



**France A. Córdova**

President

February 10, 2012

# Decadal Funding Plan

# OUR GOALS



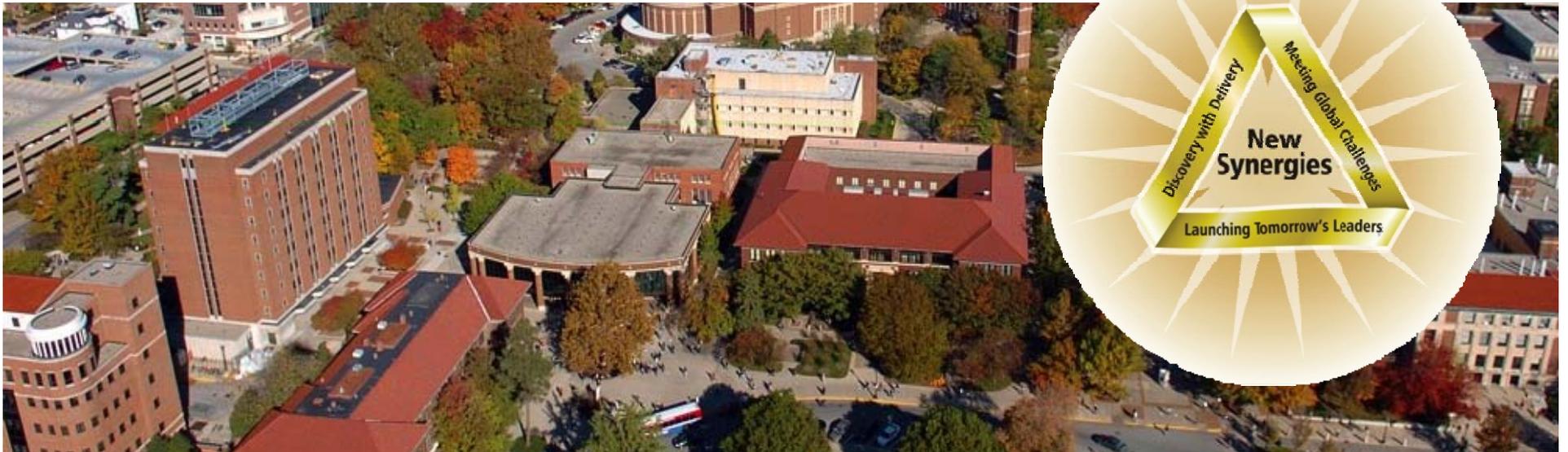
**Contribute to economic development**

**Maintain value of a Purdue degree**

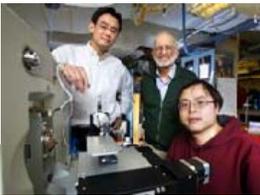
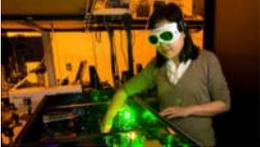
**Grow quality in the academy**

# STRATEGIC PLAN GOALS

Launching Tomorrow's Leaders  
Discovery with Delivery  
Meeting Global Challenges



# METRICS AND PROGRESS

CATEGORY		PURDUE 2002	PURDUE 2012*	2012 TOP 15 PUBLIC AVG.*
<b>STUDENT SUCCESS</b>				
One-year Retention		85%	90%	94%
6-Yr. Graduation Rate		64%	69%	86%
<b>FACULTY RESOURCES</b>				
Student Faculty Ratio		16	14	16
Total Compensation		\$92 K	\$126 K	\$141 K
<b>RESEARCH EXPENDITURES</b>				
Research & Discovery		\$255 M	\$600 M <sup>^</sup>	\$629 M
<b>ECONOMIC DEVELOPMENT</b>				
U.S. Patents Issued		21	48	77
Net License Income Received		\$2 M <sup>+</sup>	\$4 M	\$32 M
<b>FINANCIAL RESOURCES</b>				
Educational Expend. per Stu.		\$20,500	\$30,655	\$43,100

