People

Partnerships

Possibilities

College of Consumer and Family Sciences

2008 Report
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In 2008, the University developed a new strategic plan “New Synergies” under the direction of President France A. Córdova. Key priorities of the plan include launching tomorrow’s leaders, discovery with delivery, and meeting global challenges.

Taking direction from Purdue’s effort, the college is in the final stages of developing its new strategic plan, “People. Partnerships. Possibilities.” Like the University, we are imagining the possibilities that could result from the creation of new partnerships and synergies across all disciplines and mission areas.

Guiding our efforts will be a focus on enhancing the student experience and preparing students to excel and lead in a global economy. To accomplish this, we must begin early and provide leadership in pre-K initiatives that promote school readiness and ultimately prepare students for the academic rigor of higher education. Our plan also promotes increased opportunities for service learning, internships, global experiences, undergraduate research, and capstone courses in the senior year.

Through discovery, we want to address the grand challenges of society to improve quality of life for individuals and families. We will be exploring new interdisciplinary partnerships across campus to promote health and human sciences initiatives and efforts in consumers and technology. Increasing the number of full and named professors who can promote key research and education efforts is also a focus. These strategies will have an added benefit of supporting graduate student recruitment and research.

Much of the financial support for student initiatives will be funded through Purdue’s Access & Success campaign launched in 2007. Of the $304 million University goal, the college is seeking to raise $9.5 million — over half of those funds are designated for direct financial support of undergraduates and graduate students. With the economic recession, it’s vitally important that our youth have the opportunity to not only attend college but also to graduate with fewer financial obligations.

There’s no question that 2008 presented many challenges to the financial security of our nation, but within our college, we had many successes to celebrate. These bright spots, which you can read about on the following pages, are a credit to the talented and resourceful people in our college and the innovative partnerships we have created.

Dennis Savaiano
DEAN, COLLEGE OF CONSUMER AND FAMILY SCIENCES
Sowing the Seeds of Healthy Eating

Partners
The Indiana Clinical and Translational Sciences Institute (CTSI) is a new initiative to improve the transformation of life science discoveries in the laboratory into medical treatments and products. In May 2008, the National Institutes of Health awarded a five-year grant of $25 million to fund CTSI activities at Purdue University and Indiana University.

Leading Purdue’s effort in the Indiana CTSI is Connie Weaver, distinguished professor and head, Department of Foods and Nutrition.

“Indiana CTSI will greatly accelerate research that helps people,” says Weaver, deputy director of CTSI at Purdue. “The involvement of Consumer and Family Sciences faculty means that prevention research will be a focus, in contrast to other CTSIs around the country that don’t partner with land-grant universities.”

The initiative is highly collaborative and includes key business and community partners including Clarian Health, Eli Lilly and Co., the Indiana economic Development Corporation, and the Indiana State Department of Health.

A unique aspect of Indiana CTSI is that the Purdue program will connect the new institute with Purdue’s statewide Extension educators, allowing community feedback to researchers.

“This connection is especially important in ensuring that we address the health issues of Indiana,” Weaver says. “This is where access meets impact.”

www.indianactsi.org

New ‘Bone Zone’ Exhibit Demonstrates Importance of Healthy Bones

A new exhibit at the 2008 Indiana State Fair demonstrated to fairgoers of all ages how diet and exercise can keep bones healthy throughout the lifespan. Working with the Department of Foods and Nutrition, the Purdue Agriculture Exhibit Design Center created The Bone Zone: Carnival of Healthy Choices exhibit. The Dairy and Nutrition Council of Indiana provided funding.

The exhibit’s nine interactive displays resemble common carnival games and feature research-based information on choosing calcium-rich foods, building strong bones with weight-bearing exercise, and making lifelong healthy habits.

“Children are more receptive and retain information better when it’s presented with humor and a little pizzazz,” says Myron Freedman, exhibit center coordinator. “You have to grab their attention and teach them the ideas in a short period of time.”

The Bone Zone is now a traveling exhibit available to museums and science centers across the country.

