

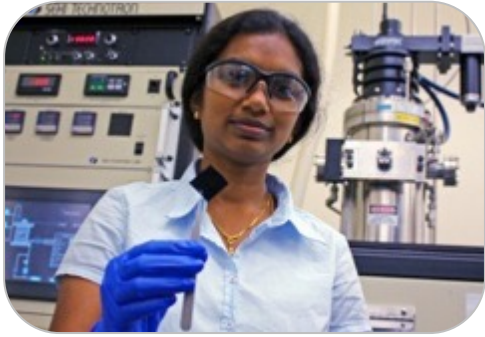


Resolutions of Appreciation

| | |
|--|--------------------|
| Jean Anne and James Chaney College of Pharmacy | \$3.5M |
| Glenn (Ed) Mann Purdue University | \$2.2M |
| David and Mary Miers College of Agriculture | \$1.5M |
| Anonymous Purdue Center for Cancer Research and College of Engineering | \$1.25M |
| Anonymous Intercollegiate Athletics | \$1.09M |
| Anonymous Elmore Family School of Electrical and Computer Engineering | \$1M |
| Caterpillar, Inc. Purdue Polytechnic Institute | \$1M |
| Donald Janes College of Science | Undisclosed |

| | |
|---|--------------------|
| Barbara Kile College of Science | Undisclosed |
| Terrance and Judy (d. 2020) Riordan College of Agriculture and College of Education | Undisclosed |
| Evan and Sue Ann Werling College of Veterinary Medicine | Undisclosed |
| Peter Kiewit Sons Inc. Purdue Polytechnic Institute and College of Engineering | Undisclosed |

Board of Trustees Meeting Topics



FEB: Strategic Initiative Update



APRIL: Affordability



JUNE: Fundraising



AUG: End of Year Report



OCT: Enrollment & Graduation



DEC: Institutional Reputation

Moody's:

- "Purdue University (Aaa stable) maintains an excellent strategic position as a large public university for the State of Indiana (Aaa stable). The university has a broad scope of operations and national demand for its science, technology and engineering oriented programs."

S&P:

"We assess Purdue's enterprise profile as extremely strong, with stable enrollment, good demand metrics, and an experienced management team."



2,000-square-feet in the Convergence Center for Innovation & Collaboration.

- Co-sponsored projects, student outreach, career development, research and innovation.



Production of the U.S. Air Force's next-generation T-X jet trainer

- Up to 300 new jobs
- \$37 million investment

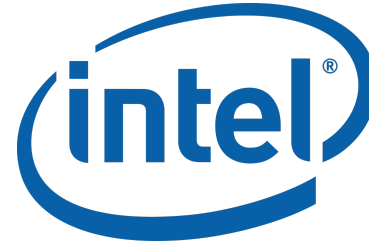


Announced expansion in Aug.

- New test facilities to develop high-altitude and hybrid-electric engines to power next generation of U.S. military aircraft

Reputation Driven Corporate Research Partnerships

Recently launched or in development



- **Purdue Center for Cancer Research:** 1 of 7 recognized by National Cancer Institute and the only at a public university
- **Energetics:** Largest by any measure: research awards, papers, PhD students
- **Cybersecurity:** CERIAS is one of the original seven and top ranked NSA/DHS Centers of academic excellence
- **Composites Manufacturing & Simulation Center:** Leader in applications across aerospace, automotive and other sectors
- **Microelectronics:** Leading DoD Public-Private Academic partnership to develop workforce



