

DRIVER: DSB's Leadership Contribution to Purdue's Lilly Grant

To: Dr. Bullard, Dr. Tawarmalani Dr. Blanchard and DSB Leadership

From: Prof. Cinder Zhang

Re: Positioning DSB in Purdue's \$25M Lilly Endowment AI Proposal

Date: November 2025

The Opportunity

Purdue is preparing a major proposal for the Lilly Endowment's AI in Higher Education initiative (up to \$25M implementation grant). **DSB has a proven, ready-to-scale contribution: the DRIVER methodology.**

What DRIVER Gives DSB

A Concrete Answer to Lilly's Core Question:

"How will your institution manage AI's impact on curriculum, pedagogy, and assessments?"

DRIVER provides:

- Six-stage methodology (Discover→Represent→Implement→Validate→Evolve→Reflect) working with 300+ students
- Assessment innovation (video presentations) that solves AI cheating while embracing AI as tool
- "Foundation before amplification" pedagogy that prevents AI-dependent learning
- Ready to scale across DSB and Purdue

Current Evidence:

- 300+ students using it (Financial Data Analytics I&II, Financial Modeling, Financial Management)
- Developed with and tested with 81% positive student feedback (*Financial Data Analytics I&II, Financial Modeling*)

Why This Matters for DSB

1. Lead the AI Transformation

- Most schools still debating AI policies
- DSB has working solution with documented outcomes
- Positions DSB as innovation leader in Purdue's proposal

2. Strengthen Student Value

- Graduates with systematic AI operation skills (employers increasingly require this)
- Competitive advantage in job market
- Validates DSB's forward-thinking innovation

3. Support Faculty Development

- Provides systematic approach vs. ad-hoc experimentation
- Planning grant funds (\$300K Purdue-wide; DSB portion TBD) develop training
- Reduces resistance through proven methodology

4. Build External Visibility

- Research publications on AI pedagogy
- Conference presentations and thought leadership
- DSB becomes reference model for business education and broader

What DSB Needs to Commit

For Planning Grant (Due Dec 1, 2025 - TWO WEEKS):

- Letter of support from DSB leadership
- Current DRIVER data (student outcomes, feedbacks, testimonials)
- Commitment to participate in planning phase

For Implementation Grant (Due May 1, 2026):

- DSB rollout plan
- Budget for DSB activities

The Strategic Choice

With DRIVER:

DSB contributes proven methodology that:

- Works right now with 300+ students
- 3 textbooks under contract
- Proven pedagogy and implementation
- Student testimonials
- Teaching Innovation Awards
- Ready to scale across DSB and Purdue
- Positions DSB as leader

Demonstrates DSB leads Purdue's education response to AI.

Deadline: Planning grant proposals due December 1, 2025

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"We upgrade people while others update their software"