

**UNIVERSITY PLANNING COMMITTEE**  
**Meeting Minutes**  
 March 22, 2017

**Attendees**

Michael Adams	Sandra Harrison	Steve Potts
Andrew Benton	Keith Hinkle	Edna Powell
Paul Caron	Barbara Ingram	Mark Roosa
Carol Chase	Lee Kats	Deanell Tacha
Mark Davis	Paul Lasiter	Deryck van Rensburg
Michael Feltner	Rick Marrs (chair)	Helen Williams
Rick Gibson	Pete Peterson	
Gary Hanson	Phil Phillips	

**Absent**

Marnie Mitze	Jeff Pippin	Deanell Tacha
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**Observers**

Lisa Bortman	Lindsay Jacobs	Jody Semerau
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**Guest Presenters**

Robert Ballard	Mark Chun	Kendra Killpatrick
Bradley Griffin	Erik Krogh	John Mooney

**I. Call to Order and Devotional**

Provost Marrs called the University Planning Committee (UPC) to order at 8:33 a.m. on March 22, 2017, in the Seaver Board Room at Pepperdine University - Malibu campus. Helen Williams, dean of the Graduate School of Education and Psychology, presented devotional thoughts.

Michael Adams and Gary Hanson moved and seconded approval of the minutes for January 18, 2017, which were adopted.

**II. New Business****A. Master of Science in Applied Analytics**

Professor Mark Chun provided an update on the Graziadio School of Business and Management's Master of Science in Applied Analytics program. In 2015, 14 faculty members from Decision Sciences and Information Systems created this program proposal for Waves of Innovation.

This program received a first-place Waves of Innovation award of \$150,000 in 2015. In Fall 2016, the program welcomed its first cohort of 34 students (AY 2016-17 target was 25 students) and \$2.3 million dollars in revenue. In Fall 2017, the program will target 45 students. The largest expense of the program is faculty for development of courses and the technology that faculty to use to teach. Mark explained that the Graziadio School has received positive feedback from students enrolled in this program. Erik Krogh who is the new program director as of March 1, 2017, was introduced. The Graziadio School will offer a concentration in applied analytics to full-time

MBA students and fully-employed MBA students in Fall 2017, and will offer a 2-day certificate program in applied analytics in Summer 2017.

The program recently entered a partnership with the Los Angeles Mayor's Office for student internships, faculty research, E2G case study opportunities, and business school alliances. Challenges with the program include diversity and securing internship placements for students.

#### Discussion

The presenter was asked if the Graziadio School has reached out to Jason Nazar. They have asked him for input on the program. The presenter was asked if the program has an adequate infrastructure to support the two career interests of students (data scientists and business analysts). There is an adequate infrastructure but that the challenge is to have enough faculty to teach in these areas. The presenter was asked if the tuition of the certificate program is the same as the tuition of the degree program. The tuition for the certificate program is a fraction of the cost of the degree program and that the hope is that those who enroll in the certificate program may become interested in the degree program. The presenter was asked what the experience has been as a Waves of Innovation winner. Waves of Innovation is one of the most imperative programs at Pepperdine and that it gives credibility to the University's commitment to innovation and that this project was successful because it was vetted among the faculty and administration at the Graziadio School before being presented to the Pepperdine community.

#### B. The National SEED Project

The National SEED (Seeking Educational Equity and Diversity) project is a peer-led professional development program that creates conversational communities to drive personal, organizational, and societal change toward greater equity and diversity. Pepperdine's involvement in the SEED Project came about as a result of the student protest where students asked for increased faculty diversity training. SEED provides a forum that allows participants to look deeply at their own identities, stories, and biases and to share with others in order to see different viewpoints. SEED facilitators attend a week-long training program in the summer that teaches them discussion techniques and interactive exercises to examine issues of racism, sexism, and other ways that individuals are marginalized and silenced. The facilitators then return to campus and lead their own small groups. Seaver sent three individuals to the SEED training last summer and then gave all faculty the opportunity to participate in a small group. Each group met monthly throughout the academic year and also participated in a half-day retreat. There were 24 faculty members and 4 staff members who participated. The participants in the program describe their involvement as transformative and meaningful and that it changed the lens through which they teach and how they interact with students. Seaver plans to continue the SEED Project indefinitely and is hoping to partner more closely with Student Affairs next year.

