

TO: The University Senate
FROM: Athletic Affairs Committee
SUBJECT: Athletic Affairs Committee Report to the University Senate, Spring 2014-15
REFERENCES: University Senate Document 90-31, 22 April 1991
DISPOSITION: University Senate for Information

Purdue University's commitment to the academic and social well-being of its student-athletes is focused through the activities of the Athletic Affairs Committee (AAC) and Intercollegiate Athletics (ICA). This report covers the two regular semesters in the year that has passed since the last report from the AAC: the Spring Semester of 2013-14 and the Fall Semester of 2014-15.

FACULTY OVERSIGHT OF ATHLETICS

Faculty oversight of ICA continues to be exercised through the AAC. The membership of the AAC, listed in Appendix 1 of this report, continues to include representation from faculty, an appointed liaison from the Student Affairs Committee of the University Senate, alumni, citizens from the local community, Purdue University students, and ICA. The AAC has a charge to study, review and approve changes in rules and regulations affecting intercollegiate athletics programs, and to formulate positions with regard to legislation pending before the NCAA. The AAC also discusses current NCAA changes to regulations and proposals on diverse topics that will affect the status of both university sports programs and the eligibility of student-athletes.

Monthly meetings of the AAC are held at which members hear reports and participate in discussions pertinent to their mandate. All minutes are filed with the University Senate and are available for review. During the year, the AAC was briefed on the academic status of each sport program and received updates on the Graduation Success Rate and Academic Progress Rate.

3-Year Academic Planning Meetings – Each year, the senior associate athletics director for student services conducts two 3-year academic planning meetings. The two faculty athletic representatives (FAR) are present at each meeting, along with members of the senior athletic administrative staff and the athletics student services staff. The purpose of the meetings is to update the FAR on the plans for the academic areas for the next three years. Academic information for the athletics department and for each sports program is reviewed during each meeting.

OVERVIEW OF STUDENT -ATHLETE ACADEMIC DATA

Beginning Spring 2015, descriptive statistics to assess the pattern of student-athlete choice of major, course selection and academic performance will be reported by the Office of the Registrar each semester. This report will be sent to the Vice-Provost for Learning and Teaching, Athletic Affairs Committee, FARs and Athletics Director for review. A pilot analysis was conducted for 2011 in January of this year. The report is included in Appendix 2.

ICA PLAN 2020

The Department of Intercollegiate Athletics takes great pride in its role as a front porch to Purdue University. We embrace the responsibility of uniting alums, forging lifelong ties with students and enticing future Boilermakers to apply for admission, all while providing opportunities for more than 500 student-athletes each year to pursue excellence in competition and in the classroom.

In 2008, we unveiled our strategic plan for the six-year period through 2014, a road map that guided us along an exciting journey to improve performance. Here is “a Look Back” for our Strategic Plan 2008-14:

Purdue Athletics set a series of lofty goals when it released its strategic plan in 2008. Each was designed with the department's vision in mind: A championship-caliber athletics organization that is excellent in all respects and is a constant member of the "25/85 Club (Each sport ranked in the top 25 nationally and a minimum of 85% graduation rate)."

In looking back, there were numerous accomplishments across the board. Here is a snapshot:

Athletic: In the Director's Cup competition, our average finish was 46th, and we were consistently between the 85th and 88th percentile among the 351 NCAA Division I schools. When looking at only the 20 sports that we sponsor, our finish increased an average of seven spots per year. On average, 11.6 teams earned NCAA postseason opportunities annually (with highs of 14 in 2011-12 and 12 in 2013-14), while 8.8 had upper-half Big Ten Conference finishes (with highs of 14 in 2009-10 and 12 in 2013-14). Women's golf won the 2010 NCAA Championship, while five teams won Big Ten regular-season championships and five squads captured conference tournament titles. To hit the target of a top 25 Director's Cup finish, 16 of our 20 teams need to qualify for postseason competition, with eight or more placing in the top 16 or higher. Student-athlete welfare was improved with the creation of the sports performance area focusing on unique training methods for each sport program, including strength, power development, speed, recovery, regeneration and diet.

Academic: Student-athletes performed equal to or better than the student body every semester and now have done so for 34 consecutive semesters - or 17 years - dating to 1997-98. Student-athletes have maintained better than a 3.0 cumulative grade-point average for the last 11 semesters, achieving a record 3.04 in the spring of 2014. Our Graduation Success Rate has climbed to 82 percent, and we expect to hit 84 percent in 2015. Ninety percent of student-athletes completing his/her eligibility at Purdue graduate. Student-athletes who graduated in May of 2013 realized a 90 percent job-placement rate (based upon placement within six months of graduation).

Fiscal: Purdue Athletics is a self-supporting auxiliary enterprise - one of just seven such NCAA Division I programs currently - that receives no university or state funding and writes a check to the university for scholarships (currently more than \$10 million annually). Nearly \$130 million was invested in facility construction and renovation, highlighted by the Mackey Complex project, Alexander Field, Brees Academic Center, soccer complex and softball stadium. We believed that eliminating the remaining obvious facility deficiencies was critical to our attaining the 25/85 vision, and we elected to invest the vast majority of the incremental television revenue to do so. We were able to match each dollar of private donations with \$3 from that revenue stream to accomplish the \$130 million investment. In addition, Intercollegiate Athletics committed \$12 million to the Krach Leadership Center out of Big Ten television revenue. John Purdue Club membership stood at an average of 8,370 annually, and growth in this area is critical if we are to achieve our 25/85 vision.

Equity: An average of 528 students participated in intercollegiate athletics. Our equity rate of 56.1 percent for men and 43.9 percent for women was in line with the university undergraduate gender distribution of 57.6 percent men and 42.4 percent women.

