

# ***UNIVERSITY SENATE REPORT***

**Susan South, PhD  
University Senate Chair  
For  
Board of Trustees Meeting  
April 4, 2025**

# *Senate Meetings February & March 2025: Documents*

## **Passed**

- Senate Document 24-07 Creating a University Senate Listserv

## **For Discussion**

- Senate Document 24-13 Bylaws Revision re: CSSAC and MaPSAC Senate Members

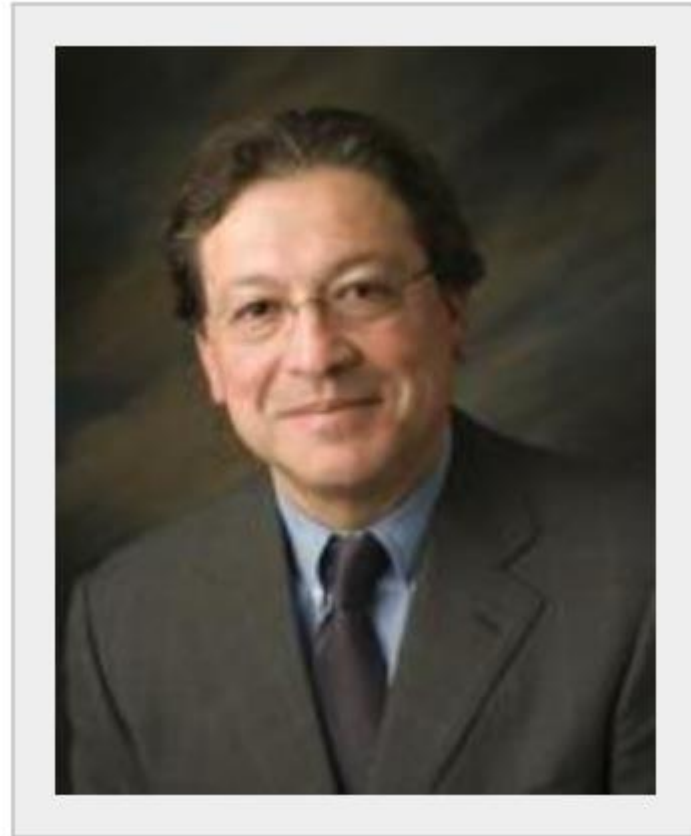
# *Senate Meetings February & March 2025: Presentations*

- **Michael Cline, SVP**
  - Administrative Operations Overview
  
- **Michael Johnston & Lynne Dahmen**
  - Update on Campus Sustainability
  
- **Dimitrios Peroulis**
  - Examples of AI tools
  
- **Treasurer and CFO Christopher Ruhl**
  - Purdue budget revenues and outputs, current concerns

# ***New Senate Vice Chair: Julio Ramirez***

**Karl H. Kettelhut Professor in Civil  
Engineering and NHERI-NCO  
Center Director**

*Purdue University  
Lyles School of Civil and  
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550 Stadium Mall Drive  
West Lafayette, IN 47907-2051*



***Senate Ad Hoc Committee  
2024-2025 Report:***

***Graduate Programs:  
Purdue Global and Purdue  
University's Online and  
Residential Programs***

# Committee Process

## Reviewed Existing, Accessible Information

Vision for Online Learning 2.0	Accreditation of Programs	Faculty Composition	1 Year Retention Rates	Students
<p><u>April 2023 Trustees meeting</u> presented the <u>Vision for Online Learning 2.0</u> and clarified the role between Purdue University Online and Purdue Global.</p>	<p>Most of the graduate programs offered from both schools are accredited but they are not necessarily accredited by the same bodies.</p> <p>Purdue Global non-accredited programs include MS in Business Analytics, MS in Educational Studies, and MPH.</p>	<p><u>Purdue University Online Faculty:</u> employed and directed by their respective Purdue West Lafayette departments and colleges, equivalent of 235 faculty and 80 part-time instructors</p> <p><u>Purdue Global Faculty:</u> 278 full-time faculty, 2046 part-time faculty</p>	<p>PWL residential: 86-100%</p> <p>PWL online: 72-100%</p> <p>Purdue Global: 54-77%</p>	<p>PWL residential graduate students are younger, a majority international, and have a higher % of male students.</p> <p>PWL online graduate students are in the middle</p> <p>Purdue Global's graduate students are 63% female.</p>

