

DANIELS SCHOOL OF BUSINESS

MARKETING &
COMMUNICATIONS
IMPACT REPORT



FY 2024-2025

 PURDUE
UNIVERSITY®

Built on Strategy. Measured by Impact.

The award-winning Marketing & Communications team at the Daniels School of Business is dedicated to amplifying the school's impact through bold storytelling, strategic marketing and innovative design.

Guiding the school through key changes and shifts in structure and name, our team partners with faculty, staff, students and alumni to engage our audiences and help build the future of business – both at our school and beyond.

CHAPTER 01

Establishing the Boiler Brand of Business

pg. 6

CHAPTER 02

Pillars

pg. 13

CHAPTER 03

Storytelling & Impactful Content

pg. 30

LEADING THE CONVERSATION

AMERICAN ADVERTISING FEDERATION

GOLD

Purdue Business Journal, Fall 2024 - Digital Publication



SILVER

Purdue Business Journal, Fall 2024 - Microsite

Purdue Business Journal, Fall 2024 - Art Direction

Dugouts to Data, Kiara Dillon - Photography Campaign

Career Services, Wall Installation - Ambient Media

SPEAKING ENGAGEMENTS

ACES: The Society for Editing

Litmus Live

CASE District V

NAGAP Gem Summit



Launched in October 2023, the MarCom site serves as the central marketing and communications hub for the Mitch Daniels School of Business at Purdue University, delivering brand strategy, storytelling, design and communications support to amplify the school's impact, reputation and engagement.

MICROSITE PERFORMANCE

July 1, 2024 - June 30, 2025

4,477

Sessions

2,312

Total Users

↑131%

New Users

MARKETING & COMMUNICATIONS

The site provides editorial and visual guidelines, templates (flyers, logos, media), brand assets, multimedia resources and tools to help faculty, staff and students create consistent, professional communications.



VISUAL ELEMENTS

The visual elements of the Daniels School brand are essential for maintaining consistency across all marketing, ambassadors and advocates represent the brand clearly and cohesively. It is the legacy of Mitch Daniels, enhancing brand recognition and differentiation in the

Color

Our color palette ties directly into Purdue's primary colors. In rare instances, a composition may need a neutral supporting palette and pull from these color

Typography

When it's used thoughtfully, typography becomes clear and easy to read, with enough flexibility for a wide range of applications.

Headlines

United Sans Extended Bold (200 weight) in Black

Body Copy

Acumin Pro Regular

The Daniels School of Business is for those who thrive. Those who drive innovation meet.

5

Establishing the Boiler Brand of Business

Every story we tell serves to elevate the reputation of the Daniels School of Business, showing the world who we are and what we value.

With every student success, every connection made and every idea generated, we're one step closer to building the future of business.



HISTORICAL GROWTH

Since 2022, Daniels School of Business has undergone significant transition, from sunsetting the Krannert School of Management name to announcing the Mitchell E. Daniels, Jr. School of Business and, most recently, shifting to the Mitch Daniels School of Business.

Throughout these changes, the Daniels School Marketing & Communications team remained focused on telling compelling stories and building a strong, future-facing brand. Amid ongoing transformation, the team helped sustain momentum and reinforce a foundation that continues to shape the future of business. Throughout the process, the team also refreshed and updated hundreds of pieces of marketing and communications collateral.

