The overall mission has been established, and now it's up to Purdue's academic and nonacademic units to weave the University's strategic plan into their future.

The “New Synergies” plan will serve as a template for each college, school, department and administrative unit begins to evaluate its own strategic plan, says Rab Mukerjea, director of strategic planning and assessment.

"Each area will review its current strategic plan in the context of the new University plan and make adjustments to be in alignment," Mukerjea says. "As with the first strategic plan, timelines for completion will vary by unit. Some areas started before the trustees approved the University-wide strategic plan, and the remainder are expected to begin this summer or fall, depending on when they will be completed, as quickly as possible."

These plans will require the approval of the officers of the President, the Provost and the vice presidents as appropriate before being implemented.

Plans will be reviewed annually to assess their progress, effectiveness and continued alignment with the University plan.

Mukerjea said that assistance is available through his office and the Office of Institutional Research for various units that have questions about how to craft a strategic plan. Questions may be directed to mukerjea@purdue.edu.

"A lot of the areas have some experience due to their work with the first strategic plan, but they may need a different type of help at this point," he says.

Getting started in HFS
Housing and Food Services is following a development process similar to what it used for its 2002-07 plan, says John Sautter, vice president for housing and food services.

Senior staff will review the University plan before holding a daylong retreat to establish the division's priorities.

HFS also will form work groups within its four main operational areas — University Services.

See Plan, page 2

Strategic plan to serve as template for campus units


To our readers: Inside Purdue is changing
Inside Purdue will take on a new look and slightly altered role at the beginning of the fall semester.

Beginning with the issue of Aug. 28, Inside Purdue will become a monthly newspaper dedicated to providing news of interest to faculty and staff of the University. Daily and week-to-week news of importance to faculty and staff will be published in Purdue Today, the e-mail newsletter sent five times weekly during the academic year and twice weekly during semester breaks.

Inside Purdue will continue to print articles that focus on the University's key assets and people — with more news features about the people, units and topics that are of interest to those on campus.

To suggest topics or obtain information about Inside Purdue, contact Julie Rosa, editor, at jrosa@purdue.edu, or Dan Howell, managing editor, at dhowell@purdue.edu.

Insurance executive named VP for marketing, media

Teri Lucie Thompson, vice president of marketing for Safeco Insurance in Seattle, has been named Purdue's vice president for marketing and media. Murray Blackwelder, senior vice president for advancement, made the announcement on July 10.

Joseph Bennett, who has served as vice president for university relations since 1989, is retiring after more than 27 years at Purdue. Thompson will begin her new duties Aug. 11.

"Our national search generated a pool of highly qualified candidates, and Teri's blend of corporate and academic experience really stood out," Blackwelder said. "We are excited to have someone with her background and passion for education leading the effort to tell the world about Purdue's unique strengths in the classroom, the laboratory and in the economy."

President France A. Córdova said: "With Teri's exceptional skills and background, we'll be well positioned to expand Purdue's approach to marketing and media. Our new strategic plan has an emphasis on telling the Purdue story to a broader audience; this will attract worldwide talent and investment."

As vice president for marketing and media, Thompson will oversee the communication of news and information about Purdue to both internal and external audiences in print, photo and video, and via a variety of Internet platforms; branding and advertising; the Purdue Web site; and community partnerships.

University Relations includes the University News Service, Purdue Marketing Communications, University Periodicals, Community Relations and Broadcast Services.

"Purdue is in a wonderful position because so many people already know what this University stands for," Thompson said. "My role is to build on that success and find new ways to give the University a voice that resonates with faculty, staff and students; prospective students and their parents; our alumni; and our stakeholders from Indiana to India and beyond."

Thompson has been vice president at Safeco since 2006 and served in a variety of marketing and public relations positions at State Farm Insurance from 1994 to 2006. From 1986 to 1994, Thompson was a faculty associate and English department chairperson at Illinois State University's University High School.

Thompson's appointment is subject to the approval of the Purdue Board of Trustees.
PRF, Purdue aiding startups

A new initiative by the Purdue Research Foundation and Purdue will help fund commercialization efforts by startup companies.

The Emerging Innovations Fund, designed to support work at all Purdue campuses and research park locations, is raising $15.5 million in initial funds to support competitive grants.

