

Progress on Purdue's Strategic Plan

WEST LAFAYETTE

2001-2002 | 2002-2003 | 2003-2004 |

Overarching Aspects

- The West Lafayette campus enrolled 30,747 undergraduates and 7,906 graduate and professional students for a total enrollment of 38,653 (closely matching the enrollment management plan). Purdue system-wide enrollment had 68,746 students in fall 2004 with 74.4% from Indiana.
- The average SAT score of the fall 2004 entering class held steady at 1149 – an increase of 39 points in six years. There were 69 National Merit Scholars and 144 Indiana Resident Top Scholars. The Academic Success Scholars for resident students increased by 24.0% to 284 students.
- Minority diversity increased to 16.8% for tenured/tenure-track faculty, and to 21.1% for all faculty in fall 2003. Staff diversity increased slightly to 7.4%. Student diversity grew from 10.5% to 10.9% in fall 2004, with diversity of new undergraduates at 13.6%. Purdue's diversity remained below its peers.
- Total student financial aid increased to \$362M – a 10.2% increase in one year, and a 25.3% increase in two years – ensuring affordability and access to Purdue for qualified students. The average undergraduate student indebtedness upon graduation was \$17,510, which compared favorably at slightly below the peer average.
- Average faculty salaries improved from 9.0% to 6.9% below the peer average when mapped to Purdue ranks. Staff salaries generally remained competitive within the respective markets.
- As of September 2004, 21 faculty members had been appointed since last year as new distinguished or named professors, for a total of 98.
- With new information technology infrastructure, well-equipped classrooms increased from 355 to 384, and wireless access across campus was expanded.
- State operating appropriations for 2004-05 were \$240.2M, up \$7.2M or 3.1% from 2003-04. The increase represents the second year of support for our research mission, and for the Biomedical Engineering Program. Also included in the increase was .5% inflation on base expenditures and operating costs for new construction. Purdue's state appropriations in 2002-03 ranked at 17.1% below the average of appropriations per FTE student at peer institutions.
- Purdue University system-wide sponsored program awards set a record at \$243.4M. The West Lafayette campus attracted a record \$235.6M, an increase of 13.4%.
- Purdue's system-wide private fundraising reached \$229.1M, with \$215.6M garnered by the West Lafayette campus. Cumulatively, \$992.8M has been raised toward the goal to date.
- Construction activity remains at an all-time high with the following projects completed in the past year: Pfendler Hall (Agriculture), Dick and Sandy Dauch Alumni Center, Yue-Kong Pao Hall for Visual and Performing Arts (Phase 1), Burton D. Morgan Center for Entrepreneurship, Bowen Civil Engineering Laboratory, Visualization Lab, Earhart Dining Facility, Purdue Memorial Union Sweet Shop Renovation, the Fred and Mary Ford Dining Court, Veterinary Medicine Isolation Facility, Fort Wayne Student Housing Facility; Vawter Food Service renovation, Birk Nanotechnology Center, Cary Quad South renovation, Biomedical Engineering, Bindley Bioscience Center, Forney Hall of Chemical Engineering Addition, Equine Health Science Facility, Chao cGMP, Purdue Calumet Student Housing Facility, and Visual and Performing Arts Center Phase 2 are under construction; and Computer Science and Tom Spurgeon Golf Training Center have been successfully bid with construction to begin shortly.

Goal 1: Achieve and sustain preeminence in discovery

Major research highlights continue to reflect Purdue's strengths in multidisciplinary collaborations and research opportunities in visionary initiatives.

- A major emphasis for the e-Enterprise Center in Discovery Park is to originate, foster, support, and conduct large multi-disciplinary projects that address social problems.
- Researchers from Purdue, Indiana University, and the Eli Lilly Foundation are working on nanoantennas that might enable future computers to communicate at the speed of light.
- The new Ingestive Behavior Research Initiative is addressing the need for integrative, cross-disciplinary approaches to the study of ingestion and its disorders. Recent research has found that artificial sweeteners may disrupt the body's natural ability to "count" calories based on foods' sweetness.
- The Center for Advanced Manufacturing provides infrastructure to facilitate the relationships between fundamental research, technology efforts, and start-up companies.
- More than 90% of the University's 116 centers and institutes are interdisciplinary. In 2003-04, these centers received \$47.5M in sponsored funding, an increase of \$9.3M from the previous year.
- The Regenstrief Center for Healthcare Engineering is being established to apply the principles of engineering, management, science, and information technology to improve the delivery of healthcare to consumers.
- The Envision Center for Data Perceptualization is working to create a context-specific 3-D visualization system that can incorporate graphic displays of chemical structures allowing researchers to see new relationships among large amounts of data by rearranging molecules.

