Purdue Student Life

Perspectives

Spring 2017

Try Something New

Play to Your Strengths

Hard Work Pays Off

Don't Set Limits for Yourself

Purdue Family is Critical to Student Success
A WORD FROM OUR VICE PROVOST

The conclusion of a spring semester in education is always a combination of reflection and celebration. This year is no exception for Purdue Student Life as we share our spring Perspectives with you.

This academic year I’ve had the pleasure of celebrating the “passing of the torch,” literally watching Indiana’s Bicentennial Torch carried through campus and figuratively taking part in the leadership transition of the iconic Purdue Memorial Union. As much as some things change, there are always constants on campus, and we have honored two cultural fixtures of Purdue this spring with the 90th birthday of Pappy’s Sweet Shop and the 75th anniversary of the Purduettes. For the latter, I had the privilege of meeting founding members Muriel Hooper Curran and Mimi Epple-Heath. These two ladies continue to entertain Purdue by taking the time to share their personal stories of this pivotal period in Purdue history, adding even more to the rich traditions of the storied organization.

My most impactful encounter this year was the opportunity to spend time with Amanda Elmore, the first ever female Boilermaker to win an Olympic gold medal. Amanda reached the pinnacle of her sport last summer as a member of the U.S. women’s eight rowing team, despite never rowing until she got to college and joined Purdue Crew. After competing in the Summer Games in Rio, Amanda returned to West Lafayette and spent a beautiful fall afternoon connecting with students, staff, faculty, coaches and Greater Lafayette community members to share her Boilermaker story. To say that Amanda was inspirational is an understatement; her message continues to resonate throughout Student Life. I have challenged myself and all Student Life staff to learn from Amanda and continue to spread the message of the five lessons she conveys through action as well as words:

1. Try something new.
2. Play to your strengths.
3. Hard work pays off.
4. Don’t set limits for yourself.
5. The Purdue family is critical to student success.

We have an in-depth look at her story in this issue of Perspectives, and as you learn more about her I hope you’ll be inspired and challenged by the path Amanda took and the determination with which she forged ahead.

Hail Purdue!

Dr. Beth McCuskey
Join us in congratulating our 2016 SLISU award winners. Nominated from across Student Life, these employees exemplify the principles, pledges and practices of SLISU.

Nominate today at http://www.purdue.edu/vpsl/about/nominate.php

CARMEN WILLIAMS
Purdue Recreation & Wellness

MELANIE MOEHRING
Purdue Recreation & Wellness

MICHAEL BEACH
Purdue University Residences

JACKIE PERKINS
Student Life Marketing

LIZ EHRlich
Purdue Musical Organizations

JOANNA OSTERLING
Hall of Music Productions

STEPHANIE PACKER
Purdue Dining & Catering

DANI CLARK
Purdue University Residences

TAMMY LOEW
Purdue Recreation & Wellness
There are certainly students who need help, as the Center for Collegiate Mental Health (CCMH) noted a 30 percent increase in the national level of counseling center utilization over five years. "Increasing numbers of students are seeking services from counseling centers, with a larger subset of students presenting with significant risk factors," wrote CAPS director Susan Prieto-Welch in a spring 2017 report.

Prieto-Welch notes that staffing at counseling centers has remained static nationally despite increased demand. CAPS has added five staff members since Student Life was created in 2015, up to 21 permanent clinical staff. The current campus ratio of one full-time clinician for every 1,838 Purdue students (up from 1,219 last year) is still short of the minimum recommendation of one full-time clinician for every 1,838 undergraduate students at Purdue participating in a campus climate survey on sexual assault in 2015. In the survey, 13.2 percent of female undergraduates at Purdue reported they had been sexually assaulted that year, equal to the 13.2 percent average for the 27 institutions in the survey.

"Sexual violence is something that campuses are talking about a lot more, which is great, but I think it's also easy to distance yourself from it and think, 'It couldn't happen to me,'" Bloom said. "I hope (reporting statistics) will give the community the sense that this is real, that there are a large number of students every year who are seeking services, and hopefully continue to have the community be invested in our success and our efforts."

In CARE's first semester in full operation, the center recorded 1,800 faculty, staff and students going through a prevention or awareness program. CARE coordinated with Purdue Athletics to facilitate programming for all freshmen student-athletes in the fall and is working with Recreation & Wellness to reach club sports teams this spring. There has been significant outreach through Residential Life and Fraternity, Sorority and Cooperative Life as well.