\*Based on most current data available. Top 15 refers to 2012 USN&WR ranking, published Sept. 2011 based on 2010 data

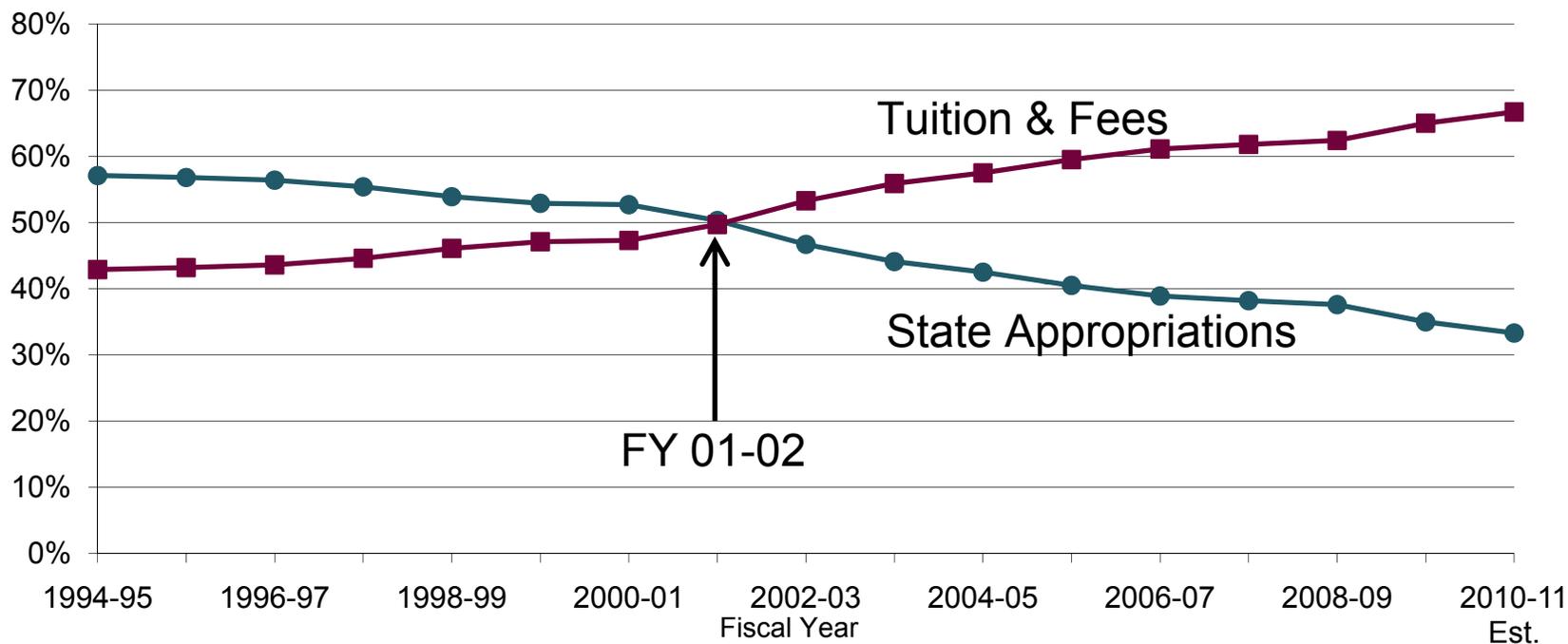
+ Adjusted Gross License Income Received

<sup>^</sup> Number is for Purdue system wide

Note: Data is for WL campus only. Source: Purdue Office of Institutional Research and Office of the Treasurer

# CHALLENGES

## FAST RISING TUITION & DECREASING STATE APPROPRIATIONS



University	Ranking*	Crossover Date	Endowment <sup>^</sup>
Michigan	4	1989-90	\$7.8 B
Purdue	23	2001-02	\$2.0 B

Graph source: IPEDS, includes all state appropriations. Estimated for 2010-11.

