PURDUE
UNIVERSITY

OFFICE OF THE PRESIDENT

To: Board of Trustees

From: Mitchell E. Daniels, Jr., President

Re: Request to Name the *John and Donna Krenicki Center for Business Analytics and Machine Learning*

Date: June 3, 2019

I am pleased to support the attached request from Amy Noah to approve the naming of the *John and Donna Krenicki Center for Business Analytics and Machine Learning.* This request is an appropriate recognition of John and Donna Krenicki's continued support of the College of the Krannert School of Management.

I appreciate your consideration of this request.

Cc: Steven Schultz

TO: Jay Akridge, Provost and Executive Vice President for Academic Affairs and Diversity
Bill Sullivan, Treasurer and Chief Financial Officer

FROM: Amy Noah, Vice President for Development

DATE: May 15, 2019

RE: Request approval to name the *John and Donna Krenicki Center for Business Analytics and Machine Learning*

The attached memo, from David Hummels, details a request to name the *John and Donna Krenicki Center for Business Analytics and Machine Learning*.

The *John and Donna Krenicki Center for Business Analytics and Machine Learning* will deepen connectivity to campus resources and the Integrated Data Science Initiative, enable Krannert faculty to engage deeply in foundational research with transformational applications, and help commercialize these innovations. This request honors the generosity of John and Donna Krenicki's $5M irrevocable gift that will be used to leverage support from corporate partners as well as support the School of Management's Corporate Consulting program.

As a member of the Purdue Naming Committee, I recommend we move this naming opportunity forward to the president for Board approval. I respectfully request your endorsement to name the *John and Donna Krenicki Center for Business Analytics and Machine Learning,* as this naming is an appropriate recognition of John and Donna Krenicki's continued support of the Krannert School of Management.

PURDUE NAMING COMMITTEE APPROVAL:

_____   5-16-19
Amy Noah   Date
Vice President for Development

_____   5/28/19
Jay Akridge   Date
Provost and Executive Vice President for Academic Affairs and Diversity

_____   5/16/19
William E. Sullivan   Date
Treasurer and Chief Financial Officer

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TO: Amy Noah
Vice President for Development

FROM: David Hummels
Dr. Samuel R. Allen Dean of the Krannert School of Management

THROUGH: Kathy Bowman
Chief Development Officer, Krannert School of Management

DATE: May 13, 2019

RE: John and Donna Krenicki Center for Business Analytics & Machine Learning

Dean David Hummels respectfully requests approval to change the name of the Business Information and Analytics Center to the *John and Donna Krenicki Center for Business Analytics & Machine Learning.* The *John and Donna Krenicki Center for Business Analytics & Machine Learning* will be a leader for foresight and insight in analytics and digital transformation. It will deepen connectivity to campus resources and the Integrated Data Science Initiative, enable Krannert faculty to engage deeply in foundational research with transformational applications, and help commercialize these innovations. Ultimately, the *John and Donna Krenicki Center for Business Analytics & Machine Learning* will experiment with deploying transformational technologies and use that opportunity to provide unique datasets to researchers.

This request honors the generosity of John and Donna Krenicki, who have been strong supporters of research initiatives at Purdue and the Krannert School of Management. John received his MS from Krannert's Executive Education Program in 1991. The Krenickis have committed $5 million to the Center, with the plan to utilize their gift commitment to leverage an additional $5 million in commitments from corporations for consultancy projects within the Center. The *Krenicki Center for Business Analytics & Machine Learning* will act as catalyst in not only strengthening the Center's current initiatives, but also by developing new strategic initiatives with the objective of bringing together business, science, health and engineering. As one of Krannert's major research centers, the *Krenicki Center for Business Analytics & Machine Learning* will help attract some of the best and brightest young minds in academia, and those faculty members will keep Krannert strong for many years to come.

I believe renaming the Business Information and Analytics Center to the *John and Donna Krenicki Center for Business Analytics & Machine Learning*, which the donors agree can be known informally as the *Krenicki Center for Business Analytics & Machine Learning*, is an appropriate recognition of John and Donna's generosity and support of the School of Management and request your approval for the naming of the the *John and Donna Krenicki Center for Business Analytics & Machine Learning.*