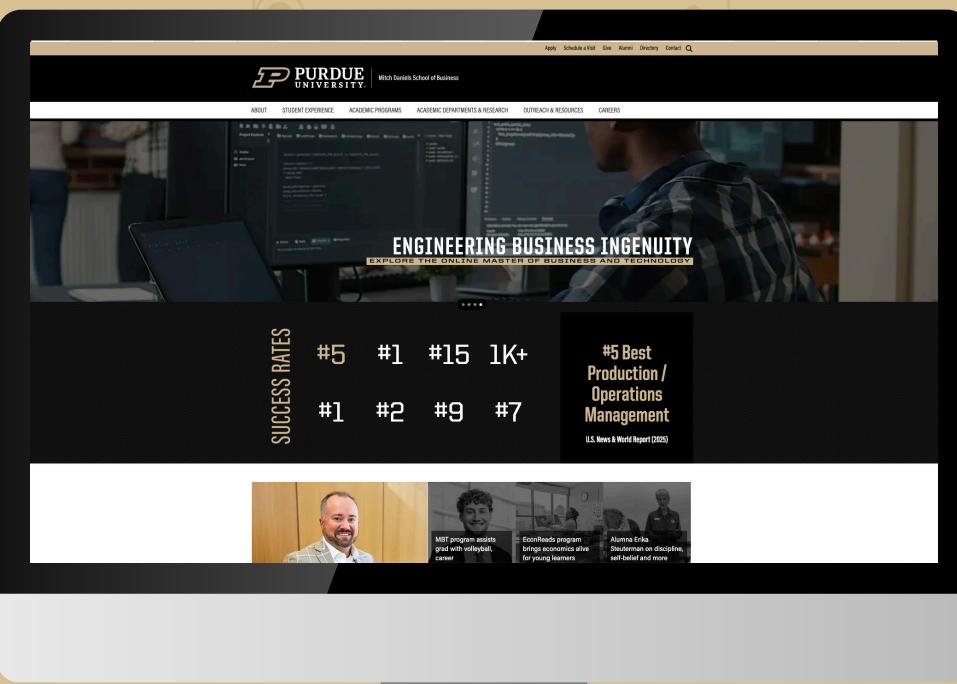
WEB TRAFFIC

July 1, 2024 – June 30, 2025

↑27%
Sessions

↑31%
Total Users

↑30%
New Users



UNDERGRADUATE RANKINGS

U.S. News & World Report 2022 – 2025

#30 → #24

BUSINESS PROGRAM

#9 → #4

PRODUCTION/OPERATIONS

#12 → #9

SUPPLY CHAIN/LOGISTICS

#17 → #12

ANALYTICS

#46 → #36

BEST BUSINESS SCHOOLS



GROUNDBREAKING COVERAGE

Our new building reflects the school's bold vision for the future of business. Through a range of new resources, we're helping students, partners and alumni understand how the space strengthens our student-centered approach and expands our impact.

MICROSITE PERFORMANCE

4,194

Sessions

July 1, 2024 - June 30, 2025

3:07

Avg. Duration

928

New Users

2.56

72%

Pages/Session

Engagement Rate

VIDEO PERFORMANCE

Take a Virtual Tour of the Business School of the Future at Purdue University



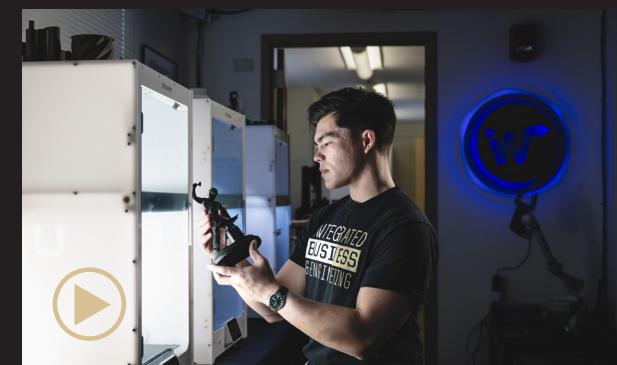
6,295

138.1

Views

Hours Watched

Purdue's Daniels School of Business Is Building a Space That Matches Its Ambitions



