

James B. Dworkin, Chancellor  
April 8, 2011



# Strategic Plan Update

## Purdue University North Central

### 2010-2011

# Mission

The mission of Purdue University North Central, a regional campus of Purdue University is based on the tradition of a land grant university (*Learning, Discovery, and Engagement*).

Through **Learning**, the primary mission of this university, the campus offers all students educational programs and services that foster student success and goal attainment in a student-centered environment.

Through **Discovery**, the campus encourages the creation of new knowledge, products, processes and applications through research and scholarship. The cooperative efforts of students, faculty and staff are essential for success.

Through **Engagement**, the campus partners with and assists alumni, community members, businesses and organizations. These activities involve all members of the campus, including students, through transfer of knowledge, consulting, service learning, volunteerism, economic development and related activities.

Purdue University North Central gives continual and careful consideration to the unique characteristics and needs of our many constituencies, especially our students, in this region, the State of Indiana and beyond.

# Vision

Purdue University North Central will become the regional center of excellence for education, information, economic development and culture.

# Core Values

To transform this vision into a reality, the members of the PNC community have crafted a strategic plan that emphasizes four core areas:

- ***Student Access & Success***
- ***Communication & Collaboration***
- ***Community Involvement***
- ***Resources***

# How Well Are We Doing On Our Strategic Plan?



**PURDUE**  
UNIVERSITY  
NORTH CENTRAL



# Purdue North Central Metrics or Strategies

<b>GOAL</b>	<b>Number of Metrics/Strategies*</b>
Student Access & Success	23
Communication & Collaboration	7
Community Involvement	16
Resources	17

*\*Metrics and strategies are adjusted when midcourse corrections are made.*

# Selected Metrics

## Student Access & Success

Where We Started	Peer Mean	2010-2011	5 Year Goal
Freshmen Retention Rate	63.7%	58%	65%
Six Year Graduation Rate	28.1%	16%	25%
Number of FT Faculty-109	200.7	124	150*
New Academic Programs – 16 baccalaureate; 2 graduate	Not available through IPEDS	20 baccalaureate degree programs  ICHE approved BS in EE on 3/11/11  2 graduate degree programs	25 baccalaureate degree programs 4 graduate degree programs
Student Organizations – 36 clubs and organizations (which give students leadership training and opportunities)	Not available through IPEDS	41 clubs and organizations  Active clubs include the Veterans Club (planning Viet Nam War Moving Wall Display in 2011-12)	Increase clubs and organizations to 50
% Minority Students – 11.7% (10.6% underrepresented minorities)	34.1% (29.9% under-represented minorities)	14.1% (13.2% under-represented minorities)	15%* (Goal met in Fall 2009)
Enrollment – 3904 students	5463 students	4614 students	5000 students

***\*Midcourse corrections are being considered for these goals.***

# Concurrent Enrollment

## Change in Definitions (*as proposed by the Indiana General Assembly*)

- **Concurrent Enrollment Courses** – courses taught by high school faculty to high school students in the high school classroom, which may also earn college credit upon agreement with the eligible institution and the school corporation.
- **Dual Credit** – courses taught by college faculty or adjuncts that high school students may take to earn both high school and college credits.
- **Early College** – an academic program made up of dual credit or concurrent enrollment courses that allow high school students to earn both a high school diploma and an associate degree or up to two years credit toward a baccalaureate degree.

# Concurrent Enrollment Data

Where We Started	Peer Mean	Fall 2010	5 Year Goal
Concurrent Enrollment – 174 students	7 of the 10 peer institutions offer concurrent enrollment	624 (1163 students enrolled Spring 2011; enrolled in 8376 credit hours)	250 <i>Have made midcourse correction to this goal - 1400</i>
Concurrent Enrollment High Schools	See above.	23 (31 schools Spring 2011)	20 <i>Have made midcourse correction to this goal - 40</i>

# Benefits of Concurrent Enrollment

- Concurrent Enrollment Program has saved students/families in Northwest Indiana **\$1, 261,998!**
  - \$ 1,085.00 savings per student/family per school year.
  - \$1,684.00 savings per free & reduced lunch student/family per school year.

