

# Chancellor's Report to the Board of Trustees

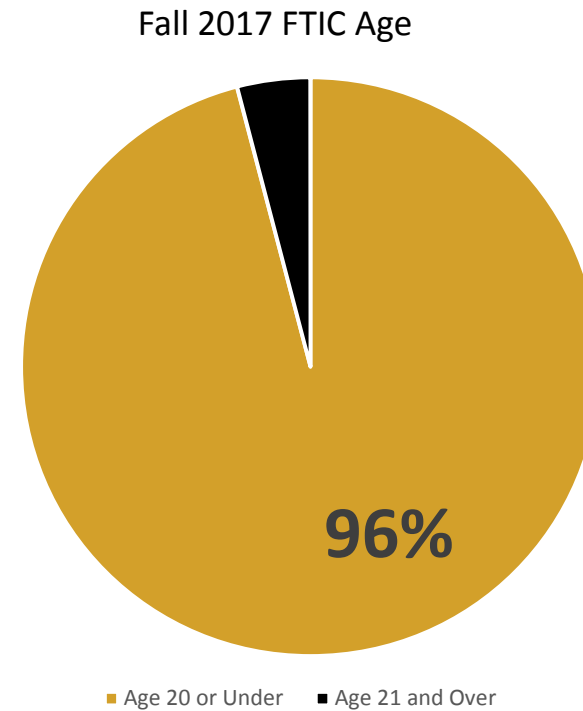
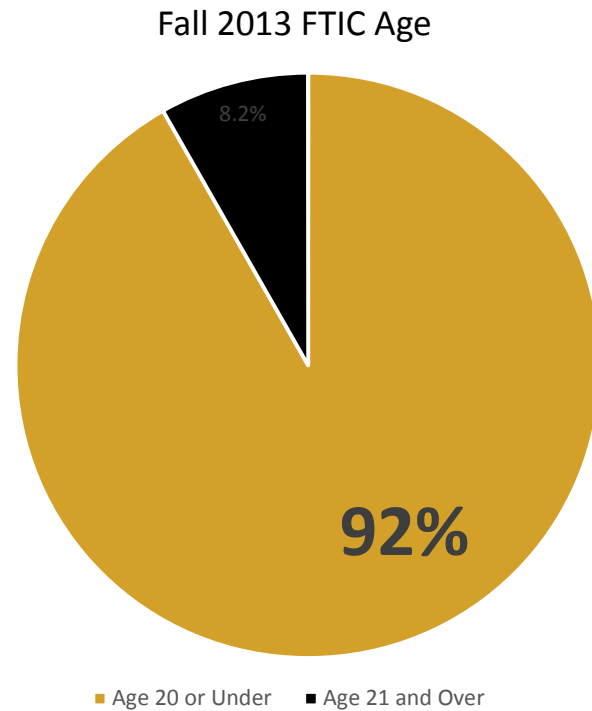
Dr. Thomas L. Keon

