

UNIVERSITY PLANNING COMMITTEE
10 September 2025 | Seaver Board Room

Minutes

Attendees

Jay Brewster (Chair)	Farzin Madjidi	Jeffrey Rohde
Paul Caron	Lila McDowell Carlsen	Greg Ramirez
Lauren Cosentino	Dayea Oh	Mark Roosa
Deborah Crown	Tim Perrin	Seung Lee
Tanner Gardner	Rick Cupp	Michael Feltner
Sara Jackson	Pete Peterson	Sharon Beard
Matt Joyner	Phil Phillips	Lee Kats
Darren Good		

Absent

Jim Gash	Sean Burnett	Nicolle Taylor
Danny DeWalt	Jaye Goosby Smith	

Observers

Seta Khajarian, Nolan Gentile, Gabriella Yu, Jonathan See

Guest Presenters

Lisa Welch

I. Call to Order, Devotion, and Review of Minutes

Provost Brewster called the meeting to order at 8:35 am, and Dean of Libraries Mark Roosa presented devotional thoughts. The minutes from the 21 May 2025 University Planning Committee meeting were approved and adopted.

II. Fall 2025 Enrollment and Class Characteristics

Farzin Madjidi, Dean, Graduate School of Education and Psychology, reported a steady overall enrollment with particular strength in online master's programs. GSEP experienced notable growth in the Master of Science in Applied Behavior Analysis and Doctor of Education programs, driven by strong professional demand and flexible learning modalities. Retention among continuing students remained high, reflecting ongoing efforts in academic support and student engagement.

Lee Kats, Dean, Seaver College

highlighted a robust first-year class of approximately 1084 students. Applications for the Fall 2025 cycle increased modestly, while selectivity loosened. The incoming cohort demonstrates strong academic credentials and diversity across geographic, socioeconomic, and ethnic lines. Interest in environmental science, business administration, and communication continues to grow, with several majors reaching full capacity.

Pete Peterson, Dean, School of Public Policy

noted stable enrollment in the Master of Public Policy program, with increased interest from mid-career professionals and international applicants. He emphasized the school's continued focus on leadership development and civic engagement, supported by new partnerships with nonprofit and government organizations.

Paul Caron, Dean, Pepperdine University Caruso School of Law

presented data on university-wide admissions, emphasizing yield stability, scholarship distribution, and the continued competitiveness of Pepperdine's applicant pool.

Michael Feltner, Dean, Pepperdine College of Health Science

reported strong interest in the emerging programs in health administration and exercise physiology. Enrollment in the pre-nursing track grew by over 10%, reflecting national trends in healthcare workforce demand. The college is also exploring additional interdisciplinary partnerships with Seaver and GSEP to support integrated health education.

III. Strategic Planning Review

Tim Perrin, Senior Vice President for Strategic Implementation

Senior Vice President for Strategic Implementation Tim Perrin presented an overview of ongoing strategic planning efforts, outlining progress on institutional goals and emphasizing measurable outcomes. Perrin highlighted cross-school collaboration and the integration of assessment data into decision-making. Committee members discussed approaches for aligning school-level plans with university-wide strategic objectives.

IV. Review of Charter

Lila Carlsen, Vice Provost

Vice Provost Lila Carlsen led a review of the University Planning Committee Charter, noting that the current version remains appropriate and aligned with the committee's scope of work.

Members reaffirmed the committee's purpose in advancing shared governance, transparency, and strategic alignment between academic and administrative divisions. Danny Dewalt would become a regular member of the UPC. The charter was approved by the committee.

V. Enrollment Dashboard Demo

Lisa Welch, Senior Director and University Data Officer, and Jonathan See, Chief Information Officer, provided a demonstration of the university's Enrollment Dashboard.

5.2. The presentation showcased interactive tools for visualizing enrollment trends, retention data, and comparative analytics across schools and programs. Committee members discussed potential applications for academic planning and resource allocation.

VI. Concluding Remarks

Provost Jay Brewster concluded the meeting by expressing appreciation for the committee's engagement and collaboration across university planning activities. He emphasized the continued importance of data-informed decision-making in achieving mission-driven outcomes.

The meeting was adjourned at 10:10 a.m. The next meeting of the University Planning Committee is scheduled for October 15, 2025, at 8:30 a.m.