

Executive Summary

Purdue Engagement 2001-2004

A vision of preeminence, an aggressive strategy for accomplishment, inspired university leadership, and the general consensus for “taking Purdue to the next level” positioned Purdue for unprecedented results in the refocused missions of discovery, learning, and engagement.

The unfamiliar term “engagement” afforded Purdue administrators the opportunity to inform and solicit support for the concept from a broad base of customers, clients, and potential partners. The engagement mission seeks to build partnerships with business, industry, agriculture, local and state government, elementary and secondary education institutions, local communities and other institutions of higher education, with a special focus on Indiana. Unlike the service mission of the past, that tended to be a one-way initiative, engagement expects to build mutually beneficial partnerships with shared expertise, resources and benefits for economic growth and quality of life enhancements.

Embracing of the concept of engagement across the institution and the State has been phenomenal, resulting in unprecedented visibility and support for Purdue’s effort to support economic development and quality of life initiatives in Indiana.

Reported in this paper are some of the results from the key strategies for implementing the engagement mission as described in the Purdue Strategic Plan. Key results include: the creation of an organizational structure to provide leadership and coordination for the engagement effort; initiatives to retain more Purdue graduates in Indiana; a vast array of partnerships created through technical assistance, technology transfer and commercialization, new business development, community and rural development, corporate relations, student community service and service learning; and enhancements for the academic achievement of elementary and secondary students.

Purdue’s efforts in engagement have been recognized at the local, state and national levels, including being named one of the “top 12” universities in the nation in supporting the states economic development and as a “model for its peers”. The Purdue Research Park and the Purdue Gateways program were named in a national business publication as “a model for new business development” and President Jischke was honored with the Indiana “Trailblazer Award” for economic development.

A question of external financial support surfaced during the planning process for the engagement mission. The results to date have been outstanding. Major support has come from the federal government, and key statewide business organizations and foundations. Moderate support has been generated from the State.

Over the past three years, a strong foundation has been laid for future success and expanded opportunities in Purdue’s efforts to “Engage Indiana” and the world. Purdue has risen to the “next level” in engagement and preeminence is within reach.