The standard funding term will be 12-18 months, and five to seven awards will be made annually, said Joseph Hornett, senior vice president, treasurer and COO of the Purdue Research Foundation. Funds will be distributed based on the successful completion of agreed upon milestones and will be in the range of $20,000 to $200,000.

The funds will be used for: intellectual property enhancement and “freedom to practice” analysis. Prototype development and testing.

The Patty Jische Early Care and Education Center play area, as it was last week, is part of the preparation for the center’s opening Aug. 11. The sun-shades use a special material that blocks harmful UV rays. The center is near Purdue Village.

Child care center staffing, site readying for Aug. 11 start

The Patty Jische Early Care and Education Center is on schedule to open Aug. 11. Finishing touches are being completed on the building’s interiors, landscaping and playgrounds, and a newly appointed director is actively recruiting, hiring and training staff and educators and staff for the site.

Center director Children’s Choice Learning Centers selected Jane Hammonds, a Purdue alumna with 28 years of experience in early childhood programming, to serve as center director.

Hammonds and the new staff are scheduled to set up classrooms and equipment as well as complete on-site training in late July. An open house is slated for early August.

“This is an exciting time as the opening of the center quickly approaches,” Hammonds says, “I am thrilled for the opportunity not only to return to my alma mater, but also to take on the mission of serving the children of Purdue, which is simply an added bonus.”

Seventy-six of the 86 spots at the center have been filled. Openings remain for preschool-age children.

The center’s daily operations will be handled by Children’s Choice Learning Centers, a Texas company. WorkLife Programs will oversee the center’s operations and serve as a point of contact for Hammonds.

To register
Parents interested in registering for the Patty Jische Early Care and Education Center can fill out a form online at www.purdue.edu/childcare or in person at the WorkLife Pro- grams office on the west side of the Purdue West Shopping Center.

Spaces are available for preschool-age children (ages 3-5). Parental leave form for infants, toddlers or 2-year-olds will be added to the waiting list and contacted when an opening becomes available.

Parents interested in enrolling their children may be directed to Jane Hammonds at (317) 977-1126 or at hammonds@childrenschoice.com. More information about the center is available at www.purdue.edu/childcare.

Purdue playing part in Olympics

Purdue will be represented at the Aug. 8-24 Beijing Olympics by two athletes and by several students helping out in the off-

Purdue’s group has been as-

Students headed to China to early July to start a month of training, acclimation and a bit of sightseeing.

Hammonds

Purdue is invited by the Communication University of China to participate in the Olympic organizing committee.

Information about the U.S. Olympic team can be found at www.usoc.org.

Information about the 2008 Olympic Games can be found at http://en.beijing2008.cn/. Student blogs are expected to become available online.

APSAC updated on HR efforts

The Administrative and Professional Staff Association held its July 9 meeting at the Clinton County extension office. APSAC, a recognized affiliate of the American Federation of State, County and Municipal Employees, represents more than 2,000 faculty and staff.

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As a designer for the Purdue Agriculture Exhibit Design Center, Rebecca Stephens is always on the lookout for items that fulfill her vision — a gold shawl from Goodwill, fabric from a trip to Indianapolis or a top hat netted on the Web.

For one of the center’s recent exhibits, she even tried out a multicolored scarf from her own closet.

“The hunt is endless and going to find just the right props,” Stephens says, pulling at the scarf adorning the head of Madame Ulna, a future-forecasting skeleton that plays a major role in one of the design center’s exhibits for the Indiana State Fair. Stephens and five other full-time staff members, including specialists such as these to create exhibits that show the importance of bone health, steps to reduce carbon footprints and how farm producers and consumers can connect online.

It’s a working process for the Purdue Agriculture Exhibit Design Center, which is part of the Department of Agricultural Communication. The center creates museum-quality interactive exhibits that highlight agriculture and science research at Purdue, and its primary venue is the fair’s Purdue Day at the Indiana State Fair.

“We take the great work being done by Purdue faculty and researchers and develop them into stories and exhibits that can be displayed for the people of Indiana,” says Myron Freedman, coordinator of the center. “This year, we’re focusing on six exhibits, with the largest being “The Bone Zone: Carnival of Healthy Choices.”

As one Indiana State Fair comes to a close, planning for the next year’s event begins. Topics for the exhibits are selected depending on what’s popular with the general public, what subjects are frequently addressed by Purdue research and what new Purdue research would be useful and appealing to fairgoers.

