



# Planning the Purdue University 150<sup>th</sup> Anniversary

**Daniel Hasler**

Executive Vice President, Communications

**THE  
ANNIVERSARY  
FORUM**

 ***#anniversaryforum***

**150**

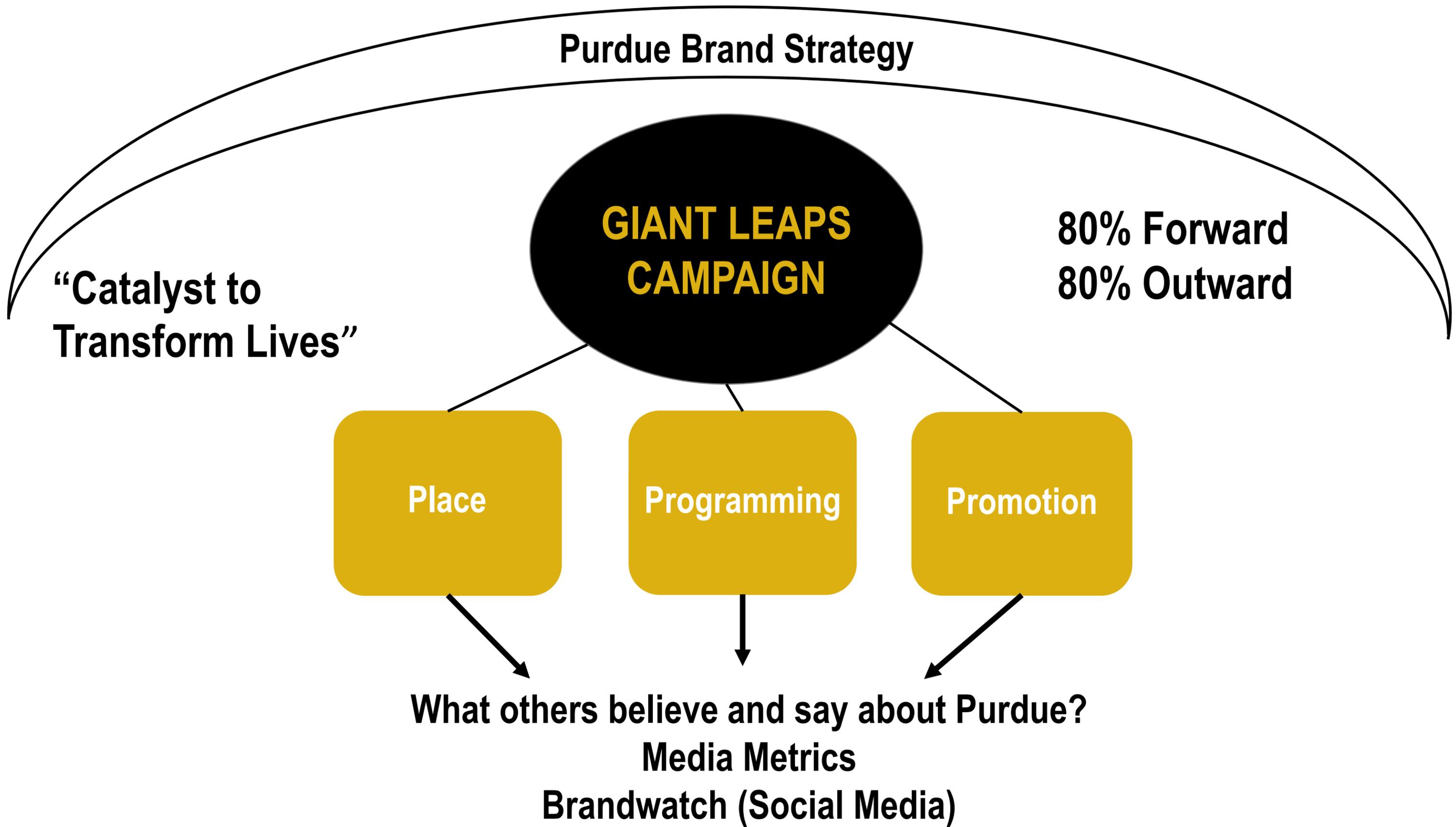


**1869**  
**2019**

**YEARS OF GIANT LEAPS™**

**PURDUE UNIVERSITY**

*“Humans have an inquisitive nature,  
and that manifests itself in our desire to take that next step,  
to seek out the next great adventure.”*



# Purdue's Promise...

**15** YEARS OF **GIANT LEAPS™**

## **BRAND VISION**

**Purdue University** will set the pace for new interdisciplinary collaboration that will serve citizens worldwide as a global center for **intellectual academic excellence** with advancements in **science, technology, and social and humanitarian efforts to promote prosperity and a quality of life.**

# “Cradle of Astronauts”

Purdue has graduated 26 astronauts



“One Small Step..”

Coincides with the 50<sup>th</sup> Anniversary of Apollo 11

**HOW WE'LL LEVERAGE THE CELEBRATION:  
FOCUSING ON THE FUTURE WHILE HONORING THE PAST**

**20%**  
LOOKING BACK

**80%**  
LOOKING FORWARD



# Our Campaign Strategy



## CAMPAIGN SUMMARY

Purdue University's Sesquicentennial celebration is more than a moment in time to look back on the achievements of the last 150 years. It's a platform from which we aim to reintroduce the institution — and its people — to the world. It's an opportunity to redefine the scope of land-grant universities. **It's a challenge to all to take GIANT LEAPS in solving global problems. It's an invitation to take the first small step at Purdue University.**

- **ICONIC**
- **OWNABLE/UNIQUE**
- **INCLUSIVE**
- **ASPIRATIONAL**





**Our vision is to redefine Purdue's role in society, leveraging the Sesquicentennial as an opportunity to:**

- Elevate our brand
- Position the University as a beacon of thought leadership and a center of academic excellence
- Tell our stories with pride
- Leave legacies with a lasting impact for future Boilermakers

**PURDUE**  
UNIVERSITY®

# It's what we do...It's what we will continue to do

## We have left **footprints** for **150** years.

You can see them across Indiana, across our country and around the world.  
You can see them on the moon where Neil Armstrong stepped fifty years ago.  
A giant leap for mankind, he said.

