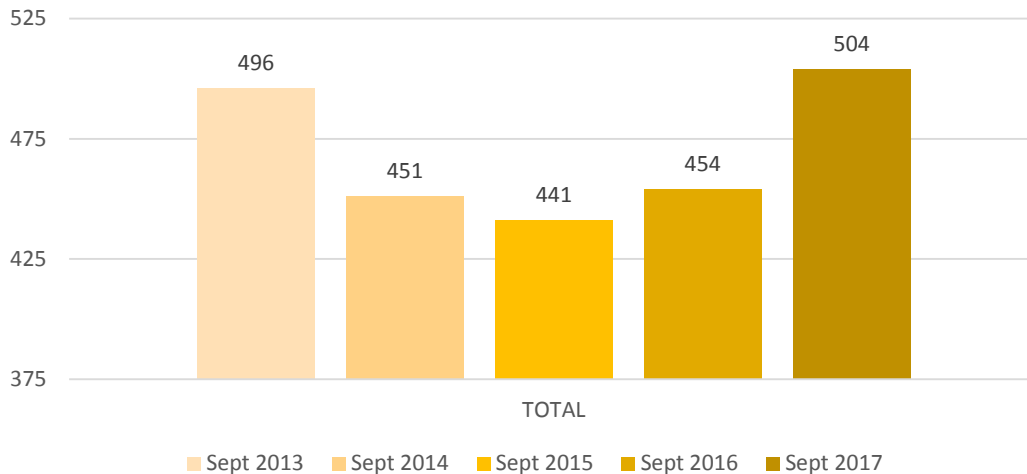


OUR CHALLENGES | SUCCESSES

TRENDS TO WHICH WE MUST RESPOND

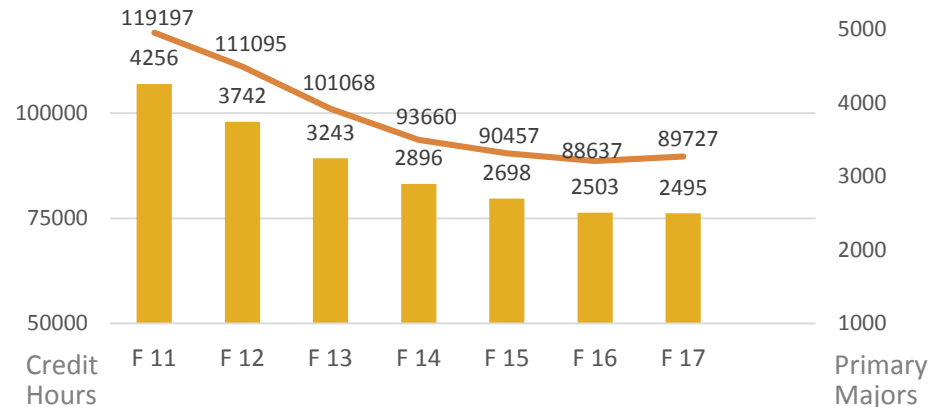
Declining undergrad enrollment

CLA New Beginner ACCEPTS 2013-2017



11% Increase in new beginners for Fall 2017

Liberal Arts Undergraduate Enrollment

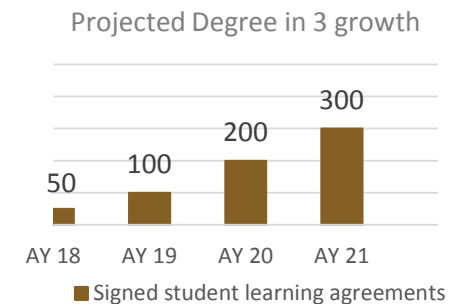
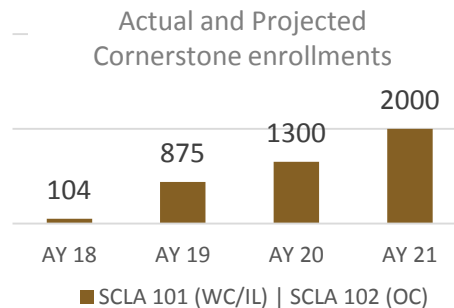


KEY STRATEGIES | SUCCESSES

HOW WE WILL EMERGE AS A LEADER IN INNOVATIVE LIBERAL ARTS EDUCATION & SCHOLARSHIP

Strengthen Undergrad Experience

- Scale up Cornerstone Integrated Liberal Arts
- Promote Degree in 3, affordability and explore new degree partnerships
- Actively help students secure internships and first jobs



Job-Ready

86 awards

To support students on unpaid/low-paid career-launching internships

CLA-STEM Innovation

New programs | 97 students

Medical Humanities and Environment and Sustainability Studies certificates; Degree+ PPI partnership; Global Studies major/minor; Human Rights minor

