

**Purdue University**  
**New Synergies Strategic Plan 2008-14**  
**Summary of Metrics and Benchmarks**

	Definition	Responsible Area	Source	Comments	
<b>1. Academic Profile of New Freshmen</b>					
Benchmark	A.	Standardized Test Scores (SAT) of first-time, first-year freshmen students enrolled for a given fall semester (including those enrolled the prior summer), 25 <sup>th</sup> and 75 <sup>th</sup> percentile of the SAT critical reading, math, writing, and combined (reading and math) SAT test scores.	Provost Office	Common Data Set (CDS C9) or US News & World Report Best Colleges Rankings (USNWR)	Office of Institutional Research will collect the data.
	B.	The 25 <sup>th</sup> and 75 <sup>th</sup> percentile of the ACT English, math, writing, and composite scores of first-time, first-year freshmen students enrolled for a given fall semester (including those enrolled the prior summer).	Provost Office	CDS C10 or USNWR	Office of Institutional Research will collect the data.
	C.	Percent of all degree-seeking first-time, first-year freshmen students enrolled for a given fall semester who graduated in top 10% and 25% of their high school graduating class.	Provost Office	CDS C10 or USNWR	Office of Institutional Research will collect the data. Keep track of the percent of those who submitted their high school rank.
	D.	The average high school GPA of the degree-seeking first-time, first-year freshmen students enrolled for a given fall semester.	Provost Office	CDS C10 or USNWR	Office of Institutional Research will collect the data. Keep track of the percent of those who submitted their high school GPA.
Metric	Standardized Test Scores (SAT) of first-time, first-year freshmen students enrolled for a given fall semester (including those enrolled the prior summer), mean of the SAT critical reading, math, writing, and total (reading, writing, and math)	Provost Office	Enrollment Management	System-side metric	

**2. Selectivity and Yield for Enrollment**

Benchmark	A.	The acceptance rate (the ratio of admitted students to applications) for a given fall semester.	Provost Office	USNWR	Office of Institutional Research will collect the data.
	B.	The yield (the ratio of enrolled students to admitted students) for a given fall semester.	Provost Office	USNWS	Office of Institutional Research will collect the data.
Metric	A.	The acceptance rate for STEM disciplines for a given fall semester.	Provost Office	Enrollment Management	
	B.	The yield for STEM disciplines for a given fall semester.	Provost Office	Enrollment Management	

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

	Definition	Responsible Area	Source	Comments	
<b>3. Number of Students with Significant Honors</b>					
Benchmark	A.	Number of new freshmen with a National Merit Scholarship, and the number of scholarships sponsored by the institution for a given fall semester.	Provost Office	National Merit Scholarship Corporation	Office of Admissions has previously provided this data.
	B.	Number of new freshmen with other national prestigious awards/scholarships (to be defined) for a given fall semester.	Provost Office	Division of Financial Aid?	Other possibilities: Truman, Westinghouse, Coca-Cola scholarship
Metric		Number of students who received national and international prestigious awards/scholarships (to be defined) for a given academic year.	Provost Office	University Honors Programs	Possibilities: Churchill, Fulbright, Gates, Goldwater, Hollings, Marshall, Mitchell, Rhodes, Truman, Udall scholarships University News Service may be able to help provide information

**4. Undergraduate Retention and Graduation Rates**

Benchmark	A.	The percent of the fall cohort of full-time first-time bachelor's (or equivalent) degree-seeking undergraduate students (including those entering during the summer term preceding the fall session) who have persisted from their first fall semester to the second and third fall semesters.	Provost Office	AAUDE (CSRDE)	Office of Institutional Research will collect the data.
	B.	For the fall cohort of full-time first-time bachelor's (or equivalent) degree-seeking undergraduates students (Including those entering during the summer term preceding the fall session), the percent of students who completed the program in six years or less.	Provost Office	AAUDE (CSRDE)	Office of Institutional Research will collect the data.
	C.	For a given fall cohort, the graduation rate performance. (This is the difference between the actual six-year graduation rate and the expected rate. The expected rate is based on the student characteristics related to financial need and academic profile, while controlling for university spending.)	Provost Office	USNWR	Office of Institutional Research will collect the data.
	D.	The 25/85 Club performance: the Director's Cup and four-year average of the graduation success rate of athletes, as well as the national standing of the Director's Cup.	Intercollegiate Athletics	NCAA	

