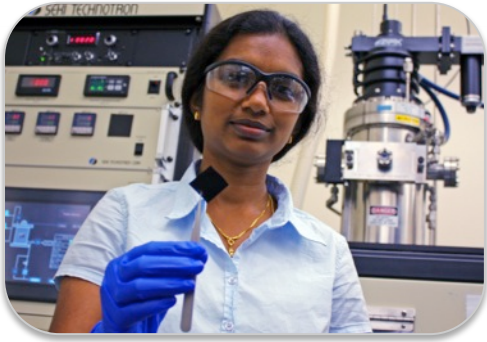


BOARD OF TRUSTEES

February 21, 2014



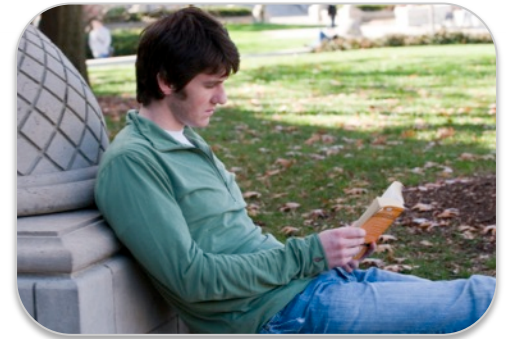
BOT MEETING STRUCTURE



Feb: Institutional Excellence



April: Fundraising



May: Affordability, Efficiency & Student Debt



Sept: Student Intellectual Growth & Achievement



Dec: Student Success

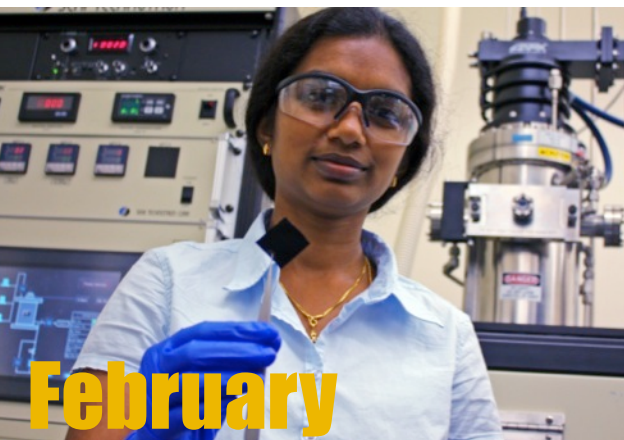
Institutional Excellence

Sample Metrics

- Faculty awards and honors
- Entrepreneurial activity among faculty
- Sponsored awards per faculty

Purdue Moves:

- Drug Discovery
- Plant Science



February

Fundraising

Sample Metrics:

- Net production
- Cash received
- # of individual donors

Purdue Moves:

- Engineering Expansion
- CoT Transformation
- Growing Computer Science



April

Affordability, Efficiency & Student Debt

Sample Metrics:

- Student default rate
- Student Affordability Index
- Cost per degree
- Administrative costs

Purdue Moves:

- Affordability



May

Student Intellectual Growth & Achievement

Sample Metrics:

- Student scores on post-graduate exams & certifications
- Study abroad rates
- # of national and international scholarships & fellowships earned

Purdue Moves:

- Innovative Pedagogies
- Study Abroad

Student Success

Sample Metrics

- 4-year graduation (All, 1st gen, URM)
- 6-year graduation
- On-campus residency rate
- Summer enrollment
- Early graduation rate

Purdue Moves:

- Summer Enrollment
- Campus Residency



DEFINING EXCELLENCE IN TERMS OF OUTCOME-BASED METRICS

TASK FORCE MEMBERS

Gary Bertoline - *Dean, College of Technology*

Mary Ellen Bock - *Professor, Department of Statistics*

Jennifer Dennis - *Associate Professor, Horticulture and Landscape Architecture*

Jim Dworkin - *Chancellor, PNC*

Ananth Iyer - *Susan Bulkeley Butler Chair of Operations Management*

Signe Kastberg - *Associate Professor, Department of Curriculum and Instruction*

Richard Kuhn - *Head & Professor, Department of Biological Sciences*

Vic Lechtenberg - *Special Assistant to the President*

Holly Mason - *Senior Associate Dean; Professor of Pharmacy*

Rab Mukerjea - *Special Assistant to the President*

Jim Mullins - *Dean, Libraries*

Karen Plaut - *Sr. Associate Dean for Research & Faculty Affairs, Agriculture*

Gintaras V Reklaitis - *Distinguished Professor of Chemical Engineering*

Randy Roberts - *Distinguished Professor of History*

Ralph Rogers - *Vice Chancellor Academic Affairs, Purdue Calumet*

Sandra SanMiguel - *Associate Dean of Engagement, VetMed*

Steven Sarratore - *Associate Vice Chancellor for Academic Programs, IPFW*

Mark Smith - *Dean, Graduate School*

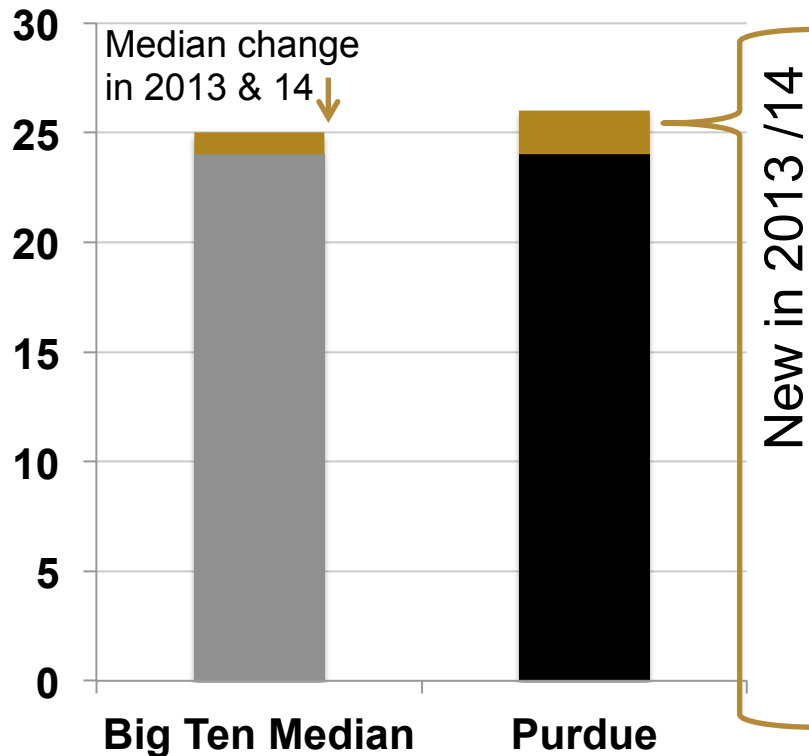
Connie Weaver - *Head & Distinguished Professor of Nutrition Science*

FACULTY AWARDS & HONORS

Awards and Honors	Current Award Total	Added in 2013-14
Major early career awards	112	20
American Association for the Advancement of Science	66	12
American Academy of Arts & Sciences	8	1
National Academy of Inventors	3	2
Honors New to Purdue faculty	6	
<i>Dreyfus Prize in Chemical Sciences</i>	1	
<i>Hamburg Prize for Theoretical Physics</i>	1	
<i>Kingsley Tufts Poetry Winner</i>	1	
<i>United Nations Scientific Advisory Board</i>	1	
<i>National Academy of Inventors</i>	2	

FACULTY AWARDS & HONORS

Total NAE & NAS Members



2014 National Academy of Engineering



Jan Allebach

Electrical & Computer Engineering

2013 National Academy of Sciences



Joseph Francisco

Earth, Atmospheric & Planetary Sciences

Change since 2012:

Purdue's net change: **2**

Big Ten median net change*: **1**

ENTREPRENEURIAL ACTIVITY (JULY-DEC)

Fiscal YTD Patent Applications: 223

% of Goal: 57%

Fiscal YTD Disclosures: 156

% of Goal: 45%

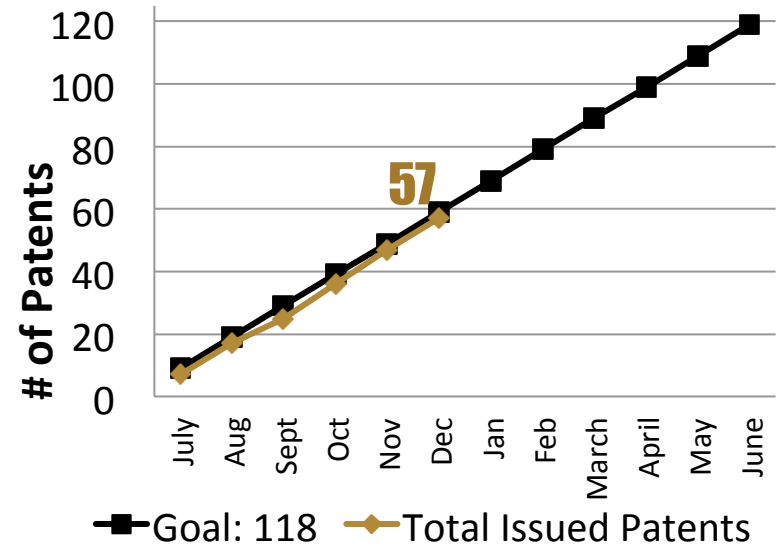
Cumulative # of Startups: 14

- 7 LLC w/ IP (Purdue FY high of 11)
- 7 LLC w/ IP pending or w/ no IP

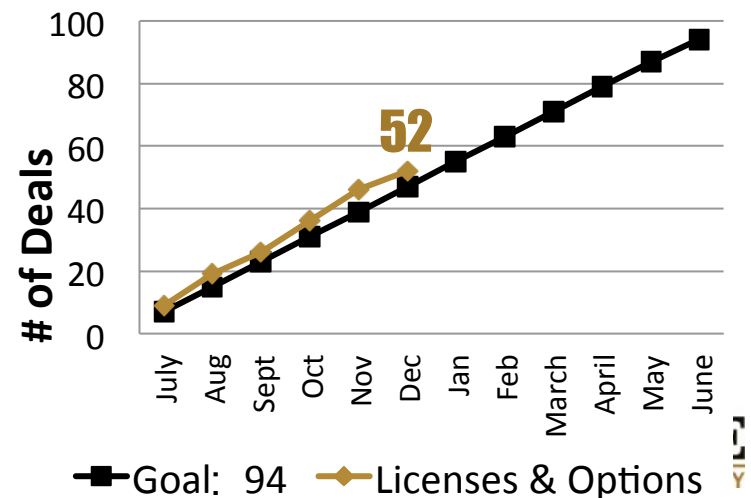
Foundry Clients: 78

- 30 Faculty
- 17 Grad Students
- 9 Alumni
- 10 Undergrads, Staff or Postdocs
- 12 Non Purdue

