



Special education cuts have families on edge

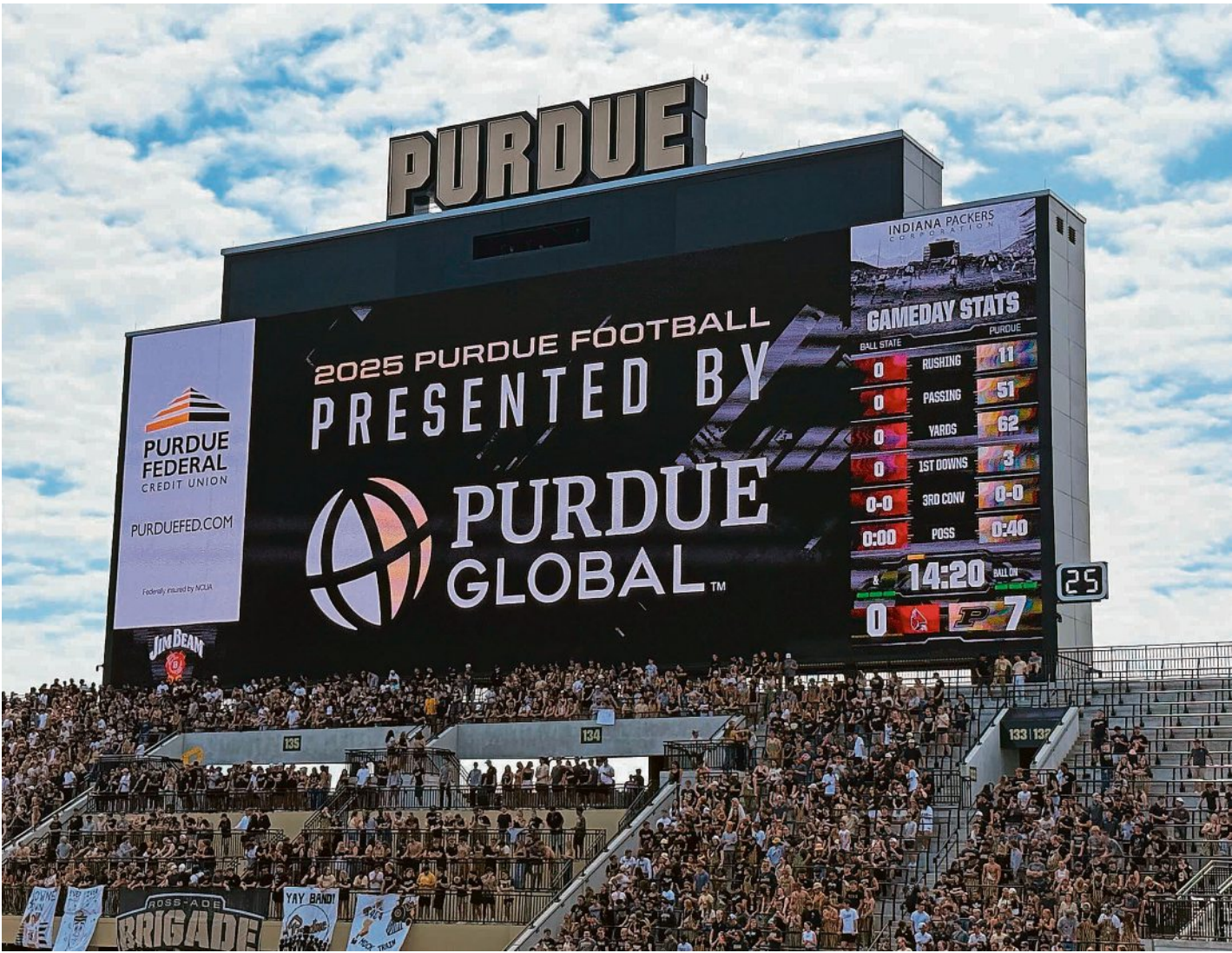
NEWS, 7A

Palladium-Item

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PURDUE GLOBAL GROWTH



Purdue Global advertises heavily in its efforts to attract students from around the country, including at Purdue University football games in West Lafayette. PHOTO BY VIRGINIA BLACK

