

PNW Strategic Plan, 2020-2025

VISION

Our institutional culture is rooted in pride. Our leadership, faculty and staff are committed to excellence and possess an unwavering drive to empower students to fulfill their potential.

Purdue University Northwest (PNW) is a beacon for intellectual, cultural and economic development in Northwest Indiana and the greater Chicago area. As a premier metropolitan university, PNW is enriching the surrounding community through collaborative partnerships that leverage the university's expertise to improve people's lives. PNW attracts a diverse, talented faculty who adapt their research and instruction to the needs of a changing economy and workforce.

A vibrant student experience, customized campus resources, and an engaged alumni community help students form lasting connections with each other and with the university. We embrace the common aspirations of our diverse student body to pursue meaningful and prosperous lives.

MISSION

Purdue University Northwest empowers transformational change among our students and our community through innovative education, applied research, and economic and workforce development.

THEMES & GOALS

Identity

In an increasingly-competitive higher education landscape, PNW has the opportunity to build a vibrant and cohesive identity to become the public metropolitan university of choice for our diverse range of stakeholders.

Goal 1: Improve PNW brand recognition in target markets

Goal 2: Create a university-wide culture of equity, diversity, and inclusion

Goal 3: Establish PNW as an institution of choice for prospective students, faculty, and staff

Goal 4: Offer robust and competitive NCAA Division II intercollegiate athletics

Student Success

The long-term strength of our institution correlates to the success of our students and graduates. We seek to create an academic culture and support structure focused on degree attainment and post-graduate success.

Goal 1: Increase funding available for student scholarships

Goal 2: Increase student retention to exceed statewide average

Goal 3: Improve cohesion and quality of the student experience and support services from recruitment through graduation

Partnerships

PNW is uniquely equipped to strengthen and enrich our surrounding communities in ways that are mutually beneficial for internal and external stakeholders alike. Partnerships create pathways for economic growth and meaningful career opportunities.

Goal 1: Establish a robust network of community, academic, and industry partnerships to support institutional mission

Goal 2: Position PNW as a driver for cultural, economic, and workforce impact in Northwest Indiana

Curriculum

PNW is committed to offering a curriculum that is responsive to student and workforce needs, promotes reflective and integrative learning, and provides opportunities for collaboration across disciplines.

Goal 1: Increase relevance and responsiveness of curriculum to student and employer needs

Goal 2: Increase quality and scale of internship, service learning, and student research opportunities available throughout the curriculum

Goal 3: Improve general education curriculum to provide intentional emphasis on well-rounded student development and post-graduate relevance

Discovery and Innovation

As a comprehensive metropolitan university, PNW strives to create new knowledge that transforms lives and communities, and drives advancements in science, technology, commerce, and cultural expression.

Goal 1: Increase the quality and scope of collaborative, interdisciplinary research focused on real-world challenges in the surrounding community

Goal 2: Improve integration of faculty research and applied practice with curriculum development

Goal 3: Enhance support for sponsored research and faculty scholarship