Reputation Building Research Awards

| Principal Investigator | Awarding Institution | 5-Year Value | Topic |
|------------------------|----------------------|--------------|---|
| David Umulis | NSF | \$12,500,000 | Use of AI to see how cells grow, repair, and replicate themselves |
| Tim Ratliff | HHS | \$9,300,000 | Cancer Center support grant |
| Melanie Cline | CDC | \$10,474,429 | CDC National Initiative to Address COVID-19 Health Disparities |
| Jeffrey Rhoads | DoD | \$24,700,221 | Army Modernization through energetic materials research |
| Carol Handwerker | DoD | \$26,000,000 | Lead-free electronics |
| Brett Savoie | DoD | \$4,483,688 | Predicting organic molecular decomposition |
| Yong Chen | DoE | \$11,002,000 | Quantum Science Center research |
| Linda Prokopy | USDA | \$10,000,000 | Crop diversification |



U.S. DEPARTMENT OF
ENERGY

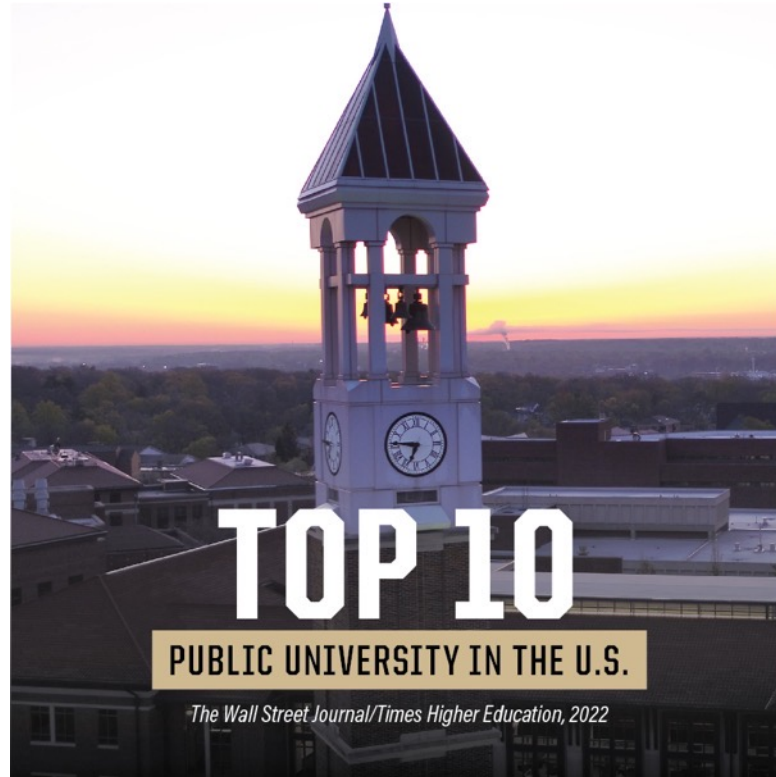




