

UNIVERSITY PLANNING COMMITTEE
Meeting Minutes
September 15, 2021

Attendees

Ebony Cain
Jay Brewster (chair)
Paul Caron
Lauren Cosentino
Michael Feltner
James Gash
Nelson Granados

Connie Horton
Lee Kats
Marilyn Misch
Tim Perrin
Pete Peterson
Phil Phillips
Steven Potts

James Prieger
Greg Ramirez
Mark Roosa
Nicolle Taylor
Deryck van Rensburg
Helen Williams

Absent

Rick Cupp
Gary Hanson

Sara Jackson
Jeff Pippin

Observers

Juliano Bonavia
Seta Khajarian
Jonathan See
Jody Semerau
Ildiko Sorich

I. Call to Order and Devotional

Provost Brewster called the University Planning Committee meeting to order at 8:30 a.m. on September 15, 2021 by Zoom Meeting. President Gash presented devotional thoughts.

Marilyn Misch and Helen Williams moved and seconded approval of the amended minutes for March 17, 2021, and the meeting minutes for April 21, 2021 which were adopted.

II. Fall 2021 Enrollments & Class Characteristics

The five deans presented on enrollment and class characteristics of their respective schools.

Michael Feltner, Dean, Seaver College

Dean Feltner began by sharing the enrollment update at Seaver College. Seaver College had the second largest number of applications in its history. The applications have increased by 3.1% from the prior year. In terms of admitted students, Seaver had 6,582 students admitted. This is an increase of 1,370 students from the previous year. In terms of yield, the number of students who

accepted Seaver's offer to enroll has been a challenge. Seaver had a target class size of 940 students. Yield has been declining at about 1% a year since 2009. The yield rate this year was 18.5% on May 2 and 17.6% as of September 15. Part of the reason Seaver's yield hasn't diminished is because Seaver's melt has been uncharacteristically low. Melt is the number of students that melt away or they lose after the initial deposit. Seaver set a high admit rate because they assumed that their yield was going to be very low. Dean Feltner commented that they were very surprised by the high yield and the low melt rate. Even though Seaver has a very large class, it is an exceptionally strong class. Dean Feltner presented the class characteristics. The average GPA is 3.74, the SAT is 1,337, the ACT average is 30 and the transfer students' GPA is 3.76. Dean Feltner presented the demographics noting that the number of males who enroll at Seaver declined. The number of international students also declined. This is a trend that is happening nationally. There are continued hurdles for international students due to COVID travel restrictions. In terms of financial support, Seaver strongly supports the incoming class, 93.9% of every student who enrolled received some form of institutional award. Almost 43% of students took a student loan. Almost 20% of students who enrolled at Seaver College received a Pell Grant and 14% received a Cal Grant. Dean Feltner shared the Seaver College enrollment numbers. The total undergraduate enrollment is 3,522. The current enrollment as of Monday is 3,588. President Gash commented that 42.8% of students took out a student loan. President Gash asked whether this includes the parent loans. Dean Feltner responded that he does not have data on parent loans, but he can get that information.

Pete Peterson, Dean, School of Public Policy

Dean Peterson presented the current enrollment numbers at School of Public Policy (SPP). Dean Peterson shared the details of the incoming class. The average GPA is 3.54, which is the highest SPP had in 24 years. SPP is continuing to grow by recruiting students from outside the state. Half of SPP's students is coming from outside of California. The average age of the students is 25. The students of color percentage is 36%. There is a significant drop in the percentage of international students at SPP. Only 5% are international students in the incoming class. Dean Peterson presented an overview of SPP's four major programs, including the Davenport Institute, American Project, Education Policy and Impact and HSAC@SPP. Next month SPP is partnering with Stanford, NYU and University of Washington in a public interest technology convention and career fair. Dean Peterson presented the names of the visiting faculty for fall including, Tunku Varadajan, Dr. Jonathan Reichental, Kevin Faulconer and Dr. Hattie Mitchell. SPP announced last month its first online degree program, Master of Public Policy Leadership. SPP worked with 2U creating this online degree program. Provost Brewster asked what efforts are on the way to communicate the new online degree program. Dean Peterson responded that the stackable certificate builds on the MPP program. One of the certificates is on state local policy leadership, a second certificate is on policy and political communications and the third certificate is on education policy. SPP has a number of existing relationships with associations in each one of these areas. Dean Roosa asked

whether any of the visiting professors will be giving a public lecture this year. Dean Peterson responded that they have discussed giving public lectures at Pepperdine. Kevin Faulconer did give online several public lectures during the spring semester. Dr. Mitchell has already been involved in several public webinars on education policy. Dean Peterson noted that he thinks it is a good idea to give a public lecture and he is happy to work with Dean Roosa.

Paul Caron, Dean, School of Law

Dean Caron noted that School of Law is in year five to reduce the size of the JD class. School of Law has a new normal of 1,000 students. Half of these students are JD students and half of these students are residential LLM students. In terms of the law school's mix, Caruso School of Law is now number six in the country. The percentage of the non-JD students is 56%. In terms of units sold this fall, the law school is up by 3.9%. From the 1,000 students, 63% are female, 42% are students of color and the students come from 44 states and 27 countries. Regarding the JD side of the law school, in the past two years the law school had its all time high in applications. The law school applications of students of color increased even higher. In terms of enrollment, the School of Law had 217 students enrolled in 2021. The percentage of incoming JD students of color has increased each year in the past four years. In terms of the quality of the incoming student body, the median LSAT score has increased from 159 in 2016 to 164 in 2021. The undergraduate GPA has increased from 3.60 in 2016 to 3.80 in 2021. The School of Law is 46 in 2021 on the list of best grad schools, according to the U.S. News ranking. US News published an article that ranked the 200 law schools in terms of how much their bar exam pass rate exceeded the statewide average. California has a very low average pass rate. The class of 2019 was able to beat the average in California by almost 35% and that put the School of Law to number six in the country. There have been declines in the bar exam and on the jobs front. The highest priority is to increase the results in the bar exam and the jobs rate. The School of Law is planning on rebounding by March of 2023. One committee member asked regarding the job rate whether it is relative to others. Dean Caron responded that the jobs rating depends on the relative performance compared to the schools.

