

PURDUE FORT WAYNE: Building Brand, Driving Enrollment, Powering the Region

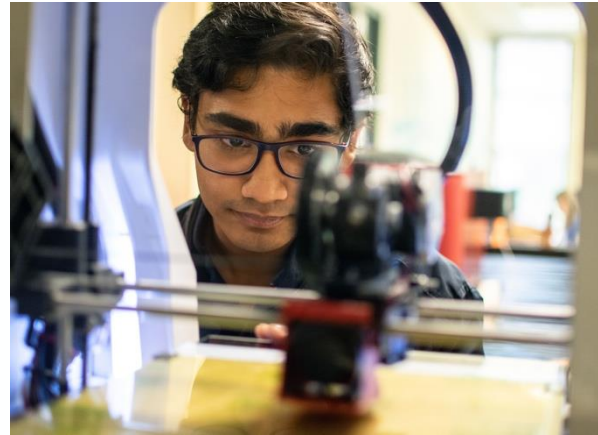
PURDUE UNIVERSITY®
FORT WAYNE

Agenda

Welcome and Update for Board of Trustees

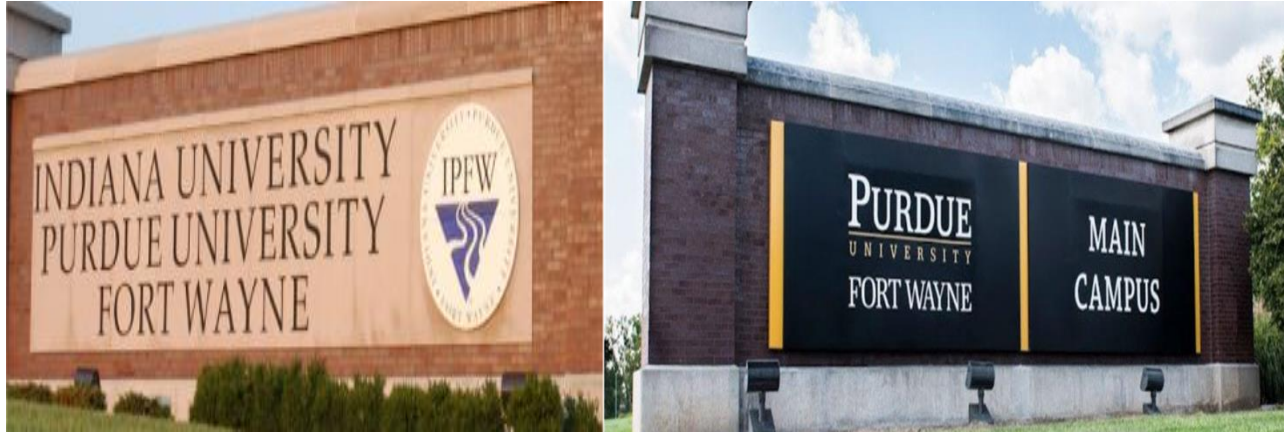


- The Purdue Fort Wayne Brand
- Current Challenges
- Significant Transformations
- Enrollment Strategies
- Future Outlook



Brand Transformation & Awareness

A Clear, Confident Purdue Fort Wayne Identity



PURDUE UNIVERSITY.
FORT WAYNE



- Transition from Indiana University–Purdue University Fort Wayne to Purdue University Fort Wayne
- Defined market position:
 - High-value Purdue degree
 - Affordable, career-focused
- Unified brand across:
 - Print, digital, and campus environments
 - 100+ campus digital display network
- Website redesign driving engagement:
 - 7M+ total visits
 - 1.4M homepage visits
 - 160K program views
- ~30% growth in earned media last year



The Challenge Before Us

A Shrinking Pipeline Meets Growing Demand



Demand Cliff (College-Going Rates Declining):

- Indiana: 65% → 52%
- Allen County: 68% → 57%
- Fort Wayne Community Schools: 54% → 45%
- Southwest Allen County Schools: 81% → 64%
- Northeast Allen County Schools: 79% → 67%

Demographic Cliff:

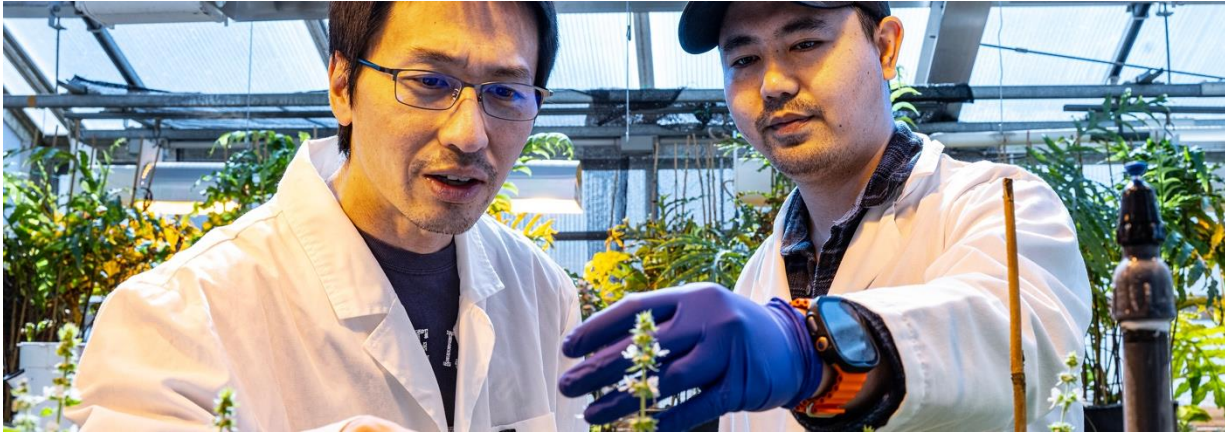
- 16% projected decline by 2041

At the same time:

- Workforce demand is increasing
- Talent supply is decreasing

Workforce Gap & Regional Need

Purdue Fort Wayne Is Central to Northeast Indiana's Workforce Future



- 8,000+ bachelor's-level workers needed by 2027
- High-demand fields:
 - Healthcare
 - Business & finance
- Since 2012, PFW graduates ↓ 30%
- All Northeast Indiana colleges and universities are showing declining graduation rates.

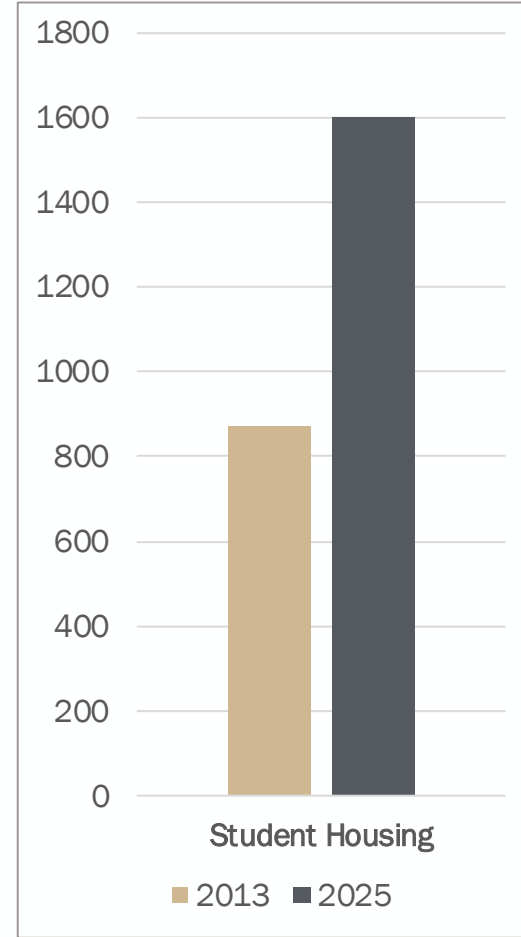
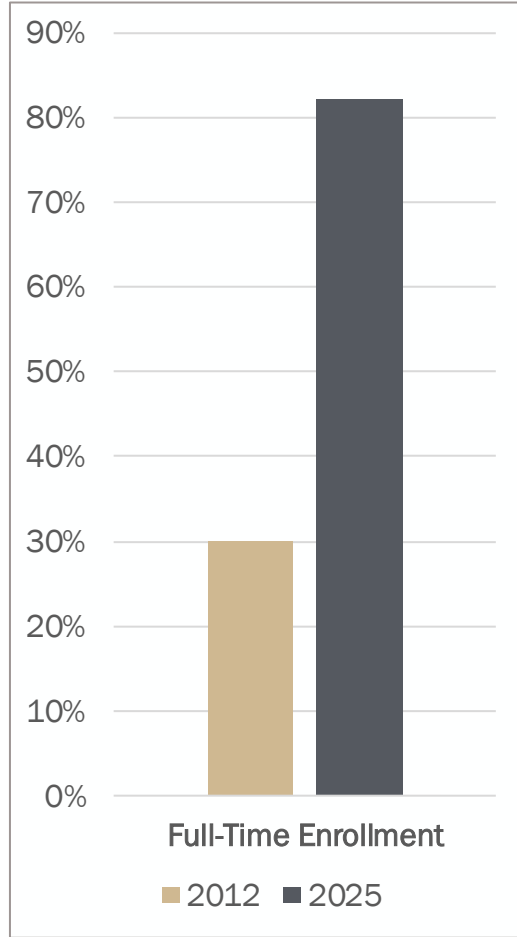
The pipeline is shrinking.

