

BOARD APPROVED
FEBRUARY 15, 2023

Cindy Ream
Corporate Secretary

MEMORANDUM

To: Executive Committee of the Board of Trustees

From: Steve Schultz, General Counsel *SSS*

Cc: Mung Chiang, President
Patrick Wolfe, Provost and Executive VP for Academic Affairs and Diversity
Christopher A. Ruhl, Treasurer and Chief Financial Officer
Matt Folk, Vice President for University Advancement and Alumni Engagement

Re: Naming of Undergraduate and Graduate Institutes in Daniels School of Business

Date: February 8, 2023

Purpose. The purpose of this memo is to request the Executive Committee's approval, on behalf of the Board of Trustees: (1) to designate and name the undergraduate institute within the reimagined Daniels School of Business as the "Bruce White Undergraduate Institute," and (2) to designate and rename the graduate and executive degree programs within the School the "Krannert Graduate Institute."

Background. As you know, President Chiang has relayed a request from the University's Naming Committee (Patrick Wolfe, Chris Ruhl and Matt Folk) to name the undergraduate program in the Daniels School of Business in honor of Purdue alumnus and former trustee, Bruce White, in recognition of a generous gift of \$50 million from the Dean and Barbara White Family Foundation. Meanwhile, the full Board of Trustees recently declared its intention to retain the "Krannert" name for the School's graduate and executive degree programs, while signaling the possibility that this name could receive another academic unit designation if such a change were approved by or on behalf of the Board in the future.

The presently proposed action contemplates distinguishing the undergraduate and graduate components within the reimagined School under the respective White and Krannert names, while designating them in parallel as "institutes."

Request. On behalf of President Chiang and the Naming Committee, I respectfully request the Executive Committee's approval and adoption, on behalf of the Board, of the resolution set forth below. For good measure, and without diminishing the immediate effectiveness of this resolution, we will seek the full Board's ratification of it in the consent agenda at the April 2023 meeting:

"RESOLVED, that the undergraduate degree program and the graduate and executive degree programs within the Mitchell E. Daniels, Jr. School of Business be, and hereby are, named and designated as the Bruce White Undergraduate Institute and the Krannert Graduate Institute, respectively."