

CO-OP CHAMPIONS

Cultivating a global network of Purdue co-op alumni.



PURDUE UNIVERSITY®

College of Engineering

PROBLEM STATEMENT

Office of Professional Practice lacks a standard process to strategically engage with co-op alumni. Current students and alumni speak very highly of their work experiences yet alumni predominately find their sense of Purdue connectivity to their specific major or program.

Current co-op alumni engagement is primarily hindered by fragmented connections yet struggles with identifying clear developmental ties. With a better systematic approach, alumni could easily find various ways to support and partner with OPP and the College of Engineering.

1 in 5 students without a mentor reported they don't have access to formal mentoring.

Nearly 90% who participated in mentoring programs were at least somewhat satisfied.

Mentors helped students:
64% Shared Career Advice
Navigate Student Life **53%**
48% Select Coursework



Fain, P. (2021, October 22). College mentor relationships reach savvy students the most. Inside Higher Ed.

Patrick Francis
Associate Director, Industry Engagement & Partnerships
Office of Professional Practice



PROJECT FRAMEWORK



Amplify engagement efforts by developing new website with lead generation and story-telling tools.



Build awareness of co-op program and bridge efforts for alumni connectivity and student access.



Support industry partnerships to showcase university impact within the Purdue community.



PROJECT GOALS

- 1** Standardized process for students to engage with co-op alumni for professional development support.
- 2** Create easy point for alumni connection to community for cross-disciplinary impact
- 3** Drive integrated access to resources within OPP and additional campus partners.

WEBSITE LAUNCH

Co-op Champions homepage will feature a few different elements to showcase champion spotlights and news stories about co-op, OPP, and the College of Engineering. The website will be the one-stop destination for general information and inquires about the program. Additional branding materials for further outreach including conferences, roadshows and meetups will be available.

LESSONS LEARNED

Progress Over Perfection

Prioritized fine-tuning details rather than forcing Fall 2024 launch to fit agenda.

Focus on the Mission

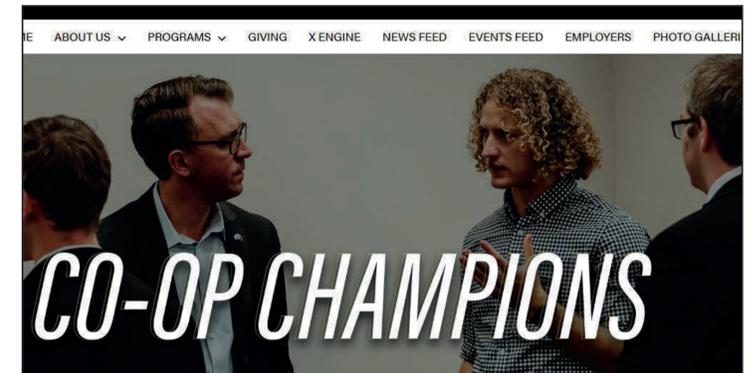
Committed less time "finding" champions and focused on building the system. Project aligns with Vision 2030.

One Project, University Impact

Adaptation to my work style of building a process knowing it will likely be passed off.

Indianapolis Ideation

Similar community-based program launching in Spring 2025.



ABOUT THE PROGRAM

Co-op Champions is a dynamic networking program designed to connect Purdue University alumni with the Office of Professional Practice. This initiative fosters deeper connections among prospective students, current students, OPP team members, and faculty/staff of the College of Engineering. By linking students with alumni for mentorship and advice, and facilitating connections between co-op alumni and OPP staff for recruitment and engagement, Co-op Champions aims to build a stronger, more organized network of co-op alumni. Emphasizing both internal and global relationships, this program celebrates the unique experiences of each co-op journey and enhances Purdue's community connections.

BECOME A CO-OP CHAMPION

Become a Champion

Please fill out the form below and a member of our team will be with you shortly.



Name

Company

Major

Year Graduated

City/Region

Preferred Email Contact

LinkedIn URL

Provide a brief description of your Co-op experience at Purdue.

Please select the ways you are interested in becoming a Co-op Champion from the list below.

Co-op Student Mentorship (In Person)

Co-op Student Mentorship (Virtual)

Co-Op Career Events

Annual Steering Committee

Hiring Purdue Co-op Students

The "Become a Champion" lead generation form offers instant access to new contacts and ability to develop pipeline of prospective engagements.

Outcomes of the form will not only create new leads for mentorship but will mutually allow for new guest lecturers, student recruitment opportunities and targets for long term development.

NEXT STEPS

Official Launch

January 28th- Co-op Champions Event after Co-op Career Fair

Website Development

Location-based search for Purdue co-op alumni
Strategic Calendar of Events 2025-2026

Transfer to Ambassadors

OPP staff to provide oversight and offer stewardship
PPA to leverage and enhance student experience
Research project for students on impact of mentorship at Purdue

OPP.PURDUE.EDU/CO-OPCHAMPIONS

Purdue Engineering Staff
Leadership Academy (PESLA)
Cohort 4.0