The need is growing.

Purdue Fort Wayne is essential to closing the gap.

Transformation at Purdue Fort Wayne

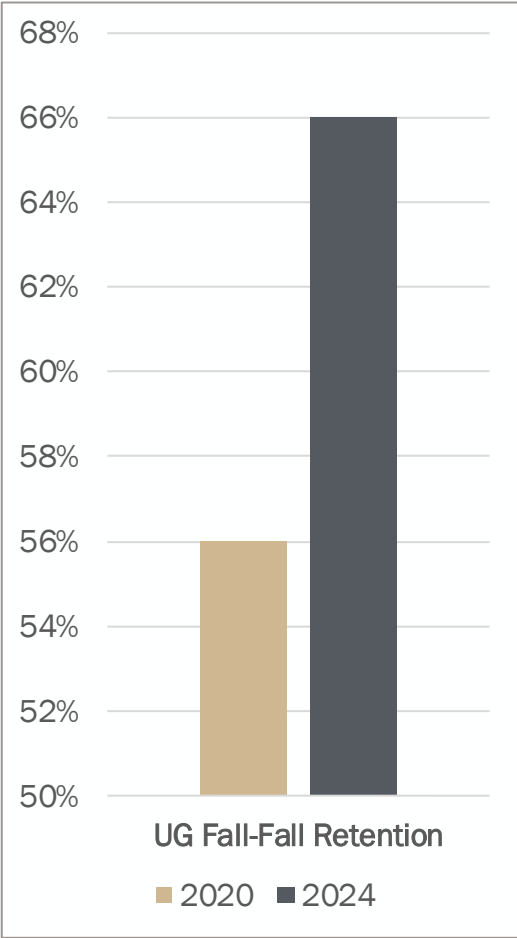
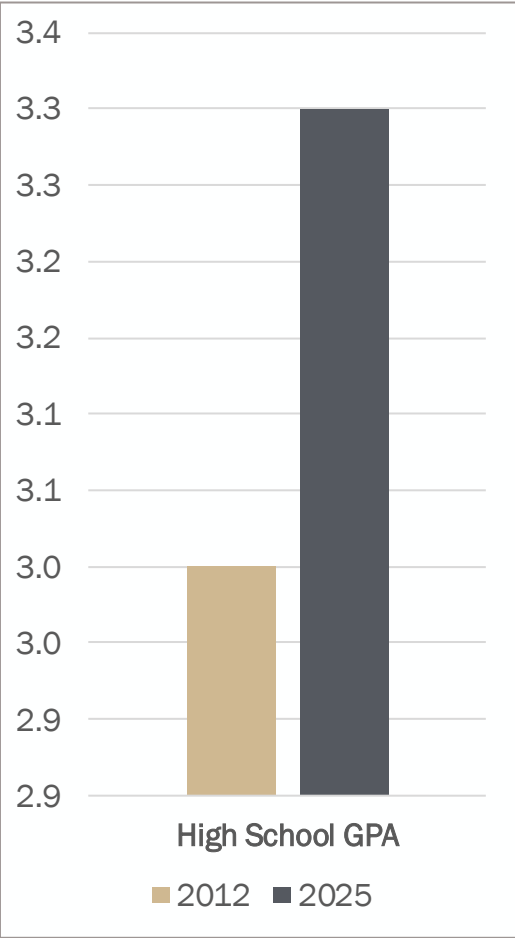
A Stronger, More Engaged Student Experience