April 6, 2018

# First Time In College (FTIC)

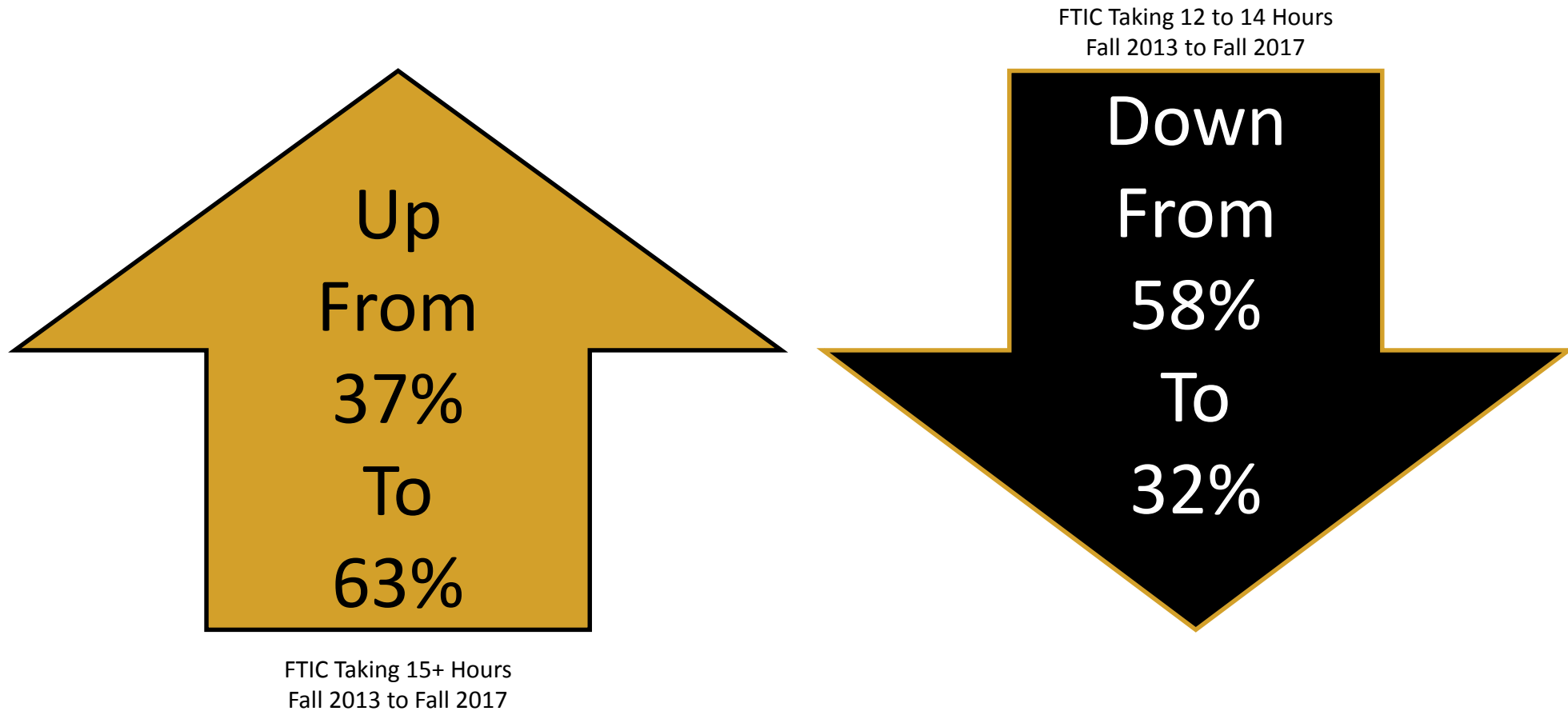
- Full Time Students
- Work Loads moving toward 15 to Finish

## Entering Freshman are becoming more traditional at Purdue Northwest



*The percent of first time in college students age 20 and under has increased from 92% to 96% in the last 5 years.*