Statewide Collaboration to Transform Healthcare Discovery to Delivery

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Instead of picking up a pencil to do their schoolwork, some Indiana third-graders grabbed hoes, shovels, and watering cans. In fall 2008, 641 elementary students in 22 counties participated in Eat Your Way to Better Health, a program aimed at encouraging fruit and vegetable consumption among children.

Developed by Consumer and Family Sciences Extension in partnership with the Indiana State Department of Health, Eat Your Way to Better Health combines a school garden activity with a nutrition curriculum. Students learn proper nutrition early as well as science, horticulture, and environmental awareness.

“By letting the students plant and care for the gardens, they’re not only learning valuable skills, but they’re also taking ownership of the project and getting excited about healthy eating,” says Laura Palmer, a nutrition specialist with Consumer and Family Sciences Extension.

At Hagerstown Elementary, third-grade students worked in their garden weekly, growing onions, lettuce, radishes, spinach, beans, and turnips. Teacher Erin Doerstler called the project a tremendous success.

“I had several parents comment that their child talked constantly about what was happening in our garden,” Doerstler says. “One mom said she had never seen her child so excited about a school project.”

In addition to the gardens, the program provided funds for three Indiana elementary schools to create salad bars in their cafeterias. Extension educators also provided educational materials for students to share with their families.

www.cfs.purdue.edu/extension
Researcher Jennifer Dobbs believes story time is a golden opportunity to help children develop the skills they need to learn how to read. However, there are some best practices that can maximize the reading experience and help children learn more quickly.

Dobbs developed Ready to Read, a reading intervention program designed to provide preschoolers with the best possible experience in shared reading. The program employs a technique known as dialogic reading that encourages conversation, or dialogue, between the adult reader and child. By using simple techniques, readers are able to help children become actively involved in the reading experience, developing their vocabulary and other essential pre-reading skills.

“Dialogic reading makes story time more of a conversation between parents and children,” Dobbs says. “We know that when parents and teachers read this way, kids learn new information more quickly. They also retain ideas better.”

The Ready to Read program explored whether this reading technique would be successful if used by someone who wasn’t a parent or caregiver, such as a community volunteer. During the year-long research phase of the project, 68 preschoolers enrolled in child care programs participated in daily reading sessions with volunteers trained in dialogic reading techniques.

Since the study’s conclusion, the local school corporation has continued the Ready to Read program in area preschools to help kindergarteners prepare for success in school.

www.cfs.purdue.edu/cdfs
People living with type 2 diabetes make choices every day that can have considerable consequences on their health — and for those who are married, decisions about lifestyle behaviors such as diet and exercise are likely to be shared with a spouse.

“We know relatively little about a spouse’s influence on the day-to-day diabetes management of his or her partner,” says Melissa Franks, assistant professor in the Department of Child Development and Family Studies. “Also, does the influence of their spouse differ for men with diabetes versus women with diabetes?”

Franks is collaborating on the research with Carol Boushey, associate professor in the Department of Foods and Nutrition. Their research will examine the extent to which a spouses’ efforts to support or control their partners’ healthy diet choices, as well as their own diet choices, affect their partners’ health.

The project involves each partner completing electronic daily diaries to record marital interactions, mood, and diabetes-related experiences as well as food and beverages consumed at the evening meal.

“We hope that this work will contribute to a greater understanding of the health effects of married partners’ diet-related interactions and diet quality,” says Boushey. “Such new knowledge has the potential to inform future interventions designed to aid individuals with diabetes in remaining vigilant to their dietary regimen.”

www.cfs.purdue.edu/cdfs
www.cfs.purdue.edu/fn

Money Smart Week Helps Hoosiers with Finances

Sponsored by the Federal Reserve Bank of Chicago, the third annual Money Smart Week was held October 11–18, 2008. The week offered free workshops and activities to help people of all ages spend, save, and borrow wisely and to make them aware of community resources.

“In uncertain economic times, it’s important to know where you’re spending your money,” says Elizabeth Kiss, Purdue Extension specialist in family resource management. “We partner with agencies and organizations across the state to give people the information and resources they can use to become financially secure.”