STUDENT LIFE CARES
CAPS, CARE see uptick in demand and resources

"That can be for a lot of reasons. I think it's important not to interpret that in any one-dimensional, overly simple way," Prieto-Welch said. "There's less stigma around mental health and around reaching out, and we've done a good job of educating the community about what to look for and how to be aware of someone who might be in distress."

CAPS has seen not just an increase in appointments scheduled but also a jump in on-call contacts and contacts resulting in a recommendation for hospitalization. Nationally, the CCMH report reflected the increase in severe mental health concerns with the number of students seeking help who were seriously considering suicide climbing from 24 percent to 33 percent in five years.

When new students receive their Purdue ID cards, the Office of the Registrar also gives them a convenient card wallet that attaches to a phone case. That wallet includes numbers to two 24/7 hotlines to representatives of Purdue's Counseling and Psychological Services (CAPS) and Center for Advocacy, Response, and Education (CARE). Both are confidential resources, with CAPS serving students with mental health concerns and CARE serving survivors of sexual violence, dating violence and stalking. The wallet is a simple gesture that shows we're working together to support our students.

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Bob Mindrum retired as full-time director of the Purdue Memorial Union in December after 22 years of service, nearly a quarter of the lifespan of the campus icon dedicated to Purdue students who fought in World War I. Mindrum led PMU out of financial struggles after coming to Purdue from the University of Illinois-Urbana, instituting business plans, marketing plans, capital plans and financial reviews for the first time since the facility opened in 1924.

Mindrum said the thing that has changed most since he took the helm in 1995 has been his team’s entrepreneurial spirit in making the most out of every available space. PMU added a number of lease operations in the last two decades, including Amazon, UPS, Purdue Shop and many more, which enhanced PMU’s service portfolio and generated much needed revenues. Mindrum added that he hopes one thing that hasn’t changed under his leadership is the care that he and his staff have taken to honor the rich history, tradition and architecture of the Union.

“My job has been a unique combination of strategic and financial oversight, entrepreneurialism and student involvement – with just a touch of historic preservation thrown in for good measure. It has been a very interesting journey and I’m grateful to have had the opportunity,” Mindrum said. That journey included a direct impact on students, as Mindrum served as an ex officio member and close advisor of the Purdue Student Union Board.

“It’s extremely gratifying to have been referred to as a mentor by former PSUB members over the years. I never really thought of myself in that way, but in retrospect, working with students has probably been the high point of most of my work days.”

Mindrum said the inclusion of PMU into Student Life when it was formed in 2015 has “galvanized our purpose as a community-building organization with a clear focus on students. We also have many more campus partners with whom to collaborate and create new synergies. The challenge is for those who have worked most closely with our facility and business operations to find their new identity within the Student Life vernacular.”

Enter Todd Wetzel, appointed assistant vice provost for Student Life in January. His position was created to oversee Purdue Convocations, the Purdue Memorial Union, Student Activities and Organizations, and the Hall of Music. Wetzel knows those organizations well after serving as director of Convocations since 1999. He’s now charged with focusing on the energy of “people, place and program;” as he aims to build synergies across those four organizations.

“We’re really trying to pull together the academic and the co-curricular. It’s in this space now that we can have a discussion about the college union ideal and say, ‘How do we create opportunities for learning, leadership and community in the way that we’re now understanding the larger environment?’” Wetzel said.

Student Life saw PMU’s transitional period as a natural opportunity to facilitate an external review, inviting industry leaders from three Big Ten universities in January to assess PMU’s standing within the Purdue community and its connection to the student body, amongst other objectives. The reviewers gave the Union’s operational team and outgoing director high praise. For future direction, they noted the Union means different things to many different people and investigated the evolving relationship between PMU, the adjacent Stewart Center and the Krach Leadership Center that opened on the west side of campus in 2014, housing many student organizations.

The review states, “In sum, Student Life and the PMU should determine what the Union is and should be. … With thoughtful changes and support there is every confidence that the PMU will continue to have a strong impact on the University community.”

Wetzel said Student Life will do significant strategizing regarding the union and the other areas under his direction, modeling possible future states to maximize the collection of assets that support student activity and engage the Purdue community.

“The biggest goal is not to perpetuate ourselves as we know these enterprises to be,” Wetzel said. “It’s a larger goal to say, ‘We’ve made it this far and accomplished this work; let’s now derive vision out of possibilities and ambition and see where to take that.’

