# Shannon Kennan

# Vitae and Professional Resume

State College, PA · (p) 814.822.0037 · skennan@psu.edu

## Education

**PhD**
Mass Communications
Pennsylvania State University
Dissertation Research: When morality matters most: Interviewing children at the scene of a school shooting

**Master of Education**
Counseling Psychology
Concentration: College Student Personnel Administration
James Madison University, Harrisonburg, VA
Graduation Date: May 1997

**Bachelor of Arts**
Major: Early Childhood Education
University of Richmond, VA
Graduation Date: May 1990

# PROFESSIONAL EXPERIENCE

**Associate Teaching Professor in Journalism and Media Studies**
**Director of eLearning Initiatives**
College of Communications, Penn State University, State College, PA
01/2011 - present

- Teach one online course per semester (fall, spring, summer)
- Lead planning, coordination and launch of three online Bachelor's programs and one online Master's program
- Lead administrative coordination with World Campus administration, program management and instructional design teams.
- Collaborate with the Associate Dean and department heads on faculty issues related to design and teaching of online courses through the World Campus.
- Support and consult with faculty in the design and structure of instructional solutions for active and collaborative, computer-mediated, and distributed learning.

- Lead online/hybrid/blended course design and implementation projects by collaborating with faculty to assess instructional needs and establish goals and strategies. Work with IT staff to complete the technical aspects of the projects.
- Write a wide variety of communications including, instructional guides, proposals, progress reports, correspondence, grant applications, etc.
- Act as liaison with University committees and task forces.
- Serve as liaison to other university teaching and learning centers on matters concerning pedagogy and instructional issues (e.g. Schreyer's Institute, Teaching & Learning with Technology, etc.)

**World Campus Faculty Development, Graduate Assistant**
Penn State University, State College, PA
8/09 - 05/11

- Instructional Designer & Administrator: OL 2000: Effective Teaching Online (4 sessions/year; 3-week cohort-based, asynchronous learning short course)
- Instructional Designer & Instructor: OL 3000: Just2It: Using Cloud Technologies in the Online Learning Environment (1 session/year; 8-week asynchronous, independent learning short course)
- Instructional Designer: Peer Mentor Program (semester-long, semi-structured program for instructors new to online teaching)
- Research Team Member: Competencies of Online Teaching Success (multi-phase, international survey research to identify and explore competencies)
- Designer and Developer: World Campus Faculty Development Ning Site: http://psuwcfacdev.ning.com/
- Developer: Global Snapshot of Online Learning Ning Site: http://globalsnapshot.ning.com/
- Program Assistant: Online Learning Issues Forum (approximately 4 sessions/year)
- Program Assistant: World Class Connections (approximately 4 sessions/year)

**University Unions, Associate Director**
James Madison University, Harrisonburg, VA
8/02 - 8/08

- Provide leadership and oversight for four functional areas within the UU department: University Information & Marketing, Taylor Down Under, the Welcome Center, and Off Campus Life
- Participate in the overall management of the University Unions as a senior staff member
- Hire, train, supervise and evaluate four full-time staff members
- Oversee and lead the visioning and development of campus-wide online tools & resources
- Post announcements daily to the JMU website
- Develop & coordinate the campus-wide Lost & Found program; online and in-person services
- Coordinate campus-wide communication and information sharing during inclement weather

**College Student Personnel Administration Program Committee**
James Madison University, Harrisonburg, VA
8/00 - 8/08

- Participate in curriculum development and program assessment
- Participate in admissions process and selection
- Serve as advisor for four students per year
- Coordinated development and redesign of program website

**Children's Services of Virginia, In Home Therapist**
5/01 - 8/08

- Provide in-home family therapy sessions 5-15 hours per week
- Increase effective communication, defuse crises, and stabilize the home environment
- Teach behavior management techniques to reduce the risk of out-of-home placement
- Assist the family in the identification and use of community resources

