A WORD FROM OUR VICE PROVOST

As the summer flowers in my garden begin to fade and the leaves start to change colors, I’m reminded that every ending brings a new beginning, which is especially true in higher education. After welcoming another large first-year class into our residence halls that are overflowing with student energy and excitement, I want to pause for a moment to reflect on the past and the direction we are heading. I am excited for what the future is bringing to Student Life.

Generation Z has arrived on college campuses and stepped into the spotlight of higher education. Gen Z students have different values and aspirations than the Millennial students before them, starting with a focus on an affordable and valuable college education. Our role in Student Life is to not only keep up with the dynamic environment created by the next generation of students on an ever-evolving college campus but also to grow and predict what the future looks like as we support these students from their campus arrival to graduation and beyond.

In this issue of Perspectives, we share with you stories that have impacted us, from the Purdue Varsity Glee Club traveling through Europe to students from all over the country traveling to West Lafayette for a national housing conference hosted by Purdue. I had the incredible opportunity of experiencing both of those in a week’s time, visiting Poland and three Baltic countries with the Glee Club before returning home to speak at the annual conference of the National Association of College and University Residence Halls. Seeing Purdue’s global influence firsthand from two different sides of the world has me that much more excited for what’s in store this year.

So enjoy with me the beginning of fall, harvesting, homecoming and campus life for the nearly record-breaking number of first-year students and returners that have selected Purdue University and Student Life as their home for this academic year. Let us find ourselves Ever Grateful, Ever True.

Hail Purdue!

Dr. Beth McCuskey
Student Life focuses on emphasizing the lifelong benefit of an educational experience through environments, culture, people and programs. Student Life has incorporated five key values into all of the work of the division. These principles are incorporated into all roles and responsibilities through staff training and development, performance planning, and organizational goal setting. These principles are:

**Student Learning** – Staff work to instill in all students the importance of continuous intellectual growth.

**Leadership Development** – Staff work to create opportunities for students to lead and increase their ability to make a difference.

**Inclusion** – Staff develop community through welcoming environments, offering both formal and informal opportunities for diverse interaction.

**Stewardship** – Staff manage the roles, duties, resources and responsibilities entrusted to their care at all levels.

**Unity** – Staff commit to a culture of collaboration and teamwork to create transformative student experiences.

Together these principles create the acronym SLISU or “Student Life IS You!” To honor employees who have excelled in one or more of these principles, Student Life has created the SLISU Award, recognizing up to 12 staff members in the division annually.

**SLISU**

SLISU undergirds the strategic goals of Student Life. The division has developed additional goals with specific emphases to further guide our pursuit of objectives that directly benefit our students:

**Purdue Moves** – Housing is one of President Mitch Daniels’ Purdue Moves strategies. This goal will develop 3,000 new beds of student housing – enough to house half of Purdue’s undergraduates. Students who live on campus perform better academically. This goal supports student success.

**Embedding the Arts** in the co-curriculum strives to engage students in a variety of musical, artistic and cultural opportunities to enhance creativity and refine aesthetic appreciation.

**Student Affordability** is a hallmark of President Daniels’ administration. Student Life strives to minimize the cost of attendance while creating value-added opportunities that contribute to student growth and success. Additionally, Student Life creates opportunities to offset the cost of education including scholarships and student employment/internship opportunities.

**Health and Wellness** of our students underpins their success. Student Life encourages wellness in all aspects of life including physical, emotional, social, intellectual and spiritual.

In recognition of its commitment to fostering a culture of safety, the Purdue University Interfraternity Council received the 2017 Council Award of Distinction from the North American Interfraternity Conference this summer. Purdue’s IFC, the governing body for the 42 fraternities on campus, was one of only two councils that received the national award.

“This honor is a testament to the hard work of the Interfraternity Council officers and chapter presidents who continue to seek solutions to challenges and elevate the Purdue fraternity community to the highest possible level,” said Brandon Cutler, associate dean of students and director of Fraternity, Sorority and Cooperative Life at Purdue. “Purdue has incredibly talented and hard-working student leaders who are committed to the fraternity movement and being outstanding representatives of the university.”

The group was selected in recognition of its creation of the Safety and Risk Management Authority to monitor current conditions of fraternity and sorority functions and its role in initiating a culture shift in alcohol consumption among the Greek community. This comes after an IFC resolution in spring 2015 that banned hard alcohol from all fraternity properties.

