

# PURDUE GLOBAL BOARD OF TRUSTEES

**June 9, 2023**

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**Regular Meeting**



# Agenda

- I. Approval of Minutes
- I. Chancellor's Report

# Approval of Minutes

- I. February 2, 2023 Special Meeting
- II. February 3, 2023 Regular Meeting





# CHANCELLOR'S REPORT



# Purdue Global Goals (from June 2022)

1. Improve student success, as measured by retention & graduation rates
2. Expand Purdue's ability to meet the Land Grant mission by serving working adults



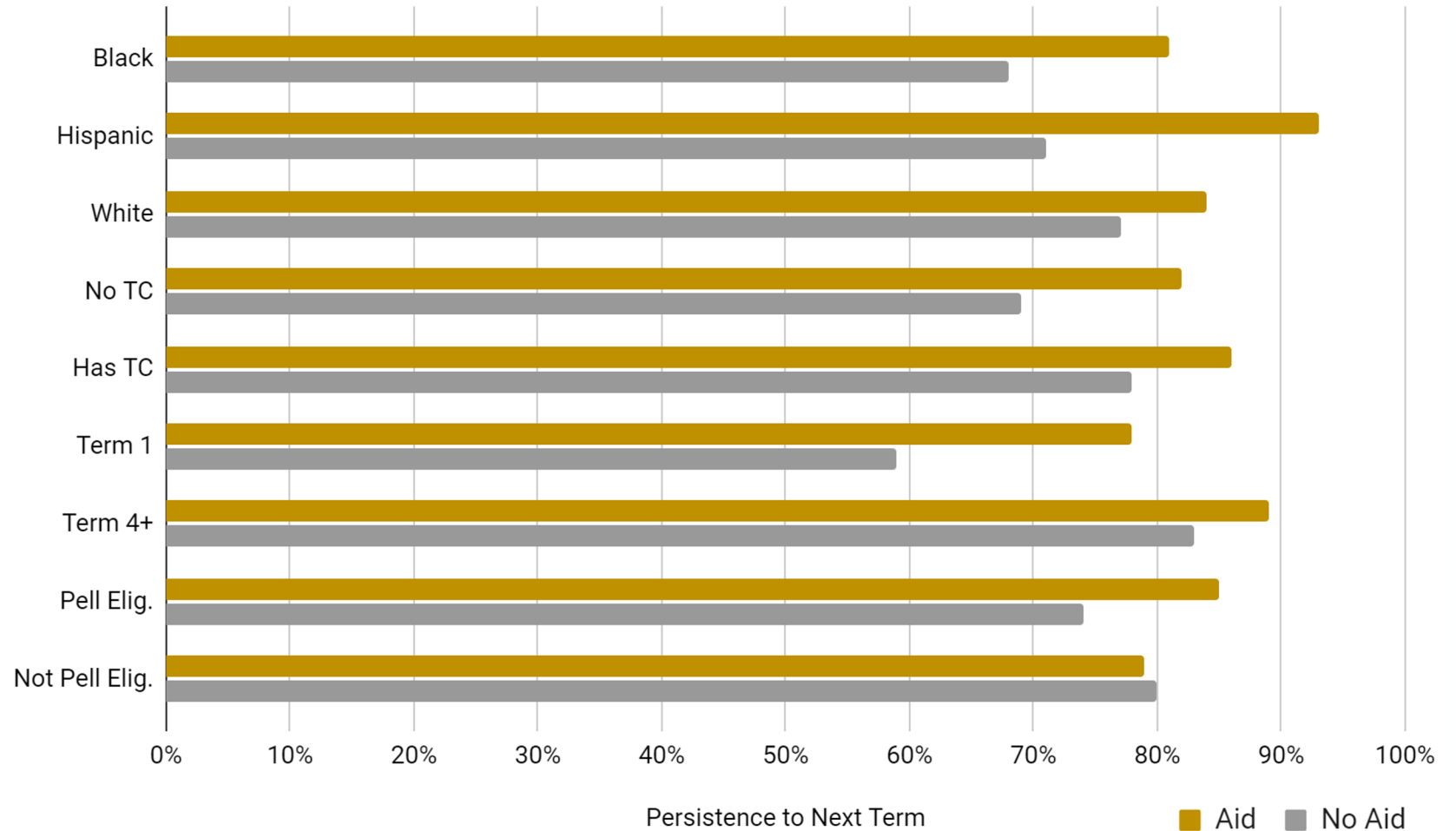
# Student Success

Improve student success as measured by retention and graduation rates

Encouraging results from the Emergency Aid pilots.

