A regular meeting of the Board of Trustees of Purdue University Global (PG) convened at 8:30 a.m. (Eastern Time) on Friday, August 3, 2018, in Room 326 of Stewart Center on the campus of Purdue University in West Lafayette, Indiana.

The following PG trustees were present in person for the meeting: Michael Berghoff (chair), Paul Bott, JoAnn Brouillette, Malcolm DeKryger, Mike Klipsch and Don Thompson. Also in attendance (among others, including members of the media) were: Mitch Daniels (President), Betty Vandenbosch (Chancellor), David Starnes (Chief Academic Officer), Chris Ruhl (Chief Financial Officer), Morgan Burke and Frank Dooley (Advisory Committee Members), Gerry McCartney (Purdue University’s Executive Vice President and Chief Information Officer) and Purdue University trustees Vanessa Castagna, Gary Lehman, Daniel Romary, and Tom Spurgeon. Steve Schultz served as acting secretary.

I. APPROVAL OF MINUTES

After calling the meeting to order, Chair Berghoff asked for a motion to approve the minutes of a special meeting on the Board held on June 14, 2018. Upon proper motion duly made and seconded, the Board voted unanimously to approve the minutes of the June 14th meeting.

II. CHANCELLOR’S REPORT AND UPDATE

Chancellor Vandenbosch presented a proposed topical approach to future reports at the Board’s regular meetings. In her overview, she stated that the August update (including this one) will focus on the theme of “Growth,” with the December, February and June meetings being dedicated to the themes of “Graduation,” “Reputation,” and “Budget,” respectively. She further explained that each theme will look at particular key metrics in that area. For example, factors such as persistence, student satisfaction, time/cost to degree and employment/salary gains will be part of the “Graduation” focus at the December meeting, while a Long-Range Plan update will be an important aspect of the “Reputation” discussion in February.

Dr. Vandenbosch then walked the Board through a brief look at Purdue Global’s fastest growing programs. She noted that, of the top ten programs by end of month census at June 30, 2018, the BS in Business Administration tops the list, with more than 2,200 active students enrolled. Nearly 1,700 additional Business Administration students were enrolled in the Associates in Applied Science program. The MS in Nursing represented the second largest program on this list, with 1,738 students in that curriculum.

Chancellor Vandenbosch pointed out the top ten programs by growth in average active census over the course of fiscal year 2018. The Doctor of Nursing Practice degree experienced the most
relative growth among all programs, expanding by 100% (45 students) over the year. She noted the strong growth seen in two other professional programs, the Bachelor of Science in Legal Support Services, with an 80% growth rate (405 students), and the BS in Human Sciences – Youth/Family Services & Administration, with nearly a 70% growth rate (and over 1,000 students overall). These were followed by a program that remains small in absolute terms (92 students) but is experiencing increased demand, the MS in Cybersecurity Management, with a 58% growth rate.

Chancellor Vandenbosch then turned to an initiative that had been launched over the summer to drive increased enrollment by growing familiarity with the new Purdue Global brand—a national TV ad campaign. Dr. Vandenbosch played the spot in its entirety and took questions from the Board. The Chancellor explained that the ad’s motif centers on a common way for students and alumni to show pride in their institution, with the various scenes depicting opportunities that Purdue Global creates for its graduates through the quality, career-focused education it offers. In response to a question from the Board, Chancellor Vandenbosch stated that the campaign launched in the second week of July and has aired nationally on all major cable networks, such as CNN, ESPN, Fox News, USA and TBS. It has also been airing in early morning programs such as the Today Show and local newscasts. The Chancellor reported that the TV spots are part of an integrated multi-media campaign that includes radio, digital and social media.

Chancellor Vandenbosch then provided an update on Purdue Global’s competency-based education methodology (CBE), called ExcelTrack. The Chancellor presented information on CBE trends generally in the online education market. She observed that many institutions see CBE as an opportunity to enhance learning for non-traditional students. Only 7% of institutions offer CBE as the dominant mode of education delivery. Schools that have plans for CBE (but not yet implemented) and schools with course-level only CBE constitute 38% and 37%, respectively, of reporting institutions. Purdue Global is among the 18% of reporting institutions that offer CBE through at least a handful of full degree programs. Chancellor Vandenbosch pointed to four active ExcelTrack programs currently offered at PG: BS IT, BS BA, MBA and BSN-Nursing. Plans are underway to deploy CBE within the Cloud Computing and MSN programs, while Health Science and Criminal Justice remain under review.

Chancellor Vandenbosch observed that a key to Purdue Global’s growth will be the value proposition it represents to employers through its graduates. She walked the Board through a slide that outlined a broad and acute set of challenges faced by employers in terms of their talent pipeline, and also how Purdue Global’s holistic approach meets those challenges. For example, in a low unemployment environment where there is greater competition for talent, PG’s online programs are designed specifically for workers to upskill rapidly. PG’s flexible stance on articulation (designed to grant credit for prior training) increases its students’ return on investment in their education. PG’s programs also use modularized and tailored curricula to achieve outcomes that are useful in the marketplace. In addition, PG students are able to apply earned credentials in a “stackable” process toward a valuable degree. Chancellor Vandenbosch concluded her report by highlighting the learning science and analytics strategies that are deployed in PG’s classroom environment to drive student success.
III. ADJOURNMENT

There being no further business, Chair Berghoff adjourned the meeting at 8:55 a.m. Supporting materials will be filed with the minutes for this meeting.

Respectfully submitted,

Steve Schultz
Acting Secretary