“My first IFC position earned me a front row seat to a fight that IFC was waging to pass legislation banning hard alcohol from chapter properties on our campus,” one student nominator wrote. “Seeing the passion and drive of the elder leaders around me advocating for something that most college students would sneer at was genuinely inspiring.”

Cutler said that while the award was given in 2017, it is also recognition of the IFC’s body of work over the past several years. The IFC also is responsible for reestablishing the Fraternal Judicial Board that is entirely student-led and self-governed. The board consists of fraternity men who have undergone training and interviews and training processes at Purdue to ensure consistency and fairness throughout the fraternity community.

“Self-governance for a community of 42 fraternities and 3,000 men is something that takes significant orchestration, and the process has operated at a very high level for three or four years now,” another student nominator wrote. “To see an organization so committed to actual safety instead of policy and appearance is refreshing. I am proud to be part of such a forward-thinking community.”

In addition to developing the safety program and increasing governance, Purdue’s IFC also is devoted to academic success, alumni engagement and philanthropic service. The GPA of IFC members at Purdue has improved 0.22 points over the past three years, rising from 2.79 to 3.01 and surpassing the University average for male undergraduates (2.95 in spring 2017). The four-and five-year retention rates for all Fraternity, Sorority and Cooperative Life are also significantly higher than the University average at 66 percent (compared to 56 percent) and 90 percent (compared to 74 percent).
In fall 2015, Purdue University Human Resources and Student Life created Healthy Boiler, a joint initiative designed to make campus healthcare more efficient and effective for students and employees through a comprehensive review of health resources on the West Lafayette campus.

The University enlisted consultant LHD Benefit Advisors to work alongside a Healthy Boiler committee that included representatives from Purdue’s employee advisory committees, faculty representation from the School of Nursing and the School of Pharmacy, and others including Gail Walenga, director of Purdue University Student Health Service (PUSH).

“The first part of the effort was really focused on improving the availability and access of service at PUSH and the Center for Healthy Living. The second part was doing the deeper dive into how we manage the costs for the students, focusing on what’s in the best interest of the student in terms of getting this care paid for,” Walenga said.

The end result for students was better service and more affordable healthcare, without any addition of staff – PUSH restructured its physical space, reorganized staff into small teams and reduced the time needed for individual appointments.

In the 2015-16 school year PUSH turned away more than 2,000 appointments due to staff constraints, but that number dropped to just 25 last year. The number of students seen jumped 16 percent year-over-year, and students surveyed rated the quality of care as 4.5 out of 5 on average.

“Dr. Sarah Sager, who is our medical director, really recognized that changing the way the nurse practitioners and the physicians practiced was key to making this happen,” Walenga said. “We did not add any provider staff, we just became more efficient. When you see it you think, ‘Wow, that is amazing.’”

Starting with the 2017-18 school year, PUSH can offer significantly lower costs to students thanks to the outsourcing of laboratory services and a new in-network designation for Anthem and United Healthcare plans, the two largest providers of healthcare to Purdue students that covered 74 percent of charges billed to students in 2016.

“One of the goals of the big Healthy Boiler project was to not raise student out-of-pocket expenses. It was a multi-faceted study looking at comparisons of costs against reimbursers,” Walenga said.

Student Life’s commitment to student health includes mental health as well, and Counseling and Psychological Services (CAPS) is also in the process of making its services more affordable and accessible. CAPS did a separate consultation with LHD Benefit Advisors that led to a change in fee structure for psychiatric services. “It should be less expensive for students in the long run,” said Susan Prieto-Welch, director of CAPS.

Changes implemented include a consistent number of individual therapy visits per year for each student, along with an increase in number and types of therapy groups offered. The combination of the modalities of treatment has been shown to be most effective for a wide variety of concerns, offers students a good amount of therapy at no charge, and allows for more comprehensive treatment plans for a large number of students seeking CAPS’ services.

Since optimization, PUSH advised 98.8% MORE PATIENTS in FY16-17 then FY 15-16 without adding additional staff

The change is needed more than ever with ever-increasing demand for mental health services. From the 2014-15 academic year to last year, CAPS saw a 73 percent increase in initial assessment appointments, its basic statistic for volume of service. From 2015-16 to last year, CAPS experienced nearly triple the number of on-call contacts, an approximate measure of intensity of service.