# Selected Strategies Communication & Collaboration

Where We Started	2010-2011	5 Year Goal
Only a handful of degrees had marketing plans.	All new degrees have marketing plans.	100% of degrees will have marketing plans.*
Improve both external and internal communications.	<p>Continuation of weekly newsletter; Chancellor's Forum; input into accreditation self study, etc.</p> <p>Developed PNC Leadership Academy for selected administrative/professional staff.</p> <p>Annual assessment fair for faculty to share how assessment is being handled in various disciplines.</p>	<p>Increase the number of newsletters and forums that promote PNC.*</p> <p>Chancellor has monthly radio programs to highlight PNC activities.</p>
Work with constituent groups to partner.	<p>Constituent groups and advisory boards have been created in several academic areas including education, business, engineering and nursing.</p> <p>Developed partnership with Purdue Federal Credit Union for \$25,000 emergency student loan fund.</p>	Increase the number of partnerships.*
Limited service opportunities for students.	<p>In 2010-11, 18 courses have a service learning component.</p> <p>Continued workshops for faculty. One PNC faculty member named Senior Fellow from the Indiana Campus Compact. Three additional faculty received grants from the ICC.</p> <p>Chancellor is the incoming President of the national Campus Compact.</p> <p>PNC joined the Talloires Network.</p>	<p>Increase the number of courses offering service learning opportunities.*</p> <p><b><i>*Midcourse corrections will be made to these goals.</i></b></p>

# Selected Strategies – Community Involvement

## Where We Started

## 2010-2011

## 5 Year Goal

Active in economic development

Center for Economic Development & Research (CEDaR) working with local businesses on needs assessments and data projections.

Create economic development center and expand its services into the region served.

Michiana Hematology & Oncology, a cancer treatment center, opened across from campus.

PNC received Carnegie Engagement Classification.

Office of Continuing Education now part of CEDaR in order to facilitate training needs of the region.

Expand number of school corporations participating in PNC College Bound

Now have three corporations: Michigan City, LaPorte and Portage.

Increase school corporations to four.

**All** 17 students in the first cohort did attend college; 7 came to PNC.

# PNC College Bound

Grades	Michigan City	LaPorte	Portage
8 <sup>th</sup> Grade	13	22	26
9 <sup>th</sup> Grade	10	27	36
10 <sup>th</sup> Grade	21	27	---
11 <sup>th</sup> Grade	22	34	---
12 <sup>th</sup> Grade	19	31	---
TOTALS	85	141	62

- 2009 – 252 participants
- 2010 – 288 participants
- First graduating class (2010) had 17 students; all of them went on to attend college; 7 at PNC.

# PNC College Bound Sponsors

Alcoa Corporation

Kris & Alicia Bloos

Dent Family  
Foundation

Thomas W. Dent

Peter & Charlene  
Kesling

Kingsbury  
Elevator, Inc.

LaPorte Regional  
Health System

Michigan City  
Community  
Enrichment  
Corporation

St. Anthony  
Memorial Hospital

Sisters of St.  
Francis Health  
Services

Tonn & Blank  
Construction

Sullair Corporation

NiSource  
Charitable  
Foundation

Horizon Bank

LaPorte Savings  
Bank

Wells Fargo Bank

First Trust Federal  
Credit Union

OVM Services, LLC

# Selected Strategies – Community Involvement (continued)

Cultural & Global Awareness	Continuation of Odyssey Series; active clubs include: American Sign Language, Multicultural Club, continuation of Martin Luther King Celebration Day.	Expand cultural offerings at PNC.
	Two programs in 2010 PNC's Sinai Forum lecture series focused on global issues (one of this programs featured Purdue's Dr. Gebisa Ejeta, winner of World Food Prize).	Expand global awareness/readiness of PNC students, faculty and staff.
	Study abroad programming will include MBA program. Students will go to Birmingham, England to participate in one week field consultancy.	
	Cultural festivals held on campus sponsored by the Multicultural Club (Global Café, Day of Peruvian Dance, International Film Festival).	
Partner with workforce development organizations	Reorganization of Continuing Education; continue offering training opportunities for local businesses and industries	Expand continuing education program base; broaden partnerships with workforce agencies.
Service Learning	Number of courses with service learning component continues to increase each semester. Of 20 baccalaureate programs, 16 offer experiential and service learning component.	Expand number of courses with service learning component.  Provide training for faculty in service learning