Graph note: Excludes ARRA funds for applicable years.

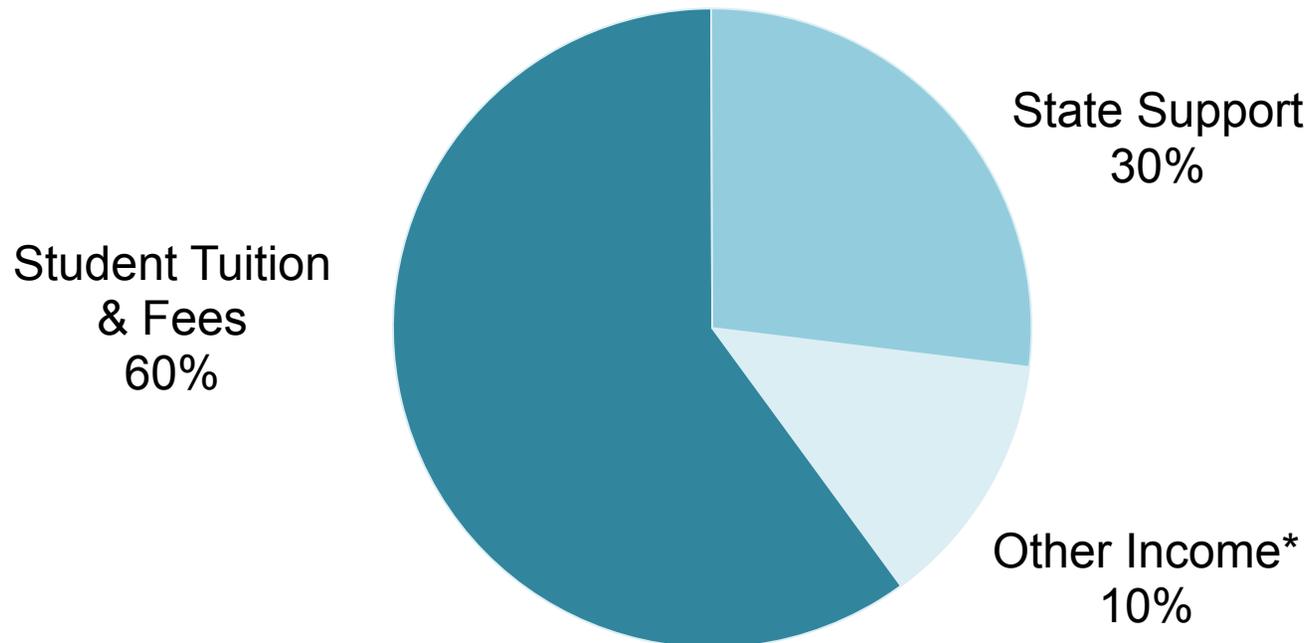
Table source: \*USN&WR, Public, 2010. <sup>^</sup>As of June 2011.

