

## VITA

**NAME:** Hal H. Whelply Jr.  
**TELEPHONE:** Office, (949) 854-8002, Ext. 1880  
**E-MAIL:** [Hal.Whelply@cui.edu](mailto:Hal.Whelply@cui.edu)



### **EDUCATION:**

#### Indiana University, Bloomington, Indiana

Degree: Doctor of Education  
Date: August 31, 1978  
Major: Instructional Systems Technology  
Emphasis in Message Design and Production  
Minor: Library Science  
Emphasis in Information Science  
Minor: Educational Inquiry Methodology  
Emphasis in Instructional Development  
Dissertation: *The Effect of Realistic Color on Attention to an Audiovisual Presentation Under Varying Audio Information Loads*

#### University of Nebraska, Lincoln

Graduate work in education (elementary, secondary, and adult) and library science

#### California State University at Long Beach

Degree: Master of Arts in Education  
Date: July 31, 1970  
Major: Instructional Media

#### Concordia Teachers College, Seward, Nebraska

Degree: Bachelor of Science in Education  
Date: June 5, 1965  
Major: English (Speech and Writing)  
Minor: Youth Work

#### San Diego State University, San Diego, California

Undergraduate work credited to bachelor's degree

### **PROFESSIONAL EXPERIENCE**

#### Assistant to the President, Institutional Effectiveness; Accreditation Liaison Officer; Director of Assessment (2002-2007); Professor of Education

Concordia University, Irvine, California. July 1, 2002 to present. Responsible for coordination and direction of accreditation activities, and academic assessment. Assist with facilitation of strategic planning. Coordinate institutional research activities. Serve as thesis and independent study advisor for graduate students in education, and international studies. Lead trainer for Teaching Performance Assessment program, School of Education. Member *ex officio*, Educational Effectiveness Committee.

Vice-President, Information Services, Director of Assessment, and Professor of Education

Concordia University, Irvine, California. July 1, 1996 to June 30, 2002. Responsible for administration of library services, media services, academic and administrative computing, distance education, and academic assessment. Serve as thesis advisor for graduate students in education.

Professor of Education, Director of Assessment (half-time);  
Concordia University System Assessment Liaison (half-time)

Concordia University, Irvine, California; and Concordia University System (CUS), St. Louis, Missouri, respectively. July 1, 1995 to June 30, 1996. At Irvine, administrator for assessment program. For CUS, visited each of ten campuses, and Concordia Theological Seminary, Ft. Wayne, Indiana, as a consultant and presenter on assessment of academic outcomes in higher education.

Professor of Education, Director of Assessment, Director of Student Teaching

Concordia University, Irvine, California. July 1, 1994 to June 30, 1995. Taught graduate course in teaching/learning theory; administrator for assessment program; administrator for student teaching program. Chair, Assessment Committee; Chair, Education Policies Committee.

Professor of Education, Director of Placement, Director of Student Teaching

Christ College Irvine, Irvine, California. July 1, 1992 to June 30, 1994. Taught undergraduate and graduate courses in instructional methodology; administrator for placement program; administrator for student teaching program. Chair, Assessment Committee. Member, Faculty Policies Committee.

Professor of Education, and Director of Student Teaching

Christ College Irvine, Irvine, California. July 1, 1990 to June 30, 1992. Teach courses in instructional methodology, and administer student teaching program. Chair, Assessment Committee. Member, Academic Policies Committee. Chair, Faculty Policies Committee.

Associate Professor of Education, and Director of Student Teaching

Christ College Irvine, Irvine, California. July 1, 1984 to May 17, 1990. Teach courses in educational methodology, and administer student teaching program. Member, Planning Commission, Honorary Awards Committee, and Faculty Welfare Committee.

Founding Principal

Hephatha Lutheran School, Anaheim, California. January 1, 1983 to June 30, 1984. Established a K-8 Lutheran elementary school, including public relations, curriculum development, staffing, day care, parent teacher organization, and leadership for the school board.