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STUDENT LIFE GIVES BACK

Employees give time, resources to Greater Lafayette community

Employees of Student Life were generous with their time and resources this past year, giving back to the Greater Lafayette community in a number of ways. The Purdue community exceeded its 2016 United Way goal by raising more than $789,000 for the campaign, which makes a direct impact on the Greater Lafayette community. Student Life did its part, raising $26,023 and earning some accolades along the way. Twelve percent of Student Life employees gave directly, while Purdue Dining & Catering’s “Fuel a Future Boiler” mini-campaign raised close to $6,500 by offering retail customers a chance to donate $1 to the United Way with every purchase over the course of two weeks in September.

“(Student Life) chairs and team captains worked hard in hosting fundraisers and building awareness. We are very proud of your collective contribution to the campaign and community,” said vice provost for enrollment management Pam Horne, Purdue’s campus-wide campaign chair.

“When you give to United Way, you are improving lives, tackling key social issues and making a difference in the quality of life we all enjoy.”

United Way honored Student Life with the Best Special Event award for the Purdue’s History of Horror Tour, a spooky walking tour of the campus highlighting true events from Purdue’s rich historical past. The event sold out, at $5 per ticket, and raised more than $1,000 for the United Way. Dates and spaces have already been reserved to do it again next year.

The Student Life Unity Committee coordinated with Civic Engagement & Leadership Development (CELD) of Student Activities and Organizations in a December food drive. The drive benefited the ACE Campus Food Pantry, whose mission is to make food available to members of the Purdue community (faculty, staff and students) who may be experiencing food insecurity on a consistent or inconsistent basis.

“We think if we donate a can of beans, we’ve done something special, but people have a lot of other needs besides the stuff in our pantries that we don’t want. We received a detailed list of things they were really hurting for and divided it up by department. We had a huge turnout, some five car-loads of food,” said Tara Lannan, former coordinator of outreach projects for Student Life. CELD also collected gifts for its third annual Season of Sharing, providing gifts to local children and families served by nonprofits. CELD partnered with Mental Health America, the YWCA Domestic Violence Shelter and the Salvation Army and delivered gifts with transportation from Purdue University Residences vehicles. Purdue Musical Organizations participated in a toy drive as well, partnering with Lafayette Urban Ministries for the Jubilee Christmas Toy Drive by asking Christmas Show attendees to donate toys.

More Information

purdue.edu/vpsl
purdue.edu/unitedway
Student Life and Purdue Libraries co-sponsored the Krannert Women in Management Center’s third annual Human Library event on Nov. 13, a free event open to the public in the Purdue Memorial Union ballrooms. Originally initiated by a Danish youth movement “Stop the Violence,” Human Library is a civic engagement tool designed to promote dialogue among community members to reduce bias and encourage understanding. In this library, “books” are people, while “readers” check out books for an open and safe conversation.

“We all have prejudices and quick judgments we make about people and their circumstances,” said Carol Ben-Davies, assistant dean of students. “It’s what we do with those thoughts that makes all the difference in bringing our communities together or pulling us apart. The Human Library is perfect in its design to help us hear and learn from people in all walks of life.”

The Human Library provides a platform for conversations that include unconscious biases that may reduce career and life opportunities. “Books” are not asked to prepare a speech but rather engage in conversation with strangers about biases or stereotypes they have encountered related to their book title. Readers are encouraged to ask questions and share their points of view, always with respect for the book.

One such volunteer was senior Emily Tiede, a student employee at Starbucks who was invited to participate alongside her mentor Judy Sharkey, a multi-unit manager for Purdue Dining & Catering who was Emily’s boss her freshman year at Harrison Grille. The title of Tiede’s story was Burned Alive. When Emily was 11 years old, she suffered severe burns across her body in a gasoline fire accident.

“I was burned all over. My eyebrows were gone. My hair was singed. I had third and fourth degree burns on my legs and second degree burns on my arms,” she said. “I had to have skin graft surgery, and I was in the hospital for a month.”

More than a decade later, Tiede regards her story as old news. She speeds through details she’s shared too many times to count, preferring to talk about her life in terms of present and future.

“Ever since I realized that I’m going to live with these scars, I’ve said, ‘This is who I am. I’m not perfect, and nobody’s perfect. We all have our flaws and imperfections, and we have to push forward and accept that,’” she said. “Honestly, I would not want to get rid of my scars. I wouldn’t have it any other way, because it’s made me who I am.”

Tiede is active on campus, serving as director of recruitment for Boilers in Action, a student group within Civic Engagement & Leadership Development that coordinates volunteer opportunities for students, and she participated in University Residences’ Women’s Leadership Series last year. She hopes to pursue postgraduate studies in counseling in order to provide support for others like she’s received herself.

“I know that being a white woman, I have so many privileges. Even though I’m a first generation student from a low-income family, I still have so much that other people don’t,” Tiede said. “I think being able to talk and listen is what I cherish the most.”