# Entering Freshman are becoming more traditional at Purdue Northwest

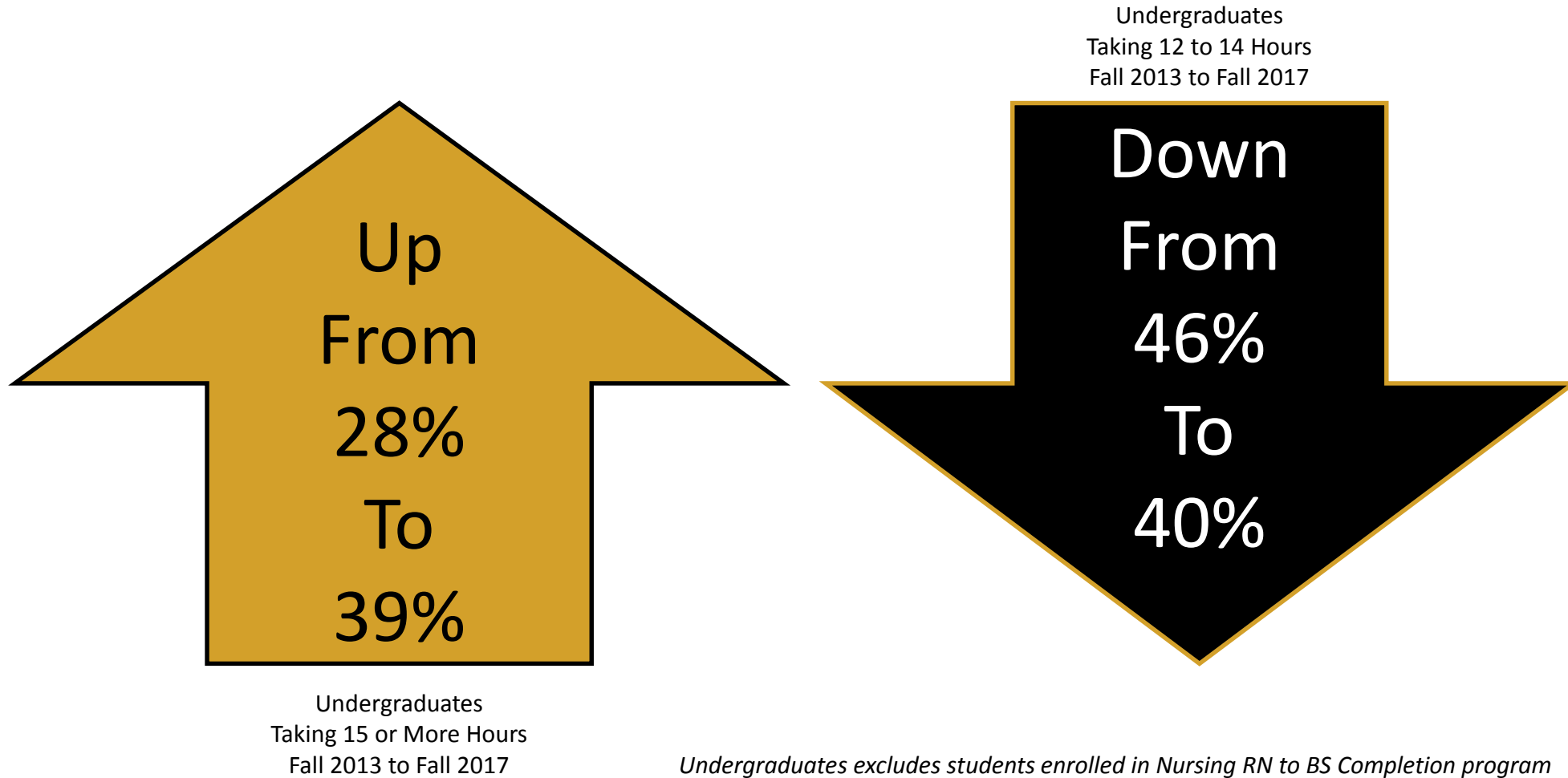


