

PURDUE INTERNATIONAL, INC. (PII)

Management Report 2020

“Purdue International, Inc. – PII, a non-profit corporation was established to promote the learning, discovery and engagement purposes of Purdue University on an international level, to support international student and faculty exchange programs, and to create mutually beneficial partnerships with international institutions whose purposes align with those of Purdue University. While each entity enjoys a separate legal existence, because Purdue International is a wholly-controlled and supporting organization of Purdue University, it operates essentially as an arm of the University for particular portions of projects that would be difficult for Purdue University, as a governmental organization and state entity, to perform”.¹

In the past seven years, PII has developed advocacy efforts on behalf of Purdue University in Colombia based on the careful analysis of Colombia and its laws and regulations, government plans for the country's projected growth, and its understanding of the level of development of its academic community. During 2020, PII focused on launching and supporting programs that respond to the goals presented here set forth by Purdue University on its global impact.

Purdue's global strategy for 2020-2025 is to increase the impact, scale and sustainability of its global partnerships for the purpose of creating meaningful and tangible contributions to:

- 1) The “Purdue Moves” general development policy of the university.
- 2) Development and educational objectives of Colombia and the other countries where Purdue University has established alliances.
- 3) Build on Purdue's impact, in terms of its reputation and global ranking, and,
- 4) Expand the overall experience Purdue offers its students and faculty.

Purdue's vision is to be, by virtue of focus and collaboration, the partner of choice for every major global domain in which it participates.

As a direct result of its sustained collaborative efforts in Colombia, Purdue University positions itself as a unique international academic partner for the Colombian nation, highlighting the multiple occasions where the university is sought as the international institution to which Colombian high quality institutions of higher education (HEI), their faculty and students turn to when they want to be nurtured with fruitful interactions for mobility issues, research for development, outreach programs and support for the communities and regions of the country. Examples of this are the projects developed with Colombian universities, international government agencies, NGOs and international resource operators within the country, and business organizations that seek to meet the social and economic needs of their collaborators and the communities where they operate.

Leading and accompanying the above goals is the highest purpose for Purdue International, Inc. (PII) by promoting a solid portfolio to contribute to the Purdue strategic initiatives known as the “Purdue Moves”. To fulfill these established goals a brief description is given below that strives to contribute to the development needs of the country.

¹ Taken from letter to explain relationship between Purdue University and Purdue International, Inc. September 2019 issued by Senior Global Compliance Officer at Purdue University.

1.  Affordability and Accessibility

Not increasing the cost of education from one year to another is a fundamental factor in the support that Purdue gives to the academic community, including its global community. By controlling its expenses and not increasing its tuition costs, Purdue facilitates education to more people that maybe less privileged with respect to paying the costs of higher education.

The strategic initiatives that Purdue International, Inc. (PII) executed during the year 2020 were basically two:

- a. Contribute to Purdue University's student mobility programs from national universities who enroll at Purdue University, where national universities, Purdue and the Global Nexus Program support Colombian students to transfer for periods of 3 to 6 months to the Purdue University campus to learn research for development methodologies that will benefit research projects and, in the future, prepare students for the country's challenges. The project decreased the number of participants during the year due to mobility limitations generated by the pandemic, however, there were participants at Purdue, and work was done to have a next contingent of 20 students who will transfer in the coming year.
- b. Support continued for the Nexo Global Rural program promoted by the Ministry of Science, Technology and Innovation and for the inauguration of Nexo Caldas and Nexo Huila.

2.  World-Changing Research

Research for Development includes the full spectrum of rigorous and appropriate methods applied to the resolution of pertinent global questions and problems, by helping generate policy change, development of new products and specific benefits for communities in their needs. Purdue researchers make discoveries that have a critical impact in the real world - not only in the laboratory. Purdue is an economic machine, establishing a new place for technology transfer and research commercialization.

The strategic initiatives that Purdue International, Inc. (PII) executed during the year 2020 were mainly three:

- a. PII led the support in Colombia for the Purdue University program called LASER PULSE, granted by USAID, designed to address development problems of the world's least favored populations, and for which Colombia was chosen as a pilot country. A 3-day meeting was held in Bogotá in late 2019, with the participation of 115 representatives of various government entities (15), Colombian universities (13), international resource operators (9), Colombian NGOs and foundations (20), representatives of the private sector (10), and representatives of USAID (fifteen). The objectives achieved were to transfer knowledge by way of the translation of the "research for development" methodology in the following problem areas of Colombia: 1.) comprehensive rural development, 2.) the Venezuelan migration crisis, and 3.) support for the education of urban and rural Colombian youth. At no cost for Colombia or any participating Colombian entity, Purdue brought international experts, its directors and researchers to transfer knowledge of what its applied research methodology is, and opened a call for Colombian teams to present proposals to solve problems in the 3 themes proposed.

The result was that in 2020, 56 groups came together integrated by members from universities, operators, NGOs, foundations and the private sector to present proposals that propose solutions to these challenge areas in the Departments (States) of Colombia.