Image: While continuing to utilize our website as the definite source of information about Purdue Athletics, we became actively involved in myriad of social media platforms to report on the accomplishments of our student-athletes and proactively tell our stories. Community service took on heightened awareness, with individuals and teams involved in projects on campus, around town and globally. Support for the Purdue University Center for Cancer Research has been a department-wide initiative, with participation in the annual 5K run/walk and team events like the Hammer Down Cancer game and Dig for a Cure match. All teams also are involved in Shoes for Haiti. Other service initiatives have included the creation of IMPACT (Influencing/Mentoring by Purdue Athletes with the [Brian and Danielle] Cardinal Tradition), in which student-athletes regularly visit elementary schools, and Boiler-Maker-Wish, modeled after the Make-A-Wish Foundation and aimed at putting smiles on the faces of children facing physical adversity in the West Lafayette and Lafayette communities. The Boilermaker Athletic Council and Emerging Leaders group have taken on the Purdue University Dance Marathon as their fall semester group project and last year helped raise more than \$1 million for Riley Hospital for Children.

Leadership: The John R. Wooden Leadership Institute was established in 2009 to accelerate the leadership development of student-athletes. Resources include the legendary Pyramid of Success and a series of speakers designed to highlight each of Wooden's 15 building blocks for a better life. Among the speakers have been Super Bowl MVP quarterback Drew Brees (self-control), Amway president Doug DeVos (industriousness), General Electric CEO Jeff Immelt (team spirit) and longtime NFL executive Bill Polian (competitive greatness). Other programs include Transition IN (assist incoming student-athletes with their adjustment to college), financial management and career development workshops, and Transition OUT (assist graduating student-athletes for life after college). In 2013-14, 100 percent of our student-athletes participated in a leadership activity.

Now, as we embark on the next six years, we present “Plan 2020.” It is an epilogue to our strategic plan, designed to help us move into that elite status of departments nationwide that consistently have their teams ranked in the top 25 while graduating their student-athletes at an 85 percent rate, a dual goal we call the “25/85 Club.” Precious few of the 351 Division I universities achieve that lofty status, but that remains our ambition. We know as we climb the Directors’ Cup standings the competition gets fiercer. We pledge to continue working hard. The full Plan 2020 is available through the following link: <http://www.purduesports.com/school-bio/plan.2020.html>

ICA STRATEGIC PLAN SYNERGIES



The foundation of the plan lies in the Vision, Mission and Goals of the department. A summary is set forth below:

OUR VISION

A championship-caliber athletics organization that is excellent in all respects and is a consistent member of the “25/85 Club.”

OUR MISSION

Developing Champions / Scholars / Citizens

We will engage and inspire all constituencies to support the broader university pursuit of preeminence by attracting and retaining the very best student-athletes, coaches and staff while engaging former student-athletes in an effort to maintain their identity as part of the Purdue athletics family.

The very best will execute this mission sharing a common set of values – integrity, mutual respect, a belief in hard work and team work, a commitment to inclusiveness – and the courage to lead. They will be the Purdue Athletics’ brand and continue to enhance our reputation while being pleased with every aspect of their experience at the university.

It is expected that we will be a financially self-supporting enterprise that provides the resources for coaches and staff to develop championship programs.

Execution of our mission and achievement of the vision require s focus on five goals:

Athletic

All sports will place in the top 25 nationally. Consistent performance at this level will see us competing for Big Ten and NCAA championships.

Student-Athlete Development and Welfare

We will deliver exceptional support services throughout the athletics department to all student-athletes to ensure they are mentally and physically prepared to absorb the skill development necessary to maximize their potential as students, leaders, and athletes.

Fiscal

All financial resources will be allocated in pursuit of the vision and managed to ensure that we recognize the expectation to remain self-supporting while providing scholarships, quality academic support services, competitive operating budgets, and comprehensive facilities. Marketing and development plans will be designed and executed to generate revenue.

Equity and Integrity

To promote an atmosphere that upholds and embraces inclusiveness among all constituencies, we will provide champion-caliber participation opportunities that recognize and reinforce gender and ethnic equality for all coaches, staff and student-athletes.

Image

The student-athletes, coaches, and staff will live their shared values as the role models that they are, so that people “experience” Purdue Athletics with respect, admiration, and pride. All decisions will be communicated in a manner to create, project and enhance this strong intercollegiate athletic brand.

The strategies to support the Student-Athlete Development and Welfare and Equity and Integrity goals which were bolded above are set forth below:

GOAL 2: STUDENT-ATHLETE DEVELOPMENT and WELFARE:

We will deliver exceptional support services throughout the athletics department to all student-athletes to ensure they are mentally and physically prepared to absorb the skill development necessary to maximize their potential as students, leaders and athletes.

Student-athletes will maintain a cumulative grade-point average of 3.0 or above each semester while competing to perform at or above the all-campus cumulative grade-point average; all Purdue teams will have a graduation success rate (GSR) equal to or better than sport specific Division I-A GSR while striving to achieve a department-wide GSR of 85 percent or higher

We will identify, cultivate, and reinforce those student-athletes, coaches and staff members who are willing to lead by example, who are committed to thorough implementation and who challenge the status quo

Strategies:

Improve the yearly academic profile of incoming freshmen student-athletes

- Coaches are required to actively pursue prospective student-athletes who are academically prepared to be successful at Purdue
- In consultation with head coaches, monitor the academic profiles of freshmen student-athletes and track each team’s improvement
- Assist coaches in transforming departmental recruiting mentality to bring in academically talented and athletically talented student-athletes
- In consultation with head coaches, conduct periodic reviews of academic profiles of incoming student-athletes by sport

Promote comprehensive academic support services and Purdue’s vast curriculum

- Ensure prospective student-athletes understand the extensive academic support services available to help them succeed academically at Purdue
- Promote Purdue’s 10 colleges and schools and its nearly 200 majors to prospective student-athletes
- Ensure prospective student-athletes fully understand that they can select a major of their choice and receive the support to earn a Purdue degree
- Promote the value of a degree from Purdue

Improve the level of tutoring provided to our student-athletes

- Develop a tutor recruitment plan and screening tool to attract more tutors who can best assist student-athletes in all majors.
- Annually assess the tutoring program by surveying student-athletes and tutors