# On Campus Undergraduates

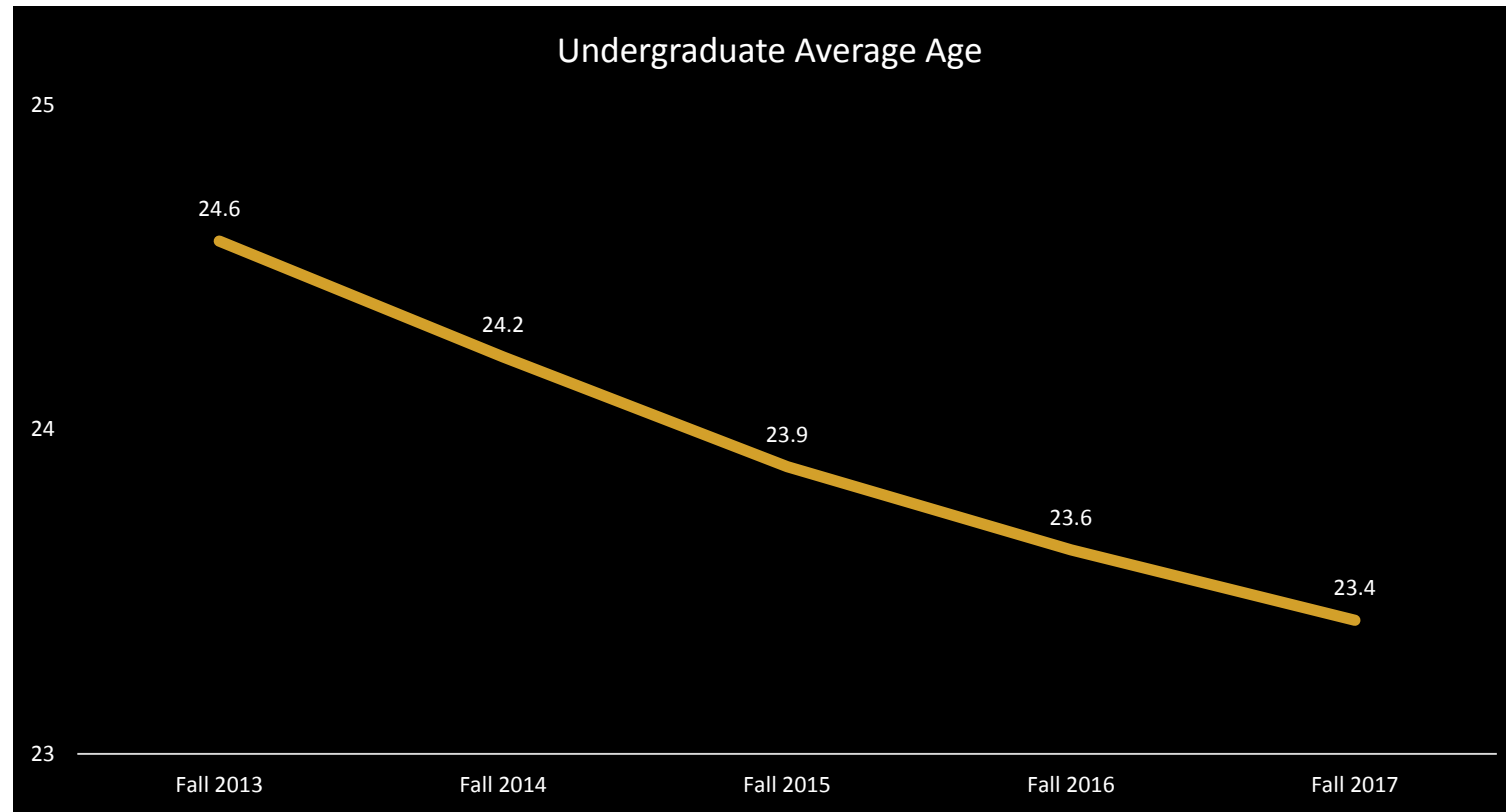
- Full-Time Students
- Age
- Growing Hispanic Population

