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Purdue University Online is an extension of Purdue University’s flagship West Lafayette, Ind., campus charged with facilitating, developing and supporting online and hybrid programs with the same academic rigor and taught by the same faculty as on-campus offerings. Purdue University Online serves faculty and campus units with market research and marketing; instructional design and implementation with the right pedagogy and technology; student recruiting; online student support services and student success coaching; and quality assurance. Purdue University Online operates a detailed launch process for adding new high-quality, high-value online offerings, including graduate degrees, certificates and nondegree-seeking professional development courses and programs. The process includes a market analysis and lays out how the curriculum will be developed, approved, launched, supported, and assessed. Purdue University Online also works with corporate partners to package existing courses and programs and to develop custom curriculum to meet partners’ employee training needs. Online offerings through Purdue University Online are highly ranked, including No. 1 rankings for graduate degrees in several engineering disciplines and in diverse fields such as Communication, Economics, Healthcare Administration, Hospitality Management and Veterinary Technology. Online programs facilitated by Purdue University Online serve thousands of students from all 50 states, Washington, D.C. and Puerto Rico and from 34 countries.