### It's what we do.

We have made giant leaps across every field of endeavor—  
aeronautics to agriculture, engineering to education, business to athletics  
to health and human sciences.

### Just follow our footsteps.

A Boilermaker learns that commitment combined with elbow grease will be  
rewarded; that here we will be provided the resources to step up and show  
what we can do—grow and innovate and better the world.

We are Purdue University: One hundred and fifty years building an intellectual and  
collegial community that spans oceans and history and is unlike any on the planet.

Our calling is simple: Whatever your pursuit, take **GIANTLEAPS**.

**150**   
**YEARS OF GIANT LEAPS**

PURDUE  
UNIVERSITY.

## CAMPAIGN KEY MESSAGING

**Purdue University is a center of intellectual depth, an “intellectual capital between the coasts.”**

**You can make a Giant Leap no matter who you are or where you come from.**

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### **Purdue University marks 150 years of moving the world forward by:**

- Honoring “150 Years of Giant Leaps”
- Challenging the world to make Giant Leaps in solving global issues and creating the possibilities for a better future
- Honoring our history of innovation and finding solutions for today’s greatest global problems by empowering our collegial and global community to make leaps of their own through advanced technologies, new science initiatives and cutting-edge applications

### **Purdue University is an elite center of intellectual excellence though our:**

- Rich tradition of advancement and groundbreaking work with profound scientific, technological, social and humanitarian impact
- Resolve to better the world, which will last long after this year ends with our Legacy Leaps: innovations, processes and traditions that will encourage future Giant Leaps
- Commitment to growth, innovation and discovery

# The Campaign



## VOICE GUIDELINES

Our words during the sesquicentennial year should pay homage to the **past while always looking forward**. We should talk about ourselves more boldly and with more **human emotion** than we ever have before, and let the world know that **the next 150 years at Purdue will be a series of Giant Leaps into the future.**

## CAMPAIGN COMPONENTS

### Place

- Campus Dress
- Tour Maps
- Airport
- Portals/Benches & Bridges
- Homecoming

### Programming

- Ideas Festival
- Keynote Speakers
- Debates
- SEL Groundbreaking
- Media Kit on a stick
- Athletics
- Student Engagement
- Monthly Features (Units)
- Miles O'Brien Series
- Colleges & Units
- Ever True Campaign

### Promotion

- Repurpose/Reuse
- Social Amp Up (Earned/Paid)
- Ever True Book Launch
- Media Training
- Footprint Vignettes
- 150 Video (2)
- Leaps Series
  - SAP, Browning, KPMG, Vemo
- Listening Center (Mission Control)
- Giant Leaps Microsite

**PLACE**

**15** YEARS OF **GIANTLEAPS**<sup>™</sup>  
PURDUE UNIVERSITY

## THE CAMPAIGN IN ACTION LOOK AND FEEL







# Alumni Donated a \$15 Million Gateway to Celebrate the Occasion



# Alumni Donated 25 Commemorative Benches



# PROGRAMMING



The faculty led Ideas Festival was the engine for the year

**Giant Leaps in Space**

**Giant Leaps in AI,  
Algorithms and  
Automation**

**Giant Leaps in  
Health, Longevity  
and Quality of Life**

**Giant Leaps Toward  
a Sustainable  
Economy & Planet**



## **Topic 1: Giant Leaps in Space: Earth, Exploration, Economics**

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The future of life on Earth and the challenges of expanding into our solar and stellar neighborhood can yield high economic, social and scientific rewards if we mitigate the risk and meet the technological challenges. Can we reach beyond our solar neighborhood? Is a self-sustaining space economy emerging to support this frontier? Can the geopolitical regulations for safety and access be built on the Outer Space Treaty?

## **Topic 2: Giant Leaps in AI, Algorithms and Automation: Balancing Humanity and Technology**

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Innovations in digitization, machine learning, robotics, and artificial intelligence are profoundly reshaping every aspect of life. While these advances hold tremendous promise to help tackle critical issues such as poverty and disease, they are also likely to introduce new concerns such as automation of jobs, cyberwarfare and tyrannical social engineering. Will we control tomorrow's machines, or will they control us? Finding the right balance between humanity and technology will be critical.

## **Topic 3: Giant Leaps in Health, Longevity and Quality of Life**

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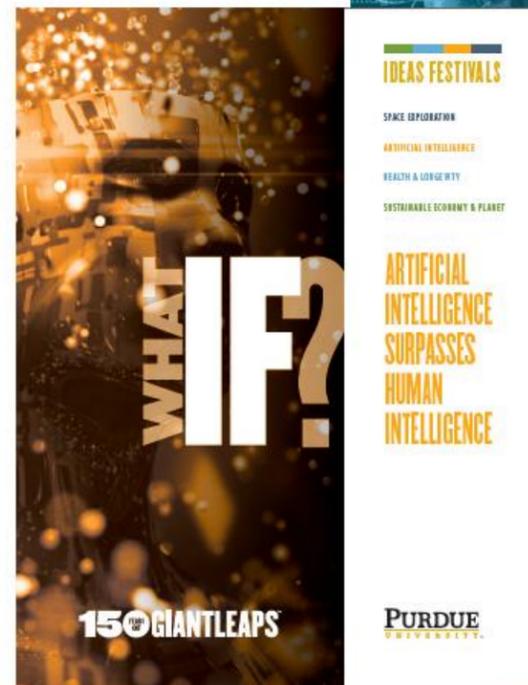
Recent advances in genomics technologies have ushered in a new era of biomedical research to assess, detect, prevent and treat diseases while optimizing the quality of life over the life course. Discussions around this topic will examine evidence-based methods to prevent and cure disease. Scientific frontiers to enable longer and higher-quality human life — including genomic medicine and neurogenesis in later life as well as behavior change, robotics, and community development — will be addressed.

