

PURDUE STUDENT LIFE

# PERSPECTIVES

SPRING 2019



## A WORD FROM OUR VICE PROVOST

In celebrating Purdue's 150<sup>th</sup> anniversary, it's easy to reflect on all that we've accomplished. We can look back and see the footprints our alumni have made across the planet and beyond. This celebration also provides us with an opportunity to imagine what the next 150 years will be like and what we can do to continue the legacy of those who have come before us.

As Neil Armstrong famously said, a Giant Leap begins with a small step. Our first step is finding ways to meet the needs of the latest generation of students to arrive on campus. You might hear that and think that every new incoming class is different – and to an extent, that's true. This new generation of students however, known as Generation Z, has defining characteristics that set it apart. Some of these defining characteristics include: a career focus, the inclusivity of others, financial frugality and an inseparability from technology. These students aren't interested in simply showing up for class, sitting through a lecture and taking notes. They want to be fully engaged as part of a learning process that extends beyond the classroom – which provides exciting opportunities for us to impact their experience.

In this issue, we invite you to discover some of the steps Student Life is taking to meet the needs of Generation Z and others yet to come. Learning communities such as The Data Mine take learning beyond the classroom and equip students with the technological literacy they will need to succeed in the workplace. New residence halls and renovated space in the Union Club Hotel will also provide living, learning opportunities for students. Programs such as Portfolium and WellTrack capitalize on the technological resourcefulness of students and provide them with tools to address their own needs and prepare for careers. These are just some of the examples you will find in these pages.

Student Life is about more than just what happens in the classroom and finding a home on campus. These new initiatives give us the opportunity to continue to impact Boilermakers through not only their small steps on campus, but the Giant Leaps they will make to change the world once they leave campus.

Thank you for your support of Student Life programs.

**Hail Purdue!**



**Dr. Beth McCuskey**  
*Vice provost of Student Life  
Purdue University*



## PERSPECTIVES

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[www.purdue.edu/vpsl/perspectives](http://www.purdue.edu/vpsl/perspectives)

**PURDUE**  
UNIVERSITY

**Vice Provost for  
Student Life**



## STUDENT LIFE SNAPSHOT

Thanks Sabrina, Fahim, Camila, and Tridib for representing UR Global at Purdue's 150th Anniversary Reception!

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## STUDENT LIFE

# REFLECTS

*State of The Division recap of the past year in Student Life*

Student Life kicked off the 2019 spring semester with its annual State of the Division celebration, an opportunity to celebrate the impact each member of the division has on students every day as well as look ahead to the exciting new programs and challenges we will face in the next year.

A topic at the forefront of Student Life initiatives is how to respond to the unique needs of the generation of students that has already arrived on campus. This group of students, part of Generation Z, is defined in large part by their frugality, commitment to inclusivity, constant connectivity with others through the internet and career-oriented focus to education. These characteristics offer opportunity as well as challenge.

As part of the arrival of Generation Z students, Dr. Beth McCuskey, vice provost for Student Life, and Dr. Katie Sermersheim, associate vice provost and dean of students, met with nearly 50 front-line Student Life staff to learn about their experiences working with today's students. Two key themes emerged- student resiliency and their nature to ask "why." In her remarks, McCuskey postulated that students are asking why for two reasons.

"Students are incredibly busy,"

said McCuskey. "In the context of completing a task, students first want to ensure that the task is necessary and the steps to complete it are efficient. Second, they want to ensure that their work matters."

Purdue is responding to these needs through a commitment to hands-on educational opportunities and inclusive programming designed to help all students. Over the next year, Student Life will lead campus-wide efforts to build resiliency skills for Purdue students. Stay tuned for more information on these initiatives.

## STUDENT LIFE CONGRATULATES

One of the highlights of the program was the presentation of the SLISU Excellence Award to Michelle Ellrich, retail dining operations manager at Purdue Memorial Union. This award is bestowed upon a staff member who best exemplifies all five pillars of SLISU – Student Learning, Leadership Development, Inclusion, Stewardship and Unity. Ellrich represents each of these ideals by providing a personal, caring touch to her work with students and staff within the many retail dining locations in the Union.



(Pictured left to right)  
Wanda Woodhams, Michelle Ellrich, Dr. Beth McCuskey

# Student Life Connects

## Portfolium: A New Tool for Leadership Development

Purdue students now have access to a tool to chronicle their leadership, social and professional development, which can be used to directly connect with potential employers.

