CURRICULUM VITAE

Harry Starn, Jr., MS, CFA, CFP®
Director of Distance Learning
Director of the Financial Planning Program
Senior Lecturer, Cal Lutheran's School of Management
Chair, CFP Board's Council on Education

UNIVERSITY ADDRESS:

California Lutheran University
School of Management
60 West Olsen Road, #3525
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EDUCATION:

M.S. Finance, University of Colorado, Boulder, CO, 1990
B.S., Engineering, United States Military Academy, West Point, NY, 1975

PROFESSIONAL CERTIFICATIONS:

CFP® Certification, Certified Financial Planner Board of Standards, 2005
CFA Charter, CFA Institute, Charlottesville, VA, 1994

HONORS AND AWARDS:

2010 Bronze Award for Excellence in Distance Learning Teaching Award, US Distance Learning Association (USDLA)

Named as Cal Lutheran's Director of Distance Learning (2013)

Named as Director of Cal Lutheran's Financial Planning Program (2013)

Named Chair, CFP Board's Council on Education (2015)

Council Member, CFP Board's Council on Education (2012-14, three-year term)

Invited to serve on the FPA National Retreat Task Force (2014)

Invited to serve on Cal Lutheran's Academic Leadership Council (2014)

Served on Search Committee for the Dean of the School of Management (2012)

Invited to present at CFP Board's Directors Conference (2010, 2011, and 2012)

Selected as grader for the National Financial Planning Challenge, San Diego (2011)

ACADEMIC EMPLOYMENT EXPERIENCE:

Director of Distance Learning
California Lutheran University (2013-present)

- Leadership duties as Director of Distance Learning
  - Promote the expansion of distance learning instruction, including: provide leadership for distance-learning integration, alignment with Cal Lutheran's strategic plan of adding hybrid (blended) and fully online programs, remain current to technological and educational-market changes, develop team-based course development structure
  - Develop quality standards for distance learning, including: advance policies and procedures that will promote best practices in course creation and delivery, establish expectations of quality and benchmarks of success
  - Compliance, including: oversee deployment of distance-learning applications, state and federal distance-learning regulations and requirements, ADA standards for accessibility (Americans with Disabilities Act)
  - Support academic programs, including: development of fully-online and blended courses, pilot studies, scholarly research
  - Support faculty development, including: team with CTL in offering necessary faculty training, access to courses in the learning management system, support and research the use of educational technology
  - Foster communication for distance-learning initiatives between academic and administrative departments and faculty committees, including: undergraduate and graduate programs, Center for Teaching and Learning, ISS, Office of Institutional Effectiveness, faculty committees, admissions, business office, registrar's office, marketing, media services, campus support services, alumni relations
  - Assist in acquiring grants and partnerships, which will promote distance learning initiatives.

Director and Executive Faculty, MBA in Financial Planning Program,
California Lutheran University (2013-present)

- Administrative duties as Director of the Financial Planning Program
  - General program administration, including: leadership for curriculum development, develop and review program mission and learning objectives, plan and implement program reviews, review course evaluations and provide feedback to faculty, manage faculty and staff, draft and monitor budgets, prepare reports and work with colleagues, other Directors, Department Chairs and Deans in developing effective strategic plans
  - Faculty and staff, including: identify and mentor new faculty, assist faculty in syllabi creation, hold regular meetings, share best practices and evaluate performance
  - Student Affairs, including: advising and mentoring, review applications, create program enhancements for students and assist with creation of handbooks or similar material for students

    - Promotion and recruitment, including: participation in School- and University-level marketing, recruitment planning and information sessions, and coordination with University Marketing, Media Creation and Admissions
    - Community outreach, including: identify, build relations and communicate with key partners and advisory board members, assist in organization of public events, represent the University as a speaker, develop key relations with other schools and organizations and pursue grant opportunities
    - Alumni relations, including: cooperate with University Advancement and Alumni Relations, communicate with Alumni and attend commencement-related activities
- Courses taught:
    - BUS501 – Introduction to Financial Planning *(online)*
    - BUS505 – Employee Benefits and Retirement Planning *(online)*
    - BUS508 – Capstone Course in Financial Planning *(online and classroom)*
- Course creation:
    - BUS566 – Social Psychology of Leading Clients *(online)*
- Course revisions:
    - BUS501 – Introduction to Financial Planning *(online)*
    - BUS505 – Employee Benefits and Retirement Planning *(online)*
    - BUS508 – Capstone Course in Financial Planning *(online and classroom)*

Associate Director and Executive Faculty, MBA in Financial Planning Program, California Lutheran University (2009-2013)

