

# BILLY C. MOORE, PHD., CFP, CTP

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## ADMINISTRATIVE EXPERIENCE:

July 2003 – present     **Dean, College of Business**, Delta State University, Cleveland, Mississippi

### Scope of Responsibilities:

- Oversight of three academic units and two support units
- Manages a \$4.1 million budget
- Serves as a member of Academic Council
- Provide leadership on behalf of teaching, research, and service missions of the College
- Providing infrastructure for continued curriculum improvement and an environment that supports continued personal and professional growth among academic chairs and faculty
- Development and administration of the budget for the College
- Development and enhancement of community partnerships in support of economic and cultural needs of the Delta

### Selected Accomplishments:

- The College of Business has joined the SAP University Alliance.
- Established the Delta Business Health Institute (DBIH) and Debt Education for Business Transformation (DEBTS) with grant funds from Delta Health Alliance (DHA), Small Business Administration (SBA) and United State Department of Agriculture (USDA).
- Implemented merger of academic units (savings - \$183,000); Portion of savings used to increase faculty salaries
- Established College of Business Lecture Series
- Reconstituted and redirected the mission of the College of Business Advisory Council
- Established College of Business Outstanding Business Person of the Year Award
- Revised organizational structure of College of Business Graduate Programs – created position of Coordinator of Graduate Programs
- Created Integrated Master of Business Program (iMBA)
- Established first foundation-sponsored faculty position in College of Business
- Successful reaffirmation of accreditation by Association of Collegiate Business Schools and Programs (ACBSP)
- Renovation of Baioni Conference Center

- Establishment of on-line graduate program in aviation
- Secured approximately \$1.5 million in state appropriated funds for Department of Commercial Aviation
- Expansion of on-line courses
- Establishment of Graduate Faculty Committee, Business Core, and Research Committee within the College
- Initiation of accreditation for Commercial Aviation program
- Installed permanent smart technology in 80% of classrooms in Broom Hall
- Employment of two African-American faculty members, three African-American staff members.
- Development of Gaming Management Degree and Certificate Programs
- Development of International Business and Development Programs
- Reinstated Master of Professional Accountancy Degree
- Reinstated FORBS
- Established Student Resource Center (as part of Computing Across the Curriculum Effort)
- Established Delta Business & Entrepreneurial Forum
- Established International Business Symposium
- Seven faculty members received terminal degrees
- Faculty productivity increased by
- Developed 5-year plan for College of Business
- Faculty revised mission and vision statements of the College
- 200% percent increase in number of grants submitted and funded
- Received \$221,000 in donations for scholarships endowments
- Small Business Development Center had \$3.2 million economic impact on the Delta.
- Drafted new college-wide faculty performance evaluation instrument
- Upgraded Networking Lab for CIS major
- Center for Business & Entrepreneurial Research and Small Business Development Center conducted a Mississippi Delta Workforce Development Training program. This intensive 12-week program was designed to prepare displaced workers to start their own businesses.
- Partnered with Bolivar Community Action Agency and Center for Community & Economic Development to provide year-long training programs to minority entrepreneurs.

July 2007 – February  
2008

**Interim Provost & Vice President for Academic Affairs, Delta State University, Cleveland, Mississippi**

Scope of Responsibilities:

- Development and review of all programs and curricula, assignment and supervision of faculty, and the academic progress of students

- Provision of executive leadership to deans, department chairs, center directors, and faculty
- Administration of the budget for academic affairs
- Preservation of the primacy of the academic function in the total campus enterprise and promotion of academic standards, integrity, and growth
- Development and enhancement of community partnerships in support of economic and cultural needs of the Delta

Selected Accomplishments:

- Enhanced communications through small group meetings between President/Cabinet and DSU Campus
- Expansion of Academic Council to include Dean of Enrollment Management
- Plans for expansion of off campus programs
- Plans for campus-wide grants workshop
- Plans to expand support services for entering students
- Finalization of Ockerbloom Proposal for PER Department

January 1995 –  
July 2003

**Chair, Division of Economics and Finance**, Delta State University,  
Cleveland, Mississippi

Scope of Responsibilities:

- Development and review of all programs and curricula, assignment and supervision of faculty, and the academic progress of students
- Provision of leadership to faculty
- Administration of the budget for the Division

Selected Accomplishments:

- Major review of all majors and curriculum offered in the Division
- Established Certified Financial Planner Program registered with Financial Planning Board in Denver, Colorado
- Establishment of Treasury Management Program registered with Treasury Management Association
- Establishment of Division of Economic and Finance Advisory Council
- Drafted new faculty evaluation instrument
- Development Entrepreneurship tract within General Business major
- Developed International Business Concentration within General Business Major
- Earned Certified Financial Planner (CFP) and Certified Cash Manager (CCM) designations. (2000)
- Successfully completed Investment Training Institute Course (2001)
- Finance major won first place in Mississippi PBL Competition
- 100% percent of students who took licensure examinations were successful
- Students were finalist for the Orrin Swayze Mississippi Banker's

Association Award

- Faculty member earned Certified Insurance Counselor (CIC) designation
- Division, in conjunction with the IHL Board and Mississippi State University, contracted with the Mississippi Department of Economic

and Community Development to prepare a report to the One-Stop Interagency Executive Council