Since summer 2018, more than 12,000 active students, faculty and staff have begun using Portfolium, a nationally-recognized recruiting program that functions as a personal, professional website. Students use the website to post their resume, describe academic and leadership projects and interact with potential employers. The program is free to all Boilermaker students, faculty and staff.

Similar to LinkedIn in some respects, Portfolium offers a more robust way to demonstrate growth in specific skills. An entry into a Purdue student's Portfolium can contain multimedia files such as videos and photos, a detailed description, tagged skills, categories of expertise developed and tagged connections to peers or supervisors – all in one, organized portfolio entry. Boilermakers are already taking advantage of these features with more than 64,000 submitted projects – an average of five per user. Nearly 200 team projects have been uploaded.

Identifying experiences related to core competencies identified by the Leadership and Professional Development Initiative (LPDI) is a key aspect of the work. These 20 competencies, aligned with embedded outcomes of the Purdue University Core Curriculum, target student growth in four broad areas – communication; intrapersonal awareness and development; interpersonal skills and intercultural knowledge; and ways of thinking. The top skills identified by Purdue

users thus far include teamwork, leadership, research and critical thinking.

***“The real value of Portfolium is in the processing of an experience,” says Stephanie Knight, director of leadership programs. “It’s not only documenting the experience, but helping students process what they’re doing and deciding how they’re going to present themselves. It can help them see how they’ve evolved.”***

Purdue Musical Organizations is one of the early adopters of Portfolium. Members of Purdue Varsity Glee Club student leadership, the PurduSirs, are participating in a leadership summary course. The course features monthly assignments, ranging from basic Portfolium profile building to reflective summaries of program learning outcomes. The course seeks to document demonstrated growth and learning of principles such as learning, personal responsibility, professionalism, resiliency, teamwork and time management.

“Our approach to using Portfolium is to give our student leaders another platform to showcase the ‘out of classroom’ experiences that PMO offers,” says William Griffel, director of Purdue Musical Organizations. “The soft skills and leadership opportunities are the benchmark of what makes our organization unique and transformative for our students. Portfolium is another

vehicle for our students to show potential employers why they are a step ahead of many other students their ages and on their career paths.”

Recreation & Wellness is also incorporating the use of Portfolium into an assessment of student usage at the France A. Córdoba Recreational Sports Center. Student leaders involved with the project are using the tool for reflections, building connections with peers involved with the project and processing how they’re building individual skills.

As more faculty, staff and campus organizations establish presences on Portfolium, students will be able to connect with them to identify skills they have built through coursework, research, leadership retreats, work experience or other projects. Students can also catalog experiences they have gained off-campus.

***“This is helping student connect the dots and synthesize all those different experiences in a way that they then can talk about them with clarity,” says Knight.***

Students will be able to retain their Portfolium accounts indefinitely upon graduation, giving them a tool they can use for life. The resource will continue to be introduced to Boilermakers through the LPDI program.

### Learn More

[purdue.edu/leadership](http://purdue.edu/leadership)

# STUDENT LIFE COLLABORATES

*Learning Community to Fill Worldwide Need for Data Scientists Campus Culture*

The reliance on personal technology devices has led to an explosion in the amount of raw data produced in society. Phones. Tablets. Laptops. Medical devices. Security networks. Scientific instruments. There are now more than 20 billion devices that are connected to the internet. By 2030, it is estimated that 1 trillion devices will be connected to the internet. All of these devices will constantly produce data that can provide useful insights into physical and even social environments.

Data scientists are the critical link that transform this data into information that can be applied to solve these real-world problems. The study of this data affects every citizen and is needed in every sector. Data science concepts are used in such areas as legislative decision making, addressing food insecurity, recommending treatment for medical patients and offering business solutions for corporations.

In order to address the worldwide need for data scientists, University Residences' Residential Academic Initiatives has partnered with Dr. Mark Daniel Ward, professor of statistics, to create a new learning

community. Known as The Data Mine, this learning community combines living, learning and research components to introduce students to data science concepts and equip them with the tools to create solutions for real-world problems. Members of The Data Mine are part of a team, living, studying and ultimately, performing data-driven research together.