Educate student-athletes and staff about the importance of academic integrity

- Recruit and retain student-athletes and staff who exhibit and embrace integrity and honesty, the core values of the university and Boilermaker athletics.
- Ensure that student-athletes understand their enhanced public visibility and their responsibility as representatives of the university and their team

Conduct a systematic review of problematic courses

- Review appropriate data to identify the most difficult courses at Purdue
- Identify avenues for improving support and preparation for the courses that most affect student-athletes

Explore the future use of new technology for student-athletes

- Continue the pilot study of student-athletes' academic use of iPads and Microsoft Surface tablets
- Investigate with ITaP the possible future faculty use of e-texts in their courses

Use social media to help promote the academic success and community service of our student-athletes

- In conjunction with Athletics Communications, establish Purdue Athletics Student Services social media accounts
- Assign a staff member to oversee these accounts regularly

Develop an individual career plan for each student-athlete to be updated annually to ensure academic success and progress is achieved

- Design a plan of study that helps each student-athlete to be on track for graduation in his/her final semester of athletics eligibility (i.e., fall sports graduate in fall of their final year of athletics eligibility, winter and spring sports graduate in spring of their final year of athletics eligibility)
- Ensure plans of study enable student-athletes to graduate as efficiently, timely, and economically as possible
- Track the number/percentage of student-athletes in a given class that graduate later than their final semester of athletics eligibility and determine why

Enhance post-graduate and career development opportunities for student-athletes

Continue and improve the student-athlete career fair

- Establish a yearly summer internship program for student-athletes
- Work with CCO to provide resources and workshops that will help student-athletes with their resumes and cover letters, preparing for career fairs and interviews, etc.
- Establish a network of Purdue alumni interested in hiring student-athletes
- Assist high-performing student-athletes in applying for postgraduate awards and scholarship opportunities

Develop a leadership manual for all student-athletes

- The manual will serve as a tool to help maneuver our student-athletes successfully through their academic and athletic careers
- The manual will serve as a resource for the development of our student-athletes that equips them with the skills necessary to become tomorrow's leaders within their chosen fields

Ensure the Boilermaker Athletic Council receives training in the use of tools that will allow them to embrace inclusiveness

Continue to provide meaningful programs for student-athletes via:

- Boilermaker Athletic Council and Emerging Leaders
- Bystander Intervention Training
- Wooden Pyramid of Success Series
- Equal Access/Equal Opportunity Training
- Diversity 360: University Programming on Inclusiveness
- EDPS 490: Life Skills and Strategies for Success Class for freshman

Conduct a longitudinal study on all former student-athletes who participated in the John R. Wooden Leadership Institute

- Identify outside entity to conduct the study
- Utilize the results to update and revise the John R. Wooden Leadership Institute curriculum

GOAL 4: EQUITY and INTEGRITY

To promote an atmosphere of integrity that upholds and embraces inclusiveness among all constituencies, we will provide champion-caliber participation opportunities that recognize and reinforce gender and ethnic equality for all coaches, staff and student-athletes.

The Big Ten Conference document, Standards for Safeguarding Institutional Governance of Intercollegiate Athletics (“Conference Standards”), embodies the firm and common commitment of each conference member institution to the core principle that intercollegiate athletics must be properly aligned with the overall educational mission. The Conference Standards were adopted to underscore this commitment and to reflect the agreement by all conference member institutions as to what must be achieved if institutions are to maintain appropriate oversight and control of the operation of intercollegiate athletic programs

Strategies:

Maintain an environment where equity is a fundamental component of the decision-making process – annually assess opportunities to grow the sport base provided recurring revenues will support national prominence in terms of facilities and budget

Employ a diverse and qualified group of coaches, administrators and support staff in the athletics department and create an environment that provides opportunities and training for all staff equally

Maintain an internal culture of compliance that encourages accountability for all coaches and administrators, including a commitment through one’s actions related to business and recruiting integrity

Maintain an external culture of compliance that encourages accountability for our donors and fans through regular educational initiatives

Beginning in 2014-15, Purdue will be required to annually report to the Big Ten that it adheres to the principles and standards laid forth within the Conference Standards document

Benchmark metrics are important to every plan.

With the Vision, Mission and Goals articulated and the enumeration of strategies to achieve the goals, Purdue Athletics will compare itself to a set of peer institutions for the purpose of benchmarking to assess progress and competitiveness.

These peers include the Big Ten institutions and public university aspirational peers: Texas, Texas A&M, University of California-Berkeley and Georgia Tech.

The 25/85 designation was achieved by only 11 of the 300 Division I programs in 2013-14 and represents our aspirational vision. During the 2009-2015 time periods, we intend to close the gap (42/80 or the 85 percentile of the 300 Division I programs in 2012-13) and solidify our standing as a nationally elite program.

BENCHMARKS

ATHLETIC GOAL

- Upper Half Big Ten Finishes (most recent 5 years)
- Directors' Cup Performance (most recent 5 years)

STUDENT-ATHLETE DEVELOPMENT AND WELFARE GOAL

- **Average Cumulative Grade Indices: Student-athlete vs. student body (most recent 5 years)**
- **Graduation Success Rates (peer comparison)**
- **Spring Academic Profile contrasted with the student body**

FISCAL GOAL

Internal

- Development Summary (most recent five years – total production, cash production and annual fund)
- John Purdue Club Membership (most recent five years plus current month)
- Ross-Ade Premium Seating Licensing Activity
- Major Maintenance Summary (listing of projects from past year)
- External (peer comparison)
- Total Athletics Revenue
- Generated Revenue/Total Athletics Revenue
- Net Revenue
- Total Expenditures
- Athletic Expenses/Student-athlete
 - Athletic Expenses Rate of Change/University Rate of Change

EQUITY AND INTEGRITY GOAL

- **Squad Size Trend Data which compares gender make-up of teams**
- **Equity Indices and Athletically Related Student Aid by Gender**

IMAGE GOAL

- Web Traffic: total monthly hits and unique visitors

ACADEMIC GOAL PROGRESS

Planning Process

The athletics academic support services unit operates with a rolling three-year plan. Each year, the athletics academic support services staff reviews and updates the plan to ensure it is meeting the academic needs of the student-athletes and that it helps create the atmosphere and expectation for academic success. The three-year plan provides the opportunity for the staff to modify and update current practices in an organized manner. The three-year plan objectives are reviewed twice a year with both faculty athletic representatives (FARs) and the athletics senior staff to ensure progress is being made. These meetings provide the opportunity for input by the FARs and sport administrators. With the athletics department Plan 2020 finalized, academic items from the list of strategies are incorporated into the rolling three-year plan and annual athletics department objectives.

