



## PFW Launches Billboard Campaign in Major Markets

A new Purdue University Fort Wayne billboard campaign highlights students pushing through to better futures.

Recently launched in Fort Wayne, Indianapolis, and South Bend high-traffic areas, **the billboards present images** of students and phrases such as “It all starts with education,” “Go full STEM ahead,” “Make things that matter,” and “Your next great discovery.”

“These billboards are part of our strategy to continue to create more awareness and enhance the university’s reputation in all of those markets,” said David Johnson, chief marketing officer and associate vice chancellor for communications and marketing. “We wanted to present the university in a more creative, innovative, and contemporary way that says to prospective students, ‘You could be part of this life.’ It just adds more layers and context to help tell the story of who we are as a university.”

[READ MORE](#)



## Theresa Payton Omnibus Tickets Available Today at 1:30 p.m.

Technology and cybersecurity expert Theresa Payton is next for this year's Omnibus Speaker Series at Purdue University Fort Wayne. Payton's presentation on "How AI/ChatGPT is Shaping the Cyber Landscape" will begin at 7:30 p.m. on Nov. 7 in Auer Performance Hall.

Tickets to see the first female White House chief information officer, a position she held under former President George W. Bush, will be released at 1:30 p.m. today. They are free and available on a first-come, first-served basis through the **Schatzlein Box Office** or PFW's **online ticketing platform**. A \$1.50 convenience charge is assessed per ticket for online orders, with a limit of four tickets per person.

[READ MORE](#)





## Monday Is Your Day to Play an Important Role in Strategic Planning

You might think something like strategic planning sounds like an exercise reserved exclusively for senior leaders. At Purdue Fort Wayne, that couldn't be further from the truth. The goal of Monday's strategic planning meeting called *Forward Together* is to do what the name of the opportunity suggests—build a shared vision for PFW's future that reflects the valued contributions and input from all members of the university community, not just those at the top of the organizational chart.

Take advantage of the opportunity to participate in this important dialogue by reviewing *Empowering Transformation, Strategic Plan 2020–25*, and if you haven't already, register today by clicking on the gold button below. The deadline is Thursday at noon.

For any questions or suggestions, contact strategic planning design committee cochairs Farah Combs at [combsf@pfw.edu](mailto:combsf@pfw.edu), Joel Givens at [givensj@pfw.edu](mailto:givensj@pfw.edu), and Shubitha Kever at [kevers@pfw.edu](mailto:kevers@pfw.edu).

REGISTER HERE

## Featured Events

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*There's always plenty to do at Purdue Fort Wayne. Some opportunities are exclusive to university employees and their families. Check the full [events calendar](#) often to see what's happening on campus.*

OCTOBER

25

Wed., noon–1 p.m.

## Employee Yoga: In-Person and Virtual Class

Learn poses and techniques to practice yoga anytime, anywhere. Beginners, intermediate, and advanced yoga enthusiasts are welcome to attend the in-person or virtual class. Participants will work at their own levels...

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OCTOBER

26

Thurs., 7:30–8:30 p.m.

## Woodwind Showcase Recital: Woodwind Spooktacular

Enjoy a spooky evening of woodwind chamber music performed by the School of Music woodwind students...

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OCTOBER

27

Fri., noon–1 p.m.

## Healthy Boiler Virtual Workshop: Know Your Numbers

This presentation will help you understand the numbers associated with blood pressure, cholesterol, blood sugar, and body mass. Health coaches will show you how to interpret your Healthy Boiler physical results...

## On the Job

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*Check out the new faces in new places.*

### New Hires

- Evan Hart, financial analyst | Accounting and Budget



- Jason Kaufman, maintenance technician | Student Housing
- Charles Pearson Jr., custodian | Building Services
- Troy Wheeler, programs and marketing coordinator | Career Development Center

## In a Snap

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*Seen and noted around campus. Monitor our university social feeds for more great moments of Mastodon life.*



The **Community Arts Academy** offers many creative opportunities to students in various age groups. Saturday, because of rain, a mural painting class was moved indoors into the Modular Classroom Building.

News Center



## Events Calendar



## Athletics



## Ripples



*Inside PFW* is an official university communication for faculty and staff. All submissions should be sent to [inside@pfw.edu](mailto:inside@pfw.edu) no later than 2 p.m. on the day prior to the next edition to be considered for inclusion. Newsletter guidelines can be accessed in the [PFW News Center](#).

*Inside PFW* is produced twice weekly on Tuesday and Thursday by the Office of Communications and Marketing. *Inside PFW Special Edition* is a supplement to the regularly scheduled newsletter. It covers breaking news and time-sensitive information directly related to university operations.

**PURDUE UNIVERSITY**  
**FORT WAYNE**

