Greetings from Boilermaker Country!

As the fall semester kicks into high gear, I am pleased to share this inaugural edition of Purdue Student Life Perspectives with you. We created this document for our friends and associates so that we could share a few of the key initiatives taking place for and with Purdue students.

From our musicians to physicians, our coaches to custodians, the faculty and staff within our division strive to create opportunities for our students to learn and grow. Every interaction we have with a student matters and can foster lifelong memories and forge a fierce dedication to Purdue University. I am proud of the work that we do in our division and of the many individuals who come together every day to contribute to Purdue and our students.

Purdue Student Life Perspectives is but a tiny taste of these many efforts. I hope you take a few moments to browse through it and learn about some of the things that we are working on this year. I also hope that our stories bring back the fond memories you have of your time at Purdue and that you know we are striving to help today’s students build their own fond memories.

Enjoy our inaugural issue! If you have any suggestions to improve our publication, let us know.

Hail Purdue!

Dr. Beth McCuskey

SLISU

WHAT IS STUDENT LIFE?

Student Life is a central hub that focuses on emphasizing the lifelong benefit of an educational experience through environments, culture, people and programs. Student Life has incorporated five key values into all of the work of the division. These principles are incorporated into all roles and responsibilities through staff training and development, performance planning, and organizational goal setting.

These principles are:

- **Student Learning** – Staff work to create learning opportunities across campus, supporting the notion that intellectual development is a lifelong journey.
- **Leadership Development** – Staff work with a common framework to help students develop their strengths to lead the world forward.
- **Inclusion** – Staff develop community through intentional interactions with students and staff from all backgrounds.
- **Stewardship** – Staff honor the University by optimizing resources and advocating for ways to improve the campus environment for students and staff.
- **Unity** – Staff commit to a culture of collaboration to cultivate transformative student experiences.

Together these principles create the acronym SLISU or “Student Life IS You!” To honor employees who have excelled in one or more of these principles, Student Life has created the SLISU Award, recognizing up to 12 staff members in the division annually.

SLISU undergirds the strategic goals of Student Life. The division has developed additional goals with specific emphases to further guide our pursuit of objectives that directly benefit our students:

- **Purdue Moves** – Housing is one of President Mitch Daniels’ Purdue Moves strategies. This goal will develop 3,000 new beds of student housing — enough to house half of Purdue’s undergraduates. Students who live on campus perform better academically. This goal supports student success.
- **Embedding the Arts** in the co-curriculum strives to engage students in a variety of musical, artistic and cultural opportunities to enhance creativity and refine aesthetic appreciation.
- **Student Affordability** is a hallmark of President Daniels’ administration. Student Life strives to minimize the cost of attendance while creating value-added opportunities that contribute to student growth and success. Additionally, Student Life creates opportunities to offset the cost of education including scholarships and student employment/internship opportunities.
- **Health and Wellness** of our students underpins their success. Student Life encourages wellness in all aspects of life including physical, emotional, social, intellectual and spiritual.
In fall 2013, President Mitch Daniels announced as part of his Purdue Moves campaign the University’s goal of housing 50 percent of all undergraduates on campus. To accomplish this bold initiative, University Residences is “academicizing” the residence halls, creating programs and spaces that contribute to academic success. Research continues to demonstrate that students who live on campus achieve greater academic success and graduation rates than do their off-campus peers. Data indicates that those who live on campus have a retention rate that averaged 7.2 percentage points higher over a one-year period than their off-campus peers, and a 10-year average GPA that is 0.15 points higher. Purdue will give every student the greatest possible chance to grow, graduate and launch himself or herself on a path to a fully productive life.

This past summer, Messer Construction completed the construction of the Honors College and Residences, a partnership between University Residences and the Purdue Honors College that houses more than 800 students and more than 40,000 square feet of dedicated academic space, including an Honors Hall with seating for 240 people, a STEAM (Science, Tech, Engineering, Arts and Agriculture, Math) class lab, and offices for the Honors College dean, faculty and staff.

Even with the added beds in the new facility, a reapplication rate of 48 percent among UR residents for 2016-17 and an exceptionally high number of new students contracting before the guaranteed housing deadline placed close to 400 students in temporary or auxiliary housing to start the fall semester for the second consecutive year. The 12,198 undergraduates living on campus in 2016 represents 40.6 percent of the undergraduate population.