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

	<b>Definition</b>	<b>Responsible Area</b>	<b>Source</b>	<b>Comments</b>	
<b>Metric</b>	A.	The percent of the fall cohort of undergraduate students (as defined in the above benchmark) who have persisted from their first fall semester to the second and third fall semesters by racial/ethnic group and gender by campus and system-wide.	Provost Office	Enrollment Management	System-wide metric
	B.	For the fall cohort undergraduates students (as defined in the above benchmark), the percent of students who completed the program in six years or less by racial/ethnic group and gender by campus, system-wide, and by the National Student Data Clearinghouse Student Tracker.	Provost Office	Enrollment Management ICHE or National Student Data Clearinghouse Student Tracker	System-wide metric
	C.	For the fall cohort of undergraduate athletic students, the percent of athletic students who completed the program in six years or less in comparison to the overall undergraduate students rate	Intercollegiate Athletics	NCAA	
	D.	For the fall cohort of undergraduate students in the STEM disciplines, the percent of STEM students who completed the program in six years or less in comparison to the overall undergraduate student rate.	Provost Office	Enrollment Management	

**5. Graduate Student Time to Degree**

<b>Benchmark</b>	The average number of years for a given fall cohort consisting of degree-seeking doctorate students to complete their degree.	Provost Office	National Opinion Research Center (NORC)	Office of Institutional Research will collect the data. Survey of Earned Doctorates from NORC.
------------------	---	----------------	---	--

**6. Graduate Degrees Granted per Year**

<b>Benchmark</b>	A.	For a given academic year, the number of master degrees.	Provost Office	IPEDS Completions Survey	Office of Institutional Research will collect the data.
	B.	For a given academic year, the number of doctorate degrees	Provost Office	IPEDS Completions Survey	Office of Institutional Research will collect the data.
	C.	For a given academic year, the percentage of graduate (masters, doctorates) degrees to the total degrees awarded.	Provost Office	IPEDS Completions Survey	Office of Institutional Research will collect the data.
	D.	For a given academic year, the total graduate (master, doctorate) enrollment and the percent of the total enrollment.	Provost Office	IPEDS Enrollment Survey	Office of Institutional Research will collect the data.

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

Definition		Responsible Area	Source	Comments	
<b>7. Percent of Graduates Remaining in Indiana</b>					
Metric	A.	For a given academic year, the percent of all baccalaureate graduates who remain in Indiana one-year following graduation.	University Development Office	Advancement	
	B.	For a given academic year, the percent of Indiana residents baccalaureate graduates who remain in Indiana one-year following graduation.	University Development Office	Advancement	System-wide metric
<b>8. Honors Programs Enrollment</b>					
Metric	For a given fall semester, the headcount of students enrolled in the University Honors Programs, College/School specific Honors Programs, and the Honors Learning Communities.		Provost Office	TBD	Total unduplicated headcount to be determined.
<b>9. Student Programs Examples</b>					
Metric	Examples of best practices in student support programs in academic and STEM disciplines, co-curricular, or health programs that reflect the vision of the university for a given academic year.		Provost Office		
<b>10. Core Curriculum Examples</b>					
Metric	Examples that demonstrate the common curricular experience for a given academic year.		Provost Office		
<b>11. Culture of Assessment</b>					
Metric	For a given year, the listing of any formal assessment experience such as accreditation, program reviews, and surveys. A committee will be formed to provide a forum for the exchange of assessment information and to develop strategies to further the development of campus-wide assessment.		Provost Office		

