

**COAPRT VITA**  
**May, 2017**

**1. NAME**     Dr. Kirk B. Sturm

**2. FORMAL EDUCATION**

- |           |   |                        |      |
|-----------|---|------------------------|------|
| a.        | B.S.    Recreation Administration<br>Emphasis: Recreation Administration  | CSU, Sacramento        | 1981 |
| b. M.P.A. | Master of Public Administration<br>Emphasis: Public Administration  | CSU, Northridge        | 1986 |
| c. J.D.   | Doctor of Juris Doctor<br>Emphasis: Law   | Ventura College of Law | 1989 |
| d. Ph.D.  | Education<br>University of California, SB<br>Emphasis: Leadership and Organizations<br>Interdisciplinary Emphasis: Cognitive Science<br>Dissertation Title: How leader behaviors influence task, procedural, and social goals in small group decision making: A mixed methods approach (UMI/ProQuest 3553781) |                        | 2012 |

**3. PROFESSIONAL EXPERIENCE**

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|-------------|--|
| 2002 - Pres | Lecturer, Experience Industry Management Department, California Polytechnic State University, San Luis Obispo                |
| 2014 - Pres | Lecturer, Journalism Department, Public Relations, California Polytechnic State University, San Luis Obispo                  |
| 2013 - Pres | Staff Judge Advocate (Attorney), Youth and Community Programs, California Military Department                                |
| 1990 - Pres | Attorney at Law and Consultant, California State Bar Number 146707   |
| 2011 - 2011 | Deputy Director, Administrative Services Division (Acting; CEA III), State of California, Department of Parks and Recreation |
| 2009 - 2012 | Graduate Teaching Assistant, Gervirtz Graduate School of Education, University of California, Santa Barbara                  |
| 2003 - 2005 | Division Chief, Park Operations Division (CEA II), State of California, Department of Parks and Recreation                   |
| 1998 - 2003 | Director, Hearst Castle State Historic Monument, State of California, Department of Parks and Recreation                     |

**4. PROFESSIONAL SERVICE AND INVOLVEMENT**

**a. Organizations**

*Memberships*

National Guard Association of the United States (Life Member)

State Guard Association of the United States (Life Member)

National Guard Association of California (member)

Peace Officer Research Association of California (member)

Retired Peace Officers Association of California (member)

California State Park Rangers Association (member)

American Radio Relay League (member)

*Offices*

2007 - 2008 President, San Luis Obispo County Emergency Communication Council

2005 - 2007 Board of Directors, San Luis Obispo Emergency Communications Council

2002 - 2007 Board of Directors, Central Coast Natural History Museum, Morro Bay

**b. Workshops and clinics**

2015 Sturm, K. B. (2015). Connecting to Turn Crisis to Opportunity. Presentation, *California Park and Recreation Society*, District 8 Conference. Santa Maria, California

2014 Sturm, K. B. & Eller, D. H. (2014). Leading Small Group Collaboration During Challenging Times. Presentation, *Academy of Leisure Studies for the 2014 Teaching Institute*, Pacific Grove, California

2014 Eller, D. H. & Sturm, K. B. (2014). Innovative Community Engagement: Using Values Driven Public Relations to Achieve Your Goals. Presentation, *Academy of Leisure Studies for the 2014 Teaching Institute*, Pacific Grove, California

2013 Eller, D. H. & Sturm, K. B. (2013). Connecting with your public safety stakeholders: A public relations approach to communications. Presentation, California Parks Conference, Seaside, California

2013 Eller, D. H. & Sturm, K. B. (2013). Leading small groups in times of change. Presentation, California Parks Conference, Seaside, California

**c. Major Speaking Engagements and Presentations**

2014 Eller, D. & Sturm, K. (2014). "Under scrutiny in the public sector: Ethics and public relations." GSTF Journal on Journalism & Mass

