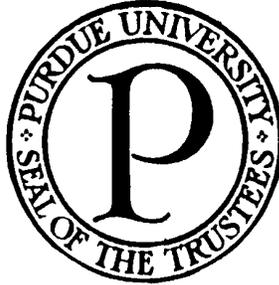


MINUTES

BOARD OF TRUSTEES OF
THE TRUSTEES OF PURDUE UNIVERSITY



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**STATED MEETING OF THE BOARD OF TRUSTEES OF THE
TRUSTEES OF PURDUE UNIVERSITY**

MINUTES

OCTOBER 12, 2012

A meeting of the Board of Trustees was held in Room 326 of Stewart Center, Purdue University, West Lafayette, Indiana at 9:05 a.m. on Friday, October 12, 2012.

Roll call was taken and trustees present were: Keith Krach, chairman; Michael Berghoff; JoAnn Brouillette; John Hardin; Gary Lehman; Miranda McCormack; Thomas Spurgeon; Don Thompson; and Bruce White. The absence of Michael Birck was approved by the Board.

Also in attendance were: Acting President Sands; Acting Executive Vice President for Academic Affairs and Provost Lechtenberg; Executive Vice President for Business and Finance, Treasurer Diaz; Senior Vice President for Business Services and Assistant Treasurer Almond; Legal Counsel Parent, and Corporate Secretary Indrutz.

I. FUTURE MEETING SCHEDULE

Chairman Krach drew the Board's attention to the list of future meetings and commencements through 2013. He noted that the February meeting will not be rescheduled after all and will remain on February 7-8, 2013.

II. ITEMS APPROVED BY UNANIMOUS CONSENT

Chairman Krach reminded the Board that the following Unanimous Consent items were fully explored and debated in committee meetings held October 11, 2012 or are routine in nature. He read the list of items and asked if any of the board members wished to have an item removed from the list for further discussion or information. Hearing no such request and upon proper motion duly seconded, the Board of Trustees voted unanimously to approve each of the following items:

- a. Minutes of meetings of the Board of Trustees
 - i. Executive Sessions: July 19, 2012 and July 20, 2012
 - ii. Stated Meeting: July 20, 2012
- b. Ratification of Dr. Venkat (Ragu) Balakrishnan as the Michael and Katherine Birck Head of Electrical and Computer Engineering (WL), as recommended by the Academic Affairs Committee;
- c. Ratification of Dr. Rao Govindaraju as the Bowen Engineering Head of Civil Engineering (WL), as recommended by the Academic Affairs Committee;

- d. Ratification of Dr. Allan W. Gray as the Agriculture Chair of Excellence in Engagement (WL), as recommended by the Academic Affairs Committee;
- e. Name Change within the College of Health and Human Sciences (WL): from *Department of Consumer Sciences and Retailing* to *Department of Consumer Science*, as recommended by the Academic Affairs Committee;
- f. Bachelor of Science in Civil Engineering degree program at Purdue University North Central, as recommended by the Academic Affairs Committee;
- g. Posthumous Bachelor of Science in Mechanical Engineering to Joshua D. Deboer, as recommended by Academic Affairs Committee;
- h. Planning of the Softball Stadium, as recommended by the Physical Facilities Committee;
- i. 2013 Health Plan Rates, as recommended by the Audit and Insurance Committee;
- j. Positions Requiring Ratification by the Board of Trustees;
- k. Conflict of Interest Disclosures; and
- l. Establishing a Cooperative Education Program in the College of Pharmacy (WL), as recommended by the Academic Affairs Committee.

Chairman Krach pointed out that consideration and approval of the financing and construction of the thermal energy storage tank installation was tabled by the Physical Facilities Committee and that this item was accordingly removed from the consent agenda.

All supporting documents filed with minutes.

III. UNIVERSITY STAFF

Acting President Sands introduced Dr. Vicky Carwein, new chancellor of Indiana University-Purdue University Fort Wayne, whose appointment the Board approved at its meeting on July 20, 2012. Dr. Carwein remarked about the tremendous opportunities yet to be developed at IPFW and shared that she held an administrative retreat with IPFW senior leadership. They will begin looking ahead at a strategic plan beyond the current plan that ends in 2014, and she will work toward an efficient and transparent budget process, being more strategic with fundraising, and improving retention and graduation rates. Trustee Hardin remarked that the trustees had the opportunity to interview the chancellor finalists and Dr. Carwein has demonstrated real leadership during her career. Chairman Krach thanked Dr. Carwein for accepting the chancellorship and offered her the Board's assistance.

