

PULSEPOINT



PRESIDENT'S COUNCIL

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



As students return to campus this fall, their involvement in groundbreaking research and discovery will promote the continued success of Purdue Moves *(inside)*.

We're back!

And we're filled with optimism as we plan the return of our President's Council family to campus this fall. We have a full calendar of in-person events scheduled—from the exciting gridiron action of Boilermaker football to the Purdue for Life Annual Weekend, which coincides with Homecoming.

By now, you should have received your Annual Weekend invitation. If you haven't, please visit purdueforlife.org/fallevents and plan to join us for pregame tailgates, Back to Class, Annual Dinner, Purdue Women's Network Luncheon, and more.

If you are unable to travel to West Lafayette this fall, don't worry. We will continue to offer virtual programming online at purdueforlife.org/pc so you can take part in various activities.

The experiences of this past year have made me even more grateful to be a part of our great University. I look forward to celebrating all we have accomplished together, and I appreciate your role in creating a bigger, brighter, bolder, and better Purdue.

—April Heady

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PRESIDENT'S COUNCIL

The heart of private giving
at Purdue University.

PULSEPOINT // Fall 2021

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CELEBRATING THE BROAD SUCCESS OF

PURDUE M



MOVES

■ **THROUGH PURDUE MOVES**, a comprehensive agenda launched by the Board of Trustees in 2013, the University has made giant leaps toward solidifying its place among the world's great academic institutions. Now, as Purdue launches its Next Moves agenda (detailed in this issue of *PulsePoint*), we celebrate the University's many accomplishments and our President's Council family, whose generous support makes these successes possible.

PURDUE MOVES INCLUDED THE FIVE FOLLOWING INITIATIVES:

1. Affordability and Accessibility

Purdue has set a national standard for affordability. Last fall, the University announced that tuition on the West Lafayette campus would remain at 2012–13 levels through at least 2022–23, marking 10 straight years of no tuition increase. Purdue is also leading the way in offering income share agreements, an alternative to traditional student loans that allow students to “work their way through school once they’re out of school.”

Focused equally on accessibility, Purdue Polytechnic High Schools are educating and equipping students who might otherwise lack the opportunity to succeed in technical, post-secondary programs and high-tech careers related to STEM (science, technology, engineering, and mathematics). By adopting an innovative approach to education, these schools have been preparing more than 700 students to thrive in the information age.

2. Online Education

The University now offers over 300 degree and non-degree programs online, educating a wide range of students—from traditional undergraduates to nontraditional adult learners.

Purdue Global, Indiana's newest public university, seeks to serve the millions of adult Americans without a college education and those who have started, but did not complete, their degrees. More than 10,000 students graduated from Purdue Global in 2020.

3. STEM Leadership

Capitalizing on Purdue's strengths in the STEM fields, the University is preparing highly capable graduates to meet the world's pressing needs. Following are just a few highlights:

- + Fourth-most STEM degrees awarded annually in the U.S.
- + Dramatic enrollment growth within the College of Engineering, with enrollment up 2,800 students since 2012
- + Computer science undergraduate enrollment up 137% since 2012
- + Two new data science education programs, in addition to Purdue Polytechnic Institute's transformed first-year experience

4. World-Changing Research

Purdue continues to make groundbreaking advancements in discovery and innovation, including:

- + The new Purdue Institute for Drug Discovery to develop diagnostic tools and treatments
- + Tens of millions of dollars in new grants and gifts for plant sciences research
- + Multidisciplinary research on artificial intelligence and machine learning, brain connectomics and fingerprinting, and chemical sensing
- + A four-times increase in the number of research-based start-up companies created annually by faculty
- + Purdue Research Foundation receiving 175 utility patents in 2020, a total that ranks first in the state, first in the Big Ten, and sixth internationally

5. Transformative Education

Purdue remains at the forefront of high-impact teaching and learning approaches. A year-round university experience gives students greater flexibility to incorporate internships, study abroad, and undergraduate research into their Purdue experience.

Three-year degrees, available for 50-plus majors and virtually all majors within the College of Liberal Arts, allow students to avoid a fourth year of tuition, fees, and housing costs. This, in turn, helps them start earning and saving money one year sooner than most of their peers. //

Purdue remains at the forefront of high-impact teaching and learning approaches.

PURDUE'S NEXT MOVES

The following five strategic initiatives will strengthen the University's competitive edge among the world's top research and teaching institutions.

NEXT MOVE 1

PLANT SCIENCES 2.0

■ **PURDUE MOVES** has positioned the University as a global leader in plant sciences research with groundbreaking work benefiting agriculture across Indiana and around the world. Now, as part of Purdue's Next Moves, Plant Sciences 2.0 will further advance Purdue Agriculture's high-impact discovery in related areas.

