

PURDUE STUDENT LIFE

# PERSPECTIVES

FALL 2018

IMPACTFUL GIFTS  
ILLUMINATE  
BIG IDEAS



## A WORD FROM OUR VICE PROVOST

The arrival of a record-setting freshman class has all of Student Life abuzz with excitement. With the arrival of the energy and passion these students exhibit, however, comes challenges. How will we continue to ensure the unique needs of each student are met? How will we enhance the life of each student so their Purdue experience is more than what happens in the classroom?

Your support through gifts is one of the ways we rise to meet the challenge of ensuring the success of each student. Gifts help us create and support innovative programming that helps students find their “home” on campus, whether it’s through student housing, activities, arts or any of the numerous other opportunities available to them.

In this issue of Perspectives, we share with you the ways in which gifts have been used to transform the lives of students. One of the most important ways we can impact students is by preparing them for success in their careers. The Roger Stewart Leadership Experience at Purdue, and Leadership and Professional Development Initiative programs provide resources for students to develop the skills they need to succeed beyond Purdue, beginning before they even set foot on campus. Support for this program ensures student success long after their time on campus is over.

Witnessing the experience of their son allowed David and Jacqui Martin to see firsthand the impact Student Life programs have on students. I have had the pleasure of working with the Martins, who were members of the Student Life Advisory Council, and we are thankful for their engagement in the success of Boilermakers. Liz and John Schneider are two people who also exemplify this commitment through their enduring support of Convocations, helping create cultural experiences that extend beyond the campus community.

Even the smallest gifts make a big difference. Contributions help fund the purchase of sheet music for musical organizations, provide students in crisis with new course books or medication they cannot afford, enhance recreational opportunities and so much more.

These examples give a small taste of the many efforts that exemplify the “one brick higher” mentality that defines the Boilermaker spirit. With that in mind, I am pleased to share this edition of Purdue Student Life Perspectives with you.

**Hail Purdue!**



**Dr. Beth McCuskey**

*Vice Provost of Student Life  
Purdue University*



# PERSPECTIVES

## **Editor**

Dr. Beth McCuskey  
Vice Provost of Student Life

## **Copy Editors**

Carol Houston  
Jackie Perkins

## **Writer/Copy Editor**

Matt Vader

## **Art Direction/Design**

Tasha Bannon  
Kayla Clark

## **Content Generators**

Pam Dexter  
Amanda Dunkle

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[www.purdue.edu/vpsl/perspectives](http://www.purdue.edu/vpsl/perspectives)

**PURDUE**  
UNIVERSITY

**Vice Provost for  
Student Life**

# STUDENT LIFE DEVELOPMENT



**Pamela Dexter**

*Chief Development Officer, Student Life*  
*pldexter@prf.org*  
 765-494-3555

Oversees the development office and directs all fundraising activities for the Division of Student Life. Serves as the major gift fundraiser for Purdue Musical Organizations.



**Bob Shriner**

*Director of Development, Student Life*  
*rtshriner@prf.org*  
 765-494-0246

Serves as the major gift fundraiser for Purdue Bands & Orchestras, Recreation & Wellness, Leadership and Professional Development and Purdue Dining & Catering.



**Jeni Hill**

*Director of Development, Student Life*  
*jkhill@prf.org*  
 765-496-1105

Serves as the major gift fundraiser for University Residences; Fraternity, Sorority and Cooperative Life; Purdue Memorial Union; Student Activities and Organizations, and Purdue Parents.



**Amanda Dunkle**

*Director of Development Operations and Donor Stewardship, Student Life*  
*acdunkle@prf.org*  
 765-494-2170

Directs all annual giving and stewardship activities for the Division of Student Life.



**Trudy Guthrie**

*Assistant Director of Development, Purdue Bands & Orchestras*  
*taguthrie@prf.org*  
 765-494-5545

Serves as the annual giving fundraiser and manages donor relations for Purdue Bands & Orchestras.



**Laura Cabamalan**

*Manager of Development Operations and Donor Stewardship, Purdue Convocations*  
*ljcabamalan@prf.org*  
 765-494-5840

Manages annual giving and stewardship activities for Purdue Convocations.



**Heike Hartwich**

*Development Assistant, Student Life*  
*hhartwich@prf.org*  
 765-494-3175

Supports the Chief Development Officer and the development team in all fundraising efforts for Student Life.



