

# Progress on Purdue's Strategic Plan

## WEST LAFAYETTE

2001-2002 | 2002-2003 | 2003-2004 | 2004-2005 | 2005-2006 | 2006-2007

### 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 slightly increased from 84.0% to 84.8%; however, the six-year graduation rate decreased from 71.9% to 70.7%. The four-year graduation rate decreased from 39.9% to 39.4%.
- Career placement of graduates increased to 72.9%. Advanced study rates of graduates declined to 17.4%. Approximately 55.4% of all baccalaureate graduates remain in Indiana one year after graduation (61.7% system-wide). For baccalaureate graduates who were Indiana residents when initially enrolled, 80.0% remain in Indiana (83.2% 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 last year by 28.4% to 1,271 students. Last year, study abroad students were in 185 programs in 40 countries.
- Eleven new degree programs were added last year including four at Calumet (B.S. in Electrical Engineering, B.S. in Civil Engineering, B.S. in Computer Engineering, and B.S. in Mechanical Engineering); two at IPFW (B.S. in Civil Engineering and M.S. in Technology); one at West Lafayette (Master of Public Health); one at IUPUI (B.S. Biomedical Engineering); one at North Central (B.S. in Nursing); one at Statewide Technology in Vincennes (B.S. in Industrial Technology); and one at Statewide Technology in New Albany (B.S. in Computer Graphics Technology).
- To date 285 new faculty positions have been filled out of the 300 committed as part of the strategic plan.
- Purdue placed 35th in the Athletic Directors Cup competition with a 65% graduation rate of athletes. The goal is to be in the top 25 nationally with a 75% graduation rate.
- In the most recent national program rankings (by *U.S. News and World Report*), Purdue had 18 programs ranked among the top 10, and 34 programs among the top 20 rankings. Peer institution rankings showed an average of 35 programs among the top 10, and 54 among the top 20 rankings.

### Goal 3: Effectively address the needs of society through engagement

---

- The Purdue Research Park continued to expand — now with almost 150 companies employing 2,800 employees. The Park continues to be recognized as one of the top technology/business incubators in the nation.
- In Technology Transfer, disclosures increased by 10.8% to 256; there were 227 patent applications; 32 U.S. patents issued; licenses/options were at 97; and royalty revenue decreased to \$3.82M.
- The Technology Assistance Program (TAP) nearly tripled in size to over \$5 million in funding and served clients in all 92 counties for the first time.
- Purdue is partnering with 10 of the 18 Certified Technology Parks in Indiana that help attract and grow businesses in the state.
- The Center for Regional Development successfully launched the Workforce Innovations in Regional Economic Development (WIRED) initiative. One of WIRED's programs is the Manufacturing Readiness Boot Camp in which it assists workers to become trained and placed in high technology/high skill positions.
- The first Indiana Rural Summit was held in November 2006 to bring the state's rural leadership together from both public and private sectors to discuss and better understand national and international regional development approaches and potential impacts for Indiana communities.
- Since the inception of the Learning Centers, the six operational learning centers have provided 48,513 instructional hours to more than 17,000 students.
- Since the inception of the Opportunity for Indiana Program, 255 students have interned with 101 different start-up companies. The program offers students a unique opportunity to learn about the business world through a combination of education and experience while supporting the growth and development of Indiana start-up companies.
- The College of Science K-12 Outreach sponsored numerous school programs, student activities, summer campus, teacher workshops, and collaborative partnerships involving over 26,500 K-12 students and 2,300 teachers.
- There were 69 Community Service/Service Learning Grant programs in the Fall of 2006, including projects such as lesson plans and classroom activities designed for children with severe disabilities developed by special education faculty and students.