**University Unions, Assistant Director**
James Madison University
9/00 - 8/02

- Coordinate and manage the Welcome Center for the university serving over 60,000 visitors per year
- Participate in the overall management of the University Center as a senior staff member
- Supervise one full-time staff member, one graduate student and 8-10 student employees
- Coordinated campus-wide Information Forum assessing and addressing information and communication issues
- Oversee the departmental marketing initiatives and help shape vision for departmental image and brand in all print, online, and promotional materials

**University Unions, Coordinator for University Information**
James Madison University
8/98 - 9/00

- Developed a Welcome Center for the university serving over 40,000 visitors per year
- Hired, trained, supervised & evaluated one Graduate Assistant and ten Student Employees
- Created a line of fifty informational brochures about university programs and offices
- Coordinated and maintained a campus-wide calendar of events
- Coordinated a comprehensive information network consisting of several information desks, electronic campus-wide tools and resources, and cross-departmental collaborative partnerships

**Dean of Student Affairs Office, Assistant Dean of Student Life and Innovation**
Hampshire College
7/97-7/98

- Participated in the overall management of student affairs as a senior staff member
- Supervised one graduate student and fifteen work study students
- Planned, organized, and managed a Future Search conference
- Designed and coordinated the creation of thirty webpages
- Coordinated a summer International Work program in London
- Coordinated the recruitment and interview process for five professional staff positions

**Classroom Teacher**
Harry E. James Elementary
8/90-8/95

- Planned, prepared, and implemented a full curriculum for second grade students in reading, math, science, social studies, health, writing and English
- Served on the Guidance Committee and Career Day Committee for five years
- Coached the Odyssey of the Mind team for two years

# TEACHING EXPERIENCE

Instructor, PSU 009, First Year Seminar (PSU)
Instructor, Comm 100, Mass Media and Society (PSU)
Developer & Instructor, Comm 409 online, Mass Media Ethics (PSU)
Instructor, Comm 410 online, International Mass Communications (PSU)
Instructor, Comm 405 online, Political Economy of Communications (PSU)
Developer & Instructor, Psych 669: Career Development (JMU)
Instructor, BIS 100: Career Exploration (JMU)
Classroom Teacher, Second Grade, 1990-1995

# RESEARCH

**Issues of Journalism Ethics and Trauma in School Shootings**

I am working toward a normative statement about whether journalists should interview children after school shooting incidents and, if so, how should we adapt journalism training programs to prepare journalists. I am studying this question using trauma as the main theoretical lens, specifically addressing how trauma affects children, how it manifests itself differently depending on individual children's experiences and the potential positive and negative effects of media interviews. The underlying tension is the crux between journalists' need to report stories on deadline and that will get ratings and the need to minimize harm to children.

**Adaptive Teaching Methods & Student Self-Direction**
**Penn State, Kennesaw State University, University of Alabama**

The purpose of this study is to find out whether students who score high on the self-direction in learning scale perceive effective teaching behaviors important for their learning that are different from those who score lower on this scale. Furthermore, this study will compare students'

perceptions of teaching behaviors important for online learning with faculty perceptions of teaching behaviors important for student learning. Results of this study can guide online faculty in adaptive teaching that will positively impact student learning.

**Competencies of Online Teaching Success**
**Penn State University**

The purpose of this study was to develop a reliable and valid instrument to measure self-directedness in learning among college students based on an operationalization of the personal responsibility orientation (PRO) model of self-direction in learning. The resultant 25-item Personal Responsibility Orientation to Self-Direction in Learning Scale (PRO-SDLS) was found to be a highly reliable instrument in the selected sample of graduate and undergraduate education students. Confirmatory factor analysis established that a four latent variable model fit the data. Scores from the PRO-SDLS were significantly related to criterion variables thought to demonstrate self-direction and to a known instrument of self-direction while accounting for additional variance. Recommendations for further research in the ongoing process of scale validation and implications for practice are provided.