## **Topic 4: Giant Leaps Toward a Sustainable Economy & Planet: Innovate today for a sustainable tomorrow**

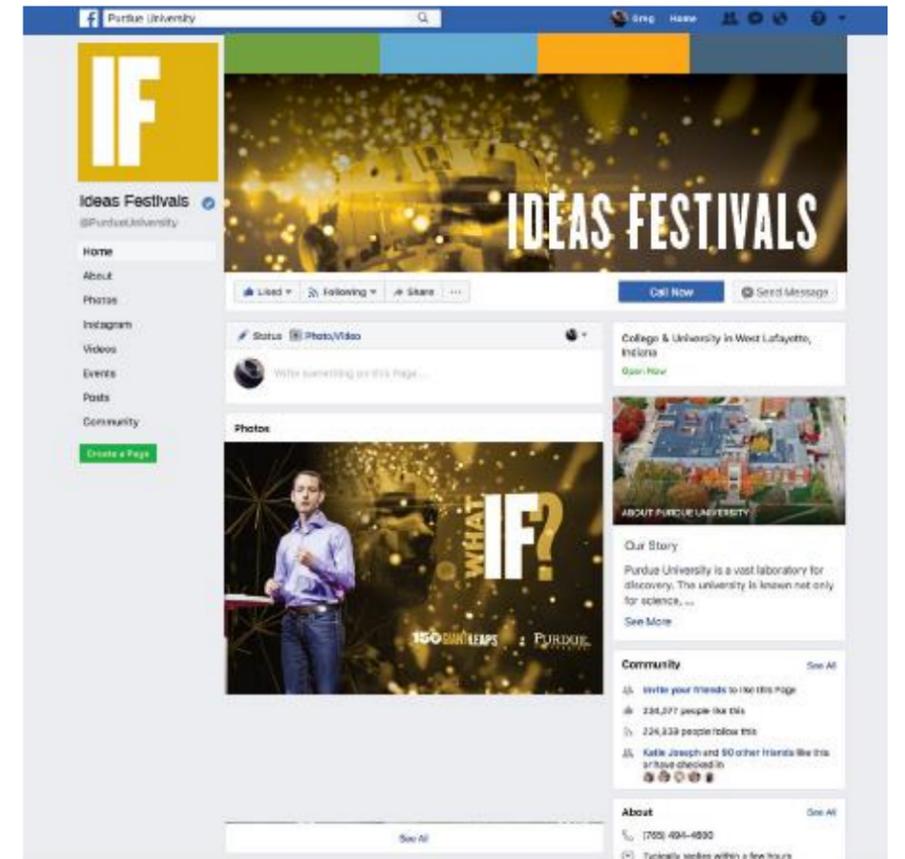
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In the last 200 years, our population has grown from 1 billion to 7.6 billion and is projected to be nearly 10 billion by 2050. We will need to adapt to meet the rising demand for food, water and energy. At the same time, rapid, exponential advances in science and technology continue to revolutionize how we live, think and work. Can technology, innovation and the marketplace converge to continue to generate economic growth areas in the global economy? Can humankind create a future in which the demands for food, energy, clean water, climate change adaptation and mitigation, biodiversity, and poverty reduction are reconciled?

# Consistency Matters...



- IF** **IF IDEAS FESTIVALS** SPACE EXPLORATION
- IF** **IF** **IF** **IF** ARTIFICIAL INTELLIGENCE
- IF** **IF** **IF** **IF** HEALTH & LONGEVITY
- IF** **IF** **IF** **IF** SUSTAINABLE ECONOMY & PLANET







## How My Small Steps at Purdue Set Me Up For My Giant Leap

- Gebisa Ejeta
- Brian Lamb
- Capricia Marshall
- Viveca Fairbanks-Henderson
- Edgar Heinemann
- Don and Liz Thompson
- Sam Allen
- Ed Schweitzer
- Scott Niswonger

**FOOTPRINTS**





# GIANT LEAPS ACROSS CAMPUS

## OVERVIEW

Colleges and units on campus will be assigned a specific month during the sesquicentennial year to drive engagement around their Giant Leaps - past, present, and future. While their celebrations can be ongoing, in these feature months, college/unit content will be prominently featured and promoted across the Giant Leaps digital channels.

The goal will be to energize representatives from across campus to apply the Giant Leaps theme in their own unique ways. Content will showcase the achievements and ambitions of the college or unit.