"The first plant sciences initiative created the Institute for Plant Sciences and focused on plant productivity, data science, and using advanced imaging technologies to address global food security," says Karen Plaut, the Glenn W. Sample Dean of Purdue Agriculture. "Plant Sciences 2.0 will leverage and expand our expertise in digital agriculture and phenotyping to use remote sensing and other tools to evaluate forests and nutritional values of plants. This information will be coupled with analyses of the value of the plant attributes and sustainability to add value to plants and forest products."

Purdue's leadership in plant sciences comes at a critical time as the nation addresses pressing issues:

- + Approximately 63,000 wildfires burning more than 7 million U.S. acres each year
- + Chestnut blight killing over 4 billion chestnut trees on more than 200 million acres
- + American consumers spending \$1.8 trillion annually on food, while issues surrounding food insecurity, malnutrition, and obesity grow exponentially

Purdue possesses the expertise and technologies to develop plants with enhanced nutritional and sustainability attributes and to respond to consumer needs. New tools will also enable the management of forests and a reduction of wildfires and diseases. //

Purdue's leadership in plant sciences comes at a critical time.

Purdue's Next Moves will tap the University's expertise and technology to add value to plants and forest products.

NEXT MOVE 2

NATIONAL SECURITY AND TECHNOLOGY INITIATIVE

■ **TO PROMOTE** national security and economic leadership, the U.S. must take swift action to address the nation's narrowing leadership in advanced technology capabilities.

"The National Security and Technology Initiative positions Purdue to help ensure long-term national security and economic competitiveness, and works to address some of the nation's greatest technology challenges in four strategic areas: hypersonics and space vehicles, energetic materials and systems, cybersecurity, and secure microelectronics," says Theresa Mayer, executive vice president for research and partnerships. "This Next Moves investment leverages our excellence and expands our capabilities in these areas while situating us as a focal point for talent, research, testing, and economic development."

Through this initiative, Purdue intends to accomplish the following:

- + Lead national centers of excellence with cross-sector participation
- + Deliver new, one-of-a-kind research and test facilities that are national assets and further differentiate Purdue as a leader
- + Become a magnet for diverse and exceptional talent committed to supporting national security and technology research and education
- + Narrow the talent gap by graduating students with national security and technology experience as well as security clearances
- + Enhance the regional ecosystem in these areas by adding new companies, federal labs, and start-ups to the Discovery Park District

Work has already begun. Purdue recently launched the Center for Secure Microelectronics Ecosystem with support from industry partners and a Department of Defense-funded workforce development program. This first-of-its-kind global partnership of academia, industry, and government will advance research and workforce development in designing secure microelectronics.

In addition, Rolls-Royce has launched a new cybersecurity research network with Purdue and Carnegie Mellon University. A major emphasis of this partnership will focus on improving efforts in the development of artificial intelligence. //

"The National Security and Technology Initiative positions Purdue to help ensure long-term national security and economic competitiveness, and works to address some of the nation's greatest technology challenges."

THE DEDICATION OF THE CHANEY-HALE HALL OF SCIENCE

9.24.2021

AGRICULTURAL AND BIOLOGICAL ENGINEERING BUILDING DEDICATION

9.25.2021

CALENDAR OF EVENTS

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

2021

September 4	Pregame Tailgate // Oregon State
September 16-19	Jackson Hole, Wyoming (<i>sold out</i>)
September 24	Chaney-Hale Hall dedication
September 25	Agricultural and Biological Engineering building dedication

ANNUAL WEEKEND

October 1-3	Purdue for Life Annual Weekend
October 1	Back to Class // Purdue Women's Network Luncheon // Annual Dinner
October 2	Homecoming Pregame Tailgate // Minnesota
October 23	Pregame Tailgate // Wisconsin
November 6	Pregame Tailgate // Michigan State
November 27	Pregame Tailgate // Indiana

2022

January 10-20	South Africa and Victoria Falls (<i>sold out</i>)
February 9-13	Naples Weekend
July 17-24	Southern France River Cruise (<i>filling fast</i>)

2023

January 21-February 1	Splendors of Egypt and the Nile (<i>filling fast</i>)
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PARI will advance Purdue's research in agri-food systems.

“The Purdue Applied Research Institute will provide infrastructure and advanced facilities, including a 65,000-square-foot hypersonic advanced research facility.”

NEXT MOVE 3

PURDUE APPLIED RESEARCH INSTITUTE

■ PURDUE IS EMBRACING THE OPPORTUNITY

TO LEVERAGE ITS STRENGTHS in science, technology, engineering, and mathematics (STEM) to play a larger role in the development and adoption of emerging technologies that are changing the world.

Due to a lack of related infrastructure and personnel, the University has faced a limited capacity to compete effectively for applied research funding and large-scale projects from federal agencies like the Department of Defense (DOD), NASA, the Department of Homeland Security, and others. To combat this reality, the Purdue Applied Research Institute (PARI) will help the University reach its full potential to support a large and complex portfolio of applied and translational research programs with national and global impact.