- Administrative duties as Associate Director
    - Develop and update new courses and curriculum as needed and ensure materials are consistent with WASC and CFP Board standards.
    - Serve as sole project manager for all course content development and primary liaison between content writer and peer reviewer
    - Work with colleagues on assessment of learning outcomes and on recruitment and retention of students.
    - Serve as the project manager for all advertising campaigns
    - Coordinate creation and change of all website and marketing materials, ensure advertising is suitable to CFP Board of Standards and coordinate joint marketing projects
    - Assists program director in creating and monitoring the program budget, program review documents and program award submission materials
    - Active involvement in adjunct faculty recruiting and new faculty training/mentoring, particularly as it relates to online teaching
    - Serve as the major liaison between students and CIF, including the promotion of the alumni network
    - Interact with business and non-profit community to develop learning and service learning projects and opportunities for students
    - Participate in CLU, School of Management, and CIF projects, events and committee work
- Courses taught:
    - BUS501 – Introduction to Financial Planning *(online)*

    - BUS505 – Employee Benefits and Retirement Planning *(online)*
    - BUS506 – Risk Management and Insurance *(online)*
    - BUS508 – Capstone Course in Financial Planning *(online and classroom)*
    - BUS564 – Behavioral Finance
    - BUS591 – Financial Principles and Policies *(online and classroom)*
    - BUS593 – Investments *(online)*
- Course creation:
    - BUS508 – Capstone Course in Financial Planning *(online and classroom format consistent with the 2012 CFP Board requirements for a Financial Plan Development Course with oral and written presentations)*
- Courses revisions:
    - BUS505 – Employee Benefits and Retirement Planning *(online)*
    - BUS506 – Risk Management and Insurance *(online)*
    - BUS564 – Behavioral Finance *(online)*
    - BUS591 – Financial Principles and Policies *(online)*

Adjunct Faculty, MBA in Financial Planning, California Lutheran University (2005-2008)

- Courses taught:
    - BUS501 – Introduction to Financial Planning *(online)*
    - BUS508 – Capstone Course in Financial Planning *(online)*
    - BUS591 – Financial Principles and Policies *(online)*
    - BUS593 – Investments *(online)*
- Courses created:
    - BUS501 – Introduction to Financial Planning (*online course*)
    - BUS508 – Capstone Course in Financial Planning (*online*)
    - BUS593 – Investment & Portfolio Management (*online course*)

Adjunct Faculty, School for Professional Studies, Regis University, Denver (2003-2007)

- Courses taught:
    - FIN400 – Business Finance *(classroom)*
    - FIN420 – Advanced Corporate Finance *(classroom)*
    - FIN435 – Fundamentals of Investment *(classroom and online)*
    - FIN440 – Financial Analysis, Forecasting and Planning *(classroom)*
    - FIN450 – Sources of Capital *(classroom)*
    - PA410 – Public Finance *(online)*
- Courses created
    - FIN450 – Sources of Capital *(classroom)*
    - PA410 – Public Finance *(online)*

OTHER WORK EXPERIENCE:

Action Financial Planning, LLC, Principal *(formerly Boulder Capital Management, LLC. money management and fee-only planning)* 1996-2010

Lipper Analytical Services Inc., Manager Special Directors' Services *(consultant to the mutual fund industry)* 1993-1995

Financial Network Investment Corp, Registered Representative *(financial planning)*, 1990-1992

Corporate Management/Ownership, Starns' Markets Inc. *(retail business management, 700+ employees)* 1980-1986

United States Army, Signal Corps *(Captain)* 1975-1980

SCHOLARLY ACTIVITIES

Presentations:

- "Applying Adult Learning Theory to the Delivery of Financial Planning," co-presentation at the national FPA Retreat (April 2015)
- "Leadership from the Ground Up: Small School Experience," panel presentations at the National UPCEA conference in Washington, D.C.
- "Principles of Managing Time and Boundaries in the Virtual Classroom," CTL presentation (Nov 2014)
- "Supporting International Students at CLU" workshop at Cal Lutheran's administrative day (June 2013)
- "Hybrid Courses – Workshop 3" presentation for the Graduate School of Education, November 2012
- "Hybrid Classes – Workshop 2" to the Graduate School of Education, presentation with Cindy Grether, October 2012
- "Hybrid Classes – Workshop 1" to the Graduate School of Education, presentation with Cindy Grether, October 2012
- Panelist at the CFP Board's 2012 Registered Program Conference in Washington D.C. The panel discussion was entitled, "Capstone Course: Now that I've taught it, what have I learned?" (August 2012)
- "The Selling Side of Relationship Management," a three-part workshop co-presented with Richard McAndrew, April 2012
- "Online Learning at CLU" presentation as part of panel at CLU's Faculty Retreat, August 2011
- "Evolution of an Online Financial Plan Development Course – from Group to Individual Format with Oral and Written Assignment Components" presented at the 2011 CFP Board's Registered Program Conference in Washington, D.C., August 2011
- "Supporting and Nurturing Faculty in a High-Expectations Online Program" presentation with Cindy Grether during the USDLA National Convention, St. Louis, May 2011
- "Going to College Online: The Future of CLU Traditional Undergrads?" presentation with Dean Joan Griffin during CLU's Professional Development Day, May 2011
- "Course Development, Sustainability and Positioning for Growth" presentation at CLU's Winter Faculty Retreat, January 2011
- "The Future of Learning in a Digital Age," presented at the November 2010 MIT Enterprise Forum Event in Santa Barbara, California.