**Undergraduates** are becoming more traditional at Purdue Northwest

Currently 79% of PNW Students are Full-Time



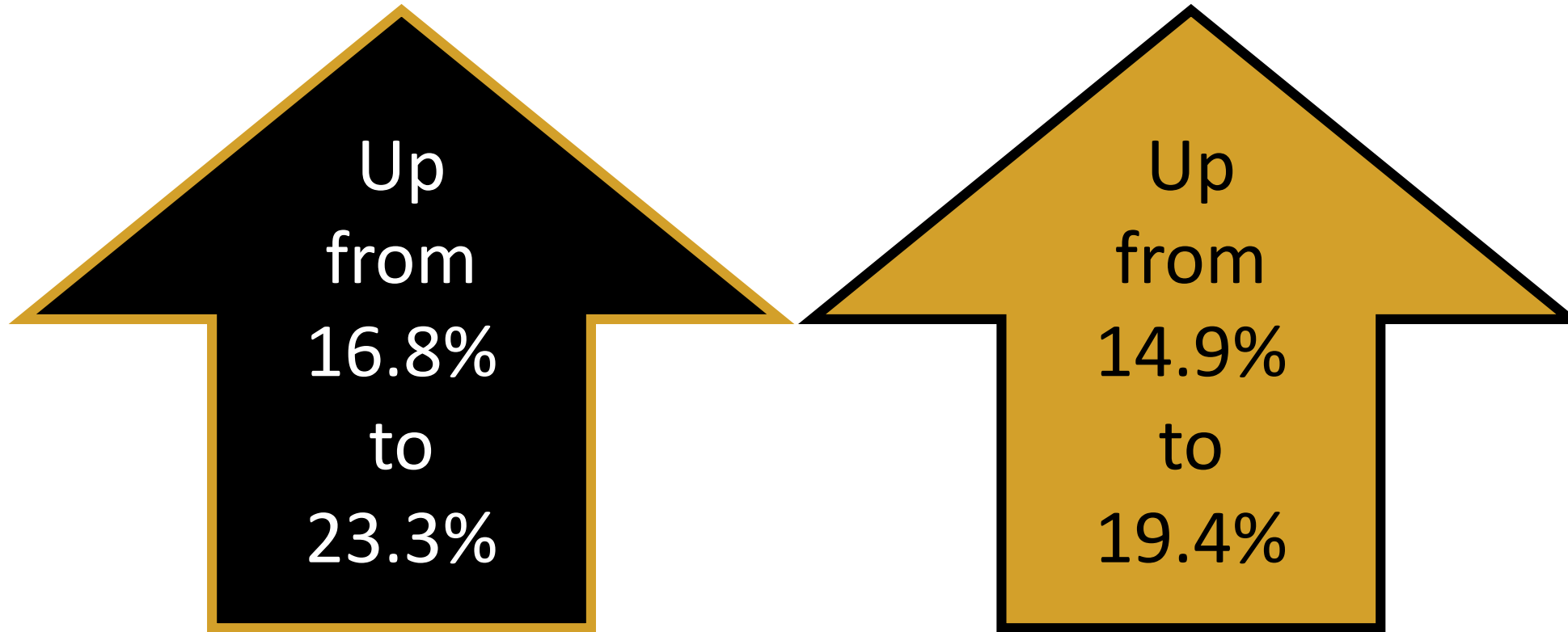
# Undergraduates are becoming more traditional at Purdue Northwest



Average age of Undergraduates has decreased from 24.6 to 23.4 from Fall 2013 to Fall 2017

*Undergraduates excludes students enrolled in Nursing RN to BS Completion program*