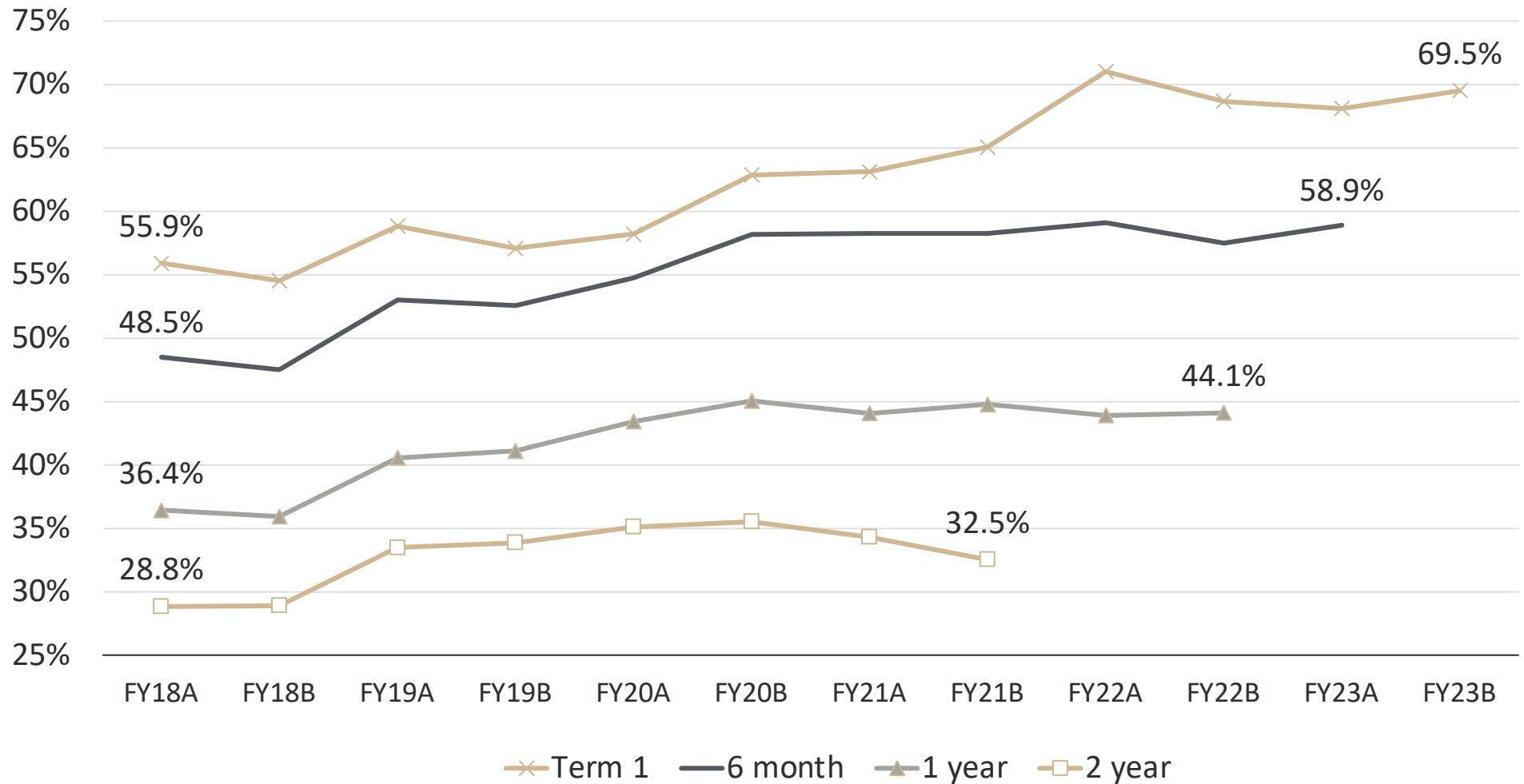
Future plans under review

“Susan’s” story.



