

UNIVERSITY PLANNING COMMITTEE

Minutes

October 19, 2022

Attendees

Jay Brewster (Chair)	Jaye Goosby Smith	Phil Phillips
Sean Burnett	Connie Horton	Greg Ramirez
Dean Paul Caron	Sara Jackson	Jeffrey Rohde
Lauren Cosentino	Lee Kats	Dean Mark Roosa
Dean Deborah Crown	Interim Dean Farzin Madjidi	Interim Dean David Smith
Dean Michael Feltner	Marilyn Misch	Nicolle Taylor
President James Gash	Tim Perrin	

Absent

Ebony Cain	Gary Mangiofico	James Prieger
Rick Cupp	Dean Pete Peterson	
Gary Hanson	Steven Potts	

Observers

Petra Rickertsen	Jody Semerau	Nicole Singer
Jonathan See		

Guests

Katy Carr	Andrew Clark
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I. Call to Order and Devotional

Provost Brewster called the University Planning Committee meeting to order at 8:30 a.m. in the Seaver Board Room. Tim Perrin presented devotional thoughts.

Dean Michael Feltner and Marilyn Misch moved and seconded approval of the September 14, 2022 meeting minutes which were adopted.

II. U.S. News Ranking Report and Discussion

Dean Michael Feltner presented a U.S. News academic ranking summary. Pepperdine's historical rankings were reviewed. It was noted that the University's ranking relies in large part on Seaver metrics. Examples of changing criteria through the years that have affected Pepperdine's ranking were described. An example is when high school admission counselors provided a subjective assessment of undergraduate instruction which was a factor that bolstered Pepperdine's score; when this category was removed, Pepperdine's ranking declined. Social mobility was described as ensuring success through graduation for students with specific financial need, with factors including a comparison of performance among students receiving Pell grants and those who are not. Since this measure has been in effect, Pepperdine has declined in overall score, but every year

Pepperdine students with Pell grants outperformed or equalled in performance with students not receiving Pell grants. It was explained that Pepperdine has a high percentage of students receiving Pell grants at 19.3% for the class most recently accepted, but schools with different tuition models and missions reach 30-40% and therefore have scores more positively affected by this factor. Graduate indebtedness was identified as a metric in which Pepperdine significantly improved.

Notable positive changes in Pepperdine's rankings were shared, including being in the top 50 for "best value" which was named as impressive due to tuition rate. The University continues to be the top-ranked Protestant Christian University. Other universities in the Protestant category were discussed. The Dean commented that the team is researching historical information to be able to better predict changes in rankings, but the larger factor is that the formulas and weightings change unpredictably every year. Increasing visibility across the nation was discussed as a method for positively influencing the peer assessment ranking as regionally Pepperdine performs well.

A member inquired about the need to continually improve in categories to improve in rankings and the implications of other schools doing the same. It was responded that this is true for some metrics, but others are capped or have limited opportunities for dramatic change between years due to their nature. Variability in metrics was discussed.

III. Office of Research, Grants, and Foundation Relations Update and Discussion

Lauren Cosentino and Katy Carr outlined the process for and progress on developing the new Office of Research, Grants, and Foundation Relations. The project was undertaken to address gaps, increase efficiency, and enhance collaboration in the areas. The previous grant office structure was reviewed. The new office structure was presented, highlighting the importance of relationships, strategy behind position development, and qualifications of a few key staff members which will support the transition and also provide investment in their professional development. A desire for the office to have a reputation for being a relational, approachable, one-stop shop for various people across the university to be supported in research funding was expressed.

Featured sponsored projects since office initiation were shared, highlighting the diversity in funding sources including regional, national, local, and private family foundations and organizations. The office mission statement was presented.

Practical tips for staff interested in pursuing larger grants for specific causes and who they should contact was requested. Katy Carr responded that as the office's staff positions are being filled, people interested in grants who are at any point in the process are encouraged to connect with her. The team is available for consulting with faculty, staff, and students to develop ideas, research and identify unique aspects of projects that can align with specific opportunities, connect with funding sources, and provide support throughout the granting process.

Connecting faculty new to grant writing with faculty experienced in the area (both at Pepperdine and other local Universities) by means of a grant writing mentorship was identified as a way for the office to support. Examples of Pepperdine faculty currently in such relationships and the

positive impact this has for their scholarship was detailed. Creative ways Pepperdine can incentivize grant writing was called for by the office to the Deans.

A specific benefit to the Office of Research, Grants, and Foundation Relations being integrated with Advancement was identified in that there is a direct connection to explore funding opportunities as they arise through the various relationships Pepperdine people have with funding sources (family foundations, alumni affiliations, and so on).

IV. Vevey and Malibu Campus Construction Updates and Discussion

Andrew Clark presented on Pepperdine construction projects on behalf of Ben Veenendaal. The Château d' Hauteville location and facility features were reviewed with photographs included. The grand opening is expected in July 2023 with the first cohort that fall. Updating infrastructure while maintaining the Château's culture and history was highlighted as a core aspect of the work.

The Mountain project progress was reviewed, noting the significance of earning clearance from the California Coastal Commission. The team anticipates breaking ground on the parking structure in 2023. Facilities were reviewed with renderings.

The structure to provide enhanced parking and storage was announced to be in its final stages. The vaults were described as having a capacity of ten times the current campus storage, and noted as eco-friendly due to lack of need for temperature control as they are underground. Optimism for moving the data center to the vaults was presented.

An Alumni Park structure and golf facilities were reviewed with renderings. This was described as a work in progress. The need to design the structure while mitigating visibility along the scenic corridor, including 946 parking spaces, and securing ADA accommodations were highlighted. The golf club room was noted to be for the use of the collegiate golf program.

The pre-pandemic project of remodeling and expanding the Waves Cafe was announced to be in consideration again with Bon Appetit. Renderings were provided, highlighting goals of optimizing the space for meetings, dining, and offices; better integration with the campus walk; and improving the loading dock to maintain compliance.

A locker room on the soccer track and field hillside was announced to be in early design for the women's soccer team and men and women's track and field teams.

An early-phase project to repurpose the data center and PCC was presented with a commitment to work with the deans to understand the best use of this space for a top-tier academic facility.

A member expressed appreciation for the environmental approach to the new storage facilities and requested considerations be maintained for materials scheduled to be stored there that require special settings, particularly the library collections. Detail on who is managing filling the space was requested, which was responded with Camila Bonavia's area with Warehouse Services.

A barcode system and database was described for tracking what is in the vaults and how long it will be stored. This is in development with the Planning, Operations, and Construction team.

It was asked whether improving CCB is a project in the works, responding to Seaver business students' negative feedback (e.g. identifying the space as uninviting and lacking space to collaborate or engage socially). Discussion about CCB space ensued around transportation of students between there and lower campus, hot food delivery, and outdoor seating. A summary of the student survey results was requested to be shared with Phil Phillips.

It was clarified that the projects were not presented in order of funding or priority, and was not a comprehensive list.

V. Adjournment

The meeting adjourned at 10:03 a.m. The next University Planning Committee meeting will convene at 8:30 a.m. on November 16, 2022 in the Seaver Board Room.