Academic Status of Student-Athletes

During the subject semesters, undergraduate enrollment at Purdue University totaled:

	Spring 13-'14	Fall 14-'15
Men:	15,646	16,732
Women:	<u>11,906</u>	<u>12,441</u>
Total:	27,552	29,173

For academic reporting purposes, student-athlete enrollment totaled:

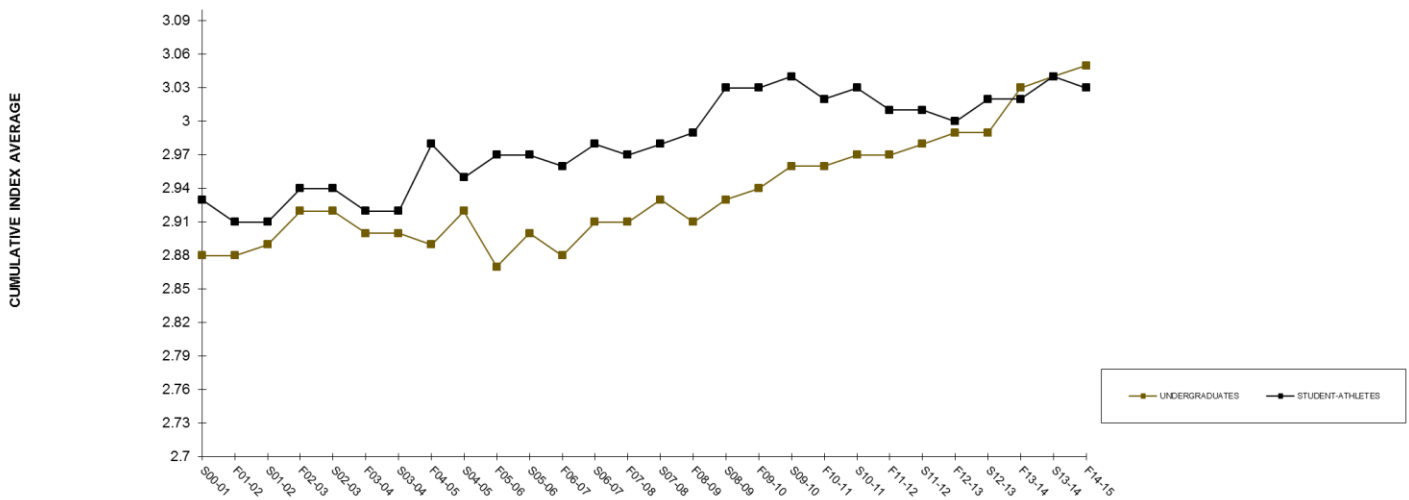
	Spring 13-'14	Fall 14-'15
Men:	308	302
Women:	<u>203</u>	<u>205</u>
Total:	511	507

Appendix 3 shows the distribution of student-athletes among the Schools and Colleges of Purdue University during the Spring 2015 semester.

Details of the academic performance of student-athletes during the subject semesters, as compared to the corresponding university wide averages, is shown in the table below, including GPAs and other relevant statistics.

Student-Athlete Academic Profile Contrasted to Student Body		
Academic Performance Measures:	Spring 13-'14	Fall 14-'15
<u>Cumulative GPA</u>		
Student-athletes	3.04	3.03
All-campus	3.04	3.05
<u>Semester GPA</u>		
Student-athletes	3.02	3.00
All-campus	2.92	2.96
<u>Achievement of Semester GPA of 3.0 or higher</u>		
Student-athletes	59.3% (303)	57.59% (292)
All-campus	56.46%	58.41%
<u>Achievement of Academic Honors</u>		
Student-athletes	31.7% (162)	33.73% (171)
Dean's List and Semester Honors	(88)	(105)
Semester Honors only	(58)	(59)
Dean's List only	(16)	(7)
All-campus	33.11%	34.25%
<u>Achievement of perfect 4.0 Semester GPA</u>		
Student-athletes	5.87% (30)	7.3% (37)
All-campus	7.61%	7.22%
<u>Placement on probation</u>		
Student-athletes	3.91% (20)	5.13% (26)
All-campus	5.62%	5.73%
<u>Dropped from the University</u>		
Student-athletes	0.59% (3)	0% (0)
All-campus	1.58%	1.14%

CUMULATIVE GRADE INDEXES



In support of its goal to achieve above student-body average GPAs, ICA also wishes to promote the importance of its student-athletes bringing their academic careers to a successful conclusion by ensuring that every student has the best opportunity to graduate. To this end, the goal set by ICA as stated above is to achieve and maintain graduation success rates equal to or better than sport-specific Division 1-A GSR.

The GSR (Graduation Success Rate)

This is the eighth year the NCAA is reporting the Graduation Success Rate (GSR) for Division I institutions. The GSR provides a more inclusive calculation of student-athlete academic success. The GSR is more accurate than the federally mandated methodology because it includes incoming transfers who receive athletic aid and graduate and deletes from the calculation student-athletes who leave an institution and were academically eligible to compete. The federal rate does neither. Thus, the GSR figures are higher than the graduation rates in the federal calculation because the latter counts all students who leave as non-graduates from their initial institution. The GSR value for Purdue is 82% versus 82% for all Division I schools. We anticipate the rate to increase to 84% in May of 2015. The current graduation pipeline supports these figures.