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

	Definition	Responsible Area	Source	Comments	
<b>12. Student Engagement</b>					
Benchmark	A.	For a given year, the percent of seniors that indicated they had participated in various experiential learning (practicum, internships, field experiences, coop experiences, or clinical assignment).	Provost Office	National Survey on Student Engagement (NSSE)	Office of Institutional Research will collect the data. Administered every 3 years. The comparison may or may not include peer or Big Ten institutions, depending if they participated in the survey or not.
	B.	For a given year, the percent of seniors that indicated that the institution provided support to help them succeed academically.	Provost Office	NSSE	Office of Institutional Research will collect the data.
	C.	For a given year, the percent of seniors that indicate having positive experiences and relationships with other students, faculty, and administrative personnel.	Provost Office	NSSE	Office of Institutional Research will collect the data.
Metric	A.	For a given year, the percent of seniors in the STEM disciplines that indicated the quality of their academic advising as good or excellent as compared to the percent of students in all other disciplines.	Provost Office	NSSE	Office of Institutional Research will collect the data.
	B.	For a given year, the percent of seniors in the STEM disciplines that indicated the institution provided support to help them succeed academically as compared to the percent of students in all other disciplines.	Provost Office	NSSE	Office of Institutional Research will collect the data.
	D.	Examples of student engagement activities across the campus for a given academic year.	Provost Office	TBD	

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

	Definition	Responsible Area	Source	Comments	
<b>13. Financial Resources</b>					
Benchmark	A.	For a given fiscal year, IPEDS adjusted total annual operating expenses divided by student FTE (as reported to IPEDS for a given fall semester corresponding to the appropriate fiscal year).	Executive Vice President for Business and Finance, Treasurer (EVPBFT)	IPEDS Finance and IPEDS Enrollment Survey	Office of Institutional Research will collect the data (Budget and Fiscal Planning will prepare the data for FY08).
	B.	For a given fiscal year, the state appropriations (as reported to IPEDS) divided by student FTE (as reported to IPEDS for a given fall semester corresponding to the appropriate fiscal year).	Executive Vice President for Business and Finance, Treasurer	IPEDS Finance and IPEDS Enrollment Survey	Office of Institutional Research will collect the data (Budget and Fiscal Planning will prepare the data for FY08).
	C.	For a given fiscal year, the tuition and fees (as reported in IPEDS) divided by the student FTE (as reported to IPEDS for a given fall semester corresponding to the appropriate fiscal year).	Executive Vice President for Business and Finance, Treasurer	IPEDS Finance and IPEDS Enrollment Survey	Office of Institutional Research will collect the data (Budget and Fiscal Planning will prepare the data for FY08).
	D.	At the time of the annual report, the long-term municipal bond rating from Moody's and Standard & Poor's.	Office of Treasury Operations	TBD	

**14. Financial Aid Disbursement**

Benchmark	A.	For a given academic year, the average financial aid for undergraduates.	Provost Office	IPEDS Student Financial Aid Survey (as of 2009)	Office of Institutional Research will collect the data. System-wide metric
	B.	For a given academic year, the number of aid recipients as a percent of the enrolled undergraduates.	Provost Office	IPEDS Student Financial Aid Survey (as of 2009) and Enrollment Survey	Office of Institutional Research will collect the data. System-wide metric
	C.	For a given academic year, the number and percent of undergraduates that are eligible for Pell Grants.	Provost Office	Postsecondary Opportunity	Division of Financial Aid will collect the data.