4,346

138

Views

Hours Watched

76B+

Reach

\$710,476

Advertising Value Equivalency

948K+

Views

RANKINGS

#24

BUSINESS PROGRAM

U.S. News & World Report 2025

#4

PRODUCTION/OPERATIONS

U.S. News & World Report 2025

#9

SUPPLY CHAIN/LOGISTICS

U.S. News & World Report 2025

#12

ANALYTICS

U.S. News & World Report 2025

#36

BEST BUSINESS SCHOOLS

Poets&Quants

#18

ONLINE MBA

The Princeton Review

MEDIA HITS

July 1, 2024 - June 30, 2025

7 BILLION+

Total Reach

7,343

Schoolwide Keyword Media Hits

↑19%

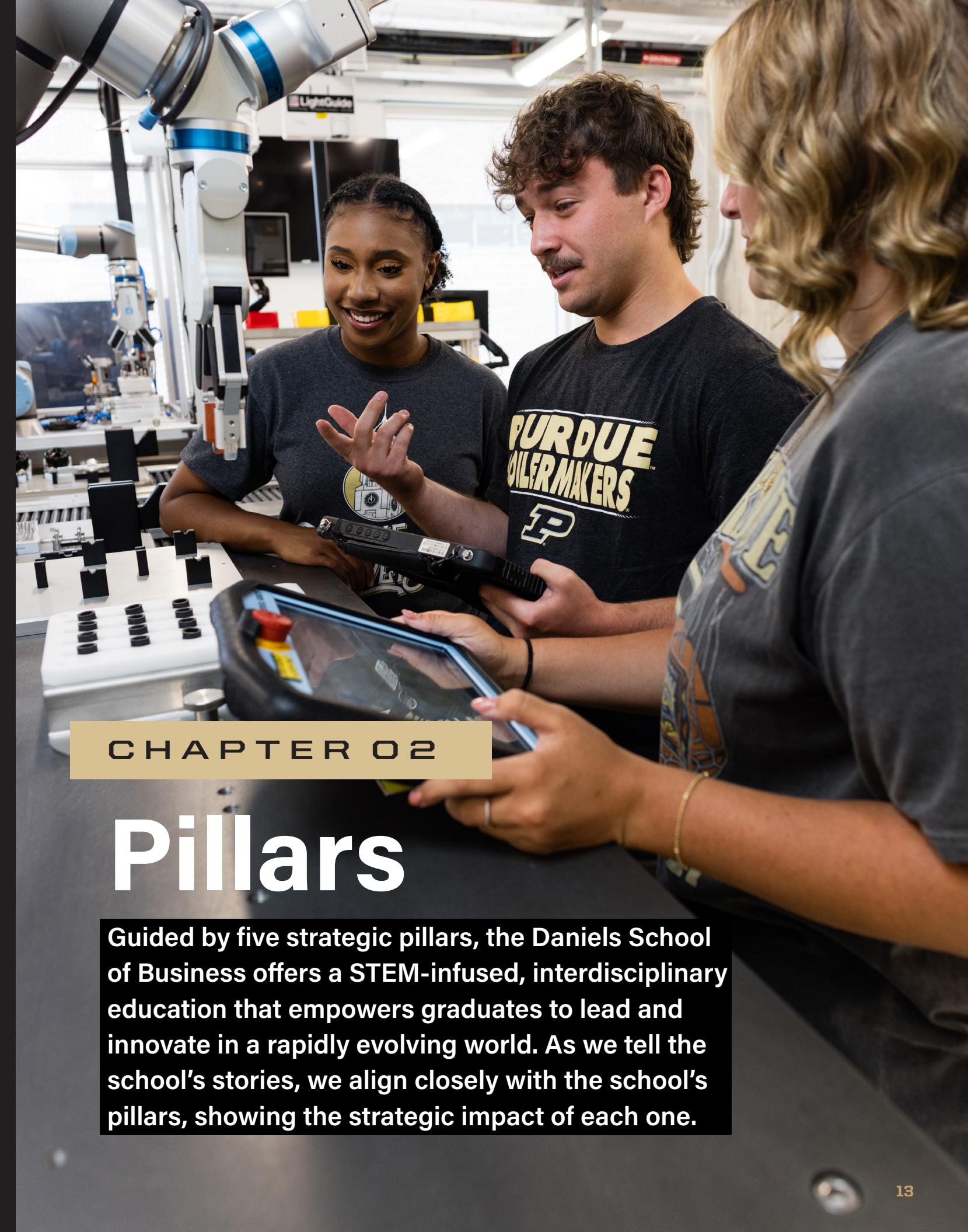
Schoolwide Keyword
Media Hits, YoY

\$68M

Advertising Value Equivalency

63

Countries



CHAPTER 02

Pillars

Guided by five strategic pillars, the Daniels School of Business offers a STEM-infused, interdisciplinary education that empowers graduates to lead and innovate in a rapidly evolving world. As we tell the school's stories, we align closely with the school's pillars, showing the strategic impact of each one.

