

Purdue Board of Trustees

Chancellor Thomas L. Keon
Provost Kenneth C. Holford

August 6, 2021

Managing in a Declining Market:

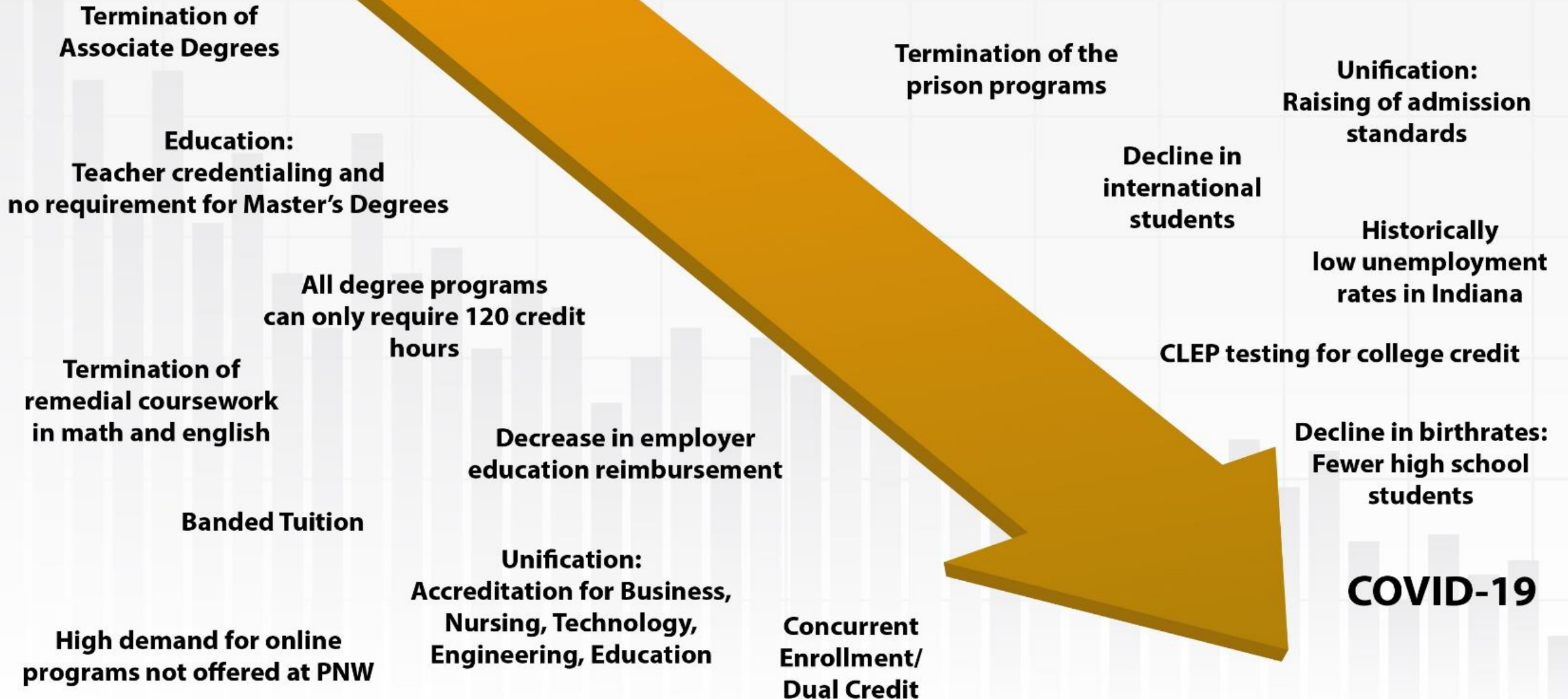
The Environment and Implemented Strategies

State and Local Trends: Enrollment Data



Institution Name	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Trend
Purdue University Northwest	10307	9619	8665	8244	7546	
Calumet College of Saint Joseph	837	744	585	519	543	
Indiana University-Northwest	4117	3727	3549	3380	3286	
Indiana University-South Bend	5165	4981	4790	4603	4432	
Purdue University Fort Wayne	8746	8302	7708	7270	6750	
Valparaiso University	3125	3236	3186	3170	2965	

External Factors Impacting Enrollment Decline at PNW



PNW Strategic Initiatives

- Investments in Growing Academic Programs

Criminal Justice

Social Work

Digital Marketing

Computer Science

Cybersecurity

- Enhancing Existing Academic Programs

Communication

Education

Nursing

Health Studies

- Other

Seek Hispanic Serving Institution Designation

Athletics

PNW Westville Campus: Engagement and Strategies

Faculty Engagement

- 2017: Committee of Senior Leaders from Westville engaged faculty and staff in several Open Forum presentations.
- 2019: Chancellor met one to one with over 40 Westville faculty members, tenure/tenure track.
- 2020-2021: Provost collaborated with Faculty Senate Westville Committee.
- 2021-2022: Continued collaborative efforts with all faculty.

Budget: Break Even Analysis

- Budget Incentive Model Estimated a Loss of:
 - \$4 million in 2019-2020
 - \$3.6 million in 2020-2021
- PNW overall budget is absorbing the losses:
 - 80% of undergraduate students at the Hammond campus
 - 20% of undergraduate students at the Westville campus
- To ensure future success, the Westville campus needs to be self-sustaining.

Current Strategies and Moving Forward

Strategy for Student Success and Retention

- Learning Communities and Block Scheduling
- 93% of Courses Face to Face for Fall 2021
- Centralized Advising
- Investments in Technology (Testing Lab and Nursing lab)
- Employer Engagement and Interview Suite
- Early Warning System for at Risk Student Behaviors
- As needed, faculty will be assigned to meet student demand.

Engagement and Marketing: Flattening the Negative Curve

- Digital Marketing Campaigns
- Expanded Paid Advertising
- Virtual Tour
- Community Liaison
- Marketing Research: Focus Groups in Porter County
- Nils K. Nelson Endowed Chair in the Sciences, Biology

Continuing Forward: Westville as a Branch Campus

Stabilizing Enrollment

Westville Enrollment Fall 2020 by Pathways and Designated Majors

Area of Study Major	Total Fall 2020	Freshmen
Total Pathways (Undecided/Undeclared)	324	193
BS Nursing	163	11
BS Business Management	101	16
BS Psychology	80	21
BS Biological Sciences	76	22
BLS Multidisciplinary Studies	57	1
BA Elementary Education	51	1
BS Computer Information Technology	50	10
BA Communication	47	11
BS Health Studies	41	5
BS Construction Eng. and Mgmt. Tech.	38	7
BA Behavioral Sciences	25	2
BA Social Work	24	0
Total Majors	753	107

Ensuring the Longevity of the Westville Campus

- General Education and offering a small number of degree programs specific to the region, currently we offer: Nursing, Management, Psychology, Biology, Multidisciplinary, and Elementary Education.
- **Create new revenue streams through community and private events.**
- **Investigate other possible revenue streams.**

Westville Campus

A unique branch campus with
269 acres of woodland and recreational space.

- General Education for All Majors
- Currently Offering Majors in:
 - Nursing*
 - Management
 - Psychology
 - Biology
 - Multi-Disciplinary Studies
 - Elementary Education
- Student Support Services
- Campus Life and Activities

*Program requirements for seniors may require coursework at the Hammond Campus.

PURDUE UNIVERSITY NORTHWEST

PINW