ENGINEERING



AGRICULTURE

HEALTH & HUMAN



SCIENCES

HONORS



LIBERAL ARTS



VETERINARY



MEDICINE

PHARMACY



2018

APR MAY JUN JUL AUG SEPT OCT NOV DEC | 2019 JAN FEB MAR APR MAY JUN JUL AUG SEPT OCT NOV ONGOING



SCIENCE



KRANNERT



POLYTECHNIC



EDUCATION

**LEAVE YOUR FOOTPRINT IN LIBERAL ARTS**

**150** YEARS OF  
**GIANTLEAPS**

PURDUE UNIVERSITY | COLLEGE OF LIBERAL ARTS

PURDUE UNIVERSITY

**PURDUE UNIVERSITY**

PURDUE UNIVERSITY | COLLEGE OF SCIENCE

**LEAVE YOUR FOOTPRINT IN SCIENCE**

**150** YEARS OF  
**GIANTLEAPS**

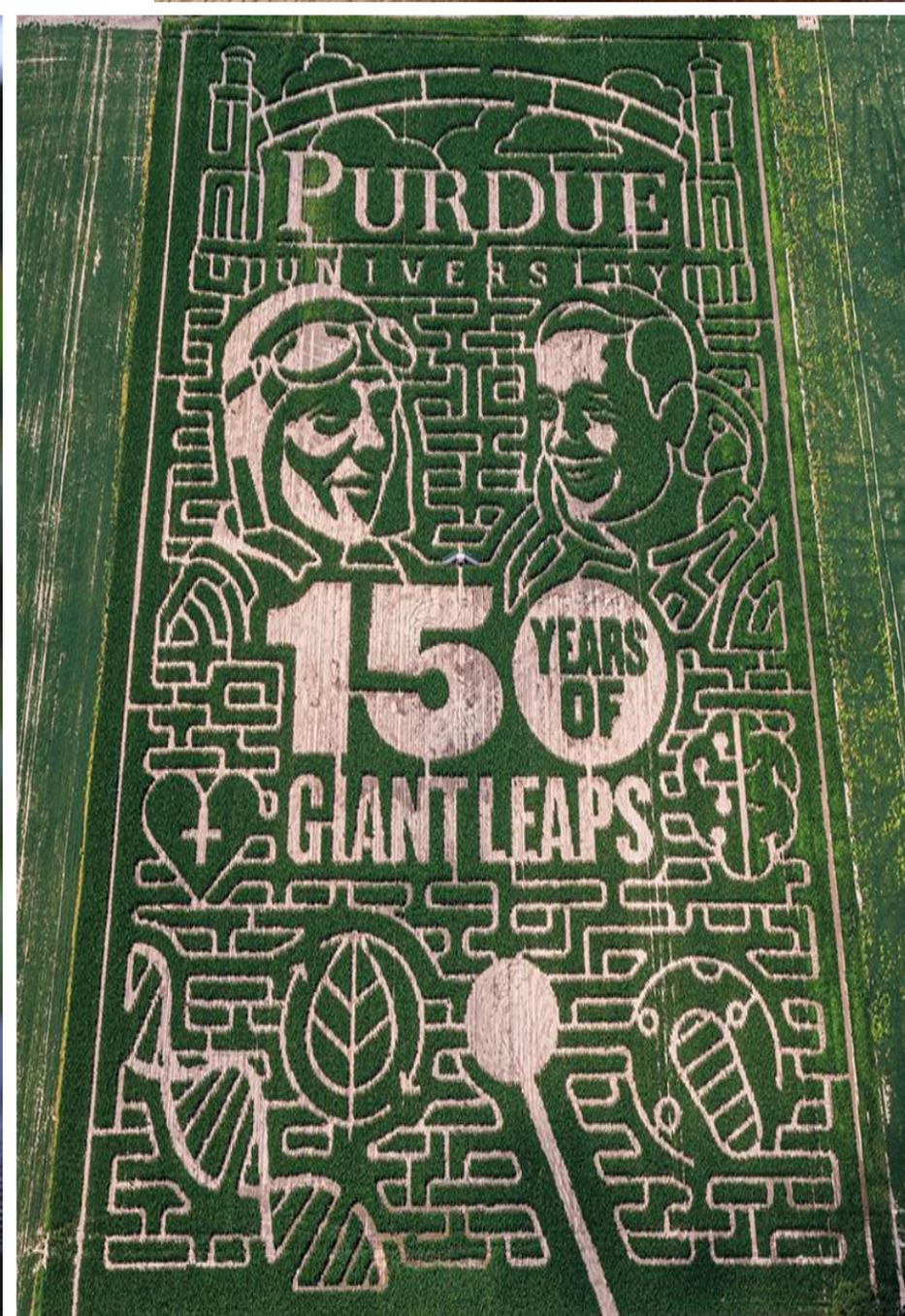
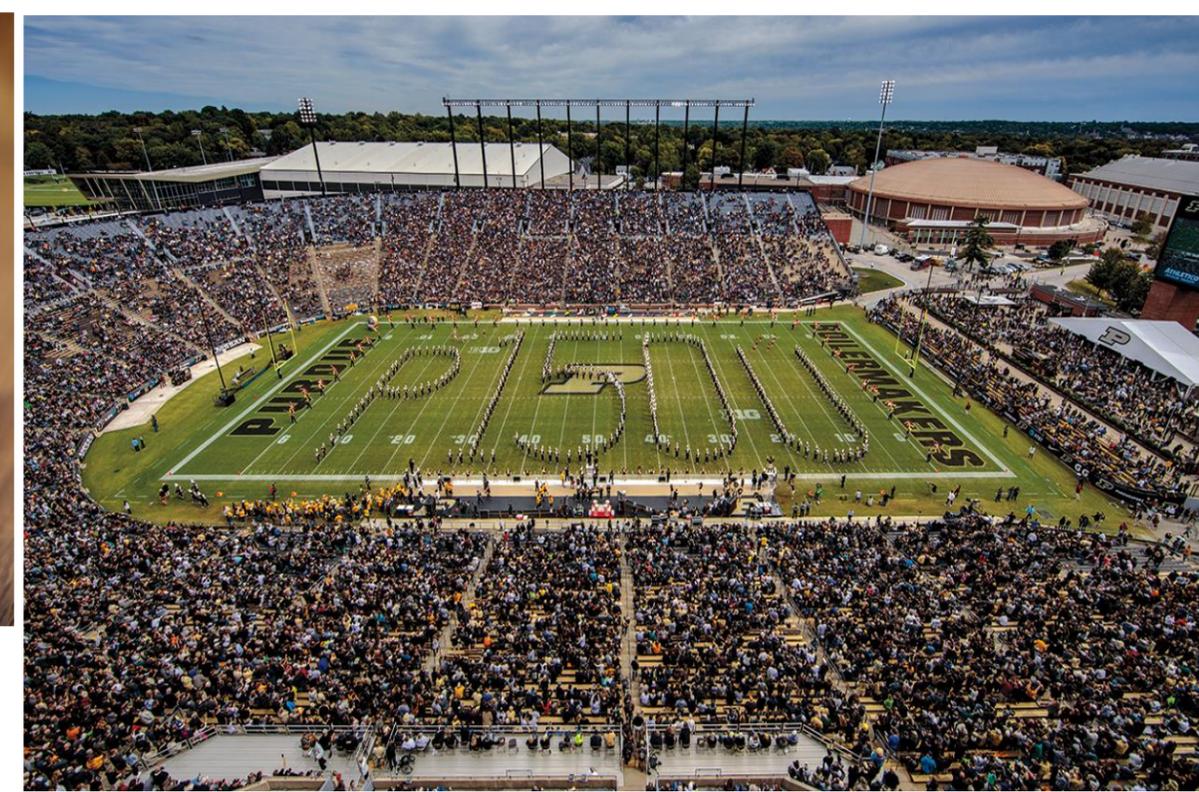
**LEAVE YOUR FOOTPRINT IN PHARMACY**

