

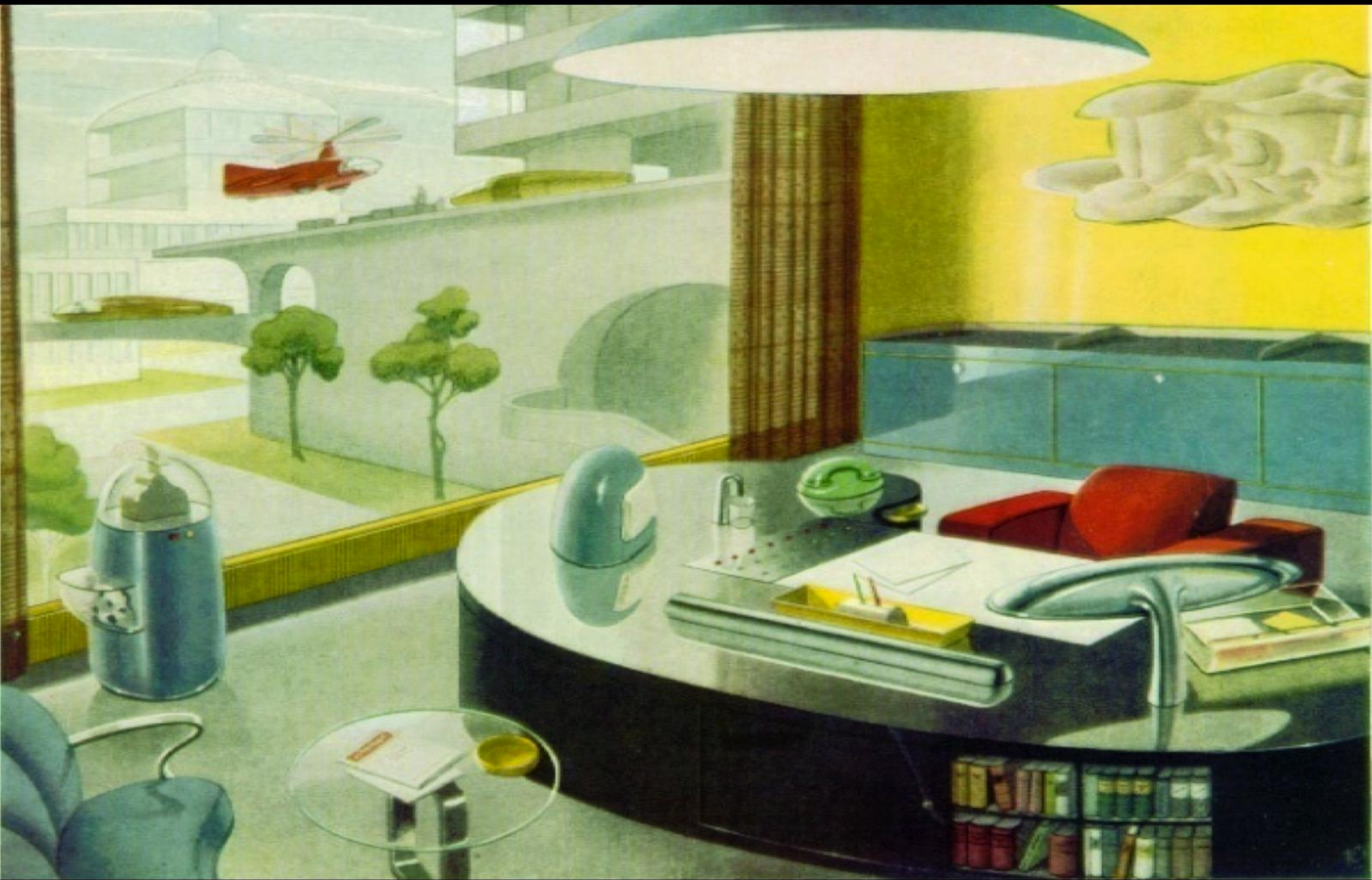


THE NEW LOGISTICS OF KNOWLEDGE

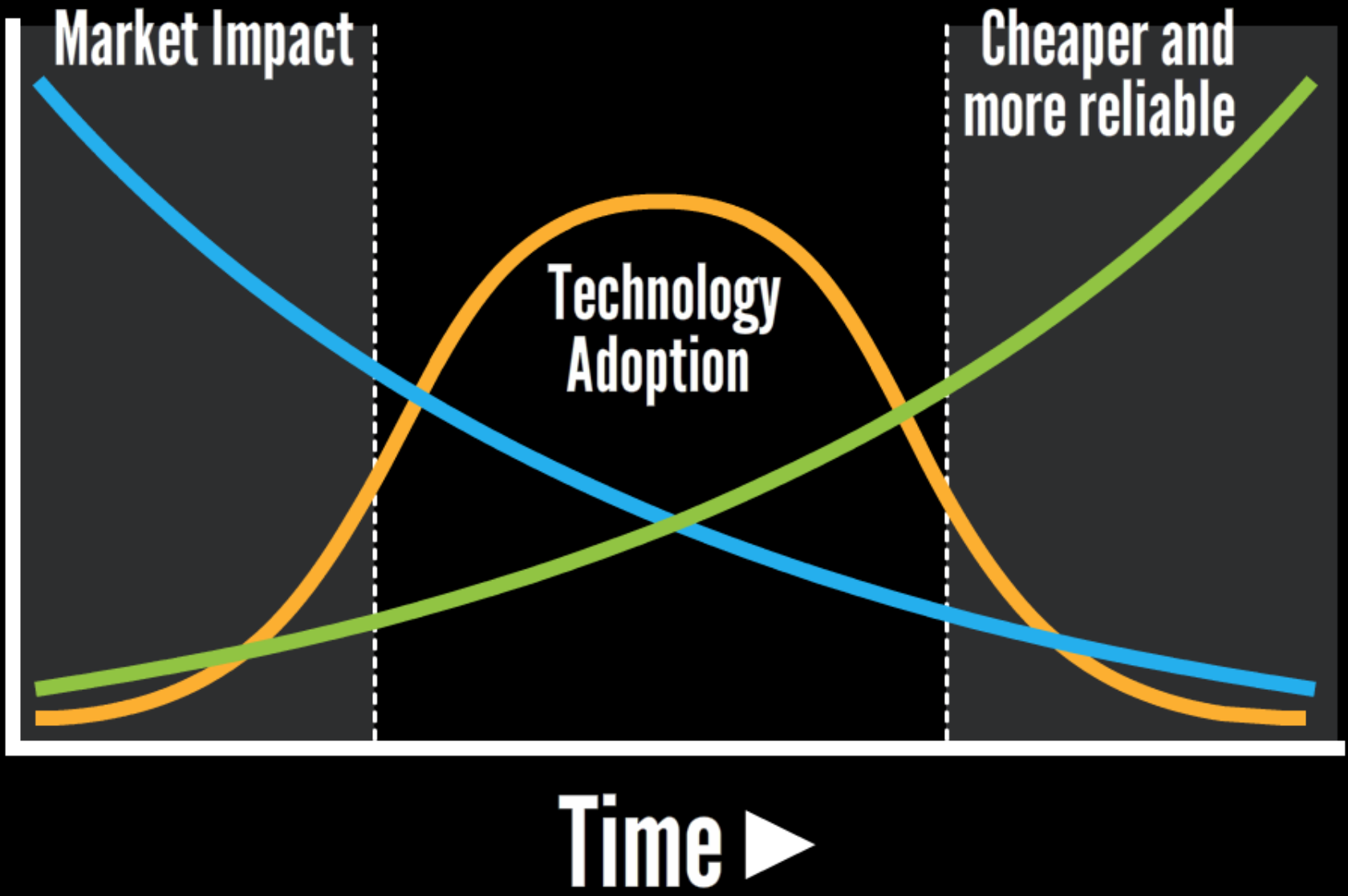
PURDUE
UNIVERSITY™

Dr. Gerry McCartney

Vice President for Information Technology and CIO
Olga Oesterle England Professor of Information Technology
Inaugural Director, Innovation and Commercialization Center



Illustrated London News, 1947





STRATEGIC

Change the “rules of the game” in research and learning: Clusters, HUBzero, Signals, Hotseat, Passport

TRANSFORMATIONAL

Adapt the University’s management of information and operations to enable the strategic reallocation of resources

FUNCTIONAL

Implement efficiencies for reducing cost. Break-fix.

A nighttime photograph of a modern building with a large glass facade and a prominent triangular roof structure. The building is illuminated from within, and the sky is a deep blue. A large, bright yellow text overlay is positioned on the right side of the image. In the foreground, there is a paved walkway, a small statue on a pedestal, and some trees. The overall scene is a well-lit architectural shot.