Appendix 4 shows GSR data for each Purdue University team and for all Division I sports. For the first time, football, men's and women's basketball are currently at or above the national average in GSR.

So our review of the data in the pipeline, indicates the GSR for these sports increased this past year and will continue to increase with future cohorts. Most student-athletes (90%) that exhaust eligibility in these sports graduate upon departure.

The APR (Academic Progress Rate)

This is the seventh year the NCAA is reporting the APR. The NCAA anticipates reporting data only on the basis of a four-year rolling rate for all sports now that four years of data are available. The multi-year APR data for Purdue University women's and men's teams is listed in the table below. Teams must achieve an APR score of 930 to avoid penalties. Teams below 930 will not be allowed to participate in post-season competition and will be required to develop an academic improvement plan.

The APR is calculated by allocating points for eligibility and retention—the two factors that research identifies as the best indicators of graduation. Each player on a given roster earns a maximum of two points per term, one for being academically eligible and one for staying with the institution. A team's APR is the total points of a team's roster at a given time divided by the total points possible. The number is then multiplied by 1,000. Thus, a raw APR score of 0.930 is reported as 930 and reflects an approximate 50 percent Graduation Success Rate. (NCAA web site).

Penalties

Beginning with 2012-13 championships, teams must earn a minimum 900 four-year APR or a 930 average over the most recent two years to be eligible to participate. For 2014-15 championships, teams must earn a 930 four-year average APR or a 940 average over the most recent two years to participate in championships. In 2015-16 and beyond, teams must earn a four-year APR of 930 to compete in championships.

Level One penalties focus on practice restrictions so teams can focus on academics. Teams facing this penalty lose four hours of practice time one day per week. That time must be replaced with academic activities.

Level Two penalties include the Level One penalty, along with a reduction of four hours of practice time out of season replaced with academic activities. This level also includes the elimination of the nonchampionship season or spring football. Teams without a nonchampionship season face a reduced number of contests.

Level Three penalties include all Level One and Two penalties, plus a menu of potential additional penalties. These can include financial aid reductions; additional practice and contest restrictions; coach-specific penalties (including game and recruiting restrictions); restricted access to practice for incoming students who fall below certain academic standards; restricted membership; and potential multiyear bans on postseason competition.

PURDUE UNIVERSITY ACADEMIC PROGRESS RATE INSTITUTIONAL REPORT
NCAA DIVISION I 2013-2014
(to be published spring 2015 by NCAA)

	Multiyear APR Rate
Baseball	979
Men's Basketball	985
Men's Cross Country	955
Football	964
Men's Golf	988
Men's Swimming	957
Men's Tennis	986
Men's Track, Indoor	961
Men's Track, Outdoor	962
Men's Wrestling	970
Women's Basketball	966
Women's Cross Country	989
Women's Golf	968
Women's Soccer	983
Women's Softball	990
Women's Swimming	985
Women's Tennis	1000
Women's Track, Indoor	974
Women's Track, Outdoor	978
Women's Volleyball	1000

LEADERSHIP GOAL PROGRESS

In the fall of 2014, the athletics department continued efforts to develop the leadership program for its student-athletes. Now in its seventh year, the John R. Wooden Leadership Institute stands by the following mission statement:

“The Purdue University Department of Intercollegiate Athletics is committed to the total development of each of its student-athletes. One key component in their development is leadership. The John R. Wooden Leadership Institute is a vehicle to help young people grow and develop the tools to become tomorrow’s leaders. The Wooden Institute will utilize as its foundation John Wooden’s own Pyramid of Success. Purdue student-athletes will attend both classes and seminars as they focus on each of the strategic building blocks that Coach Wooden thought so valuable.”

The execution is described as followed:

The John R. Wooden Leadership Institute is under the direction of Cathy Wright-Eger. Cathy is the leadership advisor within the Department of Intercollegiate Athletics at Purdue University. The monthly seminars discussing the pyramid blocks will be taught by current athletics department administrators, coaches, institutional administrators, alumni, and corporate leaders. The pyramid block seminars are in addition to the current leadership components of the institute. The curriculum will be based on “The John R. Wooden Coaching Guide”. The John R. Wooden Leadership Institute will utilize resources developed by Coach Wooden. Resources will include the legendary Pyramid of Success, the teachings of Coach Wooden and books written by Coach Wooden. The curriculum will include a public service component during each year of enrollment at Purdue University.

The current components include:

- Monthly meetings of the Boilermaker Athletic Council
- Monthly meetings of the Emerging Leaders
- Fall and Spring EDPS courses for freshmen student-athletes
- Transition programs for incoming freshmen and exhausted eligibility student-athletes
- Community service projects
- D.I.S.C. Behavioral Assessment
- Boilers Back in Action

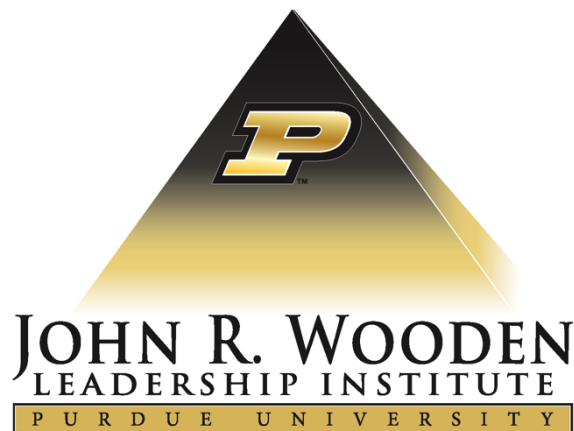
During the 2014-15 academic year, the following speakers have presented a Pyramid of Success session to our student- athletes:

- **Dr. Michael Grander – The Sleep Doctor** (September 2014)
- **Kevin DeShazo – Social Media Expert** (November 2014)
- **Dr. Kacey Oines – Sport Psychologist** (February 2015)
- **Emily Fogle – Current Student-Athlete** (April 2015)
- **Adam Soldati – Head Diving Coach** (June 2015)

Also, the following activities that support the leadership goal were completed:

- Nominated Ben-Marvin Egel as a Big Ten student-athlete representative in the new autonomy structure of NCAA Division I.
- His nomination was approved and he is one of 15 student-athletes across the country to have a vote on autonomous legislation.
- Collaborated with the Boilermaker Athletic Council (BAC) to achieve amore student-athlete run organization.
- Partnered with the Purdue LGBTQ Center to create a “Championing Equality” event on Monday, March 30.
- BAC members developing video for “It’s on Us” campaign that focuses on encouraging bystander interaction and building a culture that makes sexual assault unacceptable.
- Implemented student-athlete internship program. The internship program provides real world work experience in a controlled environment.