Communications 3rd Annual International Conference Presentation,  
Singapore

- 2012 Sturm, K. B. (2012). *Friend raising: Marketing through non-media channels*. Cal Poly State University, San Luis Obispo, CA
- 2012 Sturm, K. B. (2012). *Theory to practice: Leadership*. California State Parks, Sacramento, CA
- 2012 Sturm, K. B. & Eller, D. H. (2012). *Leading the development of key performance indicators in higher education: public relations*. Ashford Publishing Radio, August 8, 2012. Available from <http://www.blogtalkradio.com/ashfordpublishing2/2012/08/08/ashford-publishing-presents-kirk-sturm>
- 2012 Sturm, K. B. (2012). *Interim leadership part II: Initial considerations*. Ashford Publishing Radio, July 11, 2012. Available from <http://www.blogtalkradio.com/ashfordpublishing2/2012/07/11/ashford-publishing-presents-kirk-sturm>
- 2012 Sturm, K. B. (2012). *Interim leadership Part I: Organizational considerations*. Ashford Publishing Radio, June 27, 2012. Available from <http://www.blogtalkradio.com/ashfordpublishing2/2012/06/27/ashford-publishing-presents-kirk-sturm>
- 2012 Sturm, K. B. & Eller, D. H. (2012). *Leadership theory to practice: social media and public relations*. Ashford Publishing Radio, June 20, 2012. Available from <http://www.blogtalkradio.com/ashfordpublishing2/2012/06/20/ashford-publishing-presents-kirk-sturm>
- 2012 Sturm, K. B. (2012). *Leadership for executives: Part II*. Ashford Publishing Radio, June 6, 2012. Available from <http://www.blogtalkradio.com/ashfordpublishing2/2012/06/06/ashford-publishing-presents-kirk-sturm>
- 2012 Sturm, K. B. (2012). *Leadership for executives: Part I*. Ashford Publishing Radio, May 16, 2012. Available from <http://www.blogtalkradio.com/ashfordpublishing2/2012/05/16/ashford-publishing-presents-kirk-sturm>
- 2012 Sturm, K. B. (2012). *How leaders can improve small groups by educating, coaching, and facilitating*. Ashford Publishing Radio, May 02, 2012. Available from <http://www.blogtalkradio.com/ashfordpublishing2/2012/05/02/ashford-publishing-presents-kirk-sturm>
- 2012 Sturm, K. B. (2012). *How leaders can improve task, procedural, and social goals in small groups*. Ashford Publishing Radio, February 22, 2012. Available from <http://www.blogtalkradio.com/ashfordpublishing3/2012/02/22/ashford-publishing-presents-kirk-sturm>

- 2011 Sturm, K. B. (2011). *Theory to practice: Leadership and management a practical approach*. California State Parks, Monterey, CA
- 2010 Sturm, K. B. (2010). *The future of leadership*. California State Parks, Huntington Beach, CA

**d. Academic Honors and Awards**

- 2016 Supporting Women Student Athletes (Basketball)
- 2014 Honorary Member, Rho Phi Lambda

**e. Military Honors and Awards (In Order of Importance)**

- 2014 Medal of Merit, California National Guard
- 2017 California Commendation Medal, California National Guard
- 2014 California Achievement Medal, California National Guard
- 2017 State Service Ribbon, California National Guard
- 2014 Emergency Training, California State Military Reserve
- 2014 Outstanding Service Ribbon, California State Military Reserve
- 2014 Drill Attendance, California State Military Reserve

**f. Professional Honors and Awards**

- 2005 Distinguished Service Award, President, CSU Sacramento
- 2005 Partnership Award, Piedras Blancas Light Station, BLM
- 2000 *TELLY* Award, *Secrets of San Simeon*, Travel Channel
- 1995 Professional Integrity, Drury Award, California State Parks
- 1990 Human Rights Award, California State Park Commission
- 1989 Human Rights Award, Regional Director's Recognition

**5. RESEARCH AND SCHOLARLY ACTIVITIES**

**a. Current Research**

Since earning my PhD in 2012 my research has focused on ethics, leadership, organizations, strategy, and communications. Communications plays a key role in creating outstanding customer experiences and minimizing the negative impacts risk and crisis events have on organizations.

**b. Publications**

- 2017 Sturm, K. B. (*in press*). Creating key messages for cyber risk, crisis, and

recovery communications. In D. Swanson, Ed, *Portal to the Profession, Pillar of the Community: The University Student-Run Communications Agency*.