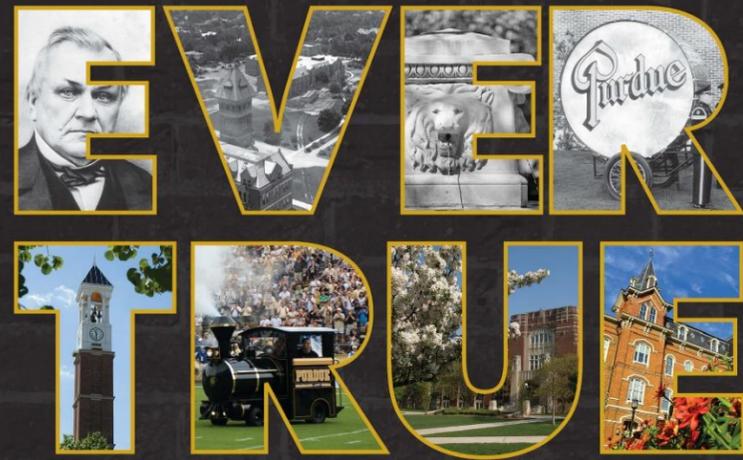
**150** YEARS OF  
**GIANTLEAPS**

PURDUE UNIVERSITY | COLLEGE OF PHARMACY

PURDUE UNIVERSITY



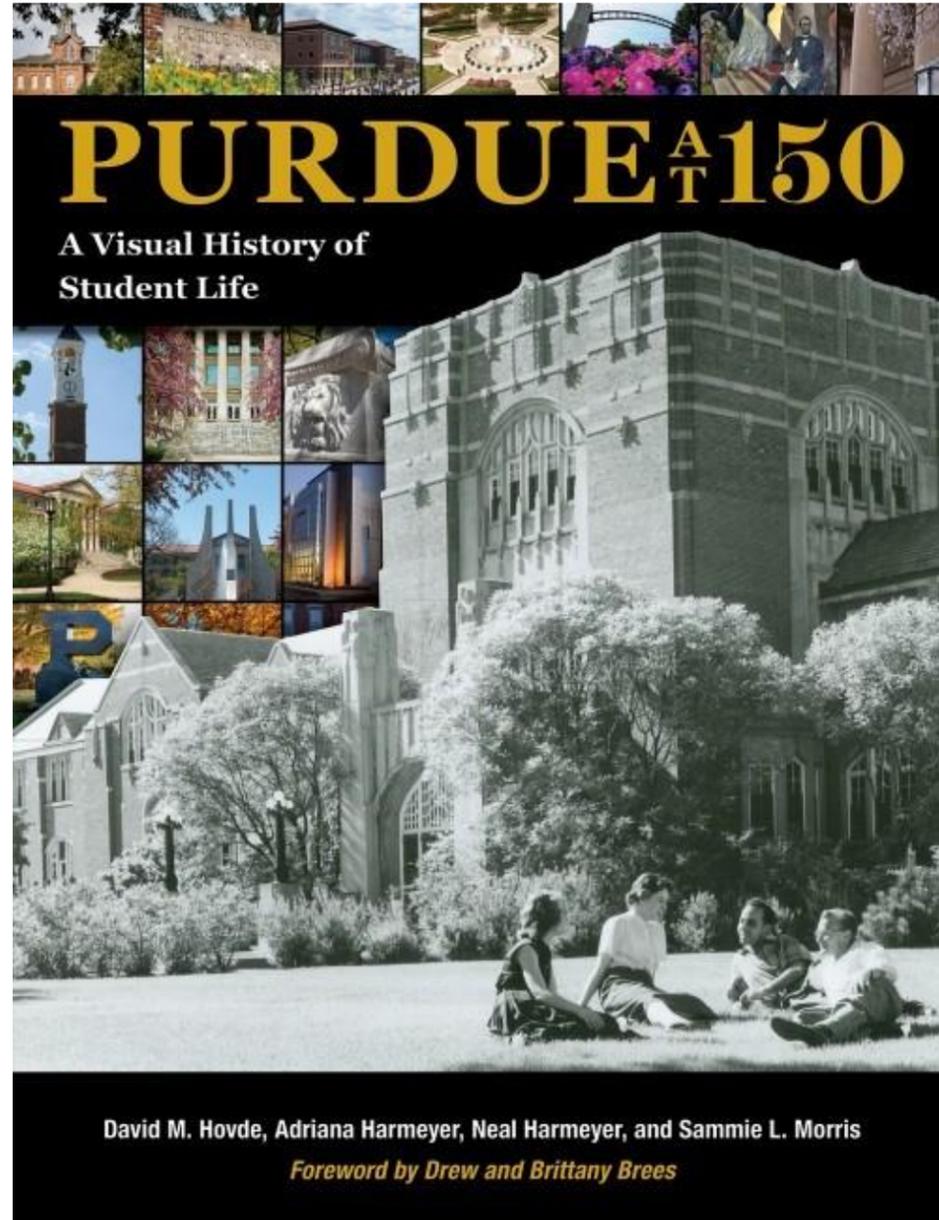




150 Years of Giant Leaps at  
**PURDUE UNIVERSITY**

JOHN NORBERG

*Foreword by Mitchell E. Daniels, Jr.*



David M. Hovde, Adriana Harmeyer, Neal Harmeyer, and Sammie L. Morris

*Foreword by Drew and Brittany Brees*



# PROMOTION

**15** YEARS OF **GIANTLEAPS**<sup>™</sup>  
PURDUE UNIVERSITY

Purdue University: 150 Years of Giant Leaps

Watch later Share

FEATURED STORY

Rice shares viewpoint on world leaders and developing leaders

[Read More...](#)

FEATURED STORY

Gathering of data scientists to discuss 'What IF Partnerships Led the Data Revolution?'

[Read More...](#)

IDEAS FESTIVAL

WHAT IF?

PARTNERSHIP LED THE DATA REVOLUTION

<https://takegiantleaps.com>

Space  
Exploration

Artificial  
Intelligence

Health &  
Longevity

Sustainable  
Economy & Planet

Visit the website at <https://takegiantleaps.com>

**150** YEARS OF  
**GIANTLEAPS™**  
PURDUE UNIVERSITY

