

UNIVERSITY PLANNING COMMITTEE

Meeting Minutes

December 18, 2019

Attendees

Paul Caron
Richard Cupp
Michael Feltner
James Gash
Rick Gibson
Darren Good

Keith Hinkle
Connie Horton
Sara Jackson
Lee Kats
Rick Marrs (chair)
Tim Perrin

Jeff Pippin
Steven Potts
Mark Roosa
June Schmieder-Ramirez
Nicolle Taylor
Helen Williams

Absent

Lisa Bortman
Gary Hanson
Marilyn Misch
Pete Peterson
Phil Phillips
Michael Shires
Deryck van Rensburg

Observers

Danny DeWalt
Robin Gore
Ildiko Hazak
Abraham Park
Greg Ramirez
Jonathan See
Jody Semerau

I. Call to Order and Devotional

Provost Marrs called the University Planning Committee meeting to order at 8:30 a.m. on December 18, 2019, in the Seaver Board Room at Pepperdine University – Malibu campus. Paul Caron presented devotional thoughts.

Helen Williams and Jeff Pippin moved and seconded approval of the minutes for November 13, 2019, which were adopted.

II. Room and Board Rate Trends and Rate Recommendations

Connie Horton and Robin Gore presented information and answered questions concerning room and board trends and recommendations for FY21 rates.

Connie Horton commented that on-campus housing is the best for students. There are exciting activities on campus for students. Connie Horton noted that only freshman and sophomores required to live on campus. The goals are to have student engagement in the campus community and revenue generation. Connie Horton commented that room and board for double occupancy room is \$15,670. Compared to the Seaver peer benchmarking schools, Pepperdine's room is the highest and the board is the lowest. The George Page apartments are the most competitive based on student interest. Seaver room and board is the 4th highest compared to other benchmarking schools. In the off-campus market, Pepperdine does ok with single occupancy, but struggles with double occupancy. According to the student survey, off-campus double occupancy bedroom apartments are 101% lower, or half the price than on-campus apartments. There are attractive options off campus, including the Malibu Canyon Apartments. Calamigos Ranch used to be an on-campus housing option because it had an agreement with Pepperdine, but now it is independent. Parents think it is still part of the Pepperdine housing. Calamigos Ranch is 20% cheaper for both single and double units than Pepperdine on-campus housing.

Connie Horton continued with the future plans for housing. She asked if there should be fewer beds or potentially increasing the number of beds. Connie Horton commented that the other option is to require juniors to live on campus. Connie Horton continued by describing the housing types per amenity, including the suite style, shared bedroom apartments and single bedroom apartments. The shared bedroom apartments are difficult to fill. Lovernich needs to be updated. Connie Horton noted that on-campus housing needs to be more competitive. To "fix" the problem, Housing recommends holding shared bedrooms steady and increase single bedroom apartments. An overall 2.07% room rate increase is recommended. This allows for an additional \$650K in revenue and allows housing to keep the published rate down and entice students to remain on campus. Pepperdine is significantly above the recommended 20% higher than off-campus housing rate. Malibu has viable off campus competition. Students report that the number one deterrent to remain on campus is the cost.

Connie Horton continued with the proposed board annual increase of 3.5-5%. Connie noted that Pepperdine Housing would like to remain around the current published rate as it helps its overall package. President Gash asked if Lovernich is harder to fill because of the state of the rooms. Robin Gore responded that it is correct. George Page Apartments have a nice finish. Pepperdine Housing is proposing to remodel the Lovernich apartments. President Gash asked why students choose off-campus living. Robin Gore responded that the number one reason is

that on-campus housing is too expensive, the second reason is independence and the third reason is rules and regulations. Robin Gore commented that juniors could be required to live on campus, this is an option to consider. It could be marketed to students, highlighting what students can get differently by living on campus. Dean Feltner asked if there is a scholarship for housing at other schools who require juniors to live on campus. Keith Hinkle commented that Vanderbilt University requires students to live on campus. Dean Feltner suggested to engage partnership with a private developer for off-campus housing. Robin Gore replied that it is an option. President Gash commented that Vanderbilt University requires unmarried students to live on campus for four years. Pepperdine is looking for keeping the students on campus and the icing on the cake is to get revenue. Pepperdine would like to have the students to stay on campus for their growth, educational environment and the University would get revenue as well. Robin Gore commented that there are still empty beds, therefore Housing needs to raise rates or increase occupancy.

III. “The Mountain”

President Gash commented that at the September Board of Regents meeting the members discussed student wholeness, resilience programming and The Mountain. President Gash continued to discuss that the strategic focus in December is The Mountain, which involves the physical, structural aspect and the community space. President Gash commented that the Library is a great community space for students but Pepperdine does not have a physical space, a student recreational space or outdoor activity space. President Gash presented the new Student Assistance Center (SAC) pictures. There are four offices in this building, including Housing and Residence Life Office, Counseling Center, Office of Student Accessibility and the Student Health Center. President Gash commented that at the September Board of Regents meeting the members discussed the components of The Mountain.

President Gash continued that The Mountain framework includes immediate, intermediate and permanent solutions. The goal for August 2020 is to create a student fitness center. The Firestone Fieldhouse is overworked. The immediate solution is to have a basketball, volleyball recreational court and exercise equipment set up for the students at the track area. President Gash continued presenting the intermediate solutions, including upgrading the Fieldhouse to be a multi-activity center with basketball court and group fitness classes and renovating the locker rooms. President Gash presented the permanent solutions. The construction team and the design team are focused on the Firestone Fieldhouse parking lot. The Firestone Fieldhouse parking lot is at the center of the campus. The challenge is that residents will be opposed to the construction. The question is that at the current location, what could possibly fit in the parking lot area. President Gash gave some examples, including meeting rooms, fitness/wellness facility, dining hall, practice court and other offices. President Gash continued describing that

the outdoor area would be like a Caruso-type village for outdoor and indoor student gathering, eating environment and a faith deepening space. President Gash commented that it is going to be expensive. Dean Williams asked if Pepperdine will use the Firestone Fieldhouse parking lot, would Pepperdine consider a parking fee for students, faculty and staff. President Gash responded that nothing is off the table. Loyola Marymount University students currently pay \$500 a semester to park.

IV. Adjournment

The meeting was adjourned at 9:40 a.m. The next meeting of the University Planning Committee will convene at 8:30 a.m. on January 15, 2020 in the Seaver Board Room.