***“Every student has unique expectations for their own education and career,” says Ward. “By uniting academic, residential and research components with***

***professional development, we create a welcoming environment for all participating students while paying specific attention to each individual’s backgrounds and goals.”***

The Learning Community concept is one that has already seen successful implementation and expansion in University Residences. The program has grown to include more than 70 unique learning communities, which serve as the educational home for more than 3,000 students. 2018-19 marks the second consecutive year with at least a six percent growth rate in learning community participation.



**Hillenbrand Hall, Living Learning Community**

```
Serial.printf("payload: %s\r\n",  
29  
30 if (cmd == "$/command") {  
31     if (payload == "ON") {  
32         digitalWrite(relayPin, HIGH);  
33         digitalWrite(LED_BUILTIN, LOW);  
34         relayPinState = 1;  
35     }  
36     else if (payload == "OFF") {  
37         digitalWrite(relayPin, LOW);  
38         digitalWrite(LED_BUILTIN, HI  
39         relayPinState = 0;  
40     }  
41 }
```

The Data Mine Learning Community incorporates the successful aspects of these communities while breaking the mold and expanding into new territories. While many universities have adopted the learning community-based approach to academic and residential partnerships, The Data Mine is unique in that it will house up to 21 data-themed communities that perform research, all under one roof. The Data Mine is open to students of all majors, a step away from typical residential programs that focus on a specific major.

“Data Mine learning communities are supported by more than 100 faculty members who will share knowledge from distinct backgrounds and experiences,” says Ward. “Each faculty member’s involvement allows us to create individual connections with students in such a way that those students can envision a successful outcome within any field of study or career they choose to pursue.”

The Data Mine currently houses 94 students in Hillenbrand Hall in a single cohort. University Residences is currently recruiting for up to 21 learning communities within The Data Mine, each housing

25-100 students, for the 2019-20 school year. The target goal for participation in The Data Mine is 800 students, all of whom will be housed in Hillenbrand Hall.

***“This is the first living, learning community of its kind,” says Dr. Carl Krieger, director of residential education. “There may be pieces and parts that other schools have done, but the size and formalization of what we’re doing here sets it apart. There is nothing else like it.”***

Class membership in The Data Mine ranges from first-year through upper-level students. While some sections of The Data Mine require specific prerequisite classes, many cohorts are open to any undergraduate student with an interest in data science. While each cohort requires different classroom components, all students within The Data Mine will use real-world data in their learning environment.

“Each community has a tangible piece of data they will work

with, whether it’s internal to the department or from an external corporate partner,” says Krieger.

Increased faculty-student interaction is another major component of The Data Mine. Dr. Ward, for example, has relocated his office to Hillenbrand and teaches a statistics seminar in the atrium of the dining court.

Each learning community in The Data Mine revolves around a data science research project. Approved projects for 2019-20 include topics in the healthcare industry, robotics, manufacturing and agriculture. It is important to note that projects are not limited to science, technology, engineering or mathematics, with specific outcomes geared towards non-STEM majors such as philosophy.

The Data Mine is part of Purdue University’s Integrative Data Science Initiative, which is designed to position the University and its graduates at the forefront of data science research. The Data Mine is among the first tangible pieces of the initiative to be put in motion.

## Learn More

[purdue.edu/learningcommunities](http://purdue.edu/learningcommunities)

# STUDENT LIFE EXPANDS

*Designed with an Eye to the Future*

This year, Purdue's student population reached a record high of more than 43,000 students, with 73 percent of those made up of undergraduates. The challenges of housing such a large undergraduate population fell to University Residences, which rose to the occasion to find space for more than 14,000 students in on-campus housing.

In order to offer a permanent solution to the growing on-campus population, University Residences will open two new residence halls in time for the beginning of the 2020-21 academic year. Known as Meredith South and Third Street North, the halls will add space for 1,300 additional residents. Both halls are already under construction.

Meredith South, located south of the existing Meredith Residence Hall along First Street, includes beds for 730 students. Meredith features "pod" style housing, with a mix of triple, double and single-occupancy rooms arranged around a centralized bathroom and lounge area. Each of the residence hall's six floors is made up of three of these pods. Residents of Meredith South will primarily consist of students participating in learning communities, including Women in Science, Women in Technology, Women in Engineering and



Women in Agriculture. The building was designed with the sense of community that comes with learning communities of different sizes in mind.

