BOT MEETING STRUCTURE

Feb: Institutional Excellence

April: Fundraising

May: Affordability, Efficiency & Student Debt

Sept: Student Intellectual Growth & Achievement

Dec: Student Success
Institutional Excellence

Sample Metrics:
• Faculty awards and honors
• Entrepreneurial activity among faculty
• Sponsored awards per faculty

Purdue Moves:
• Drug Discovery
• Plant Science

Fundraising

Sample Metrics:
• Net production
• Cash received
• # of individual donors

Purdue Moves:
• Engineering Expansion
• CoT Transformation
• Growing Computer Science

Affordability, Efficiency & Student Debt

Sample Metrics:
• Student default rate
• Student Affordability Index
• Cost per degree
• Administrative costs

Purdue Moves:
• Affordability

February

April

May
Student Intellectual Growth & Achievement

Sample Metrics:
- Student scores on post-graduate exams & certifications
- Study abroad rates
- # of national and international scholarships & fellowships earned

Purdue Moves:
- Innovative Pedagogies
- Study Abroad

Student Success

Sample Metrics
- 4-year graduation (All, 1st gen, URM)
- 6-year graduation
- On-campus residency rate
- Summer enrollment
- Early graduation rate

Purdue Moves:
- Summer Enrollment
- Campus Residency

September

December
DEFINING EXCELLENCE IN TERMS OF OUTCOME-BASED METRICS

TASK FORCE MEMBERS

Gary Bertoline - Dean, College of Technology
Mary Ellen Bock - Professor, Department of Statistics
Jennifer Dennis - Associate Professor, Horticulture and Landscape Architecture
Jim Dworkin - Chancellor, PNC
Ananth Iyer - Susan Bulkeley Butler Chair of Operations Management
Signe Kastberg - Associate Professor, Department of Curriculum and Instruction
Richard Kuhn - Head & Professor, Department of Biological Sciences
Vic Lechtenberg - Special Assistant to the President
Holly Mason - Senior Associate Dean; Professor of Pharmacy
Rab Mukerjea - Special Assistant to the President
Jim Mullins - Dean, Libraries
Karen Plaut - Sr. Associate Dean for Research & Faculty Affairs, Agriculture
Gintaras V Reklaitis - Distinguished Professor of Chemical Engineering
Randy Roberts - Distinguished Professor of History
Ralph Rogers - Vice Chancellor Academic Affairs, Purdue Calumet
Sandra SanMiguel - Associate Dean of Engagement, VetMed
Steven Sarratore - Associate Vice Chancellor for Academic Programs, IPFW
Mark Smith - Dean, Graduate School
Connie Weaver - Head & Distinguished Professor of Nutrition Science
## FACULTY AWARDS & HONORS

<table>
<thead>
<tr>
<th>Awards and Honors</th>
<th>Current Award Total</th>
<th>Added in 2013-14</th>
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</thead>
<tbody>
<tr>
<td>Major early career awards</td>
<td>112</td>
<td>20</td>
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<tr>
<td>American Association for the Advancement of Science</td>
<td>66</td>
<td>12</td>
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<tr>
<td>American Academy of Arts &amp; Sciences</td>
<td>8</td>
<td>1</td>
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<tr>
<td>National Academy of Inventors</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Honors New to Purdue faculty</td>
<td>6</td>
<td></td>
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<tr>
<td>Dreyfus Prize in Chemical Sciences</td>
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<tr>
<td>Hamburg Prize for Theoretical Physics</td>
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<tr>
<td>Kingsley Tufts Poetry Winner</td>
<td>1</td>
<td></td>
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<tr>
<td>United Nations Scientific Advisory Board</td>
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<td></td>
</tr>
<tr>
<td>National Academy of Inventors</td>
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<td></td>
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</tbody>
</table>
**FACULTY AWARDS & HONORS**

**Total NAE & NAS Members**

- **2014 National Academy of Engineering**
  - Jan Allebach
  - Electrical & Computer Engineering

- **2013 National Academy of Sciences**
  - Joseph Francisco
  - Earth, Atmospheric & Planetary Sciences

**Change since 2012:**

- **Purdue’s net change:** 2
- **Big Ten median net change**: 1
**ENTREPRENEURIAL ACTIVITY (JULY-DEC)**

**Fiscal YTD Patent Applications:** 223
- % of Goal: 57%

**Fiscal YTD Disclosures:** 156
- % of Goal: 45%

**Cumulative # of Startups:** 14
- 7 LLC w/ IP (Purdue FY high of 11)
- 7 LLC w/ IP pending or w/ no IP

**Foundry Clients:** 78
- 30 Faculty
- 17 Grad Students
- 9 Alumni
- 10 Undergrads, Staff or Postdocs
- 12 Non Purdue

**Cumulative Patents To Date**
- Goal: 118
- Total Issued Patents

**Licenses & Options To Date**
- Goal: 94
- Licenses & Options
July to Jan. sponsored awards: Award $ per FTE for entire fiscal year

All figures are without ARRA.
$311.9M in FY13 Awards (West Lafayette)

Pie charts are proportional to award amounts
• From 2008-12, Purdue faculty published roughly 17,000 papers and received 123,000 citations.

• Quality comparative data and measurements over time are hard to come by.

• Purdue is investigating better ways to grade ourselves in this metric.
APPLICATION TRENDS

Applications  \(\uparrow\) 31% or 8,000 applicants
  • Larger gain than comparable schools using Common Application for the first time

Engineering Applications  \(\uparrow\) 49%
  • Enrollment goal up from 1,762 to 1,820

Domestic Out-of-State Applications  \(\uparrow\) 52%
  • A rough proxy for Purdue’s national reputation
TOP SCHOLAR* ENROLLMENT TRENDS

FRESHMAN CLASS

* Defined as top 5% scores on the ACT/SAT of college-bound HS Seniors

- Nonresidents
- Residents
- Total

<table>
<thead>
<tr>
<th>Year</th>
<th>Nonresidents</th>
<th>Residents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2009</td>
<td>21.0%</td>
<td>11.2%</td>
<td>8.5%</td>
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<tr>
<td>Fall 2010</td>
<td>21.1%</td>
<td>12.4%</td>
<td>10.1%</td>
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<tr>
<td>Fall 2011</td>
<td>25.1%</td>
<td>12.5%</td>
<td>9.7%</td>
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<tr>
<td>Fall 2012</td>
<td>27.7%</td>
<td>14.7%</td>
<td>11.1%</td>
</tr>
<tr>
<td>Fall 2013</td>
<td>31.5%</td>
<td>16.8%</td>
<td>12.4%</td>
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## REPUTATION FOR QUALITY & VALUE WITH EMPLOYERS

<table>
<thead>
<tr>
<th>Value</th>
<th>Ranking Entity</th>
<th>Metrics</th>
<th>Public Land Grant University Ranking*</th>
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<tbody>
<tr>
<td></td>
<td>The Alumni Factor</td>
<td>Alumni satisfaction &amp; success survey</td>
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<tr>
<td></td>
<td>Bloomberg Businessweek</td>
<td>Annualized ROI for resident BS/BA</td>
<td>5</td>
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<tr>
<td></td>
<td>SmartMoney</td>
<td>Income/cost of education for nonresident BS/BA</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Wall Street Journal Recruiter Survey</td>
<td>Recruiter evaluation of graduates</td>
<td>4**</td>
</tr>
</tbody>
</table>

* Out of 104 public land grants  
**Same ranking among all universities