Throughout the week, Purdue Extension specialists and educators taught courses designed to help individuals learn techniques for smarter money management.

www.cfs.purdue.edu/extension
The preschool years are recognized as a critical time to help children get ready for school. Research indicates that quality pre-kindergarten programs are especially beneficial for children who may be at risk for school failure because they are poor, have a disability, or are learning English. Researchers Douglas Powell and Karen Diamond are examining effective ways to promote school readiness in the preschool years. Their research includes several large studies aimed at improving children’s early literacy and language development by providing training for Head Start teachers. They are also evaluating curriculum-based interventions.

“Our goal is to help prepare children for success in elementary school on day one,” Powell says. “We are focusing on literacy and language skills in preschool programs serving low-income children.”

www.cfs.purdue.edu/cdfs

Finding quality child care and comparing different child care options can be a challenge. To help, Indiana is one of several states implementing a quality rating system for child care providers. The rollout of the state program, called Paths to QUALITY®, began in 2008 and will continue through 2009.

“This system is intended to do for parents seeking child care what a four-star rating can do for those seeking a hotel,” says Jim Elicker, associate professor and director of early childhood programs in the Department of Child Development and Family Studies. “It lets consumers know about the qualifications and track record of providers.”

In 2007, Elicker led a team responsible for evaluating the quality standards contained within the Paths to QUALITY® rating system. They determined that if implemented properly, Paths to QUALITY® had the potential to increase the quality of child care in Indiana. As the program is implemented, Elicker’s team is evaluating how the new rating system is impacting child care quality and young children’s development in Indiana.

“I believe our study will be the most comprehensive evaluation of a child care quality rating system to date,” Elicker says. “It has the potential to impact not only the system in Indiana, but quality rating programs nationwide.”

The Bureau of Child Care, a division of the Indiana Family and Social Services Administration, is funding the project, expected to be complete in 2011.

www.cfs.purdue/cdfs

Purdue hosted a week-long camp in June 2008 for children of military families who had recently experienced the deployment of a parent. More than 40 children ages 10–15 attended Operation Purple, an initiative of the National Military Family Association. The Military Family Research Institute partnered with the Department of Health and Kinesiology to bring the camp to Purdue — the first one to be offered in Indiana.

“The idea of the camp is to give the kids a week of fun and help them connect with other kids who knew what it was like to have a parent be deployed,” says Bonnie Blankenship, camp administrator for Purdue’s Operation Purple.

With the motto “Kids Serve Too,” the camp offered traditional camp activities and small group sessions on stress management and interpersonal communication. A second camp is planned for June 2009.

www.mfri.purdue.edu
Partnerships

The Path to Quality Child Care
When meeting Emma Preuschl for the first time, you might be surprised by the strength of her handshake. And you would probably never suspect that she competed and medaled in the 2008 Beijing Paralympic Games.

A rower, Preuschl is a 2008 graduate in dietetics and nutrition, fitness, and health. She earned a silver medal as a member of the U.S. adaptive rowing team in the LTA (legs, trunk, and arms) mixed four with coxswain event on September 11.

“The last 10 strokes of the final race were quite possibly the longest, hardest strokes I have ever taken,” recalls Preuschl. “As we crossed the finish line, I flung my arms around my teammates in joy. We had won a medal for the United States of America — it was a very proud moment for me.”

Though she’s never considered herself disabled, Preuschl has Erb’s Palsy, a condition in which a limb is paralyzed due to nerve damage. The damage occurred at birth and was discovered at 18 months of age. As a result, her left arm is five inches shorter and lacks the mobility and strength of her right arm.

At first glance, the difference is subtle and not even Preuschl’s Purdue Crew teammates or coach were aware of her condition until she told them.

“I’ve never defined myself by my condition or thought of myself as having a disability.”

With Beijing behind her, Preuschl now works as an assistant coach at the Indianapolis Rowing Center and part-time personal trainer and nutrition consultant at Fitness Concepts. She hopes to compete in the 2012 London Paralympics.
A few minutes with Leana Gonsalves confirms what one might expect after looking at her resumé — she’s passionate about her degree, leadership, and her future.