# Purdue Northwest is attracting more Hispanic / Latino Students



**FTIC** Hispanic / Latino Students  
Fall 2013 to Fall 2017

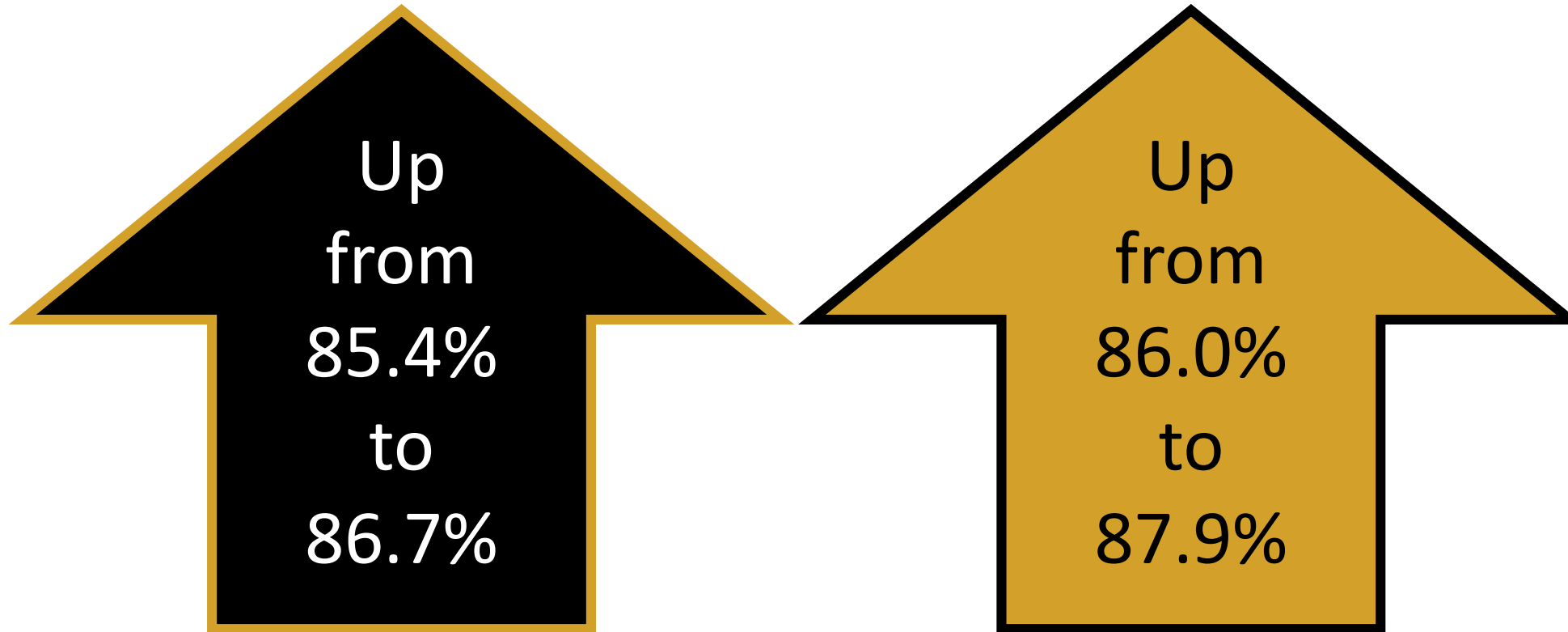
**Undergraduate** Hispanic / Latino Students  
Fall 2013 to Fall 2017

*Undergraduates excludes students enrolled in Nursing RN to BS Completion program*



# Retention

# Purdue Northwest is Retaining more Students



FTIC Fall to Spring Retention  
Fall 2016 to Fall 2017

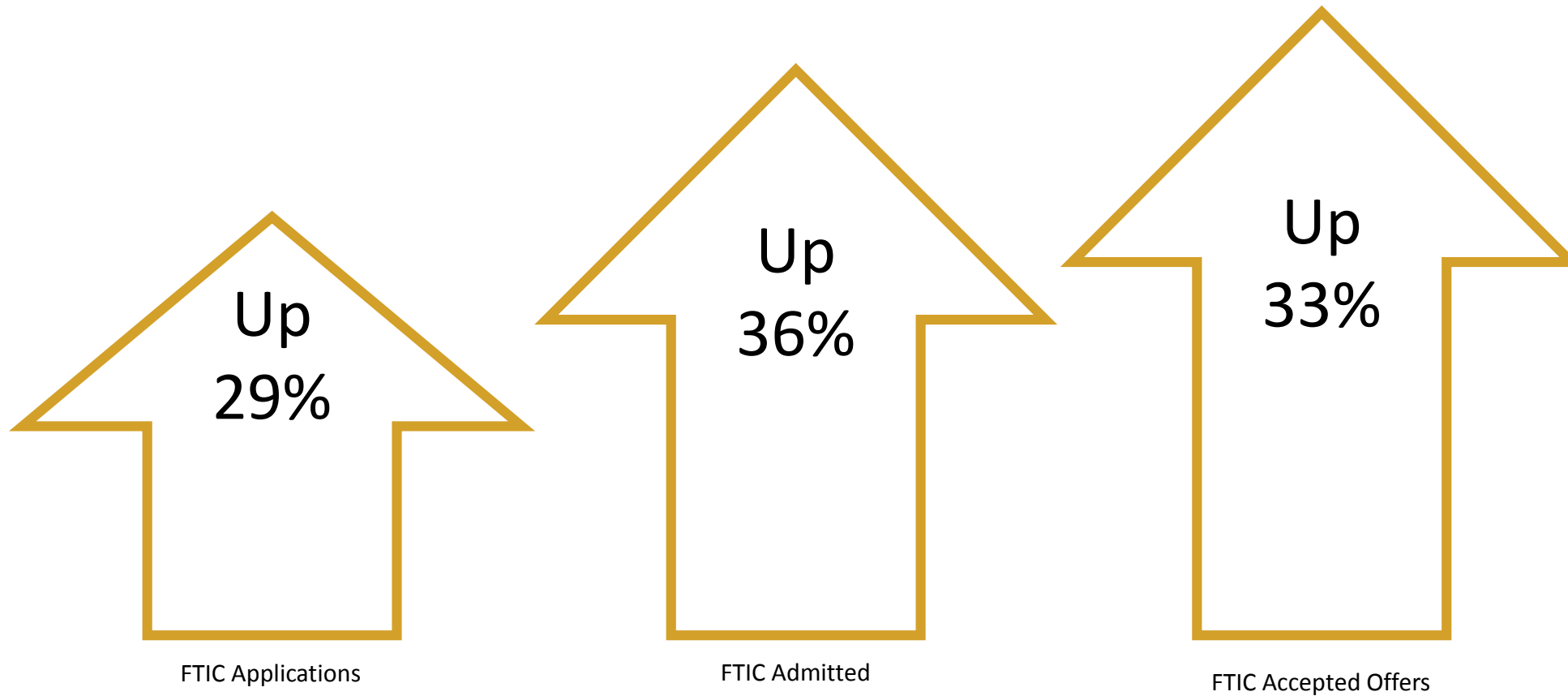
Undergraduate Fall to Spring Retention  
Fall 2016 to Fall 2017