Each student-athlete will have the opportunity to earn a certification in Leadership. Purdue student-athletes that complete the John R. Wooden Institute curriculum will receive the prestigious certificate of achievement. At the conclusion of the senior year, student-athletes must provide a personal statement describing their experience in the institute and how they plan to utilize the teachings in the future. The certificate of achievement will be presented each year at the Golden Pete Awards.



As to the benchmarks in this area:

100% of the student-athletes participated in a leadership activity this year with the addition of synching Boilers Back in Action and The John Wooden Pyramid of Success Speaker Series!

- EDPS – 79
- Emerging Leaders - 67
- Boilermaker Athletic Council - 71
- Pyramid of Success Series - 291
- IMPACT (Influencing/Mentoring by Purdue Athletes with Cardinal Tradition) - 7
- Boilers Back in Action - 507
- BoilerMaker Wish - 11
- 2014-15 Community Service Activities (See Appendix)

2014-2015 ATHLETIC AFFAIRS COMMITTEE

Darlene Sedlock (*Committee Chair - University Senate Appointment, Associate Professor Health and Kinesiology*)

Jeffrey T. Bolin (*Faculty Athletic Representative, Professor of Biological Sciences and Associate Vice President for Research*)

Morgan J. Burke (*Vice President and Director of Intercollegiate Athletics*)

Ashley Burkhardt (*Student Representative – student-athlete*)

Nancy L. Cross (*Senior Woman Administrator, Senior Associate A.D. for Development*)

Ben-Marvin Egel (*Student Representative – student-athlete*)

Bob Falk (*Alumni Representative*)

Gerald Gentry (*Alumni Representative*)

John Graveel (*Student Affairs Liaison, Professor of Agronomy*)

Peter Hirst (*University Senate Appointment, Associate Professor of Horticulture*)

Edward G. Howat (*Senior Associate Athletics Director for Student Services*)

Barbara J. Kapp (*Senior Associate Athletics Director for Business*)

Howard Mancing (*University Senate Appointment, Professor of Foreign Languages and Literature*)

Beth McCuskey (*Presidential Liaison, Vice Provost for Student Life*)

Tom Mitchell (*ex-officio, Assistant Athletics Director - Compliance*)

Alyssa Panitch (*University Senate Appointment, Associate Department Head/Professor of Biomedical Engineering*)

Christie L. Sahley (*Faculty Athletic Representative, Professor of Biological Sciences and Director, Purdue Center for Faculty Success Special Advisor to the Provost, Gender Equity*)

Joe Seaman (*Community Liaison*)

Shelby Swain (*Student Representative*)

Calvin Williams (*Associate Athletics Director - Sports*)

Athlete Review

Fall/Spring/Summer 2011

Sample

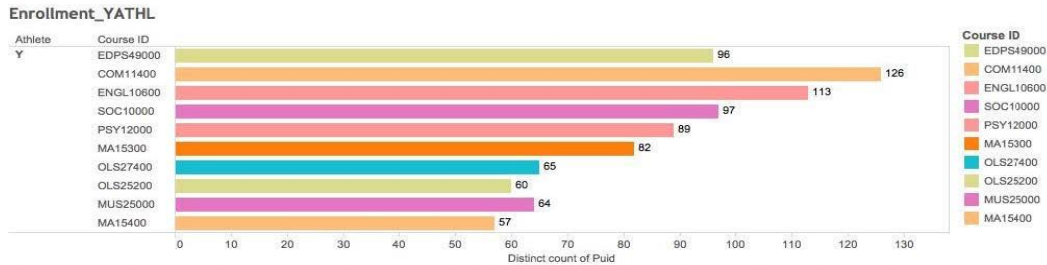
Sample Population

Athlete	Athlete	
	N	Y
N	31,294	
Y		555

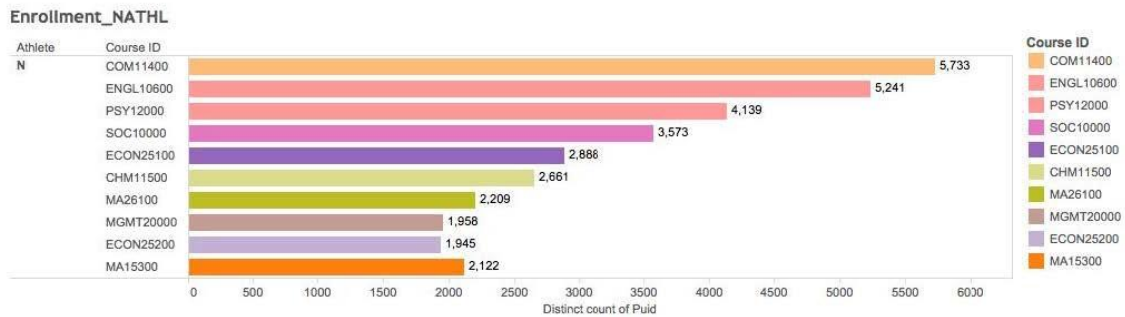
Distinct count of Puid broken down by Athlete vs. Athlete.

