of study spaces by the end of 2023, aligning with what matters most to students, according to benchmarking data. The remodel covers close to 35,000 square feet.

College of Pharmacy

FOCUS AREA MARCEL SASSOLA III LEAP ACADEMY

WHY IT MATTERS: The Marcel Sassola III Leaders and Entrepreneurs Advancing Pharmacy (LEAP) Academy will expand the College of Pharmacy's offerings and prepare a new pipeline of pharmacy graduates to innovate and lead in an ever-changing health-care landscape. It was made possible through the generosity of Marcel Sassola (P'83), who received the President's Council Distinguished Pinnacle Award at the 2023 Annual Dinner in September.

The academy will be modeled after the successful Larsen Leaders Academy in the university's Mitchell E. Daniels, Jr. School of Business. It will focus on strengthening leadership and entrepreneurship among Purdue pharmacy students. The academy will feature a LEAP Scholars program for undergraduate, PharmD, and PhD students. As LEAP scholars, students will participate in the Pharmacy Leadership and Innovation Forum class, complete the Purdue Entrepreneurship and Innovation Certificate Program, execute special projects, and more.

Purdue Polytechnic Institute

FOCUS AREA PURDUE POLYTECHNIC HIGH SCHOOL (PPHS) SYSTEM

WHY IT MATTERS: To reinvent high school education in STEM, Purdue has endeavored to foster real-world experience and personal growth opportunities for students. This mission prepares students for higher education and their future careers. The PPHS system began in 2017, aiming to transform the in-state education model. It emphasizes a project-based learning approach, immersing students in hands-on STEM applications.

PPHS has seen a majority of its students continue on to university-level curriculum—students like Daisha Lasley and Kayla Owens who transitioned to Purdue Polytechnic Institute, the college for technology disciplines, and credit PPHS for their academic and personal achievements. Focusing on cybersecurity, Lasley praises the school's collaborative approach, while Owens, now a computer and information technology major and president of Purdue's Black Student Union chapter, attributes her success to the foundation laid by PPHS.

Purdue alumni Steve (M'77) and Lynne (HHS'77) Cosler have committed \$100,000 for scholarships, prioritizing underrepresented minority students—a reflection of their belief in giving back to the institution that shaped their worldview. Steve has also committed an additional \$20,000 for four years to ensure full scholarships for the first two recipients.

The PPHS system emphasizes a project-based learning approach, immersing students in hands-on STEM applications.





College of Veterinary Medicine Canine Educators Program

College of Science

FOCUS AREA PURDUE COMPUTES

WHY IT MATTERS: The **Purdue Computes** initiative is the latest and boldest investment in computing at the university with an explicit target of becoming a top-10 computer science program in the U.S. by decade's end. Leveraging resources and connecting faculty across the university to advance the computing field are areas of strategic importance and investment. This ambitious goal underscores the field's growing importance and reflects the university's trust in the college's ability to contribute to Purdue's future success.

Purdue Computes represents a pivotal and enduring endeavor aimed at propelling computational programs to new heights of excellence. This concerted effort will serve as a remarkable and distinguishing factor for the Department of Computer Science, empowering it to attract top-tier faculty who will propel these technologies forward through their world-leading research. As student interest in computing-related majors continues to grow, the department plans to add 50 new faculty members over the next five years. The newly renovated Hall of Data will open in 2024, aligning research space in mathematics, statistics, and computer science.

The growth of high-quality undergraduate and graduate programs enabled through Purdue Computes will allow the college to meet some of the demand for outstanding graduates who will harness the power of AI and computing for the world's betterment.

In conjunction with introducing innovative bachelor of science programs in AI and quantum information, the college is poised to extend its influence through expertise in advanced materials to support the vital area of semiconductors. As a result, the college will prepare a new generation of students to serve as future thinkers and doers.



Student Life

FOCUS AREA ENHANCING HOLISTIC WELL-BEING ON CAMPUS

WHY IT MATTERS: **Holistic well-being helps students succeed in the classroom.** Creating environments on campus that prioritize wellness is a top priority for Purdue President Mung Chiang, First Lady YingKei Hui, and Student Life. A critical piece of this concerns how the university uses space for students to prioritize their well-being. >>>



During the COVID-19 pandemic, it became evident that existing indoor spaces needed to expand. Additionally, the university recognized the importance of outdoor spaces that facilitate community connection.

