PURDUE UNIVERSITY GLOBAL
BOARD OF TRUSTEES PUBLIC MEETING
February 8, 2019
## MEETING TOPICS

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
<th>Subtopics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 2018</td>
<td>Growth</td>
<td>• Census</td>
</tr>
</tbody>
</table>
| Dec 2018 | Graduation | • Persistence  
|          |           | • Student satisfaction  
|          |           | • Time and cost to degree  
|          |           | • Employment/salaries                      |
| Feb 2019 | Reputation| • Progress on plan elements  
|          |           | • Research Pipeline  
|          |           | • Engagement                                    |
| June 2019 | Budget   | • Revenue  
|          |           | • Operating Income                           |
LONG RANGE PLAN

**Personal Path to Degree**
- Personalized learning plans
- Recognition of transfer credits at the outcome level
- Multimodal options for student learning

**Optimal Learning**
- Flexible academic infrastructure
- New academic technologies
- Research Pipeline initiatives

**Personalized Experience**
- Personalized student-centered support services and resources from first conversation through graduation, career, and beyond

**Return to growth in existing programs**
- New programs/Purdue Extension
- Employer partnerships
- Concord evolution
- Certification, licensing and micro-credentials
- Campuses and international
- Alumni

Annual Growth
Reputation
RESEARCH PIPELINE

Purpose
• Test interventions designed to improve learning and persistence
• Support wise research and pilot design across the University
• Collaborate with external researchers

Key Findings
• Two interventions (Standing Out and Possible Selves) have shown potential to improve pass/persistence rates in early courses
• PG students face significant challenges outside the classroom (e.g., food and housing insecurity, dependence on jobs with chronically unreliable schedules, significant caretaking demands at home)

Partnerships
• Collaboration with Purdue IMPACT
• Collaboration with DETA Research Center

Purdue Global Research Summit (2019)
ENGAGEMENT: THE “E8” – INDICATOR OF ENGAGEMENT

Organization Engagement (blue font)

I am committed to doing what is required to help my organization succeed

I am committed to doing what is required to perform my job well

I am satisfied with my organization as an employer

Job Engagement (black font)

I am satisfied with my job

I am proud to work for my organization

I am proud of the work I do

I speak highly of my organization's products and services

I would recommend my organization to my friends and colleagues as a great place to work

Commitment

Satisfaction

Pride

Advocacy

“Fully Engaged” = % Favorable (agree or strongly agree) on ALL eight items
ENGAGEMENT: THE “E8” – INDICATOR OF ENGAGEMENT

E-8 Study* % Favorable: Purdue University Global versus Benchmarks

- PG continues to have an engaged, enthused group of educators and staff — results were high in 2018, and many comments mentioned how proud they were to join the Purdue family
- 72% engagement survey response rate
- School and department leadership developed action plans to address select areas of improvement and, importantly, areas of strength to continue to do well
- Human Resources partners with leaders throughout the year as appropriate on action plans and analysis of results.

*See Appendices for explanation of E-8.
Position Purdue Global as an innovator in online education

Broaden media impact beyond higher education

Support LRP objectives: graduation, growth, and reputation building

- Launch **new Purdue Global brand** and utilize opportunity to **redefine the category** and shape new narrative
- Build on Purdue University halo, while positioning Purdue Global as an innovative new option for adult students
- Build credibility by leveraging range of **subject matter experts within faculty** to demonstrate thought leadership through earned media
- Promote **successes in segments such as B2B and military** to demonstrate leadership in key verticals (e.g., cybersecurity)
REPUTATION: 2018 RESULTS

U.S. News & World Report
Inc.
Forbes
ITPro Today
FAST COMPANY
Military Families
EdTech
NURSE.com
CNBC