

ENGAGEMENT'S IMPACT

2024



Introduction

A foreword from the Vice President for Engagement

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Integrating Engagement

Engagement Protocol • Framework & Expectations • Engaged College Program • Carnegie Reclassification

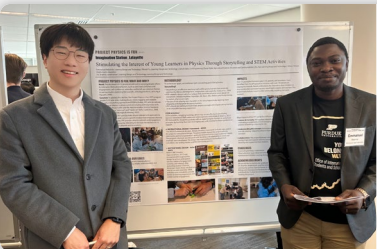
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Advancing Engagement: A Year of Strategic Growth and Impact

2024 marked a period of significant advancement for the Office of Engagement. As we transition beyond my inaugural year as Vice President, I am both honored and enthusiastic to build upon the accomplishments outlined in this document.

While the notion of engagement may be abstract, its effects resonate profoundly across our campus, the state, and the global community. Our endeavors in 2024 were directed toward upholding Purdue's esteemed legacy as a land-grant institution, while also providing support and clarity to previously unrecognized forms of engagement. The formulation of the Engagement Protocol, Engagement Framework and Expectations, and the Engaged College Program has empowered our office to streamline all forms of engagement. This will augment Purdue's impact and narrative, ensuring we perpetuate our relentless pursuit of excellence at scale as a world-class institution.

The achievements highlighted in this document represent just the beginning. With continued collaboration and partnerships within Purdue's campus and our broader community, the Office of Engagement is poised to attain even greater success in 2025 and beyond.



Roberto Gallardo
*Vice President for Engagement
Purdue University*

What is Engagement?

The collaboration between institutions of higher education and their larger communities to share knowledge and resources.

Launching the Strategic Approach to Integrating Engagement Across Purdue

The Engagement Framework and Expectations, Engagement Protocol, and Engaged College Program are the key pillars of Purdue University’s institutional engagement strategy. The Engagement Framework defines community engagement and sets university expectations, ensuring all activities align with the mission. The Engagement Protocol standardizes engagement levels and outcomes, enhancing research impacts and data collection. The Engaged College Program operationalizes engagement within each college, fostering consistent and impactful initiatives.

This comprehensive strategy leads to numerous benefits, including improved university rankings, enhanced storytelling of Purdue’s impact, and streamlined engagement data collection. Additionally, it ensures the continuation of Purdue’s Carnegie Community Engagement Classification and strengthens applications for the APLU Innovation and Economic Prosperity designation. These efforts collectively expand Purdue’s influence and foster a culture of dynamic community engagement.

In addition, the Office of Engagement participated in the Future of Extension task force and continues to work closely with Purdue Extension and the College of Agriculture as they draft a plan to modernize. This modernization will more strongly align Purdue Extension and the Office of Engagement resulting in Indiana communities benefitting even more of Purdue’s brain trust.

9 of 11

Purdue colleges participated in the Engaged College Program (ECP)

9

Engagement awards

71

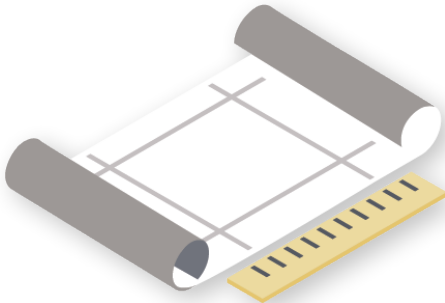
Faculty, staff, and students participated in the ECP taskforces

The Engagement Framework & Expectations

*“Engagement is the collaboration between institutions of higher education and their larger communities for **mutually beneficial exchange** of knowledge and resources in a context of partnership and **reciprocity**.”*

- The Carnegie Classification of Institutions of Higher Education

 [Read more about the Engagement Framework & Expectations](#)



The Engagement Protocol

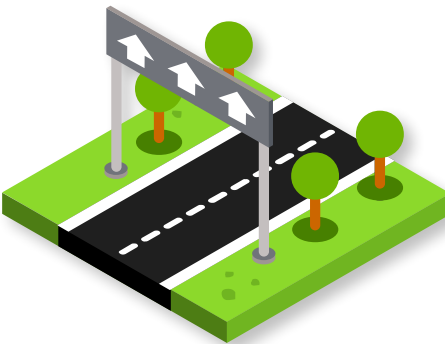
Outcomes

- Broader impacts in research
- Scholarship of engagement
- Scholarship of teaching and learning
- Dynamic empowerment engagement