“Before we want to consider if the subject is going to make a good exhibit and if the medium best supports the idea,” Freedman says. “We have to take into consideration that most people won’t spend a lot of time reading everything, and you have to be able to grab their attention and teach them about their interest in a short period of time. Not everything is suited to that type of treatment.”

For the new centerpiece, “The Bone Zone,” is sure to attract the type of treatment. “We have to take into stories and exhibits that can be displayed for the people of Indiana, “ says Myron Freedman, coordinator of the center. “This year, we’re focusing on six exhibits, with the largest being “The Bone Zone: Carnival of Healthy Choices.”

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Purdue's Ray W. Herrick Laborato- ries, a hub of industry-oriented research in areas ranging from ad- vanced automotive technologies to “smart” buildings, is celebrating its first 50 years with an eye toward the future. “It isn’t easy to balance the needs of industry, academics and basic research, but that’s what Purdue has accomplished at Herrick Labs over the past 50 years,” said Patricia Da- vies, Herrick director and professor of mechanical engineering. The laboratories were estab- lished in the 1950s with a grant from Ray W. Herrick, then CEO of Tec- tumseh Products Co., in Tecumseh, Mich. Since then, about 600 Herrick students have completed graduate and doctoral degrees. The labs were spawned from the marriage of two distinctly different disciplines. “Herrick was ahead of its time because it started as an interdisci- plinary collaboration when it wasn’t fashionable to do so,” Davies said. “An animal sciences professor and a mechanical engineer professor got together to study the effects of climate on animals.” The mechanical engineering professor, William Fomone, men- tioned the concept to Ray Herrick one summer while he was visit- ing Tecumseh. “I told him to explore research relationships.” Projects involve collaborations with faculty, industries and basic research including engineering disciplines; speech, language and hearing sci- ences; and psychology. The anniversary celebration is taking place in conjunction with air conditioning and refrigeration con- ferences that are drawing hundreds of researchers from Purdue to 30 countries. About 400 people are expected to attend the 12th Interna- tional Refrigeration and Air Condition- ing Conference and the 19th Interna- tional Compressor Engineer- ing Conference on July 14-17. “Herrick Labs’ worldwide industrial reach, Davies said. “As the birthday celebration draws near, plans also are being drawn up for a new building. The Herrick Labs building, that was a horse barn built a century ago near State Street and Russell Drive. Herrick has raised $9 million toward a goal of $11 million for the first phase. Groundbreaking is scheduled for the fall. Plans for the building, to be adjacent to the current one, call for nearly doubling the floor space from the current 27,500 square feet to around 52,000 square feet. The project is in the architectural selec- tion process. The building will be the second LEED-certified facility on campus, behind the Roger R. Gatewood Wing of the Mechanical Engineering Building, expected to be completed by the summer of 2011. LEED is a set of standards and stands for lead- ership in energy and environmental design. The anniversary celebration will include a barbeque and tours of the Envision Center, Ross-Ade Stadium and Herrick Labs on July 18 and a 1970 tour of Birck Nanotechnol- ogy Center and Underwood Express sightseeing rides. People interested in touring the labs can call 765-492-4133 or cackle@purdue.edu.

Several Purdue staff members in the Department of Agricultural Communication and Education were selected from the Association for Com- munication Excellence in Agriculture, Natural Resources and Life and Human Sciences: • Gold award for media relation- ship, Long John Silver’s; Russ Merzdorf, Douglas Main, Dan Annarino, Chris Sigurdson, and virtues for the World Food Price campaign. • Gold award for editing: Kevin Leigh Smith for the publication “Management—Intensive Grazing in Indiana.” • Silver award for a direct mail piece: Jane Wolf Brown, Annarino, Forbes, Sigurdson and Main for the Making the News postcard. • Bronze award for a direct mail piece: Beck Goetz and Annarino and Jane Alexander from the Office- fice of Academic Programs in the College of Agriculture, for Ex- emrinary Veterinary Medicine brochure. • Bronze award for a direct mail piece: Jane Wolf Brown, Annarino, Forbes, Sigurdson and Main for the Making the News postcard. • Bronze award for magazines and periodicals: Agriculture Magazine, and Ohio Messmer, Merzdorf, Main, Laura Hoecherl, Julie Douglas, Campbell, Jennifer Cummins and Evans. • Bronze award for a tech- nical publication: Winter An- nual alden and Neil Merzdorf for Cynt Nematepro Management. Team members are Annarino and Smith from Agricultural Communi- cation; plus Valerie Mok, J. Earl Cirec, Bill Johnson and Andrea Westham from the Purdue Veterinary Pathology; and Jamil Faghihi and Virginia Ferras from Entomology. Davis, who has been a human resources/payroll team leader in the Office of the University Develop- ment co-sponsored by the World Bank and the South Florida’s University Development co-sponsored by the World Bank. The building will be the second LEED-certified facility on campus, behind the Roger R. Gatewood Wing of the Mechanical Engineering Building, expected to be completed by the summer of 2011. LEED is a set of standards and stands for lead- ership in energy and environmental design. The anniversary celebration will include a barbeque and tours of the Envision Center, Ross-Ade Stadium and Herrick Labs on July 18 and a 1970 tour of Birck Nanotechnol- ogy Center and Underwood Express sightseeing rides. People interested in touring the labs can call 765-492-4133 or cackle@purdue.edu.
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A 50-foot pine tree near the corner of Third Street and McCombick Road has been named a "National Champion Tree" by the American Forests National Register of Big Trees.