# Committee Process

## Meetings

Administration 5.15.24	Marketing 7.11.24	Instructional Design 7.11.24	Industry Partnerships (OIP) 9.13.24	Finances 10.9.24
<p>Purdue Global's goal is to offer an accessible college education to working U.S. adults. Administration sees Purdue Global as one of the main components at the heart of Purdue University's land grant mission.</p> <p>Purdue University West Lafayette offers residential and online graduate education opportunities to selective audiences, meaning generally not all applicants who meet minimum requirements are accepted.</p> <p>Having both Purdue Global and Purdue University Online has the potential to clearly distinguish Purdue from other institutions.</p>	<p>Purdue Global started with a huge focus on brand awareness- it was important for people to know who they were and that they are part of the Purdue portfolio. Now, they are starting to shift marketing towards programs and more tailored messages.</p> <p>Purdue West Lafayette, which includes Purdue University Online, needs less brand awareness- people know who Purdue is and what they do.</p> <p>Both Purdue University Online and Purdue Global are being challenged to more than double their enrollments.</p>	<p>The course design process follows online education best practices at both institutions.</p> <p>Purdue Global: the process is centralized and collaborative. Subject matter expert works closely with the curriculum design and operations team to develop the course, providing consistency in course content as well as student experience. Once a course is designed, instructors teaching those courses are provided with the syllabus, content, and materials.</p> <p>Purdue University Online's TLT will work with faculty to design course and program-specific pedagogical material.</p>	<p>Two offices of specific interest are Educational Partnerships and Military Partnerships.</p> <p>When determining if an industry/employer should partner with Purdue University Online or Purdue Global, OIP shares Purdue's capabilities at a high-level, listens to the customer's needs, and then discusses with them how to fill their gaps in workforce development. Once OIP understands their needs, they share programs with the appropriate learning outcomes from across the portfolio.</p>	<p>Purdue Global supports Purdue West Lafayette faculty/staff and family members' tuition benefits through the <a href="#">Gift of Knowledge policy</a>.</p> <p>Purdue West Lafayette's online programs operate on a cost-reimbursement budget model, meaning costs are recovered, but profits are passed onto the units. Due to this cost-reimbursement model, in order for tuition discounts to be offered to faculty, staff, and families, money must come from the units, colleges, or central administration.</p>

# ***Ad Hoc Committee Recommendations***

- **Continue to clarify and market the differences between Purdue University's online programs and Purdue Global**
- **Revise marketing strategies which combine messaging about Purdue University West Lafayette with overall Purdue System messaging**
- **Streamline processes and interfaces between Purdue West Lafayette residential and Purdue University online programs.**
- **Ensure all faculty have access to AND utilize best practices in online education to maintain rigorous online courses.**



# Women in Science: A Follow-up

THE WALL STREET JOURNAL

Latest World Business U.S. Politics Economy Tech Markets & Finance Opinion Arts Lifestyle

LIFESTYLE | WORKPLACE | ESSAY

## Why Are Girls Less Likely to Become Scientists?

Closing the gender gap in STEM jobs has proved difficult, perhaps because it has more to do with the priorities of men and women than with sexism.

By William von Hippel

March 6, 2025 12:06 pm ET

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1. Flexibility in Preparation
2. Summer Science Camps
3. Mentorship and Social Support
4. Female Faculty
5. Make the Work Personally Relevant

# *A Final Thought as I Finish My Term....*



# ***THANK YOU***

Questions?

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