IV. REPORT OF THE PRESIDENT

Acting President Sands spoke about a recent event he attended at IPFW that included Aung San Suu Kyi, the Burmese opposition leader who won the Nobel Peace Prize in 1991. He also discussed the diversity forum that was held to stress the importance of fostering a campus culture of acceptance and inclusion and the forum regarding the future of, and the

university's priorities for, online education. President Sands reviewed the fall rankings, noting that it is good news, and he also shared data regarding federal student loan default rates, noting that the default rates at the regional campuses are of concern. He also provided data from the National Science Board regarding state funding of public research universities, discussed the drivers that are changing higher education, and highlighted the areas for which Purdue will request support from the state.

Following President Sands' report, Chairman Krach remarked that the Board sees online education as a tsunami. He encouraged President Sands to develop guiding principles that will aid in building a cohesive strategy for online education at Purdue.

Copy of presentation filed with minutes.

V. UNIVERSITY STAFF (cont'd)

As requested by Chancellor Thomas Keon, and upon proper motion duly seconded, the Board of Trustees voted unanimously to ratify the appointment of Dr. William R. Law as Dean of the School of Engineering, Math, and Sciences at Purdue University Calumet. Dr. Law remarked that he is honored by his appointment and is looking forward to the school's tremendous growth. Supporting documents filed with minutes.

VI. GOVERNANCE REPORTS

Teri Thompson, Vice President for Marketing and Media, made a presentation in support of the governance report that was provided to the Board titled *Marketing Momentum*. She shared a silent promotional video that is currently running at the Indianapolis airport, which has garnered much positive feedback for the university. She reviewed Marketing and Media's mission and discussed key components of Purdue's marketing dashboard, including total media placements (3,000-5,000 per week) and total newsroom visits, from which journalists pull Purdue information. These indicate that Purdue is a well-respected media resource in high demand. VP Thompson also discussed Purdue's social media presence, sponsorships, relocation of the Welcome Center, and the university's Marketing Advisory Council and ambassadors. She shared that because there are numerous social media sites in addition to those that are centrally managed by Marketing and Media, a university-wide social media policy will be implemented to ensure that sponsored content moves the university forward and is consistent with the university's messaging strategy. Trustee Thompson remarked that the Marketing and Media team deserves tremendous credit for representing Purdue with such breadth, depth, and relevance and their efforts are commendable. He asserted that Marketing and Media has proven itself a credible function and that the university should consider providing additional resources to fund its initiatives. Chairman Krach asked to see what the university is spending on marketing and media efforts centrally and by school/college and suggested it be an agenda item for the Finance Committee meeting in December 2012.

Dale Whittaker, Associate Provost for Undergraduate Academic Affairs, made a presentation in support of the governance report on student success that was provided to the Board. He reviewed enrollment metrics and discussed the freshman academic and demographic profiles as well as retention and graduation rates, which included an explanation of the "4321 Graduate" initiative. Dr. Whittaker also shared that participation in learning communities has

increased, and he provided an update on the progress of Project IMPACT. He also reviewed admissions and enrollment data for the Graduate School, noting remarkable growth in master's degrees, and he has observed that online course offerings through Purdue Extended Campus are increasingly a part of on-campus student success. Dr. Whittaker provided examples of student success with community impact at the regional campuses as well. Discussion included the use of technology and how Project IMPACT is the core model for change. Trustee Brouillette, chair of the Academic Affairs Committee, commented that the charge to improve student success has been taken seriously and the results of those efforts are clear.

These reports were provided for information only; no Board action was required. Copies of reports and presentations filed with minutes.

VII. REPORTS BY FACULTY AND STUDENT REPRESENTATIVES

Professor Paul Robinson, chair of the University Senate, discussed the faculty's concerns that the university is not allocating sufficient funds to attract and hire more faculty and also discussed faculty concerns about instituting the proposed trimester plan. In response to Professor Robinson's remarks regarding the faculty's concerns that there is administrative bloat, Trustee Hardin offered that since 1999, the university has quadrupled sponsored research funds, which requires a more organized approach and more administrative positions to manage that activity. Copy of report filed with minutes.