**Meghan Houston**

*Administrative Assistant, Student Life*  
*jkhill@prf.org*  
 765-496-0347

Supports directors of development in fundraising efforts for Student Life.

**Student Life Development Office**

Schleman Hall of Student Services  
 475 Stadium Mall Drive  
 West Lafayette, Indiana 47907  
 Phone: 765-494-3175



**ROGER C.**

# STEWART

*Stewart's Passion Fuels Leadership & Professional Development Initiative*

Roger Stewart's relationship with Purdue students can be characterized by his selfless approach to raising student achievement through professional development.

***"In my opinion, one of the biggest crimes in the world is to waste talent," says Stewart. "If we've got a student on campus who can do a small piece in solving world hunger or curing cancer and we don't get that out of them, we've failed."***

Stewart, an alumnus and former corporate executive whose retirement led him back to Purdue, works relentlessly to support student leadership programs at the University. Through a significant donation, Stewart supports the director's position for the Leadership and Professional Development Initiative (LPDI) and the Leadership Experience at Purdue (LEAP), housed within the Office of Student Life. LPDI and LEAP promote student success by teaching undergraduates how to lead in the classroom, workplace, community and world.

In addition to his gift, Stewart serves as a mentor for Purdue

students. His leadership and influence have been guiding forces for scores of students, past and present.

"Roger has always made the time to provide a listening ear, share insight and coach students through life's decisions," says Stephanie (Nitschmann) Martin, who earned a Master of Science in Human Resource Management in 2015.

"What I have come to admire most about Roger is his servant leadership, his willingness to act as an advocate for the Purdue student body and, above all, his endless generosity with his time."

Unlike programs at other large universities, Purdue's leadership and professional development concepts are designed to impact all 43,000-plus Boilermakers on campus – not just a select population. The size and scope of the LPDI and LEAP programs are designed to not just impact students through extracurricular activities, but rather, on a daily basis and in all aspects of their campus experience.

One of the key goals of Purdue's program is to target student growth in 20 competencies, developed in conjunction with the

Center for Career Opportunities, the incorporation of input from faculty, students and staff, and based heavily on existing academic and professional research. The competencies are divided into four broad areas:

**- Communication**

**- Intrapersonal Awareness and Development**

**- Interpersonal Skills and Intercultural Knowledge**

**- Ways of Thinking**

The first three of these competencies are also embedded outcomes of the Purdue University Core Curriculum, which aligns the LPDI and LEAP programs with desired academic and social outcomes for all students. Each broad area is made up of five specific competencies that address future success in the workplace and community.

Donations to these programs have provided two key tools for students to begin developing these competencies. The first of these, known as myStrengths, is an assessment to help determine where a student's leadership



skills lie. The program identifies students' Top 5 Signature Themes from a list of 34 talents. Now in its third year of implementation, 27,000 Boilermakers have taken the assessment.

The second resource is Portfolium, a nationally recognized recruiting program that allows students to create a profile that functions as a personal, professional website. Students use the website to post their resumes, describe academic and leadership projects and interact with more than 40,000 recruiters. One of the unique aspects of Portfolium is the ability for students to demonstrate their growth in specific Purdue core competencies to employers and recruiting firms. More than 5,000 Boilermakers have established a page on Portfolium since summer 2018.

Funding has additionally given Purdue administrators resources to assess student involvement and growth in competencies. By isolating data and behaviors associated with different groups of students, the University will identify populations of underperforming students and intervene to improve time to graduation, academic performance, graduate school acceptance and employment

success.

The resources provided by myStrengths and Portfolium tie directly to the competencies identified as the hallmarks of the LPDI and LEAP programs. When students use these sources to demonstrate growth in Purdue competencies, Stewart says, they will have a clear advantage in their next steps into their professional fields.

***“Most major firms have their own competencies that they use to assess performance and promotability,” says Stewart. “I would like Purdue to become so well-known for these competencies that recruiting firms ask students how they grew in some of them during the interviewing process.”***

The LPDI and LEAP programs are at a critical juncture and need staff and volunteers to further the mission of developing Boilermaker leaders. Stewart says that alumni volunteering to provide direct feedback to students on their leadership abilities would provide a spark to the program. Hiring and developing professional staff who would assist in implementing

competencies academically and counsel students on how to use the results of myStrengths to develop their leadership skills are needed for the program to reach its full potential. Long term, Stewart hopes to have a physical home for LPDI, where students would go to seek advising and take advantage of other resources.