- For the review, we chose a sample population of enrolled undergraduate PWL students
- Fall/Spring/Summer 2011

Top Ten Courses (Athletes)

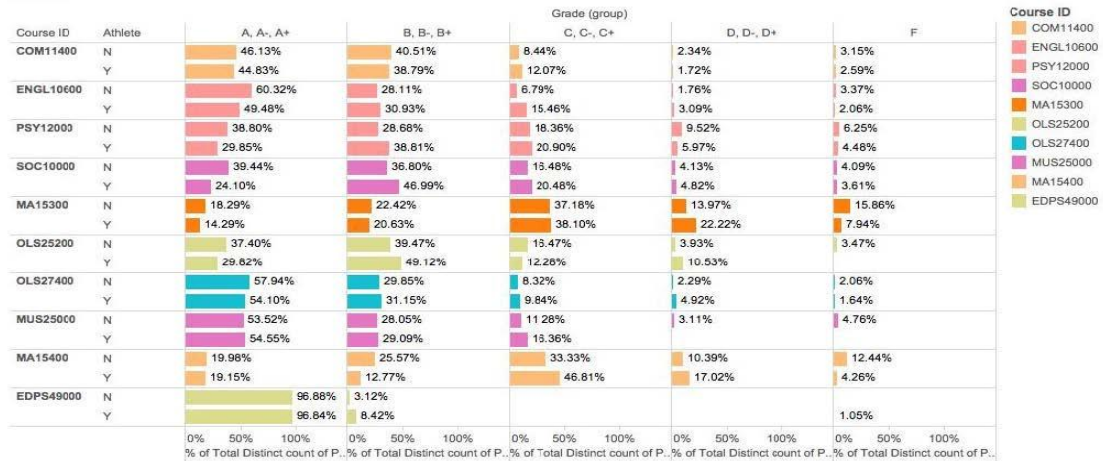


Top Ten Courses (Non-Athletes)



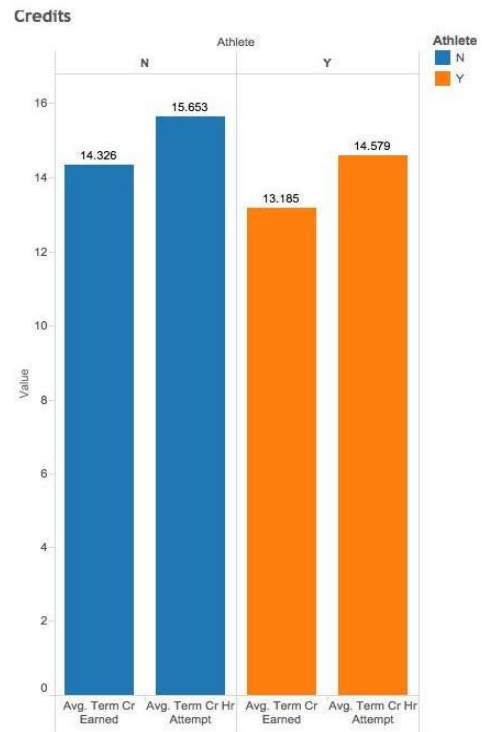
Top Ten Courses (athletes) - Grade Distribution (percentages)

Sheet 9



% of Total Distinct count of Puid for each Athlete broken down by Grade (group) vs. Course ID. Color shows details about Course ID. The data is filtered on Grade, which keeps 13 of 31 members. The view is filtered on Course ID and Athlete. The Course ID filter keeps 10 members. The Athlete filter keeps N and Y. Percentages are based on each row of the table.

Credit Comparisons



Avg. Term Cr Earned and Avg. Term Cr Hr Attempt for each Athlete. Color shows details about Athlete.

NUMBER OF STUDENT-ATHLETES BY COLLEGE OR SCHOOL
Spring 2015

College or School	Number of student-athletes	
	<u>Spring 2014</u>	<u>Spring 2015</u>
Agriculture	27	23
Education	8	10
First Year Engineering	30	23
Engineering	50	52
Health and Human Sciences	132	121
Liberal Arts	117	112
Management	62	51
Pre-Pharmacy	2	3
Pharmacy	1	2
Science	24	29
Technology	83	74
Graduate School	5	7
Veterinary Medicine	1	0
Exploratory Studies	2	19
TOTAL	544	526

STUDENT-ATHLETE GRADUATION SUCCESS RATES (GSR)*

Graduation Rates for 2004-2007 Cohorts

() Prior Year

	Purdue	NCAA Division I
	-----%-----	
Overall	82 (80)	
Baseball	76 (77)	77
Men's Basketball	73 (67)	72
Football (FBS)	71 (64)	71
Men's Golf	56 (70)	84
Men's Swimming	94 (95)	86
Men's Tennis	89 (100)	86
Men's Track/CC	67 (71)	78
Men's Wrestling	75 (70)	75
Women's Basketball	100 (75)	85
Women's Golf	75 (88)	91
Women's Soccer	94 (89)	90
Women's Softball	94 (95)	87
Women's Swimming	88 (83)	92
Women's Tennis	88 (100)	92
Women's Track/CC	100 (95)	86
Women's Volleyball	100 (100)	91

* The GSR permits institutions to subtract student-athletes who leave their institutions prior to graduation as long as the student-athlete would have been academically eligible to compete at Purdue University had he or she remained.



PURDUE ATHLETIC DEPARTMENT CODE OF CONDUCT

I AM A BOILERMAKER STUDENT-ATHLETE.

It is an honor and a privilege to represent the Purdue University athletic FAMILY. The tradition of strong academics and athletics will carry on through me.

I AM A BOILERMAKER STUDENT-ATHLETE.

I dedicate myself to compete for Purdue University with all the Pride and Spirit I possess.

I AM A BOILERMAKER STUDENT-ATHLETE.

I strive to excel in the classroom as well as on the field.

I AM A BOILERMAKER STUDENT-ATHLETE.

I believe in Purdue University, therefore I will conduct myself in a manner that reflects well on Purdue, my community, my teammates and myself.

I AM A BOILERMAKER STUDENT-ATHLETE.