Joe Rust, president of Purdue Student Government, followed up Dr. Whittaker's presentation by providing a testimony of his personal student experience with a Project IMPACT course. He shared that a Student Leader Reception was held with President-elect Daniels and that PSG continues to move forward with providing legal resources for students. The Student Senate has passed legislation to pursue establishing an Asian Cultural/Resource Center at Purdue and this year PSG will encourage state legislation for tax-free textbooks. PSG is also working with Purdue Graduate Student Government to create more opportunities for student engagement with the Board.

VIII. REGIONAL CAMPUS REPORTS

Chancellor Keon reviewed data regarding retention and enrollment at Purdue University Calumet noting that although PUC is admitting fewer students, enrollment has stayed the same. He pointed out that PUC's outreach programs are 15% of its credit hours, and he detailed enrollment hours of both academic outreach and academic schools. Chancellor Keon also outlined action plans, which include a complete overhaul of PUC's enrollment management.

Peter Dragnev, speaker of Purdue Faculty for the IPFW Faculty Senate, reported on research and engagement activities at IPFW and discussed the role of IPFW's Office of Research, Engagement and Sponsored Programs. He highlighted research awards received by faculty as well as IPFW's Community Research Institute, the Wireless Technology Center, and the Biology Graduate Program.

Sean Casey, president of the Student Government Association at Purdue North Central, reported that PNC student government has revised its constitution in order to better represent

the student body. He discussed the role of their academic liaisons, which also serve veteran and non-traditional students, and efforts to encourage students to register to vote. The Student Government Association once again hosted a conference for high school leadership, which has continued to grow, and Sean shared an inspiring story of how the student body and the surrounding community came together to support the victims of a fire.

IX. COMMITTEE REPORTS

The following trustees reported for their committees regarding items discussed and approved at their respective committee meetings on October 11, 2012:

JoAnn Brouillette, chair of the Academic Affairs Committee;

Gary Lehman, chair of the Physical Facilities Committee;

Don Thompson, chair of the Finance Committee;

John Hardin, member of the Audit and Insurance Committee and on behalf of Michael Birck, committee chair.

X. RESOLUTION OF APPRECIATION: GIFTS, ESTATES AND TRUSTS

Upon proper motion duly seconded, the Board of Trustees voted unanimously to approve the following resolution of appreciation to friends of Purdue who have made a gift of \$1 million or more to the University, as presented by Acting President Sands:

Whereas, the following friends of Purdue University have generously contributed \$1 million or more to move Purdue to greater excellence and preeminence; and

Whereas, the University wishes to acknowledge the significance of these gifts to new directions, advancements, and momentum in Purdue’s history, progress, and future;

BE IT THEREFORE RESOLVED BY THE TRUSTEES OF PURDUE UNIVERSITY:

1. That the University and the Trustees are grateful to these individuals for their leadership and support of Purdue University; and
2. That this resolution be spread upon the minutes of the Board of Trustees as part of the permanent record of the University.

<u>Friend</u>	<u>Program(s) Supported</u>
Regenstrief Foundation	Discovery Park Administration
Dr. Edward G. Tiedemann Jr.	School of Electrical & Computer Engineering
Edward D. & Ione B. Auer Foundation	Fort Wayne Campus
Indiana University Health Arnett	IU Lafayette Medical Education Facility

XI. APPOINTMENT OF FOUNDATION DIRECTORS

- a. Upon the recommendation by Walt Branson, Chief Operating Officer of the IPFW Foundation and upon proper motion duly seconded, the Board of Trustees voted unanimously to appoint Bob Jesse as a Purdue director effective until 2017 and to appoint JoAnn Brouillette as Purdue director, filling the position vacated by Mamon Powers until 2014.
- b. Upon proper motion duly seconded, the Board of Trustees voted unanimously to appoint Michael Berghoff as a trustee director of the Purdue Research Foundation, replacing Keith Krach, for a three-year term ending November 2015.
- c. Upon proper motion duly seconded, the Board of Trustees voted unanimously to reappoint Michael Birck, JoAnn Brouillette, John Hardin, Keith Krach, and Gary Lehman as trustee directors of the Purdue Foundation for another one-year term.
- d. Upon proper motion duly seconded, the Board of Trustees voted unanimously to reappoint Michael Berghoff and Thomas Spurgeon as trustee directors of the Ross-Ade Foundation for another one-year term.

XII. ADJOURNMENT

By consent, the meeting adjourned at 12:18 p.m.