Gifts to the LPDI and LEAP programs ensure work to equip Boilermakers with the leadership and professional development opportunities they need to succeed in today's workplace continues. Contributions will help support innovative student programming, staffing needs or new initiatives that contribute to this overall mission.

For more information on LPDI, please contact Zane Reif at

765-494-8901 or [zreif@purdue.edu](mailto:zreif@purdue.edu).

***To join Stewart and support the LPDI and LEAP programs, please visit [purdue.edu/vpsl/giving](http://purdue.edu/vpsl/giving) or contact Pamela Dexter at 765-494-3555 or [pldexter@prf.org](mailto:pldexter@prf.org).***

JOHN & LIZ

# SCHNEIDER

## *Contributions a Catalyst for Dynamic Arts and Entertainment Experiences*

Broadway performances and the latest top entertainment acts aren't the first thing one would typically associate with a Midwestern city of 45,000 residents, but the work of Purdue Convocations ensures an atypical and vibrant experience for the University and community.

One of the oldest collegiate performing arts presenters in the country, Convocations is the catalyst that creates opportunities for students and Greater Lafayette residents to experience the thrill of seeing some of the biggest and brightest stars of the entertainment industry on campus every year. Now in its 116<sup>th</sup> season, Convocations allows audiences to experience powerful performances, illuminating intellectual discourse and extraordinary learning encounters. Convocations events provide artistic experiences for 40,000-50,000 patrons each year.

John and Elizabeth Schneider recognize the impact these major cultural experiences have on the community.

***"We have this enormous opportunity to see such a wide array of artistic performances," says Elizabeth. "We're constantly exposed to a lot more modern music than we are accustomed to. Having access to these performances has really expanded our experiences."***

The Schneiders are Lifetime Ambassadors to Convocations, regularly supporting programming through donations and other means. Given their desire to experience the arts themselves, Elizabeth and John recognize the need for students to expand their own horizons.

"It's important that we give students opportunities to experience the arts and culture," says John. "We have events that are more accessible by making them less expensive for students and by supporting students through organizations like the Student Concert Committee, Convocations Volunteer Network and getting Convocations performers to local schools."

Gifts to Convocations do more than decrease the price of a ticket for students. Donations support programs such as the Student Concert Committee, which provides an internship-equivalent experience in the entertainment industry for 16 students annually. Among the other programs supported by contributions are the Convocations Volunteer Network, made up of more than 300 students, and TEDxPurdueU, which showcases Purdue students, faculty and staff within the framework of the national TED community.

In addition to its impact on the arts culture for Purdue students, Convocations provides annual ticket and transportation scholarships for more than 5,000

preschool – 12<sup>th</sup> grade students. Convocations performers often visit elementary, middle and high schools in the Greater Lafayette area.

Supportive programs pave the way for memorable performances. The Schneiders listed appearances by Garrison Keiller, numerous pianists, and Metropolis, a silent film paired with an organist, as being among their personal favorites. The Schneiders have hosted performers and met other visitors, ranging from a Hall of Fame baseball player to international pianists.

***"We're getting to see top entertainers and get the big city experience in a small Midwest city," says John. "Through the friends program and advisory board, Convocations really listens to what people want to see."***

During the 2017-18 season, Purdue Convocations hosted more than 40 events, including music, dance, Broadway and other cultural performances. This season's lineup features national and international acts ranging from string quartets to Broadway musicals.

***To join Elizabeth and John Schneider in supporting Convocations programs, please visit [purdue.edu/convocations/support](http://purdue.edu/convocations/support) or contact (765)-494-9712 to learn more.***

# DAVID & JACQUI MARTIN

## Passion for Purdue Programs Drives Parent Donors



A campus experience is more than just what happens in the classroom. Making individual connections within an environment of more than 43,000 students, creating a sense of home miles away from where one may have grown up, maintaining a physically and mentally healthy lifestyle, and networking to create professional connections are just some of the myriad challenges students must navigate to get the most out of their Purdue experience.

As parents of a recent graduate, David and Jacqui Martin have seen firsthand how successfully employing resources in these areas can impact student success.