**15. Undergraduate Indebtedness upon Graduation**

Benchmark	A.	Percent of the undergraduate class for a given year who borrowed through any loan program (federal, state, subsidized, unsubsidized, private, etc.).	Provost Office	CDS H5 or USNWR	Office of Institutional Research will collect the data. System-wide metric
	B.	Average per-borrower cumulative undergraduate indebtedness of a given year cohort.	Provost Office	CDS H6 or USNWR	Office of Institutional Research will collect the data. System-wide metric
Metric		For a given year cohort, the average per-borrower cumulative undergraduate indebtedness by resident and non-resident.	Provost Office	Financial Aid	

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

		Definition	Responsible Area	Source	Comments
<b>16. Student to Faculty Ratio</b>					
Benchmark		For a given fall semester, the student faculty ratio. As defined by the Common Data Set, the ratio of full-time equivalent students (full-time plus 1/3 part-time) to full-time equivalent instructional faculty (full-time plus 1/3 part-time). In the ratio calculations, exclude both faculty and students in stand-alone graduate or professional programs such as medicine, law, veterinary, dentistry, social work, business, or public health in which faculty teach virtually only graduate level students. Do not count undergraduate or graduate student teaching assistants as faculty.	Provost Office	CDS I2, USNWR, or the IPEDS Fall Enrollment Survey (as of 2009)	Office of Institutional Research will collect the data. System-wide metric
<b>17. Percent of Undergraduate Classes Taught by Faculty</b>					
Benchmark	A.	The percent of undergraduate class sections (not sub-sections) with faculty as the primary instructor for a given fall semester.	Provost Office	USNWR	Office of Institutional Research will collect the data.
Benchmark	B.	For a given academic year, the number of undergraduate credit hours divided by the instructional staff FTE (as defined by the upcoming student faculty ratio in the IPEDS Fall Enrollment survey)	Provost Office	IPEDS 12-month Enrollment Survey and IPEDS Fall Enrollment Survey	Office of Institutional Research will collect the data.
<b>18. Undergraduate Class / Section Size</b>					
Benchmark		For a given fall semester, the total number of class sections, the number and percent of class sections with less than 20 students, and the number and percent of class sections with 50 or more students (as defined by the Common Data Set).	Provost Office	CDS I13 or USNWR	Office of Institutional Research will collect the data.
<b>19. Graduate Stipends</b>					
Benchmark		For a given fall cohort of graduate assistants, the 10-month net salary average, maximum, and minimum by teaching, research, and other assistants.	Provost Office	AAUDE Grad Stipend Exchange	Office of Institutional Research will collect the data.
Metric	A.	For a given fall semester, the number, average, and minimum monthly salary of Purdue-sponsored fellowships.	Provost Office	Graduate School and Office of Institutional Research	Office of Institutional Research will collect the data.
Metric	B.	For a given fall semester, the number of NSF fellows.	Provost Office	Graduate School and Office of Institutional Research	Office of Institutional Research will collect the data.

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

	Definition	Responsible Area	Source	Comments	
<b>20. Alumni Participation Rate and Private Giving</b>					
Benchmark	A.	For a given fiscal year, for graduates of the West Lafayette campus only, the number of undergraduate alumni donors divided by the number of undergraduate alumni solicited, as defined by the US News & World Report Best Colleges Rankings (a two-year average).	University Development Office	USNWR	Office of Institutional Research will collect the data. System-wide metric
	B.	Contributions actually received from donors for a given fiscal year in the form of cash, securities, company products, and other property from alumni, non-alumni individuals, corporations, foundations, religious organizations and other groups.	University Development Office	Council for Aid to Education (CAE)	University Development Office will collect the data. System-wide metric
Metric	Success in fundraising through fiscal year 2014 will be measured by using the comparison of actual fundraising results and the campaign plan objectives.	University Development Office	University Development Office		
<b>21. Career Placement and Additional Study of Graduates</b>					
Benchmark	For a given academic year, the percentage of graduates who enter the job market in a field related to their majors according to the US News & World Report Best Colleges Rankings.	Center of Career Opportunities	USNWR or VSA	Office of Institutional Research will collect the data. For Purdue, May graduates with bachelor's degrees.	
Metric	For a given academic year, the number and percent of students earning bachelor's degrees who are seeking graduate or professional studies.	Center of Career Opportunities	Voluntary System of Accountability (VSA)	System-wide metric except for North Central	
<b>22. Rankings and Recognitions</b>					
Benchmark	Rankings of the institution as reported in selected national publications and organizations for a given year.  <i>NRC Assessment of Research Doctorate Programs</i> <i>Academic Ranking of World Universities</i> <i>US News Best Colleges Overall and Public Ranking (and the peer assessment score)</i> <i>US News Best Graduate Schools</i> <i>Washington Monthly</i>	Office of the President	National Research Council Institute of Higher Ed & Center for World-class Univ at Shanghai Jiao Tong Univ US News & World Report Washington Monthly	Office of Institutional Research will collect the data.	
Metric	Examples of noteworthy recognition of the University for a given year.	Vice President for Marketing and Media			