*Undergraduates excludes students enrolled in Nursing RN to BS Completion program*

# Recruiting for PNW

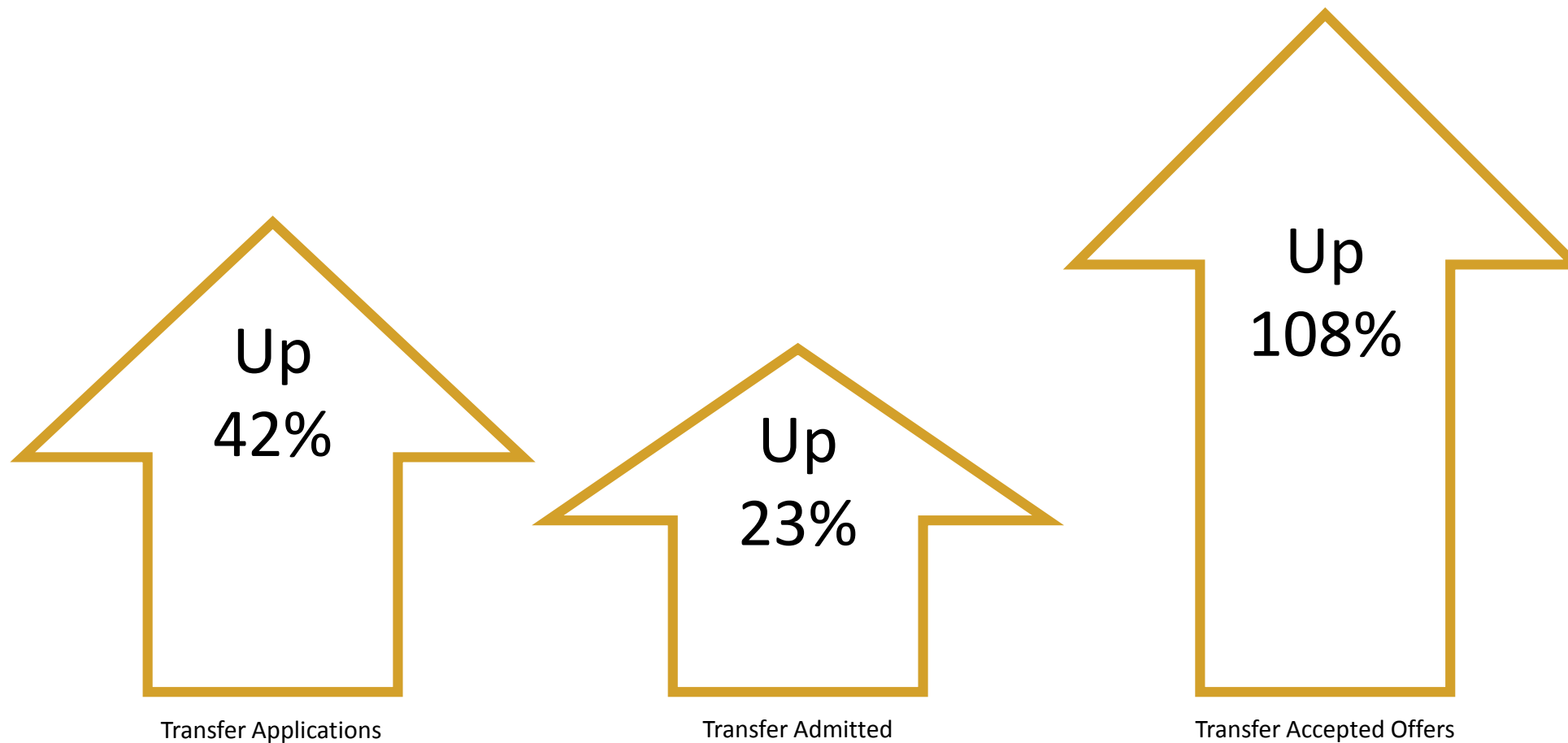
- New Students to PNW
- Transfer Students to PNW
- Impact of Out-of-State Tuition Change