Helen Williams, Dean, Graduate School of Education and Psychology

Dean Williams presented the current enrollment numbers for the Graduate School of Education and Psychology (GSEP). As of September 9, there are 3,601 students enrolled at GSEP. The enrollment increase from Fall 2016 to Fall 2021 is 129.2%. Education and Psychology on ground is 1,929 students. The enrollment increase from Fall 2016 to Fall 2021 is 22.7%. GSEP is growing rapidly online. The total Psychology online enrollment is 1,672 students. The enrollment increase from Fall 2017 to Fall 2021 is 8,700%. Dean Williams presented the new student enrollment. There are 948 total new GSEP students. The onground increase is 11.7% and the online increase is 1,636.8%. The fall class shows 27 countries represented at GSEP. GSEP has five doctoral programs and 630 of GSEP's students are doctoral students and 2,971 students are master's

degree students. Dean Williams noted that the female students far exceed the male students in Psychology onground and online classes. Dean Williams presented the ethnicity at GSEP and she commented that diversity leads the way. The factors that impacted enrollment include the PsyD program which is planned a cap at 27, also caps were placed on the CLPE, MAP and MAT programs due to capacity limits. The CLP daytime program admitted less students than budgeted. The ABA program chose to forgo a new student start in summer 2021. International recruiting was impacted by both COVID-19 and DHS restrictions. Dean Williams shared that GSEP is excited about the implementation of new technology, OEIP. Dean Williams emphasized that the resources must align with GSEP's achieved and expected growth. GSEP is focused on DEI, implementing new diversity fellowships. GSEP needs to improve its rankings.

Deryck van Rensburg, Dean, Graziadio Business School

Dean van Rensburg reviewed the enrollment for the year at Pepperdine Graziadio Business School (PGBS). Graziadio Business School welcomed 618 new students. The total enrollment is 2,200 students. Full time enrollments rebounded due to campus reopening. Post-COVID economic recovery detracted from part time and online programs. Reduced investment in program marketing and student aid resulted in lower inquiry pipelines and enrollment yields. Recruitment was unable to operate at full strength due to unusually high staff attrition. At the full time MBA program, the average age is 28 years old. At the MS program the average age is 25. The part-time MBA program average age is 32 and the average age at the executive MBA program is 41. In terms of demographics, 52% of the incoming class is female, 33% of students are of color and 14% of the students are international. The full time median MBA GPA is 3.34. The incoming GMAT score has improved from 610 to 640 which should be a material for Pepperdine's rankings. The full-time MBA rankings has reached 51. In the ranking at Fortune's best executive MBA programs Graziadio Business School ranked at 21. Most students are coming back to campus and they want the campus experience. PGBS had an extraordinary growth at part time enrollments last year at 217. The numbers came in quite a bit lower for part time programs this year at 129. Graziadio Business School's online programs this year are lower than prior years. The executive programs are small but high value programs. There is a slight improvement of growth compared to the prior year 72 vs 67.

Juliano Bonavia gave an overview on net tuition revenue at the university level. There are five schools that are showing net tuition and fee revenue growth from FY21 to FY22. Seaver and PGBS leading the way with \$5.3 million and \$2.5 million growth respectively. Overall, on-ground programs are \$9.3 million higher than last fall. Looking at FY22 numbers compared to budget, Seaver and GSEP are looking favorable. However, the School of Law, Graziadio Business School and School of Public Policy are currently showing unfavorable results compared to budget. For online programs there is a strong growth in all the schools and very favorable results compared to budget. In terms of room revenue for the fall, last year Pepperdine had a dip, it was only \$1.3 million, this fall Pepperdine is over \$18 million. Pepperdine is below budget due to the Seaver programs that were

put on hold for the fall term, but overall the university is looking great. There is a \$34 million growth in net tuition fee and room revenue. Discount rates by school shows that Seaver college and GSEP have increased their discount rates by 1.2% and 1.6% respectively. All five schools are above budgeted discount rate and levels despite the heavy investment that was made in student aid budgets during the FY22 budget process. One committee member asked about revenue sharing of the online programs with 2U. Dean Williams responded that typically 65% is directed to 2U. The remainder is split and 50% goes to the school and 50% goes to the main campus.

Provost Brewster commented that there is a faculty conference scheduled for October 1. Due to COVID conditions the conference is going to be postponed. The messaging will go out today. The messaging will contain language about how faculty might want to use that day. The highlight of that event each fall is the announcement of the Howard A. White Teaching Award recipients. The announcement of the award recipients will be added to the Pepperdine Honors event, which will be a live event at Mullin Town Square.

III. Adjournment

The meeting was adjourned at 10:06 a.m. The next meeting of the University Planning Committee will convene at 8:30 a.m. on October 13, 2021 at the Seaver Board Room.