

Curriculum Vitae

Keith O. Starcher
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Education and/or Degrees Earned

Graduate education (3 hours, marketing) Drury University	2012
Graduate education (10 hours, marketing) Regent University	2004
Master of Divinity in Biblical Counseling Trinity Theological Seminary	2003
Master of Science in Business Administration University of South Florida (5 hours, marketing)	1988
Doctor of Philosophy in Engineering Science University of South Florida	1986
Bachelor of Science in Metallurgy Pennsylvania State University	1973

Teaching Experience

Indiana Wesleyan University Professor of Business (<i>Undergraduate</i> : Foundations of Business, Principles of Marketing, Advertising & Promotion, Business Statistics, Marketing Research, Strategic Marketing) (<i>Graduate</i> : Marketing Management, Business Statistics, Management, Business Communication, Strategic Marketing Applied Management Theory)	2007 - present
Geneva College Associate Professor of Business (<i>Undergraduate</i> : Foundations of Business, Quantitative Methods, Principles of Marketing, Marketing Research, Marketing Strategy. (<i>Graduate</i> : Marketing, Business Strategy, Access/SPSS)	2003 - 2007

Baldwin Wallace College 1999 - 2002
Adjunct
(*Graduate: Operations Management*)

Ashland University 1999
Adjunct
(*Undergraduate: Strategic Management*)

Kent State University 1995 - 1997
Adjunct
(*Graduate: Operations Management*)

Industry Experience

Zion Industries, Inc. 1990 - 2003

President (1997 – 2003)
VP – Operations (1990 – 1996)

General Electric Company 1979-1990

Sr. Project Manager (1988 – 1990)
GE Lighting

Mgr. Materials & Engineering (1986 – 1988)
GE Aerospace

Supervisor, Metallurgy Lab (1984 – 1986)
GE Aerospace

Metallurgist (1979 – 1984)
GE Aerospace

Library Baptist Church (1976 – 1979)
Business Administrator

Westinghouse Electric (1973 – 1976)
Metallurgical Engineer

Conference Papers/Presentations (Academic)

Adjuncts and Institutional and College Mission: Maintaining Distinctives in an Era of Part-Time Faculty—co-author of paper for Association of Marketing Theory and Practice, Hilton Head, SC (March, 2014)

The art and science of helping adult non-traditional students learn—presented at the 2013 Christian Business Faculty Association conference, Olivet Nazarene University (October, 2013).

Adjuncts and mission: Maintaining distinctives in an era of part-time faculty—presented at the 2013 Christian Business Faculty Association conference, Olivet Nazarene University (October, 2013).

Reducing statistics anxiety through use of immediacy behaviors and student peer instruction—presented at the 2013 Teaching Professor's Conference, New Orleans, Louisiana (May, 2013).

Leading the Way: Overcoming the hindrances to providing a voice in the Academy—presented at the 2012 Christian Business Faculty Association conference, Trinity Western University, Vancouver, Canada (June, 2012)

Defining the transformative consumer research movement—presented at the 2012 Christian Business Faculty Association conference, Trinity Western University, Vancouver, Canada (June, 2012)

Reducing statistics anxiety through use of instructor/student immediacy behaviors, peer instruction, and self-regulated learning—presented at the 2012 Christian Business Faculty Association conference, Trinity Western University, Vancouver, Canada (June, 2012)

Research in the life of a Christian scholar: Overcoming the hindrances in providing a Christian voice in the academy—presented at the 2011 Christian Business Faculty Association conference, Mount Vernon Nazarene University (June, 2011)

“When IDEA Scores Don't Matter”—A case study presented at Indiana Wesleyan University—faculty development workshop (February, 2011 and May, 2011)

“Is it worth my time?”—A case study of adult student centered learning”; (poster session); 2010 Christian Business Faculty Association conference, Southeastern University (October, 2010)

“Use of Simulations in Teaching Marketing” (panel presentation); 2010 Christian Business Faculty Association conference, Southeastern University (October, 2010)

“Marketing the University: the impact of changes in athletic governance on the perception of academic quality”; (poster session); 2010 Christian Business Faculty Association conference, Southeastern University (October, 2010)

“Intentionally Developing Rapport with Students”; 2009 Christian Business Faculty Association conference, John Brown University (October, 2009)

“Thoughtful Intellectually Engaging Responses”; 2009 Christian Business Faculty Association conference, John Brown University (October, 2009)

“Academic Excellence Revisited”; 2008 Christian Business Faculty Association conference, Anderson, IN (November, 2008)

“Encouraging Students to Read”; presented at the 2007 Christian Business Faculty Association conference, Seattle, WA

“Encouraging Conversations about Teaching”; a poster session presented at the 2006 Teaching Professor Conference, Nashville, TN

“Investing in Excellence in Teaching” presented at the 2005 Christian Business Faculty Association conference, San Diego, CA

“The Effects of Vanadium Pentoxide on the Sintering of Ceramic Produced in the High PbZrO₃ Region of the System PbZrO₃ –PbTiO₃,” at the International Ferroelectric Conference, 1986.

