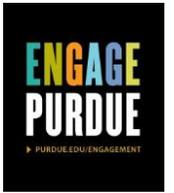


# PURDUE UNIVERSITY ENGAGEMENT STRATEGIC PLAN

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## **Vision:**

Purdue will be the partner of choice for engagement that effectively leverages the University's resources to advance the economy, education and quality of life.

## **Mission:**

To design, guide and lead collaborations that drive innovation, prosperity and an improved quality of life throughout Indiana and beyond.

## Goal #1:

Connect and collaborate with businesses, communities, and regions to leverage talent, innovation, and resources to address current and emerging real-world issues and opportunities.

### Objectives:

- I. Build and strengthen the internal engagement network along with identifying other university and system-wide resources that are available to better understand what our capabilities are in conducting engagement activities.
- II. Create a system-wide engagement marketing plan to help us tell our story and provide information and awareness to our stakeholders as to the array of resources and capabilities we can provide.
- III. Expand the external engagement network and resources that are available to support engagement with a focus on development opportunities and creating a network of thought leaders and big ideas.

## Goal #2:

Promote, facilitate and reward faculty and student engagement including the scholarship of engagement as a recognized channel for faculty advancement.

### Objectives:

- I. Define the scholarship of engagement that includes examples, providing resources and establishing a peer review process for engagement that is recognized by peers, nationally and beyond.
- II. Promote a culture to support engagement by networking with Associate Deans and regional campuses, establishing incentives along with awards and recognition and creating internal funding support.
- III. Promote engagement through programs system-wide (e.g., NFO, deans, department heads, ADVANCE, post-docs, graduate students).

## Goal #3:

Identify and deliver innovative programs and strategies to meet the informational, educational, and technical needs of the current and emerging workforce, businesses/industries, and communities/regions.

### Objectives:

- I. Undertake continuous assessment of the needs and competitive strengths of the state's current and emerging workforce; conduct quality/impact analysis to track the outcomes of our engagement work on Indiana and beyond.
- II. Present and support Purdue's P12 initiatives to help students be college and career ready.
- III. Develop and deliver community and regionally-focused programming to support identified needs across the state of Indiana.