- In 2012, only 30% of students were full time
- In 2025, 82% of students are full time
- More students spend all day on campus
- Since 2013, residency increased 178%
- In 2013, 9.6% of enrolled students lived in campus housing
- In 2025, 24% of enrolled students live in housing

Transformation at Purdue Fort Wayne

A Stronger, More Engaged Student Experience



Elevated Academic Profile

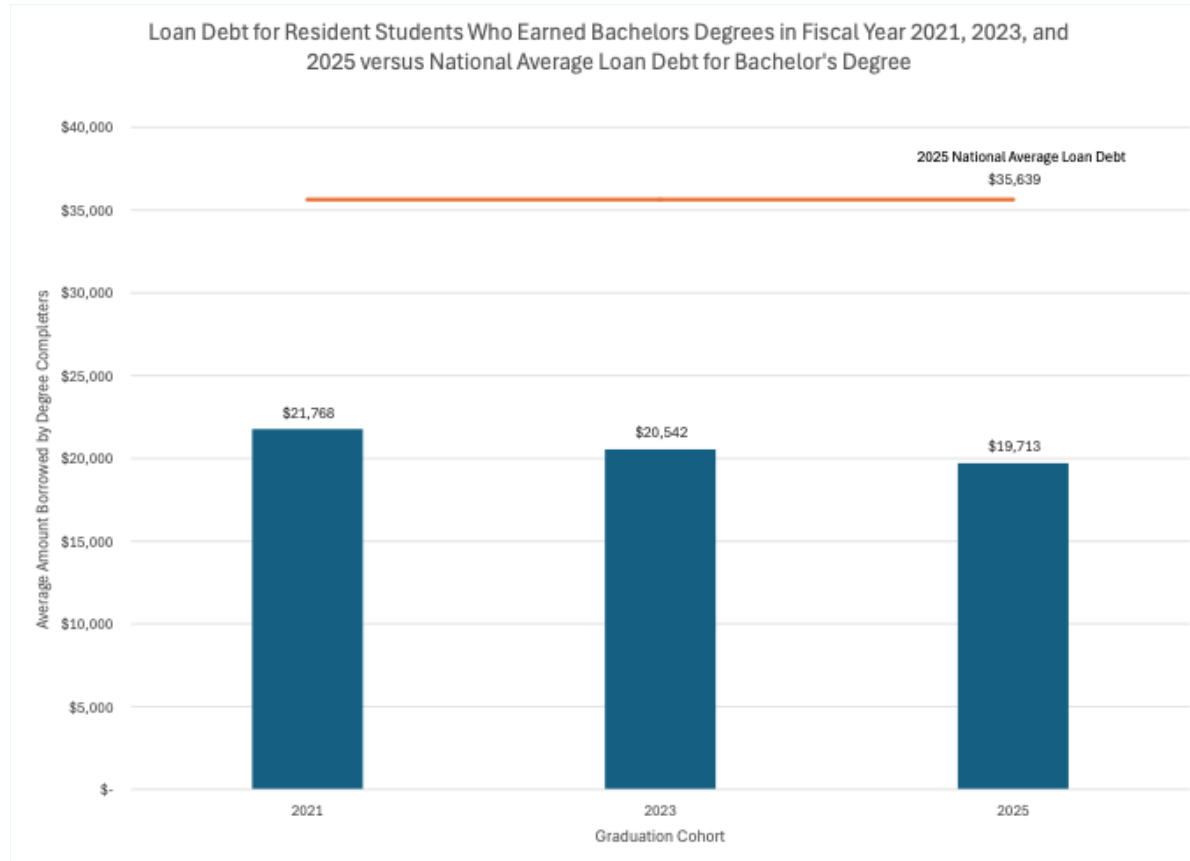
- Incoming Student GPA from 2012 to 2025 increased from 3.0 to 3.3
- 12% students graduated with distinction in 2025
- First-year retention rates improved by 10 percentage points from 2020 to 2024

GROWTH IN PURDUE FORT WAYNE HONORS PROGRAM

Year	Honors Active	Pins Awarded	Certificates
2020	255	26	14
2025	508	71	36 (44 in 2026)