“Research has shown that for every 1 percent increase in enrollment at an institution, a counseling center can expect to see a 5 percent increase in demand for service,” Prieto-Welch said.

Purdue recorded its largest-ever enrollment in Fall 2016 with 40,451 students and expects its incoming class to be larger than last year’s when the numbers are official. CAPS has also been rapidly adding staff since becoming a part of Student Life in 2015, increasing the number of permanent clinical staff from 16 to 25 this fall with two additional positions still open.

The extra clinicians allowed the office to double the number of therapy groups from 2015-16 to last year, adding both in terms of number and kinds of therapy available, all in an effort to keep up with increasing enrollment at the University and, along with PUSH, provide today’s students the best possible mental health and physical care.
Purdue hosted the 2017 annual conference of the National Association of College and University Residence Halls (NACURH) in May, bringing close to 2,300 students and staff from colleges all over the country to West Lafayette.

The conference was years in the making for student leaders like Ben Klinker, who chaired the conference staff of 20 students who are involved on campus as resident assistants or in the Residence Hall Association or Purdue's National Residence Hall Honorary chapter. As a freshman RHA representative for Cary Club, Klinker helped put together a bid to host a regional housing conference. Purdue lost the bid, but it gained a class of more involved student leaders who, three years later, hosted the national conference of NACURH, considered to be the largest student-run organization in the world. The task of preparing the bid and hosting is a generational one on campus, with graduating seniors helping last year and first-year students jumping on board along the way.

"Out of that regional process, there were a number of people who got really engaged and then got others engaged in Res Life," said Klinker, who just graduated with a degree in aeronautical and astronautical engineering and works for a engineering firm in the Purdue Research Park. "Personally I saw a huge change from my freshman year to my senior year in terms of student leadership on campus in the residence halls."

The bid team submitted a 75-page proposal to NACURH’s national board of directors before the 2016 annual conference in June, and presented the bid along with a video presentation at the conference. The eight-member board voted on the host, and the winning bid was revealed at the close of the conference to much cheering.

Jen Bannon, associate director for Residential Life and NACURH conference advisor, considers winning the conference bid a testament to the growth of leadership on campus.

"When I started, [executive director of University Residences] Barb Frazee said, ‘Student leadership needs to be better on this campus, and I want that to be the focus of your job. Make student leadership happen,’" Bannon said. "What an honor for our institution to be selected, especially for me as the current president of ACUHO-I leaders as they begin their journey into student affairs."

The conference theme, "Project Leadership: Your New Frontier," highlighted Purdue’s contributions to space exploration. Project Leadership featured programs in eight different tracks, including leadership, community service and diversity, and showcased unique Purdue initiatives like the Executive-in-Residence program.

"All the pieces fell together nicely," Bannon said. "The experiences people have shared and the survey results we’ve gotten back from students and staff who attended have been exceptionally positive."

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After graduating college, Bill Griffel had dreams of becoming an opera singer. After living out of his suitcase for a while, Griffel decided that, while he loved the performing arts, a performer’s life wasn’t for him. He double-majored in education and decided to give teaching a try. “I subbed as a choral director in a north suburb of Chicago for three months and thought, ‘This is exactly what I should be doing.’ I took a job that fall and have been doing it ever since,” Griffel said. Years later, Griffel is still making the most of his roots in education as director of Purdue Musical Organizations.

When planning this year’s Purdue Varsity Glee Club international tour, Griffel made sure the trip would be an unforgettable educational experience. The Glee Club toured Estonia, Latvia, Lithuania and Poland, four countries few Glee Club members knew much about, much less had ever been.

“You have this vision of Russian-occupied countries and not much beauty, but it was completely the opposite. Very, very beautiful countries, and the people were amazing,” Griffel said.

To help Glee Club members experience the culture of the region, Griffel coordinated with local choirs for joint performances so that the Glee Club could meet and interact with their peers in other countries. They also visited the concentration camp Auschwitz to learn some of the region’s important history.

“It’s a study abroad trip too, so they were able to incorporate a lot of different parts of their experience that were educationally based, in addition to the performing experience,” Griffel said.

As a part of the Study Abroad program, Glee Club members were eligible to receive two credit hours for the experience by participating in the trip and completing a reflective essay afterward.