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

	Definition	Responsible Area	Source	Comments	
<b>23. Faculty, Staff, and Student Demography</b>					
Benchmark	A.	For a given fall semester, headcounts and percents of full-time (tenure and tenure-track faculty) by racial/ethnic category and gender.	Executive Vice President for Business and Finance, Treasurer	IPEDS Fall Staff Survey	Office of Institutional Research will collect the data. Purdue data is from Data Digest. System-wide metric
	B.	For a given fall semester, headcounts and percents of staff by racial/ethnic category and gender.	Executive Vice President for Business and Finance, Treasurer	IPEDS Fall Staff Survey	Office of Institutional Research will collect the data. Purdue data is from Data Digest. System-wide metric
	C.	For a given fall semester, headcounts and percents of students by racial/ethnic category and gender.	Provost Office	IPEDS Fall Enrollment Survey	Office of Institutional Research will collect the data. Purdue data is from Data Digest. System-wide metric
Metric		For a given fall semester, headcounts and percent of students in STEM disciplines.	Provost Office	Enrollment Management	

**24. Climate Study**

Metric		A cultural audit documents the cultural practices of an organization and assesses the potential for change by identifying key cultural roots. Survey of faculty, students, and staff; document analysis; and focus groups used to gather cultural information.	Provost Office	Vice Provost for Diversity and Chief Diversity Officer	
--------	--	--	----------------	--	--

**25. Professional and Personal Development Programs**

Metric	A.	For a given academic year, examples of the best practices of formalized professional development programs offered by Purdue University for faculty and/or staff.	Provost Office	Center for Instructional Excellence Multimedia Instructional Development Center	
	B.	For a given academic year, examples of the best practices of formalized personal development programs offered by Purdue University for faculty and/or staff.	Executive Vice President for Business and Finance, Treasurer	Human Resource Services - Work life Programs	

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

	Definition	Responsible Area	Source	Comments	
<b>26. Faculty and Staff Recruitment</b>					
Metric	A.	For a given year, the number of staff members hired; reported by position groupings, racial/ethnic category, and gender.	Executive Vice President for Business and Finance, Treasurer	Human Resource Services	
	B.	For a given year, the number of faculty members hired; reported by rank, racial/ethnic category, and gender.	Executive Vice President for Business and Finance, Treasurer	Human Resource Services	
	C.	Examples of successful recruitment stories in Colleges/Schools for a given academic year.	Provost Office	Colleges / Schools	
	D.	Develop additional strategies for monitoring faculty and staff recruitment (including demography composition).	Provost Office EVPBFT	Human Resource Services	

**27. Faculty Salary and Compensation**

Benchmark	For full-time tenure and tenure-track faculty for a given fall semester the average academic year salary and compensation by rank. The overall faculty salary and compensation adjusted to the cost of living index.	Provost Office	ACADEME	Office of Institutional Research will collect the data.
-----------	--	----------------	---------	---