***“Academics at a school like Purdue are stressful and very difficult for students,” says Jacqui Martin. “We need to give them the resources around the academics to make it an easier thing, whether it’s rec sports, counseling, music or something else. It makes their experience better.”***

The Martins help provide resources that impact student learning and success through generous gifts to the Purdue Parents Fund and Student Life Area of Greatest Need Fund. The Martins’ son, Kyle, graduated from Purdue in 2018.

The Purdue Parents Fund supports a broad array of important programs and areas within the Office of

Student Life. Among the programs and initiatives that donations to the Parents Fund have helped provide for include iPads for the Disability Resource Center and a new mentoring program for the Purdue Veterans Success Center. The Parents Fund also supports Parent and Family Programs, which engages parents as partners in student success through events and programming, such as Family Weekend.

David and Jacqui’s connection to Purdue started with Kyle’s interest in attending the university. David, a graduate of Carnegie Mellon University, and Jacqui, who earned a master of science from New York University, quickly realized the quality of resources offered by Student Life and saw an opportunity to impact a cause they are passionate about.

***“It’s important for people of our generation, who have the resources to help the next generation, to pay it forward,” says David. “We see ways to make an impact in education and know that’s something that can be put to good use.”***

David and Jacqui say that they learned, through Kyle’s Purdue experience, of many resources that enhanced the lives of students on campus, such as musical programs and counseling services. It wasn’t until the two became members of

the Student Life Advisory Council, however, that they fully realized the scope of the impact these programs make on the daily lives of Boilermakers.

One of the ways in which the Purdue Parents Fund supports Student Life programs is known as The Big Give, which awards funds to various departmental programs and projects that are in need. Grants from The Big Give have been used to address food insecurity through the ACE Campus Food Pantry and develop resources for mental health wellness in several areas.

*“This doesn’t happen by accident,” says Jacqui. “Seeing the effort and resources put into student success was really an eye-opener.”*

The Student Life Area of Greatest Need Fund ensures the department can continue directly supporting students while remaining flexible for critical needs that may arrive. Contributions help fund innovative student programming, one-time needs, special grants or new initiatives that need start-up assistance.

**To join David and Jacqui Martin in supporting the Purdue Parents Fund, visit [purdue.edu/vpsl/giving](http://purdue.edu/vpsl/giving) or contact Jeni Hill at (765)-496-1105 or [jkhill@prf.org](mailto:jkhill@prf.org).**

## What's your legacy?

*Have you or your student benefited from Student Life programs? Have you ever considered giving back so another can share the same experiences you remember so fondly? All gifts make a difference!*

**\$100** – Funds four cooking demonstrations and food use workshops through RecWell

**\$250** – Provides a student in crisis with new course books or medication they cannot afford through the Dean of Students

**\$500** – Co-sponsors the senior wine dinner or leadership banquet in Dining & Catering

**\$1000** – Provides a study abroad experience for one student in PMO or Bands & Orchestras

**\$5000** – Pays for 400 students to take the MyStrengths inventory through Leadership & Professional Development

**Planned Giving** - Lessen the burden of taxes on your loved ones, receive tax estate savings, and make a lasting impact. Bequests are flexible – you're not making a gift until after your lifetime and you can change your mind at any time. You can choose a certain dollar amount or a percentage of your estate or of your assets, such as real estate or a retirement account. Giving a planned gift is simple and a named endowment will ensure your legacy lives on at Purdue.

## Ever True Campaign

All gifts to Student Life or its departments will help us meet our goals for the Ever True Campaign, which continues through June 30, 2019. To learn more about this campaign visit [purdue.edu/evertrue](http://purdue.edu/evertrue).

## Ways to Give

**Online:** Visit [purdue.edu/vpsl/giving](http://purdue.edu/vpsl/giving) and choose Give Now

**By Mail:** Make a check payable to Purdue Foundation. Specify the name of the program or department you'd like to support on the memo line and mail to: Purdue Foundation, Dauch Alumni Center, 403 W. Wood Street, West Lafayette, IN 47907.

**By Phone:** 1-800-319-2199

*Questions? Email [gifts@purdue.edu](mailto:gifts@purdue.edu)*



**THANK YOU**

**TO OUR GENEROUS SUPPORTERS!**  
**PURDUE DAY OF GIVING 2018 – STUDENT LIFE SUCCESS**

Total Raised - \$2,268,000 | Bonus Funds - \$91,300  
Total Gifts - 7,300 | Programs Supported - 267

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