# Persistence and Retention

FY18 to FY23



# Growth

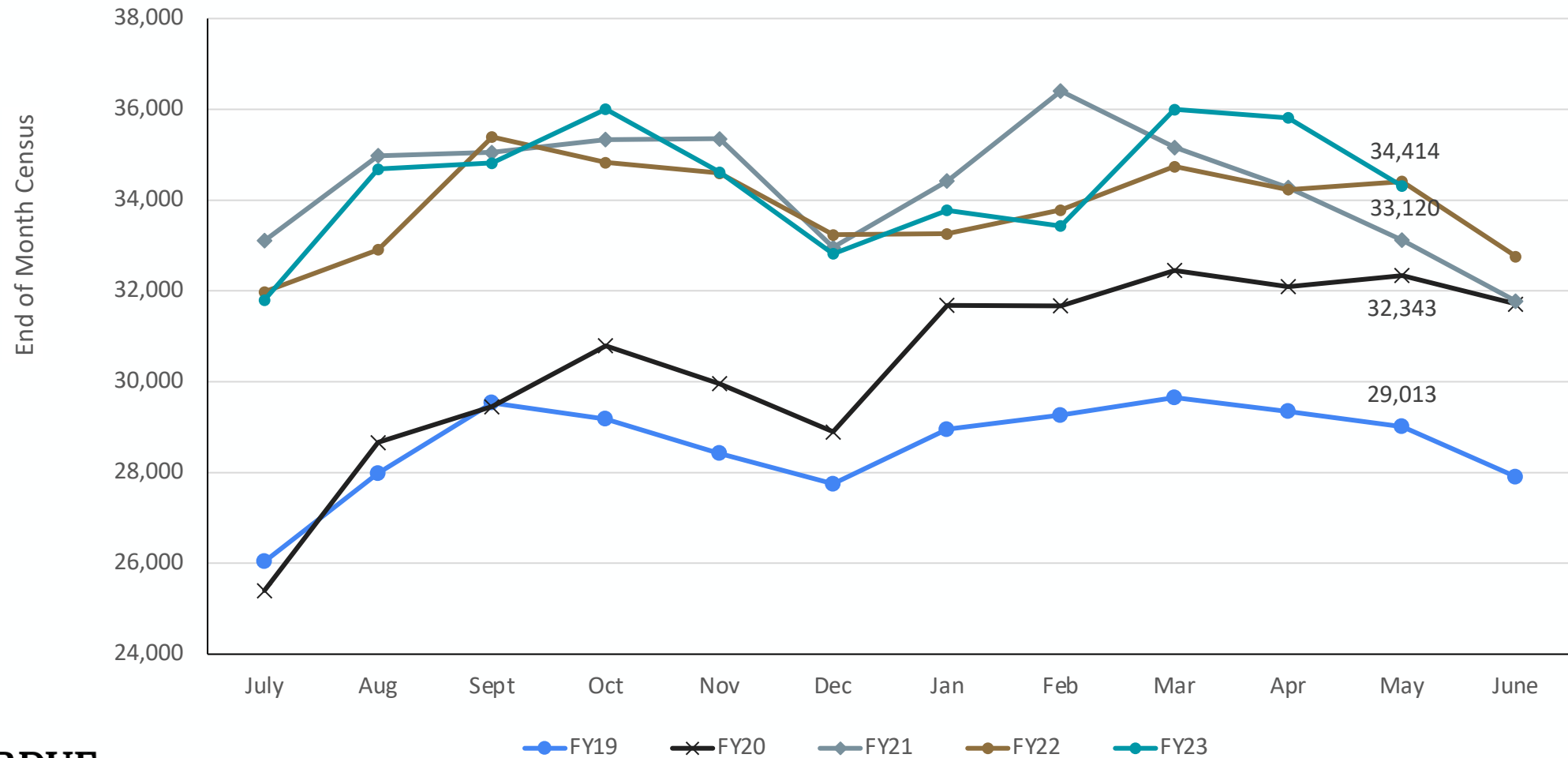
Goal: Expand our ability to meet the Land Grant mission by serving working adults