University Residences has three future housing projects in the planning stages, the first a request for proposal for the Innovation Place Apartments, an 825-bed entrepreneurial-themed facility with a “maker space” to give residents access to advanced technology and workspace. The department has also initiated a feasibility study for housing partnerships between UR and Fraternity, Sorority and Cooperative Life as well as an interdisciplinary Arts/STEM residence hall to house 800 students and Purdue Bands and Orchestras. These steps are aggressively advancing the Purdue Moves goals of expanding and academicizing University Residences space to provide a truly campus-wide learning environment.

Executive-in-Residence
University Residences established the Executive-in-Residence program at Purdue in 2014-15 to connect students to alumni industry leaders. Last year, UR brought four prominent execs and Purdue alumni to campus to live on campus in Third Street Suites for a week. The executives interact with and mentor students in various settings, from lecture halls and residence halls to dining courts and racquetball courts.

In the past year Purdue welcomed David Bevirt, senior vice president of leasing, Brookfield; Art Norins, founder and CEO, Nor1; Bridget Epp, vice president of sales, fine wine and education, Wente Vineyards; and Patrick Mosher, chief scientist for sales and marketing talent solutions, Accenture Strategy.

"Why did I decide to serve as executive-in-residence? The word ‘serve’ stood out to me. I think it’s about that in a lot of ways," Epp said. "First and foremost, I’m giving back to Purdue, and I’m so grateful for what Purdue has given to me. They gave me the foundation for who I am.

"Importantly, I’ve come to learn that something that’s really of high value to me is interacting with young people and seeing how I can help them, elevate them, and motivate them – make them think about what they’re all about and where they’re going.”

These business leaders cooperatively plan their visits with the Executive-in-Residence committee, organizing interactions with academic departments, Residential Life groups, and campus administrators based on each executive’s background and connections. Epp delivered presentations on sustainability, women’s leadership, and wine and food pairing during her week on campus and attended events with several student groups, including the Windsor Halls resident assistants, the same job Epp credits as her first ever leadership position during her undergraduate tenure. The Executive-in-Residence program gives students from diverse backgrounds the chance to learn from successful professionals in a more personal way not afforded by a classroom.
As the Purdue Moves housing goal is realized, Purdue Dining & Catering must grow and reinvent itself to meet expanded demand. Consistently linked to resident student satisfaction, Dining & Catering is a vital component of the plan to increase housing demand. The most recent accolades of Purdue’s award-winning dining program include ranking 17th in Business Insider’s November 2015 rankings of the colleges with the best dining. When the dining master plan was completed in 2008, 1,200 fewer students lived on campus. This year, Purdue Dining & Catering is expected to serve 4.33 million meals, a 14 percent increase since the completion of the building plan. With a new residence hall opening in fall 2016 and further occupancy growth projected in the future, Dining & Catering has been developing ways to expand and optimize capacity. This includes additional seats and extended operating hours in the dining courts, as well as optimization strategies such as a Green Light, Red Light initiative to encourage students to dine together with people they don’t know and build community. Additionally, Dining introduced a 7 Extra Ways to Use Your Meal Swipes program that gave students more to-go options and seven new places to use their meal swipes, including Purdue Memorial Union and The Gathering Place in Meredith Hall, a new buffet-style restaurant that accepts reservations.

“Purdue Dining & Catering is committed to providing the best possible service and experience for students,” said Greg Minner, director of Purdue Dining & Catering. “We’re excited about this new initiative and encourage students to enjoy all the new ways to use their meal swipes as we continue our mission to nourish and inspire the Purdue community.”

Purdue Dining is now looking forward at potential expansion sites on campus, a process that includes analyzing pedestrian traffic flow to find the optimal place for future dining operations, to meet growing demand and pursue a continual goal of better serving students to support the University’s ultimate goal of student success.
Purdue has an international reputation for producing talented graduates across various disciplines. The Leadership and Professional Development Initiative builds on this strong reputation by leveraging and connecting class and out-of-class experiences to give students the best chance at success at Purdue and beyond. LPDI prepares more students for career-oriented growth, helping them translate their experiences into better job placement and advancement opportunities.

LPDI uses a competency-based approach, based on stakeholder feedback, to develop a framework that leverages curricular and co-curricular experiences, broken into progressive themes to help students as they advance in their Purdue careers: Discover, Experience, Achieve. “Discover” begins with the Roger C. Stewart Leadership Experience at Purdue (LEAP), which provides the opportunity for all incoming undergraduate students to take myStrengths, Purdue’s version of Gallup’s Clifton StrengthsFinder® assessment designed to help students identify and develop their talents and strengths. More than 8,200 Boilermakers have taken the assessment since the initiative was introduced, primarily first-year and transfer students in addition to some faculty and staff.