**28. Staff Salary**

Benchmark	Average staff salaries by position groupings for a given year. (The comparison is based upon the budget size for the Administrative survey and the geographic location for the Mid-level and CompData surveys.)	Executive Vice President for Business and Finance, Treasurer	Colleges and Universities Professional Association (CUPA) Administrative and Mid-level survey comparison, and CompData Survey by Dolan Technologies	Office of Institutional Research will collect the data.
-----------	--	--	---	---

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

	Definition	Responsible Area	Source	Comments	
<b>29. Faculty and Staff Retention</b>					
Metric	A.	For a given fall semester, the number and percent of separations of staff other than for retirement and death in one year by position grouping.	Executive Vice President for Business and Finance, Treasurer	Human Resource Services	Based upon available data.
	B.	For a given fall semester, the number and percent of faculty leaving Purdue annually.	Executive Vice President for Business and Finance, Treasurer	Human Resource Services	
	C.	The retention rate (number and percent) of staff after one year by racial/ethnic group and gender based on a given fall semester.	Executive Vice President for Business and Finance, Treasurer	Human Resource Services	
	D.	The retention rate (number and percent) for a given fall cohort of tenure track assistant professors at the four year and eight year marks by racial/ethnic group and gender.	Executive Vice President for Business and Finance, Treasurer	Human Resource Services	

**30. Faculty and Staff Quality and Recognition**

Benchmark	A.	For a given year, the number of faculty are members in the National Academy of Science and the National Academy of Engineering. The number of faculty members who receive other national and international awards, or are awarded specific Arts and Humanities grants or participate in fellowship programs (to be defined). For example, the Guggenheim, the National Medal of Science, and the Presidential Young Investigator Awards.	Provost Office	The Center	Office of Institutional Research will collect the data.
	B.	For a given publication year, the program rankings as reported in the Faculty Scholarly Productivity Index by Academic Analytics.	Provost Office	Academic Analytics	Office of Institutional Research will collect the data.
Metric	A.	For a given academic year, national and international awards and programs of recognition (to be defined) granted to faculty and staff. (Self-reported)	EVPBFT Provost Office University Development VP for Research	Office of Institutional Research	
	B.	For a given academic year, the number of named and distinguished professorships and chairs.	Provost Office		

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

	Definition	Responsible Area	Source	Comments	
<b>31. Synergies Examples and Results</b>					
Metric	A.	The number of programs that engage students and faculty across disciplines that foster synergistic collaborations in academic or research experiences (to be determined) for a given academic year.	Provost Office Vice President for Research		
	B.	For a given academic year, examples of the best practices of formalized synergistic programs offered by Purdue University.	Provost Office Vice President for Research		
<b>32. Assessment of Business Processes</b>					
Metric	For a given academic year, examples of the best practices of quality improvement that includes customer satisfaction and cost effectiveness. Develop tracking mechanisms to effectively assess business process, i.e. exit interviews for faculty and staff members separating from the University, and customer satisfaction with new computing systems.		EVPBFT Provost Office University Development VP for Research		
<b>33. Sponsored Program Awards and Expenditures</b>					
Benchmark	A.	The NSF Research and Development Science and Engineering expenditures for a fiscal year (as reported in the annual NSF survey).	Vice President for Research	AAUDE	Office of Institutional Research will collect the data. System-wide metric
	B.	The national rank of the NSF R&D S&E expenditures for institutions without a medical school in the top 20.	Vice President for Research	NSF	Office of Institutional Research will collect the data.
	C.	The NSF Research and Development expenditures in non science and engineering fields for a fiscal year (as reported in the annual NSF survey).	Vice President for Research	AAUDE	Office of Institutional Research will collect the data. System-wide metric
	D.	The total NSF Research and Development expenditures for a fiscal year (as reported in the annual NSF survey) for the West Lafayette campus and system-wide.	Vice President for Research	AAUDE	Office of Institutional Research will collect the data. System-wide metric
	E.	The national rank of the NSF R&D non S&E expenditures for institutions ranked nationally in the top 20.	Vice President for Research	NSF	Office of Institutional Research will collect the data.
Metric	The total amount of extramural awards for a fiscal year.		Vice President for Research	Sponsored Program Services	