Cumulative Patents To Date

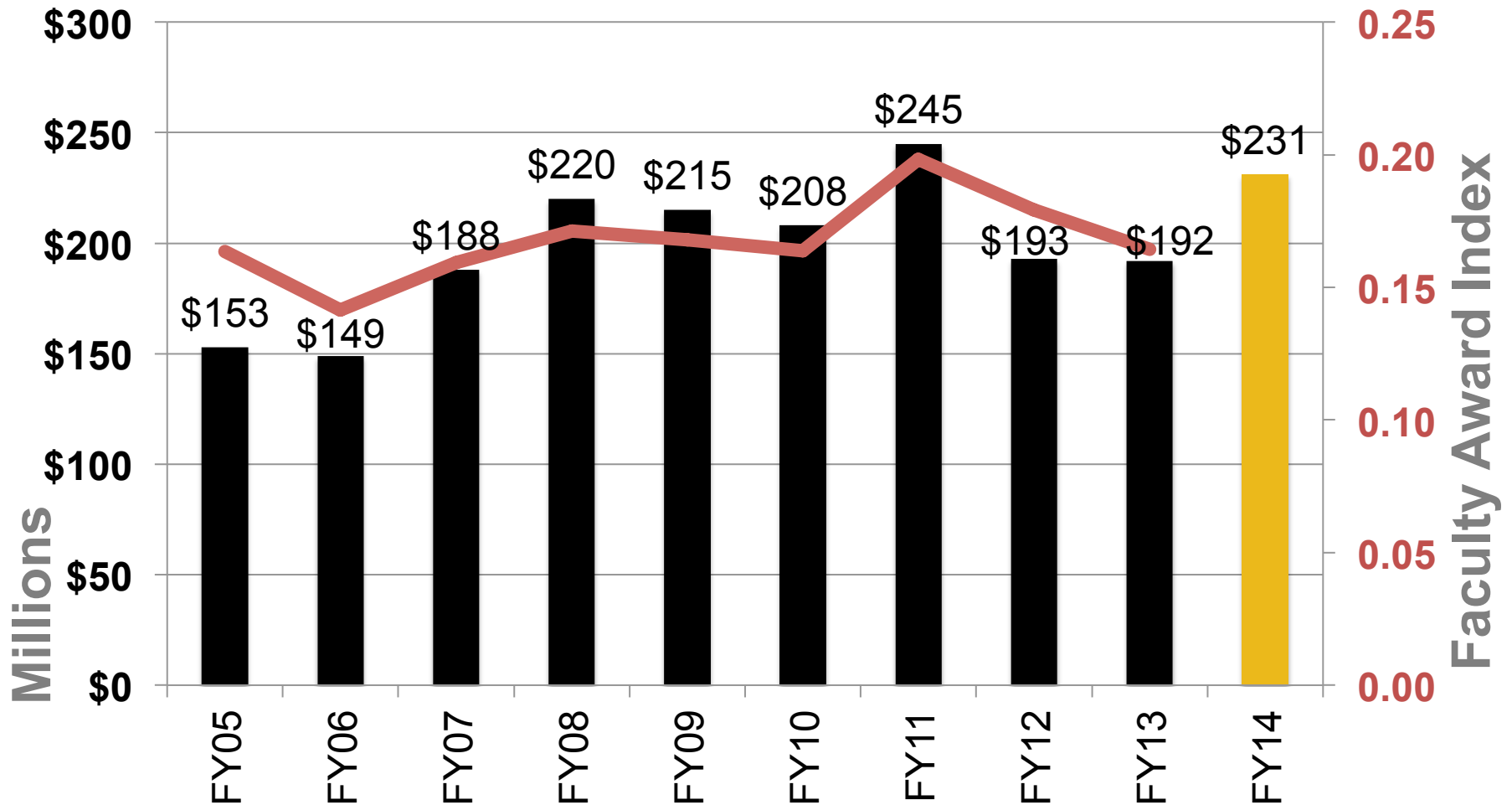


Licenses & Options To Date



RESEARCH PRODUCTIVITY

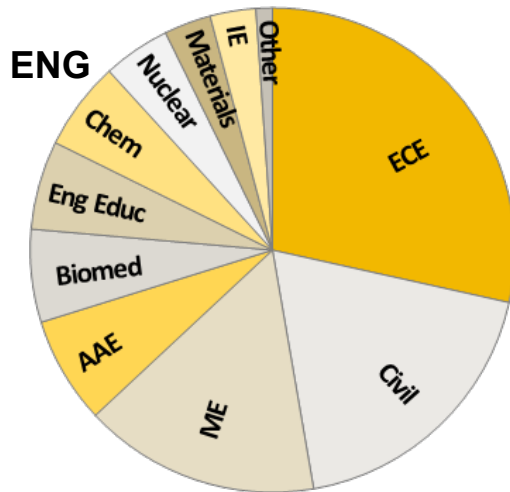
July to Jan. sponsored awards: **Award \$ per FTE for entire fiscal year**



All figures are without ARRA.

