

UNIVERSITY PLANNING COMMITTEE

Meeting Minutes

September 13, 2017

Attendees

Michael Adams	Judy Ho	Steven Potts
Andrew Benton	Connie Horton	Edna Powell
Paul Caron	Lee Kats	Mark Roosa
Michael Feltner	Rick Marrs (chair)	Deryck van Rensburg
Rick Gibson	John Mooney	Helen Williams
Gary Hanson	Pete Peterson	
Keith Hinkle	Phil Phillips	

Absent

Paul Lasiter	Jeff Pippin
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Observers

Lisa Bortman	Greg Ramirez	Brian Thomason
Marnie Mitze	Courtney Scott	Jazmin Zane
Jared Price		

I. Call to Order and Devotional

Provost Marrs called the University Planning Committee (UPC) to order at 8:35 a.m. on September 13, 2017, in the Seaver Board Room at Pepperdine University - Malibu campus. Provost Marrs presented devotional thoughts.

Pete Peterson and Phil Phillips moved and seconded approval of the minutes for May 15, 2017, which were adopted.

II. 2017 Fall Enrollment and Class Characteristics

The five deans presented on enrollment and class characteristics of their respective schools.

Michael Feltner, Dean, Seaver College

Michael began by sharing that Pepperdine has been rated forty-sixth on US News and World Report's ranking of Best National Universities -the highest Pepperdine has ever ranked. Enrollment was strong as expected this year with nine hundred forty-two students currently enrolled. There was an increase in applications last year and with Pepperdine's increased ranking, applications are expected to increase again. Current enrollment in International Programs is above budgeted enrollment in all year-long programs except Shanghai. Summer

school enrollment is also meeting expectation and need, though Michael believes the summer three block should be reviewed.

Helen Williams, Dean, Graduate School of Education and Psychology

Helen began with thoughts of optimism for the future. Although prospective student interest has been on the rise, quality of applicants is down and Fall 2017 is at its lowest enrollment since 2014. Helen attributed this decline to a turnover in admission staff over the past twelve months. Helen is excited about three new online psychology masters programs that will begin this present academic year. Helen commented that education programs, other than those at the doctoral level, are antiquated and do not address the needs of today and tomorrow. Upon conversation with President Benton, Helen commented that she is facing difficulty convincing veteran faculty to evolve to a changing era.

Pete Peterson, Dean, School of Public Policy

Pete opened by sharing that the United States is living in an era of incredible rise in populist movements partnered with a culture of incredible citizen apathy. The School of Public Policy serves our nation by instilling four founding principles into the lives of its students: civic and civil engagement, leadership in a civil society, faith in policy, and a connection between political philosophy and politics. The School of Public Policy is beginning its first academic year on the new fifty-unit curriculum and welcoming a handful of new certificate and non-certificate leadership-fellow programs.

Paul Caron, Dean, School of Law

Paul began by sharing that, alongside law schools around the nation, Pepperdine is experiencing a decrease in JD enrollment. To replace loss in revenue, non-JD program enrollment was increased. Though, by not following the market and maintaining a steady class size, School of Law has experienced a decrease in student credentials which is expected to decrease the BAR pass rate and decrease school ranking. Despite this, other areas of School of Law are thriving, including its number one ranked dispute resolution program, new online LLM degree, and Princeton Review ranking as the seventh best Law School professors.

Deryck van Rensburg, Dean, Graduate School of Business and Management

Deryck shared that enrollment is twenty-one percent above budget, though added that strategic health, not financial surplus, describes financial health. GSBM's most highly regarded programs are its boutique programs, not those that affect the school's ranking --its full-time MBA program does not share the same prestige. Deryck sees much hope in GSBM's online MBA programs which are highly ranked by students. Deryck commented that students are seeking GSBM degrees increasingly early in one's career. Deryck also commented that

competing East Coast business schools are increasing their study and recruitment on the West Coast.

III. US News and World Report Rankings

Jazmin Zane, Associate Director of Institutional Research, presented on Pepperdine's highest ever position on US News and World Report's National Universities ranking. After 5 years of steady incline, Pepperdine is ranked forty-sixth in the 2018 survey. This ranking was based on ratings of excellence, graduation and retention rates, faculty resources, student selectivity, financial resources, six-year graduate rank performance, and alumni giving. Jazmin outlined highlights from printed handouts she provided, including Pepperdine's noteworthy rating on rankings for best value schools, high school counselor rating, diversity, and best colleges for veterans.

IV. President's Academic Year Goals and Comments

President Benton shared his favorite thoughts from this year's Steering Retreat -thoughts he hopes the committee will dig into in the future. The ten things Pepperdine is doing best are: honest focus on mission; good moves in diversity; focus on students; greater acceptance amongst the upper tiers of higher education; our influencing, but not controlling relationship with the Churches of Christ; our entrepreneurial character; our courage in calculating and then taking risks; our significant global footprint; our humility; and our fiscal stability. Main challenges include disruption, price, mission creep, the changing face of a 20th century Churches of Christ, finding balance between research and teaching, a constant crisis du jour, our public perception, our career counseling programs, and decreased collaboration between schools. Five important opportunities include finding pockets of greatness, maintaining perseverance and grit, finding distinctives, and examining our public position.

V. Provost's Closing Remarks

Provost Marrs concluded the meeting congratulating the committee for an energizing year ahead, encouraging them to find ways to best use their time and talent. Rick shared that only 34% of schools hit their admission targets this fall and that we should be proud of Pepperdine's admission success.

VI. Adjournment

The meeting was adjourned at 10:35 a.m. The next meeting of the UPC will convene at 8:30 a.m. on October 18, 2017 in the Seaver Board

Room.