

Strategic Plan: New Synergies

(2008-14)

Mission

Commitment to People — Purdue University serves diverse populations of Indiana, the nation, and the world through discovery that expands the frontiers of knowledge, learning that nurtures the sharing of knowledge, and engagement that promotes the application of knowledge.

Characteristics

- Knowledge of great depth and breadth to be explored, expanded, applied, and preserved for access by all learners, scholars, and practitioners to foster their intellectual and professional growth.
- Research, scholarship, and creative endeavor — grounded in the most advanced methods — that expand the frontiers of knowledge, enhance learning, and address societal challenges.
- Application of knowledge that responds to technical and social challenges, and creates new opportunities that advance society.
- Learner-centered, inspiring, and nurturing educational communities marked by human and intellectual diversity, and the promotion of a dynamic culture of equity and inclusion for all people, in a pervasively supportive climate that fosters excellence of students, faculty, and staff.
- Programs centered on preparing learners from all walks of life to succeed as responsible scholars, leaders, professionals, consumers, citizens, and lifelong learners.
- Partnership in Indiana's economic, social, and cultural development efforts, and in improving quality of life.

Source: Office of the President



- Contributions to the public good that advance the State of Indiana, the nation, and the global community.
- The highest standards of ethics and integrity, and responsible stewardship of human, physical, financial, and environmental resources.

Vision

New Synergies — Purdue University will set the pace for new interdisciplinary synergies that serve citizens worldwide with profound scientific, technological, social, and humanitarian impact on advancing societal prosperity and quality of life.

Characteristics

- Visionary interrelationships across disciplines that position the University as a leader in defining the academic structures and culture needed to become a synergistic, globally engaged university in the 21st century.
- Outstanding success of students that rivals the very best in a dynamic world in developing successful global citizens and leaders, stimulated by synergistic programs of learning, discovery, and engagement that draw worldwide attention for their quality, relevance, depth, and scope.
- Field-defining research that addresses grand challenges of the society, reflecting social awareness and cultural competence, involving multiple disciplines and large-scale partnerships with public and private enterprises on a national and global scale.
- Critical partnerships in economic development that advance the prosperity of Indiana, the nation, and the world, and serve as a model for 21st century university engagement in improving quality of life in a diverse society.
- Recognized global presence through leadership and impact that positions the University in high esteem among world leaders for contributions in education and practical applications in addressing global needs and challenges.

Strategic Plan: New Synergies

(2008–14 — continued)

Vision Characteristics (continued)

- Reformed pathways in Science, Technology, Engineering, and Mathematics (STEM) education that foster technological and scientific fluency of society, and promote globally competitive scientific and technological knowledge-economy for the nation.

- Superior quality of life in the workplace at Purdue that serves as an exemplar for an encouraging, nurturing, energizing, and supportive work and cultural environment for all faculty, staff, and students to excel in their pursuits.

- Innovative campus design that signifies its commitment to environmental consciousness and sustainability; aesthetics, functionality, and safety; and responsible stewardship with demonstrable best practices.

Goals

Launching tomorrow's leaders — Promote excellence in learning experiences and outcomes, fostering intellectual, professional, and personal development to prepare learners for life and careers in a dynamic, global society.

Discovery with delivery — Advance the frontiers of knowledge, innovate technologies that address the grand challenges of society to serve humanity, and improve the quality of life around the world.

Meeting global challenges — Address the critical needs of society, and catalyze economic development and entrepreneurship consistent with a public research university of the 21st century with global impact.

The selected peer institutions include the following aspirational peer institutions and, additionally, Purdue will compare itself with the Big Ten institutions. Various benchmarks will be compared with either or both sets of these institutions. (It should be noted that the two sets have four institutions in common.)