I know no limitations and aim to succeed in all realms of my life.

I AM A BOILERMAKER STUDENT-ATHLETE.

I represent my school, bleeding black and gold, through my blood, sweat and tears.

I AM A BOILERMAKER STUDENT-ATHLETE.

I will never let my school or team down.

I will never falter.

I will never fail.

I AM A BOILERMAKER STUDENT-ATHLETE.

INTERCOLLEGIATE ATHLETICS COMMUNITY SERVICE

All Teams

- Purdue University Dance Marathon for Riley Children's Hospital
- The Purdue Cancer Challenge
- IMPACT (Influencing/Mentoring by Purdue Athletes w/Cardinal Tradition)
- BoilerMaker Wish (Purdue Athletes making a wish come true for physically challenged children in the community)
- Shoes for Haiti
- Take Back the Night (students learning about the prevention of Sexual Assault)
- John Purdue Thank-a-Thon

Baseball

- Read to local elementary school children

Basketball-Men's

- Participate in Purdue Cancer Challenge
- Read to kids at the Patty Jischke Child Center
- Helped with Back-pack Program
- Holiday shopping spree with Lafayette Family Services
- PU Dance Marathon
- Dinner and mentoring with the Cary Home of Lafayette
- Mentoring sessions with College Mentors Program
- Jay Cooperider Memorial 5K

Basketball-Women's

- Hunger Hike
- Feast of the Hunter's Moon
- 5K Run for the Cure
- Relay for Life Cancer Walk
- International Day Event
- Adopt a Family for Christmas
- Provided free WBB clinics
- Think Pink Initiative
- Participate in Purdue Cancer Challenge
- Community Service Boys/Girls Club
- Mission Trip To South Africa
- PU Dance Marathon
- BoilerMaker Wish with special needs children
- IMPACT: 1 on 1 mentoring to underprivileged school aged children
- Volunteering at Hanna Community Center
- Reading at Elementary Schools in the community

Golf

- Visit to Children's Hospital during Spring Break
- PU Dance Marathon
- IMPACT: 1 on 1 mentoring to underprivileged school aged children
- Participate in Purdue Cancer Challenge

Football

- Reading is Fundamental
- College mentor for Kids
- Purdue University Football Blood Drive
- Books and Chocolate Milk
- Read Books to Cumberland Elementary School children
- Purdue University Dance-a-Thon Benefit for Riley's Hospital
- Haiti, South Africa Mission Work
- Participate in Purdue Cancer Challenge
- Spelling Bee Team for Spell Day
- IMPACT: 1 on 1 mentoring to underprivileged children at Happy Hollow School
- BoilerMaker Wish with special needs children
- Participated in PU 360 Diversity Week with Coach Boone
- Volunteered at Lynn Treece Boys and Girls Club
- Volunteered at Patty Jischke Early Care and Education Center
- Participated in fundraiser for the Fisher House Foundation
- Entire team volunteered at Food Finders Food Bank
- Team members spoke at Klondike Middle School on Fitness and Nutrition
- Participated in Bowl for Kids Sake benefitting Big Brothers/Big Sisters
- Accelerated Reader program at Hershey Elementary
- Blood Drive
- Dream Season
- PALS

Soccer

- Free Soccer clinic for Community-Hispanics
- Participated in Women in Sports Day
- Participate in Purdue Cancer Challenge
- Volunteered for PU clean-up day...helping elderly with their yards
- Participated in PU 360 Diversity Week with Coach Boone

Softball

- Light the Night: Walk for leukemia
- Purdue University Dance Marathon for Riley Children's Hospital
- Girl Scout day
- Assisted in JPC Gold and Black dinner
- IMPACT: 1 on 1 mentoring to underprivileged school aged children

Swimming/Diving-Men's

- Worked at the Purdue Cancer Challenge (100% participation)
- Breaststroke 4 Hope
- PU Dance Marathon
- Be the Match Bone Marrow Registry Drive

Swimming/Diving-Women's

- Participated in the Purdue Cancer Challenge
- Made Easter Baskets for the YWCA Domestic Violence Intervention and Prevention
- Breaststroke 4 Hope
- BoilerMaker Wish with special needs children
- Participated in PU 360 Diversity Week with Coach Boone
- Participated in Sunnyside Jr High's Purdue Day
- Blankets for Riley
- PU Dance Marathon
- Be the Match Bone Marrow Registry Drive
- IMPACT: 1 on 2 mentoring to underprivileged school aged children
- National Girls and Women Monthly Meetings
- Best Buddies Monthly Meetings

Tennis-Men's

- Tennis clinics
- USTA kids day - tennis
- Wheelchair clinic

Tennis-Women's

- Participate in Purdue Cancer Challenge
- Girl Scout day
- Participated in Westminster Retirement Home's Purdue Day

Track

- Assisted with children's swim lessons at YMCA
- IMPACT: 1on 1 mentoring to underprivileged elementary students at Happy Hollow
- Assisted with blind Purdue University staff member (2nd yr)
- Assisted JPC with Hall of Fame dinner

Volleyball

- Participated in Women in Sports Day
- Kids Clinic (free volleyball clinic)
- Participate in Purdue Cancer Challenge
- Adopt a family for Christmas
- Participated in Sunnyside Jr High's Purdue Day
- Family Fun Fitness night at Glen Acres School
- Decorated Christmas trees for ASPS (Animal Shelter)
- Arthritis Walk
- Read at Klondike Elementary for Dr Seuss Week

Wrestling

- Assisted with JPC Gold and Black dinner and Hall of Fame dinner
- Reading to elementary children
- Wal-Mart bell ringing for Salvation Army (set a record for bringing in the most money in a 2 hour period)
- Jubilee Christmas Faith Presbyterian Church
- Jischke Day Care Center volunteers
- Boiler Elite Wrestling Club volunteers
- Purdue University Dance Marathon Fundraiser
- Participate in Purdue Cancer Challenge
- Military Appreciation Night
- Box Topps collection for Klondike Elementary School
- College mentor for kids