***"The concept is that the building is a community, the floor is a community and each pod is a community," says Chris Skiba, director of capital projects. "There may be a big enough learning community that can take up the whole floor or there may be a smaller community that only takes up one pod. We segmented the design so we have these options."***

Space available for learning communities will also include a multi-purpose room that can accommodate up to 120 people and an apartment that can be used by learning community guests, such as visiting faculty members or industry leaders. As learning communities continue to grow, addressing academic and social needs for participants will continue to be a part of residence hall development. The new hall will also include a space for a "grab and go" style dining operation managed by Purdue Dining & Catering, another feature in demand with the incoming generation of students.

"Meredith South was built with STEM focused learning communities in mind," says Barb Frazee, executive director of University Residences. "We have created many niches and common space and provided offices for learning community faculty."

Third Street North, located north



# MEREDITH SOUTH & THIRD STREET NORTH

Opening Fall 2020



of the Black Cultural Center along Russell Street, includes space for 570 residents. Similar in size, design and scope to Third Street Suites, the new hall will feature a mix of suite and semi-suite doubles rooms, as well as single rooms for resident assistants. The building is separated into two wings connected by a glass enclosed bridge on floors two through six.

Programming space is also accounted for in Third Street North, with flexible space to be used for purposes yet to be determined by University Residences. Like Third Street Suites, the new facility includes a guest apartment for use in Executive-in-Residence programming, enabling more interactions between students and professionals in a residence setting.

“Third Street North gives us an opportunity to continue to focus on student move-up options where having more private bathrooms

and more individual study spaces enhances their student experience,” says Frazee.

The interior design of each hall has been influenced by student input. A furniture showcase allowed students to interact with vendors and provide feedback on furnishings such as beds, tables, chairs and night stands. Input was also solicited from learning community participants, with special regard for the spaces students in these communities will use. Additional considerations with regards to Information Technology infrastructure are still under development as technologies students will use in the near future continue to emerge.

**“On-campus living is correlated with higher GPAs and retention rates and a quicker time to graduation,”**

**says Dr. Beth McCuskey, vice provost for Student Life.**

**“These new residence halls will provide Boilermakers with dynamic, affordable, on-campus options for to keep them on a path to future success.”**

The construction of the new residence halls is the product of a public-private partnership with Plenary Properties Purdue LLC, a consortium of firms. Plenary also worked with Purdue to design, construct and maintain the streets and other features involved in the \$120 million State Street project, which wrapped up in Fall 2018 after two years of work.





# STUDENT LIFE STRENGTHENS

*Seemiller Presents on Generation Z*

By 2020, members of a new generation will account of one-third of the U.S. population. This generation, known as Generation Z is already on college campuses. Some individuals are even beginning to graduate and enter the workforce.

Understanding how this generation differs from the Millennials that have populated college campuses the last 15 years is important to shaping the way Purdue serves these students on every step of their journey. In order to continue its evolution to meet the needs of this generation, Student Life has hosted Dr. Corey Seemiller, the pre-eminent expert on Generation Z, for several presentations and workshops with staff and administrators.

In her work with college students, Seemiller began to recognize changes in their behavior about five or six years ago. Parlaying that insight into generational research, Seemiller has since given a TED Talk and co-authored several books on Generation Z. During her visit to campus, Seemiller presented to a large audience and facilitated several smaller sessions to help Purdue staff incorporate information about today's students into their practice.

*“Seemiller’s presentations and workshops served as a stimulus for discussion the numerous ways individuals and departments on a campus can serve the students who make up Generation Z,” says Dr. Beth McCuskey, vice provost for Student Life.*

By facilitating discussion on this generation of students, Student Life has spearheaded campus efforts to adjust to the needs of Generation Z. Discussion and adjustment to Generation Z is needed in every aspect of the Purdue experience, from application and admission through graduation. This includes academic and social programming, physical and mental well-being and career preparation.