Manager of Product Development

Family Films, Panorama City, California. (A division of Concordia Publishing House, St. Louis, Missouri.) September 16, 1981 to December 31, 1982. Coordinated production of 16mm religious films and filmstrips, and advertising materials. Left the employ of Concordia Publishing House due to an undesired transfer to St. Louis to join the Editorial

Division of Concordia Publishing House, necessitated by the movement of the Family Films Division to company headquarters.

Administrator, Fraternal Film Library

Aid Association for Lutherans (now Thrivent Financial for Lutherans), Appleton, Wisconsin. July 1, 1979 to September 15, 1981. Developed an 800-print film library as an educational program resource for over 5,600 AAL branches throughout the United States. Developed ancillary instructional materials.

Assistant Professor of Education, and Director of Audiovisual Services

Concordia Teachers College, Seward, Nebraska. July 1, 1974 to June 30, 1979. Taught graduate and undergraduate courses in media production and utilization. Administered campus-wide audiovisual services, supervising 18 part-time student staff members and a full-time secretary. Produced public relations media for admissions counseling and development departments. Supervised out-of-state student teachers. Secretary, Academic Policies Committee. Chairman, Faculty Instructional Improvement Committee. Member of Graduate Faculty. Tenure granted July 1, 1977. Advancement to rank of Associate Professor of Education was to have become effective July 1, 1979.

Assistant Professor of Education

Concordia Teachers College, Seward, Nebraska. July 1, 1972 to June 30, 1974. Supervised elementary and secondary student teachers in a ten-state area of the Midwestern United States. Edited and produced public relations media for use among 500 teachers in 100 schools cooperating in the student teaching program (newsletter, slide/tape presentations). Faculty sponsor for the college yearbook.

Instructor in English, and Media Specialist

Concordia Secondary Laboratory School, Seward, Nebraska. July 1, 1970 to June 30, 1972. Taught English courses for high school juniors and seniors. Administered 10,000-volume library, and audiovisual services. Faculty sponsor for school newspaper and drama club (director).

Elementary school teacher, and Youth Director

St. John's Lutheran Church and School, Montebello, California. August 1, 1965 to June 30, 1970. Teacher in grades 3 through 8 (grades 3-4, two years; grades 5-6, three years; art, English, U.S. history and boys' physical education in grades 7-8, five years). Directed youth activities and other congregational education programs.

## **CONSULTING**

California Lutheran University, Thousand Oaks, CA. January 15-16, 2007. Consultant on preparation for accreditation review.

Point Loma Nazarene University, San Diego, California. October 22, 2002. Provided brief overview evaluation of efforts to date in establishing an institutional academic assessment program.

Concordia Publishing House and Augsburg Fortress Publishing House, 1993. Consultant to editor and developers of multimedia resource, *Teaching the Faith: Adults*,

Bloomington Hospital, Bloomington, Indiana. May 15 to August 1, 1977. Developed instructional materials for nursing orientation, presurgery patient education, and prenatal education for expectant mothers.

## **MEDIA PRODUCTIONS**

Lutheran Education Association, River Forest, Illinois. Slide/tape and filmstrip, *One Step Farther*, on the Association and its activities; July, 1979.

Concordia Teachers College, Seward, Nebraska. Slide/tape and filmstrip, *The Race of Life*, on Concordia, for student recruitment; also, brochure photography for student recruitment; June, 1979.

Nebraska District of the Lutheran Church—Missouri Synod, Seward, Nebraska. Slide/tape on District Lutheran elementary schools, February, 1976.

## **SPEAKING**

Western Association of Schools and Colleges (WASC) Annual Meeting, San Diego, California, April 13, 2000; “Measuring Learning and Growth on Diversity Issues.”

Western Association of Schools and Colleges (WASC) Annual Meeting, Newport Beach, California, April 15, 1999; “Assessing Student Learning on Diversity Issues.”

