Moody's:
- "Purdue University (Aaa stable) maintains an excellent strategic position as a large public university for the State of Indiana (Aaa stable). The university has a broad scope of operations and national demand for its science, technology and engineering oriented programs."

S&P:
"We assess Purdue's enterprise profile as extremely strong, with stable enrollment, good demand metrics, and an experienced management team."
2,000-square-feet in the Convergence Center for Innovation & Collaboration.
- Co-sponsored projects, student outreach, career development, research and innovation.

Production of the U.S. Air Force’s next-generation T-X jet trainer
- Up to 300 new jobs
- $37 million investment

Announced expansion in Aug.
- New test facilities to develop high-altitude and hybrid-electric engines to power next generation of U.S. military aircraft
Recently launched or in development

Reputation Driven Corporate Research Partnerships

- Carrier
- Ford
- Intel
- Dow
- Rockwell Automation
- Lockheed Martin
- Cargill
- Northrop Grumman
- Raytheon Technologies
- Bayer
- CNH Industrial
Reputation for Nation’s Top Research

- **Purdue Center for Cancer Research**: 1 of 7 recognized by National Cancer Institute and the only at a public university

- **Energetics**: Largest by any measure: research awards, papers, PhD students

- **Cybersecurity**: CERIAS is one of the original seven and top ranked NSA/DHS Centers of academic excellence

- **Composites Manufacturing & Simulation Center**: Leader in applications across aerospace, automotive and other sectors

- **Microelectronics**: Leading DoD Public-Private Academic partnership to develop workforce
Since March, Purdue has maintained a central website to inform, educate and solicit feedback regarding the university’s response to COVID-19. The COVID-19 dashboard is updated daily.

<table>
<thead>
<tr>
<th>Principal Investigator</th>
<th>Awarding Institution</th>
<th>5-Year Value</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>David Umulis</td>
<td>NSF</td>
<td>$12,500,000</td>
<td>Use of AI to see how cells grow, repair, and replicate themselves</td>
</tr>
<tr>
<td>Tim Ratliff</td>
<td>HHS</td>
<td>$9,300,000</td>
<td>Cancer Center support grant</td>
</tr>
<tr>
<td>Melanie Cline</td>
<td>CDC</td>
<td>$10,474,429</td>
<td>CDC National Initiative to Address COVID-19 Health Disparities</td>
</tr>
<tr>
<td>Jeffrey Rhoads</td>
<td>DoD</td>
<td>$24,700,221</td>
<td>Army Modernization through energetic materials research</td>
</tr>
<tr>
<td>Carol Handwerker</td>
<td>DoD</td>
<td>$26,000,000</td>
<td>Lead-free electronics</td>
</tr>
<tr>
<td>Brett Savoie</td>
<td>DoD</td>
<td>$4,483,688</td>
<td>Predicting organic molecular decomposition</td>
</tr>
<tr>
<td>Yong Chen</td>
<td>DoE</td>
<td>$11,002,000</td>
<td>Quantum Science Center research</td>
</tr>
<tr>
<td>Linda Prokopy</td>
<td>USDA</td>
<td>$10,000,000</td>
<td>Crop diversification</td>
</tr>
</tbody>
</table>
Since March, Purdue has maintained a central website to inform, educate and solicit feedback regarding the University’s response to COVID-19. The COVID-19 dashboard is updated daily.

A Reputation for Innovation

TOP 5
FOR
GRADUATING
THE MOST
STEM MAJORS
Forbes, 2020

TOP 10
MOST INNOVATIVE
UNIVERSITY IN AMERICA
U.S. News & World Report, 2022
4 YEARS RUNNING
Since March, Purdue has maintained a **central website** to inform, educate and solicit feedback regarding the university's response to COVID-19. The **COVID-19 dashboard** is updated daily.

- **100,000 clicks to FAQ**
- **475,000 unique visitors since website launch**
- **1.1 million+ web sessions since website launch**
- **73% of all video sessions have hit the 90% watched mark or better**

A Reputation for a World-Class Education

- **#6 College for Free Speech in the U.S.**
  - College Pulse/Fire, 2021

- **Top 10 Public University in the U.S.**

- **#3 Best Online Learning School in the U.S.**
  - Newsweek, 2022
Since March, Purdue has maintained a central website to inform, educate, and solicit feedback regarding the university’s response to COVID-19. The COVID-19 dashboard is updated daily.
Since March, Purdue has maintained a CENTRAL WEBSITE to inform, educate and solicit feedback regarding the UNIVERSITY'S RESPONSE TO COVID-19. COVID-19 DASHBOARD IS UPDATED DAILY.