- “Anatomy of a Successful Online Capstone Course with a Written Comprehensive Plan Component” presented at the 2010 CFP Board Program Directors’ Conference in Washington, D.C., August 2010
- “Engagement and Improvement in Distance Learning,” presented at CLU’s Professional Development Day in May 2010.
- “Creating and Presenting Investment Policy Statements” presentation at the October 2009 FPA Ventura Chapter quarterly meeting.

Publications, Scholarly Research and Peer Reviews

- “Designing and Facilitating Virtual Seminars” (faculty guide, Dec 2014)
- “Assessing the Empirical Evidence and Creating and Facilitating Blended-Learning Undergraduate Classes” (faculty guide, May 2014)
- “Optimal Duration for an MBA Online Course: A Discussion of Cost-Benefit Decision Factors” (analysis for School of Management, May 2014)
- “Supporting the Learning Experience of International Students in our Classrooms” (faculty guide) 2012
- Co-author on the 11th Edition of “Practicing Financial Planning for Professionals” with Dr. Anandi P. Sahu and Dr. Sid Mittra. (ISBN: 978-1-4771-4377-3)
- Co-author on the 11th Edition of “Practicing Financial Planning for Professionals” instructor manual with Dr. Anandi P. Sahu and Dr. Sid Mittra
- Peer Reviewer – “The Case Approach to Financial Planning: Writing a Financial Plan” by John E. Grable, Derek D. Klock and Ruth H. Lytton
- Peer Reviewer - “The Process of Financial Planning: Developing a Financial Plan” by Ruth H. Lytton, John E. Grable and Derek D. Klock

Work in Progress

- Development of an undergraduate elective course entitled, “Personal Financial Literacy and Well-Being.” – In this personal financial literacy course, students will explore several important financial-planning topics, including: the strategic planning process, personal budgeting, establishing credit, managing credit card debt, financing a home and car, paying off student loan debt, controlling catastrophic risk, minimizing income tax liabilities, maximizing employee benefits and positioning savings to work for them.

UNIVERSITY AND DEPARTMENT SERVICE

- Attended the UPCEA Summit Online Leadership conference, San Antonio (Jan 2015)
- Member of CIO Search Committee (Dec-May 2015)
- Member of the UPCEA Network for Small and Specialized Institutions (2014-15)
- Attended the CFP Board’s Registered Programs Conference in Washington DC (Aug 2014)
- Represented CLU at the NetVue Conference on “Vocation and the Common Good: Mentoring and Advising Students” at Fontbonne University (Feb 2014)
- Represented CLU at the Online Leadership and Strategy Conference (Jan 2014)

- Attended a three-day grant writing workshop at UCSB (Nov 2013)
- “Moving Forward with CLU’s Strategic Plan” presented to CLU’s Board of Regents, Oct 2013
- Represented MBA-FP at the FPA Northern California meeting (Sept 2013)
- Attended the CFP Board’s Registered Programs Conference in Washington DC (Aug 2013)
- Attended the Blackboard World conference (July 2013)
- Member of Instructional Designer Search Committee (Feb-May 2013)
- Organized and facilitated the 2013 Faculty Winter Retreat (as chair of TLC)
- Member of School of Management Dean Search Committee (Sept-Dec 2012)
- Chair of CLU’s Faculty “Teaching and Learning Committee” (2011/2012 and 2012/2013)
- Member of MBA New Course Structure Task Force (2012)
- “Dealing with International Student Issues” presentation during CTL luncheon, September 2012
- Attended the CFP Board’s Registered Programs Conference in Washington DC (Aug 2012)
- “Supporting International Graduate Student Learning at CLU,” presented as part of panel at CLU’s Professional Development Day, May 2012.
- Represented CLU at the Lilly Conference “Teaching for Brain-Based Learning” (March 2012)
- Organized and facilitated the 2012 Faculty Winter Retreat (as chair of TLC)
- “Teaching a Hybrid Course – What’s in it for Me?” presented at the Center for Teaching and Learning lunch, November 2011
- Member of CLU’s Strategic Planning Work Team 3 (2011)
- Established a formal, paid internship program for students with Ameriprise Financial advisors; the internship was formally announced during a presentation in Santa Barbara (September 9, 2011)
- “Current State of Online Learning” presented to CLU’s Board of Regents, February 2011
- Participated in Patriot Day reach-out to Ventura Naval Base enlistees (October 1, 2011, organized by Cindy Keitel)
- Committee Member, Teaching and Learning Committee (2010-2011)
- Participated in Patriot Day reach-out to Ventura Naval Base enlistees (September 11, 2010, organized by Cindy Keitel)
- Collaborated with CIF team to develop the virtual military lounge and alumni portal.
- Primary author of award materials submitted to USDLA (2010)
- Primary author on the MBA-FP Program Review (2010)
- Faculty Mentor for the Fourth Annual Festival of Scholars (2010)
- Presentations to General MBA Online Faculty on: “Facilitating your Online Course.” (2010)
- Presentations to General MBA Online Faculty on: “Best Practices for your Virtual Classroom” (2010)
- Created CIF Pre-Prep course for students intending to sit for the CFP Exam
- Faculty Mentor for the Third Annual Festival of Scholars (2009)

