

# ***Senate Ad Hoc Committee 2024-2025 Report:***

## ***Graduate Programs: Purdue Global and Purdue University's Online and Residential Programs***

# ***Committee Members***

**Libby Richards, Committee Chair, Purdue West Lafayette, School of Nursing**

**Susan South, University Senate Chair, Purdue West Lafayette, Psychological Sciences**

**Brian Leung, University Senate Immediate Past Chair, Purdue West Lafayette, English**

**Maricel Lawrence, Representative of Purdue Global, Innovation Catalyst**

**Ellen Gundlach, Representative of Purdue University Online, Senior Managing Director for One Health**

**Eric P Kvam, Representative of the University Senate Educational Policy Committee, Materials Engineering**

**Ajay Malshe, Representative of the University Senate Faculty Affairs Committee, Mechanical Engineering** *(Spring 2024 involvement only)*

# *Committee Charge*



The committee will look at the ways Purdue West Lafayette's residential and online graduate programs and Purdue Global's online graduate programs complement one another and overlap, as well as how to enhance their independent and unified missions.

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# *Foundational Context*



- Residential graduate programs
- Online graduate programs
  - ‘Owned’ by colleges/departments
  - Marketed/ managed by Purdue University Online
  - Aims to expand access to a high-quality Purdue education to a broader audience beyond the main campus
- Established in April 2017 through acquisition of the academic assets of the private, for-profit online Kaplan University
- Now a public university within the Purdue system
- Considered a strategy to accomplish the land-grant mission
- Focuses on serving working, adult learners to achieve their career goals

# Committee Process

## Reviewed Existing, Accessible Information

Vision for Online Learning 2.0	Accreditation of Programs	Faculty Composition	1 Year Retention Rates	Students
<p><u>April 2023 Trustees meeting</u> presented the <u>Vision for Online Learning 2.0</u> and clarified the role between Purdue University Online and Purdue Global.</p>	<p>Most of the graduate programs offered from both schools are accredited but they are not necessarily accredited by the same bodies.</p> <p>Purdue Global non-accredited programs include MS in Data Analytics, MS in Education, and MPH.</p>	<p><u>Purdue University Online Faculty:</u> employed and directed by their respective Purdue West Lafayette departments and colleges, equivalent of 235 faculty and 80 part-time instructors</p> <p><u>Purdue Global Faculty:</u> 278 full-time faculty, 2046 part-time faculty</p>	<p>PWL residential: 86-100%</p> <p>PWL online: 72-100%</p> <p>Purdue Global: 54-77%</p>	<p>PWL residential graduate students are younger, a majority international, and have a higher % of male students.</p> <p>PWL online graduate students are in the middle</p> <p>Purdue Global's graduate students are 63% female.</p>

# ***Senate Survey, April 2024***

Summary of 265 responses

PG= Purdue Global

PWL= Purdue West Lafayette

PUO= online programs of PWL

## **Opportunities/synergies across PWL residential, online, and Purdue Global:**

- Consider more certificate or non-degree programs
- Consider more degree programs
  - Early childhood education, Addiction specialist, Masters in social work, Nursing, Digital forestry
- Need more interdisciplinary networking among graduate students
- Prefer to put distance between PWL/PUO and PG instead of synergies
- PG is viewed as a competition which makes synergy hard/impossible
- PG should not offer graduate online education
- Where overlap exists, there could be opportunities to avoid
  - Differentiate programs with specialties
  - Offer a certificate at one location and a full degree program at the other
  - Have one program feed into the other

# *Senate Survey, Cont'd*

## **Strengths:**

- PWL and PUO- Academic rigor, strong faculty
- PWL provides numerous opportunities and meaningful connections for students
- PG is flexible, accessible for non-traditional students
- PG is career-focused

PG= Purdue Global

PWL= Purdue West Lafayette

PUO= online programs of PWL

## **Weaknesses:**

- Public (and some students/faculty/staff) cannot distinguish between PWL, PUO, and PG
- Competition between institutions
- Lack of consistency between institutions
- Lack of clear governance/administration across institutions
- PG tarnishes Purdue's reputation
- PG has less rigorous programs
- Credits do not transfer (easily)
- Land grant university should not have a for-profit entity
- PUO financial model does not work for all programs, especially smaller programs

