Board of Trustees Meeting
August 4, 2023
Purdue University in Indianapolis – Work Stream

**Branding, Marketing and Communications**
- Campus Dress/Branding
- Student Experience

**Partnerships, Community and Government**
- High Alpha
- Medical Engineering
- Pharm Training
- Sports Engineering
- Ascend Indiana
- Ransom Place
- Reimagine Indiana Avenue
- Ag Extension
- EPICS

**Academic**
- Indiana Commission for Higher Education & Higher Learning Commission
- Faculty
- Staff
- Admissions
- New Programs
- Co-Op

**Facilities and Operations**
- Master Plan
- Services
- Housing and Transport

**Budget and Fundraising**
- Cashflow
- Development Opportunities
- Endowment/Comprehensive Counseling Initiative
Fiscal Year 23 Basic Metrics
Financial

- Operating surplus:
  - Purdue University West Lafayette: $145M (5.68% of operating budget)
  - Purdue University Northwest: $6M
  - Purdue University Fort Wayne: $3M
Fundraising

Fundraising:
- $610M (+12.5% YoY)
- First time above $600M

Donor count:
- 83,836 (+1.1% YoY)

Purdue Day of Giving:
- $110M (+61.7% YoY)
- First time above $100M
Research Awards and National Center Wins

- Awards: $613M (+9% YoY)
  - First time above $600M

- Expended: $548M (+9.6% YoY)
  - First time above $500M

- Facilities and Administrative cost recovery: $106M (+11% YoY)
  - First time above $100M

- 11 industry master agreements

- 10 national center wins or renewals with Purdue lead
**Patents and Startups**

- IP Disclosures: 400 (+5.5% YoY)
- Patent applications: 809 (+15.7% YoY)
  - First time above 800
- Issued patents: 262 (+9.6% YoY)
- Patents licensed: 150 (-4.4% YoY)

- Startups licensing Purdue patents: 14
Undergraduate Admissions

- 72,796 applicants (+6.6% YoY)
  - First time above 70,000
- 50% admission rate (4.6% more selective YoY)
  - Most selective since Common App
- Yield rate: 25%-27% depending on summer melt
- SAT score: 1,322
- GPA: 3.74
Retention and Graduation Rates, EDR

Retention:
- 1-year: 91% (-1% YoY)
- 2-year: 87% (-1% YoY)
- 3-year: 82% (-1% YoY)

Graduation:
- 4-year: 66% (+1% YoY)
- 6-year: 84% (+1% YoY)

Earnings to Debt Ratio: 6.02
Graduate Student Admissions

**PhD:**
- 9,309 applicants
- 23.7% admission rate

**Master’s:**
- 12,230 applicants
- 30% admission rate

**Doctoral**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>1678</td>
<td>1377</td>
<td>1365</td>
<td>1790</td>
<td>1883</td>
<td>1927</td>
<td>1974</td>
<td>2003</td>
<td>2006</td>
<td>2218</td>
<td>2205</td>
</tr>
</tbody>
</table>

**Masters**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>9518</td>
<td>9421</td>
<td>9913</td>
<td>9506</td>
<td>9431</td>
<td>9000</td>
<td>9331</td>
<td>10655</td>
<td>12252</td>
<td>13062</td>
<td>12230</td>
</tr>
</tbody>
</table>
Purdue University Online Enrollment

- Online Master’s: **4,275** (part of 50,344 enrollment size at West Lafayette)
- Online Certificates: **10,203**
- Online Certificates of third-party content: 6,975
- West Lafayette residential students taking online courses: **11,374**
Faculty Awards, Citations and Books

- Major Awards: 67 prestigious awards by Academic Analytics
  - Young Investigator Awards: 24

- Publication citations (3-year average): 500,626 (+3.3% YoY)

- Books: 61
Reputation, Marketing and Branding

- Top 10 U.S. public university (QS)
- Top 4 U.S. agriculture (QS), engineering (USNWR), patents (USPTO)

- #16 global innovative companies/nonprofits
- #10 Global University Visibility

- Earned media: 88,700 (+62% YoY), 78.4B impressions (+62% YoY)
- YouTube: 55.3M views (+2,050% YoY)
- Podcast: 1.25M listens (+264% YoY)
  - #2 education chart
Thank You