A meeting of the Board of Trustees of Purdue University Global (PG) convened at 8:45 a.m. on Friday, February 7, 2020, in Room 326 of Stewart Center on the Purdue University campus in West Lafayette, Indiana.

The following trustees were present: Chairman Michael Berghoff, JoAnn Brouillette, Malcolm DeKryger, Mike Klipsch and Don Thompson. Dr. Paul Bott was unable to participate in the meeting. Also in attendance were President Mitch Daniels, Treasurer Chris Ruhl, Chancellor Betty Vandenbosch and Secretary Nancy Decker.

I. APPROVAL OF MINUTES

Chairman Berghoff asked for a motion to approve the minutes of the special meeting held on December 5, 2019, and the regular meeting held on December 6, 2019. Upon proper motion duly made and seconded, the Board voted unanimously to approve the minutes of the December meetings.

II. CHANCELLOR’S REPORT

Chancellor Vandenbosch began her remarks by reviewing the report topics for each Board meeting. She reminded the Board that growth was discussed in August, graduation and student success was reviewed in December, budget would be the topic for June and today’s discussion would be about reputation.

Dr. Vandenbosch reported that the focus of Purdue Global’s long-range plan was personalization with the goal of reducing time and cost to degree for its students. She said progress was made on the development of infrastructure, processes, modularized courses and student facing tools that offer adult students opportunities to articulate knowledge and skills and tailor their learning experience.

Dr. Vandenbosh informed the Board that, in August 2019, a bi-annual employee engagement survey was conducted. She went on to say that Gallup indicated “fully engaged” workers in the U.S. are those who were involved in, enthusiastic about and committed to their work and workplace. Sixty-six percent of PG employees participated in the survey. She noted that 76% of PG employees were fully engaged, more so than they were at the time of the last survey in 2019, when 68.9% were fully engaged.

Chancellor Vandenbosch reported that much of the advertising since the launch of Purdue Global was on improving brand awareness. In the fall of 2019, PG conducted a survey of adult learners who were actively investigating higher education institutions and were at least somewhat
likely to pursue an online certificate or degree in the next year. Results indicated that aided awareness for Purdue Global was up 7 points, from 57% to 64%, and relevance increased by 19 points, from 47% to 66%. She added that while affordability remained the biggest barrier to consideration, perceptions of affordability had improved.

Chancellor Vandenbosch then reported the locations for 2020 graduations as follows: Los Angeles – Skirball Center (February), Indianapolis – Murat Theatre (June) and Washington, DC – Warner Theatre (August).

III. ADJOURNMENT

By consent, the meeting adjourned at 9:00 a.m.