

## MINUTES

### UNIVERSITY MANAGEMENT COMMITTEE

March 16, 2017

**ATTENDEES:** Phil Phillips (chair), Gary Hanson, Rick Gibson, Marc Goodman, Hung Le, Edna Powell, Mark Davis, Lauren Cosentino, Paul Lasiter, Lee Kats, Michael Feltner, Donna Nofzinger-Plank

**ABSENT:** Rick Marrs, Marnie Mitze

I. UNIVERSITY MANAGEMENT COMMITTEE CALL TO ORDER:

Vice President for Administration Phil Phillips called the University Management Committee meeting to order. The date was Thursday, March 16, 2017 in the TAC Lobby Conference Room – Malibu Campus. General Counsel Marc Goodman opened in prayer.

II. January 19, 2017 MEETING MINUTES

Upon the motion duly made and seconded, the minutes of the January 19, 2017 meeting were approved as presented.

III. STUDENT HEALTH INSURANCE RENEWAL

Associate Vice President and Senior Director of Counseling, Health, and Wellness Dr. Connie Horton, and Wells Fargo Broker Brian Judy presented the annual student health insurance review. Brian explained, the University, through the Student Health Committee, conducted a Request for Proposal (RFP) process last year and chose to continue the relationship with Anthem Blue Cross. This year, Anthem's renewal proposal showed an 8.9% increase due to abnormally high utilization from the previous year. Accordingly, the Student Health Committee also sought a proposal from Aetna, one of the largest players in the student insurance market, with proven ability to provide an acceptable service level (even given some historical concerns). Aetna provided a plan option coming in with a slight rate decrease from the current plan.

The Student Health Committee was unanimous in its decision to remain with Anthem. The Student Health Committee does not recommend changing providers this year in large part due to the continuing uncertainty with the Affordable Care Act. Positive customer service from Anthem (including referral documentation and a designated claims adjuster to expedite processing), and a lack of confidence in Aetna's ability to overcome historical missteps also factored into the decision.

A motion was made to accept the Student Health Committee's recommendation to stay with Anthem this year. Discussion included considerations for additional pricing models and clarification of the Student Health Committee's response to a similar request in the previous cycle. It was determined, the previous request was to look at different pricing models if, at mid-year, the data suggested such an analysis was warranted. The data, including a claims anomaly, did not support this analysis at the time. The motion to accept the Student Health Committee's recommendation to stay with Anthem this year was amended to also ask the Student Health Committee to come back next year with different proportional pricing models that at least look at 5-year rolling averages by age and by school, and with other distribution and utilization breakdowns as recommended by our insurance consultants. The amended motion also asked for the analysis to be distributed in advance to allow for review. This amended motion was seconded and approved, with one abstention.

#### IV. CUSTOMER RELATIONSHIP MANAGEMENT (CRM) PROJECT UPDATE

Chief Information Officer Jonathan See and Associate Vice President of Integrated Marketing and Communications Matthew Midura presented an update on the University CRM project. Chief See explained the program's strategy and benefits - strengthening the Pepperdine brand experience, streamlining processes, and improving data integrity and business analytics. See also noted early realized benefits of having one student profile and using the same recruitment platform across all five schools. He explained the next phase of the program is integrating Raiser's Edge.

Associate Vice President of Integrated Marketing and Communications Matthew Midura summarized the University marketing goals and strategy, and explained the multi-track initiative to strengthen Pepperdine's brand. CRM connects communication through the web, mobile, events, email, social media, search, and advertising.

Dean of Seaver College Michael Felter emphasized the need for robust and ongoing communication with stakeholders throughout the integration process. Vice President Rick Gibson and Vice Provost Lee Kats explained the difficulty the University is facing with integration and unification of the system. A discussion on setting strategy according to exception led to Vice President Gibson agreeing to bring back this topic and invite Associate Vice President Midura and Chief See to join a future meeting.

#### V. ATHLETICS BRANDING

Director of Athletics Steve Potts presented new athletic branding to the Committee. The new branding plan will include updated images of student athletes, treatments to office windows and walls, new banners at the Ralph-Straus Tennis Center, and updated

signage at Firestone Fieldhouse and throughout the Athletics offices. Director Potts emphasized the importance of highlighting not only athletic but academic achievements of student athletes. Most elements of the plan are easily updated and will bring a new look to older facilities.

A member made a motion to approve the athletics branding plan. The motion was seconded and unanimously approved.

## VI. PARKING DURING CONSTRUCTION

Associate Vice President Lance Bridgesmith and Director of Design and Construction Austin Oakes presented an update on parking during construction. Director Oakes explained a temporary loss of staff spots in the main School of Law lot is partially offset by parking gained at the Seaver Academic Center (with Seaver classes moving to Pendleton Learning Center). With the loss of the Upsilon Lot to the residence hall construction, students are parking along Via Pacifica, as expected. The terrace lot also has absorbed some overflow from other campus locations. Residence hall contractors will park on a new lot at the Drescher campus to reduce parking impact. The new designated visitor parking spots in the Theme Tower Lot are popular and are preferred by Seaver Admissions - bringing guests in through the main lobby of the TAC rather than across the bridge in the back for the building.

The Department of Design and Construction continues to work with impacted schools and departments as construction remains throughout campus.

## VII. SMOKING POLICY UPDATE

Director of Human Resources Sean Michael Phillips and Chief Human Resources Officer Lauren Cosentino presented an update on the University Smoking Policy. Director Phillips presented a new proposal and timeline for a smoke free campus, which was discussed with a number of stakeholders on campus – Center for the Arts, Fine Arts, Seaver Admissions, Graziadio, and the Seaver Student Government Association (SGA). While support for the policy was voiced by Seaver College and SGA, stakeholders raised some concerns related to common vendor smoking practices, and potentially dangerous student policy circumvention to accommodate smoking habits.

Director Phillips proposed postponing a 100% smoke free campus to Fall 2018 giving more time for notification and updating the policy manual and student handbook. Dean Feltner noted this postponed implementation would allow for effective messaging, particularly for applicants.

A motion was made to move the implementation date of a smoke-free campus to Fall 2018. The motion was seconded and approved. This policy will be brought back to discuss further details.

VIII. **ADJOURNMENT**

There being no further business, the meeting was adjourned. Unless otherwise notified, the next meeting will be held on April 20, 2017.