Purdue Team Store

<https://www.purdueamstore.com/>

**150** 1869  
2019  
YEARS OF GIANT LEAPS™  
PURDUE UNIVERSITY.



## It's all about how you tell the story

- ❑ **Priority research topics: Trending, popular, problem solving**
  - i.e. Disease/health, AI, workplace/economy, elections
- ❑ **Faculty/administrator experts (based on research)**
  - Available, accessible (take part in provided training)
- ❑ **Key audience(s)**
  - i.e. Academic peers (at Purdue, elsewhere), funding/policy orgs, thought leaders, alumni, general public
- ❑ **Earned media goals (by channel based on audience priority)**
  - ## Higher ed, industry/trades, state/local/national print or broadcast, alumni or organizational outlets

**CBS**  
**NEWS**



**WIRED**

**Newsweek**

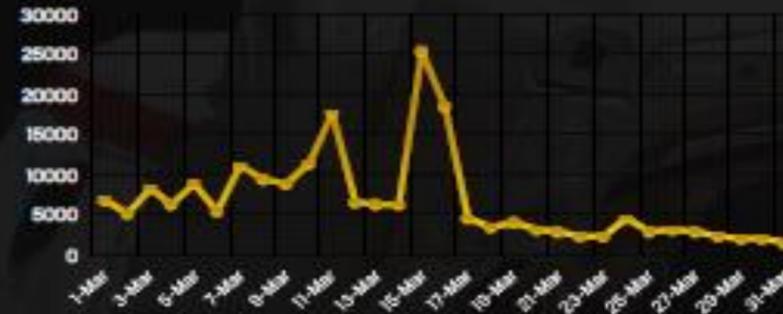


**NATIONAL**  
**GEOGRAPHIC**

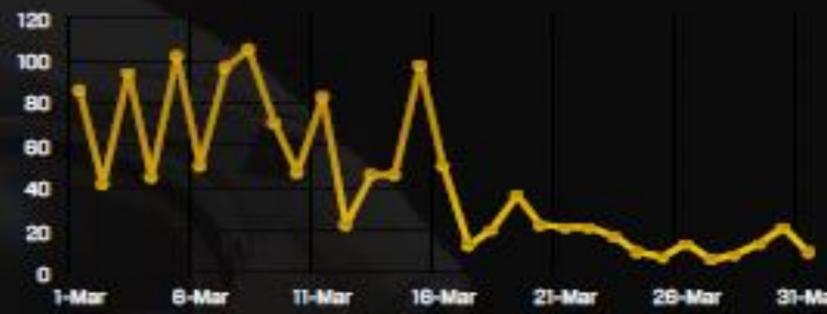
# If you're not keeping score, it's only practice

## GIANTLEAPS CAMPAIGN DASHBOARD

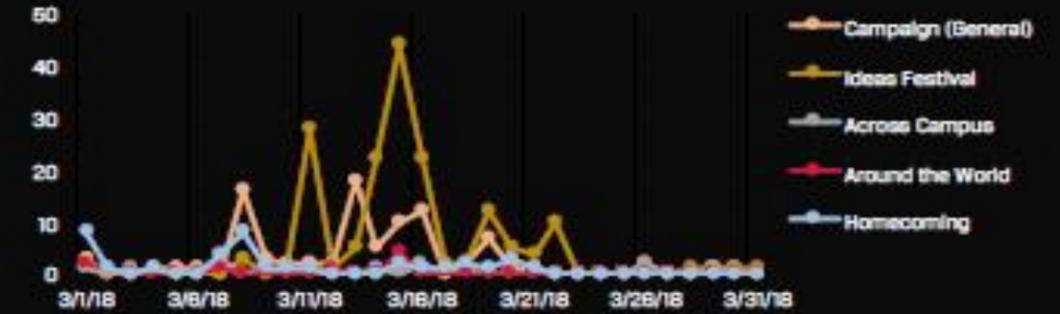
OVERALL VOLUME: 205.1k (↑98%)