The jack pine (pinus banksiana) was recognized as the largest of its species growing in the United States. American Forests is a conservation group focused on reforestation and preserving trees. Although common in sandy beach areas of Michigan, the jack pine is rare in Indiana. It is an unusual tree in that it does not burn during a fire to reseed. Heat causes the pinecones to open and release their seeds.

The announcement came as a surprise to campus arborist Tim Detzner, the steward of Purdue's 7,700 trees. Detzner nominated the tree as a state champion 10 years ago, he says. "It has held that distinction ever since, but just now caught the attention of the American Forests group."

According to American Forests, "National champs are a symbol of all the good work trees do for the quality of the environment and our quality of life. Big trees provide more cooling shade and more places for wildlife to perch and nest. They sequester more carbon dioxide, trap more pollutants, and purify more water."

Although honor of having a National Champion Tree is largely symbolic, Detzner stresses, "It is an important sign of Purdue's commitment to all our trees, as well as our willingness to do more to protect these champions from construction and other threats."

Purdue is home to one other national champion tree—the smoke tree that was relocated to the gravel pit area in October 2008. It was moved to make way for construction on Wood Street.

A 25-foot capitol hawthorn on Shafter Hill is also listed on the Indiana Big Tree Register.

For more information about trees on the West Lafayette campus, visit www.purdue.edu/physicalfacilities/groves/website/

Tree Protection Policy proving helpful

In December 2002, Purdue initiated a concerted effort to reduce the loss of trees to construction on campus. Known as the Tree Preservation Policy, this set of recommendations and standards aims "to maintain a zero net loss of trees on campus through preservation and mitigation practices."

Before the policy, an average of 75 trees a year were lost, some unnecessarily, during construction activities.

"For two straight years early this decade, more trees were lost than were planted," says John Collier, director of campus planning.

Driving over root surfaces with trucks, cranes, and other vehicles frequently results in loss of the tree. Other trees that may have been "in the way" were removed before alternatives were considered.

Don Staley, senior landscape architect in Physical Facilities, says, "Root zone impact is commonly misunderstood as a tree's drip-line, but that is not a sufficient protective area. Compaction damage is usually not immediately noticeable, and declining crown growth may not show up for several years. The policy allows us to protect a larger, more realistic area."

The Tree Preservation Policy educates architects, engineers, project managers, and contractors about the value of trees, instructs on how to protect and preserve them during construction, and defines the consequences of tree loss.

When a construction project that may impact trees is planned, the campus arborist along with the university landscape architect and the project manager conduct a walk-through of the site to determine which trees will be affected. They appraise the trees that will be protected or removed, assess the value of removed trees to the project, and plan to mitigate any tree loss by replanting trees at that site or with a contribution to the University's Tree Fund.

Purdue's arborist, Tim Detzner, believes the Tree Preservation Policy has made a difference already.

"Overall, it has been very effective," he says. "It has made contractors more aware of the trees."

Big Tree Register initiated in Tippecanoe
In addition to the state and national "big trees," Purdue could soon become county-wide champion trees.

Jim Detringer, Purdue's arborist, along with the Lafayette Tree Advisory Committee, announced in April the creation of the Tippecanoe County Big Tree Register. Nominations are now being taken by the Tippecanoe County Extension Office. Each county hopes to publish the champion list by Arbor Day 2009.