## GENERATIONAL DIFFERENCES

	MILLENNIAL	GEN Z
ATTITUDE	Special	Stressed
TECHNOLOGY	“Digital Native”	Internet in Pocket
ONLINE PRESENCE	Willing to Share: Social Media Partners	Private: Cultivated Public Presence
LEARNING	Learn in Groups	Learn Independently (Youtube); then Groups
FINANCIAL DEVELOPMENT	Prosperity, Brand Loyal	Frugality; Convenience
LEADERSHIP	Celebrities	Real People
LEADERSHIP STYLE	(Over) Confident	Maximizes Team Talents
MULTI-CULTURAL PERSPECTIVE	Diversity Valued	Inclusivity Valued
OVERARCHING WORK PHILOSOPHY	Exploration, Work-Life Balance	Focused; Stable, yet Entrepreneurial; Career Oriented

# Student Life Honors

## *Bidding Farewell to Longtime Leaders*

Student Life said goodbye to two of its fixtures at the director level as Howard Taylor, director of Recreation & Wellness, and Steve Hall, director of Hall of Music Productions, each retired during the 2018-19 school year.

Taylor worked closely with Purdue Student Government and President France A. Córdoba to initiate and complete the expansion and renovation of the Recreational Sports Center (CoRec). The expansion and renovation breathed new life into campus recreation, ushering in a modern recreation and wellness experience for Boilermakers. Today, the CoRec averages more than 6,500 visitors daily during the school year.



**Howard Taylor, Recreation & Wellness**

Taylor's impact went well beyond the construction of the facility, as he directed all aspects of Purdue's comprehensive recreation and wellness program. He was instrumental in adding resources to address stress, mental health, cooking and nutrition to the recreation and wellness programs. His work impacted not only Boilermaker students, faculty and

staff, but members of the Greater Lafayette community as well. He retired after 13 years of service to the University.

Hall led the transformation of the Hall of Music from a department that managed four performance venues to one that now provides production services across the entire West Lafayette campus. Hall of Music Productions now provides lighting, audio, staging, video and production management services to more than 1,400 events annually on campus and in the community. Many members of the community are also familiar with Hall's various works with the Purdue Christmas Show, Purdue Athletics and several Purdue documentaries.

Thanks in large part to Hall's efforts, Hall of Music Productions has become a catalyst for the education and enlightenment of students in the entertainment technology and production support industry. Hall's vision for the department to provide real-life, hands-on experience and training has been realized through collaborative activities with academic departments and by emphasizing student learning through participation in events. He retires with 40 years of service to Purdue.



**Steve Hall, Hall of Music Productions**

Hall and Taylor will be missed as beloved members of the Purdue community by students, faculty and staff. Their impact through will continue to be felt for many years to come.

## STUDENT LIFE CONGRATULATES

### WETZEL RECEIVES NAPAMA AWARD

Todd Wetzel, assistant vice provost for Student Life and executive director of Purdue Convocations, received national recognition for his dedication to creating cultural experiences for the Boilermaker community.

Wetzel received the North American Performing Arts Managers and Agents (NAPAMA) Award for Excellence in Presenting the Performing Arts. The award is based on exemplary mentoring; setting an example of best practices, achievement and leadership; and cultivating and promoting diversity, practicing inclusion and creating equity for underserved members of the performing arts community.

Under Wetzel's leadership, Purdue Convocations will host more than 40 events, including music, dance, Broadway and other cultural performances, during the 2018-19 season. Convocations additionally provides numerous intentional learning experiences for students through jobs, internships and volunteer opportunities. Wetzel's work continues to further the impact and legacy of one of the oldest collegiate performing arts presenters in the U.S.



# STUDENT LIFE MENTORS

*WellTrack Application Serves Growing Student Mental Wellness Needs*

Purdue students have a new tool to use to improve their mental well-being.

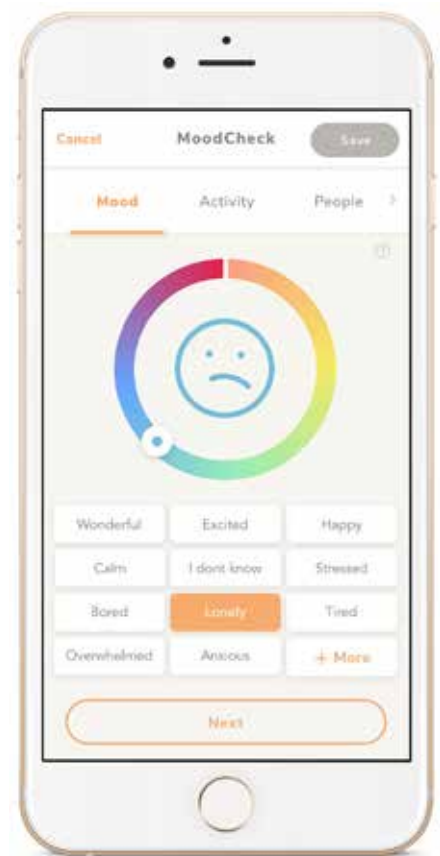
According to the National Alliance on Mental Illness, more than 25 percent of college students have been diagnosed or treated by a professional for a mental health condition within the past year. Almost 73 percent of students living with a mental health condition experienced a mental health crisis, yet 34 percent of these students reported that their college did not know about their crisis. Additionally, an American College Health Association report released in 2011 found that students cited depression and anxiety among the top impediments to academic success.