- 2015 Sturm, K. & Eller, D. (2015). Stakeholder communications by public leaders: Mutual gain or ethical challenge? *GSTF Journal on Media & Communications*, Vol. 2, No.1. DOI: 10.5176/2335-6618\_2.1.33
- 1986 Sturm, K. B. (1986). *Collective bargaining and public employees: A challenge for public administrators*. Master degree thesis, California State University, Northridge (Consortium), CA, USA

### **c. Unpublished Manuscripts**

- 2011 Sturm, K. B. (2011). *How leader behaviors influence task, procedural, and social goals in small group decision making: A pilot study*. Unpublished manuscript, Gervirtz Graduate School of Education, University of California, Santa Barbara, CA, USA
- 2010 Sturm, K. B. (2010). *The Personalization Principle: Do students perform better when multimedia science lessons and test questions are in conversation style?* Unpublished manuscript, Department of Psychology, University of California, Santa Barbara, CA, USA
- 2009 Sturm, K. B. (2009). *Freshman advising programs: An exploratory descriptive case study*. Unpublished manuscript, Gervirtz Graduate School of Education, University of California, Santa Barbara, CA, USA. [With Smith, J.]
- 2009 Sturm, K. B. (2009). *Responding to Mueller's Call for a new agenda in special education: Borrowing from Maruska's 10 Step decision model to improve parent-district satisfaction*. Unpublished manuscript, Gervirtz Graduate School of Education, University of California, Santa Barbara, CA, USA
- 2009 Sturm, K. B. (2009). *Using linguistic strategies to analyze a corpus based meeting to determine if Lambert's Constructivist Leadership Theory creates a shared understanding*. Unpublished manuscript, Department of Linguistics, University of California, Santa Barbara, CA, USA
- 2008 Sturm, K. B. (2008). *A program's quest for department status in higher education: An organizational theory analysis*. Unpublished manuscript, Gervirtz Graduate School of Education, University of California, Santa Barbara, CA, USA. [With Loughman, K. S.]

## **6. INSTITUTION INVOLVEMENTS**

### **a. Teaching**

RPTA 205 Leadership and Facilitation; RPTA 342 (324) Legal Aspects of Recreation, Parks, and Tourism; RPTA 350 Recreation Areas and Facilities Management; RPTA 360 Assessment and Evaluation of Recreation, Parks, and

Tourism; RPTA 370 Experiential Marketing Strategies for Recreation, Parks, and Tourism Services; RPTA 414 Commercial Recreation Enterprise; RPTA 424 Financing Recreation, Parks, and Tourism Services; RPTA 461 Senior Project; RPTA 465 Internship

By Quarter

Courses Taught, by Quarter

Year	Fall	Winter	Spring
2017		RPTA 342 (L) RPTA 424	JOUR 412 RPTA 424
2016	RPTA 342 (L)	RPTA 342 (L) RPTA 370	JOUR 412 RPTA 424
2015	RPTA 342 (L)	RPTA 370 RPTA 424	RPTA 360 (L)
2014	RPTA 343 (L) RPTA 424	JOUR 342 RPTA 360 RPTA 370	RPTA 342 (L) RPTA 465
2013	RPTA 342 (L)	RPTA 342 RPTA 260	RPTA 360 RPTA 461 RPTA 465
2012			RPTA 350 (L)
2011		RPTA 350 (L)	RPTA 342
2010	RPTA 205 (L) RPTA 342	RPTA 342	RPTA 342
2009			RPTA 342
2008	RPTA 342	RPTA 350 (L) RPTA 414	RPTA 342 (L)
2007	RPTA 342 (L)	RPTA 414	
2006	RPTA 350 (L)	RPTA 350 (L) RPTA 414	
2005	RPTA 350 (L)		
2003			RPTA 324

2002

RPTA 324

RPTA 324

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Note: (L) = includes a separate laboratory course

**b. Institution Service**

*University*

- 2017 Member, Interview Committee, International Studies Applicants
- 2016 Member, Interview Committee, International Studies Applicants
- 2015 Member, Interview Committee, International Studies Applicants
- 2010 Committee Member, Mergers and Program Suspension Policy, Academic Senate
- 2009 - 2012 Associate, Center for Teaching and Learning
- 2007 - 2014 Hearing Officer, Student Discipline, **Office of the President**

*College of Agriculture*

- 2016 Dissertation Mentor, faculty member, PhD student
- 2016 Thesis Mentor, Mo T., Master of Agribusiness, Cal Poly, SLO

