

PULSEPOINT

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



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

IN THIS ISSUE

- + **Purdue for Life:**
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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■ 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." //



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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



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