DURING EVER TRUE: THE CAMPAIGN FOR PURDUE UNIVERSITY (2012-2019), WE PLAN TO RAISE $2.019 BILLION AS WE PLACE STUDENTS FIRST, BUILD ON OUR STRENGTHS, AND CHAMPION RESEARCH AND INNOVATION.

Among our funding objectives, this historic initiative will provide:

- $400M–$500M for student support, including scholarships and graduate and professional student support, to ensure that Purdue remains affordable and accessible for a vibrant and talented student body.

- $400M–$500M to fund a 50% increase in the number of endowed professorships, headships, and deanships, including named positions for early career faculty — additional support that promotes academic excellence and enhances the University’s affordability across the board.

- $400M–$500M to launch the next great era in research excellence at Purdue — to expand interdisciplinary research across the University, to further our cancer research, and to increase Discovery Park’s impact and visibility as a preeminent research hub solving society’s grand challenges. A principal new feature of our research enterprise will be our Pillars of Life Sciences initiative, focusing on neurosciences and immunology, inflammation, and infectious diseases.

- $300M–$400M to improve and better utilize Purdue’s physical infrastructure through renovations, as in the College of Engineering, and new facilities, such as the Wilmeth Active Learning Center, the Ag and Life Sciences Building, and the Honors College and Residences Complex.

- $300M–$400M in unrestricted funds over the course of the campaign, to be allocated where University needs are greatest.