#6

**COLLEGE FOR
FREE SPEECH IN
THE U.S.**

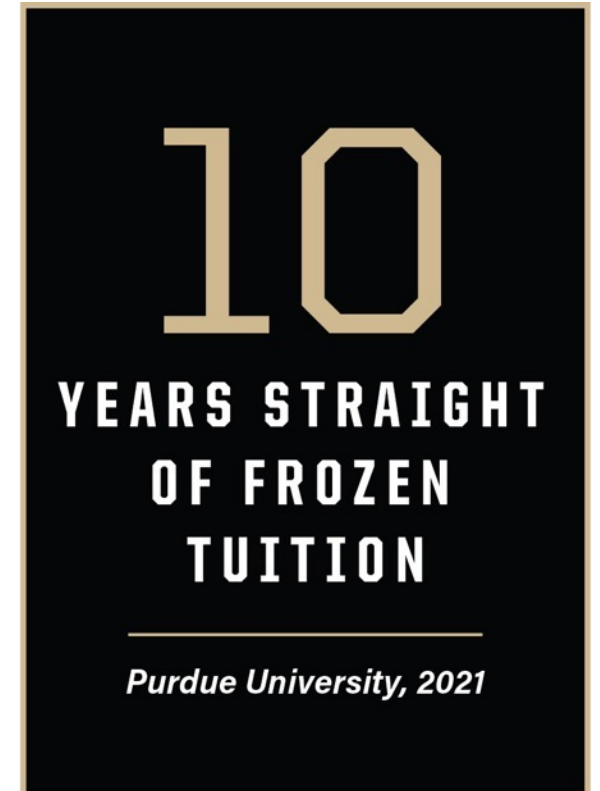
College Pulse/Fire, 2021



#3

**BEST ONLINE
LEARNING SCHOOL
IN THE U.S.**

Newsweek, 2022



#7

**BEST COLLEGE
FOR VETERANS**

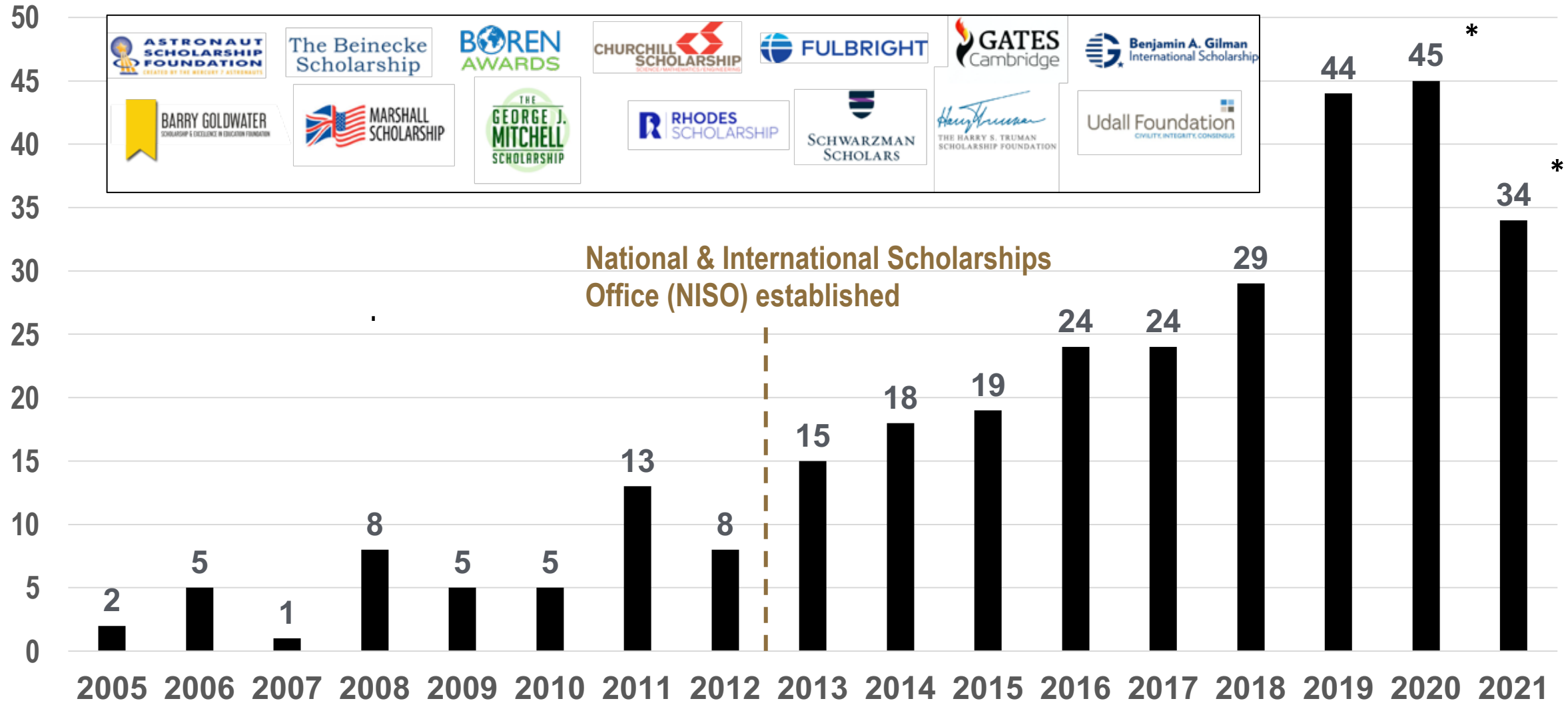
College Consensus, 2021



Notable Reputation Against Competitors

| Ranking | Source | Indiana Public | Big Ten | Nation |
|---|--|----------------|---------------|------------|
| Most Innovative School | U.S. News & World Report | #1 | #1 | #8 |
| Top Public University | The Wall Street Journal/Times Higher Education | #1 | #3 | #10 |
| Best Value University | The Wall Street Journal/Times Higher Education | #1 | #1 | #7 |
| Best University for Engagement | The Wall Street Journal/Times Higher Education | #1 | Tie #1 | #4 |
| Most Employable Graduates | Times Higher Education/Emerging | #1 | #3 | #33 |