Concordia University, River Forest, IL, annual Faculty Retreat, August 14, 1999; “Starting From Scratch: How We Implemented Institutional Learning Goals.”

Western Association of Schools and Colleges (WASC) Annual Meeting, Huntington Beach, California, April 15, 1998; “Work in Progress: Assessment at Concordia University, Irvine.”

Health Sciences Education Task Force, Loma Linda University, Loma Linda, California, February 18, 1997; on assessment of affective values.

Faculty of Lutheran High School of Orange County (California), March 15, 1996; on classroom assessment.

Accreditation teams from various institutions attending workshops presented by the Western Association of Schools and Colleges (WASC) to prepare teams for writing institutional self-study documents; at Mills College, Oakland, California, December 8, 1994; and Chapman University, January 26, 1995; on assessment-based self-study documents.

1974–1991: Speaker on media utilization in Christian education, and instructional strategies, at conferences for lay and professional educators in Kansas, Nebraska, South Dakota, Wisconsin, and California.

## **WRITING**

“Getting Down to Business: Why Assessment is More Important Than Ever for the Concordia University System,” *inFOCUS*, Spring 1998.

“Assessing Spiritual Development of Students in the Concordia University System,” *Lutheran Education*, January–February 1997.

Editor's foreword columns in first three issues of *inFOCUS*, a journal for faculty of Concordia University System; Spring 1996, Fall 1996, and Spring 1997. Founding editor of *inFOCUS*.

*Toward a Culture of Evidence: Assessment in the Concordia University System*, 1995. Editor for the entire publication, and writer of approximately 20% of content in this special report from Concordia University System Strategic Initiative Team 5, of which I was chair.

"Sights & Sounds," previously titled "Using Those Audios & Visuals," a quarterly column on instructional media utilization in Christian education, in *Teachers Interaction*, a magazine for Sunday school teachers in the Lutheran Church–Missouri Synod, November, 1983, to September, 1995.

Four lessons on the Book of Judges, in "Old Testament History," part of the *Faith Alive* series, published by Concordia Publishing House, 1992.

"Teaching with Style," *Teachers Interaction*, March 1991, pp. 6–9.

*The Prime-Time Curriculum: Television and the Lutheran School*. Monograph. Lutheran Education Association, November, 1987.

"New Life in Christ" Sunday school curriculum materials for junior high students, and teachers guide; Summer Quarter, 1987; published by the Board for Parish Education of the Lutheran Church–Missouri Synod, and Concordia Publishing House, St. Louis, Missouri.

"A.C.T.S.: Active Christians Through His Spirit," a high school Bible study course on the book of Acts, Fall, 1985; published by the Board for Parish Education of the Lutheran Church–Missouri Synod, and Concordia Publishing House, St. Louis, Missouri.

"A New Testament Family Album" (a 16-lesson unit) and "God's Math" (a 16-lesson unit) for grade 5; in the *Eternal Word* religion curriculum series for Lutheran elementary schools, 1982; published by the Board for Parish Education of the Lutheran Church—Missouri Synod, and Concordia Publishing House, St. Louis, Missouri.

"God Calls Me To Be In His Family" (a 16-lesson unit for grade 3), in the *Eternal Word* religion curriculum series for Lutheran elementary schools, 1983; published by the Board for Parish Education of the Lutheran Church—Missouri Synod, and Concordia Publishing House, St. Louis, Missouri.

Children's devotions in *My Devotions*, September 1979, May 1980 and April 1982 issues.

Chapter, "How to Use Audiovisuals," in *How To Become a Better Teacher*, Concordia Publishing House, St. Louis, Missouri, 1981.

Editorial, "New Missions for Christian Higher Education," in *Issues . . . In Christian Education*, Concordia Teachers College, Seward, Nebraska, Spring, 1979.

## **OTHER PROFESSIONAL ACTIVITIES**

Accreditation special visit team member for the Western Association of Schools and Colleges (WASC), at Dominican University of California, March 2-4, 2004.