Onramps

- Research
- K-12 outreach
- Experiential education
- Extension
- Dynamic empowerment

 [Read more about the Engagement Protocol](#)



The Engaged College Program

- College self-assessment across five dimensions
- College engagement action plan
 - » Two years to implement
 - » Reevaluation to follow
- Financial incentive to college

 [Read more about the Engaged College Program](#)



Fostering Impact: A Year of Engagement through Community Connections, Place-Making, Partnerships, and More

This year has been one with multiple impacts while continuing to solidify foundations to ensure Purdue’s engagement work is sustainable. Next, we share several impacts, scratching the surface of our 2024 work.

The College & Community Collaboration (CCC) Initiative, in partnership with Administrative Operations and Purdue Extension, provides another opportunity for the University to engage meaningfully with our community. Local and regional partners are addressing transportation/mobility and childcare issues, which communities identified as affecting their quality of life.

Our Office joined President Chiang in his county visits throughout the state. Short but meaningful conversations took place, with more than 40 counties visited this year. Hosted by Purdue Extension’s offices, these visits allowed the President and our Office to learn more about how Purdue is perceived and the great work done by our colleagues. Additional opportunities were identified for our Purdue community to work on.

This year’s United Way campaign was very successful, raising more than \$700,000, second only to Subaru’s contribution but first in employee-only contributions. This shows the Purdue University community’s commitment to helping those in need while building trust and strengthening local relationships.

Our Office also conducted its third Build Your Boilermaker Talent Pipeline event, providing information to small and medium-sized businesses to tap into Purdue’s talent. This aligns with President Chiang’s vision of reinventing land-grants to grow jobs. More than 80 companies met with multiple Purdue units and heard from students to better utilize Purdue’s talent.

80+

Indiana companies engaged through the Build Your Boilermaker Pipeline event

\$700K+

Raised for the United Way giving campaign

24

Regional partners engaged through the College & Community Collaboration Initiative

Build Your Boilermaker Pipeline

Build Your Boilermaker Pipeline (BYBP) is a brain-gain/retain effort to support a thriving Indiana, targeting small and mid-sized companies that can leverage Purdue’s talent and innovation. This year, the event was held in Indianapolis to align with the launch of Purdue in Indianapolis, and drew interest from over 80 companies across 20 counties. It offered corporate partners a chance to explore Purdue’s network of talent resources and establish early relationships with students. BYBP exemplifies how the Office of Engagement builds bridges across campus and with external stakeholders.

 [Read more about the Build Your Boilermake Pipeline](#)



United Way Campaign

The Purdue United Way giving campaign strengthens the community by supporting local nonprofits that provide essential services like food, housing, and mental health care. Raising over \$700,000 annually through employee giving, it fosters collaboration between Purdue University faculty, staff, and students and United Way of Greater Lafayette’s funded nonprofit agencies, enhancing engaged scholarship and community service. By addressing critical needs, the campaign drives lasting change, uplifting and empowering individuals and families facing adversity in our community.

 [Read more about the United Way Campaign](#)



College & Community Collaboration Initiative

The Wabash Heartland Region is embarking on a transformative initiative to elevate the quality of life for its residents with a focus on childcare and transportation. The first of five regional childcare centers broke ground in Carroll County, with construction expected to be completed in spring 2025. All eight members of Purdue Extension’s Community Childcare Educator Team were hired to improve the childcare ecosystem in the Wabash Heartland Region. Forty community leaders began planning a regional Childcare Summit for February 2025, where 217 childcare providers attended.

 [Read more about the College & Community Collaboration Initiative](#)



Engagement Triumphs: Inspiring Stories of Innovation and Community Impact

Purdue University exemplifies engagement through dynamic partnerships between academia and the community, fostering mutual growth and shared impacts. The university’s commitment to collaboration and innovation drives its efforts to address real-world challenges and empower communities. This approach not only enhances research and learning outcomes but also positions Purdue as a leader in various fields on multiple scales.

Individual efforts further highlight Purdue’s dedication to engagement. Faculty and students partner with local organizations to focus on neighborhood revitalization, affordable housing, food security, and more. Projects bridge theoretical knowledge and practical application, promoting early interest in professional development and enhancing community involvement in education. University departments collaborate with industry and community leaders to achieve advances in health, wellness, quality of life, and innovation, addressing real-world challenges and empowering individuals.