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

	Definition	Responsible Area	Source	Comments	
<b>34. Technology Commercialization</b>					
Benchmark	A.	For a given calendar year, the number of regular, conversion and provisional patents applied for (US patents only).	Vice President for Research	Association of University Technology Managers (AUTM)	Office of Technology Commercialization will collect the data.
	B.	For a given calendar year, the number of US patents issued.	Vice President for Research	AUTM	Office of Technology Commercialization will collect the data.
	C.	The (three year) total number of copyright and invention disclosures.	Vice President for Research	AUTM	Office of Technology Commercialization will collect the data.
	D.	For a given calendar year, the number of license and options executed.	Vice President for Research	AUTM	Office of Technology Commercialization will collect the data.
	E.	For a given calendar year, the number of start-up companies.	Vice President for Research	AUTM	Office of Technology Commercialization will collect the data.
Metric	A.	For a given calendar year, the number of trask innovation awards.	Vice President for Research	Technology Commercialization	
	B.	For a given calendar year, the dollar amount of the total trask innovation awards.	Vice President for Research	Technology Commercialization	
	C.	For a given calendar year, the revenue generated from licenses and patents (royalty income).	Vice President for Research	Technology Commercialization	
	D.	For a given calendar year, the number of innovators (individuals receiving royalties).	Vice President for Research	Technology Commercialization	

**35. Endowment Value**

Benchmark	For a given fiscal year, the endowment market value and the one-year percent return of the endowment.	Executive Vice President for Business and Finance, Treasurer	National Association of college and University Business Offices (NACUBO)	Office of Investments will collect the data.
-----------	---	--	--	--

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

	Definition	Responsible Area	Source	Comments	
<b>36. Space Allocations and Facilities Additions and Conditions</b>					
Benchmark	A.	For a given fiscal year, the amount of central IT spending divided by the number of students during the fall semester. TBD	Executive Vice President for Business and Finance, Treasurer	EDUCAUSE	IT will collect the data.
	B.	For a given fiscal year, the amount of central IT spending divided by the number of students, faculty, and staff during the fall semester. TBD	Executive Vice President for Business and Finance, Treasurer	EDUCAUSE	IT will collect the data.
	C.	For a given fall semester, the percent of technology enabled classrooms. TBD	Executive Vice President for Business and Finance, Treasurer	EDUCAUSE	IT will collect the data.
Metric	A.	For a given fiscal year, the uptime index (weighted according to disruptive power) of all our major services.	Executive Vice President for Business and Finance, Treasurer	Information Technology	
	B.	For a given fiscal year, the amount of external funding received (including externally funded grants and gifts from vendors).	Executive Vice President for Business and Finance, Treasurer	Information Technology	
	C.	For a given fiscal year, expenditures for physical facilities and infrastructure projects identified as capital improvements (i.e. not maintenance).	Executive Vice President for Business and Finance, Treasurer	Physical Facilities	
	D.	For a given fiscal year, deferred renovations to physical facilities projects on the repair and renovation list that are not funded including capacity and obsolescence issues as well as physical deterioration for projects over \$100,000. Value of R&R by deferred repair and deferred rehabilitation.	Executive Vice President for Business and Finance, Treasurer	Physical Facilities	
	E.	For a given fall semester, assignable square feet by major function (for space used by academic-administrative departments).	Provost Office	Space Management	
	F.	For a given fiscal year, utilities cost per gross square feet.	Executive Vice President for Business and Finance, Treasurer	Physical Facilities	TBD