INTEGRATION OF STEM + BUSINESS

Seamlessly blending technology, data and business acumen; equipping our students with the interdisciplinary skills needed to lead in an innovation-driven world while elevating business education.

Rama Deshpande, MBT '25, had a computer science background and strong technical abilities, but she was eager to grow in business acumen and leadership skills. Our team brought her story to life in a campaign for the Indianapolis Business Journal.



INDIANAPOLIS BUSINESS JOURNAL

78,900

IBJ Newsletter Email Sends Including Ads

47,211

IBJ.com Ad Impressions

Our campaign captures Rama's unique fusion of computer science and business, placing her at the intersection of innovation and leadership. Set against the backdrop of a high-tech server environment, photography balances confident, executive-style portraits with candid moments of hands-on technical work. The composition emphasizes strength, whether through bold, commanding stances or detailed close-ups of her engaged in the technical process.

GRAD BLOG POST

May 8 - December 3, 2025

2 min.

Avg. Visit Duration

274

Sessions

111

New Users

59%

Engagement Rate

ACADEMIC PROWESS

Advancing business education through rigorous research, thought leadership, and faculty excellence; shaping the future of the profession while unleashing our students' highest potential.



[Dean Bullard's LinkedIn](#) (Beginning 9/24/24)

1,189

Follower Growth

9,566

Engagements

240

Published Posts

78,865

Organic Engagements

12%

Engagement Rate
(Per Impression)

3%

Engagement Rate
(Per Reach)



Sampling of Faculty Recognition

MinE Best Paper Award,
European Economic
Association:
Tim Bond

Lifetime Achievement
Award, National Training and
Simulation Association:
Alok Chaturvedi

Poets&Quants Best
Undergraduate Professor:
Kasie Roberson

Computing in Chemical
Engineering Award, American
Institute of Chemical Engineers:
Mohit Tawarmalani

Daniels Insights

Launched in July 2024, the Daniels Insights thought leadership blog aims to establish the Daniels School as the go-to resource for timely and relevant business insights. The blog's audience includes business professionals, academics, researchers and business school leaders interested in ongoing learning and a consistent innovative source of news. Posts are contributed by Daniels faculty, staff, alumni and guests.

Marketing Automation

188%

Audience Growth YoY

63%

Avg. Unique Open Rate

257% higher than the Newsletter Email
Benchmark of 17.56% (Direct Development)

9%

Avg. Unique Click Rate

1.36% higher than the Newsletter Email
Benchmark of 8.83% (Direct Development)