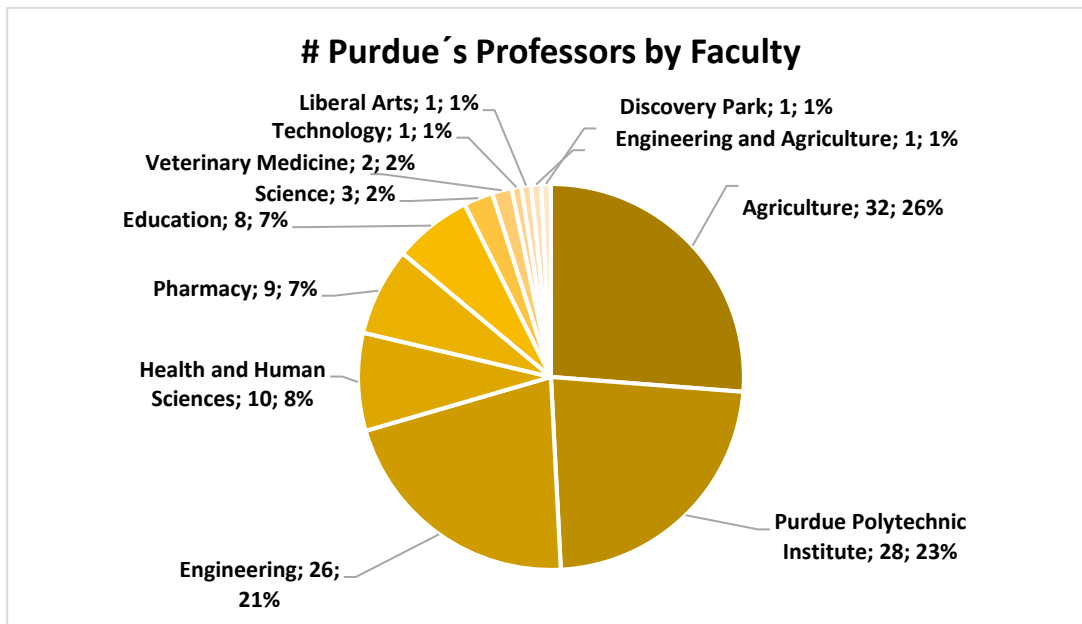
- b. PII supported the presentation of joint proposals between Colombian entities and Purdue for national and international open calls on issues like Cacao for Peace, won and funded by USDA; a proposal created by the Javeriana University, the Universidad del Norte and, other actors from the Atlantic regions to integrate educational games for personal care of the young people in vulnerable living conditions in the region of Barranquilla, Colombia. (won as part of the Colombian royalty competition). PII also supported the creation of proposals presented to international entities, all in an evaluation process at this time.

3.



In academia, the acronym STEM represents the disciplines of Science, Technology, Engineering, and Mathematics. STEM Education is the learning process for these topics through a strategic approach that offers applied learning experiences relevant to the aforementioned topics. This last year PII lead the following activities:

- a. PII supported progress of the alliances Purdue University has with Colombian higher education institutions, and specifically established a Network of Excellence aimed at establishing joint research projects between Purdue researchers and researchers from Colombian Universities such as Universidad Nacional, Universidad Javeriana, Universidad EAFIT, Universidad CES, Universidad del Norte, Universidad ICESI, Universidad de los Andes, Universidad de la Salle, Universidad Externado, Universidad Industrial de Santander and AGROSAVIA. A total of 77 researchers from Colombia were linked with 122 PURDUE researchers for the analysis of 98 possible projects on Colombian themes.



4.



Virtual Education refers to education within a learning environment where the professor and the student are separated by time or space, or both, and the professor offers a course content by way of the management, application, multimedia resources, the internet, videoconferencing, and others means. Students receive the content and communicate with the instructor by way of the same technologies. Due to the global pandemic situation, PII and Purdue focused on the development of alliances for 100% virtual education to serve Colombian populations who may be at risk of losing their educational development. For this purpose, PII developed 2 alternatives:

- a. PII designed and executed a 100% virtual course funded by the Ministry of Science, Technology and Innovation for a population of 180 Instructors and 360 Apprentices from the National Learning Institute SENA, establishing teams (1 instructor and 2 apprentices) designed to improve their innovation and creativity competencies, certified by Purdue University. At the same time, they established 180 regional entrepreneurship projects. The program's coverage was for the 32 departments of Colombia and the Capital District of Bogota. The program was developed with Colombian professionals and Purdue experts, and given at subsidized costs with significant in-kind contributions.
- b. For the purpose of supporting the development of specialized online programs, PII supported Purdue University Global, the international university in the Purdue University system serving adult population, and operating as a public benefit corporation. With content streamed globally, its programs focus on career development fields at the level of 170 certificate, associate, undergraduate, master's, and doctoral programs. To initiate the introduction to Spanish-speaking populations, PII initiated approaches on specific issues where the Colombian educational system does not have specialized on line programs at a technical and technological or at a higher education level, through strategic alliances of shared teaching with Colombian entities of higher education institutions (HEI).

5.



Purdue is an innovative leader in the delivery of higher education, both inside and outside the classroom, giving students access to approaches and tools that are the most effective and updated to prepare them for the development of their life project within the tangible world. On these topics, PII supported the Purdue University system in the following programs:

- a. PII continues to support the 100K Strong of the Americas operating (won) programs offered by the United States embassy for the mobility of 5 teams from the universities of Caldas, La Sabana, Los Andes, Universidad de Antioquia and Universidad del Norte, achieving an exchange of Colombian students to Purdue and Purdue students travelling to Colombia for various programs titled: 1.) Prosocial digital campaigns, 2.) Intercultural communication through theater, 3.) Computer visualization and manufacturing applied to the field of creative industries, 4.) Open study environments, and 5.) Trans-language: an academic exchange for writing laboratories.
- b. PII contributed in the search that the university does of undergraduate students that want to participate in research experiences at the undergraduate level (UREP- C), by being a source of information for the 10% top ranking students that stand out for their academic results and their interest to develop science applied themes to their life projects.