| University with Most Utility Patents in the World | U.S. Patent and Trademark Office | #1 | #1 | #6 |
| Graduating the Most STEM Majors | Forbes | #1 | #2 | #5 |
| Number of Alumni Working at Top Fortune 500 Companies | Forbes | #1 | #3 | #19 |
| Best College for Veterans | College Consensus | #1 | #3 | #7 |
| Safest College Town | SafeWise.com | #1 | #1 | #15 |
| Best Online Learning School | Newsweek | #1 | #2 | #3 |

Major Scholarship Recipients, Finalists & Honorable Mentions



**Some Fulbright awards were or could be canceled or deferred due to COVID.
Data prior to 2013 is generally correct but occasionally approximate due to poor record keeping.*

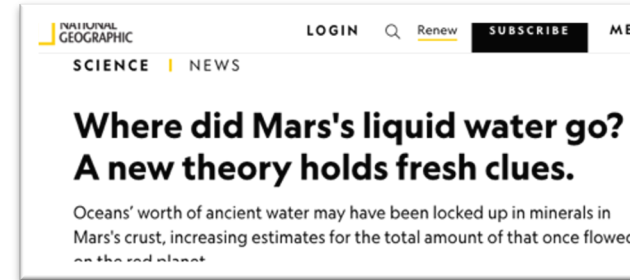
Reputation Among National Media

| | 2018 | 2019 | 2020 | 2021 YTD |
|--|------|------|------|------------|
| Major Broadcast Stories Featuring Purdue | 87 | 95 | 140 | 152 |