# Selected Strategies - Resources

Where We Started	Fall 2010	5 Year Goal
Build Student Services & Activities Complex	<p>Building approved by Indiana General Assembly in 2009; Awaiting funding from State Budget Agency</p> <p>Design development is now complete.</p> <p>Capital campaign underway to raise \$3.7 million for this project; several large gifts already received.</p>	Open facility by 2013.
Improve functionality of classrooms	<p>By Fall 2011, there will be 47 classrooms equipped as "SMART" classrooms.</p> <p>New wet lab and an additional classroom were added at PNC-Porter County.</p> <p>Lighting systems in both large lecture halls at the Westville campus were upgraded.</p>	All appropriate classrooms will be updated to "smart" rooms by 2011.
Align resources to address growing job and staffing needs	<p>Former media services area converted to classroom use.</p> <p>In Schwarz Hall, room 40 (houses admissions, registration, etc.) was remodeled and increased total number of work stations.</p>	Continue to assess needs for additional space; assess needs for additional staff

# Selected Strategies – Resources

(continued)

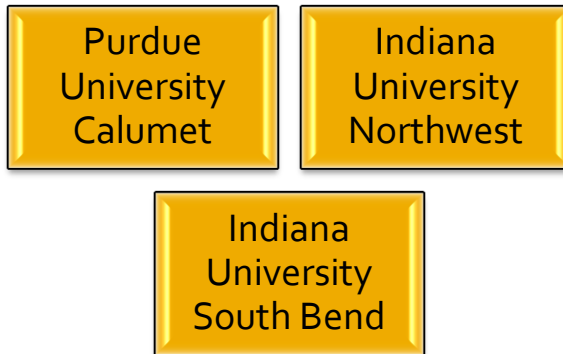
Completion of salary analysis	Benchmarking data received on A/P and C/S staff.  Received the Total Compensation Market Analysis done by Hewitt Associates. This report assessed the benefits and work-life programs offered to faculty and staff as well as competitive position of total compensation within the Purdue system.	Continue to monitor salaries to determine internal equity; external market
Become more environmentally friendly by reducing energy and natural resource consumption, meeting LEED standards and increasing the recycling program.	Design of SSAC was done with LEED criteria.  Created ride share program for students.  Installed energy saving equipment in vending rooms, hallway lighting, etc.	Calculate carbon footprint, monitor and report usage of natural gas and electricity. Determine appropriate certification level of LEED standards.
Build Science Building	Academic program statement has been written; facility has been added to Purdue capital request list for next biennium.	Open facility by 2016.

# Ten Year Perspective

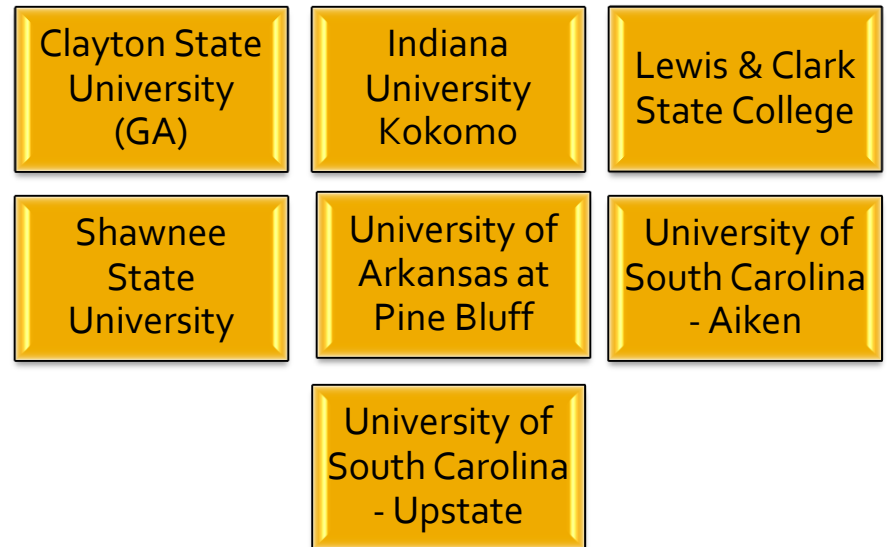
	Fall 2000	Fall 2010
Full-time , Tenure-track Faculty	79	124
Six Year Graduation Rate	12.7%	16%
Four Year Graduation Rate	1.2%	3.0%
Baccalaureate Degree Programs	7	20
SAT Scores	940 (2 part)	950 (2 part) 1405 (3 part)
Enrollment	3,459	4,614
Full-time vs. Part-time Students	FT – 1854 PT – 1605	FT – 2844 PT – 1770
Concurrent Enrollment Students	-0-	624
Endowment Market Value	\$521,593	\$3,281,599
% of Minority Students	8.8%	14.1%
Remedial Courses	7	1
Associate Degree Programs	19	6

# Peer Institutions for PNC

## Sharing Market with....



## Aspire to be more like...



# QUESTIONS???