# WHERE DOES FUNDING COME FROM?

## WEST LAFAYETTE

**90%** of General Fund comes from two sources:  
student tuition & fees and state funds.

**FY 2012 \$934 M**



# THE DECADAL FUNDING PLAN RESPONSE

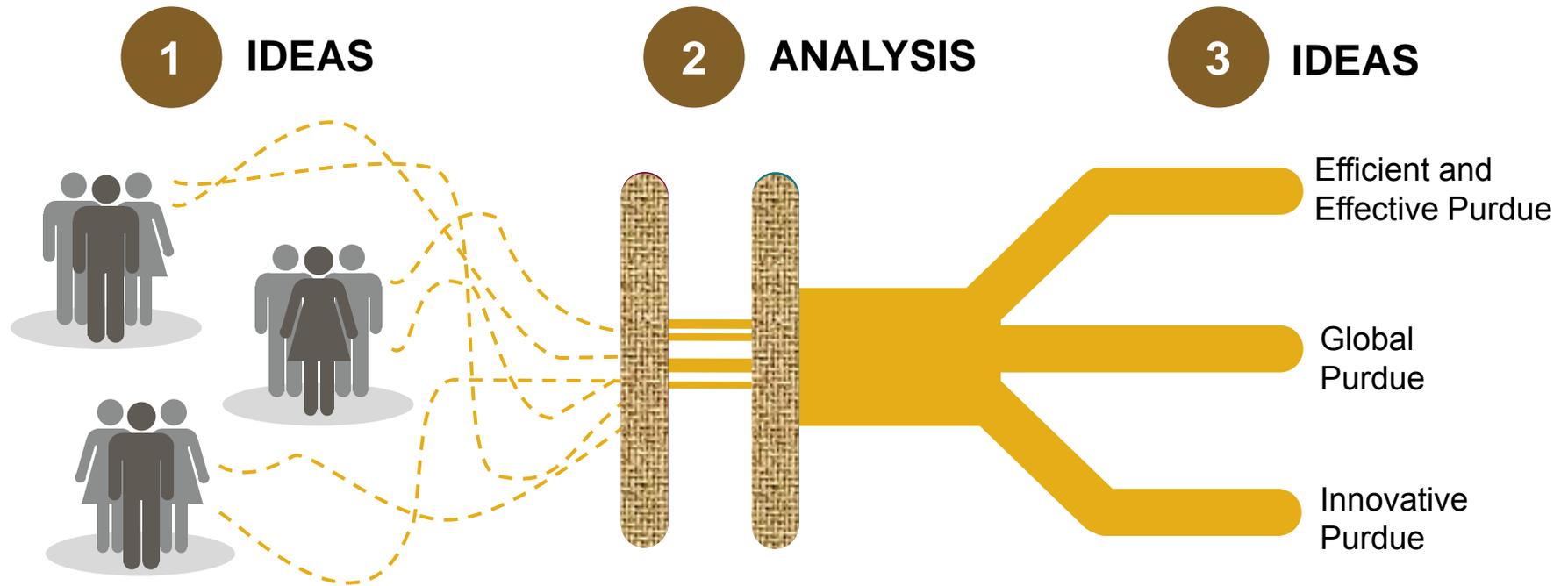


Double resource capacity through cost-cutting, cost-containment and by generating new revenue

We are Boilermakers:

- Putting the hammer down on costs
- Forging new revenue opportunities

# IDEA GENERATION



- ◆ Faculty
- ◆ Staff
- ◆ Students
- ◆ Resource Roundtables
- ◆ Subcommittees
- ◆ Institutional Benchmarking
- ◆ External Advice

- ◆ Steering Committee
- ◆ Subcommittees
- ◆ External Entities
- ◆ Administration
- ◆ Board of Trustees

# INITIATIVES

## Efficient and Effective Purdue

- Sustaining New Synergies
- Academic Program Assessment
- Improving Utilization of Assets: Balanced Trimester