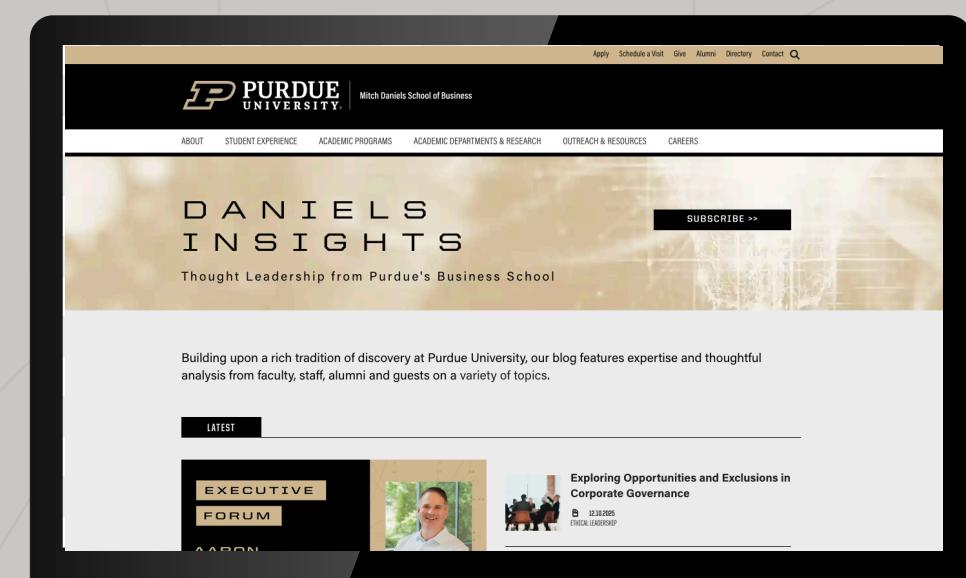
50%

40,633

Sessions

21,913

New Users



UNDERGRADUATE PROGRAMS

We support undergraduate programs by helping prospective students see what the Daniels School offers and why it's a great place to study business. We also ensure current students know about important updates, events and opportunities so they can get the most out of their time here. Through clear communication and helpful resources, we keep students connected from the moment they show interest to the day they graduate.

Applications Since 2020

93.6%

Application Increase
(4,842 > 9,379)

84%

Enrollment Increase
(532 > 879)

Digital Marketing

60%

Increase in Spend

217%

YoY Paid Search Lead Volume

264%

Impressions Increase YoY

286%

Clicks Increase YoY

Web Performance

171K+

Sessions

66,722

New Users

1,420

Application Clicks

1,271

RFI Submits/Clicks

3,336

PDF Downloads

92%

Engagement Rate

1.6M+

Non-Branded Search Impressions

2,772

Non-Branded Search Clicks



GRADUATE PROGRAMS

In support of graduate program lead generation and enrollment, our team conceptualizes and executes full marketing strategies for our graduate portfolio and individual programs. From paid media to marketing automation to blogs and much more, our team drives awareness of graduate education at the Daniels School and ensures a robust pipeline of prospective students.

Digital Marketing

729%

ROI Marketing Investment

\$10.34:1

Overall Return on Ad Spend

77%

New Website Users from Digital Marketing

Marketing Automation

50%

Email Open Rate

5.5%

Email Click Rate

75%

New Apply Page Visitors Driven by Marketing Automation

625

Hours of Autonomous Chats

Web Performance

769K+

Sessions

559K+

New Users

9,285

Application Clicks

832

RFI Submits/Clicks

30,373

PDF Downloads

36%

Engagement Rate

9M+

Non-Branded Search Impressions

15,573

Non-Branded Search Clicks

Digital Marketing Leads Generated FY25

2,727

Residential

2,245

Online



TRANSFORMATIONAL STUDENT EXPERIENCE

Creating an immersive learning environment, where students grow into confident, capable leaders ready to make a lasting impact in the world.

Student Organization Brand Workshops



Our team delivered presentations to multiple student organizations and campus groups to improve understanding of Purdue and Daniels School brand standards.

These sessions strengthened relationships between MarCom and student leaders, making it easier for them to ask questions and get support.



I valued learning about how to brand our club and make it more professional to showcase Purdue in a good light."

Anika Paranjape

Internship Program



Our internship program helped launch Reyn Smith into his full-time career at Purdue. Reyn, formerly a social media intern for the Daniels School of Business, is now the Associate Graphic Designer and Social Media Specialist for Purdue's Department of Human Development and Family Science. He was also named Purdue Brand Studio's first Brand Champion, which recognizes strong commitment to Purdue's brand and values.

17

STUDENT INTERNS
EMPLOYED

IBE EV Go-Kart



- First-ever all-female team to win the competition
- Top scores in design, energy efficiency and race performance
- All three Purdue Business teams placed in the top ten, showcasing the strength of business and engineering

#1

GRAND CHAMPIONS



Kart name: Lady Elizabeth, honoring Elizabeth Miller, the first IBE graduate

IBE Senior Graduation Reception



- Media Support (Photography/Video)
- Digital Invitations to administration leadership (BOT), staff, faculty, industry partners, students
- Printed Program
- IBE Cubes Display
- "Plank Owner" Plaques with a Piece of Krannert Center

FREEDOM & CAPITALISM

Championing free enterprise, market-driven solutions, and economic principles, empowering future business leaders to drive prosperity, innovation and societal progress.

