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BRIAN LAMB
BA Speech | Founder, C-SPAN

SCOTT KELLER
BA, Philosophy & Political Science | Texas Solicitor General

MAUREEN PAN
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BA History | First female to command a Naval strike group

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BART PETERSON
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2016 Roadmap

Emerge as a leader in innovative Liberal Arts education & scholarship

Our Challenges

Declining undergraduate enrollment
Grad programs weakened by misallocation of teaching duties
Internal & external perception of Liberal Arts

How we emerge in 2016

Strengthen Undergrad Experience
- Launch integrated program in Liberal Arts
- Incentivize innovative new areas of study
- Identify and support student internships
- Develop culture to support job readiness

Upgrade Graduate Education
- Reassess graduate student teaching loads
- Support graduate student research & travel
- Assess enrollments and impact on graduate stipends

Enhance Faculty Excellence
- Support faculty research & travel
- Publicly celebrate faculty success
- Embrace outstanding teaching & mentoring
- Continue to be the campus diversity leader

Expand Revenue Sources
- Secure increasing philanthropic support
- Explore revenue-generating master’s degrees
- Develop a more entrepreneurial, innovative mindset

OUR CHALLENGES

TRENDS TO WHICH WE MUST RESPOND

Declining undergrad enrollment
- Since Fall 2011, UG enrollment has dropped more than 36%. (A CIC survey saw common declines in humanities and social science majors around 10%)
- We lack a cultural commitment to career opportunity for our students.

Grad programs weakened by misallocation of teaching duties
- Overreliance for teaching needs limits graduate student research growth.
- Faculty course releases keep outstanding faculty out of the classroom.

Internal and external perceptions of Liberal Arts
- Our research productivity in the humanities rivals the best institutions in the country.
- Our value is marginalized in campus and national conversations. As a result, flat aspirations have been internalized. We don’t expect enough of ourselves
- Purdue has historically not expected enough of us but is now beginning to expect more.
Building a stronger, multi-layered organization. Creating opportunity for Dean to be more externally-facing. Faculty focused on academic issues and opportunities.
KEY STRATEGIES

HOW WE WILL EMERGE AS A LEADER IN INNOVATIVE LIBERAL ARTS EDUCATION & SCHOLARSHIP

Strengthen Undergrad Experience

- Launch integrated program in Liberal Arts
- Incentivize innovative new areas of study
- Identify and support student internships
- Develop culture to support job readiness

INNOVATE Fund

Integrated Program in Liberal Arts

Instruction by top teachers

Student Services office restructuring

JOB-READY Internship Fund

Margo Katherine Wilke Undergraduate Research Internships
KEY STRATEGIES

HOW WE WILL EMERGE AS A LEADER IN INNOVATIVE LIBERAL ARTS EDUCATION & SCHOLARSHIP

Upgrade Graduate Education

- Reassess graduate student teaching loads
- Integrate graduate education into the research mission
- Support graduate student travel
- Assess enrollments and impact on graduate stipends

Reviewing graduate stipends

Graduate Education Task Force

Promise Awards

All academic units report some recent grads hired by AAU institutions.

Our goal is to increase the number of placements in tenure-track positions.
KEY STRATEGIES

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ASPIRE Fund

Faculty citations in the Humanities rank at the 88th percentile.

Placing Purdue Liberal Arts ahead of Duke University and the University of Chicago.

- Sociology Professor Fenggang Yang, a global authority on religion in China, was awarded $3.5M from the John Templeton Foundation in 2014 for his research.
- History professors Cornelius Bynum and Kim Gallon won two significant awards from the National Endowment for the Humanities for their research.
Organizational Restructuring
Leveraging Our Strengths

- Secure increasing philanthropic support
- Explore revenue-generating master’s degrees
- Develop a more entrepreneurial, innovative mindset

The Online Writing Lab, OWL, is known around the world with 345M page views last year from 6 continents.

The C-SPAN Archive at Purdue Research Park houses a video history of modern democracy that enhances research and teaching in the College.
STRATEGIC INVESTMENT OPPORTUNITY

FUNDING EXCELLENCE IN PURDUE LIBERAL ARTS

To emerge as a leader in innovative Liberal Arts education and scholarship, we must secure investments for the benefit of our students.

- For UNDERGRADUATES, that means creating academic programs and student services to empower their career success.
- For GRADUATE STUDENTS, that means supporting their growth as scholars and integrating them into our research.
- For ALL STUDENTS, that means more endowed professorships to sustain excellence.
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