# GRANTS

2014, $10,000, Center for Online Innovation in Learning Research Initiation Grant, "Adaptive Teaching Model: How Personality Variables (Self-Efficacy, Initiative, Control and Motivation) Affect Online Students' Perceptions of Effective Online Teaching Behaviors", principle investigator

2012, $15,000, Center for Online Innovation in Learning Research Initiation Grant, "Teaching Behaviors That Enable Online Learner Success", team member

# PUBLICATIONS

Kennan, S., Bigatel, P., Hoewe, J., Stockdale, S. (2017) One Size Doesn't Always Fit All: Modifying teaching behaviors based on levels of student self-directedness in online learning. The Internet and Higher Education (under review).

Kennan, S., Bigatel, P., Stockdale, S., Hoewe, J. (2017) The (lack of) influence of age and class standing on preferred teaching behaviors for online students. Online Learning, 22(1). Retrieved from: https://olj.onlinelearningconsortium.org/index.php/olj/issue/view/57

Ragan, L.C., Bigatel, P.M., Kennan, S., May, J. (2012), From research to practice: Towards the development of an integrated and comprehensive faculty development program. Journal of Asynchronous Learning Networks, 16(5). Retrieved from http://jaln.sloanconsortium.org/index.php/jaln/article/view/305

Bigatel, P. M., Ragan, L. C., Kennan, S., May, J., & Redmond, B. F. (2012). The Identification of Competencies for Online Teaching Success. Journal of Asynchronous Learning Networks,

16(1). Retrieved from http://jaln.sloanconsortium.org/index.php/jaln/article/view/215

Kennan, S. (2010), World of Warcraft and Philosophy: Wrath of the Philosopher King. The Journal of Popular Culture, 43: 898-899. doi: 10.1111/j.1540-5931.2010.00776.x, Journal of Popular Culture

# ACADEMIC PRESENTATIONS

When Morality Matters Most: Interviewing Children at the Scene of a School Shooting. International Society for Traumatic Stress Studies, November 2018 (proposal under review)

What's more important: children's well-being or informing the public? Online News Association, September 2018 (proposal under review)

Proposed Ethical Guidelines for Reporting from the Scene of an Acute Traumatic Event Involving Children, Excellence in Journalism, November 2019 (proposal under review)

The (lack of) influence of age and class standing on preferred teaching behaviors for online students National Communication Association Annual Conference, November 2016

One Size Doesn't Always Fit All: Employing adaptive teaching in online classrooms AACE (Association for the Advancement of Computing in Education)
E-Learn 2015, October 21, 2015. Symposium.

From Research to Practice: The Development of an Integrated Faculty Development Program AACE (Association for the Advancement of Computing in Education)
E-Learn 2012, October 9-12, 2012. Best Practices.

Competencies for Online Teaching Success AACE (Association for the Advancement of Computing in Education)
E-Learn 2010, October 18, 2010. Faculty Development.

Problematizing Video Game Addiction (peer reviewed paper presentation)
PCA/ACA National Conference, April 2011

Toward Defining the Competencies for Online Teaching (Conference Session)
Presenter, Lilly Conference on College and University Teaching, Washington D.C., May 2010

Psychological Aspects of Instructional Technology Modalities (Poster Session)
Presenter, Lilly Conference on College and University Teaching, Washington D.C., May 2010

Faculty Competencies for Online Teaching Success (Poster Session)
Teaching & Learning with Technology Symposium, March 2010

Faculty Competencies for Online Teaching Success (Conference Session)
Maryland Distance Learning Association Annual Conference, March 2010

Social Media and Ethics: Has Facebook Become Ubiquitous in Everyday Life? (Invited Presentation)
Pre-service Teacher Symposium held in conjunction with the PA Association for Supervision and Curriculum Development, November 2009

Issues of Morality in Lifetime's Army Wives (Conference Session)
National Communication Association
Peer Reviewed Paper Panel, Psychoanalytic Division, November 2009