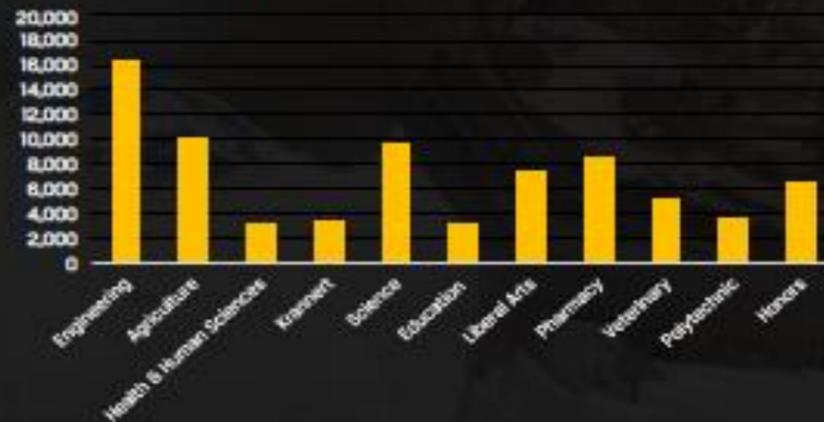
INFLUENCERS | VOLUME: 1.3k (↑68%)



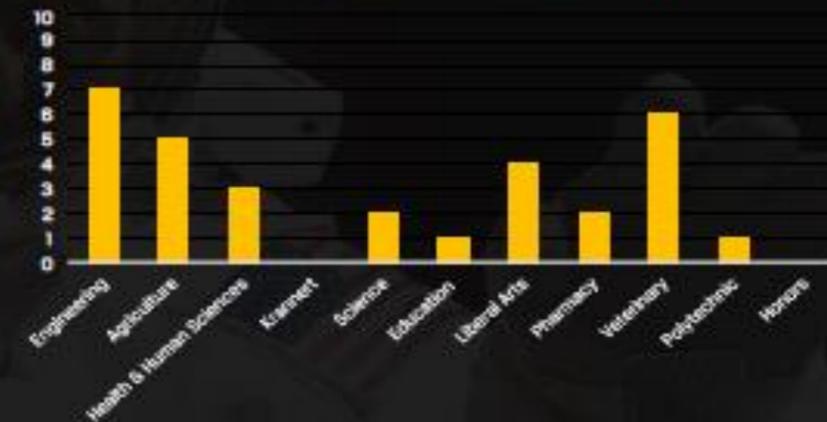
INFLUENCERS | TOPICS OVER TIME



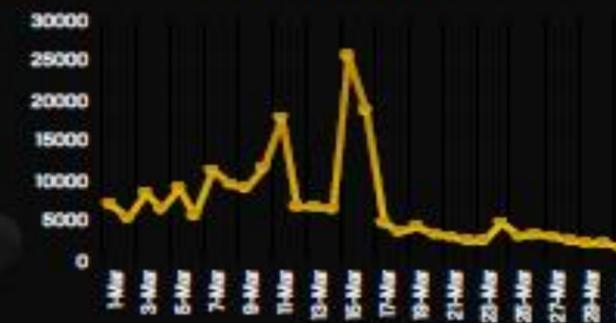
VOLUME BY SCHOOL



FACULTY SOURCED IN NATIONAL MEDIA BY SCHOOL



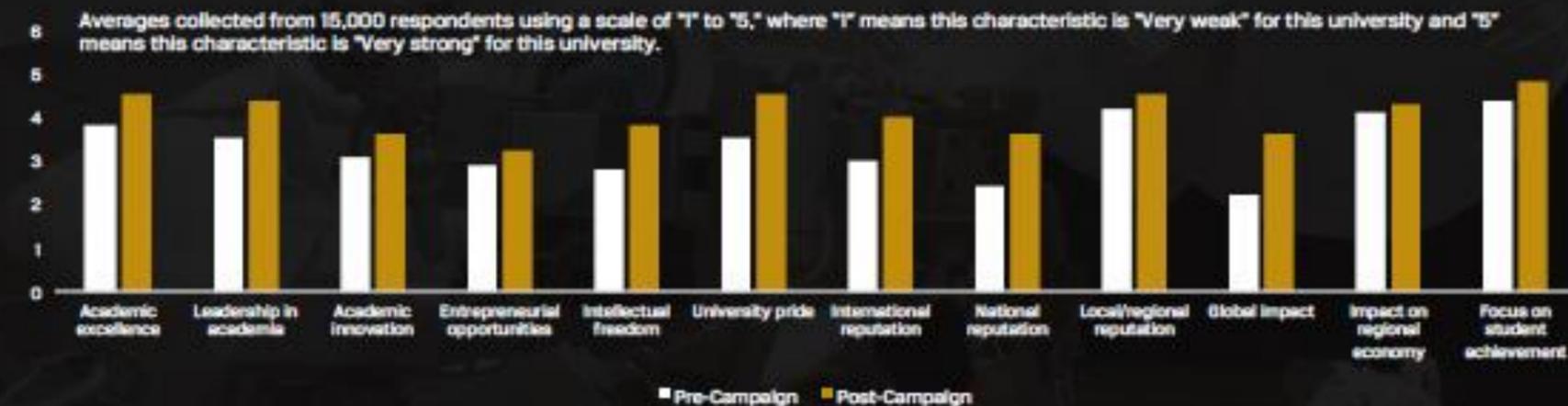
WEBSITE TRAFFIC OVER TIME



TIME ON SITE  
**3:34** ↑14%

PAGEVIEWS / SESSION  
**4.2** ↑40%

REPUTATION SURVEY COMPARISON (BEFORE & AFTER)



PURDUE UNIVERSITY RANKINGS

**4<sup>TH</sup>** ↑1  
Among public institutions in the United States, based on a survey released by The Wall Street Journal and Times Higher Education.

