

EQUITY TASK FORCE UPDATE: COLLABORATIVE RECRUITMENT RELATIONSHIPS

Purdue Academic and Student Affairs Committee

Executive Session

December 2023



Storytelling Feature: What Can You Imagine at Purdue

Purdue's 2022 portfolio commercial speaks to opportunities for Black Boilermakers



The sequel to this commercial aired in Indiana and Washington DC markets during the 2023 Macy's Thanksgiving Day Parade

- What Can You Imagine at Purdue? has amassed **29 million views** since its launch in November 2022.
- Our highest performing target segment on YouTube is our Black Boilermaker audience.
- Stats for target segment:
 - View Rate: **66%**
 - *Views/Impressions*
 - *Benchmark: 30%*
 - Viewed to 100%: **3.85M**
 - *# of Viewers that watched full ad*
 - Conversion Rate: **5.9%**
 - *% of viewers that clicked through to our website*
 - *Benchmark: 0.5 – 2.5%*

Recruitment

Early Outreach Coordinators – Lake and Marion County

Two individuals hired in Fall 2021

Engage with students grades 8-10 on college prep, community engagement, and goal setting

Met with 300 students this fall

Additional Partnerships

Tech Point Foundation for Youth: recruitment of URM, women, and first-gen STEM-interested students from Indiana

Posse Foundation: pre-college development, recruitment, and cohort-based wrap-around support of diverse students from Northwest Indiana

Dual Degree/Transfer Programs: Morgan State University (ongoing), Atlanta University Center Consortium (finalizing agreement; includes Spelman College, Morehouse College, and Clark Atlanta University), Alliance for Degree and Research Acceleration (in development)



Recruitment

Purdue Diversity Prospective

Term	2019	2020	2021	2022	2023
Spring	251	COVID	COVID	243	227
Fall	193		156	213	

2017	2018	2019	2020	2021	2022	2023
69%	60%	68%	57%	COVID	74%	72%

Real Talk Diversity Chats

Year	2021	2022	2023c(Spring Only)
Number of events	6	10	4
Total registrations	212	165	120
Admit Rate	84%	69%	