PARI will make this possible by providing the advanced facilities and capabilities to support mission-critical efforts of federal agencies like the DOD, the intelligence community, and industry and nongovernmental organizations (NGOs). The institute will also enable the University to recruit and retain professionals with deep experience in these fields while advancing new vital partnerships and relationships.

“The Purdue Applied Research Institute will provide infrastructure and advanced facilities, including a 65,000-square-foot hypersonic advanced research facility, that will extend the reach and impact of Purdue’s top-ranked academic programs in STEM fields and provide new opportunities for faculty and students to participate in applied research,” says Executive Vice President Theresa Mayer.

“As a Purdue-affiliated nonprofit, PARI will enable Purdue to partner with the federal government, NGOs, and the private sector to advance research in three divisions: national security and technology, global development and innovation, and technology innovation, including digital innovation in agri-food systems.” //



Students Vijay Sundararajan (left) and Kaitlyn Knabe stand in front of a Rolls-Royce lift fan at the Purdue Technology Center Aerospace building.

**PURDUE'S
NEXT
MOVES**

NEXT MOVE 4

TRANSFORMATIVE EDUCATION 2.0

■ **HIGHER EDUCATION IS AT A CROSSROADS** concerning how data analytics, experiential education, and advanced technologies are expanding and redefining concepts of a classroom, course modality, content delivery, learner engagement, and student success. In response, Transformative Education 2.0 will help provide an incomparable residential education for Purdue's students.

In 2017, the University launched a series of conversations, listening sessions, and forums toward creating the *Road Map for Transformative Undergraduate Education*. Work now continues through Next Moves.

"Transformative Education 2.0 will build on the success we've experienced through the *Road Map for Transformative Undergraduate Education* as we work toward our goal of offering the most innovative residential learning experience in the United States among large research universities," says Jay Akridge, provost and executive vice president for academic affairs and diversity. "This Next Moves investment will help us upgrade and enhance our student support and information systems and processes, expand experiential education, and develop and bring new technologies to our classrooms, maximizing the value of the Purdue residential experience for our students and equipping our instructors to practice their craft at the highest levels of excellence."

Through this initiative, the University will rethink and renew the student experience through:

- + A deep investment in high-touch experiential learning, including enhanced internships and cooperative experiences, undergraduate research, and active learning
- + Creative use of advanced technologies and online learning to enhance residential courses and improve student success (time to degree, graduation rate)
- + Flexible cross-disciplinary degree and credential options
- + Integrated student life experiences and multiple work/learn options for paths to graduation
- + A data-driven ecosystem that improves retention, progression, graduation, and satisfaction //

HAIL PURDUE!

A snapshot of a few significant accomplishments among many

10

YEARS

OF FROZEN TUITION AT 2012-13 RATES

#6

IN WORLD

FOR UTILITY PATENTS AWARDED, UP FROM #13 IN 2019

#4

MOST

STEM DEGREES AWARDED ANNUALLY IN THE U.S.

#5

MOST

INNOVATIVE SCHOOL IN AMERICA

(U.S. NEWS & WORLD REPORT)

321

ONLINE

DEGREE AND NON-DEGREE PROGRAMS OFFERED

Jay Akridge, provost and executive vice president for academic affairs and diversity



NEXT MOVE 5

EQUITY TASK FORCE

■ **PURDUE'S EQUITY TASK FORCE** will help ensure all members of the University community have the opportunity to participate equitably in all Purdue has to offer.

Work over the next five years will specifically focus on enhancing the experience of Black faculty, staff, students, and alumni. Task force members will strive to increase the number of Black Boilermakers on the West Lafayette campus, enhance the quality of their time here, and support their success.

"Initial plans for the Equity Task Force include a new undergraduate recruiting strategy and hiring dedicated recruiters, raising funds for scholarships, and creating a cluster-hiring program for faculty, among several other actions," says Provost and Executive Vice President Jay Akridge. "Working with John Gates, vice provost for diversity and inclusion, and our Core Implementation Team, we have been expanding on this set of actions and taking steps to begin full implementation over the summer as we work to enhance the representation, experience, and success of Black Boilermakers."

Specific programs, led by the Office of the Provost and the Division of Diversity and Inclusion with a campus-wide implementation team, will include:

- + Robust recruitment of Black undergraduate and graduate students, in addition to faculty and staff, through new programs, scholarships, and cluster hires
- + New and expanded mentoring and community-building initiatives for Black students, faculty, and staff
- + Enhanced career development opportunities and professional recognition for Black students, faculty, and staff
- + A focus on Purdue becoming a leader in attracting and ensuring the success of Black scholars, ultimately enhancing the lives of the entire Purdue community and beyond //



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our students, and our programs.

TOTAL GIVING



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