PROJECTED FALL BEGINNING CLASS

New Freshmen

2%: 6,417 Total

Average SAT, ACT and High School GPA

20 SAT, .3 ACT, .02 GPA

Hispanic Enrollment

10%

African American Enrollment

6%
Transfer applications ↓ 16%

Deposits Down ↓ 13%

- **80%** arrive with 1+ course that is *undistributed*, meaning the prior credit has not been deemed equivalent to a Purdue WL course

- **≈60%** of the credit that transfer students bring to Purdue WL is *undistributed*

- The most common undistributed courses are in:
  1. Math
  2. English
  3. History
  4. Biology
SUMMER CREDIT HOUR ENROLLMENT
2012-2014, Without Graduate Research Credits

Credit Hours Enrolled

Total Summer Enrollment
- As of Registration Week 7
- Projection

From 2013
12%

Summer 2012
Summer 2013
Summer 2014
SECURITY FEEDBACK REPORT

Actions taken since January:
• Purdue Emergency Twitter feed
• Additional 2,000 trained

Implementation by Fall 2014
• Emergency pop-up boxes on Purdue computers
NATIONAL & INTERNATIONAL SCHOLARSHIPS

History
• Low student application rate for awards
• No Rhodes Scholars since 1961—last in Big Ten

New Campus-wide Strategy
• NISO office reorganized in 2013
• Identify potential candidates as freshmen & sophomores

Early Results
• Unprecedented student participation
• 4 of 4 nominees won the Goldwater Scholarship
• Truman Scholarship finalist—2 consecutive years
• Udall Scholar 2 years in a row
CHILD CARE EXPANSION

• Care for 100+ more children
• New capacity comparable to Big Ten & peers
• It's not *where* you go to college, it’s *how*.

• Everyone has a stake in the *how*. Institutions ought to reward contributions to the *how*.

• Student debt limits individual success & the national/state economy.
WHAT DOES A GREAT LIFE LOOK LIKE?

Purpose
Liking what you do each day and being motivated to achieve your goals

Social
Having support relationships and love in your life

Financial
Managing your economic life to reduce stress and increase security

Community
Liking where you live, feeling safe and having pride in your community

Physical
Having good health and enough energy to get things done daily

11% thriving in each
1/6 thriving in none
IMPACT OF DEBT ON WELL-BEING

LOAN DEBT FOR UNDERGRADUATE EDUCATION AND WELL-BEING

- No debt: 14%
- $1-$10,000: 11%
- $10,001-$20,000: 7%
- $20,001-$40,000: 4%
- $40,001+: 2%

Thriving
THE BIG 6

EMOTIONAL SUPPORT
2X as likely to be engaged in work
3X as likely to be thriving in well-being

1. A professor with contagious excitement for learning
2. Professors who care about them as a person
3. An encouraging mentor

4. A long-term project
5. An internship or a job
6. Extreme involvement in extracurricular activities

EXPERIENTIAL & DEEP LEARNING
2X as likely to be engaged in work
PURDUE-GALLUP INDEX

600 media hits with 200 million impressions in May
BOT MEETING TOPICS

Feb: Institutional Excellence

April: Fundraising

May: Affordability, Efficiency & Student Debt

Sept: Student Intellectual Growth & Achievement

Dec: Student Success
TUITION & INFLATION
NATIONWIDE

Moody’s:
- Costs more than doubled since 2000
- Negative outlook on higher ed sector
AFFORDABILITY DRIVING ENROLLMENT DECISIONS

NATIONWIDE

• A record 46% of freshmen named cost as a very important factor in their school choice.
  – Up from 31% in 2004

• Top 4 reasons students pass on an admissions offer from their “1st choice school” are all related to affordability.