Brad Griffin, associate professor of theatre at Seaver College, described his experience participating in the SEED program. The program has increased his awareness of the privileges he enjoys as a white male and the systemic "isms" that he can choose either to reinforce or dismantle.

Bert Ballard, assistant professor of communication at Seaver College, also described his experience with the SEED program. The idea of how to celebrate and discuss diversity in a Christian university motivated him to participate in the program.

## Discussion

Presenters were asked how Seaver qualifies and quantifies long-term and short-term success. They originally thought they would implement a pre- and post-test but quickly realized that people's experiences in the program are not quantifiably assessable and that it is difficult to quantify a change of the heart. They can look at how faculty are changing their pedagogy in the classroom through teaching methods, assigned reading, etc. It was explained that the hope is that the deans and provost will expand this program to the graduate schools. The point that the goal is for the SEED program to move into the other schools was reiterated. Also, Student Affairs has a 5-year plan for SEED to touch every staff member in the department.

## C. University Innovation Fellows

John Mooney, executive director of the Institute for Entertainment, Media, and Culture (iEMC), provided a brief introduction of Pepperdine's involvement in Stanford d.school's University Innovation Fellows program. He explained that iEMC has been looking at Stanford's d.school as a model for how the Institute should operate and what the iEMC physical space should look like. The Institute's aims to be highly student-centric and seeks to collaborate with schools to elevate educational offerings and enhance learning experiences. The University Innovation Fellows program seeks to cultivate the idea that students have a very important role to play as catalysts for change at their own institutions. The program includes a rigorous six-week online training program and a three-day on-site training session at Stanford, Google, and Microsoft. The Institute identified seven students at Pepperdine to apply for the program: three from Seaver College, two from the Graziadio School of Business and Management, and two from the School of Law. All seven were accepted into the program.

Charchil Shah, a full-time MBA student at the Graziadio School, described the type of training the students received online and on-site. The online training included watching design videos and learning how to collaborate resources in the best way possible. The training session at Stanford University focused on learning how space can influence thought processes and behavior. The training session at Google was designed around Google's new employee orientation and focused on how design thinking can bring about creative solutions and how collaboration enhances creativity in problem-solving. The training

session at Microsoft focused on learning about technologies of the future.

Steve Balliet, a student at the Graziadio School, spoke about his intended project with AEG. AEG has a large pool of un-synthesized data that they don't know what to do with. His short-term goal is to increase the value of the AEG partnership by creating a plan for AEG to use all of their data, and his long-term goal is to create a Master of Science in Entertainment Business with AEG.

Tracy Smith and Ace Szmolyan, students at the School of Law, described their project focused on the law school. The goal of their project is to increase alumni engagement and, in turn, improve career placement, at the law school.

Kelly Rodriguez, a Seaver College student, explained her role in the program as representing the media side. Her project idea is to connect with alumni working at NBC in New York to think about how to make news interesting to young people. The goal of her project is to emphasize the value of creativity thinking to journalism students.

Moises Barba and Keeyana Kian, students at Seaver College, are focusing their project on the challenge that media production and filmmaking students have in accessing courses in opposing majors. Their goal is to enhance the quality of the curriculum in media production and filmmaking so that media production students can take courses in filmmaking and vice versa.

#### Discussion

Presenters were asked about next steps for the University Innovation Fellows. The students will begin working on their respective projects as graduate assistants or student workers at iEMC. It was explained that the end goal is to create a lasting, positive change. Presenters were asked if the program touches on design as pedagogy. Stanford also offers a faculty design workshop that focuses on how design thinking maximize student learning.

### **III. Provost's Closing Remarks**

Provost Rick Marrs concluded the meeting with thanks to the presenters and committee for their participation.

### **IV. Adjournment**

The meeting adjourned at 10:01 a.m.

The next meeting of the UPC will convene at 8:30 a.m. on April 19, 2017, in the Seaver Board Room.