# Admissions for FTIC Students are UP at Purdue Northwest



*Point in time comparison for Fall 2018 vs Fall 2017*

# Admissions for Transfer Students are UP at Purdue Northwest



*Point in time comparison for Fall 2018 vs Fall 2017*

## *Crain's Chicago Business*

“Guide to Top Colleges and Universities” and “Midwest College Directory”

- Full-page ad
- Digital listing for one year

More than understanding . . .

# SOLVING™

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- **More than 70 Areas of Study**
- **Outstanding Value**



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BUSINESS PROGRAMS  
2018

**PURDUE UNIVERSITY NORTHWEST**

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USNews  
ENGINEERING PROGRAMS  
2018



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**Hammond and Westville, IN**

# Impact of Out-Of-State 150% Tuition Percent Change Day to Day (3/26/18)

		APPLICANTS	ADMITTED	ACCEPTED
FTIC		129	136	133
FTIC	HAMMOND	141	142	134
FTIC	WESTVILLE	96	111	131
FTIC	ILLINOIS	198	204	182
	MICHIGAN	185	132	300
TRANSFER	ILLINOIS	154	138	194

# PNW BRAND IDENTITY

- Differentiating PWL and PNW
- Name Recognition
- A new Mascot
- A new License Plate





# Transforming our Physical Space



# Visible Identity on our Campuses



Hit the road and support scholarships for Purdue University Northwest students by selecting the PNW plate option when you renew at the BMV.



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# A Vision for the Future Growth of PNW

- A Unique Brand: Hitching a ride on a new train.
- Where is our population now?
- What impact will our new train have on population growth in NWI?



TM

**PURDUE**  
UNIVERSITY  
NORTHWEST









# Additional Growth Plans at PNW

- Expanding through increased recruiting efforts
- Increased and increasing retention
- Expanding extramural offerings for students
- Enriching the campus environment
- Developing “new” areas of interdisciplinary study
  - Forensics, Criminal Justice, and Prelaw
  - Health Studies

# PNW

With a demographic profile of the PNW student body that matches the changes occurring in the U.S., we are committed to developing and providing leading edge educational instructional methods and support resources.

Our graduates will be academically and practically equipped, as we expect them to become the future leaders of NWI and the world beyond.