A meeting of the Board of Trustees of Purdue University Global (PG) convened at 8:30 a.m. on Friday, August 6, 2021, on the Hammond, Indiana, campus of Purdue University Northwest. The meeting was held in Alumni Hall located within the Student Union and Library Building.

The following trustees were present: Michael Berghoff, chairman; Paul Bott, JoAnn Brouillette, Theresa Carter, Malcolm DeKryger and Mike Klipsch. Also in attendance were President Mitch Daniels, Chancellor Frank Dooley and Secretary Nancy Decker (virtually).

I. APPROVAL OF MINUTES

Chairman Berghoff asked for a motion to approve the minutes of the regular meeting held on June 11, 2021. Upon proper motion duly made and seconded, the Board voted unanimously to approve the minutes of the June meeting.

II. CHANCELLOR’S REPORT

Chancellor Dooley walked the Board through a brief look at census and commented that PG counts students differently than Purdue’s West Lafayette, Fort Wayne and Hammond campuses. PG counts student census every month instead of once a year like West Lafayette, as it enrolls and graduates students on a continuous basis. Over the last four years, the mix of students has shifted from 77% undergraduate to 74%. He said there has been a tremendous growth in Business and Information Technology programs, while enrollment in most other programs had remained relatively flat. Dr. Dooley reported that the annual average census is higher than the June census. In response to a question from Chairman Berghoff regarding the profile of Purdue Global’s student population, Chancellor Dooley said that, in many ways, there is some similarity with Purdue University’s regional campuses. He went on to say that PG’s student population is 70% women, 86% part-time, 50% first generation and 60% Pell eligible. He added that Purdue Global is serving a student population where higher education has been a challenge.

Chancellor Dooley reminded the Board that PG has some exciting opportunities that will improve the census. OneTen, a non-profit organized by a number of chief African-American executives at Fortune 100 companies, hopes to find improvements in jobs for one million African-Americans over the next decade. There are ten talent providers approved to work with OneTen, with Purdue Global as the only university. OneTen will start enrolling students in the fall, with an expected number of 100,000 students per year in total. Secondly, he reported that WalMart announced an improvement in their educational benefit and that they will be investing $1.5 billion over the next five years. PG already has over 2,000 students from WalMart and anticipates this number will
increase. Finally, Dr. Dooley reported that PG is now going to articulate Google certificates into its programs. The program, “Grow with Google,” takes about six months to complete, resulting in a certificate. He remarked that the Google certificate is incredibly rich in its assessment before they award the certificate. In summary, he stated that all of these opportunities indicate the headwinds look good.

Dr. Dooley then called on Chris Ruhl, Chief Financial Officer and Treasurer, to report on financial results. Mr. Ruhl commented that it was a very solid year financially with revenue up and expenses relatively flat. He stated that net revenue was up versus FY20, which was driven by the favorable census, revenue per student, better retention, lower drop rate and lower bad debt. Expenses were up slightly, driven chiefly by marketing and the partnerships which Chancellor Dooley had mentioned earlier. He reported a steady improvement on the recurring operating income. He reminded the Board that there was a modest loss a couple of years ago, a modest gain last year, and some improvement again this year totaling just over $65M. Mr. Ruhl said through the waterfall process, PG had the ability to earn an efficiency payment due to solid expense management compared to budget. He concluded his remarks by saying PG had a solid year, which enabled it to fund the fees that are owed to its service provider and also some strategic investments in the Purdue Global Next Moves.

III. APPROVAL OF REVISED ACADEMIC GOVERNANCE MANUAL

Chancellor Dooley informed the Board that Purdue Global reviews its Academic Governance Manual every three years. He stated that the recommended changes were approved by the Faculty Senate, the Academic Administrative Council, and Purdue Legal Counsel. Dr. Dooley highlighted the changes, which included: updating the membership and scope of committees; revising language around term length and start dates; adding a new Diversity, Equity, and Inclusion Committee; and dismantling the Policy Program Review Committee (PPRC) as redundant work. Upon proper motion duly made and seconded, the Board voted unanimously to approve the revisions to the governance manual.

IV. ADJOURNMENT

By consent, the meeting adjourned at 8:52 a.m.