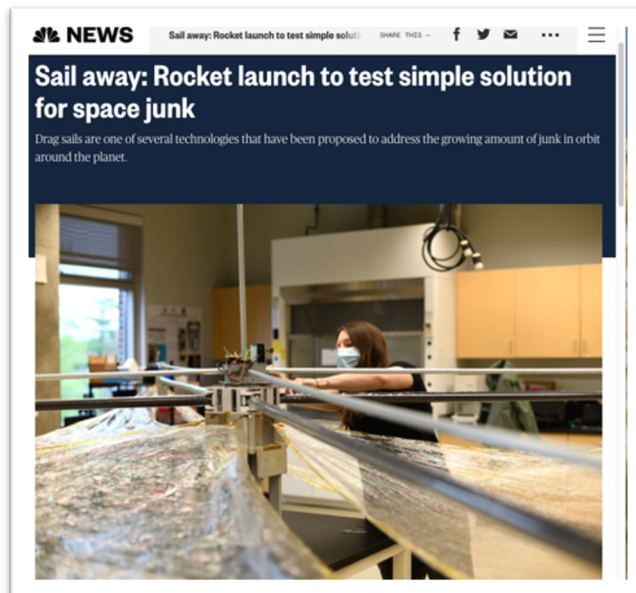




- 683 Placements
- 2.1 billion potential impressions



- 381 Placements
- 1.9 billion potential impressions



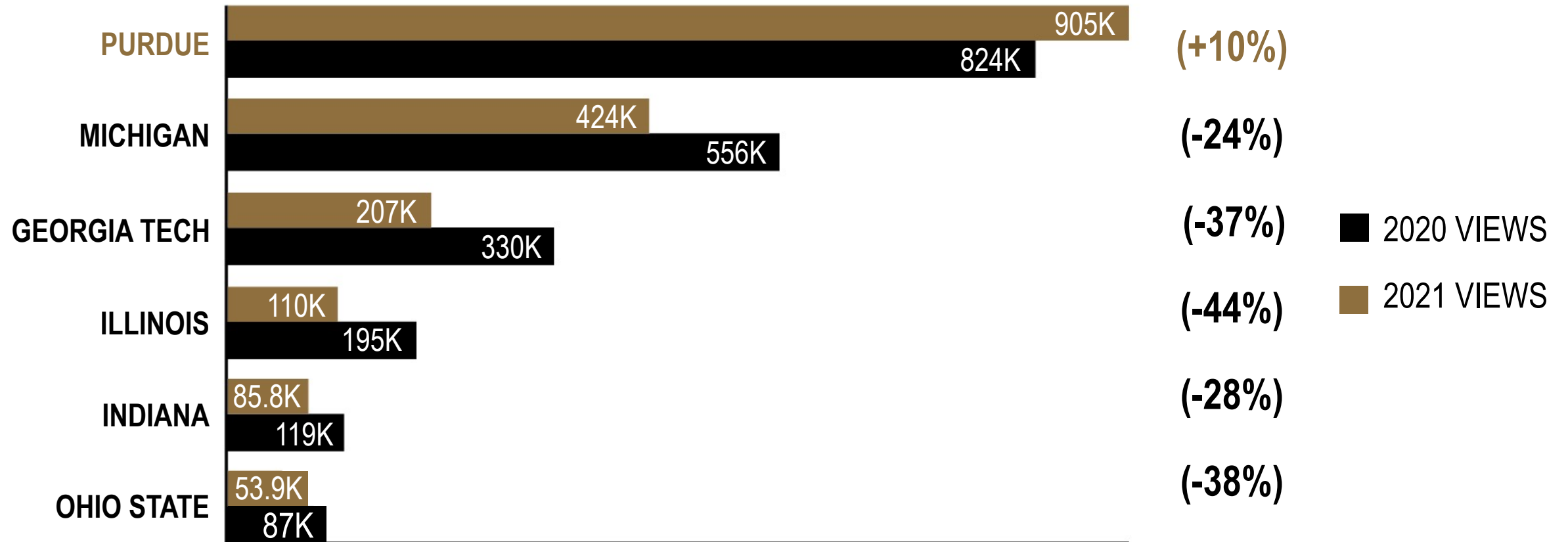
- 89 Placements
- 355 million potential impressions



- 148 placements
- 467 million potential impressions

2021 YouTube Performance Surpasses Competitors

In 2021 YTD, Purdue University's content on YouTube grew **over 10%** and has generated **more views** than our 5 targeted competitors combined (Georgia Tech, Illinois, Indiana, Michigan and Ohio State). (source: RivalIQ)



The following videos were accompanied by strategic social and email campaigns that led to **exceptional performance** on all platforms.



Boilermakers Keep Going

673,939
TOTAL VIEWS



One Last Ride

206,253
TOTAL VIEWS



The Data Mine

189,116
TOTAL VIEWS

Only One University Recognized as a "Brand that Matters"



What Put Purdue on the List?

- **A commitment to affordability:** 10 years of Frozen Tuition, Fast Start, 60% graduate debt free
- **Cutting-edge industry partnerships:** The Data Mine
- **An innovative approach to education:** Purdue Polytechnic High School, Degree in 3
- **Practical solutions to today's toughest challenges** — Protect Purdue Initiative

