

# Ronna Pennington

Please use Contact Form at [www.ronnepennington.com](http://www.ronnepennington.com)

## Profile

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Creative and passionate educator dedicated to student success through a variety of learning styles and unique activities in the traditional classroom and online. Committed to guiding students to make connections with history while developing communication and writing skills as well.

## Education

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### Master of Liberal Arts SocialSciences-History

Henderson State University, Arkadelphia, AR

### B.A. Mass Media Communications

Henderson State University, Arkadelphia, AR

**Master of Fine Arts**      Expected graduation: May 2020

### Creative Nonfiction

University of Arkansas-Monticello

## Teaching Experience

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### Adjunct Instructor

College of the Ouachitas

8/15 to present

*Quality Matters Teaching Online Certificate*

Classes include history, government, communications, courses in student success for freshmen and non-traditional students as well as Honors College courses. Improved online course to obtain 85% retention/completion above "C."

### Student Adviser/Graduate Assistant

Henderson State University

8/00 to 5/01

Student Adviser: Taught principles of journalism to college newspaper staff, monitored legal questions and issues for student publication, provided advertising sales techniques, taught newsroom professionalism and AP Style.

Graduate Assistant: Assisted students in the Writing Center.

## Teaching Interests

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World, U.S. and state histories, American National Government, Civil Rights, the American Southwest, American/World Literature, Composition, Student Success seminars.

## Professional Experience

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### Distance Education Support Specialist

College of the Ouachitas      Malvern, AR

9/17 to present

Work within the Title III Distance Education program to make student services available to online students; coordinate accessibility committee and training for Read & Write Gold; coordinate promotions, create monthly newsletter

### Freelance Writer & Graphic Designer

7/05 to present

Began part-time in 2005; full-time freelancing in 2007; write web content (quilting, business start-up, how-to articles, education topics, current events), SEO articles, features for regional newspapers; develop logos, ad campaigns and marketing plans and materials for clients, lesson plans and study guides for education company.

Clients have included Malvern Daily Record (Interim Editor), Patterson Federal Credit Union (logo design, special promotions), Yahoo! (former craft contributor), eHow.com (crafts and home decor), Modern Mom (DIY decorating) and Bookrags (study guides and lesson plans); Contributing Editor: *Strange Circus* (middle school fiction based on Arkansas history) w/author Jody Mabry.

### **Editor**

*Malvern Daily Record* Malvern, AR 11/13 to 4/15

Managed editorial staff of four; responsible for planning news content, conducting training seminars, coverage of city and county government meetings, writing editorials and weekly columns for daily newspaper; Duties also include planning, writing and designing special magazine publications and online media content.

### **Media Relations Coordinator**

Henderson State University Arkadelphia, AR 7/05 to 7/06

Coordinated press releases, university communications, weekly faculty/staff newsletter; acted as first contact between university and media outlets; created talking points and briefed HSU personnel before media interviews and events; public relations crisis management.

**For complete list of management experience, please request a full resume.**

## **Presentations**

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### **"The Critical Role of Faculty Development in Online Course Design" February 2019**

Collaborative presentation with Distance Education department and Quality Matters representative to discuss COTO's QM and in-house faculty development for distance education instructors.

### **"Strengthening Our Institution through Online Student Services" October 2018**

Collaborative presentation with the COTO Office of Student Affairs about the Title III grant's focus on accessibility for online students that benefits all students. (Arkansas Community Colleges conference)

### **"First Steps in Title III Grant Implementation: The Quality Matters Teaching Online Certificate Program" October 2017**

Part of a roundtable discussion about COTO's Title III faculty development program that focuses on the Quality Matters Teaching Online Certificate. (Arkansas Community Colleges conference)

### **Oral History Workshops October/November 2016**

Seminars on the how-tos of recording oral histories. Focused on use of simple phone technologies for recording, questions to ask, the national Veterans Project, and the legal forms to include. (Hot Spring County Historical Society)

### **The History of Malvern Newspapers September 2016**

Discussed the history of community newspapers and the cultural differences between news coverage styles over the years. (Malvern Lions Club)

### **The Community Newspaper as a Watch Dog October 2015**

Honors College lecture about the role of a community newspaper, how that role has changed over the years, and trends in journalism. (COTO Honors College)

## **Publications**

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- *Merging Dragons and Leopards: Desegregating the Malvern School District* (book), 2016.
- *New Media for Old Journalists: How to Turn Your Newspaper Experience into an Online Writing Job* (book), 2015.
- Various articles about Hot Spring County history for the Encyclopedia of Arkansas History & Culture Online.
- Pending publication: biographies for a national Women's Suffrage Movement online archive.