## Overarching Aspects

---

- The West Lafayette campus enrolled 31,186 undergraduates and 7,916 graduate and professional students for a total enrollment of 39,102 (closely matching the enrollment management plan). Purdue system-wide enrollment had 70,398 students in Fall 2007 with 73.6% from Indiana.
- The average SAT score of the Fall 2007 entering class slightly increased to 1145, which is 128 points above the national average. There were 87 National Merit Scholars and 143 Indiana Resident Top Scholars. The Academic Success Scholars for resident students has grown by 46% since 2002 to 282 students.
- Minority diversity increased to 19.7% for tenured/tenure-track faculty, and to 25.7% for all faculty in Fall 2006. Staff diversity slightly decreased to 7.6%. Domestic student diversity grew from 13.3% to 13.7% in Fall 2007, with diversity of new undergraduates at 15.9%. Purdue's diversity remained below its peers.
- Total student financial aid increased to \$433 million – a 5.5% increase in one year, and a 13.8% increase in two years – ensuring affordability and access to Purdue for qualified students. The average undergraduate student indebtedness upon graduation was \$21,636.
- In fall 2002 the average faculty salaries were 9.0% below the peer average, currently 8.0% below the peer average when mapped to Purdue ranks. Staff salaries generally remained competitive within the respective markets.
- Eighteen faculty members were appointed since last year as new distinguished or named professors, for a total of 146 as of September 2007.
- The OnePurdue project successfully implemented the SAP finance and human capital management systems. User training programs and support services are available to support user adoption of the SAP Enterprise Resource Planning (ERP) implementations. The SunGard Higher Education Banner student system implementation is in-process to be completed by July 2008.
- With new information technology infrastructure, well-equipped classrooms increased from 445 to 469, and wireless access across campus was expanded.
- State operating appropriations for 2007-08 were \$249.9M, up \$8.7M or 3.6% from 2006-07. Purdue's state appropriations in 2005-06 ranked at 34.6% below the average of appropriations per FTE student at peer institutions.
- Purdue University system-wide sponsored program awards were at \$301.2M. The West Lafayette campus attracted \$292.2M, an increase of 53.5% since 2000-01.
- The historic, seven-year fundraising effort, the Campaign for Purdue, has met its goal and then some. The \$1.5 billion campaign easily surpassed its goal by raising \$1.7 billion, 114% above the goal.
- An unprecedented volume of facility construction continues at Purdue. Of the \$1 billion in construction, \$626 million is completed, \$231 million is in progress, and \$175 million is planned. Most is financed by private gifts.

## Goal 1: Achieve and sustain preeminence in discovery

---

- New Discovery Park centers were created including the Institute for P-12 Engineering Research and Learning, Ingestive Behavior Research Center, and Center for Crop Biosecurity.
- Major research highlights continue to reflect Purdue's growing strength in research and visionary initiatives, most of which are interdisciplinary or collaborative.
  - A new and cheaper method to electically fuse cells, electrofusion, has been developed. This new method is a vital technology for studying stem cells, creating clones, and finding disease antibodies.
  - Researchers have found considerable evidence that the consumption of nuts is not associated with weight gain.
  - The results of a study with 4th and 5th graders with mathematics disabilities indicated that teaching word problem story grammar on arithmetic word problem solving not only improved their performance but also promoted pre-algebra concept and skill acquisition.
  - Chemical engineers have been able to demonstrate that much of the nation's fueling infrastructure and transportation fleet can be maintained while introducing a new hydrocarbon fuel manufacturing system reliant on biomass and hydrogen instead of crude oil.
  - Research in the psychological sciences assert that inadequate intellectual stimulation and poor nutrition, especially iodine and iron deficiencies, are likely to blame for hindering more than 200 million children in developing countries from meeting their full potential.
  - In a recent study, there is strong evidence that the level of competition between the Internet and local stores is lower than the level of competition between catalogs and local stores.
  - A patent application on a dopamine D<sub>1</sub> agonist seems to have properties that could lead to a possible treatment for Parkinson's disease, as well as improving memory and cognition in schizophrenic individuals.
  - Hydrogen fuels cells have been developed using ammonium borate. This technique shows great promise for hydrogen fuel cells and is easily recyclable.
  - In cooperation with the researchers in the Indiana Department of Transportation (INDOT) a full vehicle axle load spectra of major interstate and state-owned highways in Indiana was created.
  - A highly sensitive fluorophore imaging technique for the detection of single molecules has important applications in nanotechnology.



An equal access/equal opportunity university

Produced by Purdue Marketing Communications 1202407e