

## **William “Bill” Gustafson, Professor, Texas Tech University**

*Panel Discussion: What Are the Educational Priorities for Future Financial Planners?*

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Bill is a faculty member in the Department of Personal Financial Planning and Senior Director of the Center for Financial Responsibility at Texas Tech University. He has been involved with family and personal finance research and education at Texas Tech since 1978. Prior to that time, he was at the University of Alabama for four years with Coach Bear Bryant.

Bill served as Program Director at Texas Tech, one of the original 20 CFP Board registered programs, from its establishment in 1987 until 2001. He has been a member of the Industry/Educator Forum of the International Association for Financial Planning (now Financial Planning Association), the first IBCFP Board (now CFP Board) of Examiners, the first Board of Directors of the Association for Financial Counseling and Planning Education. He currently serves on the Board of Directors for the Academy for Financial Services.

He is a recipient of the Texas Tech President’s Excellence in Teaching Award, the College of Human Sciences Helen Burleson Service Award, and the Department of Personal Financial Planning’s Visionary Award.

Bill teaches classes in cultural and gender issues in personal finance. His research interests include: retirement economics/policy and debt behavior relative to human capital acquisition.