One of 60 participants from teacher education programs across the State in the training, scoring, benchmarking, and standard-setting study conducted by Educational Testing Service under the auspices of the California Commission on Teacher Credentialing; Concord, CA, April 28-May 2, and June 9-14, 2003.

Accreditation visiting team member for the Western Association of Schools and Colleges (WASC), at Fresno Pacific University, Fresno. March 11–13, 2003.

Accreditation visiting team member for the Western Association of Schools and Colleges (WASC), at San Jose Christian College, October 30–November 2, 2001.

Accreditation visiting team member for the Western Association of Schools and Colleges (WASC), at Simpson College, Redding, California, March 14–17, 2000.

Invited participant, faculty consultation on proposed new accreditation standards, Western Association of Schools and Colleges, San Francisco, January 25–26, 1999.

Accreditation visiting team member for the Western Association of Schools and Colleges (WASC), at Patten College, Oakland, California, October 13–16, 1998.

Member, Concordia University System Strategic Initiative Team 300; Fall 1995 to June 1, 1997 (at which time the team was inactivated).

Accreditation visiting team member for the Western Association of Schools and Colleges (WASC), at Southern California College, Costa Mesa, California, October 22–25, 1996.

Moderator for two Internet mailservs: CUS\_ASSESS, for Concordia University System (CUS) assessment committee members and leaders; and CUSTECH, for faculty and staff responsible for educational technology in CUS institutions; 1995 to present.

## **VOLUNTEER WORK**

President, Board of Directors, Fairfield Homeowners Association, Irvine, California, September 2, 1999, to June 5, 2003.

Vice-President, and Treasurer, Board of Directors, Fairfield Homeowners Association, Irvine, California; member of the board from February 27, 1997 to September 2, 1999.

Member, Pacific Southwest District Lay Leadership Training Committee, February 1996 to 2000.

Member, Board for Adult Ministries, Zion Lutheran Church, Anaheim, California, December 1992 to November 1994.

Member, Media Resources Committee, Pacific Southwest District of the Lutheran Church—Missouri Synod, February 1992 to December 1995.

Member, School Committee, Pacific Southwest District of the Lutheran Church—Missouri Synod, February 1991 to present.

Teacher, grades 7-8, Sunday School, Zion Lutheran Church, Anaheim, California, September 1987 to January 1988.

Member, Media Committee, Southern California District of the Lutheran Church—Missouri Synod, 1984 to 1991.

Member, Board of Elders, St. Paul's Lutheran Church, Orange, California, January to May, 1985.

Member, Board of Directors, Lutheran High School of Orange County (California), May 1983 to May 1984.

Vice-president, Media Committee, North Wisconsin District, the Lutheran Church—Missouri Synod, October, 1979 to August, 1981.

Chairman, Board of Christian Education, Good Shepherd Lutheran Church, Appleton, Wisconsin, January to August, 1981.

Teacher, grade 6, Midweek School, Good Shepherd Lutheran Church, Appleton, Wisconsin, September, 1979 to June, 1981.

Member, Board of Elders, St. John Lutheran Church, Seward, Nebraska, January to June, 1979.

Chairman, Media Committee, Nebraska District, the Lutheran Church—Missouri Synod, 1974-1979.

Member, Seward (Nebraska) Jaycees, 1972-1973.

## **PROFESSIONAL MEMBERSHIPS**

American Educational Research Association  
Association for Institutional Research

Academic areas that I have experience, interest, or done research in:

- ✓ Instructional message design
- ✓ Instructional development
- ✓ Assessment and evaluation
- ✓ Accreditation

However, generally my interests are wide-ranging, which is one reason I enjoy MAIS theses.

Recent MAIS topics on which I've advised:

- ✓ *One Nation's Trash, Another Nation's Treasure: A Look at the U.S. China Ferrous Scrap Metal Trade*
- ✓ *An Ethnographic Study of Academic Pressure on Chinese Students*