The program’s namesake, Stewart, is a 1971 and 1974 Purdue graduate who spent 30 years with Procter & Gamble Co. before returning to Purdue to teach and later direct within the Krannert School of Management. He is now a student affairs specialist in the Office of the Dean of Students and made a significant contribution for leadership programming because of his Purdue and professional experiences.

“Looking back, Purdue graduates are always impressed with their academic preparation by comparison to our peer and aspirational schools. Recruiters agree,” Stewart said. “However, hiring firms and graduate/professional schools are challenging all universities to place more emphasis on so-called ‘soft skill’ development, among them communications, understanding the importance of diversity, thinking globally, ethics. Purdue’s new Leadership and Professional Development program — designed by faculty, staff, students and top recruiters — creates a best-in-class program on those soft skills.”

After the first-year experience, students are encouraged to find co-curricular programs and groups that align with their coursework and strengths, find leadership and professional development experiences intentionally mapped to 20 leadership and development competencies, and track their campus participation through BoilerLink software. LPDI’s “Achieve” theme includes experiential learning, job search preparation, and The Capstone, an undergraduate experience designed bring reflection and focus to the Purdue experience. The ultimate goal is to prepare Purdue graduates to not only find a job after graduation but to cultivate the leadership and professional development skills to help them throughout their careers.
Embedding the Arts through the co-curriculum
convocations.org

Home of several showcase programs including Purdue Bands & Orchestras, Purdue Musical Organizations, Purdue Student Union Board and Purdue Convocations, Student Life is taking steps to more intentionally embed the arts throughout the co-curriculum to connect aesthetically to students, inspire creative thinking, and provide opportunities for students to engage in artistic pursuits.

Now in its 114th season of powerful performances, illuminating discourse, and extraordinary learning encounters, Purdue Convocations is poised to expand its service to students and the campus and regional community to even greater levels having conducted a large-scale redesign of the Convocations staffing structure following the retirement and anticipated departures of several senior and long-term colleagues. Three major areas of emphasis were addressed within the plan: commercial programming and concerts, educational initiatives and fundraising.

“This is a special moment in the Convos evolution,” said Todd Wetzel, executive director of Purdue Convocations, “as we have both resourced the organization to make significant strides and we’ve combined it with successfully recruiting the talent to help us realize these goals.”

New and refreshed positions include associate director for programming, manager of education, director of artist relations and operations, director of development, manager of stewardship and donor relations, production and education assistant, and an assistant to the executive director/development assistant.

During the 2015-16 season, Convos events entertained more than 40,000 audience members in 43 performances and seven lectures in six different venues. Two revered artists graced Purdue’s stages as signature engagements: the Mark Morris Dance Group who, in addition to their public performance, conducted workshops with Purdue Dance Students, as well as with individuals living with Parkinson’s disease; and composer Philip Glass and four other pianists performing his set of 20 Piano Etudes, written over a 30-year timespan.

The season’s immersive experience for Purdue students featured two artists - Taiwanese choreographer, dancer and programmer Huang Yi and his robot KUKA; and global music phenomenon and social advocate, Meklit – participating in 15 different campus activities that reached hundreds of students. More than 5,000 preschool through 12th grade students from 37 schools in the region attended one or more of seven on-campus student matinées, while artists Tian Jianan and In Mo Yang participated in residencies at seven different schools and members of Diva Jazz Orchestra held clinics for 350 students during Purdue JazzFest weekend.

Guests for the Presidential Lecture Series, a diverse series of lectures that examines policy, leadership, culture and society, included New York Times columnist Frank Bruni, then-Secretary of Education Arne Duncan, writer and TV personality George Will, Papa John’s Pizza founder John Schnatter and four-time U.S. Cabinet member George Shultz.

Convos celebrated the 40th Anniversary of the Student Concert Committee and the 30th Anniversary of the Convocations Volunteer Network, a student group that helps to support and promote Convocations’ performing arts events. This season also marked the fifth anniversary of student organization, TEDxPurdueU, which featured its signature conference in April.

These programs and collaborations fulfill the Convos mission of catalyzing the curriculum, energizing the community, and distinguishing Purdue through world-class performances, illuminating discourse, and extraordinary learning encounters.
PARENT & FAMILY CONNECTIONS
Steward parents as partners in student success.
purdue.edu/parentandfamily

Parent & Family Programs changed its name to Parent & Family Connections in October 2015 to reflect the wide-ranging avenues the department uses to assist parents and families in getting involved in their students’ Purdue careers.