## Global Purdue

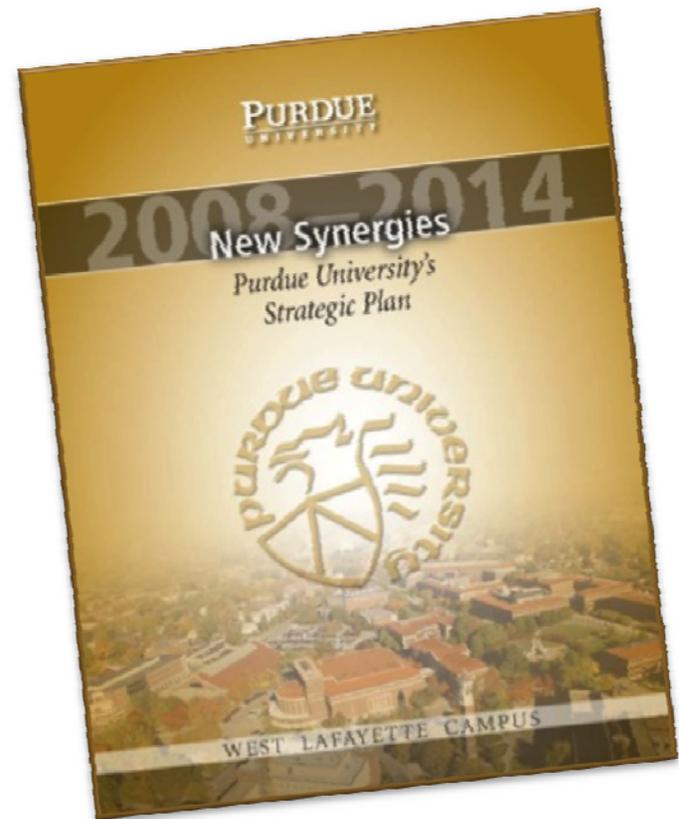
- Bringing the World to Purdue
- Expanding Purdue's Footprint
- Reinventing Purdue Online

## Innovative Purdue

- Innovation & Commercialization Center
- Purdue Applied Research Institute
- International Academy

# SUSTAINING NEW SYNERGIES

- **Goal:** Identify cost savings and cost avoidance in university operations
- Involve all campus communities: faculty, staff and students
- **Result:** \$67 M annual savings.
- Ongoing focus on continuous improvement



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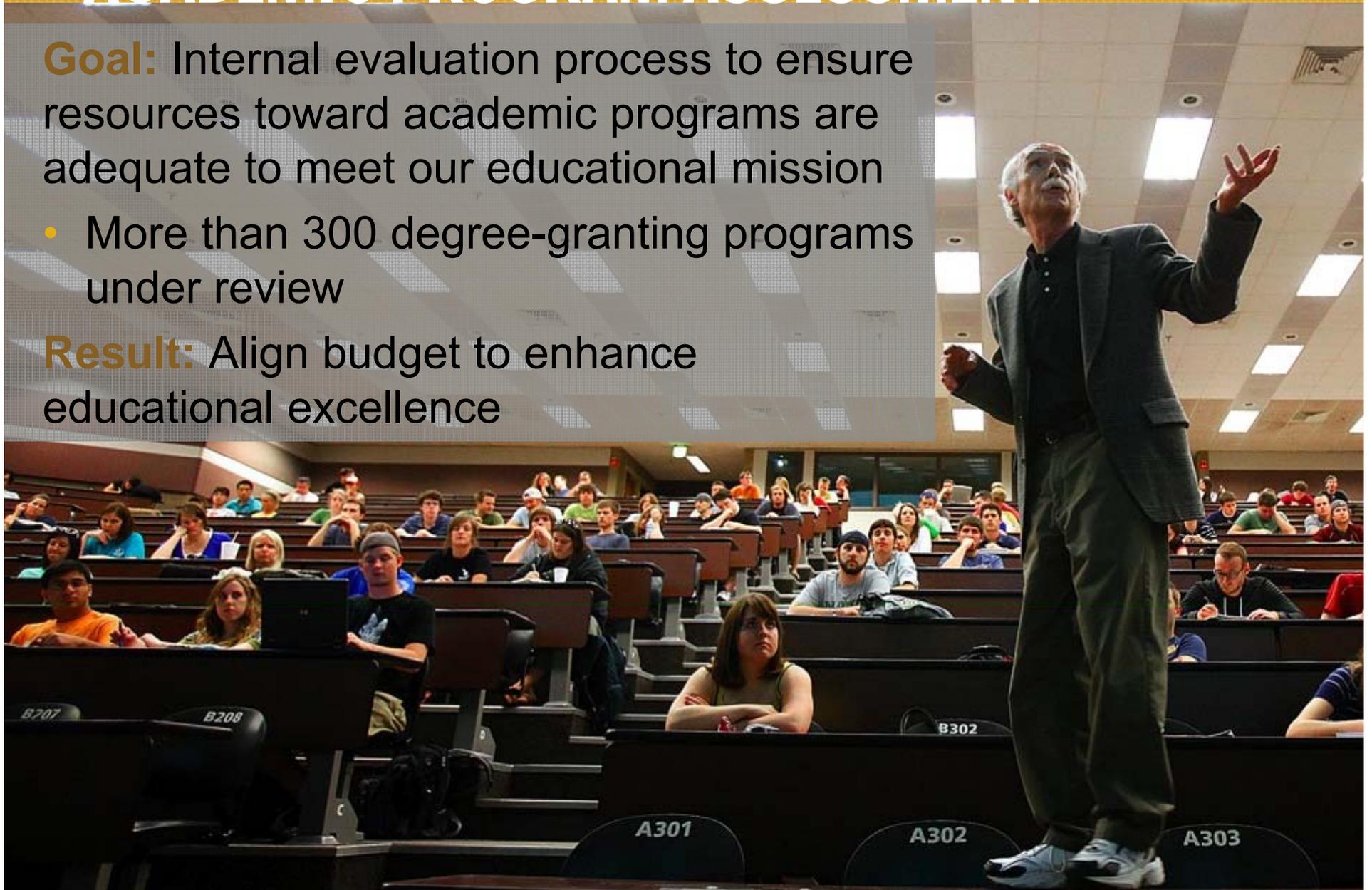
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# ACADEMIC PROGRAM ASSESSMENT