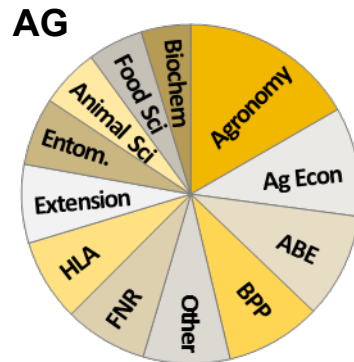
RESEARCH AWARDS BY DISCIPLINE

\$311.9M in FY13 Awards (West Lafayette)



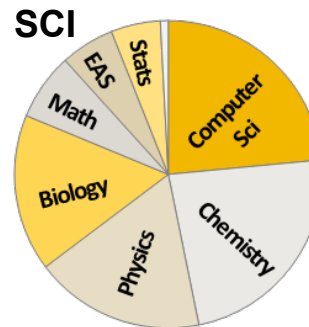
Major Partners

- Discovery Park
- Ag
- Science
- Vet Med



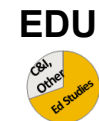
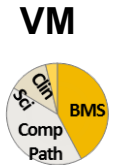
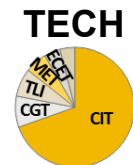
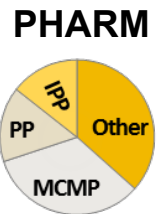
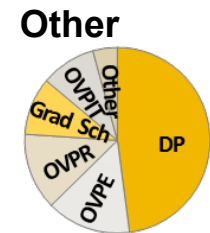
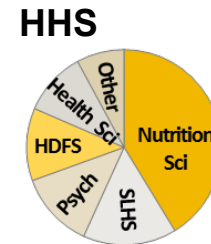
Major Partners

- Engineering
- Science
- Discovery Park



Major Partners

- Engineering
- Ag
- Discovery Park



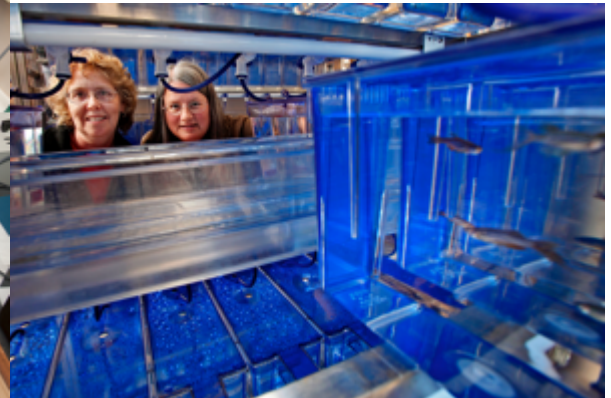
MGMT



Pie charts are proportional to award amounts

FACULTY CITATIONS & PUBLICATIONS

- From 2008-12, Purdue faculty published roughly **17,000 papers** and received **123,000 citations**.
- Quality comparative data and measurements over time are hard to come by.
- Purdue is investigating better ways to grade ourselves in this metric.



APPLICATION TRENDS

Applications **31% or 8,000 applicants**

- Larger gain than comparable schools using Common Application for the first time