The Human Library offered 60 books this year, nearly double the year before, with more than 350 readers (compared to 276 in 2015). The “best-selling” (most read) titles were Adoptee, Burned Alive, Canadian Social Worker, Growing Up in a Third-World Country, Married Mom & MBA Student, Police Officer, and Wild Child, offering a glimpse into the wide array of backgrounds of students and employees in Student Life and elsewhere on campus.

More Information
humanlibrary.org
STUDENT LIFE
LEAVES A LEGACY
Beating the drum for the Purdue family

There are 300 miles between Rochester Hills, Michigan, and Ross-Ade Stadium. Inacio and Andrea Moriguchi know each mile well, given the number of times they’ve driven from their Detroit-area home to see their son Luciano (Luke) perform in Purdue’s “All-American” Marching Band at Boilermaker football games in West Lafayette.

Luke graduated in December 2016 after five seasons in the marching band’s drumline. While the Boilermakers didn’t fare so well on the field, winning 11 home games in five years, the Moriguchis have a much prouder record – 32 of 35 – the number of times they made the trek to Ross-Ade out of all of Luke’s halftime shows. That’s 19,200 miles traveled round-trip to see the “All-American” Marching Band, about twice as far as Inacio’s native Japan is from Andrea’s native Brazil across the Pacific Ocean. Not bad for a couple that didn’t go to Purdue themselves, and a father who is first and foremost a Detroit Red Wings fan.

The Moriguchi connection to Purdue runs much deeper than trips to see their son or their love of the marching band’s shows themed around cartoons, Halloween or military appreciation, to name a few family favorites from past years. Inacio spent 13 years as vice president of American Axle & Manufacturing, the automotive supply company co-founded by Dick Dauch, a Purdue football standout in the 1960s. Dauch spent more than 30 years giving back to Purdue along with his wife Sandy, including the lead gift on the Dick and Sandy Dauch Alumni Center on campus named in their honor. Inacio says he wanted Luke to attend Purdue so that he could become a leader like Dick Dauch, who wrote the younger Moriguchi a letter of congratulations for his high school graduation party. Dick passed away in 2013.

“Mr. Dauch was my boss, my mentor and my friend,” Inacio said. “He cared about my family. He was like a second father to me. He was also the toughest guy on me. He made me who I am today. He taught me about not only work but life.”

In 2016, Sandy Dauch and her family established the Dauch Scholarship Challenge, a $3 million pool providing one-to-one matching to donors who fund a scholarship endowment for the non-Indiana residents who make up a quarter of Purdue’s total enrollment. The Moriguchis subsequently paid homage to the family that has meant so much to them and to Purdue, making a scholarship challenge gift through the Purdue Parent & Family Campaign.

Various departments within Student Life are asking Purdue families and friends to give back, like the Moriguchis did, for the 2017 Purdue Day of Giving in April. More than $1.22 million was raised for Student Life during the 2016 event, and this year many departments are participating again including Bands & Orchestras and Parent & Family Connections. Additionally Convocations, Dining & Catering, Office of the Dean of Students, Purdue Musical Organizations, Recreation & Wellness and University Residences are all participating along with a large number of student organizations.

Even though Luke graduated with an industrial engineering degree and now works in Iowa for John Deere, his parents plan to travel the 300 miles to Ross-Ade a few times this fall to support Purdue and its “All-American” Marching Band. That’s what Student Life is all about – building lifelong connections to Purdue by granting opportunities and transforming lives.
“Hey you’re tall, you should join.” That phrase launched the illustrious rowing career of Amanda Elmore, who in 2016 became the first Purdue alumna to win an Olympic gold medal.

With no local high school rowing programs for the West Lafayette native, Elmore hadn’t ever rowed before coming to campus. She was interested because her two older brothers had joined Purdue Crew before her, so when the club’s novice coach noticed her height and approached her about joining, she went to the callout and signed up just like everyone else. Seven years later, Elmore was honored at the White House by President Barack Obama along with the rest of Team USA’s Olympians.

“She was just one of the normal people that walked in the door,” said David Kucik, Purdue Crew head coach. “No one knew that she had the gift of an internal engine that would allow her to achieve at that level. There’s nobody who was more competitive or worked harder and was more committed.”

Amanda grew up participating in gymnastics but found out she was naturally more suited for rowing when she joined Crew, one of about 30 club sports under Recreation & Wellness within Student Life. Natural ability didn’t get her an Olympic gold though. She struggled in her initial tryout for the national team, but instead of being discouraged, she worked even harder. She wasn’t satisfied with not good enough. We know this because she came back to West Lafayette victorious, sharing her success with the people who helped her along the way – her former coaches, professors, teammates and friends.