**Goal:** Internal evaluation process to ensure resources toward academic programs are adequate to meet our educational mission

- More than 300 degree-granting programs under review

**Result:** Align budget to enhance educational excellence



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# BALANCED TRIMESTER



## Goals:

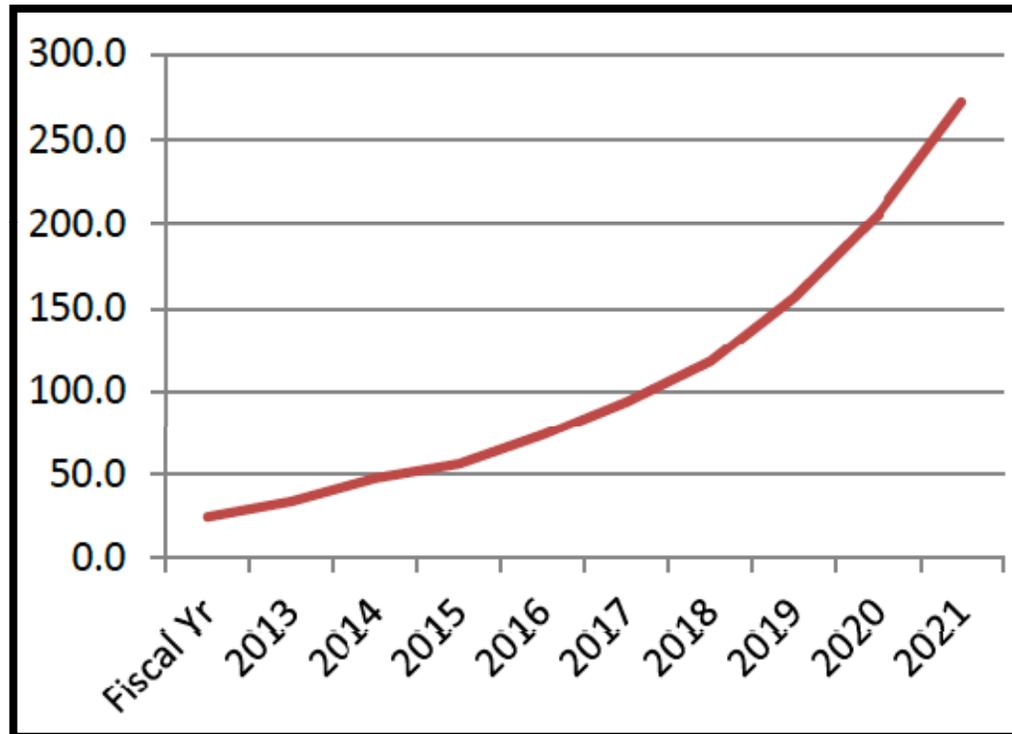
- Generate revenue
- Use campus facilities with greater efficiency
- Help local economy
- Provide flexibility for students and faculty
- Decrease time-to-graduation