- Purdue has created an Institute for Advanced Pharmaceutical Technology that will coordinate healthcare delivery with the development of new pharmaceuticals.
- The Veterinary Medical Database-Surveillance of Syndromes has developed and implemented a unique veterinary medical information surveillance system to rapidly detect the presence of biological, chemical, or physical agents resulting from a terrorist attack, accident, or natural release. It acts as an early warning system that could prevent widespread natural and man-made disasters in both humans and animals.

Goal 2: Attain and preserve excellence in learning through programs of superior quality and value in every academic discipline

- The one-year student retention rate decreased from 86.4% to 85.5% and the six-year graduation rate decreased from 67.3% to 65.6%. The four-year graduation rate significantly increased from 36.1% to 40.2%.
- Career placement and advanced study rates of graduates increased to 71.0% and 18.8% respectively. Approximately 55.8% of all graduates remain in Indiana one year after graduation (63.3% system-wide). For graduates who were Indiana residents when initially enrolled, 83.7% remain in Indiana (87.0% system-wide).
- Programs to encourage more student participation in undergraduate research, study abroad, and service learning have increased dramatically. Participation in Programs for Study Abroad increased over the past two years by 67.5% to 881 students. Last year, study abroad students were in 129 programs in 45 countries.
- A new MFA in Art and Design was introduced. (New programs at regional campuses – B.S. in Computer Engineering Technology and B.S. in Computer Engineering at IPFW; B.S. in Nursing at North Central; B.S. in Biomedical Engineering, B.S. in Interior Design Technology, B.S. in Forensic and Investigative Science, A.S. in Applied Biotechnologies, and B.S. in Biotechnology at IUPUI.)
- Committed for the strategic plan, 146 new faculty positions out of the 300 planned have been added by a portion of the \$1,000 special fee increase for new students in fall 2002, to help reduce the share of classes taught by graduate assistants.
- Purdue placed 38th in the Athletic Directors Cup competition, the goal is to be in the top 25. The graduation rate of athletes had a record high of 81%, surpassing the goal of 75%.
- In the most recent national program rankings (by *U.S. News & World Report*), Purdue had 24 programs ranked among the top 10, and 38 programs among the top 20 rankings. Peer institution rankings showed an average of 43 programs among the top 10, and 67 among the top 20 rankings.
- The Krannert MBA program ranked No. 1 among regional public schools in the *Wall Street Journal*/Harris Interactive annual recruiters' poll. It ranked third overall in academic excellence for operations management.
- More than 700 students were enrolled in service-learning classes, merging volunteerism with the classroom experience.
- Faculty members in the School of Education have used Internet-based video conferencing technology to link pre-service teachers with K-12 classrooms at a distance and to observe student teachers during their practicum experience.
- An interdisciplinary team-taught course gave student teams the opportunity to conduct planning projects on the relocation of US HW-231. Faculty and staff from five campus units worked in unison with key community agencies and over 120 students.
- Students in textile courses work with a state-of-the-art digital loom that interfaces with graphic design workstations. Designs are scanned or created digitally, and then directed to the loom, enabling very small, precise and accurate designs to be represented on textiles.
- The Design of Temporary Structures spring course was an all-digital "paperless" class, using WebCT, Tablets, and the wireless network to electronically support all aspects of the course.

Goal 3: Effectively address the needs of society through engagement

- The Purdue Research Park was the recipient of the AURP 2004 Outstanding Research/Science Park Achievement Award. Five new companies were started at the park during the year.
- In Technology Transfer, disclosures increased by 12.9% to 166; there were 154 patent applications; U.S. patents issued increased by 11.1% to 30; licenses/options were at 80; and royalty revenue increased by 50.0% to \$4.4M.
- The Minority Initiative for Gifted Scholars created partnerships between the Gifted Education Resource Institute (GERI) and large urban school districts in Indiana, resulting in scholarships for high-ability, urban youth.
- Fall Space Day is a one day, on-campus, hands-on learning experience for 3rd through 8th graders. Last fall, a record 283 students participated from 67 schools, along with Astronaut John Blaha.
- Two nurse-managed clinics — the Family Health Clinic of Carroll County and the Nursing Center for Family Health — have received local to global recognition, while attending to over 5,000 clients annually.
- Last year, Project Lead The Way, a pre-engineering/engineering technology curriculum for middle and high schools, offered courses to more than 14,000 Indiana students in 62 Indiana schools.
- The Science Bound Program completed its third year, with grants of more than \$1.4M received; 170 students are currently in the program.

Information on the Purdue strategic plan is available at:
http://www.purdue.edu/oop/strategic_plan/

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