- Faculty member earned certificate after completing Mississippi School of Banking two-year program
- Faculty member successfully completed Investment Training Institute course
- Finance major won Mississippi Young Banker Leadership Scholarship
- Earned Certified Treasury Professional (CTP) designation
- Finance major was the recipient of the 2002 Mississippi Insurance Scholarship

July 2001 –  
July 2003

**Director, College of Business Graduate Programs, Delta State University, Cleveland, Mississippi**

Scope of Responsibilities:

- Development and review of all College of Business graduate programs and curricula
- Graduate admission to COB programs
- Administration of the budget for the Division

Selected Accomplishments:

- Major review of all admission policies
- Expansion of off campus offering
- Increase in graduate enrollment

**Other Positions Held:**

1986 - Present

Delta State University, Cleveland, Mississippi

- Professor of Economics and Finance – (1997- present)
- Associate Professor of Economics and Finance – (1995-1997)
- Assistant Professor of Economics and Finance – (1990-1995)
- Instructor in Economics – (1986-1990)

1980 - Present

Minister, Church of Christ, Ruleville, Mississippi

1975 - 1986

Production Operator, Baxter Travenol, Cleveland, Mississippi

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**EDUCATIONAL BACKGROUND**

<u>College/University</u>	<u>Dates</u>	<u>Degree</u>	<u>Major</u>
University of Mississippi	1995	Ph.D.	Finance
Delta State University	1984	MBA	Business Administration
Delta State University	1981	BS	Biology

**PROFESSIONAL AFFILIATIONS**

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- **Certified Financial Planner** (CFP), License # 065694, Financial Planning Board, Awarded 2000
  - **Certified Treasury Professional, Association for Financial Professionals**, Awarded 2004
  - **Certified Cash Manager** (CCM), Treasury Management Association, Awarded 1998

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#### **PUBLICATIONS: (selected)**

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Eduardo, M., B. Moore and L. Roberts, "Premier Corporation: Cost of Capital for a Closely-Held," *Journal of Finance Case Research*, (Fall 2005)

Eduardo, M., B. Moore and L. Roberts, "Estimating the Cost of Capital for a Closely-Held Firm: A Classroom Exercise Using Real Life Data," *Journal of Business and Behavioral Sciences*, (Fall 2003)

Eduardo, M. and B. Moore, "The Consistency of CRA Ratings Across Rating Classifications and Regulatory Agencies," *Journal of Accounting and Finance Research*, (Spring 2003)

Moore, B. and M. Eduardo, "Defined Contribution Plans in Mississippi: Characteristics and Asset Allocation," *Journal of Interdisciplinary Business Research*, (December 2002)

Moore, B. and M. Eduardo, "Measuring CRA Ratings Effectiveness: A Decomposition Approach," *Journal of Business, Industry, and Economics*, (Winter 2001)

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#### **PRESENTATIONS AT PROFESSIONAL MEETINGS: (selected)**

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"Have Empowerment Zone Incentives Promoted Economic Growth in the Mississippi Delta," Southern Regional Science Association Conference, (March 2007)

"Premier Corporation: Weighted Average Cost of Capital," Best Paper Award Winner, Financial Management Association Conference, (October 2003)

"The Effectiveness of CRA Ratings in Capturing Discrimination in Mortgage Lending: Revisited," Federation of Academic Disciplines, (March 2003)

"Investor Perception of Financial Statement Reliability Following the Enron Collapse," Academy of Business Disciplines, (November 2002)

"A Survey of Retirement Education: Do Businesses Educate their Employees?," Federation of Academic Disciplines, (March 2002)

"Premier Corporation: Estimating the Cost of Capital for a Closely-Held Firm," Southwest Finance Association, (March 2001)

“Intrinsic Values of NASDAQ Companies,” Society of Business, Industry and Economics, (February 2001)

“Dividend Reinvestment Plans” (Discussant), Federation of Business Disciplines Meeting, (March 2001)

“Defined Contribution Plans in Mississippi: A Survey of Financial Education in the Workplace”, Southwest Finance Association, (March 2001)

“Estimating the Cost of Capital: A Classroom Exercise Using An Instructional Game”, Southwest Finance Association, (March 2000)

“Does Ethnicity Matter in Student’s Performance in Introductory Finance Courses?” (Discussant), Southwest Finance Association, (March 2000)

“A Simulation Approach to Measuring CRA Ratings and Effectiveness”, Southwest Finance Association, (March 1999)

“Measuring CRA Ratings and Effectiveness: A Decomposition”, Southwest Finance Association, (March 1998)

“Measuring CRA Ratings and Effectiveness: A Decomposition: Revisited”, Forum on Business Research, (December 1998)

“The Effectiveness of CRA Ratings in Capturing Lending Discrimination: The Case of Different Bank Ownerships”, Southwest Finance Association, (March 1997)

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## **CURRENT RESEARCH**

“Impact of Online Learning on Enrollment,” (forthcoming)

