

**UNIVERSITY PLANNING COMMITTEE**  
**Meeting Minutes**  
February 20, 2019

**Attendees**

Andrew Benton	Connie Horton	Mark Roosa
Paul Caron	Lee Kats	Joan Singleton
Richard Cupp	Rick Marrs (chair)	Helen Williams
Michael Feltner	Jeff Pippin	
Darren Good	Steven Potts	
Gary Hanson		
Keith Hinkle		
Judy Ho		

**Absent**

Stewart Davenport  
Rick Gibson  
Pete Peterson  
Phil Phillips  
Deryck van Rensburg  
Jonathan See

**Observers**

Lisa Bortman	Marnie Mitze
Elizabeth Goldman	John Paglia
Darren Good	Greg Ramirez
Nelson Granados	Jody Semerau
Ildiko Hazak	Michael Shires
Ken Ko	David Smith

**I. Call to Order and Devotional**

Provost Marrs called the University Planning Committee meeting to order at 8:35 a.m. on February 20, 2019, in the Seaver Board Room at Pepperdine University - Malibu campus. Dean Caron presented devotional thoughts.

Helen Williams and Paul Caron moved and seconded approval of the minutes for January 16, 2019, which were adopted.

**II. Center for Family Business Leadership**

John Paglia led the discussion on launching the new Center for Family Business Leadership at Graziadio. Elizabeth Goldman answered questions regarding Advancement.

Graziadio Business School

Presenter: John Paglia, Senior Associate Dean of Academic Affairs

John Paglia began by sharing the background of the Gideon Hixon Apprenticeship Program. Mr. Paglia noted that succession planning is difficult, but the Gideon Hixon Fund is successful for six generations. The Gideon Hixon Apprenticeship Program uses venture capital business as a "training ground" for next generation family members. The program teaches fundamentals of investment, management and entrepreneurship. John Paglia commented that there is an opportunity to combine the resources of the Pepperdine MBA program with the Hixon family experience to create a world class academic institution specializing in family business. Mr. Paglia continued by describing the three pillars of Strong Rope, including fundamental business skills taught by Graziadio professors, personal development and apprenticeship. The Strong Rope Development Programs include, a one-year full time program, second year associate program managing family capital, potential acceleration program into Graziadio MBA programs, workshops and ongoing career opportunities and affiliation with Strong Rope Investment Company. John Paglia shared the sample curriculum with the Committee members.

Mr. Paglia answered questions regarding funding and he commented that the plan is to create a \$5 million endowment. Frank Foster has donated \$1 million and he will fundraise \$1 - \$5 million. President Benton asked if the gift from Gideon Hixon is contingent on venture investing. Elizabeth Goldman replied that the gift is not contingent on investing in venture business and the funds raised remain in the university. Although, Gideon Hixon had the most success in venture capital business investing. Dean Roosa asked what will be the tuition pricing. Elizabeth Goldman replied that the tuition will be around \$100,000, plus \$50,000 - \$100,000 investment opportunity.

### **III. 2U Conference Update**

David Smith reported on the recent 2U Conference.

Graziadio Business School

Presenter: David Smith, Associate Professor of Economics, Associate Provost for Online Learning

David Smith began by sharing that 2U is the partner of choice to the world's top universities. Mr. Smith continued that Pepperdine has 1,000 students enrolled in online programs. The number of students enrolled online is growing. David Smith commented that 2U works with highly selective institutions, for example, USC, Harvard, Yale and now

Pepperdine University. David Smith continued that 2U provides several services, including, course development, placement services, technology platform, student/faculty support, career services, compliance services and data analytics. Mr. Smith noted that seven degrees are offered currently by 2U. There are 649 students enrolled in 2U powered programs. Currently Pepperdine has several online programs, including Master of Legal Studies and Master of Arts in Psychology. David Smith noted that 2U has 53 resources dedicated to Pepperdine, including, program management, admissions, student success and brand marketing. Mr. Smith commented that 2U has 48 courses currently in development for fall 2019. David Smith continued that they have received good student feedback regarding of the quality of the online programs. Mr. Smith shared the recent announcements from 2U. Faculty teaching online with 2U will receive membership to WeWork. Students in 2U-partnered programs will receive LinkedIn Career Premium access. 2U will also partner with Keypath Education, a quality OPM provider. Provost Marrs attended the 2U conference and he commented that Pepperdine was highlighted at the conference.

#### **IV. Institute for Entertainment, Media, Sports and Culture Update**

Nelson Granados gave an update on the Institute for Entertainment, Media, Sports and Culture.

Graziadio Business School

Presenter: Nelson Granados, Associate Professor of Information Systems and Technology Management

Nelson Granados shared the vision of the Institute for Entertainment, Media, Sports and Culture (IEMSC). Mr. Granados continued by presenting the scope of the institute including the different sectors and leadership roles. The curriculum is being developed across all disciplines. Curriculum in Entertainment, Media and Sports include, LLM and JD Certificate in EMS Law, MBA Concentration in EMS Management. The MS in EMS Business and Undergraduate Certificate in EMS Entrepreneurship have been selected as a finalist proposal for Waves of Innovation IV. Nelson Granados presented the event highlights including the Diversity and Inclusion Symposium at the American Film Market. Pepperdine has a slot at this symposium. Joi Carr from Seaver college leads this effort every year. Ned Colleti from Dodgers had a speaking engagement on baseball. He talked about legal issues in baseball and issues with the deals with players.

Nelson Granados shared the upcoming events, including content and distribution at LA Rams facility, eSports Summit and the upcoming Diversity and Inclusion Symposium in November 2019. Mr. Granados noted

that the partnership with the Grammy Museum was recently announced. Nelson Granados continued to discuss the inter-disciplinary and cross-school research projects, including the annual report on the state of the industry, the diversity and inclusion of "Women in Film" and the impact of piracy on the creative economy. Mike Shires asked if there was a thought to involve Public Policy. Nelson Granados replied that Public Policy was not involved because of the curriculum. Mr. Granados noted that it would be a great opportunity to involve Public Policy. Nelson Granados shared other accomplishments and initiatives, including the hiring of a new project manager, Jeremy Evans, working with Advancement on funding, and developing a sustainable business model for the Institute. Nelson Granados commented that the institute is not generating any revenue, but he is open to any ideas regarding finding ways to generate revenue.

#### **V. Adjournment**

The meeting was adjourned at 10:02 a.m. The next meeting of the University Planning Committee will convene at 8:30 a.m. on March 20, 2019 in the Seaver Board Room.