The list will be based on the Indiana big tree program, which includes over 100 varieties of trees native to the state. Anyone may nominate a tree using the form available on the county extension's Web site at www.ces.purdue.edu/Tippecanoe/bt/.

Detringer says, "One of the goals of the Big Tree Register is to promote preservation, to get people interested in protecting trees so they can become large. We also want to get trees into the public view and promote awareness of the natural resources we have that many people don't even think about."

The Lafayette Tree Advisory Committee is a group appointed by the mayor of Lafayette, whose purpose is to advise the mayor on issues related to trees, and to promote tree planting and proper tree care. Kim Wilson, a professor in the Horticulture Department, is also a committee member. 
CityBus rides free and easy with PUID

Owning a Purdue ID card means a free ride on CityBus — good news for many faculty and staff members who want to save the costs of driving to and parking at the West Lafayette campus.

CityBus and Purdue have a contracted partnership in which Purdue students, faculty and staff have unlimited, fare-free access to the Citybus system. The access is not just on campus routes but on any Citybus route.

Ridership, which has increased steadily over the past several years, is increasing more rapidly this year thanks to higher prices for gas and many other goods and services.

"Ridership was up nearly 17 percent for the month of June and is up more than 9 percent so far for 2008," says John Metzinger, manager of development for CityBus of Greater Lafayette. Metzinger says CityBus provided more than 2.5 million rides this year through the end of June.

Larry Farr, a clerk at the University News Service, says he has been a bus rider for years.

"I've used public transportation all my life," Farr says. "I use it now mainly because Purdue pays for it. I wonder why more people don't use it."

Farr says it takes him about 40 minutes to get to work, including walk time to the bus stop and walking to the building. He says he usually read a book while riding the bus.

Deborah Klinger, a secretary in foods and nutrition, began riding the bus this year when service was extended to near her home.

She had never ridden a bus before, and is up more than 9 percent so far this year thanks to higher prices for gas and many other goods and services.

"I have driven in to work on occasion and after finding a spot to park and walking, it takes me about the same amount of time," she says. "Riding the bus is just simpler, saves on gas and aggravation. And I usually read a book both ways."

Gary Newcom, OnePurdue executive director, helps celebrate the project's final major software release on July 10. Newcom said that though one chapter of the project is closing, work will be ongoing to continually improve the new systems.

OnePurdue began releasing its first and fourth and final major software releases on July 7, reaching a milestone in a project that began more than three years ago.

Several University leaders' Banner Student module is being rolled out over a two-week period, July 7-21. Its numerous functions will allow students and faculty to access up-to-date, "real-time" information and perform several tasks online unavailable before.

"These new systems will allow our students to manage a variety of data with just a click of a mouse," said Provost Randy Woodson at a June 10 ceremony commemorating the software launch.

Several University leaders from both West Lafayette and North Central spoke at the event.

Larry Metzinger says CityBus riders know that they only need assistance finding the right bus stops and also has a feature in which you can type in your bus stop and find out how long it will be until the bus arrives.

"Quick hits' enhance usability of purchasing system

Recent improvements to the Supplier Relationship Management, or SRM, module of OnePurdue have made the system easier to use.

Processes now require fewer screens and keystrokes, and some confusing elements have been removed.

The enhancements are freeing up time so that employees can focus on more meaningful things," says Larry Pherson, director of Purchasing Services.

In August 2007, Pherson and Comptroller John Shipley convened a group of SRM users to discuss desired improvements.

After studying issues and possible avenues of assistance, Purdue hired the Shelby Group consulting firm to work on improvement plans.

In December 2007, the system that Physical Facilities uses to order material for projects, and the University Stores portion of SRM. Following a series of workshops and meetings, the Shelby Group developed a number of "Quick Hits," which were implemented in April. The Quick Hits have proven to be extremely helpful in enabling University Stores to deliver orders in a timely manner.

With the Quick Hits in operation, the Shelby Group took on additional high priority changes to the ordering process. Those changes went into use on June 30, and included the following:

- Physical Facilities component planners now order goods for their projects via the Shopping Cart method used by the rest of the University, saving considerable time over the previous process.
- Orders through University Stores are placed via the Internal Goods and Services link, which provides accurate pricing and availability.
- Requisitioners now receive an e-mail confirmation of their Purchase Orders. (Adobe Reader is required to view the Purchase Order).
- "We'd heard from our customers that it needed to be easier to order from University Stores," says Alan Leonard, director of Service Enterprises. "With the Internal Goods and Services link, customers can now go directly to University Stores items and place orders. They're able to see the current quantity and cost of items that are in stock."