To support our Freedom & Capitalism pillar and provide a Transformational Student Experience, the Economics Department and Purdue University Research Center in Economics, with support from the Office of Business Partnerships, created a new undergraduate course for spring 2026. ECON 390: Freedom, Capitalism, and Institutions requires students to discuss transformative texts on the history, philosophy and economic theory of market capitalism. The class includes a week-long immersion in Washington, D.C.

23

HIGH-QUALITY APPLICATIONS

MarCom worked with faculty to create promotional materials to generate applications for this new course, including:

- Webpage
- Digital signage
- Flyer
- PowerPoint presentation
- Email text
- Text for invitation to info session
- Social media posts



Cornerstone for Business Conference 2025

The inaugural event brought thought leaders together to explore the intersection of markets and moral sentiments. After the 2024 conference was canceled due to a lack of registrations, the Daniels marketing team took ownership of the conference's promotion. Our efforts resulted in 178 registrants/148 attendees and \$3k collected in registration fees.

Materials Created

- Micro-site
- Pre-event promotion, including email invitations, alumni newsletter placements, social media posts and more
- Post-conference coverage and Daniels Insights posts

148
Attendees

14
Charitable Gifts

85%
of survey respondents learned about the conference from marketing initiatives

93%
of survey respondents reported interest in attending in future years



GG Excellent inaugural event, especially for someone outside of Purdue. I'm looking forward to the next installment."

GG This conference could not have been better timed with our administration's policy on tariffs. Well done."

POWERED BY BUSINESS PARTNERSHIPS

Forging strong business partnerships with industry, government, nonprofits, local communities and alumni, to fundamentally change the way people work and live.

Office of Business Partnerships



Content Development

6

New Company Testimonials

600+

New Photos

3

Published Testimonial Videos

Web Performance

2,817

Sessions (40% increase)

79%

Engagement Rate

22,104

Search Impressions

499

New Users (165% increase)

2:51

Average Session Duration
(32% increase)

1.76%

Search Click Through Rate

Krenicki Center



Articles

- Krenicki Center Launches Community Impact Initiative with Indy Reads, Girl Scouts
- Purdue Students Help Nonprofits Thrive Through Analytics

Newsletter

(July 17, 2025 Send Date)

390

Newsletters Received

216

Unique Opens
(55.13% Open Rate)

3.08%

Click Through Rate

1,126

Sessions

72%

Engagement Rate

411

New Users

2:09

Average Session Duration

Center for Working Well



Web Performance

(July 1, 2024 – June 30, 2025)

Storytelling & Impactful Content

At the Daniels School, we're data-driven — but we know the best stories come from the impact our students, faculty, staff and alumni have on the world around them.

That's why we tell the story of the human side of business in video, social media, long-form content and more.



PURDUE BUSINESS JOURNAL

The Purdue Business Journal highlights stories of Daniels School of Business alumni who have successfully developed innovative careers. Through these stories, the journal showcases the drive, discipline and leadership that lead to diverse career paths in many industries. By sharing these experiences, the journal aims to inspire connections among alumni, students and faculty, fostering engagement and mentorship within the Daniels School community.

FALL 2024

The Competitive Edge

The award-winning 2024 Purdue Business Journal centered on student athletes at the Daniels School, using visual storytelling to connect competition, data and leadership in business. In "Dugouts to Data," Kiara Dillon's journey shows how analytical thinking and an athletic mindset translate into real-world impact beyond the field and the classroom.

Web Performance

(July 1, 2024 – June 30, 2025)

5,235

Sessions

55%

Engagement Rate

3,105

New Users

13,334

Search Impressions

86

Search Clicks

The Aligning Purpose: Tarik Glenn's Enduring Legacy of Service



Tarik Glenn's story brings readers inside the Indianapolis Colts, highlighting a trusted leader whose 10-year NFL career culminated in a Super Bowl win and a place in the Colts Ring of Honor. By featuring Glenn, the piece taps into readers' love of athletics while showing how the same discipline now drives his nonprofit and education leadership beyond football.