Public Aspirational Peers

Georgia Institute of Technology
 Pennsylvania State University–University Park
 Texas A&M University–College Station
 University of California–Berkeley
 University of Illinois–Urbana-Champaign
 University of Michigan–Ann Arbor
 University of Texas–Austin
 University of Wisconsin–Madison

Public Big Ten Institutions

Indiana University–Bloomington
 Michigan State University
 University of Nebraska
 Ohio State University
 Pennsylvania State University–University Park
 University of Illinois–Urbana/Champaign
 University of Iowa
 University of Michigan–Ann Arbor
 University of Minnesota–Minneapolis/St. Paul
 University of Wisconsin–Madison

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University-wide Dashboard Measures

| | Purdue | Big Ten Mean | Peer Mean |
|--|-----------|--------------|-----------|
| Overall Rankings and Recognitions | | | |
| US News Best Colleges Overall (2013 Edition) | 65 | 61.4 | 41.3 |
| US News Best Colleges Public (2013 Edition) | 23 | 22.1 | 10.5 |
| US News Best Colleges Peer Assessment Score (2013 Edition) | 3.7 | 3.7 | 4.1 |
| US News Best Colleges - Undergraduate Engineering (2013 Edition) | 10 | 31.2 | 9.4 |
| US News Best Colleges - Undergraduate Business (2013 Edition) | 21 | 23.2 | 15.0 |
| US News Best Graduate Schools - Engineering (2013 Edition) | 10 | 34.6 | 10.3 |
| US News Best Graduate Schools - Management (2013 Edition) | 42 | 32.2 | 25.9 |
| US News Best Graduate Schools - Education (2013 Edition) | 37 | 21.7 | 17.6 |
| Shanghai Jiao Tong Univ Academic Ranking of World Univ (2012) | 56 | 48.6 | 35.3 |
| The Times Higher Education (2012) | 69 | 71.3 | 45.0 |
| QS World Universities (2012) | 95 | 111.6 | 69.4 |
| Washington Monthly (2012) | 58 | 65.9 | 23.9 |
| Academic Profile of New Freshmen | | | |
| SAT Math 25th - 75th Percentile (Fall 2011) | 550-690 | 587-706 | 623-731 |
| SAT Critical Reading 25th - 75th Percentile (Fall 2011) | 490-610 | 521-653 | 561-674 |
| SAT Writing 25th - 75th Percentile (Fall 2011) | 500-610 | 550-658 | 576-683 |
| SAT Math and Reading 25th - 75th Percentile (Fall 2011) | 1040-1300 | 1108-1359 | 1184-1405 |
| ACT Composite 25th-75th Percentile (Fall 2011) | 24-30 | 25-30 | 26-31 |
| Percent of Freshmen with Top 10% High School Rank (Fall 2011) | 39% | 41.1% | 66.3% |
| Average High School GPA (Fall 2011) | 3.62 | 3.65 | 3.75 |
| Selectivity and Yield for Enrollment | | | |
| Acceptance Rate (Fall 2011) | 68% | 61% | 49% |
| Yield (Fall 2011) | 33% | 36% | 40% |
| Undergraduate Retention and Graduation Rates | | | |
| Undergraduate one-year retention rate (Fall 2011) | 90% | 91% | 94% |
| Undergraduate six-year graduation rate (Fall 2011) | 69% | 78% | 84% |
| Athletics' Competitiveness | | | |
| 25/85 Club — Director's Cup (Fall 2011) | 51 | 24 | 22 |
| 25/85 Club - Four-year Graduation Rate (Fall 2011) | 78% | 84% | 81% |
| Faculty/Instruction | | | |
| Ratio of Full-time Equivalent Students to FTE Faculty (Fall 2011) | 14 | 17.6 | 17.6 |
| Percent of Undergraduate Classes Taught by Faculty (Fall 2011) | 74% | NA | 86.6 |
| Undergraduate Student Credit Hours Generated per FTE Faculty (Fall 2011) | 374 | 323.7 | 330.9 |
| Percent of Class Sections with Less than 20 Students (Fall 2011) | 37% | 39% | 40% |
| Percent of Class Sections with More than 50 Students (Fall 2011) | 17% | 17% | 20% |