These are just some of the examples that illustrate the broader success of Purdue’s engagement efforts, emphasizing collaboration, mutual benefit, and community impact. This collective effort fulfills Purdue’s land-grant mission, listening to communities and transforming knowledge into tangible benefits for society.

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Featured stories of engaged individuals on campus

51

News releases or stories centered on engagement

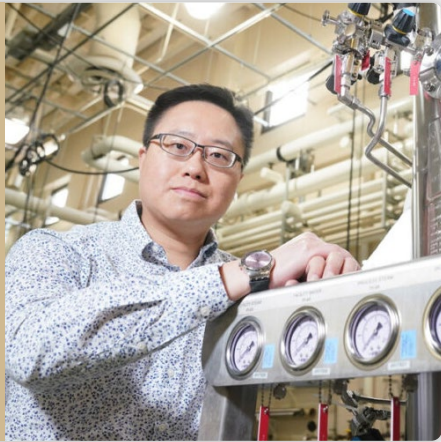
86K+

Social media impressions

Engaged Department Spotlight: Department of Food Science

Purdue University’s Department of Food Science leads in engagement by fostering industry collaboration and addressing real-world challenges through programs like the Whistler Center for Carbohydrate Research. This empowers communities and positions Purdue as a leader in food science on local, national, and global scales.

 [Read more about the Department of Food Science](#)



Engaged Faculty Spotlight: Dr. Nicole Adams

Dr. Nicole Adams leads engagement at Purdue by expanding recovery resources and starting conversations through the Tippecanoe Recovery and Resilience Network. She focuses on collective action to address substance use and mental health issues in the community. Her efforts empower individuals and strengthen community resilience.

 [Read more about Dr. Nicole Adams](#)



Engaged Student Spotlight: Emmanuel Babalola

Emmanuel Babalola leads engagement at Purdue by bridging the gap between theoretical knowledge and practical application. As the lead coordinator for the “Physics is Fun” project, he promotes early interest in STEM among young learners through innovative instructional and motivational design. His efforts empower students and enhance community involvement in education.

 [Read more about Emmanuel Babalola](#)



Through joint unit efforts,

92

Indiana counties were engaged across

16

Regions

260+

Indiana-based public, private, philanthropic, and nonprofit organizations engaged

262K+

Individuals reached online

\$1,569,334

Secured through projects, contracts, and grants for PCRD

Purdue University Office of Engagement's Impact 2024


Highlighted Performance Summaries

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The Office of Engagement

The Office of Engagement (OOE) connected with 596 Indiana-based public, private, philanthropic, and nonprofit organizations, engaging 212 one-to-one and 384 through events. OOE collaborated with 28 Indiana counties and hosted events that facilitated 461 engagement opportunities between Purdue and local employers. Overall, OOE fielded 900 opportunities for engagement with external partners across the state. By leveraging Purdue's talent and resources, OOE helped Indiana communities thrive and provided direct connections to the university's benefits.

 [Read more about the Office of Engagement](#)



Purdue Center for Regional Development

As an OOE unit, the Purdue Center for Regional Development (PCRD) participated in over 25 projects and contracts, providing technical data support across all 16 regions in Indiana. This work included resources like technical dashboards, comprehensive economic development strategy planning, national evaluation research, and applied projects such as NSF Engines, the EDA Build Back Better Regional Challenge (BBBRC), and Tech Hub Heartland BioWorks. In addition, state-level initiatives focused on meat processing and digital transformation activities, resulting in a total funding of \$1,569,334.


 [Read more about the Purdue Center for Regional Development](#)



Nonprofit Highlights

Through partnerships like the collaboration with the United Way of Greater Lafayette, OOE strengthens the connection between Purdue University and nonprofits, improving services in mental health, child education, food security, housing, and cancer care. Utilizing university resources, student workers, service-learning initiatives, and grant opportunities, these partnerships empower nonprofits to address urgent community challenges. OOE also facilitates access to resources through partnerships, online learning, free workshops, volunteer opportunities, service-based summits, and more.

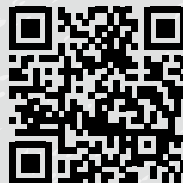
 [Read more about our Nonprofit Engagement Director](#)





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