“We are the place for parents and families to get connected at the university, to their student’s experience, and to other Boilermaker families,” said Kelley Stier, director of Parent & Family Connections. “While we do offer programming for parents, we sought a name that would be more descriptive and encompassing of the work that we do to involve families and help them play a role in their student’s success.”

These efforts start before the school year does, with Parent & Family Connections facilitating orientation for nearly 8,000 family members in Fall 2016 and continuing to Purdue’s Family Weekend, during which some 3,500 family members came to campus and participated in more than 30 events. The department also began facilitating Purdue Parent & Family Socials across the globe in Spring 2016, bringing Boilermaker families together in their own communities, from nearby Chicago and St. Louis to Mumbai, India, and Dubai, United Arab Emirates. Parent & Family Connections encourages parents to host gatherings in their hometowns, providing helpful guidelines and supplies to hosts and inviting fellow Purdue parents local to the area for the events, which are usually attended by a Purdue representative. Attendees share contact information so that continued communities of support are created in the families’ local communities.

Parent & Family Connections also offers support every day of the year through an active Facebook presence, including closed groups for Purdue families; through the parents@purdue.edu email and Parent & Family HelpLine, which average 130 contacts per month; and the Purdue Parent & Family Ride Share Board that helps families find transportation for their students for various occasions.

With the addition of the Director of Development for Parent & Family Giving position, all parents are being solicited to give to Purdue with special emphasis on the Parents Fund, which supports Parent & Family Connections directly as well as a broad array of programs and areas in Student Life, all of which impact student learning and success. Previous donations to the Parents Fund have helped fund Question, Persuade, Refer (QPR) Suicide Gatekeeper Training in the Dean of Students office, a sexual assault awareness campaign in Fraternity, Sorority and Cooperative Life; and a campus food pantry through Civic Engagement & Leadership Development. The Development arm’s efforts and Purdue families’ support produced double the funds raised in 2015-16 over the previous year, giving Parent & Family Connections more resources to invest in Boilermaker parents and families who directly support our students.
In the spring 2016 American College Health Association’s National College Health Assessment, 54.7% of students across the country reported experiencing more than average or tremendous stress at least once in the 12 months prior. More than 80% reported that they were exhausted once or more times that year, and another 50% felt hopeless at least once in 12 months.

Purdue is taking a comprehensive approach to address mental health and wellness among students. While mental health issues have always been and will continue to be handled by Counseling & Psychological Services (CAPS), mental wellness is something that can be addressed by faculty and staff across campus. To address this national trend, Student Life has established a Mental Wellness Task Force.

“On campuses all across the country, campus mental health offices are feeling overwhelmed as more and more students access services,” said Tammy Loew, senior assistant director of wellness programs for Purdue Recreation & Wellness. “Our CAPS services at Purdue have expanded to meet this demand, but as part of this expansion, Purdue’s comprehensive model has also expanded to promote mental wellness. This is the foundation of our Mental Wellness Task Force, and we encourage all of our campus partners to work with us on this initiative.”

Approximately 35 campus partners worked to identify resources and information so that the Purdue campus community can work together to create a wellness environment that promotes resiliency and coping skills so that students can be successful. The team identified five universal messages that serve as the foundation of the group’s work, which students, faculty, staff, and other interested parties can incorporate into programming, presentations, and discussions with students: problem solving, failure, core values, coping with stress, and interpersonal relationships.

In addition, the group identified monthly stressors that students may experience throughout the year and the resources available to assist students. The task force developed a website with resources for students, including a “Student of Concern” report that anyone can fill out on behalf of any student, which triggers outreach from the Office of the Dean of Students.

Awareness, proactivity and collaboration are integral to Student Life’s strategy in combating national trends of increased mental wellness struggles in college students by fostering a safe, healthy and inclusive environment on campus.
Nearly 7,000 students are active in Fraternity, Sorority and Cooperative Life at Purdue, seeking the meaningful co-curricular experiences offered by the more than 80 fraternities and sororities and 11 cooperative houses at the University. Fraternity, Sorority and Cooperative Life provides these students with academic support, leadership development and civic engagement in an inclusive living and learning experience that proves an integral part of many students’ Purdue experience.

In 2015-16, Fraternity, Sorority and Cooperative Life continued to deliver superior academic performance on campus. The department recorded 96% first-to-second-year retention as well as a higher four-year graduation rate (60%) and five-year rate (93%) than the University averages of 49% and 73%. The combined fraternity and sorority GPA was 3.05, while the all-cooperative life GPA was 3.23, compared to the University-wide 2.99 undergraduate GPA.