In addition to the Shelby Group enhancements, the staff from the Business Services System Support Group and Anna Tang, HR/FI technical lead, developed an automated workflow for Shopping Cart transactions.

"The new SRM approval workflow is great," says Sylvia Cotten, business manager of Veterinary Clinical Sciences. "This improvement really saves us time and helps to ensure that the correct approvals are in place for each order placed."

Showcases and an extensive training effort helped to smooth the rollout of the enhancements. Jolene King, Physical Facilities fiscal director, has been impressed with the coordination between key constituents that have gone into a successful implementation.

"We are in a learning curve right now, but we know once we gain more experience, we will see even more increases in efficiencies," King says. "We are excited about the enhancements of workflow and optimistic about the changes from component planning to SRM for our Physical Facilities users."

The next phase of the improvement initiative will focus on the accounts payable function within SRM. This phase will manage the invoicing and payment process required for purchasing.

Football ticket special helps employees go, aids CSSAC grants

Intercollegiate Athletics and the Clerical and Service Staff Advisory Committee are teaming up again to offer Purdue employees a special price on Purdue football tickets.

"This money in the bank for the CSSAC Grant Program, which supports grants for dependent's of clerical and service staff at West Lafayette as well as for employees, CSSAC tickets for the Sept. 6 and 20 games at Ross-Ade Stadium are priced at $25. Of that, CSSAC will keep $4 from each ticket sold to faculty and staff, spouses and dependents.

The form at right contains instructions for placing an order. Purchase can be made through campus mail or in person.
Walking program to continue in August

WorkLife Programs’ walking program will continue to help employees work on the Lafayette campus take steps to improve their health and earn a purple apple. The 2-week walking program starts Aug. 18 and lasts through Nov. 6. Four walking sessions will be available each week, and each session will feature stretching and 30 minutes of walking. The program will cycle through six walking routes.

A limited number of Leki walking poles will be available. The pole helps make the amount of stress put on the joints and increase calories burned by turning the walk into a total body workout.

After each session, participants will receive an educational handout. The handouts offer tips on walking, other physical activity and general wellness.

Dan Yoeman, university librarian, has participated in the program since its inception in May 2007. "I participate in the walking program because I used to walk before work everyday, and when we moved to a new office, I stopped. But I never started again," he says. "This is a great way to help me get back to walking everyday. I do it in the morning, and I’ve also learned several paths around campus that are a nice distance for lunchtime walks."

Yoeman also uses the walking program to earn a purple apple for Healthy Purdue. To qualify for the purple apple, participants must walk at least once a week, and Yoeman walks 10 of the 12 weeks.

"I’ve tried to develop a walking program that can suit any schedule by offering sessions at a variety of times," says Catherine Edwards, wellness specialist at WorkLife. "Participants must walk once a week to earn the purple apple, but we’d love to see them come to all four sessions.”

The walking program is open to all faculty, staff, graduate staff and their spouses. Registration is available through the WorkLife Web site at www.purdue.edu/worklife. Participants need to register for only one session, no matter how often they plan to attend.

"Walking is something that almost anyone can do at any stage of their life, and it can be done anywhere,” Edwards says. "The only equipment you need is a good pair of walking shoes. It provides a good cardiovascular workout that can be modified to your needs. The group setting of this program also offers support and motivation, while at the same time giving participants an opportunity to socialize while they exercise.”

Regional campuses each have their own walking programs. For more information, contact:

- Calumet: (219) 987-2709, lowery@calumet.purdue.edu.
- Fort Wayne: (260) 481-6647, tillapaun@pfse.purdue.edu.
- North Central: (219) 785-5519, hauss@ncp.purdue.edu.

Stormwater initiative looking for sustainable, educational answers

Evaluation to set tone for approach new to Indiana

Purdue is about to embark on a major effort toward sustainability by focusing on the environmental impact of campus stormwater runoff.

The University recently approved the selection of the engineers for the Campus-Wide Sustainable Stormwater Mitigation and Requirements Design, which, along with the Boiler MACT project and the High Voltage Project, is part of the long-term Strategic Infrastructure Improvements Initiative.