Presentations (Professional)

“Time Management as Activity Management” presented to TLC Management sales team (2011)

“A Word of Encouragement” presented to the staff of Indiana Wesleyan University (2011)

Keynote speaker, Leaders Serving Beaver County, Beaver, Pennsylvania (2010, 2011, 2012)

Keynote speaker, commencement, Leadership Medina County, Medina, Ohio (2010)

Keynote speaker, Leadership Grant County, (2010, 2011)

“Five Steps to Becoming Intentionally Excellent,” presented as a seminar to IWU Resident Directors (2010)

“Five Steps to Becoming Intentionally Excellent,” presented as a seminar to IWU employees (2010)

Luncheon speaker for American Society of Women Accountants, Marion chapter (2010)

Dinner speaker for Marion Kiwanis (2010)

Dinner speaker for Marion Lion’s Club (2010)

“8 Steps to Successful Strategic Planning” at the Grant County Young Professionals luncheon (2009)

“Clarifying Your Vision” at the Marion Chamber of Commerce breakfast meeting (2009)

“Your CONTEXT is important” at the Gas City Chamber of Commerce monthly meeting (2009)

“Wisdom’s Cry to the Marketplace” at the county-wide Meeting of Leaders Serving Beaver County (2007)

“The Courage to Develop a Culture of Integrity” at the Pittsburgh Christian Business Network luncheon (2006)

“Men are from Monaca, Women are from Cranberry” at the Beaver County Chamber of Commerce Employee Appreciation Luncheon (2006)

“When Values Aren’t Enough” at the Beaver County Chamber Of Commerce quarterly meeting (2006)

Publications & Scholarly Service

Curriculum writer for to MGMT-522 (Marketing Management) for the College of Adult and Professional Studies (2013)

“Koinonia and Research: The Role of Community in Providing a Voice in the Academy”, co-authored with Yvonne Smith and David J. Burns, “*Christian Business Academy Review*”, Spring, 2013.

“Scholarship and Relationship in the Integration of Faith & Learning”, *Growth: The Journal of the Association for Christians in Student Development*, Spring 2012.

“Why I’ve Stopped Teaching”, *The Teaching Professor*, December, 2011.

“Encouraging Students to Read: What Professors Are (and Aren’t) Doing About It”, co-author, Dennis Proffitt, Southwestern College, *International Journal of Teaching and Learning in Higher Education*, 23 (4), 2011.

“Intentionally Building Rapport with Students”, *College Teaching*, 59:4, 161-162.

Curriculum writer for updates to MKG-346 (Consumer Behavior) and ADM-320 (Business Statistics) for the College of Adult and Professional Studies (2010, 2011)

“The Imposter with the Roster: How I Gave up Control and Became a Better Teacher”, *The Teaching Professor*, October, 2010.

For two years published a weekly column (“Open for Business”) in the *Chronicle-Tribune* of Marion, Indiana, the *Peru Tribune*, Peru, Indiana and the *Wabash Plain Dealer*, Wabash, Indiana. The publisher estimates that 20,000 people read the column each week.

Contributor to the Advent Devotional Guide for Indiana Wesleyan University (2009)

Contributor to the Faculty Focus Special Report “Effective Strategies for Improving College Teaching and Learning” (2009)

“Striving for Academic Excellence”, *The Teaching Professor*, August/September, 2008

“The Need for Accountability,” *Christian Professional*, Winter, 2007, pp 8-9

“The Ultimate Question,” *Christian Professional*, Summer, 2006, pp 6-7

“Three Years and Counting”, *The Teaching Professor*, August/September, 2006

“Letting Employees Let Themselves Go,” *Christian Professional*, Spring 2006

“Weekly Insights Volume 1,” self published, 2006, 112 pp

“Of Sidewalks and Learning”, *The Teaching Professor*, October, 2005

“Reading Fiction Guilt Free”, *Geneva Review*, Number 1, 2004

“Should You Hire a Workplace Chaplain?” *Regent Business Review*, November/December, 2003, pp 2-4

“Effects of vanadium pentoxide on the sintering of ceramic produced in the high PbZrO/sub 3/ region of the system PbZrO/sub 3/-PbTiO/sub 3,” Dissertation, 1986

“Ferroelectric Voltage Bar Material Characterization at GEND,” GEPP-TM-784. General Electric Company, April 1984

“Human factors: a necessary tool for industry,” GEPP-TIS-786, General Electric Company, March 1984

“The effect of 1.5 weight percent Nb2O5 dopant on the FE1-FE2 phase transition in the high PbZrO3 region of the system PbZrO3-PbTiO3”, *Ferroelectrics*, Volume 49, Issue 1, November, 1983, pages 311-316.

