

Jean C. Snavely, Ph.D, CTP
Instructor II in Finance
Western Kentucky University
Date of Hire: August 16, 1998
jean.snavely@wku.edu

EDUCATION

Ph D, University of Cincinnati, Cincinnati OH, Finance, 1997
MBA, University of Texas at Arlington, Arlington TX, Finance Concentration, 1979
BS, University of Texas at Arlington, Arlington TX, Biology, 1973

Special Certifications and/or Designations

Certified Treasury Professional, Association for Financial Professionals. (January 2014, Recertified June 2019)

COURSES TAUGHT

Current

Career Readiness in Finance
Principles of Finance
Applied Investments
Senior Assessment

Past

Money and Markets
Real Estate Finance
Investment Theory
Portfolio Management
Financial Statement Analysis and Working Capital Management
Introduction to Managerial Accounting
Management Accounting

PROFESSIONAL EMPLOYMENT HISTORY

Academic Employment History

Instructor II, Western Kentucky University, (1998 - Present)
Adjunct professor, University of Cincinnati, (1996-1997)
Adjunct professor, University of Dayton (1997)

Consulting

2014 to present: WKU Dual Credit, Advise high school dual credit teachers teaching FIN 161 for WKU. Conduct on-site visits and make contacts for potential expansion of delivery. Conduct a summer workshop for teachers to educate them on course topics and resources. Approximately 24 hours per year. Bowling Green, KY.
2022 to present: Polo Fields Homeowners' Association, advise on historical matters of the board and assist the board as needed. Approximately 36 hours per year. Louisville, KY.
2014 to January 2022: Polo Fields Homeowners' Association Board of Directors/Vice-President,

Responsible for assisting in the development and oversight of an annual \$600,000 budget, for developing and maintaining capital reserve policies, and for filling in for the president when needed. Approximately 150 hours per year. Louisville, KY.

INTELLECTUAL CONTRIBUTIONS

Contracts/Grants/Sponsored Research - Internal

Grant, "Impact of Financial Literacy on Preventative Health Care Participation," Amount: \$10,000.00, Awarded, Start: April 2017.

Presentation of Refereed Papers

Snavely, J. C., Chan, K. C. (2017, September). *The Effect of Financial Literacy on Preventive Health Care Usage*. Presented at Annual Meeting of the Financial Education Association for Financial Education Association, Savannah, GA.

Refereed Journal Articles

Snavely, J. C., Chan, K. C., Chang, S. Effects of Financial Literacy on Graduate School Attitudes Amidst COVID-19. *Managerial and Decision Economics (an online journal)*, first available December 1, 2021.

Snavely, J. C., Chan, K. C., Daugherty, D., Nickell, J. The Effect of Financial Literacy on Preventive Healthcare Usage. *Journal of Financial Education*, Spring 2020 volume 46, No. 1, 115-126.

WORKSHOPS FOR PROFESSIONAL DEVELOPMENT

Conference Attendance

March 2023, Global Asset Management Education Forum, Quinnipiac University, New York City

October 2021, Financial Management Association International Annual Meeting, Denver

March 2020, Financial Management Association Leadership Conference, New York City

March 2019, Global Asset Management Education Forum, Quinnipiac University, New York City

Workshop

August 2023:

April 2023: Working session with Digital Faculty Consultant, Jared Eddington to learn best practices in using McGraw-Hill Connect in anticipation of adopting a new book for FIN 330 in fall 2023.

April 22, 2022; Session on using Integrated Excel included with some McGraw Hill corporate finance textbooks.

April 12, 2022: First Generation Panel Discussion. Heard perspectives of the college experience from 5 first generation students. Each responded to questions related to first day, transitioning from high school, resources available at WKU, what parts of the experience at WKU are good and what could be improved.

March 2020: How to conduct Zoom meetings. Learned how to effectively host Zoom classes. WKU Center for Innovative Teaching and Learning, Bowling Green, Kentucky.

May 2019: Liberating Structures: Tools for Classroom Student Engagement, WKU Center for Innovative Teaching and Learning, Bowling Green, Kentucky.

Webinars

February 23, 2022: Using LinkedIn for Your Job Search or to Increase Your Visibility. Shelly Trent presented a number of useful ways to effectively use LinkedIn for networking and increased visibility. Attended this webinar to get tips for career readiness. Bowling Green,

KY.

SERVICE ACTIVITIES

College/School Assignments

Committee Member

July 2021 – Present: GFCB curriculum committee. Responsible for reviewing course and program proposals for the college before moving to the next step of review. Represent/advocate department proposals at the Undergraduate Curriculum Committee meetings.

February 2022 – April 2023: GFCB Student Learning Outcomes Committee. Responsible for reviewing current student learning outcomes and propose appropriate SLOs for the future, identify satisfactory outcomes and appropriate measures for new SLOs.

August 2021 – March 2023: GFCB Career Preparation Core Team. Responsible for developing a proposal for a series of core courses dealing with career readiness for all business college students.

