

**UNIVERSITY PLANNING COMMITTEE**  
**Meeting Minutes**  
May 16, 2018

**Attendees**

Michael Adams	Keith Hinkle	Pete Peterson
Andrew Benton	Connie Horton	Phil Phillips
Paul Caron	Lee Kats	Mark Roosa
Michael Feltner	Rick Marrs (chair)	Joan Singleton
Rick Gibson	Marilyn Misch	Helen Williams
Gary Hanson	John Mooney	

**Absent**

Judy Ho	Steven Potts
Jeff Pippin	Deryck van Rensburg

**Observers**

Ken Ko	Greg Ramirez
Marnie Mitze	Jody Semerau
Jared Price	

**I. Call to Order and Devotional**

Provost Marrs called the University Planning Committee meeting to order at 8:33 a.m. on May 16, 2018, in the Seaver Board Room at Pepperdine University - Malibu campus. Rick Gibson presented devotional thoughts.

Helen Williams and John Mooney moved and seconded approval of the minutes for April 18, 2018, which were adopted.

**II. Proposed FY19 Budget Review**

After presenting a preliminary FY19 budget to the Finance and Administration committee of the Board of Regents in March, Greg Ramirez presented the current budget proposal to the University Planning Committee. Upon approval today, Greg will present the budget proposal for final approval at the June meeting of the Board of Regents.

Key drivers in this proposal include tuition rate increases (2.50%-3.75% depending on school), multi-year enrollment changes, Seaside Residence Hall, strategic plan initiatives, merit increases (1.00% - 3.00% depending on school), and reserve funding increases. The University's tuition increases are within peer averages at four of the five schools. Greg noted that undergraduate tuition rate increases at Pepperdine's peer schools continue to show less variation from the mean. Total net revenue is budgeted to increase 4.9%. Total expenses are budgeted to increase 6.1%. For FY19, the proposed operating budget will increase 5.4%, with the total net revenue budgeted to increase 4.9% and the total expenses budgeted to increase 6.1%.

One committee member asked how enrollment commitments compare to

budgeted enrollment values. Dean Feltner commented that as of May 15, 2018, Seaver College enrollment is about 50 students above budgeted value, though some melting is expected. Dean Caron commented that the School of Law is meeting its newly-allocated budgeted enrollment. Dean Williams commented that enrollment at the Graduate School of Education and Psychology appears to be increasing this year, especially in its online programs, which will increase to four programs in FY19. Dean Peterson commented that the School of Public Policy has reached its newly-allocated budgeted enrollment. Dr. Ken Ko, in attendance in place of Dean van Rensburg, commented that Pepperdine Graziadio Business School's FEMBA enrollment has decreased this year, perhaps due to the new masters and doctorate-level programs offered at the school. Dean Williams anticipated that enrollment in the doctorate program at GSEP will decrease due to the Doctorate of Business Administration opening at PGBS.

After question, Dean Feltner commented that the Growing Seaver plan is about halfway to completion. As part of this plan, student enrollment increases have allowed for increase services across many areas including about 12 additional faculty members, the counseling center, the career center and others.

### **III. Doctor of Business Administration Program**

This fall Pepperdine Graziadio Business School is launching its first-ever doctorate-level program: Executive Doctor of Business Administration, which will result in a Doctor of Business Administration degree. The program's academic director, John Mooney, presented on this exciting new addition.

Ten years in the making, John shared that PGBS has founded this program in response to alumni surveys that showed demand for an executive-style program. These alumni have accumulated success over their years in business and seek a degree to validate the expertise they have gained. Three reasons to take part discovered in these alumni surveys include: desire to teach in academia, personal satisfaction, and credibility and career advancement. When this program launches in fall 2018, Pepperdine will be the only AACSB-accredited business school in the Western US region with a DBA.

Peer programs exist at Case Western University, Temple University, University of Georgia, and University of Denver. Pepperdine's DBA will take three years to complete, each year consisting of one week-long intensive at the Malibu campus accompanied by online coursework before and after. A DBA differs from a Doctor of Philosophy (PhD) program in that it is founded in applied research, which will best suit an individual who intends to go back into industry, while a PhD program is founded in theoretical research, which would best suit an academic.

One committee member asked about the program's expense and its price to students. John remarked that he would follow up on the program's cost, but shared that it will cost the students \$160,000 over three years. The committee member also asked if students could enroll in this program without a Bachelor's degree, which John negated.

One committee member asked for a further definition of "Executive". John responded that individuals suited for this program will be in roles that are clearly supervisory, at the level of senior vice president or similar.

Another committee member expressed concern that this program will not be as attractive because its graduates with a DBA degree may be seen as "second-class citizens" to those others who have a PhD. John responded that this degree is not intended for individuals who seek to be in tenure-track positions in academia.

One committee member commented that she expects the launch of this program to negatively influence enrollment at the Graduate School of Education and Psychology.

The DBA program includes faculty mentorship. Upon question, John described a committee of three faculty mentors: one from PGBS, one from PGBS or another Pepperdine graduate school, and a third from a second university.

One committee member asked what the online interface will look like. John detailed that it will not be a database of recorded lectures, but instead a collection of reading materials and assignments to accompany face-to-face sessions.

One committee member asked why the program size is limited to 20, which John added is largely to maintain the reputation of the program. Another committee member added that WSCUC considers program size when granting accreditation. The program will need to stay at this size to remain accredited.

A final committee member asked if there would be comprehensive exams at the end of year two, which John negated.

#### **IV. Vote for FY19 Budget Proposal**

Provost Marrs entertained a motion to approve the FY19 budget. Marilyn Misch approved. Gary Hanson seconded. The FY19 budget was approved by unanimous vote.

#### **V. Adjournment**

The meeting was adjourned at 9:42 a.m. The next meeting of the University Planning Committee will convene at 8:30 a.m. on September 12, 2018 in the Seaver Board Room.