Progress on working group charge:

1.) What would it mean to be generally recognized as the top science college in the nation, or the best college at Purdue? In what ways would the College of Science look and feel different than it does now?

This committee agrees that rankings – while important and eye-catching to prospective students – can skew things. How does a 17-year-old weigh the source? Does U.S. News and World Report impact them more or less than a listicle found after a Google search? We agreed that the departments are scouted more than the College.

All rankings should be considered. Wall Street Journal, Financial Times of London and Academic Ranking of World Universities from Shanghai Ranking could and should be touted. SmartMoney as well as the recent Purdue-Gallup Index contain some good financial information that would look good next to rankings.

And it’s not just the departments that should get rankings notice. There are programs within the departments that are ranked high, according to a plethora of sources. The most known is the No. 1 Analytical Chemistry graduate program (U.S. News and World Report). In the Department of Mathematics, some programs have very high rankings and domestic and international visibility. The Structural Biology program was said to be ranked especially strong, too. The Department of Chemistry has been touted as having the most female faculty (absolute) in the nation. This was fact in 2012 and it was tied for first in 2013 (Chemical & Engineering News). Updated numbers were unavailable. These smaller programs/facts are extremely important.

Earning potential is extremely important as well. These numbers can also be played with and the source should be considered. However, having such rankings would look great next to departmental and programmatic rankings.

A major issue to consider is should all rankings be posted on our website or just the best ones? The rankings differ depending on the source, of course.

Along with rankings, the fact that the College of Science has had two Nobel laureates and numerous NAS members should be screamed from the rooftops. Not only do these faculty members research here, they teach here. Such clout could lure many prospective students.
Actionable recommendation: Obviously, the College’s homepage would be a good place to store and update these rankings. A page detailing as many as we want should be created but breakout rankings should be trumpeted on the home page like in a banner or breakout box.

2.) How could Science and its seven departments do a better of communicating their strengths and accomplishments to the academic world outside of Purdue?

A major step to this would be to overhaul the home page. Most colleges have already switched to the mosaic style. A box or two could be dedicated to the strengths and accomplishments of the College. Not only potential students (and their parents) should be considered, potential faculty members are an important audience as well.

Social media is something we should continue to push. Our numbers continue to rise but there is still work to be done.

We are finding more and more faculty members are maintaining blogs, either under the Purdue.edu umbrella or on their own. Most log research and are the first place to show results. In the past, we would have to wait for the journal article to come out. Now, we can watch the experiments as they happen.

Faculty should be encouraged to communicate their work more. There are about a dozen or so CoS faculty members who seem to get their work to the masses and media better than their peers. Practically all CoS faculty are working on world-changing research and should be letting everyone know about it. Of course, many faculty members are uncomfortable in the spotlight. We can work with them to become more comfortable in promoting their work.

Actionable recommendations: A home page overhaul is starting to become a crucial issue, especially since Engineering switched over to the Purdue.edu look. Of course, this overhaul is easier said than done. By the time this is posted, the banner on the current home page will be changed to hype one of the College’s programs.

To increase social media traffic, small cards were produced to pass out at CoS’ upcoming events. The cards contain handles of all of our social media platforms so interested parties can find, like and follow.

We could highlight a College of Science “Blog of the week/month” on the home page as well as social media.

Tim Brouk and departmental communications people (depending on the department) can attend faculty meetings to get an early jump on promoting research or other faculty-led initiatives or accomplishments.
3.) In what ways can fund-raising be harnessed to increase the stature of our faculty and students, and the academic departments to which they belong?

Since graduate students and their principal investigator/professor/advisor spend an intense four to seven years together, relationships are forged. We believe most of these relationships are positive. As such, faculty could help these alumni to be more engaged and connected. We believe there is an untapped wealth that could be brought into the College this way. Faculty members would just need to think like a DoD and know some of the best ways to bring in potential gifts.

Community outreach is another opportunity to grow fund-raising. Some faculty members meet with the community via off-campus talks, from public libraries to pubs. More events like these should be encouraged.

**Actionable recommendation:** Banners that Science Outreach had made should be utilized at every off-campus event. If there is room, we can load up a table with takeaways promoting our programs for potential students. You never know if a parent or grandparent has a teenager thinking about college. That student could be local or from far away.

4.) What does the College need to do to elevate its reputation as a place that nurtures, supports and empowers a diverse community of faculty, students and staff?

The attraction of prospective students and faculty is crucial in answering this question. We need to meet the needs of diverse portfolios of students. We need to attract the right new faculty. We need to promote the major strengths of the college – research, Pillars of Excellence in the Life Sciences, CS expansion – to smaller but important things like spousal hiring.

**Actionable recommendations:** Along with revamping the home page, the departmental web sites should be given attention as well. It was said that many potential students and faculty go directly to the department’s site that interests them the most. The departments should consider showcasing some of the above (and below) items to promote themselves better.

On the staff side, it’s been a years’ goal to put together a staff e-newsletter for the College of Science. This digital document would highlight the College of Science as a great place to work and thrive. The piece – to be published twice a year – would highlight staff members’ great work as well as have important announcements and dates.

**Some miscellanea that should be highlighted in all things College of Science ...**

**What to really tout**

- Recruitment – we have the second highest ACT, SAT and GPA for incoming students on campus
- Named scholarships – more may need to be created
• Named postdocs – have to be created
• Journal articles
• Admission rates vs. applications
• New faculty
• Spouse policies
• NAS members
• NSF career grants
• Faculty awards
• CoS is a partner of every college at Purdue
• Demand for fundamental courses has gone up
• We must drive the fundamental portfolio of science and mathematics
• INTERESTING PEOPLE!

Miscellanea, part 2

More events to show we can bring in great speakers and programs
• Lecture series – bring in big names
• Organize more conferences (and promote them!)
• Created events/conferences with alumni like the Science Writers conference led by Moira Gunn
• Science on Tap – promote more and show more of a presence when one of our faculty members is the speaker.