ETF Fall Admissions Trends

All Underrepresented Minority Students

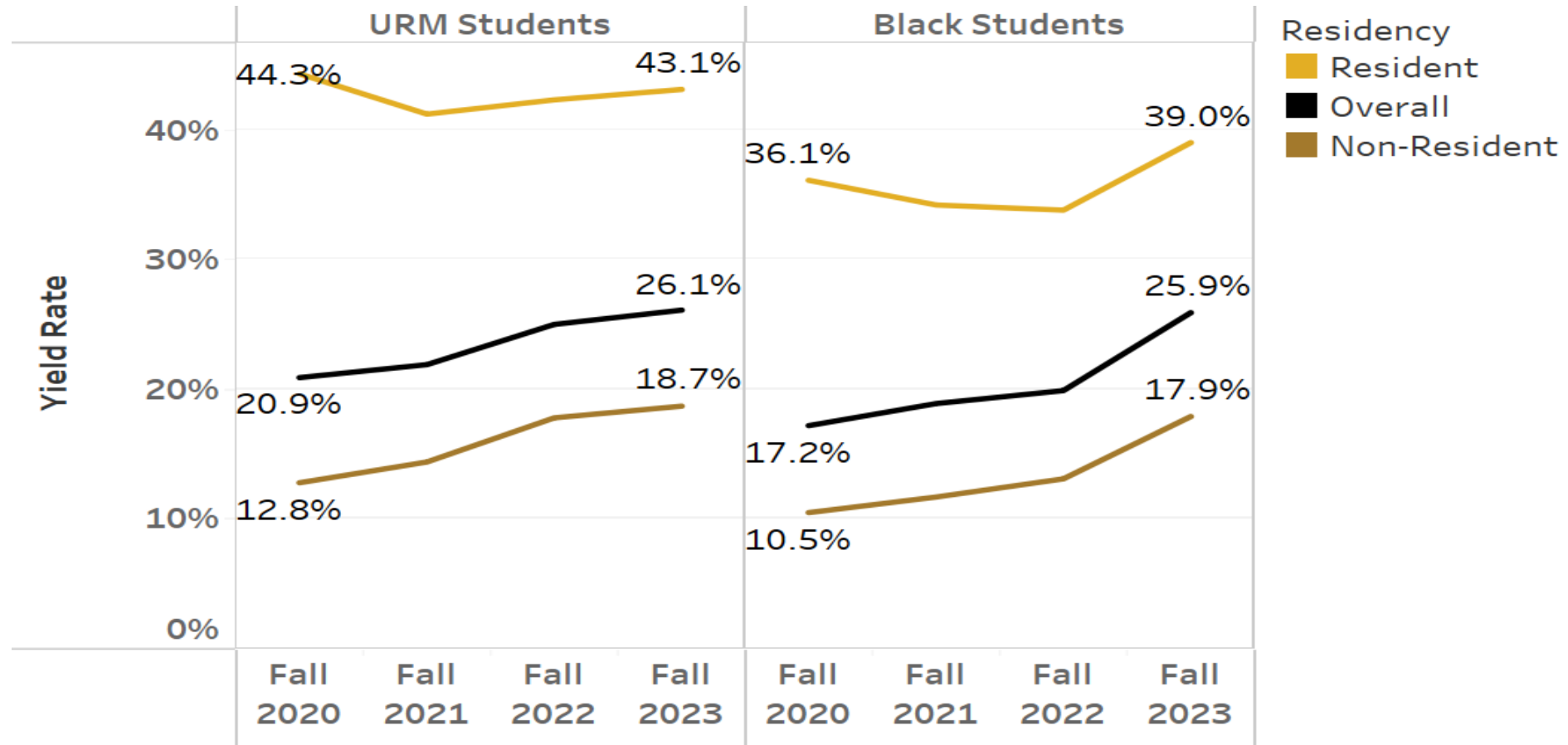
Year	2021	2022	2023
Applications	8,005	9,234	10,188
Admits	5,186	4,906	5,378
New Beginners	1,135	1,227	1,406

Black Boilermakers

Year	2021	2022	2023
Applications	2,197	2,488	2,602
Admits	1,283	1,168	1,155
New Beginners	242	232	299

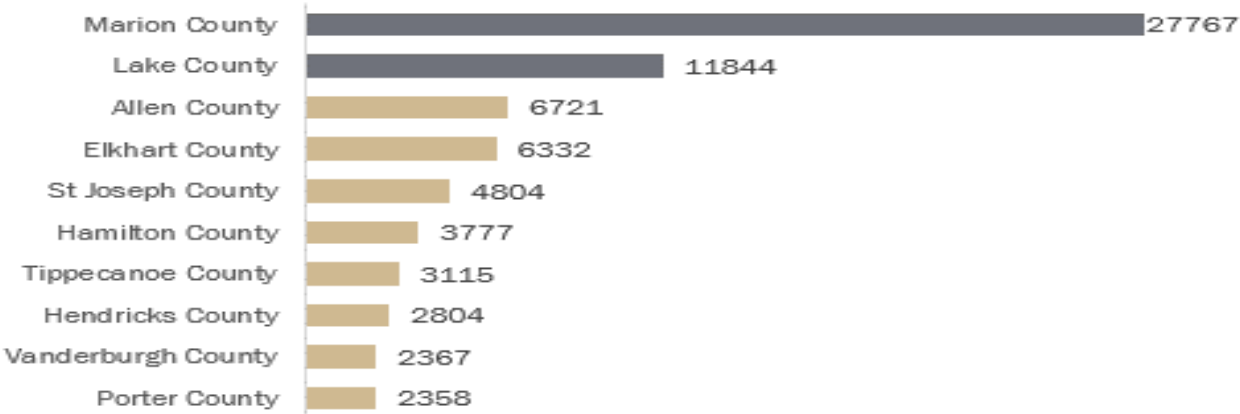
Current Challenges

Yield Rates of Black and URM students Resident Versus Non-Resident



Opportunities within Indiana

URM High School Students by County



Black High School Students by County