A senior in hospitality and tourism management, Gonsalves served as national vice chair of the National Society of Minorities in Hospitality (NSMH) in 2008–09. Her presence on the national stage came after serving the previous year as president of the organization’s Purdue chapter — a year in which she boosted chapter membership from five to 40 members and led a fundraising effort that enabled over half of the chapter’s membership to attend the national conference.

The New Jersey native says her passion for leadership and giving back is what inspires her.

“I wanted to get involved early at Purdue so that I could meet people and eventually grow to a leadership role within an organization,” she says. “As a leader, I want to give back by sharing with others the things I’ve learned, and I love communicating about something I’m passionate about.”

Gonsalves helped promote the college as a CFS Ambassador for three years and also was active in HTM Society and the Hospitality Sales and Marketing Association. Her internships with Marriott Vacation Club International and W Hotels of New York confirmed her desire to work in the marketing and sales side of the industry.

“I love the business aspect,” says Gonsalves, who will enter the business management associate training program at General Mills after graduation. “My dream job is to be director of sales someday, leading a team of sales professionals to success within the company.”

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**Study Abroad Students Help Earthquake Victims while in China**

While visiting China for a study abroad trip in spring 2008, 22 hospitality and tourism management students experienced more of the country than they had anticipated. When an earthquake occurred in the Sichuan province on May 12, Purdue students were in the middle of presentations at Beijing International Studies University. Despite being 950 miles away, they could feel tremors shake the building.

The earthquake claimed at least 70,000 lives and devastated millions. As a group, the students decided to pool their resources to make a donation to the Chinese Red Cross.

“We followed it closely on the news and really took it to heart,” says senior Danielle Turban. “China was a very warm host, and we wanted to give back in any way we could during this difficult time.”

Following the earthquake, the rest of the trip went as planned with students visiting Nanjing, Shanghai, Guangzhou, and Hong Kong.

[www.cfs.purdue.edu/studyabroad](http://www.cfs.purdue.edu/studyabroad)

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**Career Conference Helps Students Make Right Connections**

The 2008 Consumer Sciences and Retailing Career Conference provided recruiters from companies such as Target and MGM Mirage an opportunity to meet and interview Purdue students interested in sales, retail, or financial services careers. The two-day event included a career fair, interviews, a luncheon, presentations, and a dinner for company representatives and seniors.

The annual event is held in February and organized by the Professional Development Council (PDC), a student organization in the Department of Consumer Sciences and Retailing. Throughout the year, the council organizes workshops and provides resources to assist students with the development of their job search skills.

“Our career fair is unique because we try to tailor the companies that participate around the four majors we have in the department,” says Casey Hentrup, a senior and PDC member.

[www.cfs.purdue.edu/csr](http://www.cfs.purdue.edu/csr)
From the pages of their sketchbooks, student designers bring their artistic vision to life for the annual Spring Fashion Show. Organized by the Purdue Fashion Association, the event showcases designs created by apparel design and technology students.

Students spend most of the school year not only designing the clothes but also planning the show. Work begins in the fall, with students responsible for planning logistics, publicity, selecting music, staging, and selecting and training models.

Audrey Reiter, a senior in apparel design, says her experience in four fashion shows taught her how to work well as part of a group, how to lead, and how to work under pressure.

“The fashion show is inspirational,” Reiter says. “When it’s all over, you get to see how much you and your classmates have accomplished, and it inspires you to do even more the next year.”

www.cfs.purdue.edu/csr
At age 29, Tim McEnery opened his first Cooper’s Hawk Winery & Restaurant in Orland Park, Illinois. McEnery’s idea was to provide a unique guest experience by combining casual dining with a working winery. When it opened in March 2005, it was one of only three establishments of its kind in the country.

The concept paid off. McEnery, a 1999 hospitality and tourism graduate, now has three additional Cooper’s Hawk locations in Burr Ridge, Wheeling, and South Barrington, Illinois. Each one features an upscale casual restaurant, full-service bar, winery, tasting room, and gift store.

Different varieties of wine are made at each winery, and guests are invited to view the winemaking process. To complement his award-winning wines, McEnery developed a signature menu for his restaurants with a variety of dishes that pair perfectly with the winery’s creations.

