

Question Time

Can the Central Administration explain the strategic logic of the “STEAM And Business” branding? What does it mean for programs who are left out of the explicit branding as far as institutional support & student recruitment? There are growing programs with incomparable numbers of national student awards, award-winning faculty teaching and advising, voluminous research publications, outside research grants, independent scholarship fundraising, multiple internships and overseas exchanges for students each year, and exhaustive community engagement that are not part of the Purdue University Fort Wayne brand. What are the commitments to these departments – or are they viewed as “support” programs to these other branded programs?

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