Note: Data from different point in time due to data availability. FY = Fiscal Year, CY = Calendar Year

As of December 5, 2012

NA = Not Available

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University-wide Dashboard Measures

(continued)

| | | Purdue | Big Ten Mean | Peer Mean |
|--|---|------------|-----------------|-----------------|
| Graduate Degrees Granted per Year | Number of Masters Degrees Granted (AY10-11) | 1,501 | 2,505 | 2,482 |
| | Number of Doctorate Degrees Granted (AY10-11) | 668 | 646 | 722 |
| | Graduate Student Enrollment (Fall 2010) | 7,980 | 11,941 | 10,736 |
| | Graduate Enrollment - Percent of Total (Fall 2010) | 20% | 27% | 26% |
| Career Placement and Additional Study of Graduates | Percent of Students Employed after Graduation (AY11-12) | 65% | | NA ² |
| | Percent Students Seeking Graduate Education after Graduation (AY11-12) | 21% | | NA ² |
| Graduate Stipends | Avg 10-month Net Salary for Graduate Teaching Assistants (Fall 2011) | \$15,730 | \$16,070 | \$15,592 |
| | Avg 10-month Net Salary for Graduate Research Assistants (Fall 2011) | \$17,467 | \$16,639 | \$16,612 |
| Undergraduate Indebtedness upon Graduation | Average Undergrad Indebtedness upon Graduation (Fall 2011) | \$27,286 | \$26,362 | \$24,597 |
| Financial Aid Disbursement | Average Financial Aid for Undergraduates (AY11-12) | \$11,572 | \$11,545 | 13,519 |
| | Average Need-based Scholarships or Grants for Undergrads (AY11-12) | \$10,216 | \$8,326 | \$10,020 |
| | Average Need-based Loans (excluding PLUS or private loans) for Undergrads (AY11-12) | \$4,861 | \$4,605 | \$4,950 |
| | Percent of Undergraduate Aid Recipients (AY10-11) | 69% | 73% | 69% |
| | Percent of Pell Grant Eligible Matriculants (AY10-11) | 24% | NA ² | NA ² |
| Diversity | Faculty Demography - Percent Female (Fall 2011) | 27% | 32% | 29% |
| | Faculty Demography - Percent Minority (Fall 2011) | 23% | 20% | 21% |
| | Staff Demography - Percent Female (Fall 2011) | 58% | 59% | 55% |
| | Staff Demography - Percent Minority (Fall 2011) | 8% | 14% | 24% |
| | Student Demography - Percent Female (Fall 2011) | 42% | 49% | 47% |
| | Student Demography - Percent Minority (Fall 2011) | 13% | 17% | 27% |
| Faculty and Staff Salary and Compensation | Overall Average Faculty Salary (in Thousands) (Fall 2011) | \$102.1 | \$105.0 | \$109.4 |
| | Overall Average Faculty Compensation (in Thousands) (Fall 2011) | \$130.0 | \$134.7 | \$136.9 |
| | Overall Avg. Faculty Compensation Adjusted to Cost of Living (in Thousands) (Fall 2011) | \$130.0 | \$123.4 | \$118.7 |
| | ¹ Staff Salary Range - Non-exempt (in Thousands) (Fall 2011) | 21.0-50.5 | | |
| | ¹ Staff Salary Range - Mid-level Admin/Professional (in Thousands) (Fall 2011) | 35.2-55.4 | | |
| | ¹ Total Average Salary - Mid-level Admin/Professional (Fall 2011) | \$49,723 | | |
| | ¹ Staff Salary Range - Upper Administrative (in Thousands) (Fall 2011) | 93.9-257.6 | | |
| ¹ Total Average Salary - Upper Administrative (Fall 2011) | \$157,499 | | | |
| Faculty and Staff Quality and Recognition | Number of Members in National Academy of Sciences (Fall 2012) | 3 | 14.6 | 32.41 |
| | Number of Members in National Academy of Engineers (Fall 2012) | 21 | 11.6 | 31 |
| | Number of Members Receiving Other National and International Awards(AY10-11) | 13 | 23.4 | 29.6 |
| | Highly Cited Faculty (Fall 2012) | NA | NA | NA |