# BALANCED TRIMESTER MODEL

Cumulative Credit Hour Growth in Thousands

13-week trimesters replace two 15-week semesters

Summer trimester reaches 70% of Fall credit hours



20,000 more students in residence

25% more credit hours enrolled a year

**\$190M Revenue - \$150M Cost =  
Net revenues \$40M annually**

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# INNOVATION & COMMERCIALIZATION CENTER



- Offer grants to test concepts, develop prototypes, partnerships
- Offer business assistance: market assessment, IP protection, development, legal and regulatory help, communication and marketing
- **Inaugural Director:** Gerry McCartney
- Funded privately

# INNOVATION & COMMERCIALIZATION CENTER



- Moves Purdue to the market faster
- Increases revenue for Purdue
- Spurs economic development for Indiana and the nation
- Simplifies and enhances services for innovators eager to take discovery to delivery
- Creates opportunities for alumni and external partners to participate and invest in Purdue innovations

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# APPLIED RESEARCH INSTITUTE

- **Goal:** Perform contract research for companies and government agencies outside the academic enterprise.
- Competencies include:
  - 3D modeling for design and manufacture
  - Aviation bio-fuels testing
  - Laser-based re-manufacturing
  - High stress advanced manufacturing environments
  - Analytical chemistry equipment
  - Information assurance and security
  - Genomic engineering for agricultural applications
- **Result:** Increased sponsored research dollars

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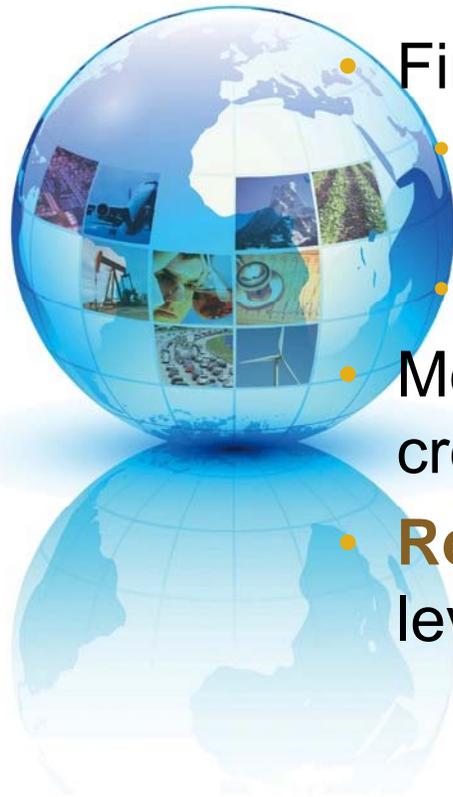
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# INTERNATIONAL ACADEMY

- **Goal:** Feature Purdue's top educators in interactive online courses that are "low touch," modular and revenue generating. Credit & Non-credit; Professional Masters Worldwide
- First course: "Basic Concepts of Nanotechnology"
- Dr. Dupriyo Datta, Thomas Duncan Professor, College of Electrical and Computer Engineering
- More than 500 students enrolled worldwide
- Modules purchased by other institutions, used for credit-bearing courses
- **Result:** Broader access to select Purdue courses; leverages Purdue brand; generates new revenue.



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## Enablers

Private Giving

Information Technology

Legislative Support

Transformative Budget Model



**France A. Córdova**  
President

**February 10, 2012**

# **Decadal Funding Plan**

**Thank you!**