A highlight for many on the trip was the Polish town of Sandomierz. The Glee Club performed two memorable but very different concerts. The first was in the Sandomierz Cathedral, an elegant gothic church built in 1360. The second was at a local elementary school where the kids were just as excited to learn about America as the Glee Club was about Poland. “We brought 25 books to give to those kids to use in their classroom to help them learn English. [The books] were about Abe Lincoln or all the presidents or anything about America,” Griffel said.

For Ed O’Neil, the student manager of the Purdue Varsity Glee Club, the trip proved to be a true learning experience. “I’m definitely a changed person because of this tour. Traveling abroad shows you a whole new world. You see things and learn things that you never thought you would see. It really brings you down to earth,” O’Neil said. Ultimately for him, the trip was about people: his fellow Glee Club members, the staff and friends of PMO who accompanied the students, and the people they met along the way. “You meet these amazingly nice people. Everyone is so nice in Europe, and you learn what it means to be a good person. It’s so impactful getting to see that on a first-hand basis.”
Students power Purdue Dining upgrades through academic partnerships

No one likes waiting in line, but the lines are a little shorter at the Lemongrass restaurant in the Purdue Memorial Union thanks to some literal engineering by Purdue students.

The results of an Industrial Engineering 431 senior design capstone project include an average 23 percent reduction in wait time in line at Lemongrass, a Far East eatery in the Union Commons. Based on daily traffic, that reduction in time in line adds up to two hours saved for Lemongrass customers every day, time that could be better spent in a classroom or study lounge.

Additionally, the four-student team proposed a new digital self-service ordering system and redesigned the seating layout.

IE 431 classes together complete 20-30 projects per semester with organizations within the industrial, governmental, financial, healthcare and pharmaceutical sectors. Most of the organizations are Indiana businesses, but one last year was as far away as British Columbia, Canada.

Purdue Dining & Catering has been partnering consistently with the class for a decade, and Dave Kotterman, director of industry relations for the School of Industrial Engineering, recalled classmates doing occasional projects on campus dining when he was an industrial engineering student himself in the 1980s.

“Dining & Catering is one of our more substantial and consistent customers. They are so good about giving us projects, and it’s all about increasing student service and satisfaction of the dining experience here at Purdue,” Kotterman said. “They’re always trying to improve, which I think is a great characteristic of a management team that gets it.”

Each senior project lasts the duration of a semester, with up to 100 hours of work per student. Students are mentored by a graduate student and a faculty member and meet weekly with an organizational representative, like manager of student success Mary Jo Zeiser for Dining & Catering. The teams act as consulting groups, tracking costs within a hypothetical $60,000 budget. Nearly half of the projects from the fall 2016 semester reported cost savings through their projects, with average annual real-world savings of $73,868 for those sponsoring organizations.

“One thing we do stress is to actually introduce engineering concepts and quantify our outcomes,” Kotterman said. “It’s one thing to be anecdotal in nature, but we really stress working the engineering side and the business side – cost-savings and engineering concepts like minimizing waste and improving efficiency, and relaying that back to the dollar values that we save customers.”

Along with the Lemongrass project, engineering students studied line queueing in the dining courts and the efficiency of the Hillenbrand Dining Court take back program last fall. In the spring semester, IE 431 teams did projects on operational efficiency in Harrison Grill, Pete’s Za and the Daily Bite food truck; layout and design of Ford Dining Court’s outside patio; and efficiency in the Purdue Memorial Union catering kitchen and dish room.

Students have a hand in helping put forth ideas as well. Dining & Catering administrators meet monthly with a student advisory group, which has more than 40 students this semester.

“A couple of the projects we’re working on now were recommended by our student advisory group,” said Greg Minner, director of Dining & Catering. “We talk to them about the projects we’re working on and ask them about ideas for more projects.”

Dining & Catering’s academic partnerships also extend to the Department of Agricultural Economics, which initiated a waste management study in the dining courts in March, and to the Department of Food Science, which had a team of students create a new type of chicken wing for qualitative testing in Ford Dining Court.

*Purdue Dining & Catering created senior projects for 35 IE431 students as a part of their senior capstone experience in the 2016-17 academic year; we are planning on adding eight new senior projects for Fall 2017,* Minner said.
Dial up and hammer down: The students of Purdue’s Rally Line

We’ve all been there. You’re sitting at home, the phone rings, and five minutes later you’re singing the second verse of “Hail Purdue” with a stranger.