ONLINE GRADUATE PROGRAMS

EDUCATION: **27<sup>TH</sup>** ↑8  
ENGINEERING: **3<sup>RD</sup>** ↑2

U.S. News & World Report rankings

# Herding 40,000 People

**150** YEARS OF  
**GIANTLEAPS™**  
PURDUE UNIVERSITY

Mission Control



## Events

**40** Ideas Festival Events: **31,675** Attendees  
**15** Giant Leaps Events: **16,525** Attendees  
**7** Apollo 11 Events: **5,000+** Attendees  
 Total Campaign Attendees: **53,200+**  
 Total Campaign Livestreams Viewers: **675,000+**  
 Campaign Videos: **60+**

## Legacies

- 25 Commemorative Benches
- University Arch
- US 231 Railroad Bridge
- Ever True Book
- Purdue at 150 Photo Book
- 150 Years of Giant Leaps Photo Book
- Boiler Tracks Ice Cream
- Boiler Gold/Black Beer
- Hail Purdue Giant Leaps Wine
- Campus Calendaring/Messaging

## Learnings

- Storytelling
- Flying in a “V”/Tight Messaging
- Faculty LOVE Ideas Festival
- Digital Channels/Listening
- Imagery

## Outreach

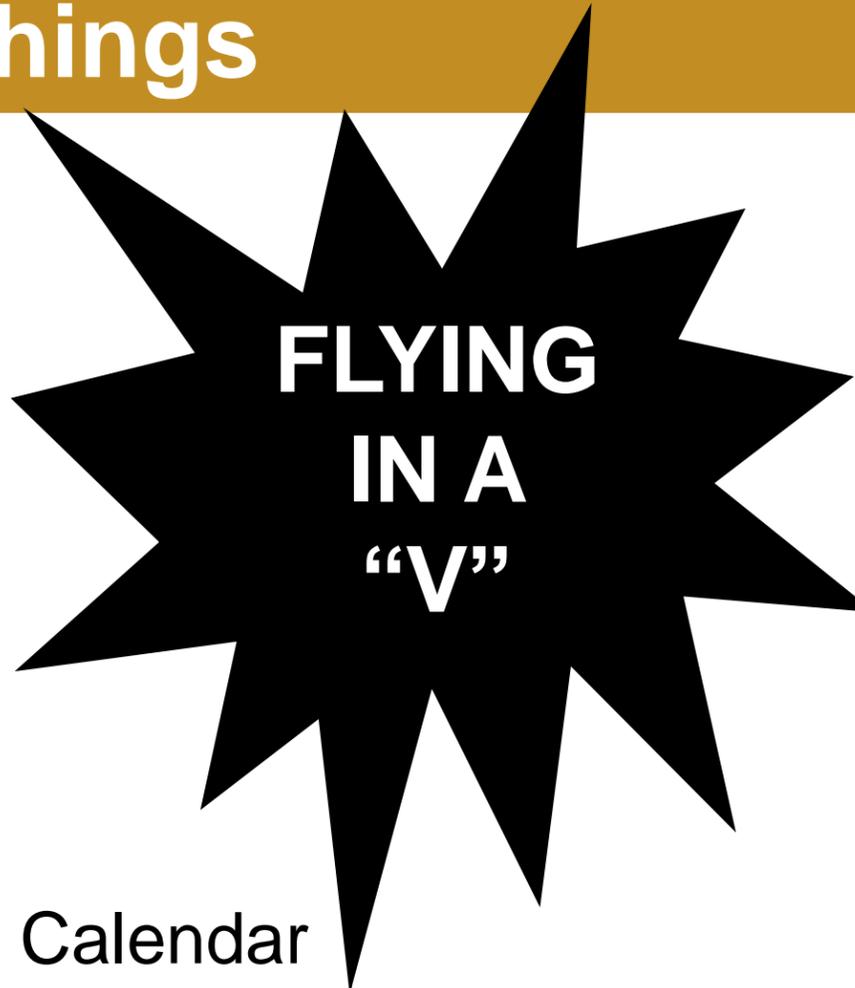
*Period over Period*

**42%** Increase in web traffic  
**30%** Increase in Traditional Media  
**205%** Increase in Social Media



## What have we gotten better at as a university?

- Effective content generation and sharing of assets
- Event branding and marketing across central as well as unit events
- Paid and earned social marketing and metric analysis
- Improved event scheduling and coordination through the University Calendar
- Repurposing of existing content, particularly video, to maximize ROI



FLYING  
IN A  
“V”

## What has this year taught us?

### ▪ Power of the Purdue Brand

- Gains in impressions and reach has areas positioning for a lift from central and is fostering a climate focused on unified brand leverage
- Formation of the Brand Council to lead the brand strategy throughout the largest areas on campus. This council will work hand-in-hand on the evolution of Giant Leaps post-sesquicentennial.

### ▪ Value of Coordination

- Unification and amplification surrounding marquee events (Homecoming/Sully Sullenberger) and priority pieces of campaign content (campaign video) have generated significant conversation volume.
- Transparency of master content calendar allows areas to view what content is being pushed out and keeps messaging tight
- Increase in Purdue's digital presence and harmony across units

# How Our Year Might Inform Yours:

## 1. Know Your Why (Better Be Based in Brand Strategy)

- *80% Future*
- *80% Outward*

## 2. Unique/Ownable Declaration of Purdue and Voice

- *Giant Leaps*

## 3. As Much Participation In Planning/Execution As You Can Stand

- *Four Faculty Committees, 150<sup>th</sup> Brand Council, Trustees, Alumni Association*

## 4. Command and Control

- *Mission Control*

## 5. Know How You're Being Measured

- *Earned Media (Traditional and Social)*

## 6. Report Often

- *To The Top*

**150 YEARS  
OF GIANT LEAPS**

# THE ANNIVERSARY FORUM

*Presented by: Anniversary University®*

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