“Although we’ve built a great 4-unit restaurant and winery company, I feel like we’re just getting warmed up,” he says. “I’m thrilled about the future of our company and am having the time of my life!”

In January 2009, Cooper’s Hawk had the honor of pouring the First Lady’s toast at the Illinois State Society’s Inaugural Gala in Washington, DC. Throughout the year, Cooper’s Hawk participates in many local fundraisers and charity events such as the Annual Chef Auction for Breast Cancer Awareness and the Taste of Orland Park Days.

“We wouldn’t be where we are today without the support of our local villages and communities,” McEnery says. “It’s critical we stay involved in local events and organizations to show our support for them also.”

www.coopershawkwinery.com
It's a Small World: Research Brings Professor Eye-level with Kids

When Doran French (top right) spent five months in 1994 at Padjadjaran University in Bandung, Indonesia, on a Fulbright Fellowship, he didn’t realize that experience would be a defining moment of his career.

Fourteen years later, French now heads the Department of Child Development and Family Studies at Purdue. His research on children’s development and culture, which began in Indonesia, continues today — and he makes a point of traveling to Indonesia at least once a year to conduct research.

“My Indonesian colleagues and I are currently exploring how peer relationships help explain the processes by which religious involvement (in this case Islam) leads to low levels of problem behavior,” he says. “Adolescents tend to develop friendships with others who are religiously similar to themselves and these relationships impact behavior, beliefs, and values.”

French is also studying peer conflicts of North American, Indonesian, and Chinese children.

“I am exploring how culturally shaped conflict behavior is learned and practiced by young children,” he says. “Indonesian and Chinese children approach conflict differently than U.S. children. In Indonesia, where it is very important to maintain interpersonal harmony, it is culturally appropriate to disengage from conflict. In contrast, such withdrawal might be seen in the U.S. as excessively passive.”

www.cfs.purdue.edu/cdfs

Weighing in on America’s Health

Researcher Megan McCrory (bottom right) is tackling one of the biggest public health issues of our time — obesity. Her laboratory is examining how different eating patterns contribute to overeating and weight gain, and also how personality, attitude, and other psychological attributes may affect eating patterns. An additional focus is improving dietary, physical activity, and body composition assessment methods.

“I enjoy the quest for discovery,” says McCrory, an assistant professor in the Department of Foods and Nutrition. “It’s exciting knowing that I’m helping come up with answers that can shape our thinking about how best to keep body weight in check.”

McCrory says she learned the values of good nutrition and exercise from her parents. She enjoyed outdoor activities like playing Frisbee and riding bicycles with her dad, while her mom made sure the family sat down to well-rounded meals. Still, McCrory recalls she had a tendency to be overweight.

“From the time I was a little girl, I’ve been personally interested in weight control and how best to achieve it,” she says. “Having excess body weight affects both physical and mental health — it’s a quality of life issue for many people.”

www.cfs.purdue.edu/fn
Beyond our Borders

As military members return from deployment, many of them are entering college — some as first-time students and some to finish a degree interrupted by military service.

To help ensure these student veterans get the support they need to excel in the college environment, Lilly Endowment Inc. awarded $5.8 million to Purdue’s Military Family Research Institute (MFrI) to launch Operation Diploma. The initiative runs through summer 2012 and will help colleges and universities across the state develop programs and policies supportive of veterans returning to the classroom.

“A college campus differs greatly from life in combat,” says Shelley MacDermid Wadsworth, MFrI director. “Military members sometimes face academic, financial, physical, and emotional challenges when transitioning to civilian life. Operation Diploma is designed to help them feel welcomed and not alienated by the college experience.”

www.mfri.purdue.edu
Access & Success Funds Scholarships and Student Experiences

To ensure talented students from diverse economic and cultural backgrounds have the opportunity to attend and flourish at Purdue, the University launched Access & Success in 2007. The seven-year initiative seeks $304 million for scholarships and program support.

As part of Access & Success, CFS will raise $9.5 million, with over half of those funds designated for direct support of undergraduates and graduate students.