In response to these concerns, Counseling and Psychological Services (CAPS) has launched an application to serve as a tool for students in addressing their mental health needs. Known as WellTrack, the software tool provides an additional way for students to not only receive help from clinicians, but to individually address challenges they face on campus. WellTrack is available to all actively

enrolled students at the West Lafayette campus. Students do not have to be connected to CAPS to access and use the program.

***“Students frequently encounter new or troubling situations,” says Susan Prieto-Welch, director of CAPS. “WellTrack will empower students with tools to cope with these situations, learn about themselves and grow. It also provides a valuable additional resource as CAPS’ clinicians work with students to address the concerns of Boilermakers in need of support.”***

An American College Health Association study reported that concerns of stigma are cited as the number one reason students do not seek professional help for mental health concerns. WellTrack provides these students with tools to track their moods and learn



ways to cope and manage them more effectively through mood trackers, self-help therapy courses and more.

One of the most commonly-used assets is the Wellness Assessment tool, which helps understand and track levels of stress, anxiety and depression. Additional tools



include guided relaxation courses; activity schedulers to help build time for pleasurable, social and achievement-based activities; and a thought diary that helps identify real-life situation where the student used unhelpful thinking styles and recommends adaptive thinking solutions.

For students receiving treatment with CAPS clinicians, WellTrack can be used in conjunction with therapy sessions. Students can voluntarily share their WellTrack data with their clinician via an invitation-only sharing feature, giving both the clinician and students points of reference to track their recovery. One way students can jumpstart their

treatment is by completing an initial assessment on WellTrack to help CAPS clinicians recommend which treatment will be most beneficial.

Within the first three months of launch, more than 3,000 students signed up for WellTrack. Early feedback shows that students are using the application, with more than 24,000 logins during that time frame. Students access the application by registering with their Purdue.edu email address and logging onto the hosted site. They can also download the application to Apple or Android devices.

CAPS' mission is to help Purdue University students maximize the value of their life experiences by developing collaborative relationships in a safe and respectful environment. CAPS accomplishes its mission through a variety of professional services, including individual, group and couples psychotherapy; psychological testing; psychopharmacology; crisis intervention; drug and alcohol programs; outreach and consultation; and the training of helping professionals.

## Learn More

[purdue.edu/caps](http://purdue.edu/caps)



## STUDENT LIFE

# TRANSFORMS

*Union Club Hotel Renovation to Transform Purdue Memorial Union*

Thanks to a generous donation, the Union Club Hotel will receive a major facelift that will transform the campus hospitality experience.

The project is the result of a \$30 million gift by Purdue alumnus and former trustee Bruce White and his wife, Beth, along with the Dean and Barbara White Foundation. The gift will allow for a transformation of the property and will provide a learning environment for students, offering training and internship opportunities. The hotel was originally built in 1929 as an addition to Purdue Memorial Union.

The renovation will bring the hotel up to world-class standards with modern amenities. While the upgrades are designed to give guests to the hotel a modern experience, special attention will be paid to the hotel's connection with the rich tradition of the

adjacent Union building. This will be particularly evident in changes to the entry of the hotel, which will feature a grand entrance and atrium designed to capture the spirit of Purdue's innovations and celebrate alumni who have made an impact around the world.

A formal, upscale restaurant and bar are a part of the reimagined hotel. Additional renovations include upgrades to the hotel's look and feel, furnishings, fixtures, amenities and an expansion of some rooms to suite-type lodging. The project also includes finish upgrades and cosmetic improvements to the PMU Ballrooms and the adjacent restrooms.