“The Purdue taught me a lot of the values that I’ve been using throughout my whole rowing career. How to work hard, how to work with a team and how to communicate. Purdue taught me never to set any limits on myself.”

Elmore was honored with a reception at the Purdue Boathouse, where she shared how Purdue Crew shaped her. “Confidence is a huge thing, as is being able to perform under pressure. Racing is a competitive environment, so that’s something that I’ll use no matter what job I’m doing. Knowing that I’m not perfect but can do the best I can because I’ve trained for this – that’s something that is really special for me,” she said.

The Purdue experience doesn’t end for students at graduation. We’re here to provide students with opportunities that will change their lives, to engage with them in ways that they’ll remember as they go out in the world and do great things. Amanda is one student with a great story, but the work we do affects thousands of students like Amanda every day.
Geri Denger is a junior on schedule to graduate a semester early in December 2017, despite changing majors and spending her free time running a student government for 30,000 constituents. The outgoing Purdue Student Government president spends her days balancing her leadership role with PSG, the coursework to finish her selling and sales management degree early, and her applications to law school, where she plans to study in 2018.

Whereas some students might lament the difficulty that comes with changing majors, Denger has not only made it look easy, but she's actually made it easier for others. Her administration has been working on standardizing the Change of Degree Objective process across colleges and simplifying the University's transfer credit policy. Making life easier for Purdue students has been a theme of Denger's tenure in student government, whether it's tweaking academic policies, securing funding for Purdue Student Legal Services, or supporting diversity and inclusion initiatives to make campus a better place for everyone. She found her calling as a freshman senator and hasn't stopped working for the student body since.

“That’s where I started to get my passion for helping students on campus, advocating for the student voice and making sure that students are getting the best experience while they’re here. We’re paying so much money and spending so much time here, so we want to make sure students have the best experience,” Denger said.

Denger runs a student government with an annual budget of $110,000 and subordinate bodies of PSG, such as the Student Fee Advisory Board (SFAB) and Student Organization Grant Allocation Board (SOGA), which allocate the $1.2 million student activity fee for broad campus initiatives and roughly $900,000 for student organizations, respectively. A wide scope of projects and countless campus partnerships have taught Denger not just a lot about governing, but also about the nature of working with people.

“I don’t think there is much awareness about student government amongst students. People don’t really know or care about it, so it’s been difficult to rally people or get student input and engagement – especially with a lot of things we’ve worked on, like academic policies. That’s been a challenge, getting student input and engagement,” Denger said. “We have done a good job with engaging more diverse groups of students on campus, which has been a goal of ours.”

Leading the student body isn’t without its perks, of course, and Denger credits her relationships with so many campus administrators as critical to her Purdue education. She names vice provost for student life Beth McCuskey as a frequent collaborator, since a large number of PSG endeavors have focused on the Student Life realm, and Heather Beasley, director of student involvement, as a key influence as PSG advisor. Denger also sits on the University Senate as PSG president and has worked with Purdue President Mitch Daniels.

“Through working with all these administrators and students, I’ve learned how to be a leader, how to manage my time and how to advocate for students – how to listen to them and help identify what they really need. A lot of people don’t really know what their real problem is, so helping them find the issue and then working to resolve that with them is a skill that I’ve learned from administrators. They listen to me and they’ve taught me how to listen as well,” Denger said. “In the past year, I feel like I’ve learned more as president than I’ve learned even in my academics at Purdue.”

Connect with PSG
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**STUDENT LIFE BY THE NUMBERS**

- **580,119** Total visits to the CoRec in the Fall 2016 semester

- **13,043** Residents housed in University Residences for Fall 2016

- **$1,224,628 RAISED** for Student Life during 2016 Purdue Day of Giving

- **6,898** Purdue Students attended Convocations events during the Fall 2016 semester

- **Over 5.4 MILLION FT.²** within Student Life

- **Over 6,000 STUDENTS** hold membership within the Fraternities, Sororities & Cooperatives.

- **Just under $950,000** Student Organization Grants awarded

- **PUSH gave 1,973 FLU VACCINATIONS** to students this academic year

- **$350,000** in scholarship money to 130 STUDENTS for the 2016-17 academic year

- **Over 9,000 students, faculty and staff took StrengthsFinder** so far this academic year

- **PMO gave away** 102 Purdue Dining & Catering student internships offered for credit in 2015-16

- **13,346 MEETINGS/EVENTS** held in PMU and Stewart Center in 2015-16