“Preliminary Evidence on the Impact of Change in Policy Relating to Exposure to Financial Accounting on the Performance in the Introductory Finance Course”, (Submitted to the Journal of Business, Industry, and Economics)

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## **ACADEMIC AND PROFESSIONAL DISTINCTIONS AND HONORS**

- Distinguished Case Writing Award – Institute of Finance Case Research
- Outstanding Member of the Month – Mississippi Chapter-Financial Planning Association
- Distinguished Administrator Award Nominee – African-American Administrator of the Year of Mississippi Universities
- Distinguished Service Award – Delta Sigma Theta
  - Bell South Outstanding Faculty Teaching Award – College of Business, Delta State University

- Association for Financial Professionals – University Advisor
- National Assortium for Educational Access Scholarship Recipient
- Outstanding Minority Graduate Student – University of Mississippi
- Outstanding Young Man of America

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### **PROFESSIONAL DEVELOPMENT ACTIVITIES: (selected)**

- CFP License Renewal, 2013
- Blended Learning Course Design, Atlanta, GA, 2013
- Fostering Job Creation Seminar, Jackson, MS, 2011
- Seminar, Association to Advance Collegiate Schools of Business, Tampa, FL, 2011
- Business Accreditation Conference, Accreditation Council for Business Schools and Programs, Chattanooga, TN, 2011
- Student Retention Summit, Jackson, MS, 2011
- 2011 Nonprofit Leaders Conference, Jackson, MS, 2011
- CASE Conference, Fundraising for Deans, Orlando, FL, 2011
- Certificate, Financial Planning “Boot Camp,” 2010
- CFP License Renewal, 2010
- CTP License Renewal, 2010
- Assurances of Learning Seminar – AACSB, 2009
- Item Writer – ETS, 2008
- Millennium Leadership Initiative - AASCU, 2007
- Continuous Improvement Symposium, AACSB, 2007
- Financial Planning Review Course, Zahn, Inc., 2007
- DMP: Management Development Program – Harvard Graduate School of Education, 2006
- Treasury Management Conference, Association of Financial Professionals, 2006, 1998-2004
- Price-Babson Symposium for Entrepreneurship Educators, Arthur M. Blank Center at Babson College, 2005
- Program Evaluator Training, Association of Collegiate Business Schools and Programs, 2006, 1998
- Monthly meetings of Association for Financial Professionals, Mid-South AFP, 1997-present
- Monthly meetings of Financial Planning Association, Mississippi Chapter of FPA, 2001-present
- Outcomes Assessment Seminar, AACSB, 2003
- New Dean Conference, AACSB, 2003
- ETS’s Business Field Test Development Group, 2003
- Series 6 Investment Analysis, BISYS Education Services, 2002
- National Tax Education Program, American Institute of Certified Public Accountants, 2000
- Honor Graduate, Dale Carnegie Course, 1996
- Certificate, AEA Summer Program, Temple University, 1986



## **PROFESSIONAL SERVICE ACTIVITIES: (selected)**

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- Accreditation Site Visit Team, Accreditation Council for Business Schools and Programs, Alabama State University, 2013.
- Accreditation Site Visit Team, Accreditation Council for Business Schools and Programs, Brenau University, 2012.
- School of Religious Studies, Board Member, 2012
- Mississippi State Youth Conference, President, Executive Board, 2012
- Mississippi Council Economic Education, Board Member, 2012
- Mid-Delta Development Council, Executive Board, 2012
- School of Religious Studies, Board Member, 2011
- Mississippi State Youth Conference, President, Executive Board, 2011
- Mississippi Council Economic Education, Board Member, 2011
- Mid-Delta Development Council, Executive Board, 2011
- Accreditation Site Visit Team, Accreditation Council for Business Schools and Programs, AIU, 2011.
- School of Religious Studies, Board Member, 2010
- Mississippi State Youth Conference, Executive Board, 2010
- Community College Curriculum Reviewer, Holmes CC, 2010
- Mississippi Delta Empowerment Zone Alliance, Executive Board, 2010
- Mississippi Council of Economic Education (MCEE), Board Member, 2010
- Elliance Meeting, Memphis, TN, 2010
- Attended the Magellan Coordinators meeting in Koblenz, Germany.
- University Community Relations Committee, 2010
- Accreditation Off-Site Visit Team, Southern Association of Colleges and Schools, 2009.
- Accreditation Site Visit Team, Association of Collegiate Business Schools and Programs, Philander Smith College, 2009.
- Accreditation Site Visit Team, Association of Collegiate Business Schools and Programs, University of New England, 2008.
- Accreditation Site Visit Team, Association of Collegiate Business Schools and Programs, Caldwell College, 2008.
- Accreditation Site Visit Team, Association of Collegiate Business Schools and Programs, Gardner-Webb University, 2005.
- Accreditation Site Visit Team, Association of Collegiate Business Schools and Programs, Lawrence Tech University, 2005.
- Accreditation Site Visit Team, Association of Collegiate Business Schools and Programs, Northeastern State University, 2004.
- Accreditation Site Visit Team, Association of Collegiate Business Schools and Programs, Northwest Missouri State University, 1997.
- Visiting Team, College of Business, Abilene Christian University, 2002