A meeting of the Board of Trustees of Purdue University Global (PG) convened at 9:12 a.m. on Thursday, June 14, 2018, in Room 326 of Stewart Center on the Purdue University campus in West Lafayette, Indiana.

The following trustees were present: Michael Berghoff, chairman; Paul Bott, JoAnn Brouillette and Mike Klipsch. Trustees Malcolm DeKryger and Don Thompson were not in attendance. Also in attendance were President Mitch Daniels, Treasurer Bill Sullivan, Chancellor Betty Vandenbosch and Secretary Nancy Decker.

I. APPROVAL OF MINUTES

Upon proper motion duly made and seconded, the Board voted unanimously to approve the minutes of its meeting held on April 5, 2018.

II. CHANCELLOR’S REPORT

Chancellor Betty Vandenbosch began her remarks by showing a video clip of the graduation ceremony held on June 2, 2018, at the Rosemont Theater in Chicago. She reported that nearly 600 graduates were recognized for their academic accomplishments. She thanked members of the Board and others for attending the graduation ceremony. Trustee Klipsch commented that the pride and passion exhibited by both the graduates and their families was amazing. He said everyone walked away very inspired and proud. Chairman Berghoff suggested that members of the faculty and staff from West Lafayette should be invited to attend PG graduation ceremonies in the future. Trustee Castagna commented that the graduation ceremony itself could be used as a marketing tool.

Dr. Vandenbosch reviewed the 2018-19 Board of Trustees schedule of meetings and suggested topics. She asked if the Board members were in agreement with the cadence and content of the proposed schedule. The Board members acknowledged their agreement.

The Board discussed the Higher Learning Commission (HLC) visit scheduled for September 10 and 11, 2018. Chancellor Vandenbosch reported that the visit on September 10 would be held in Indianapolis and the visit on September 11 would be held in West Lafayette.

Chancellor Vandenbosch reported on success metrics for University and strategic initiatives. She said the University success metrics include persistence, student satisfaction, operating income and census. Additional success metrics for the Long Range Plan (LRP) initiatives include time to degree, cost of degree, graduation rate, percent employed post-graduation, change in salary post-graduation and matriculation to next degree. In response to a
question by the Board, she said the data used to measure the outcomes would be derived from FAFSA data, student surveys and a study based on unemployment insurance records.

III. APPROVAL OF MISSION STATEMENT AND LONG RANGE PLAN

Chancellor Vandenbosch presented the mission statement, including feedback from the last Board of Trustees meeting. She reported it was reviewed by the Purdue Global faculty senate and included input from the broader faculty population and students. She noted that both the Higher Learning Commission and Indiana Commission for Higher Education had approved the mission statement. Upon proper motion duly made and seconded, the Board voted unanimously to approve the mission statement.

Dr. Vandenbosch proceeded to provide an update on the Long Range Plan. Updates from the last meeting included: feedback from the faculty senate, faculty, students and academic executive team; new program proposals in Cloud Computing, Supply Change Management, and Hospitality Management and Data Science; growth opportunities for Concord Law School over the next three years; and alumni growth via continuing education programs. Following discussion, and upon proper motion duly made and seconded, the Board voted unanimously to approve the Long Range Plan.

IV. APPROVAL OF ASSOCIATE IN APPLIED SCIENCE IN HEALTH SCIENCES

Dr. Keith Smith, dean of Health Sciences, recommended approval of a military-only AAS in Health Sciences (ASHS). He said the ASHS launched in 2012 in response to the military’s Medical Education and Training Campus’s (METC) request for an associate program that articulated in military training which could ladder into a Bachelor’s program. Achievement of an Associate degree enables advancement in the military and better positioning for an allied health science profession for those who return to civilian life. The ASHS was recently revised to meet Indiana State general education requirements, substantially reducing military training transfer credit resulting in enrollment declines. The AAS retains the ability to maximize transfer credit from METC training, allowing for the possibility of achieving the degree with transfer credit plus 5 PG courses. The AAS retains concentrations requested by the military and will not require any additional courses or faculty, nor any additional student acquisition or operations costs. Following a question by President Daniels, Chancellor Vandenbosch reported that the program would need approval by the Indiana Commission for Higher Education. Upon proper motion duly made and seconded, the Board voted unanimously to approve the Associate in Applied Science in Health Sciences.

V. APPROVAL OF FY 2019 BUDGET

Mr. Chris Ruhl, chief financial officer of Purdue University Global, presented the FY 2019 operating budget. He reminded the Board that it had approved the stub budget in February and that this budget was for FY 2019. He outlined the objectives of the budget, which included: a seamless transition of Kaplan University students and employees to PG; a successful launch of the PG branding campaign; significant growth in inquiries, admissions and starts; a $10 million priority payment to Purdue; and identification and implementation of cost savings and efficiencies. Mr.
Ruhl noted that actions taken to date included PG finance rationalization; reduction of bank fees; elimination of government relations; section size and scheduling efficiencies to reduce teaching unit cost; closure of the Maine campus; and ground pivot from “campus” to “learning center.” He added that actions under consideration included joint procurement efforts to find synergies in library, course materials, and other academic related areas and strategy for ground markets. He reviewed historical data on operating expenses for instruction and academics, and marketing and admissions. Mr. Ruhl closed his remarks by outlining risks and opportunities. Following discussion by the Board and upon proper motion duly made and seconded, the Board voted unanimously to approve the FY 2019 budget.

II. ADJOURNMENT

By consent, the meeting adjourned at 9:53 a.m.