Purdue Recreation & Wellness (RecWell) plays a crucial role in providing opportunities for students to enhance their well-being. Students participating in club sports consistently outperform their peers academically and are retained at higher rates than the university's average. More than 10,000 students annually participate in 35 intramural sports and 34 club sports with demands continuing to increase. Interest in outdoor sports programs exceeds current capacity due to space constraints, leaving students on waitlists or unable to participate.

To increase wellness opportunities, RecWell converted its lower gym into a 14,000-square-foot fitness space. A transformative Outdoor Master Plan will optimize the use and prioritize the development of outdoor spaces. With Purdue being the only Big Ten university without outdoor synthetic turf, replacing grass fields with durable artificial turf is a high priority to accommodate student demand.

College of Veterinary Medicine

FOCUS AREA CANINE EDUCATORS PROGRAM

WHY IT MATTERS: Dogs lend a paw to educate next-generation veterinary professionals with hands-on experience resulting in career-ready graduates.

The College of Veterinary Medicine's Canine Educators Program enables DVM and veterinary nursing students to gain vital hands-on experience that enhances their preparation for their final clinical year as they learn about basic physical examinations and pet wellness.

Students also help care for and socialize dogs, which are often seen out and about on campus and occasionally at the ballpark supporting their Boilermakers. The canines—mostly Labradors and beagles—are donated by reputable breeders and are either retired or unable to be used for breeding due to genetic or medical complications, such as heart murmurs or orthopedic issues. The dogs remain at Purdue for one school year. At the end of each year, the canine educators are adopted into loving families—often Purdue Veterinary Medicine students who have grown attached to them throughout the year.

The program is supported in part by Boehringer Ingelheim.

NORWAY CRUISE

JULY 12-23, 2024

Optional Scotland Pre-Cruise Package // July 7-12
presidentscounciltravel.com

WEEKEND IN TRAVERSE CITY

AUGUST 8-11, 2024

Experience one of northern Michigan's treasured gems.
purdueforlife.org/pc

CALENDAR OF EVENTS

To learn about future trips, events, and experiences, visit purdueforlife.org/pc

2024

January 15-25	South Africa and Victoria Falls (<i>Sold out!</i>)
February 7-11	Annual Weekend in Naples
April 18-21	Bourbon Experience (<i>Registration opportunity coming soon!</i>)
July 7-12	Scotland (<i>Limited space available!</i>)
July 12-23	Norway Cruise (<i>Limited cabins left!</i>)
August 8-11	Traverse City, Michigan (<i>Registration opportunity coming soon!</i>)

2025

January 7-21	Singapore to Hong Kong
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FEBRUARY 7-11, 2024

NAPLES



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■ **THE UNIVERSITY IS BECOMING A GLOBAL EXAMPLE OF EXCELLENCE AT SCALE**, and I have seen firsthand how your generosity has given our faculty and staff the freedom of agility.

As a land-grant institution ranked among the top 10 public universities in the United States, Purdue has a responsibility to transform our students' lives, our communities, and our world through the discovery and dissemination of knowledge. From the 12th year of our tuition freeze to 23 physical facilities for learning, research, and athletics, from the developments of the Discovery Park District—where talents, jobs, and innovation are created—to winning three out of three competitions for national hubs in microelectronics, in hydrogen, and in pharmaceutical manufacturing, Purdue continues to take small steps and make giant leaps as America's most consequential and innovative public university.

Going into 2024, our biggest priorities include the first comprehensive urban campus, Purdue University in Indianapolis, the Purdue Computes initiative, and the new Mitchell E. Daniels, Jr. School of Business. We will also be investing in the Purdue airport, broadband technology for rural communities, the heartland's Hard Tech Corridor from West Lafayette to Indianapolis, and expanding the university's footprint in our nation's capital.

Your gifts help us continue to fulfill our land-grant mission of transforming the students, the communities, and the world around us.

THANK YOU, AND HAIL PURDUE!

Mung Chiang
President, Purdue University
Roscoe H. George Distinguished Professor
of Electrical and Computer Engineering