Transformation at Purdue Fort Wayne

A Stronger, More Engaged Student Experience



Student debt decreasing
(well below national average)

- 2025: \$19,713
2025 National Average: \$35,529
- 2023: \$20,542
- 2021: \$21,768

Investing in Growth & Relevance

Strategic Investments in Students, Programs, and Experience



Impressive New Academic Facilities

- Surack-Sweetwater Music Industry Building
- Doermer School of Business Building
- Trace Student Housing Complex
- Shaffer Art Gallery
- Engineering Testing Facility; **Metallography and Failure Analysis Lab**, made possibly through the generous support of the Don Woods Foundation.
- **Environmental Resource Center** made possible through the generous donation from Richard D. and Marni Waterfield.
- High-Tech Crime Unit; and more

Investing in Growth & Relevance



Richard T. Doermer School of Business



Environmental Resources Center



High-Tech Crime Unit



Shaffer Fine Arts Gallery



Shaffer Fine Arts Gallery

Investing in Growth & Relevance



Metallography and Failure Analysis Lab



Metallography and Failure Analysis Lab



Metallography and Failure Analysis Lab



Student Housing (Trace)



Student Housing (Trace)



Student Housing (Trace)

Investing in Growth & Relevance

Strategic Investments in Students, Programs, and Experience

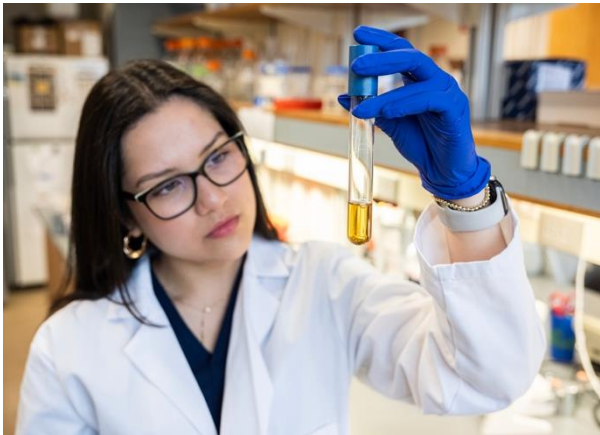


Recruitment and Retention

- Generating new academic programming attractive to students
- Adding 11 new Club Sports; expanding 4 others
- Building new student housing (Trace)
- Leveraging PWL redirects
- New Student Mental Health Counseling Center
- Emphasis on student engagement

Investing in Growth & Relevance

Strategic Investments in Student, Programs, and Experience



ONGOING CURRICULAR INNOVATION

Baccalaureate Majors:

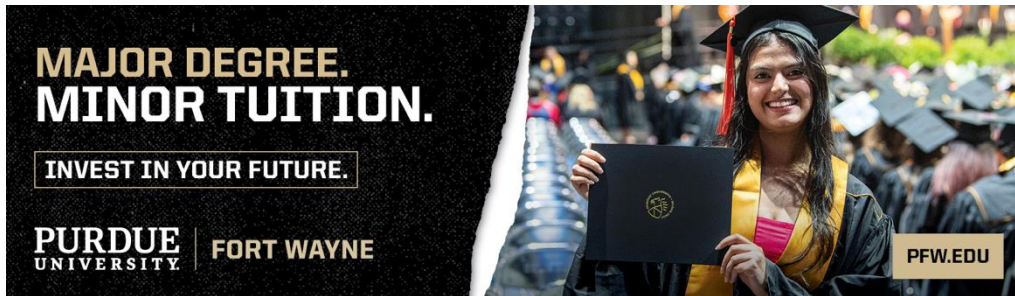
- Actuarial Science
- Data Science and Applied Statistics
- Biochemistry
- Commercial Music
- Music Industry Studies
- Music Technology
- Sports Leadership
- Sports Management
- Musical Theater

Master's Programs:

- Applied Physics
- STEM MBA
- Speech-Language Pathology
- Music Therapy
- Music Technology (2027)

Our Role & The Path Forward

PFW's Role: Rebuild the Pipeline. Strengthen the Region.



- Primary public access institution in Northeast Indiana
- Strategy moving forward:
 - Expand access
 - Align programs with workforce demand
 - Reengage students who might not otherwise attend college

Enhance enrollment.

Close the workforce gap.

Strengthen Northeast Indiana.

Thank You!