“GPA, retention rates and graduation rates for Fraternity, Sorority and Cooperative Life are consistently higher than the Purdue averages. The academic support students get from participating in these organizations is an obvious factor in the growth of Fraternity, Sorority and Cooperative Life, which has seen campus-wide membership increase 18 percent in the last three years,” said Brandon Cutler, associate dean of students and director of Fraternity, Sorority and Cooperative Life.

Academic success was accompanied by accolades for various councils and chapters in the previous year. In February 2016, the Association of Fraternal Leadership & Values recognized Purdue Fraternity, Sorority and Cooperative Life. The Interfraternity, National Pan-Hellenic and Panhellenic Councils each received recognition in the areas of academic achievement, council management, self-governance and judicial affairs, risk management, public relations and recruitment. Bri Read won the Wayne S. Colvin Award for the top undergraduate chapter or council leader in the central United States, and the RESPECT Initiative was recognized by Gamma Phi Beta Sorority as one of the top educational initiatives of the year. Additionally, 10 of Purdue’s chapters received recognition from their national organization as a top chapter.

Fraternity, Sorority and Cooperative Life also proudly represented the University in the Purdue community, contributing close to 34,000 hours of community service and raising more than $307,000 in philanthropic donations in 2015-16.
STUDENT EMPLOYMENT

Student Affordability

purdue.edu/studentemployment

In 2015-16, the division of Student Life has continued its division-wide focus on student employment as leadership development, supporting existing efforts with a new full-time assistant director of Student Employment Initiatives position.

That additional staffing is part of Student Life’s continued work toward expanding and enhancing the Student Employment Management System (SEMS), providing a single interface for current and prospective student employees to manage their on-campus employment.

“The system improves the employment process for the entire Purdue community and helps students discover opportunities that will contribute to their career readiness,” said Michelle Blackburn, assistant director of Student Employment Initiatives.

SEMS has served more than 10,000 unique applicants since its launch in fall 2014, with close to 7,500 unique students in the last academic year alone. Key features include job posting, applicant processing and employee scheduling in addition to performance evaluations and Work Study award details coming online in fall 2016.

There are also more than 100 student internships offered within the division, including 88 within Dining & Catering and additional opportunities in Convocations, the Hall of Music, Human Resources, Purdue Student Government, Student Life Marketing and the Union Club Hotel. Purdue’s All-American Marching Band utilizes 75 students in leadership positions on or off the field, while University Residences employs more than 300 student leaders on its Residential Life staff in addition to hall government opportunities.

Student Life will continue to roll out additional phases of the Student Employment Management System in 2016-17 as it expands across the University for a more robust and centralized path to employment for students.

Dean of Students

Dean of Students: Dr. Katie Semmens
purdue.edu/dos

Counseling and Psychological Services (CAPS)

Director: Dr. Susan Prieto-Welch
purdue.edu/caps

Fraternity, Sorority and Cooperative Life

Associate Dean of Students: Brandon Cutler
purdue.edu/fscl

Student Involvement & Krach Leadership Center

Director: Heather Beasley
purdue.edu/sao

Purdue University Residences

Executive Director & Assistant to the VPSL for Operations: Beth Frazier
housing.purdue.edu

Recreation & Wellness

Director: Howard Taylor
purdue.edu/recwell

Purdue Memorial Union

Director: Robert Mindrum
union.purdue.edu

Parent & Family Connections

Associate Dean of Students: Kelley Steer
purdue.edu/parentandfamily

Student Health Services (PUSH)

Director: Dr. Cailin Walenga
purdue.edu/push

Roger C. Stewart Leadership & Professional Development Initiative

Director: Jen Hartz
purdue.edu/vpsl/leadership

OVER 100 Student Internships in Student Life

1. Human Resources
2. Convocations
3. Elliott Hall of Music
4. Purdue Student Government
5. Hall of Music Productions
6. Marketing
7. Union Club Hotel
8. Dining & Catering

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If graduates had an internship or job where they were able to apply what they were learning in the classroom, were actively involved in extracurricular activities and organizations, and worked on projects that took a semester or more to complete, their odds of being engaged at work doubled also.

Feeling supported and having deep learning experiences means everything when it comes to long-term outcomes for college graduates.

2014 Gallup-Purdue Index - Gallup conducted the Web study Feb. 4-March 7, 2014, with nearly 30,000 U.S. adults who had completed at least a bachelor’s degree.