That’s not an unusual day at the office for a member of the Rally Line, the campus phone-calling program composed of more than 100 Purdue students who call alumni, parents and friends of their alma mater for much more than donations. Those Boilermakers report to the Dick and Sandy Dauch Alumni Center to engage with the Purdue community, sometimes in song.

Amanda Desimowich, a senior student supervisor at the Rally Line, recalls singing Hail Purdue along with an alumnus of Purdue Musical Organizations last year after he learned she was a Purduette. Margo Takehara, a recently graduated pre-med student who also happened to be a Purduette, said she called someone who didn’t believe she was really from Purdue and asked her to sing the school fight song to prove her campus credibility.

“The students’ job here is not to raise money – they of course will, but the point is to reconnect with parents and alumni to make sure we’re able to get in touch with them in the way they want to be spoken to and they have a personal touch from a student,” said Audrey Lewis, the Rally Line program director from Ruffalo Noel Levitz, the consulting firm that has run Purdue’s phone-calling program for the past three years. “It’s different from telemarketing. We’re not trying to sell printing toner, we’re selling hopes and dreams at the Rally Line.”

Lewis’s teams have indeed raised more than $2 million annually, successful enough that Ruffalo Noel Levitz has taken strategies to other schools that it consults for. “Purdue produces good ideas,” Lewis says. One of areas the Rally Line has been particularly successful is outreach toward Purdue parents, including 7,693 Boilermaker moms and dads reached last school year.

“We call all Purdue parents, and we want to update information and make sure that you’re heard. We know your own student might not call you as often as you’d like, so if there are any resources you want to hear about we can fill you in,” Lewis says. Student callers are trained to share their campus experiences and offer up useful resources that parents or even other students might not know about. “Parents want to feel involved, and they want to make sure they’re doing everything they can to make sure their student is successful. The best people to tell them about that is a student who’s already gone through it. They can give advice about the advising process, what residence hall to live in, or tips to make friends.”

Rally Line employees call everyone from astronaut alumni to their friends’ parents, but every conversation and every gift makes an impact on students, especially those on the other end of the phone who take such an active role in supporting their school.

“No matter your gift to Purdue, your love for Purdue is the more important thing. If you’re supporting it at all, it helps in the long run,” Desimowich said. “This last year we made over $1 million in gifts of increments under $100, so those smaller gifts really help out a lot – you don’t have to give a building to help students.”

In addition to helping the University and engaging parents and alumni, the calling center also provides a dynamic job opportunity for students. The Rally Line offers flexible hours, employs domestic and international students from various backgrounds, develops key professional skills, and presents students with vast networking opportunities.

“I was a senior, so I was job searching and called some alumni who say, ‘If you want to email me I can help you out,’ or they’ll give me career advice or have an opinion on grad school,” said Htoo Thein, who just graduated with an electrical engineering degree. “And before I worked here, I hated talking on the phone. It’s made me so much better at phone interviews for jobs.”

Everyone is terrified of this job,” Lewis says. “There is no one who thinks, ‘Gee it’d be fun to call up some strangers and ask them for money.’ No one is excited about that, but the students who graduate from here, no matter what they go on to do they’ll have so much confidence. The transformation that happens for student workers here is phenomenal.”

More Information

purdue.edu/telefund
STUDENT LIFE BY THE NUMBERS

Over 90% of the incoming class has selected University Residences for their academic home.

The Hall of Music logged 5,189 student experiential learning hours.

41,119 students visited PUSH in FY 16-17.

FRESHMAN GPA INCREASES
.05% for every additional weekly meal eaten in campus dining.

Purdue Student Union Board hosted 129 programs with 32,587 attendees.

Recreation and Wellness employs 865 student employees making RecWell the 2nd largest employer of Purdue Students.

QPR Suicide Prevention training participation: 2,180 staff members.

Friends of Convocations donated tickets & transportation to over 5,000 pre-k to 12th grade students.

963 active recognized student organizations held 2,279 events in FY 16-17.

55 YEARS ROBERT GROSSKREUTZ has purchased the first PMO Christmas Show Ticket on opening day of ticket sales.

Fraternity, Sorority and Cooperative Life students have a higher GPA than the overall Purdue Undergraduates population: 3.11 compared to 3.02.