July 2018 - 2022: PEAK Advisory Committee; Advise on PEAK events

Directed Student Learning

Internship Advisor

August 2023 – present: supervise two students

January 2023 – May 2023

August 2020 – December 2020

August 2019 – December 2019

January 2019 – May 2019

August 2018 – December 2018

Undergraduate Research Supervisor

Fall 2023 – Supervise honors augmentation in FIN 330

Spring 2022 – Spring 2022 Supervised three honors augmentations in FIN 330

Spring 2020 – Spring 2021

Poster Session at the Capital

April 2017, *The Effect of Financial Literacy on Preventive Health Care Usage.*

University Assignments

Committee Member

August 2023 – Present: University Curriculum Committee. Responsible for reviewing course and program proposals for university units before moving to Faculty Senate.

August 2023 – Present: University Curriculum Committee subcommittee on Policy. Review and change policy as needed.

July 2021 – September 2022: Member of Colonnade subcommittee of Faculty Senate.

Responsible for reviewing, improving applications and passing proposed new courses for inclusion in Colonnade. Special project to review the inclusion and retention of current courses in Colonnade.

Summer 2021 – Faculty advisor/early user for evaluating Blackboard Ultra. Online summer course was offered entirely using Blackboard Ultra. Ultra will be adopted for the university in

- December 2021. Provided feedback, identified issues, and suggested improvements for improvement to CITL.
- July 2019 – September 2022: Faculty Senate; The Western Kentucky Faculty Senate is devoted to furthering the university's mission by providing a forum for faculty deliberation and contribution to shared governance. The Faculty Senate is the agency for the articulation and presentation of the views of the faculty.
- August 2019 – May 2020: Faculty Handbook Committee; Review and recommend changes to the Faculty Handbook.
- August 2019 – May 2020: Faculty Senate Academic Quality Committee; Identify and work on relevant topics dealing with academic quality at the university. Currently working on better defining requirements for Dual Credit classes.

Faculty Mentor

October 2014 - Present: Dual Credit unit of DELO; Serve as an academic resource for high school dual credit instructors in FIN161; visit dual credit high schools; lead annual workshops for dual credit instructors; maintain a collegial relationship with FIN 161 dual credit instructors.

Department Assignments

Committee Member

August 2023 – Present: Faculty search committee. Responsible for reviewing applicant submissions, identifying viable candidates, interviewing candidates at FMA Annual meeting, interviewing candidates on campus.

August 2023 – Present: Finance department marketing committee. Work on changes to the department website and printed materials.

May 2023: Review and rate student submissions for Assurance of Learning.

August 2021 – December 2021: Faculty search committee. Responsible for reviewing applicant submissions, identifying viable candidates, interviewing candidates at the Annual meeting of the Financial Management Association, interviewing on-campus candidates.

August 2019 - February 2020: Faculty Search; Review applications and make recommendations for Assistant Professor position.

August 2015 - Present: Finance Department Marketing Committee; Consider how to best deliver the finance department brand to a variety of constituents.

August 2007 – Present: Responsible for department Student Learning Outcome reporting.

Student Org Advisor (Professional Org)

August 2006 - Present: Financial Management Association; Schedule meetings, secure funding and speakers, meet regularly with student leaders.

Professional Service

Chapter Review

June 2022: Reviewed two chapters of McGraw Hill's *Fundamentals of Corporate Finance 13e* by Ross, Westerfield and Jordan.

Committee Member

November 2012 – March 2020: Financial Management Association International; biannual meetings to develop ideas for student chapter participation and engagement through Student Leadership conference program development and student chapter events.

Officer, Vice-President

March 2014 – January 2022: Polo Fields Community; Serve on the board of directors of a neighborhood organization with responsibilities for budgets and finances. Review applications for homeowner modifications, proof publications, periodically write a column for the neighborhood newsletter. Approximately 150 hours per year.

Conference-Related

February 1, 2017: DECA; Judged Financial Services Team Decision competition. Assessed presentations by teams from high schools in Kentucky who were tasked with developing a presentation for the senior vice-president of a bank regarding the bank's financial services.

Junior Achievement

April 14 and April 26, 2022; Presented to a class at Warren East High School. Topics presented: how to construct a budget and borrowing/interest rates/credit scores.

AWARDS

May 2023: GFCB Gordon and Glenda Ford award for faculty excellence

May 2023: GFCB Excellence in service award

June 2023: Received Fellowship in finance

PROFESSIONAL ORGANIZATIONS

Financial Education Association. (2017 - Present).

FEA is a professional association of finance academicians devoted to financial education.

Association for Financial Professionals. (2013 - Present).

AFP provides essential resources needed to stay current in the finance profession.

Sanctioning organization for the Certified Treasury Professional and Certified Corporate Financial Planning & Analysis Professional designations.

National Business Education Association. (2009 - Present).

The National Business Education Association (NBEA) is the nation's leading professional organization devoted exclusively to serving individuals and groups engaged in instruction, administration, research, and dissemination of information for and about business.

Financial Management Association International. (1995 - Present).

The Financial Management Association International (FMA) is a global leader in developing and disseminating knowledge about financial decision making.