Dear friends and colleagues:

How can Purdue’s College of Consumer and Family Sciences best help our students become leaders in the support of families and consumers? How can we prepare students to lead the service economy and the hospitality and retail industries in a technologically and global environment? What is an optimal diet for growth, development, and the prevention of chronic diseases? How do we prepare preschool children for school? How do we help an aging population prepare financially and emotionally for retirement? What’s the best way to support adult children as they care for both their young children and elderly parents? How can we assist the State of Indiana and the larger national and international communities with health promotion, child development, and consumer protection?

These are just a few of the challenges we face as we plan for the future of consumer and family sciences at Purdue. To help address these challenges, our college developed a strategic plan that is part of a University-wide effort to move to a higher level of excellence. The CFS strategic plan reflects the efforts of many faculty, students, and advisory boards.

Our college has made incredible progress in recent years, but much more needs to be done. It has been nearly 50 years since our facilities underwent major renovations. As a result, space is in short supply, and our laboratories and offices are not designed to meet today’s needs.

Our students are bright and eager, but many require financial support in order to attend Purdue. Scholarship support remains critical to sustaining excellence. Likewise, faculty are the engine that runs the school, and their efforts lead the way in discovery, learning, and engagement. We need to attract and retain the very best faculty. Salaries, research support, and access to state-of-the-art facilities are critical to accomplishing that goal.

These are exciting times for our college as we strive for preeminence. With your support, we will achieve our goal — to make a real difference for families, children, and consumers in the 21st century.

Dennis A. Savaiano
Dean
OUR VISION

The College of Consumer and Family Sciences will be the international leader in the study of families, consumers, diet, and hospitality. The college will be an impetus for change, improving the quality of life in Indiana, the nation, and the world through its cutting edge research, rigorous educational programs, and innovative outreach.

OUR MISSION

As the land-grant institution of Indiana, Purdue University carries out its mission to serve the citizens of Indiana, the United States, and the world through discovery, learning, and engagement. Paralleling the University’s mission, the College of Consumer and Family Sciences has a three-fold mission:

• Conduct internationally recognized research that improves the quality of lives of families and consumers and increases the productivity and efficiencies of the industries we serve.
• Provide the highest quality graduate and undergraduate education in consumer and family sciences, developing the knowledge and skills of the next generation of leaders.
• Engage those outside the University (families, consumers, policymakers, businesses, institutions, and service providers) with knowledge and information to improve the quality of life within the home, at work, and in our communities.

Programs aimed at the study of families and consumers are nearly 100 years old on the Purdue University campus. Although the focus of our research and curricula has evolved over the decades, our faculty and staff have maintained a strong commitment to excellence since Virginia Meredith and Mary Matthews started our programs early in the 20th century.

In keeping with our desire to continue to improve the quality of our programs and increase our ability to enhance the quality of life for the people of Indiana, the nation, and the world, the College of Consumer and Family Sciences has adopted a strategic plan that targets critical strategies for improving our discovery, learning, and engagement activities, and plans for the resources needed to implement those strategies.
Goal 1
Provide a creative and supportive environment in which faculty become internationally recognized in their fields.

• Provide additional leadership in discovery and learning activities for faculty, graduate students, and undergraduates by increasing the number of distinguished and endowed professors in each department.
• Provide rewards and incentives for faculty productivity at every stage of their career.
• Expand and strengthen areas of concentration by increasing the number of faculty in selected research areas and by improving the infrastructure support and research facilities for these areas of concentration.
• Facilitate faculty collaboration with local, national, and international colleagues to develop discovery, learning, and engagement programs that utilize and leverage the unique strengths of our college.
• Increase publications in peer-reviewed and premier research journals.
• Maintain growth in external research funding.

Gail Melson, professor of child development and family studies, has explored the role of pets in children’s lives.
Goal 2
Establish a supportive and innovative learning environment in which to educate the next generation of scholars and leaders in our fields.

• Maintain high quality undergraduate and graduate curricula to meet the demands of emerging trends in our fields.
• Improve quality of teaching by providing access to University- or college-supported training on the latest pedagogical technology and supporting development of innovative teaching practices.
• Maintain high quality undergraduate honors program, internships, service learning, and other experiential learning.
• Increase opportunities for undergraduate study abroad.

Students in the College of Consumer and Family Sciences have many opportunities to gain practical experience in their disciplines. Hospitality and tourism management students learn front and back of the house operations in the department’s fine-dining restaurant and quantity food production kitchen.
Goal 3
Recruit, retain, educate, and graduate a highly motivated and diverse population of graduate and undergraduate students.

- Increase number of high-ability undergraduate students while maintaining overall enrollments consistent with faculty and staff work capacity.
- Increase the diversity of undergraduate students.
- Enhance career opportunities for students by improving placement activity for the school.
- Increase number of ethnic minority graduate students.
- Recruit outstanding students for graduate programs.

The college supports a diverse student population through a variety of programs including scholarships and student organizations.
Goal 4
Engage the people of Indiana, the nation, and the world to improve the quality of life for individuals, consumers, and families.

• Strengthen our ability to provide the highest quality educational and professional development programs by increasing funding for engagement activities.
• Produce research-based, evaluated, and published engagement programs with demonstrated impact.
• Reach Indiana audiences that represent the state’s diversity with high quality educational programming and professional development.
BENCHMARKING

Input Measures
• Faculty salaries by discipline and rank
• Number of endowed chair and distinguished professors
• Faculty teaching load (number of courses and student credit hours per full-time equivalent [FTE] faculty)
• Graduate assistant stipend levels by discipline
• Percentage of graduate students supported by research or teaching assistantships by discipline
• Graduate enrollment total and per FTE faculty by discipline
• Graduate student enrollment to 225.

Output measures
• Undergraduate enrollment total and per FTE faculty by discipline
  Reduce undergraduate student enrollment to 1,800 students and increase faculty FTE to 70.
• Average class size for courses by level
• Proportion of undergraduate sections that are taught by tenured and tenure-track faculty
• Private giving and endowment value
• SAT scores and high school rank of incoming undergraduate class
• GRE scores of incoming graduate students
• Demography of underrepresented populations (faculty, staff, students)

PEER INSTITUTIONS
The College of Consumer and Family Sciences has chosen seven schools of human sciences within public land-grant universities as peer institutions.
• Cornell University
  College of Human Ecology and School of Hotel Administration
• Michigan State University
  College of Human Ecology and the School of Hospitality Business in the Eli Broad College of Business
• The Pennsylvania State University
  College of Health and Human Development
• Texas Tech University
  College of Human Sciences
• Florida State University
  College of Human Sciences and Dedman School of Hospitality
• University of Wisconsin
  College of Human Ecology and Department of Nutrition
• University of Minnesota
  College of Human Ecology and the Institute of Child Development

FUNDING THE PLAN
Through the Campaign for Purdue, the College of Consumer and Family Sciences seeks to raise $33 million to implement the CFS strategic plan. Campaign funds will target strategic initiatives that provide support for the following areas:

Facilities and Equipment: $19 million
  Faculty: $6 million
  Students: $3.25 million
  Programs and Centers: $1 million
  Unrestricted Funds: $4 million

Campaign funds are critical to the construction of two new buildings for the college’s programs: one for child development and family studies and one for hospitality and tourism management. Other highlights of the plan include adding four full-time, endowed teaching faculty over the next five years and increasing scholarship support to $400,000 annually.

The college is poised at the threshold of enormous and exciting challenges and, with the financial support of CFS alumni and friends, we can begin to implement the initiatives outlined in the strategic plan.