ALWAYS ON

NEIL ARMSTRONG HALL OF ENGINEERING



BIG DATA



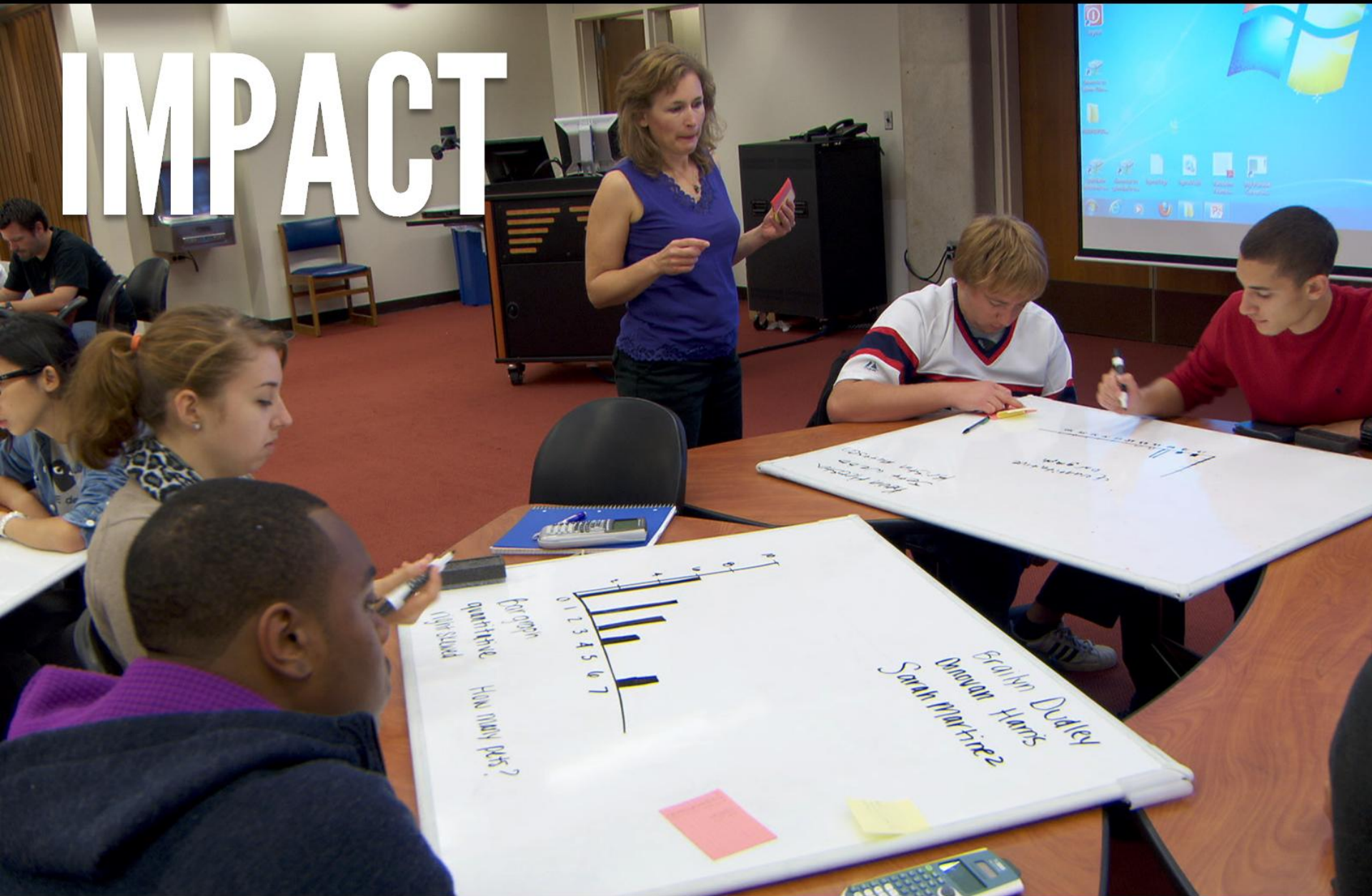
COMMUNITY CLUSTERS

BOILER BACKPACK

MOOCs



IMPACT



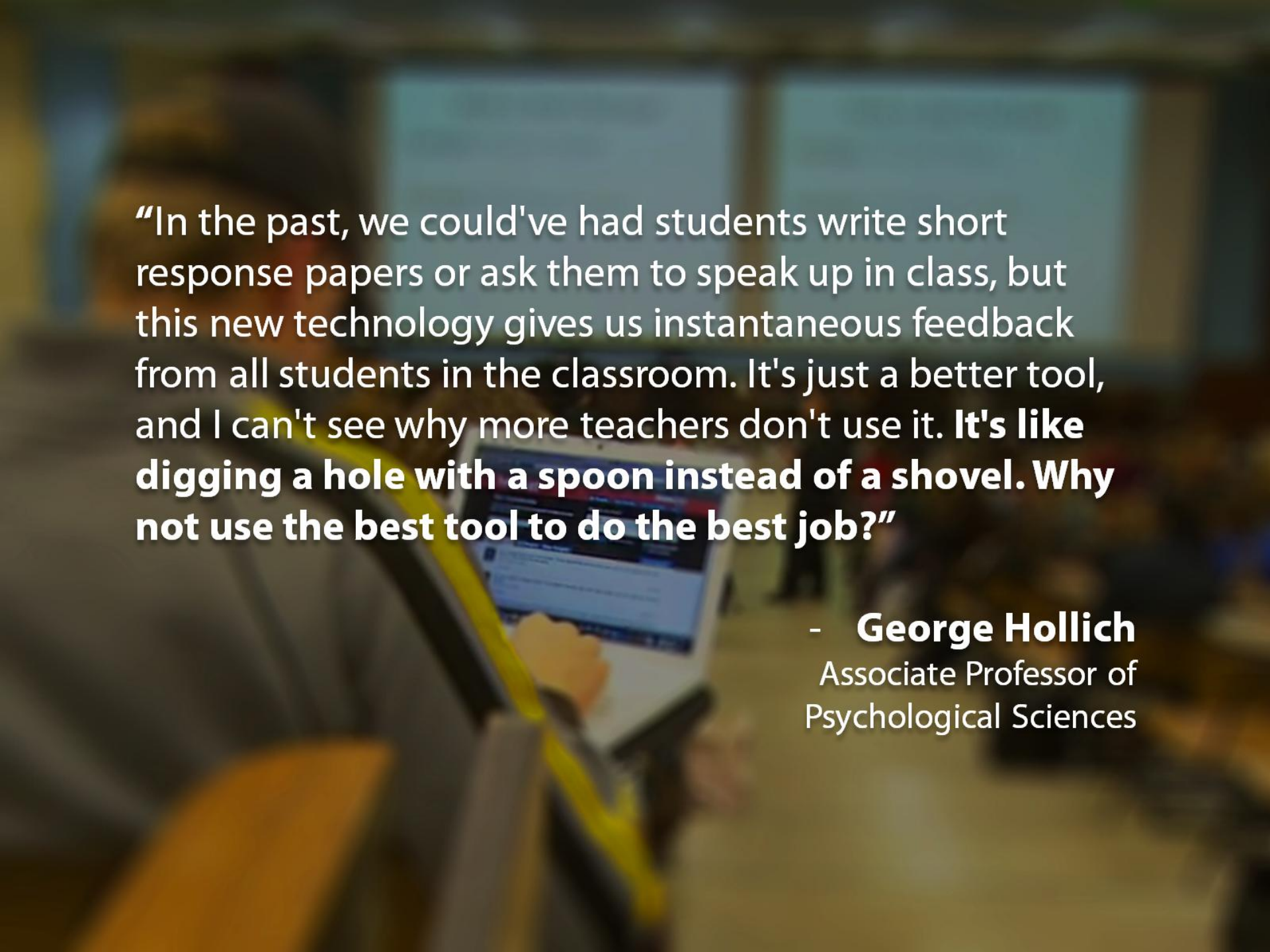
studio

BY PURDUE

Digital **engagement.** Student **success.**



<http://www.purdue.edu/studio>



“In the past, we could've had students write short response papers or ask them to speak up in class, but this new technology gives us instantaneous feedback from all students in the classroom. It's just a better tool, and I can't see why more teachers don't use it. **It's like digging a hole with a spoon instead of a shovel. Why not use the best tool to do the best job?**”

- **George Hollich**
Associate Professor of
Psychological Sciences

PARTNERSHIPS

THAT CHANGE THE SKYLINE