SPRING 2025

The Entrepreneurial Spirit

The Spring 2025 Purdue Business Journal showcased the entrepreneurial mindset through dynamic visuals and stories that highlight how ideas turn into real-world impact. Features on Candice Xie's work with Veo, Adam Beal's path into venture capital, and Purdue's approach to teaching entrepreneurship illustrated a culture where education and experience fuel innovation beyond the classroom.

Moving Forward



Candice Xie's story follows her journey from Purdue to building impact at Veo, where she applies innovation and problem-solving to create safer, more sustainable urban mobility. It highlights how an entrepreneurial mindset and real-world experience can turn ideas into meaningful change.

Funding a Better Tomorrow



Adam Beal's story follows his journey into venture capital, where he applies strategic thinking and real-world experience to evaluate ideas and support emerging companies. It highlights how an entrepreneurial mindset shapes thoughtful investment and long-term growth.

Web Performance

(July 1, 2024 – June 30, 2025)

1,730

Sessions

2,787

Page Views

56%

Engagement Rate

935

New Users



GRADUATE BLOG

Designed to be a robust source of educational information for prospective Daniels School graduate students, the Graduate Programs blog provides a low-risk way for our audience to explore. The blog contains student success stories, industry commentary and information about the accessibility, affordability and benefits of pursing a graduate degree at the Daniels School of Business.



Finance vs. Economics
Which master's is right for you?



Balancing Dreams
Olympic swimmer Matheo Mateos talks about his sport, academics and future plans



Web Performance

(July 1, 2024 – June 30, 2025)

5,123

Sessions

57%

Engagement Rate

2,995

New Users

333

Total Keywords

- Ranking for 280 organic keywords
- 5 keywords in top 3
- 65 keywords in positions 4-10



DIGITAL STORYTELLING

Engaging videos and social media content expanded reach, deepened engagement and connected audiences to the Daniels School.

YOUTUBE



6,534 Views



533 Hours Watched



Lilah Rogoff

Former pastry chef pivoted to data-driven business analyst through Purdue.



Tarik Glenn

Former NFL player turned Purdue MBA, nonprofit leader, mentor.

YouTube Channel Performance

23% increase in views **118** days of watch time

SOCIAL MEDIA

Why It Matters

- **Prospective students** get clear, accessible info on programs and opportunities.
- **Students and alumni** share stories showcasing Purdue experiences and outcomes.
- **Faculty, staff and industry partners** see initiatives, research and achievements.

22.2M+
Impressions

TOP PERFORMING CONTENT

Elizabeth Miller



75% Engagement Rate

15.9K Impressions

11.9K Engagements

evGrandPrix Winners



2.5K Reactions

95 Comments

117 Shares

New Building



28K Views

7.6% Engagement Rate

898 Shares

Overall Social Media Impact

237.1K+

Engagements

3.3M+

Video Views

7.5%

Follower Growth YoY

88.5K

Followers Across All Channels



LOOKING TO THE FUTURE

The 2024-2025 fiscal year was marked by impactful stories on groundbreaking initiatives, exceptional student experiences, alumni accomplishments and donor and partner support.

Defined by a bold entrepreneurial spirit, the Daniels School is continuously launching new or refined offerings, experiences and partnerships. As we enter the next fiscal year, we look forward to uncovering more meaningful opportunities for growth:

- **Paid, earned and owned media integration** allows for more connected and impactful marketing experiences for prospective students
- **International headwinds** encourage us to reimagine how we recruit and yield our international student audience — and how we can build additional audiences in new ways
- **Growth and innovation in our master's programs** keeps us focused on yielding the best and brightest future business leaders, setting them up for long-term success
- **Evolved partnerships with faculty, industry and campus resources** give us the opportunity to create the best transformational student experience possible
- **Enhanced multimedia storytelling** moves beyond promotion and into narrative, showing real student journeys and long-term outcomes through video, photo and design

Our team looks to the future eager to capitalize on existing momentum as we help build the future of business. Visit us at business.purdue.edu/marcom.



PURDUE
UNIVERSITY

Mitch Daniels School of Business