

UNIVERSITY PLANNING COMMITTEE

Meeting Minutes

May 17, 2017

Attendees

Michael Adams	Rick Gibson	Phil Phillips
Andrew Benton	Gary Hanson	Edna Powell
Paul Caron	Sandra Harrison	Mark Roosa
Carol Chase	Barbara Ingram	Deanell Tacha
Mark Davis	Lee Kats	Helen Williams
Michael Feltner	Rick Marrs (Chair)	Michael Williams

Absent

Keith Hinkle	Pete Peterson	Steve Potts
Paul Lasiter	Jeff Pippin	Deryck van Rensburg

Observers

Lisa Bortman	Courtney Scott	Brian Thomason
Marnie Mitze	Jody Semerau	Lisa Welch
Greg Ramirez	Jonathan See	

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

Provost Marrs called the University Planning Committee (UPC) to order at 8:34 a.m. on May 17, 2017, in the Seaver Board Room at Pepperdine University. Michael Feltner, Dean of Seaver College, presented devotional thoughts.

Helen Williams and Sandra Harrison moved and seconded approval of the minutes for April 19, 2017, which were adopted.

II. Proposed FY18 Budget Review

Greg Ramirez reviewed the FY18 budget proposal to be recommended to the Board of Regents for final approval at the June meeting. He highlighted investments in strategic initiatives, noting that two-thirds of this \$15 million in funding supports academic initiatives. Specifically, the proposed budget funds 43 initiatives, the Yellow Ribbon Program being the largest.

Greg observed a tighter range of tuition increases among peer

schools in the coming year, with the overall average increase of 3.9% matching Pepperdine's average increase exactly. The Committee then discussed the budgeted change in fall-term enrollments at each of the schools, both base and non-base. Anticipated increases in enrollment of 205 students at the Graziadio School of Business and Management, 67 students at the Graduate School of Education in Psychology and 36 students at Seaver College are to be the most significant, with an anticipated decrease of 39 students at the School of Public Policy prompting President Benton to inquire as to its exact enrollment numbers. Greg confirmed this will be down 39 students from last year's enrollment of 109 students at the School of Public Policy.

In concluding, Greg noted a total change in incremental expenses of \$21.7 million in the proposed budget. Dean Feltner inquired as to the endowment payout shortfall. Greg confirmed that the shortfall began in FY2008 and will extend through FY2021.

III. UPC Recommendation of the FY18 Budget to the Board of Regents

Rick Marrs and Helen Williams moved and seconded a motion to recommend the FY18 budget to the Board of Regents for final approval and adoption at the June meeting.

IV. Update on Data Stewardship Program

Jonathan See and Lisa Welch presented an update on the institution-wide data stewardship program that standardizes the use of data for accurate and effective decision making and external reporting. The University's data partners meet monthly for one hour, with the UPC acting as a data sponsor.

Most recently, the program's focus is on the student-side of the University's systems, working with offices such as International Student Services and Financial Aid on citizenship and visa data. Customer Relationship Management (CRM) is next in line. The focus will continue to run in parallel with University priorities. Jonathan and Lisa stressed the importance of school unification and the creation of a data dictionary through this process. The Committee inquired as to FERPA implications and were assured that all data is aggregated and anonymous. Ultimately, the Committee commended the progress and work thus far.

V. WSCUC Inventory of Standards

Lisa Bortman provided an overview of the WSCUC inventory of educational effectiveness indicators. Eligible for WASC's fast-track option, Pepperdine University is set to submit a written report with corresponding offsite review in 2019. The onsite review is to follow in 2020.

In preparation, Lisa previewed a survey to measure the University's progress on 14 criteria falling under four categories. Completing several example questions together as a group led to a discussion of appropriate peer schools for consideration in comparison questions. Medium-sized schools like Baylor University were identified as appropriate comparisons. From there, President Benton suggested beginning with an executive committee. Provost Marrs offered the idea of the eight essay committees. Lisa concluded by indicating she would follow-up with UPC members via e-mail with next steps.

VI. Provost's Closing Remarks

Provost Marrs concluded the meeting with thanks to the committee for their participation and offered an update about a resolution passed by the University Faculty Committee (UFC) regarding membership of the UPC. Lee Kats read from the UPC's original charter.

Dean Feltner initiated a discussion of the purpose of increasing the number of representatives from three to five (one per school) followed by Provost Marrs indicating that when surveyed, faculty indicate the importance of serving on University committees is low. Barbara Ingram offered her support for an improved perception of all-school participation. Carol Chase noted that faculty members sometimes take on observer roles in administrative meetings.

Mark Roosa requested additional details surrounding the underlying issue this motion aims to address. It was not clear whether it might be representation across all five schools, or the means by which faculty are elected to be representatives. Provost Marrs indicated he would request more specificity on the criteria from the UFC and present a more detailed follow-up at a future UPC meeting.

VII. Adjournment

The meeting adjourned at 9:55 a.m.

The next meeting of the UPC will convene at 8:30 a.m. on

September 13, 2017, in the Seaver Board Room.