Confusion lingers over Purdue Global marketing

Israel Schuman
Lafayette Journal & Courier
USA TODAY NETWORK

This is the last of a three-part series.
WEST LAFAYETTE — In April 2017, Mitch Daniels told a room full of Purdue University trustees that their newest business partner was ironclad. The Purdue president explained that Kaplan Higher Education, the company behind the for-profit, online Kaplan University that Purdue had just acquired, was trustworthy and strong. A slideshow presentation describing the reasons behind the move said Kaplan’s academic quality was high, along with its financial position and reputation. Kaplan is owned by the Graham Holdings Co., once called the Washington Post Co. while it owned the newspaper for 80 years. The slide called the conglomerate a “highly revered entity” with an “important place in American history.” Since then, Purdue Global — the name Purdue gave its online school — has used its affiliation with the land-grant institution to woo prospective students. Purdue Global has constantly nodded to its parent school’s prestige as evidence of its own quality, beginning its self-description with “backed by the power of Purdue University.” Across eight years, the renamed online school has spent about \$1 billion — a Purdue Global spokesperson said marketing comprises about 30% of its budget — since inception to spread the message that Purdue Global is trustworthy because Purdue University is. In a marketing guide developed for Purdue Global’s 2023 rebranding, the

PURDUE GLOBAL THREE-PART SERIES
MONDAY: Purdue Global has lost \$71 million since inception. Will recent improvement be enough?
TUESDAY: Purdue owns Purdue Global, but for-profit Kaplan retains significant role
TODAY: Despite millions spent on Purdue Global marketing, confusion lingers
Purdue Online vs. Purdue Global: How do Purdue’s online schools compare?

company frames its selling point to students simply: “They will trust a degree from Purdue Global because it’s backed by Purdue.”

Backed by Purdue?

The school Purdue bought was part of a wave of online, for-profit education that boomed about 2010, ultimately leaving millions of students saddled with thousands in student loan debt for degrees they said hadn’t opened the opportunities their schools had promised. By November 2022, when more than \$6 billion in student loans paid to mostly for-profit schools was forgiven in the landmark Sweet vs. McMahon settlement, the for-profit education sector was reeling. A California district court sided with borrowers, settling the claims of hundreds of thousands of students at mostly for-profit schools. The writing had already been on the wall. In a letter from the Chicago-based Higher Learning Commission sent to Daniels in January 2018, reviewing Purdue Global’s merits for accreditation

from the same agency that certifies Purdue West Lafayette, HLC reviewers described the reasons for the odd coupling of a for-profit company with a public research institution. “(Kaplan) representatives have indicated a vision of moving out of the sector of for-profit institutions,” the letter reads. Kaplan officials saw “headwinds” in the industry, leading to the demise of some of its peers. Three months later, Kaplan’s own demise would be complete. Others followed. In the Sweet settlement, Kaplan joined 151 schools the U.S. Department of Education deemed had shown enough evidence of defrauding students that claims against loans at those schools were automatically approved. Of the group, 98 closed or lost their accreditation, 64%. Purdue Global is one of the most prolific advertisers in the online education space, one in which schools, without the benefit of place and often legacy, tend to attract students with national advertising. Purdue Global spends three times more per student on advertising than some of its largest online, non-profit peers, the Journal & Courier found. But despite pervasive messaging, some students might misunderstand the school’s relationship with Purdue. Tom Dunne graduated from Purdue Global in June with a bachelor’s in cybersecurity, one of the school’s most popular programs. The resident of Schererville, Indiana, is like a typical Purdue Global student in other ways: He tried community college and satellite campuses, including Purdue Northwest, just 20

See **MARKETING**, Page 2A



Wayne County Indivisible Steering Committee member Bob Hunter speaks at the “No Kings” rally at Jack Elstro Plaza in Richmond, Oct. 18. EVAN WEAVER/RICHMOND PALLADIUM-ITEM

Hundreds of locals gather for 2nd ‘No Kings’ rally

Evan Weaver
Richmond Palladium-Item
USA TODAY NETWORK

An estimated 200 to 300 people attended the “No Kings Rally” at Jack Elstro Plaza Saturday, Oct. 18, the second in four months. The rally, organized by Wayne County Indivisible, was one of many other protests across the United States. Chants of “No Kings” and the honks of cars throughout the 90-minute protest echoed through the plaza and down North A Street, while very few, if any, counter-protesters attended.

Speakers compare ‘Trump’s America’ to Nazi Germany

For the first 30 minutes, seven speakers took to the microphone to share their viewpoints on how the

See **‘NO KINGS’**, Page 3A

Drug charges filed against local man

Douglas Walker
Richmond Palladium-Item
USA TODAY NETWORK

A Richmond man has been accused of dealing in cocaine after Wayne County sheriff’s deputies reportedly witnessed a drug transaction. Two dealing counts — one a Level 3 felony carrying up to 16 years in prison, the other a Level 4 felony with a maximum 12-year sentence — were filed Oct. 16 against 49-year-old Dan L. Jerrell Jr. The case against Jerrell was filed in Wayne Superior Court 2. He also faces a misdemeanor count of possession of marijuana.

See **CHARGES**, Page 4A