Purdue’s groundwater-sourced potable water supply to campus poses potential problems if not carefully managed. Wellhead protection area. Purdue also has its own municipal separate storm sewer system (MS4), as co-permittees under the Clean Water Act’s National Pollutant Discharge Elimination System Phase II program ("NPDES Phase II") with the City of West Lafayette and Tippecanoe County. This storm water permit requires Purdue to improve stormwater treatments, and the wellhead protection program requires that Purdue protect its groundwater from contamination. NPDES Phase II permit and the wellhead protection requirements empower Purdue to improve existing conditions and address potential problems.

Purdue’s initial approach to addressing the required improvements was a typical "end-of-the-pipe" approach involving a large concrete settling basin, to remove as many pollutants as possible as stormwater drains into a pond south of campus. This was the approved approach as recently as the late 1990s.

However, as the planning evolved, it became recognized that the regulatory challenge placed in front of them was a tremendous opportunity to broaden the compliance by looking for "green" ways to address stormwater at its source.

Doing a new thing

Melissa Environmental Design, LLC, along with Andro Pugnose Associates, Ltd., has been awarded a contract to evaluate the University’s existing stormwater management plan and site conditions, and provide recommendations for the implementation of best management practices (BMPs). For every recommended improvement, the firm will also provide a cost-benefit analysis so that Purdue can strategize the implementation of the improvements.

This approach to sustainable stormwater is a first for the state of Indiana. Melissa and Andro Pugnose previously worked with the University of North Carolina at Chapel Hill on a similar campus-wide project, and have done several individual sustainable stormwater projects at other universities, including the Cornell, Clemson, Penn State, Yale, and the University of Philadelphia.

Their collaboration at the University of North Carolina was so successful that they were asked to present their designs at the national Greenbuild conference in October 2007.

After the evaluation and recommendations phase, Melissa will create a broad set of goals and objectives out of which specific, individual projects will be scheduled. Ultimately, Purdue will invest over $7 million on sustainable stormwater improvements and wellhead protection across the entire West Lafayette campus.

Examples of improvements that could be suggested include:

- Creating rain gardens, areas in which rainwater naturally collects, that are surrounded by plants that help filter any pollutants before the water drains into the ground below.
- Paving areas with porous surfaces which allow rainwater to drain into the earth while pollutants such as oil from vehicles remain on the surface to be removed manually.
- Green roofs.
- Stormwater re-use systems.

Living and learning

Such improvements will become "landmark" for campus. Signage at key locations will explain how the project functions and how it benefits campus and the environment, serving as a public outreach and educational tool.

Purdue is hopeful that the projects together even reach the same standing as the University’s work with producing advanced materials, to the point of anticipating a self-guided stormwater tour opportunity comparable to Purdue’s self-guided Tree Tour.

Robin Ridges, Physical Facilities’ environmental consultant and chair of Purdue’s Sustainability Council, stresses the multi-faceted impact of this forward-thinking approach.

"Sustainability is not just about the far-reaching discoveries our researchers make here every day that will have a dramatic impact on everyone’s lives in the future,” she says. “Sustainability is also about the here and now; the impact on real time that have tangible and direct benefits, both economically and environmentally.

“The Campus Sustainable Stormwater Project is a fantastic example of how daily problem solving on campus can be raised to a higher level of stewardship,” Ridges says. Improvements may help with the landscaping and campus appearance. Other utility projects and construction projects currently in the design phase are being reviewed for opportunities to incorporate "green" stormwater solutions.

In addition, the project will be integrated with the Campus Master Plan, which is under development, and will change how future development of the campus gets done with respect to stormwater.

As the University commits itself to becoming a more sustainable campus, the stormwater improvements project will be a significant step in that direction. The study will be complete by early this fall, and construction and improvements is expected to get under way later this year.

Deaths


Dorothy J. Hoskins, 72, died June 20 in Dayton, Ind. She worked for Transportation Services. Memorials: United Methodist Church, Lafayette.

Charles F. Switzer, 99, died July 2 in Fort Wayne, Ind. He worked in food services at Harrison Memorial. Memorials: First Presbyterian Church, Lafayette.

Deborah H. Garey, 58, killed July 4 in Charlottesville, Va. She was a laboratory manager at Purdue University. Memorial Service: July 15, 2008.


Patricia Cooper, 77, died July 6 in Lafayette. She had worked in Purchasing.