- New brand and marketing strategy
- A re-engineered student journey; VP of Strategic Enrollment Management started on Monday
- With the help of OIP, a focus on military and high growth segments
- Development of academic partnerships
- Consistent with Online Learning 2.0, rolling out a new process for program approvals



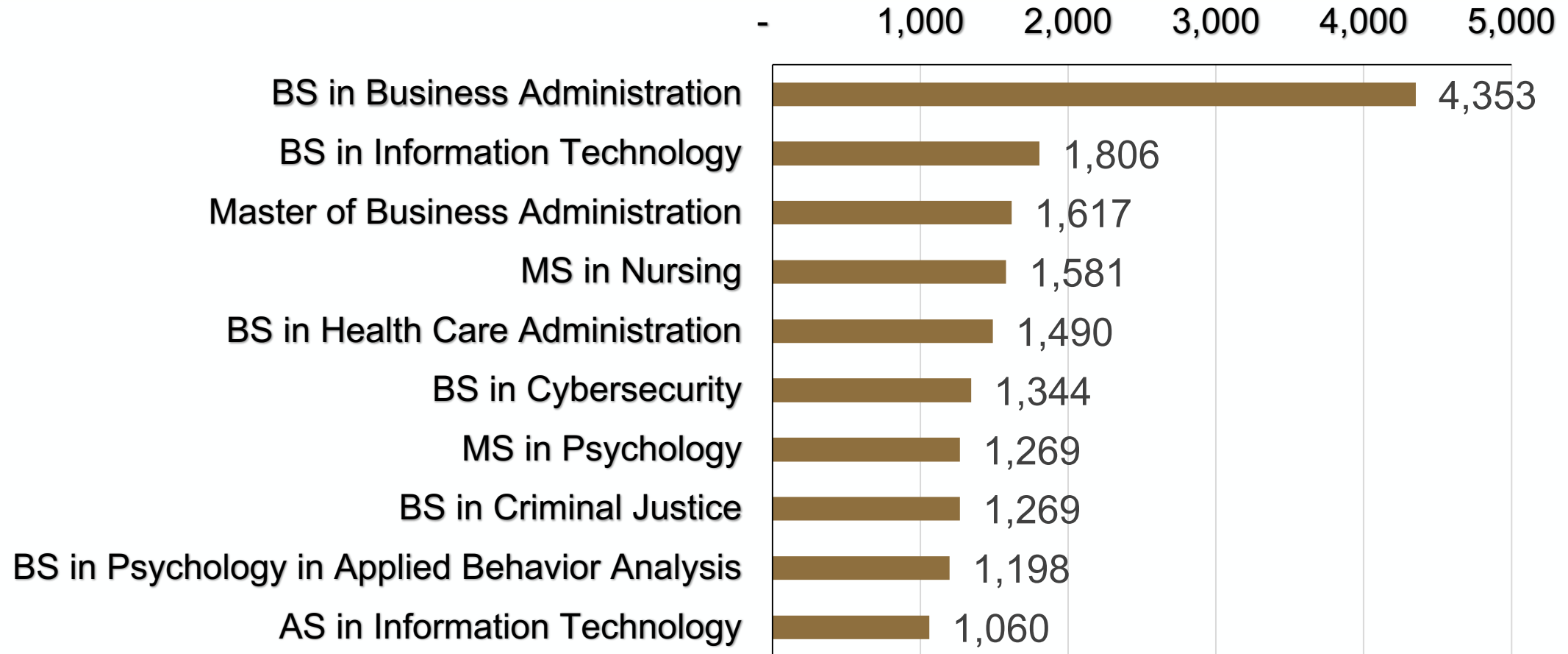
# Monthly Census

July 2018 to May 2023



# Top Ten Programs

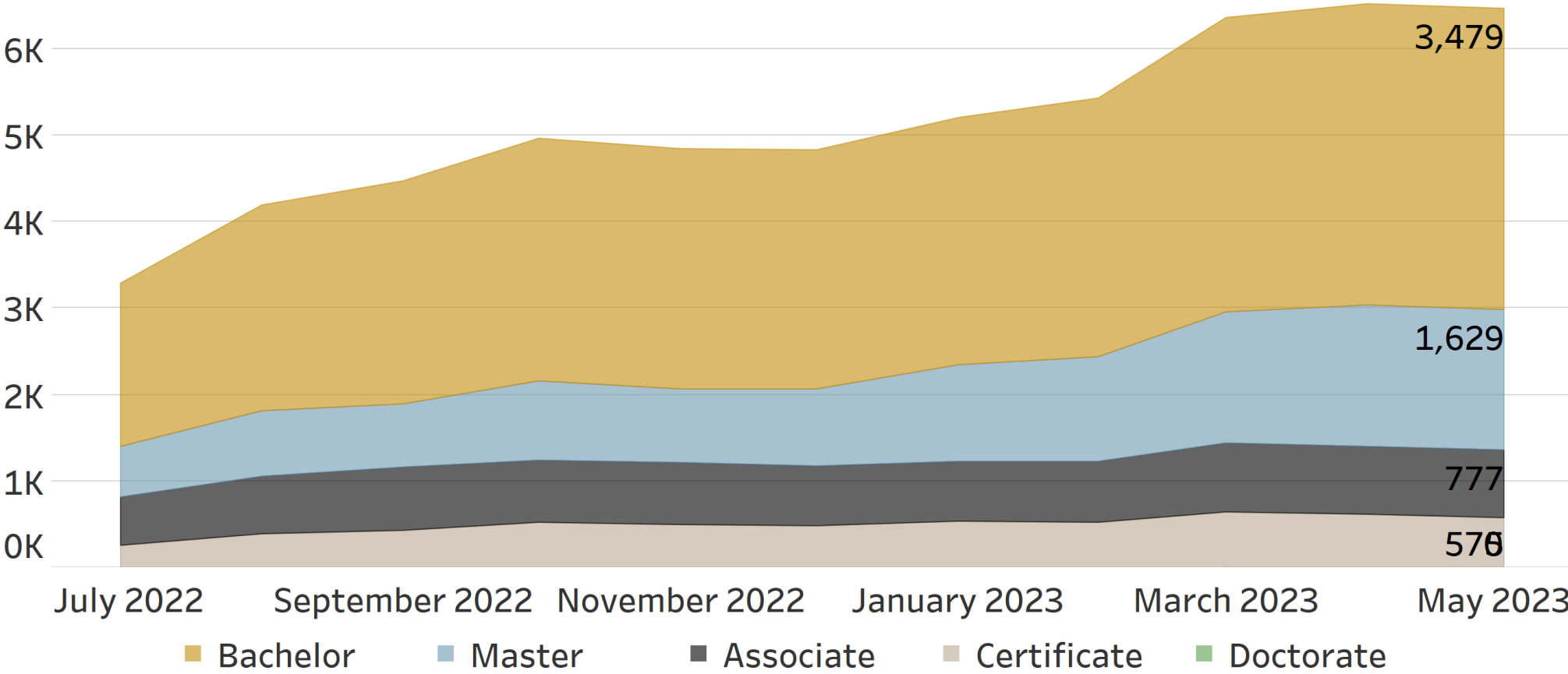
May 2023



# New Program Census

July 2022 – May 2023

New Programs, EOM Census



# Growth

Brand + Marketing



# Growth

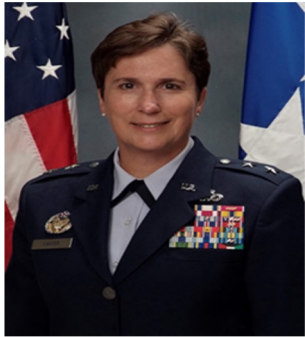
## Investment in Military

- November meeting with Trustee Major General Theresa Carter
- New hires: OIP Exec Director for Ed Partnerships; PG Dir Military Student Experience
- Finalizing agreement to establish a new base presence by Q3 2023