Articles currently being Peer Reviewed

I received a “Revise and Resubmit” from *Currents in Teaching and Learning* journal for this manuscript: "Relationship of core self-evaluation (CSE) to approaches to student learning and studying". (March, 2014)

This manuscript is now undergoing peer review for publication in *Currents in Teaching and Learning* journal. “Examining Effects of Course and Assessment Design and Peer Instruction to Reduce Statistics Anxiety in a Sample of Traditional Undergraduate Business Statistics Students Attending a Small, Private Midwestern University” (April, 2014)

I am a co-author for this manuscript now undergoing peer review for publication in the *Christian Business Academy Review* journal. “Adjuncts and Mission: Maintaining Distinctives in an Era of Part-time Faculty.” (April, 2014)

Awards:

Lilly Research Load Award Application for 2012-2013

Hinds Fellowship Award for 2014-2015

Reviewer for:

<i>Journal of the Scholarship of Teaching and Learning</i>	2009 to present
<i>Christian Business Academy Review</i>	2008 to present
<i>International Journal of Higher Education</i>	2012 to present
<i>Journal of Biblical Integration in Business</i>	2013 to present
<i>Journal of Statistics Education</i>	2013 to present
<i>The Journal of College Student Retention: Research, Theory & Practice</i>	2014 to present

Institutional Services Performed

Indiana Wesleyan University

- Member, Institutional Review Board
- Member, Task Force, CAPS Review of Statistics courses
- Member, Midwest Scholars Conference planning committee
- Member, CAS Strategic Planning Council
- Member, University Strategic Planning Council
- Member, Technology Committee
- Member, Assessment Committee
- Member, General Education Committee Work Group
- Board member, IWU Student Consulting Group, [X] Change
- Currently (2011-2012) serving on two doctoral dissertation committees for the IWU DOL program (Mel Woodard, Steve Burgan)
- CAS Faculty Mentor
- Unit Parents (my wife and I)
 - 2007 – New Hall (now Martin Hall)
 - 2008 – North Hall
 - 2009 – North Hall
- Women's Leadership Development Mentor
- Served on doctoral dissertation committee for Dr. Chris Brumm (graduated August, 2010; IWU DOL program)
- Serving on dissertation committee for Steve Burgan and Mel Woodard (IWU DOL program)
- Member, HLC Self-Study Steering Committee
- Member, HLC Self-Study Communications Subcommittee
- Member, Assessment Committee
- Benchmarked Division of Business curriculum against IWU's comparison group

- Served as Interviewer of prospective students for the John Wesley Honors College
- Assisted in the creation of IWU's "Get Real" faculty development sessions
- Faculty sponsor for IWU's chapter of the American Marketing Association (Fall 2007)

Geneva College (2003-2007)

- Founder of Geneva's ELT Group (Excellence in Learning & Teaching); now funded by the institution
- Served on the following committees at Geneva College:
 - Adult Education
 - Library
 - Bookstore
- Faculty Sponsor – Alpha Chi National Honor Society
- Responsible to develop undergraduate assessment program within the Geneva College Department of Business, Accounting and Management
- Chaired task force to develop Geneva's Institutional Research Board
- Chaired subcommittee on Administration for the self study in preparation for Middle States re-accreditation review

Professional Memberships

Christian Business Faculty Association	
Board Member	2007 – 2011
Board Chair	2010 – 2011
Director of Marketing	2013 – 2016
Accreditation Council for Business Schools And Programs (ACBSP)	2013 - current
Region 4 Strategic Planning Committee	2013

Professionally Related Community Activities

Board member (Treasurer), Community School of the Arts (CSA)	2010-2011
Board member (Treasurer), LEAD, Inc.	2009-2011
Judge for the Taylor Business Plan Competition	2008, 2009, 2010
Graduate of Leadership Grant County	2008

Board member, CTR Systems, Inc.
Cranberry, PA 2007 - 2011

Intern board member for the Grant
County Economic Growth Council 2007

Co-founder of Leaders Serving Grant County
(www.lsgc.biz) 2007

Founder of Leaders Serving Beaver County
(www.ls-bc.org) 2004

Trustee, Medina County Alcohol, Drug
Addiction and Mental Health Board 2003

Chairman of the Medina County Workforce
Development Board 2001-2002

Consulting

Founder of Intentionally Excellent, LLC.
(www.intentionallyexcellent.com)
Indiana 2008

Founder of Daystar Consulting, Inc.
(www.daystarconsulting.com)
Pennsylvania 2004