*"We are very excited about this opportunity for Purdue University to create an*

*awe-inspiring experience at the Union Club Hotel for guests and visitors alike," says Zane Reif, senior director of Purdue Memorial Union. "In addition, this transformation will give students a perfect learning opportunity and laboratory in the hospitality field."*

Renovation work is scheduled to begin June 3 and last for one year. Stay tuned to Purdue Memorial Union social media channels for construction updates.

### Connect With Us

  @PurdueMemorialUnion

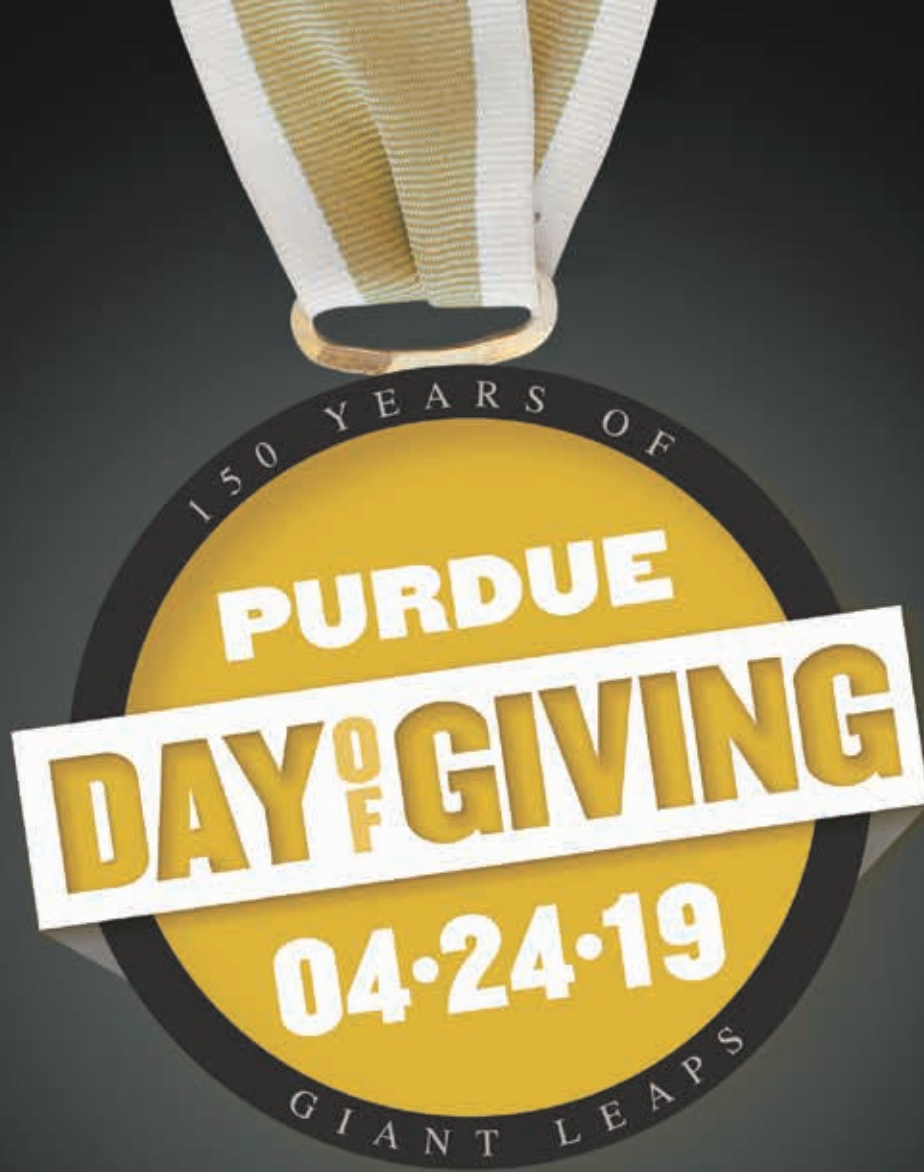
 @PurdueUnion



*Union Club Hotel  
Architect Preliminary Drafts*



*Union Club Hotel Restaurant  
Architect Preliminary Drafts*



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CHALLENGES**


**PARTICIPATION  
CHALLENGES**


**HOURLY  
CHALLENGES**


**Be Part of the Next Giant Leap for Purdue on April 24**


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**150** YEARS OF  
**GIANTLEAPS**  
PURDUE UNIVERSITY