# Committee Process

## Meetings

Administration 5.15.24	Marketing 7.11.24	Instructional Design 7.11.24	Industry Partnerships (OIP) 9.13.24	Finances 10.9.24
<p>Purdue Global's goal is to offer an accessible college education to working U.S. adults. Administration sees Purdue Global as one of the main components at the heart of Purdue University's land grant mission.</p> <p>Purdue University West Lafayette offers residential and online graduate education opportunities to selective audiences, meaning generally not all applicants who meet minimum requirements are accepted.</p> <p>Having both Purdue Global and Purdue University Online has the potential to clearly distinguish Purdue from other institutions.</p>	<p>Purdue Global started with a huge focus on brand awareness- it was important for people to know who they were and that they are part of the Purdue portfolio. Now, they are starting to shift marketing towards programs and more tailored messages.</p> <p>Purdue West Lafayette, which includes Purdue University Online, needs less brand awareness- people know who Purdue is and what they do.</p> <p>Both Purdue University Online and Purdue Global are being challenged to more than double their enrollments.</p>	<p>The course design process follows online education best practices at both institutions.</p> <p>Purdue Global: the process is centralized and collaborative. Subject matter expert works closely with the curriculum design and operations team to develop the course, providing consistency in course content as well as student experience. Once a course is designed, instructors teaching those courses are provided with the syllabus, content, and materials.</p> <p>Purdue University Online's TLT will work with faculty to design course and program-specific pedagogical material.</p>	<p>Two offices of specific interest are Educational Partnerships and Military Partnerships.</p> <p>When determining if an industry/employer should partner with Purdue University Online or Purdue Global, OIP shares Purdue's capabilities at a high-level, listens to the customer's needs, and then discusses with them how to fill their gaps in workforce development. Once OIP understands their needs, they share programs with the appropriate learning outcomes from across the portfolio.</p>	<p>Purdue Global supports Purdue West Lafayette faculty/staff and family members' tuition benefits through the <u>Gift of Knowledge policy</u>.</p> <p>Purdue West Lafayette's online programs operate on a cost-reimbursement budget model, meaning costs are recovered, but profits are passed onto the units. Due to this cost-reimbursement model, in order for tuition discounts to be offered to faculty, staff, and families, money must come from the units, colleges, or central administration.</p>



# ***Recommendations and Specific Strategies***

## ***1. Continue to clarify and market the differences between Purdue University's online programs and Purdue Global***

### **Strategy:**

- A. Provide information about Purdue University Online and Purdue Global at all new university-level faculty and staff orientations.
- B. Increase the marketing capacity and resources of Purdue University Online, without passing these costs to the colleges/units.
- C. Change the tag line for Purdue Global, which currently states, "*Purdue Global, Purdue's online university for working adults*" TO "*Purdue Global, the Purdue system's online university for working adults*"
- D. Purdue Global, Purdue University Online, and Purdue West Lafayette marketing should revise/update their strategic plan to more clearly distinguish the differences between these entities.
- E. To ensure a comprehensive understanding of online offerings, future work should include the regional campuses.

# ***Recommendations and Specific Strategies***

## ***2. Revise marketing strategies which combine messaging about Purdue University West Lafayette with overall Purdue System messaging***

### **Strategy:**

- A. Revise the press release statements to only include statements and data regarding Purdue University West Lafayette.
- B. Add a specific statement on press releases mentioning Purdue University's online programs and certificates.

### ***Current press release statement:***

*"Purdue University is a public research institution demonstrating excellence at scale. Ranked among top 10 public universities and with two colleges in the top four in the United States, Purdue discovers and disseminates knowledge with a quality and at a scale second to none. More than 105,000 students study at Purdue across modalities and locations, including nearly 50,000 in person on the West Lafayette campus. Committed to affordability and accessibility, Purdue's main campus has frozen tuition 13 years in a row. See how Purdue never stops in the persistent pursuit of the next giant leap — including its first comprehensive urban campus in Indianapolis, the Mitch Daniels School of Business, Purdue Computes and the One Health initiative."*

# ***Recommendations and Specific Strategies***

## ***3. Streamline processes and interfaces between Purdue West Lafayette residential and Purdue University online programs.***

### **Strategy:**

- A. Strategize how to offset tuition costs for faculty/staff to attend Purdue University Online.
- B. Clearly articulate and review options for standardizing how colleges/departments calculate Purdue University Online courses into faculty compensation and/or teaching loads.
- C. Reduce the financial and administrative barriers to allow access to courses between Purdue West Lafayette residential and online. For example, explore options for Purdue West Lafayette residential students to enroll in Masters of Science in Artificial Intelligence and Masters of Science in Data Science core courses.

# ***Recommendations and Specific Strategies***

## ***4. Ensure all faculty have access to AND utilize best practices in online education to maintain rigorous online courses.***

### **Strategy:**

- A. Unit leaders should encourage faculty and staff to apply for CoPILOT: Cohort Program for Innovation and Leadership in Online Training to facilitate development of accessible online courses using research-based online course pedagogy.
- B. Purdue University administration will allocate additional resources to the CoPILOT program to allow more faculty and staff to be able to enroll in this program.
- C. Faculty, staff, and graduate students creating or teaching in an online environment should consult with the Center for Instructional Excellence and Teaching & Learning Technologies.
- D. Dedicate a specific section for online education resources in each *Teaching and Learning Updates* email from the Senior Vice Provost for Teaching and Learning
- E. The University should prioritize more faculty and staff working with the course production team to enhance and develop online courses and go through the Quality Matters-correlated Course Design Evaluation Rubric upon creation and then every three years. Release time for participation should be considered.

# *Next Steps*

This Ad Hoc committee requests that the President and Provost report back by August 15<sup>th</sup> to the Senate as to which parts of this report will be adopted/adapted.

# *Thank You*

Purdue University Senate, [www.purdue.edu/senate](http://www.purdue.edu/senate)