### **In progress:**

- Update to existing offerings at the Community College of the Air Force
- Finalize articulation agreements with Navy's Senior Enlisted Academy & U.S. Air Force School of Aerospace Medicine
- Consistent presence at more DoD professional development events
- New Military Educational Partnership Advisory Board

# Purdue Military Education Partnership Board



**Maj. Gen Theresa Carter**  
Commander Installation  
and Mission Support



**Ms. Steffanie Easter**  
Director of Navy Staff



**ADM Charles Ray**  
USCG Vice Commandant



**LTG Karen Gibson**  
Deputy Director of  
National Intelligence



**Lt. Gen. Chris Weggeman**  
Dep Air Combat  
Commander



**VADM Scott Van Buskirk**  
Chief of Naval Personnel



**VADM Kendall Card**  
Director of Naval  
Intelligence/Cyber



**FLTCM April Beldo**  
Fleet Master Chief  
Naval Personnel

# Growth

## Investment in Academic Partnerships

- New dedicated PG team for students, faculty, staff, and workforce partners

### Ivy Tech Partnership Progress

- Ivy Tech Achievement Scholarships for all Associates degree graduates
- BS degree pathways for Ivy Associate degrees to be recognized at June signing ceremony
- Acceptance of Ivy Tech prior learning credit
- Direct transfer enrollments increased 5% YTD from FY22 to FY23





**PURDUE  
GLOBAL™**

**Purdue's online university for working adults.**





# APPENDIX



# Required Informational Updates

Programs approved since the February meeting:

- No new programs have been approved since 2/2/23

# Required Informational Updates

## Suspensions

### March 22, 2023 Catalog

- Business Fundamentals + Google IT Support Certificate
- Cybersecurity Fundamentals + Google IT Support Certificate
- Data Intelligence + Google IT Support Certificate
- Leadership + Google IT Support Certificate
- Professional Focus + Google IT Support Certificate

*Rationale: The 5 above certificates were suspended in favor of the Professional Focus + Google IT Support Certificate.*

### June 7, 2023 Catalog

- Medical Office Administration Certificate

*Rationale: The program's census has steadily decreased over the past four years. No certificate or degree is required for entry-level medical office administrative positions. Students may enroll in the Bachelor of Science in Health Care Administration (BSHCA) degree program to meet the qualifications for entry-level healthcare management positions.*

# Required Informational Updates

## Terminations

- Cisco Networks Postbaccalaureate Certificate
- Computer Forensics Postbaccalaureate Certificate
- Microsoft Operating Systems Postbaccalaureate Certificate

*Rationale: The above programs stopped accepting enrollments as of 5/18/2022. The census was low and the programs were no longer serving our students. All remaining students in the program have since been taught out. Students interested in these topics can take the Cybersecurity Micro-credential.*

# Informational Items

## June 7, 2023 Publication Date

- Legal Analysis Micro-credential (Graduate)
- Legal Studies Micro-credential
- Writing for Life: Leveraging AI and Other Tools Micro-credential (Non-credit)

## March 22, 2023 Publication Date

- Construction Management Micro-credential
- Community Organization and Advocacy Micro-credential
- Digital Health Leader Micro-credential
- Global Scholar Micro-credential
- Grant and Proposal Writing Micro-credential (Non-credit)

## February 8, 2023 Publication Date

- Cybersecurity Awareness Micro-credential (non-credit)
- Personal Cybersecurity Best Practices Micro-credential (non-credit)
- Securing Your Home Network Micro-credential (non-credit)
- A Career in Cybersecurity Micro-credential (non-credit)