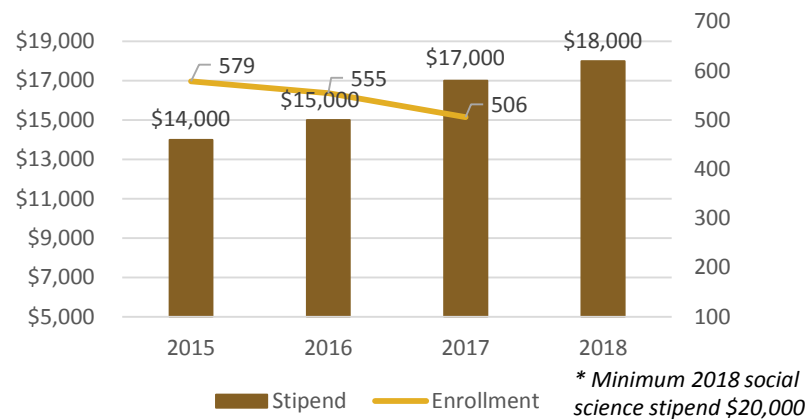
KEY STRATEGIES | SUCCESSES

HOW WE WILL EMERGE AS A LEADER IN INNOVATIVE LIBERAL ARTS EDUCATION & SCHOLARSHIP

Upgrade Graduate Education

- Support grad student research & travel
- Continue to increase graduate stipends to be more competitive
- Build culture to increase scholarly productivity

Graduate Student trends



21%
of Fall 2017
assistantships
for research
(up from 10% in Fall 2015)

PROMISE Awards

616 awards | \$582,444 invested

Supporting graduate student conference travel, research/creative endeavor

KEY STRATEGIES | SUCCESSES

HOW WE WILL EMERGE AS A LEADER IN INNOVATIVE LIBERAL ARTS EDUCATION & SCHOLARSHIP

Enhance Faculty Excellence

- Support faculty research & travel
- Celebrate our success beyond campus
- Embrace outstanding teaching & mentoring
- Continue to be the campus diversity leader

Aspire grants

452 grants | \$804,779 invested

Supporting faculty conference travel, research/creative endeavor to advance scholarship and recognition of Purdue CLA

Create!

CREATE supports the development of new artistic works by the faculty.

2 Teach

2Teach enables tenured faculty to expand their teaching to better align with the teaching needs of the College.

For the Honor

216 notes

Celebrating achievement in scholarship and teaching, grants, and engagement

Leading Faculty

Pursued 3 faculty

A nationally-recognized public historian; a MacArthur genius recipient; social sciences Guggenheim Fellow

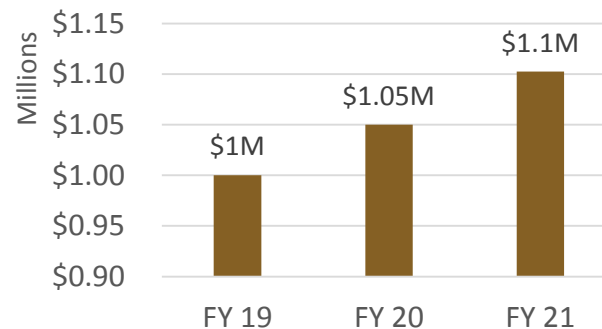
KEY STRATEGIES | SUCCESSES

HOW WE WILL EMERGE AS A LEADER IN INNOVATIVE LIBERAL ARTS EDUCATION & SCHOLARSHIP

Expand Revenue Sources

- Build external partnerships to generate income
- Secure increasing philanthropic support
- Nurture a more entrepreneurial, innovative mindset

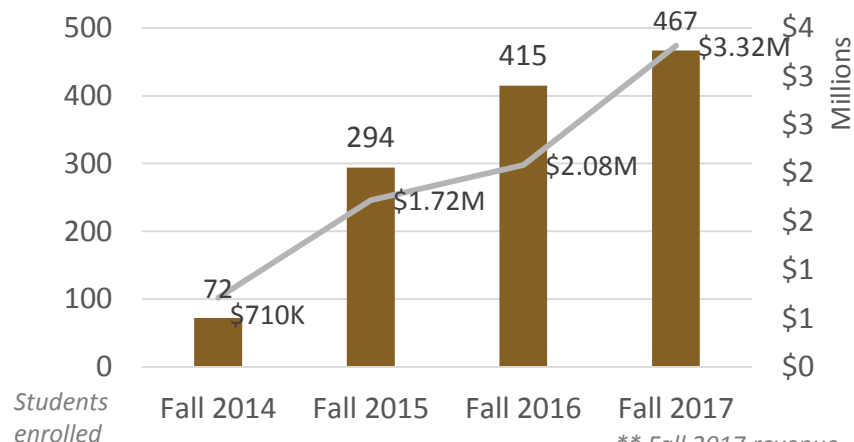
Online Writing Lab Potential Ad Revenue



Fundraising

- 11 new endowments in FY17 (127 total CLA endowments)
- FY18 gifts over \$2.4M YTD surpassing FY17 gifts of \$2.2M

Communication Online MS Enrollment/Revenue



** Fall 2017 revenue through 12.31.17