- Dean’s Merit and Donor Directed Scholarships ($3 million)
- Hospitality Bound ($2.5 million)
- Assistantships and Fellowships ($2 million)
- Cultural and Global Awareness ($1 million)
- Honors Student Support ($500,000)
- Service Learning Student Support ($500,000)

Through the end of 2008, the college had raised $3.4 million of its Access & Success goal.

www.cfs.purdue.edu/giving

Student Council Holds Annual Silent Auction for Scholarship Support

Nothing goes better with Purdue Homecoming than the chili served in the college’s tent before the game and the annual CFS Student Council Silent Auction. In 2008, the 13th annual auction raised $4,100 and funded two scholarships.

The scholarship is named in honor of Mary Louise Foster, alumna and retired professor, and has been awarded to 10 students since 2004. Council members organize the auction and spend the year collecting donations.

“This event and scholarship are the heart of the CFS Student Council,” says senior Leslie Silkman, CFS Student Council member and co-chair of the 2008 Silent Auction. “It was wonderful to watch council members interact with alumni at Homecoming and to see all of our hard work come together in such a successful way.”

www.cfs.purdue.edu

Possibilities

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www.cfs.purdue.edu

Possibilities
A prenatal educational and resource program in Franklin, Indiana, is the winner of the 2008 Inspiring Families and Building Communities Award sponsored by the College of Consumer and Family Sciences. The award honors organizations that have a direct impact on the community and improve the lives of families.

The winner, The Partnership for Healthier Johnson County’s Ready or Not, Here I Come! program, received a $1,500 cash award. The Starke County Youth Club Inc. in Knox, Indiana, was a finalist and received $500.

The Ready or Not, Here I Come! program targets teenage, uninsured, or underinsured women in their first trimester of pregnancy and seeks to increase the likelihood of a healthy pregnancy. Ninety-four women and their families, more than 200 participants, attended the Ready or Not, Here I Come! program in 2007.

The Starke County Youth Club Inc. addresses the needs of the community’s children, many who live in poverty. The club’s after-school program offers hands-on centers to improve math, science, and literacy skills and provides homework assistance and one-on-one tutoring. Since the program’s inception in 2005–06, the county’s three school districts have reported an absenteeism rate of less than 6 percent and improved ISTEP scores.

“Collaboration is critical in our communities if we are to successfully address society’s grand challenges,” says Dean Dennis Savaiano. “It’s exciting to see partnerships like these in Johnson and Starke counties make a real difference in the lives of Hoosiers.”

www.cfs.purdue.edu/IFBCaward
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- Hospitality and Tourism Management
- Nutrition, Fitness, and Health
- Nutrition Science
- Retail Management
- Selling and Sales Management
- Youth, Adult, and Family Services

ENROLLMENT
Undergraduate
221 Child Development and Family Studies
752 Consumer Sciences and Retailing
313 Foods and Nutrition
519 Hospitality and Tourism Management
33 CFS Education
41 Undecided
1,879 TOTAL

Graduate
48 Child Development and Family Studies
41 Consumer Sciences and Retailing
46 Foods and Nutrition
40 Hospitality and Tourism Management
175 TOTAL

DEGREES CONFERRED
1 Associate’s
543 Bachelor’s
24 Master’s
26 Doctorate
594 TOTAL

SPONSORED PROGRAMS
- $22.96 million in awards
- $14.49 million in expenditures
- 26 awards over $100,000
- CFS was second at Purdue in sponsored program expenditures per FTE ($202,963)
- Foods and Nutrition was first among all Purdue departments in expenditures per FTE ($422,320)

FACULTY AND STAFF
- 52 Tenured/tenure track faculty
- 24 Non-tenure track faculty, lecturers, and post-doctoral research associates
- 16 Adjunct faculty
- 61 Administrative and professional staff
- 10 Extension educators
- 148 Clerical and service staff
- 119 Graduate student staff
430 TOTAL

ALUMNI
24,894 Living alumni

GIVING
$7,724,316 Faculty Support
$1,601,568 Student Support
$1,937,015 Facilities
$379,968 Programs
$354,513 Unrestricted
$11,997,379 TOTAL

Data listed above reflects the period from July 1, 2007, to June 30, 2008. Enrollment is for fall semester in academic year 2007–08.