

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

**Attendees**

Andrew Benton	Connie Horton	Deryck van Rensburg
Paul Caron	Rick Marrs (chair)	Mark Roosa
Richard Cupp	Pete Peterson	Jonathan See
Stewart Davenport	Phil Phillips	Joan Singleton
Michael Feltner	Jeff Pippin	Helen Williams
Rick Gibson	Steven Potts	
Gary Hanson		
Keith Hinkle		
Judy Ho		

**Absent**

Lee Kats  
John Mooney

**Observers**

Lisa Bortman	Marnie Mitze
Darren Good	Jody Semerau
Ildiko Hazak	

**I. Call to Order and Devotional**

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

Helen Williams and Rick Gibson moved and seconded approval of the minutes for February 20, 2019, which were adopted.

**II. Seaver College - Gallup Alumni Survey Results**

Dean Feltner presented on the Gallup alumni survey results from Seaver College.

Seaver College  
Presenter: Dean Michael Feltner  
Office of Institutional Effectiveness  
Dr. Lisa Bortman

Dean Feltner began by sharing that Seaver College's Dean Office and Office of Institutional Effectiveness partnered to conduct an alumni survey. Over 16,000 Seaver College undergraduate alumni were invited to participate in this survey. The response rate was 15%. Dean Feltner presented the participant demographics, academic background and the methodology. The Gallup-Purdue Index assesses alumni's perceptions of their university experiences and how those experiences relate to their well-being and job quality. According to the survey a greater percentage of Seaver graduates are thriving.

Dean Feltner continued presenting the six critical college experiences that led to well-being at work. Dean Feltner continued to describe the educational effectiveness, including academic engagement, student-faculty mentorship, institutional affiliation, orientation towards diversity and social integration. Dean Feltner commented that 40% of alumni would recommend Seaver College to family, friends and colleagues. A committee member asked what are the plans for the next survey. Dean Feltner responded that it is too expensive to conduct the survey annually. Lisa Bortman responded that the survey will be conducted again in four years.

### **III. Update on GDPR Compliance**

Jonathan See and Thomas Knudsen presented an update on GDPR compliance.

Information Technology

Presenter: Jonathan See, Chief Information Officer  
General Counsel

Presenter: Thomas Knudsen, Senior Counsel

Thomas Knudsen began by sharing that the purpose of the GDPR update is to inform University Leadership of institutional progress with General Data Protection Regulation (GDPR) compliance and to advise of plans for the adoption of University-wide privacy practices in light of current and anticipated domestic data privacy regulations. Thomas Knudsen presented Pepperdine's compliance efforts to date, including the following: engaged Jordan Lawrence to conduct Data Inventory and Mapping project to help identify data management practices across the institution, revised the University's Privacy Policy, created a new GDPR Privacy Notice, surveyed large vendor contracts, interacted with key constituents to inform of data protection regulations and joined working group of peer and aspirational institutions to assess and create institutional best-practices. Thomas Knudsen shared that a former Danish student asked to

delete all his student records, three weeks after GDPR went into effect. Pepperdine decided not to grant this request.

Jonathan See began by explaining the data minimization strategy. Pepperdine University adopted Salesforce and uses PeopleSoft, Raiser's Edge and Softdocs Etrieve. The collection, use and storage of contact records and any personally-identifiable information should be limited to these enterprise systems only. The challenge for Pepperdine in deleting or minimizing data is where the data lives - in silos. Data lies scattered across individual computers. Guiding users to identify what personal data they have and where it is stored is the first step. If the personal data is no longer needed then it has to be deleted. If the personal data is still needed because it does not exist in the system, then the users should be educated on proper methods of collecting, using and storing such personal data. A committee member asked if any litigation has been filed regards to GDPR. Thomas Knudsen responded that this legislation was targeting large national corporations like Xerox, Chevrolet and Ford. Institutions of higher education have not been targeted or fined. Discussion ensued regarding data protection.

#### **IV. School of Public Policy New Initiatives**

Dean Peterson presented two new initiatives at the School of Public Policy.

School of Public Policy

Presenter: Dean Pete Peterson

Dean Peterson began by sharing that the Homeland Security Advisory Council (HSAC) started after 9/11 by a group of Los Angeles-area business and political leaders. The focus of HSAC is to support local crisis response agencies to better prepare for natural disasters. The board is comprised of area business, policy and political leaders, including: Mayor Garcetti, Peter Lowy of Westfield Corporation, Chief of LAPD, Chiefs of LAFD, Marc Nathanson, Ira Reiner and Wendy Greuel. HSAC conducted an annual workshop on crisis disaster preparedness and also organized a distinguished speaker series. School of Public Policy is looking to extend coursework around crisis management. HSAC also promotes "Salus" mapping platform.

Dean Peterson continued presenting the second new initiative: Public Interest Technology - University Network (PIT-UN). This is a network of 21 academic units, which focuses on the public use of technology including civictech and govtech. Pepperdine is one of the founding members. Dean Peterson explained the \$2 million "Network

Challenge", including curriculum development, career training, clinics and faculty research.

**V. Adjournment**

The meeting was adjourned at 9:50 a.m. The next meeting of the University Planning Committee will convene at 8:30 a.m. on May 15, 2019 in the Seaver Board Room.