A Reputation for a Great On-Campus Experience

#7 BEST COLLEGE FOR VETERANS
College Consensus, 2021

#4 UNIVERSITY FOR ENGAGEMENT
The Wall Street Journal/Times Higher Education, 2022
### Notable Reputation Against Competitors

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Source</th>
<th>Indiana Public</th>
<th>Big Ten</th>
<th>Nation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most Innovative School</td>
<td>U.S. News &amp; World Report</td>
<td>#1</td>
<td>#1</td>
<td>#8</td>
</tr>
<tr>
<td>Top Public University</td>
<td>The Wall Street Journal/Times Higher Education</td>
<td>#1</td>
<td>#3</td>
<td>#10</td>
</tr>
<tr>
<td>Best Value University</td>
<td>The Wall Street Journal/Times Higher Education</td>
<td>#1</td>
<td>#1</td>
<td>#7</td>
</tr>
<tr>
<td>Best University for Engagement</td>
<td>The Wall Street Journal/Times Higher Education</td>
<td>#1</td>
<td>Tie #1</td>
<td>#4</td>
</tr>
<tr>
<td>Most Employable Graduates</td>
<td>Times Higher Education/Emerging</td>
<td>#1</td>
<td>#3</td>
<td>#33</td>
</tr>
<tr>
<td>University with Most Utility Patents in the World</td>
<td>U.S. Patent and Trademark Office</td>
<td>#1</td>
<td>#1</td>
<td>#6</td>
</tr>
<tr>
<td>Graduating the Most STEM Majors</td>
<td>Forbes</td>
<td>#1</td>
<td>#2</td>
<td>#5</td>
</tr>
<tr>
<td>Number of Alumni Working at Top Fortune 500 Companies</td>
<td>Forbes</td>
<td>#1</td>
<td>#3</td>
<td>#19</td>
</tr>
<tr>
<td>Best College for Veterans</td>
<td>College Consensus</td>
<td>#1</td>
<td>#3</td>
<td>#7</td>
</tr>
<tr>
<td>Safest College Town</td>
<td>SafeWise.com</td>
<td>#1</td>
<td>#1</td>
<td>#15</td>
</tr>
<tr>
<td>Best Online Learning School</td>
<td>Newsweek</td>
<td>#1</td>
<td>#2</td>
<td>#3</td>
</tr>
</tbody>
</table>
Since March, Purdue has maintained a central website to inform, educate and solicit feedback regarding the university's response to COVID-19.

COVID-19 dashboard is updated daily.

Reputation for Exceptional Students.

Major Scholarship Recipients, Finalists & Honorable Mentions.

Some Fulbright awards were or could be canceled or deferred due to COVID.
Data prior to 2013 is generally correct but occasionally approximate due to poor record keeping.
Reputation Among National Media

<table>
<thead>
<tr>
<th>Major Broadcast Stories Featuring Purdue</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>87</td>
<td>95</td>
<td>140</td>
<td>152</td>
</tr>
</tbody>
</table>

Since March, Purdue has maintained a CENTRAL WEBSITE to inform, educate and solicit feedback regarding the UNIVERSITY'S RESPONSE TO COVID-19. The COVID-19 DASHBOARD is updated daily.

<table>
<thead>
<tr>
<th>Reputation Among National Media</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Broadcast Stories</td>
<td>87</td>
<td>95</td>
<td>140</td>
<td>152</td>
</tr>
</tbody>
</table>

In 2018, Purdue appeared in 87 major broadcast stories. In 2019, this number increased to 95. By 2020, Purdue appeared in 140 major broadcast stories. As of the current year, 2021 YTD, Purdue has appeared in 152 major broadcast stories.

Purdue has maintained a CENTRAL WEBSITE to inform, educate, and solicit feedback regarding the UNIVERSITY'S RESPONSE TO COVID-19. The COVID-19 DASHBOARD is updated daily.

Purdue's Reputation Among National Media has shown a steady increase from 2018 to 2021 YTD, with the following breakdown:

- 2018: 87 stories
- 2019: 95 stories
- 2020: 140 stories
- 2021 YTD: 152 stories

Purdue has maintained a CENTRAL WEBSITE to inform, educate, and solicit feedback regarding the UNIVERSITY'S RESPONSE TO COVID-19. The COVID-19 DASHBOARD is updated daily.
COMMUNICATION

- 100,000 CLICKS TO FAQ
- 475,000 UNIQUE VISITORS SINCE WEBSITE LAUNCH
- 1.1 MILLION+ WEB SESSIONS SINCE WEBSITE LAUNCH
- 73% OF ALL VIDEO SESSIONS HAVE HIT THE 90% WATCHED MARK OR BETTER

Since March, Purdue has maintained a CENTRAL WEBSITE to inform, educate and solicit feedback regarding the UNIVERSITY'S RESPONSE TO COVID-19.

COVID-19 DASHBOARD IS UPDATED DAILY

Top Media Hits from 2021

- 683 Placements
- 2.1 billion potential impressions

- 381 Placements
- 1.9 billion potential impressions

- 89 Placements
- 355 million potential impressions

- 148 placements
- 467 million potential impressions
In 2021 YTD, Purdue University’s content on YouTube grew **over 10%** and has generated **more views** than our 5 targeted competitors combined (Georgia Tech, Illinois, Indiana, Michigan and Ohio State). (source: RivalIQ)
The following videos were accompanied by strategic social and email campaigns that led to **exceptional performance** on all platforms.

---

**Boilermakers Keep Going**

673,939 TOTAL VIEWS

**One Last Ride**

206,253 TOTAL VIEWS

**The Data Mine**

189,116 TOTAL VIEWS
Only One University Recognized as a “Brand that Matters”
What Put Purdue on the List?

- **A commitment to affordability**: 10 years of Frozen Tuition, Fast Start, 60% graduate debt free

- **Cutting-edge industry partnerships**: The Data Mine

- **An innovative approach to education**: Purdue Polytechnic High School, Degree in 3

- **Practical solutions to today’s toughest challenges** — Protect Purdue Initiative