Source: UCLA CIRP, 2014
A record 11% of student loans are “seriously delinquent”
WEST LAFAYETTE TUITION & FEES

Tuition & Fees

Up 69% from 2003-12
## 2009-12 AVERAGES*

<table>
<thead>
<tr>
<th>Percentage of Undergrad Residents with Debt</th>
<th>60%</th>
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</thead>
<tbody>
<tr>
<td>Avg. Debt</td>
<td>$24,805</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Percentage of Undergrads with Debt</th>
<th>53%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Debt</td>
<td>$27,641</td>
</tr>
</tbody>
</table>

| 4-year Public Avg                          | 57% of graduates; $25,000 in debt |

<table>
<thead>
<tr>
<th>Administrative Costs as % of Budget</th>
<th>7.6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer Median</td>
<td>5.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>University Expenditures per Degree</th>
<th>$78,260</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indiana 4-year College Avg</td>
<td>$62,208</td>
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</table>

*2009-10 to 2012-13
COHORT DEFAULT RATES
COMPARISON OF 3-YEAR FY 2010 DEFAULT RATES

Highly correlated with graduation rates. 72% of Purdue’s defaulters never graduated.

National 4-Year Public Institutions – 9.3%
If Purdue can freeze tuition, so can others: Our view

The Editorial Board, USA TODAY 9:05 p.m. EDT May 12, 2014

Sensible pruning that would be ordinary in the business world seems alien in much of academia.

“[Purdue] managed to stop tuition hikes. How on earth have you done that?”
—Megyn Kelly
20-MEAL PLAN COST

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>20-MEAL PLAN COST</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>$3,500</td>
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<tr>
<td></td>
<td>$4,000</td>
</tr>
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<td>$4,500</td>
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<td>$5,000</td>
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<tr>
<td></td>
<td>$5,500</td>
</tr>
<tr>
<td></td>
<td>$6,000</td>
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</tbody>
</table>

Cost of a 20-meal plan vs. Midwest Food Inflation

Rate Cuts
PRIVATE GIVING FOR AFFORDABILITY

5-Year Average
$30M
82%

FY14 Projection
$42.4M
92%

Total Raised to Date

*Includes deferred gifts and pledges
FACULTY PER ADMINISTRATOR

<table>
<thead>
<tr>
<th>Year</th>
<th>Faculty per Administrator</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-05</td>
<td>1.36</td>
</tr>
<tr>
<td>2005-06</td>
<td>1.45</td>
</tr>
<tr>
<td>2006-07</td>
<td>1.44</td>
</tr>
<tr>
<td>2007-08</td>
<td>1.48</td>
</tr>
<tr>
<td>2008-09</td>
<td>1.42</td>
</tr>
<tr>
<td>2009-10</td>
<td>1.42</td>
</tr>
<tr>
<td>2010-11</td>
<td>1.46</td>
</tr>
<tr>
<td>2011-12</td>
<td>1.36</td>
</tr>
<tr>
<td>2012-13</td>
<td>1.37</td>
</tr>
<tr>
<td>2013-14</td>
<td>1.42</td>
</tr>
</tbody>
</table>
SAVINGS STRATEGIES

Selling surplus  Buying in aggregate  Negotiating prices
## PHYSICAL FACILITIES SAVINGS & COST AVOIDANCE

<table>
<thead>
<tr>
<th>Description</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY14 utilities <em>savings</em></td>
<td>$4.5 M</td>
</tr>
<tr>
<td>Awarded construction contracts through Q3 of FY14 <em>below Purdue construction estimates</em></td>
<td>$7.7 M</td>
</tr>
<tr>
<td>Engineering Expansion: (Grissom Hall) and Wang Hall build out <em>under budget</em></td>
<td>$8.7 M</td>
</tr>
<tr>
<td>Additional <em>unused construction funds</em> from completed 2014 projects</td>
<td>$4 M</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$24.9 M</strong></td>
</tr>
</tbody>
</table>
ADDITIONAL SAVINGS

• $1M saved through more efficient information technology
• $1.7M saved YTD on food & labor at dining services
• $7M conserved through salary policy
• $12M through unit contributions to student affordability
• $6.5M in medical plan savings
• $2.5M cash management strategy
QUALITY \[\frac{\text{COST}}{\text{COST}} = \text{VALUE}\]