COMMUNITY AND PROFESSIONAL SERVICE

- Serve on the FPA National Retreat Task Force (planning for 2015 national retreat)
- Serve on the CFP Board's Council on Education (starting 2012 for *three-year term*)
- Served as Chairman of the Programs Committee for Ventura Chapter of the FPA, 2010-11 *(2 years)*
- Served on the Board of Directors for the Ventura Chapter of the Financial Planning Association 2010-2011 *(2 years)*
- "Living within Your Means" presentation at the Senior Congress IX in Westlake Village, CA, February 5, 2013.
- "Living within Your Means" workshops presented for the Ventura County Area Agency for the Aging at:
    - Senior Center, Fillmore, June 2013
    - Senior Center, Santa Paula, April 2013
    - Goeble Senior Center, Thousand Oaks, August 2012
    - Senior Center, Santa Paula, June 2012
    - Simi Valley Senior Center, May 2012.
- Selected to grade the national Financial Planning Challenge 2011 (panel of five). The competition was held in conjunction with the FPA national convention (September 15 and 17). The competition was sponsored by: the Academy of Financial Services, Ameriprise Financial, CFP Board of Standards and Financial Planning Association.
- Co-organized "America Speaks" workshop at Overton Hall on May 20, 2011. The workshop educates and engages participants about options for balancing the national budget.
- Invited to serve on the CFP Board's Financial Plan Development Course Case Review Working Group (2010-2011)
- "Hedge Funds" presentation to FPA Study Group, 2010
- Represented the Ventura Chapter at the FPA Chapter Leaders Conference in Broomfield, CO (November 5-7, 2010).
- Accepted an invitation to serve on Financial Services Advisory Board for Berkeley College, New York, NY. (Aug 2010)
- "Financial Planning in a Recession" presentation to the general public, Roth Nelson room, April 2009.

PROFESSIONAL MEMBERSHIPS

- CFA Institute (CFA)
- Financial Planning Association (FPA)
- Financial Planning Association of Ventura County

CASE STUDIES AUTHORED FOR MBA-FP PROGRAM

- David and Patricia Harden comprehensive financial case (BUS508)
- Mark and Liz West comprehensive financial case (BUS508)
- Victor and Selena Montegro comprehensive financial case (BUS508)
- Elizabeth and Thomas Arrington comprehensive financial case (BUS508)

- Kari and Russell Chaddinger comprehensive financial case (BUS508)
- Daniel and Katrina Fisher comprehensive financial case (BUS508)
- Paul and Serena Lafferty comprehensive financial case (BUS508)
- Luke and Joanna Reynolds comprehensive financial case (BUS508)
- Tara Downing comprehensive financial case (BUS508)
- Beatrice Torringer comprehensive financial case (BUS508)
- Trent and Bette Walker comprehensive financial case (BUS508)
- Stacy and Marv Ambrech small-group case study (BUS505)
- Dan and Krista Newberg small-group case study (BUS505)
- Asset Allocation small-group case study (BUS593)
- Age Banding small-group case study (BUS593)
- Julie McNalley comprehensive case study (BUS593)
- Hansen Financial case study (BUS593)
- Financial Analysis small-group case study (BUS591)
- Serial and Level Payments small-group case study (BUS591)
- Dan Henderson comprehensive case study (BUS591)
- Client Qualitative Questionnaire small-group case study (BUS501)
- Personal Financial Statement small-group case study (BUS501)

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