

**2007 PROGRAM DIRECTOR'S CONFERENCE  
SEPTEMBER 7-8 2007  
WASHINGTON STATE CONVENTION AND TRADE CENTER  
SEATTLE, WASHINGTON**

**SESSION: #977508**

**ATTRACTING AND RETAINING INSTRUCTORS FOR CERTIFICATE PROGRAMS**

Presentation on how to attract properly-accredited instructors to teach at certificate programs

FRIDAY, SEPTEMBER 7, 2007  
1:40 PM – 2:20 PM

**PRESENTER:**

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Carol Lee Roberts, CFP<sup>®</sup>, CFDP is the Director of DePaul University Continuing and Professional Education's Financial Planning Education Center, where she was the Program Manager for its Financial Planning Certificate since 2001. Carol Lee served on the Education Task Force of CFP Board in 2006. Ms. Roberts is also a member of the FPA Illinois State Board and currently serves as its Director of Programming.

Prior to joining DePaul University, Carol Lee worked for Merrill Lynch for over 16 years in a variety of capacities including Assistant Vice President with the Wealth Management Division. Ms. Roberts received a Bachelor of Arts in Public Administration from Augustana College in Rock Island, Illinois. She also received a Certificate in Secondary Education, Social Science from Northeastern University, Illinois. Recently she completed a Master of Arts, Applied Professional Studies with a focus area in Financial Planning at DePaul University.

**Attracting & Retaining  
Instructors for Certificate  
Programs**

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312-362-6327

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**Qualifications**

- THE QUALIFICATIONS OF THOSE RESPONSIBLE FOR TEACHING EACH COURSE AND OTHER COMPONENTS OF A CFP BOARD-REGISTERED PROGRAM SHALL BE APPROPRIATE TO THEIR PARTICULAR RESPONSIBILITIES AND ROLES WITHIN THAT PROGRAM, PARTICULARLY AT THE UPPER DIVISION BACCALAUREATE AND GRADUATE LEVEL.
- While faculty numbers may be adequate, individuals may be ill equipped or inappropriately qualified for their respective teaching responsibilities. On the other hand, individuals with appropriate backgrounds should teach courses. For example, someone with graduate training in economics or with comparable research or consulting experience should teach a course in economic analysis

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**Qualifications**

- Because of course level requirements, all faculty members should have appropriate graduate degrees

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## Qualifications

- In lieu of having an appropriate graduate degree, faculty may hold a current CFP® certification plus a bachelor's degree in a related field, or a current CFP® certification, a bachelor's degree, and significant experience related to the course content. Faculty members who are authorized to use the CFP® marks are encouraged to do so. In rare instances where a faculty member in a certificate program does not have an appropriate graduate degree or a current CFP® certification and a bachelor's degree, an academic officer of the institution shall provide a letter stating that the individual is considered qualified by that institution to teach the course at the upper division baccalaureate level (or higher).

Certified Financial Planner Board of Standards, Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and federally registered CFP (with flame design) in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

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## Qualifications

- In no event will a faculty member be deemed appropriate who does not have at least a bachelor's degree.

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## Sources

- FPA chapters
  - Advertising in newsletters
  - Attending events
- University Faculty
  - College of Commerce, Economics, etc.
- Other sources
  - Alumni from your program
  - Word of mouth
  - Program Director's

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## Contracts

- Sample contract available
  - Include salary
  - Number of sessions and time
  - Recommend Instructor's Responsibility
  - Ownership of materials
  - Cancellation clause

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## Evaluations

- Frequency
  - New Instructors
  - Established Instructors
- Follow Up
  - Provide copy of evaluations to faculty
  - Address all reasonable comments

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## Compensation

- Compare notes with other program director's in similar settings with similar programs (apples to apples)
- Increased compensation for Lead Instructor

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Date

Instructor Information

Dear Instructor:

Thank you for agreeing to teach the *COURSE*, segment of our *Certificate Program in Financial Planning* to be presented at our LOCATION Campus. Your contract is for 10 weekly sessions beginning DATE and ending DATE. The course will meet from TIME p.m.