*Department*

- 2017 Host, Rho Phi Lambda, professional seminar
- 2016 Host, Rho Phi Lambda, professional seminar
- 2015 Host, Rho Phi Lambda, professional seminar
- 2014 Facilitate Strategic Planning with Advisory Council
- 2013 Facilitate Strategic Planning with Advisory Council
- 2007 - 2008 Co-President, Recreation and Parks Tourism Advisory Council
- 2006 - 2007 Member, Recreation, Parks, Tourism Advisory Council

*Journalism Department*

- 2015 Facilitate Faculty Strategic Planning
- 2014 Facilitate Faculty Strategic Planning
- 2013 Facilitate Faculty Strategic Planning

**c. Community Service**

- 2016 Host Family, Sara, Italy
- 2016 Liaison, Giorgio, Italy
- 2016 Liaison, Ottavio, Italy
- 2015 Liaison, Filipppe, Italy
- 2014 Host Family, Bianca, Italy
- 2016 Liaison, Taha, Pakistan
- 2013 Liaison, Soma, Hungary
- 2012 Host Family, Nicolai, Norway
- 2012 Liaison, Adam, Oman
- 2011 Liaison, Nicolai, Norway
- 2010 Host Family, Anna, Germany



2010 Host Family, Paul, Germany

**d. Other Academic Service**

2017 Dissertation Mentor (PhD), Brian K., Higher Education Leadership, University of Nebraska

2015 Dissertation Mentor (EdD), Richard G., Educational Leadership, University of California, Santa Barbara

2014 Dissertation Mentor (EdD), Steve R., Educational Leadership, University of California, Santa Barbara

**7. OTHER INFORMATION**

**a. University Training and Continuing Education**

2016 CSU: Eliminate Campus Sexual Misconduct

2015 CSU: EDU Supervisor: Anti-Harassment, Discrimination, & Retaliation (CA-13-H), CSU Mandatory Course

2015 CSU: Emergency and Disaster Preparedness

2015 CSU: Ergonomics in the Workplace

2015 CSU: Injury and Illness Prevention Program

2014 Creating Legendary Brands, Bryan Eisenberg

2013 Security Awareness Training, Cal Poly State University

2011 The Law, Legal Liability, and Risk Management, a Faculty Training Course, University of Southern Florida

2010 Ethnography and Literacy Colloquium. Brian Street, Fredrick Erickson, and Maria Lucia Castanheira, University of California, Santa Barbara

2010 Multimedia Learning: the science of learning, the science of design, and, implementation strategies, Dr Richard E. Mayer, University of California, Santa Barbara

2010 Educational Leadership, Technology, and the Future, Dr Patrick Faverty, University of California, Santa Barbara

2010 Higher Education Access, Affordability, and Accountability, Dr Patricia Marin, University of California, Santa Barbara

2007 Writing in Generally Every Discipline (WINGED), Center for Teaching and Learning, Cal Poly State University, San Luis Obispo

2006 Dimensions of Learning, Center for Teaching and Learning, Cal Poly State University, San Luis Obispo

2006 Effective Teaching, Center for Teaching and Learning, Cal Poly State University, San Luis Obispo, 2006

**b. Credentials and Licenses**

- 2017 Attorney at Law, California State Bar Number 146707
- 2017 Master Public Information Officer, Federal Emergency Management Agency, Department of Homeland Security, Emmitsburg, MD
- 2016 Public Information Officer Specialist Training Certificate Program, California Governor's Office of Emergency Services
- 2014 Master Military Emergency Management Specialist, California Military Department
- 2014 Senior Military Emergency Management Specialist, California Military Department
- 2013 Basic Military Emergency Management Specialist, California Military Department

**c. Professional Training and Continuing Education**

- 2017 Mandatory Continuing Legal Education, California State Bar
- 2017 Mandatory Legal Training, California Military Department
- 2016 Advanced Crisis Communications (PIO), Federal Emergency Management Agency, San Luis Obispo, CA
- 2016 Basic Crisis Communications (PIO), California Office of Emergency Services, San Luis Obispo
- 2015 Mandatory Legal Training, California Military Department, State of California, March 2015
- 2014 Mandatory Legal Training, California Military Department, State of California, March 2014
- 2013 Altamont Total Customer Experience Summit, San Francisco, CA
- 2012 Developing and Administering Online Surveys, SurveyGizmo, Boulder, CO
- 2006 FAST™ Facilitator, Terrance Metz, MG Rush