Note: Data from different point in time due to data availability. FY = Fiscal Year, CY = Calendar Year, AY = Academic Year
As of December 5, 2012

NA = Not Available

¹The non-exempt salary comparison is based upon institutions within the state of Indiana. The mid-level salary comparison is with CIC institutions. The upper administrative salary comparison is with National Doctoral Institutions.

²Insufficient Big Ten and Peer information available.

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University-wide Dashboard Measures

(continued)

| | | Purdue | Big Ten Mean | Peer Mean |
|--|---|---------------|---------------------|------------------|
| Global Presence | Number of Students who Participated in Study Abroad (AY11-12) | 1,353 | 2,087 | 1,948 |
| | Percent of International Students (Fall 2011) | 20% | 11% | 12% |
| | Percent of International Faculty (Fall 2011) | 12% | 9% | 10% |
| | Global Language Monitor (Fall 2012) | 43 | 29 | 25 |
| Financial Resources | IPEDS Adjusted Total Annual Operating Expenses per Student FTE (FY11) | \$34,651 | \$45,090 | \$49,134 |
| | Revenues per Student FTE (State Appropriations) (FY11) | \$8,030 | \$8,514 | \$9,271 |
| | Revenues per Student FTE (Tuition and Fees) (FY11) | \$16,058 | \$16,912 | \$15,495 |
| | Total Endowment Market Value (in Millions) (FY11) | \$2.00 | \$2.30 | \$4.98 |
| | One-year Percent Return of the Endowment (FY11) | 24% | 22% | 21% |
| | Long Term Municipal Bond Rating Moody's / Standard & Poor's | Aaa / AA+ | | NA |
| | Percentage of Graduates who are Alumni Donors (FY12) | 12% | 12% | 11% |
| Alumni Participation Rate | NSF R&D Science & Engineering Expenditures (in Thousands) (FY11) | \$529,069 | 720,537 | 762,234 |
| | National Rank of NSF R&D S&E Expenditures for Institutions without a Medical School (FY11) | 12 | | 18 |
| | NSF R&D Non-S&E Expenditures (in Thousands) (FY11) | \$71,408 | 36,760 | 41,828 |
| | National Rank of NSF R&D Non-S&E Expenditures for Institutions Ranked Nationally in the Top 20 (FY11) | 6 | | 39 |
| Sponsored Program Awards and Expenditures | Extramural Awards (in Millions) (FY12) | \$354 | | NA |
| | Number of Regular Patents Applied for (Preliminary FY11) | 175 | 96 | 252 |
| | Number of US Patents Issued (Preliminary FY11) | 57 | 55 | 121 |
| | Number of Copyright and Invention Disclosures (Preliminary FY11) | 268 | 219 | 517 |
| Technology Commercialization | Licenses and Options Executed (Preliminary FY11) | 64 | 58 | 110 |
| | Number of Start-up Companies (Preliminary FY11) | 7 | 7 | 16 |
| | Central IT Spending per Student (FY11) | NA | | |
| | Central IT Spending per Student, Faculty & Staff Member (FY11) | NA | | |
| Information Technology | Utilities Cost per Gross Square Foot (FY12) | \$2.54 | | |
| | Deferred Repair (in Millions) (FY12) | \$112 | | |
| Facilities | Deferred Rehabilitation (in Millions) (FY12) | \$336 | | |
| | Campus Rating on the Sustainability Evaluation (2012) | NA | | |

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As of December 5, 2012

NA = Not Available