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

	Definition	Responsible Area	Source	Comments
<b>37. Sustainability</b>				
Benchmark	For a given year, the campus rating (national grading) on the sustainability evaluation of campus operations and endowment investments as published by the Sustainable Endowments Institute.	Executive Vice President for Business and Finance, Treasurer	College Sustainability Report Card from the Endowment Institute.org	Office of Institutional Research will collect the data.
<b>38. Environmental and Ecological Examples</b>				
Metric	Examples of best practices in sustainability, such as resource recovery measures, LEED certifications earned, emission reductions, and recycling (to be defined) for a given fiscal year.	Executive Vice President for Business and Finance, Treasurer	Physical Facilities	
<b>39. Engagement Examples</b>				
Metric	Examples of best practices in engagement that reflect the vision of the University for a given academic year.	Provost Office	Vice Provost for Engagement	
<b>40. Partnership Examples</b>				
Metric	Examples of best practices of partnerships with private or public agencies which provide assistance nationally and internationally, to business, industry and agriculture for a given academic year.	Provost Office	Vice Provost for Engagement	

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

	Definition	Responsible Area	Source	Comments	
<b>41. Global Presence Examples</b>					
Benchmark	A.	For a given year, the percent of seniors who participated in study abroad.	Provost Office	NSSE	Office of Institutional Research will collect the data.
	B.	For a given fall semester, the proportion of international undergraduate and graduate students.	Provost Office	IPEDS Fall Enrollment Survey	Office of Institutional Research will collect the data.
	C.	For a given fall semester, the proportion of international faculty.	Provost Office	IPEDS Fall Staff Survey	Office of Institutional Research will collect the data.
	D.	Global Language Monitor Rankings of the institution as reported for a given year.	Vice President for Marketing and Media		
	E.	For a given fall semester, the number and examples of international academic programs (such as GISMA); the number of students and faculty involved, and the breadth of countries.	Provost Office		Office of Institutional Research will research collecting the data (HLC?).
Metric	A.	The number of study abroad programs and student participants for a given academic year.	Provost Office	Office of Programs for Study Abroad	
	B.	For a given fall semester, the proportion of international faculty by their country of origin ("nationality").	Executive Vice President for Business and Finance, Treasurer	Human Resource Services - Workforce file	Office of Institutional Research will collect the data.
	C.	For a given fiscal year, sponsored funding of international grants and contracts.	Vice President for Research	Sponsored Programs Services	
	D.	For a given academic year, examples of best practices that demonstrate globalization, the number and highlight examples of international research and engagement programs; student and faculty involvement; breadth of countries.	Provost Office		
	E.	For a given academic year, the fraction of faculty engaged in international activities; including but not limited to invited presentations, sponsored funding, scholarly collaborations, extension activities, travel grants, sabbaticals, international awards, and other prestigious international recognition such as honorary doctorates of Purdue faculty and staff.	Provost Office		Awards may be collected through the OIR mechanism for #30 Faculty and Staff Quality and Recognition.

**Purdue University  
New Synergies Strategic Plan 2008-14  
Summary of Metrics and Benchmarks**

		Definition	Responsible Area	Source	Comments
<b>42. Enhanced Marketing Examples</b>					
Metric		For a given academic year, examples of best practices in marketing initiatives across the campus.	Vice President for Marketing and Media		
<b>43. Purdue Presence in Media</b>					
Metric		For a given academic year, the appearance of noteworthy University accomplishments and expertise in national and international media.	Vice President for Marketing and Media	University News Service	
<b>44. Friends, Alumni, and Retirees Involvement</b>					
Metric	A.	For a given year, the number of alumni and patrons who are engaged in formal University Programs.	University Development Office		
	B.	For a given year, the number of alumni and patron interactions with students, including the Purdue Alumni Recruiting for Tomorrow (PART).	University Development Office		
	C.	For a given year, the number of alumni that participate in the Purdue Alumni Student Experience (PASE) and other student events (to be determined).	Alumni Association		
	D.	For a given year, the number of friends, alumni, and retirees that are involved in admission events (to be determined).	Provost Office	Admissions	
	E.	Highlights of activities for a given year in which retirees participated or acted as ambassadors to promote Purdue.	Purdue University Retirees Association (PURA)		