Your compensation for presenting these courses will be \$FEE per session to be distributed in two installments. The first installment will be paid during class with the second installment to be paid at the conclusion of the course and upon the submission of your raw score averages.

As always, we reserve the right to cancel the program if we are unable to enroll an adequate number of students. Also, please be aware that all materials are the property of DePaul University and must be returned at the end of class unless other arrangements have been made.

As an adjunct faculty member of DePaul University's Office of Continuing and Professional Education, you are responsible for maintaining the integrity of *the Certificate Program in Financial Planning*, its curriculum and the administration. See the attached job description and responsibilities.

Finally, DePaul reserves the right to replace an instructor when, in its evaluation, that instructor fails to perform at a professional standard. Please sign below if the terms of this agreement are acceptable to you and return one original as soon as possible.

I look forward to your acceptance of this appointment and to working with you.

Sincerely,

Thomas F. Gibbons  
Director

**ABOVE TERMS ACCEPTED BY:**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Instructor Responsibilities

Thank you for agreeing to teach this quarter. I would like to take a moment of your time to clarify your responsibilities as an instructor for DePaul University Continuing and Professional Education.

### **Uniformity-**

The DePaul program tries to provide a consistent quality throughout the various campus locations. In addition, the classes are deliberately scheduled to meet on different nights at different campuses to provide the students the opportunity to make up a class at a different location. Students who make up classes at different locations are instructed to use the attendance sheet provided in their student handbooks. There is no such thing as an excused absence. Either the student attended at a different campus or they missed the class. Attendance sheets and book sign out for week 1 are to be faxed to OCPE (312-362-8764). In order to provide a uniform offering to our students, ALL classes will use a syllabus provided by the OCPE based on the schedule suggested by the College of Financial Planning. Each student will receive points for attendance, quizzes, midterm and final exams.

### **Testing –**

Each course will have a take home midterm and proctored final exam. The tests used last quarter will be provided to you during week one and all instructors will contribute to rewriting these exams. Each course will also have a minimum of five quizzes. The quizzes will be provided by the instructors and/or OCPE. Please note, the quizzes are not to be given take home. Please confer with the other instructors to make sure you have a uniform approach to quizzes and have identified and corrected any questions that need to be changed. The quizzes should be graded and the students receive a score based on their performance. The quizzes will be compiled by the instructors using the College of Financial Planning materials and any additional resources available. All exams and quizzes will be in multiple choice format and should test the topic areas specified in the CFP Board List of 89 topics. Quizzes must be received by the OCPE two days prior to their use in class to allow proof reading and distribution to the suburban locations.

### **Handouts –**

All materials to be distributed to students must be provided to the OCPE at least 48 hours prior to class. This is necessary to comply with the shuttle schedules and to provide to all instructors in a timely manner. It is also necessary to receive prior approval before copying and distributing material to the students. Evaluations from previous quarters have indicated student dissatisfaction regarding lack of proofreading and quality in the materials distributed. In order to proof the materials and be assured that we are in compliance with copyright regulations, materials must be received in this office two days prior to their distribution. Instructors are responsible for making sure the handouts are current and accurate. Instructors are responsible for making any required edits to material and providing them to OCPE in electronic format.

**College of Financial Planning Workbooks—**

There will be a set of the College of Financial Planning Workbooks delivered to your classroom for each registered student the first night of class. Please only provide the books to the registered students that appear on the Roster, and have them sign the book sign out sheet to acknowledge receipt. In the event a student does not appear on the roster, please have them provide phone and email information and also sign for the set of books. The cost of each set of books is \$150.00 and we would like to make sure they are paid for prior to distribution. Thank you for your help in this matter.

**Blackboard**

There are continuing problems with blackboard and its reliability. It will not be used this quarter. The students will receive the powerpoint and any other presentation material on a CD the first night of class. Please ask each student to provide a reliable email address so that they can be notified of room and or schedule changes. Please note, we are trying to reduce the number of copies of materials sent to each class as the copying, distributing and paper costs are rising and enrollments are not.