Engineering Applications **49%**

- Enrollment goal up from 1,762 to 1,820

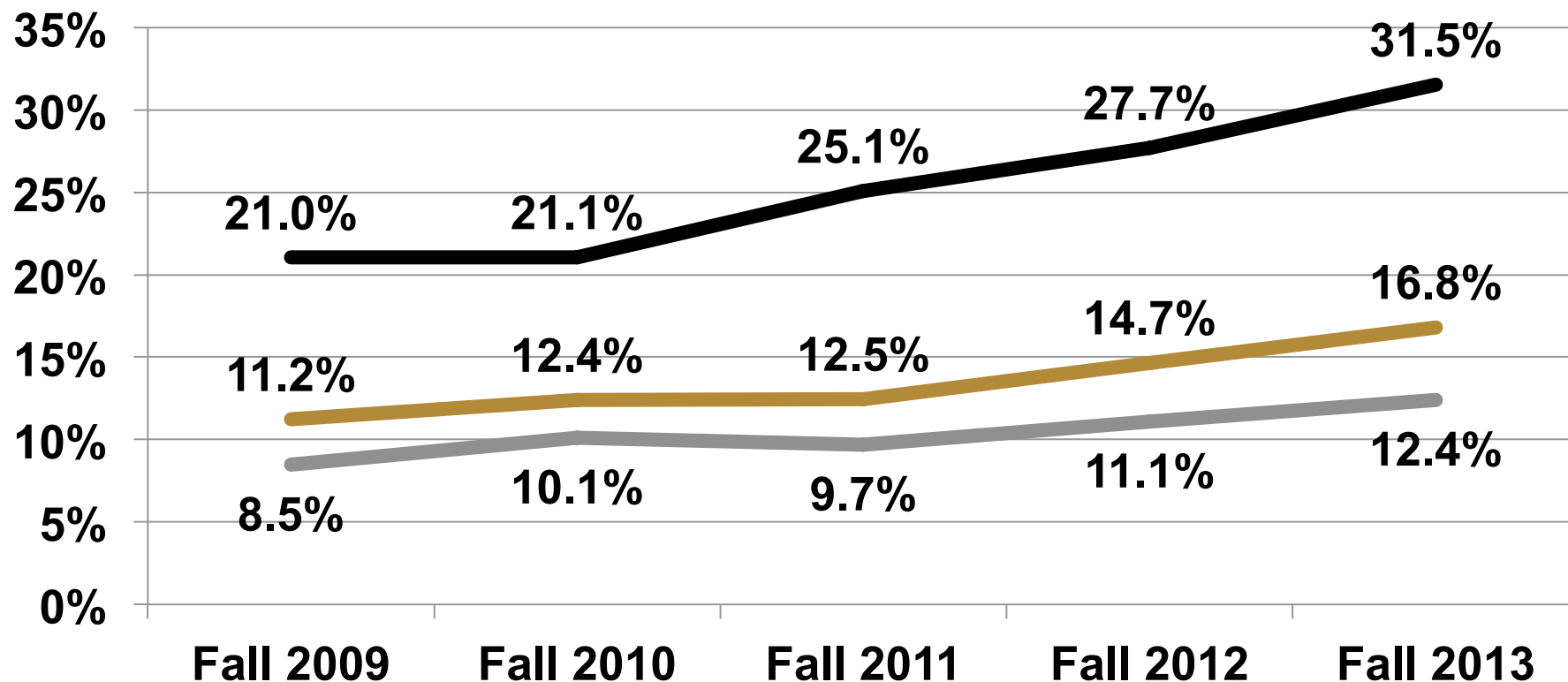
Domestic Out-of-State Applications **52%**

- A rough proxy for Purdue's national reputation

TOP SCHOLAR* ENROLLMENT TRENDS

FRESHMAN CLASS

— Nonresidents — Residents — Total



* Defined as top 5% scores on the ACT/SAT of college-bound HS Seniors

REPUTATION FOR QUALITY & VALUE WITH EMPLOYERS

	Ranking Entity	Metrics	Public Land Grant University Ranking*
Value	The Alumni Factor	Alumni satisfaction & success survey	4
	Bloomberg Businessweek	Annualized ROI for resident BS/BA	5
	SmartMoney	Income/cost of education for nonresident BS/BA	4
	Wall Street Journal Recruiter Survey	Recruiter evaluation of graduates	4**

* Out of 104 public land grants

**Same ranking among all universities

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February 21, 2014

