

UNIVERSITY PLANNING COMMITTEE
Meeting Minutes
October 16, 2019

Attendees

Paul Caron	Connie Horton	Phil Phillips
Michael Feltner	Sara Jackson	Steven Potts
Rick Gibson	Rick Marrs (chair)	Mark Roosa
Darren Good	Marilyn Misch	Deryck van Rensburg
Gary Hanson	Tim Perrin	Helen Williams

Absent

Rick Cupp	Lee Kats	Michael Shires
Danny DeWalt	Pete Peterson	Nicolle Taylor
James Gash	June Schmieder-	
Keith Hinkle	Ramirez	
Jeff Pippin	Jonathan See	

Observers

Jessica Arnold (Student)
Lisa Bortman
Alexandra Boutelle (Student)
Ildiko Hazak
Tyler Kleinert (Student)
Meredith McCune (Student)
Greg Ramirez
Jody Semerau
Paul Sparks
Jazmin Zane

I. Call to Order and Devotional

Provost Marrs called the University Planning Committee meeting to order at 8:35 a.m. on October 16, 2019, in the Seaver Board Room at Pepperdine University - Malibu campus. Phil Phillips presented devotional thoughts.

Marilyn Misch and Helen Williams moved and seconded approval of the minutes for September 18, 2019, which were adopted.

II. Boundless Horizons Metrics

Provost Marrs commented that Pepperdine is putting together a report for WASC describing how the University engages in strategic planning. Provost Marrs noted that the UPC members will break into focus groups. The discussion will be around the phrases "Finish Strong" and "Start Strong". Students were invited from different

schools to participate. Tim Perrin introduced the students: Alexandra Boutelle, Law School Honor Board member, School of Law, Tyler Klienert, Graziadio MBA student, Meredith McCune, president of the Student Government Association (SGA), Seaver College and Jessica Arnold, Student Government Executive Vice President, Seaver College.

Jazmin Zane presented on the Strategic Plan Metrics. The original Strategic Plan was 56 pages long. The metrics were scaled down to 12 pages for simplicity. During her presentation, Jazmin Zane covered metrics that OIE uses. The Strategic Plan has five goals. For the purpose of this presentation Jazmin Zane was highlighting one-metric from each goal. Under the first Goal, one of the metrics is Full-time Instructional Faculty. All institutions that receive federal funding have to report on instructional faculty. Employees whose primary responsibility is instruction, considered to be full-time instructional faculty. In 2013, there were 383 full-time instructional faculty. By 2018, there were 393 full-time instructional faculty members.

Jazmin Zane presented Goal 2 of the Strategic Plan: Importance of Pepperdine's Christian mission in student's decision to attend. OIE conducted a student success survey to get consistent data across schools. Under Goal 3, one of the metrics is Alumni willingness to re-enroll/recommend Pepperdine. OIE conducted an Alumni survey. Over 3,000 alumni were surveyed since 2015. The survey goes to Seaver alumni. The survey shows that alumni would come back and recommend Pepperdine to other students if given the choice again.

Jazmin Zane continued that under Goal 4 there are two metrics: Student and Instructional Faculty Diversity and Student Satisfaction with Diversity at Pepperdine. The OIE annual diversity report shows how many students and faculty Pepperdine has by gender, sex and ethnicity. Under Goal 5, one of the metrics is Endowment Support. Jazmin Zane presented the financial data for endowment support. Provost Marrs commented that Pepperdine is increasing its nontenure track faculty.

III. Small Group Reports

Tim Perrin's group presented first. Tim Perrin commented that he had a great group. On the "Finish Strong" side Pepperdine has made progress on diversity. The group concluded that Pepperdine needs a university-wide statement. Also, Pepperdine needs more alumni engagement. There is a great strategic plan, but Pepperdine needs to do better and have alumni more engaged. On the "Start Strong" side,

Pepperdine needs a campus that brings together all the campuses, including multifunctional buildings. Pepperdine should have a multi-use space on campus. Tim Perrin's group also commented that mental health is important. Pepperdine campuses should be the safest in the world. Pepperdine should build its resources, including scholarships and financial assistance.

Sara Jackson's group presented next. Dean Feltner commented that on the "Finish Strong" side, one of the goals is to publish a diversity statement embracing its community and increasing opportunity for students of color. Furthermore, it is critical to do more fundraising and raising more resources. On the "Start Strong" side, in graduate schools Pepperdine should continue find ways to tell the story how unique place Pepperdine is and highlight the Christian value at the University. It is also important to increase entrepreneurship offerings to students at Pepperdine and having incremental growth in revenues.

Connie Horton's group commented that on the "Start Strong" side, fundraising is critical. Connie Horton noted that everyone in the Pepperdine community should all be fundraisers. It is also important to have alignment of values across all schools. The strategic continuity at the university is also essential. Pepperdine should talk about the whole vision for the students and faith. On the "Finish Strong" side, the faith area and diversity panels are not getting enough funding. Funding should be increased on these areas.

Finally, Provost Rick Marrs' group presented. Provost Marrs commented that on the "Finish Strong" side it is important to reduce class size, create a collaborative community and try to find ways to encourage alumni to think of themselves as part of a larger community. On the "Starting Strong" side, focusing on online learning is important, because online learning is going to change. Fundraising is also critical to the university, since it impacts Pepperdine's credit rating and ranking. Provost Marrs discussed the journey of Pepperdine students and becoming alumni. Pepperdine students should be lifelong learners. Provost Marrs asked the following questions: What does Pepperdine offer now after students graduated from school? What more can Pepperdine offer students in the next phase of their life?

Provost Marrs wrote a memo for the UPC members. Provost Marrs commented that last year UPC added one faculty from every school. A motion was made to appoint Tim Perrin, Senior Vice President for Strategic Implementation, as a member of the University Planning Committee. Marilyn Misch moved and Darren Good seconded the

appointment of Tim Perrin to be a member of the University Planning Committee. The motion was approved unanimously.

IV. Adjournment

The meeting was adjourned at 9:55 a.m. The next meeting of the University Planning Committee will convene at 8:30 a.m. on November 13, 2019 in the Seaver Board Room.