Measuring Faculty Competencies for Online Teaching Success (Conference Session)
Sloan-C International Conference for Online Learning
Peer Reviewed Presentation, October 2009

Disclosure & Debauchery: Employer Perceptions of Facebook Profiles (Conference Session)
Association for Education in Journalism & Mass Communication
Peer Reviewed Paper Panel, Communication Technology Division, August 2009

Disclosure & Debauchery: Employer Perceptions of Facebook Profiles (Poster Session)
Graduate Symposium
Poster Presentation, March 2009

# PROFESSIONAL PRESENTATIONS

- Emerging Classroom Technologies Showcase (workshop), BSBIC Faculty Development In-Service, March 2011
- Hot Button Topics in Online Learning (workshop), World Class Connections, World Campus, Penn State University, December 2010
- Classroom Technologies Showcase: Prezi, Jing and Angel (workshop), College of Communications, Graduate Student Forum, Penn State University, October 2010
- Emerging Classroom Technologies Showcase (workshop), Continuing Education Conference, October 2010Seven Habits of Highly Effective People, 2007
- Meet Joe and Jane Madison, 2007
- Moral Development Theory, 2007
- Covey Seven Habits Trainer Certification, 2006
- Freshman Reading Program, 2001, 2002, 2005, 2006
- Mission, Vision & Values, 2006
- Technology Usage in Service Learning Centers, 2006
- Co-presenter, Difficult Supervision Issues, 2005
- Co-presenter, Women & Mentoring, VSSC & ACPA, 2004 & 2005
- Co-presenter, Effective Communication, 2003
- Fish! Philosophy, 2002

# CERTIFICATIONS

Advanced e-Learning Instructional Design Certificate, 2014

# SERVICE, HONORS & LEADERSHIP

- World Campus Search Committee for the Assistant Director of Faculty Development
- World Campus Faculty Development Advisory Board
- PSU Online Coordinating Council
- PSU Online Subcommittee for Faculty Development
- Comm Executive Committee
- Comm Web Team
- Faculty liaison for the Comm Graduate Forum
- Graduate Student Forum Planning Committee, 2009-2010
- Online Learning Global Snapshot, Planning Committee, 2010
- Golden Key Honor Society, 2009
- Best Paper, Graduate Students in Communication Annual Competition for "Disclosure & Debauchery: Employer Perceptions of Facebook Profiles", 2009
- Winner, Take Control Caption Contest, 2009
- Be the Change, JMU Community Recognition Initiative, 2007
- All Together One JMU Community Award, 2006
- Student Affairs Integrity Award, 2005
- Outstanding New Professional for Four-Year Institutions in Virginia, VASPA, 2000
- Mid Manager's Institute - SACSA/NASPA, 1999
- National Residence Hall Honorary, 1997
- Sallie Mae New Teacher of the Year - Harry E. James Elementary, 1991
- Who's Who In American Colleges and Universities - University of Richmond, 1990

# PROFESSIONAL INVOLVEMENT

**University Committees**

- Member, PSU Online Coordinating Council, 2010-present
- Member, PSU Online Subcommittee for Faculty Development, 2010-present
- Canvas Liaison, PSU Canvas Advisory Committee, 2016-present
- Member, Bellisario College of Communications Executive Committee, 2010-present
- Member, Bellisario College of Communications Diversity & Inclusion Committee, 2016-present
- Member, College of Communications Marketing Team, 2011-2014
- Member, World Campus Search Committee for the Assistant Director of Faculty Development, 2011
- Faculty liaison, Communications Graduate Forum, 2010-2012
- Member, World Campus Faculty Development Advisory Board, 2010-2013
- Chair, University Judicial Council, James Madison University, 1998-2008
- Member, Assistant Director of Orientation Search Committee, 2007
- Member, Assistant Director of Technology in Residence Life Search Committee, 2007
- Member, Madison Family Connection Committee, 2006-2007

- Member, Madison Presidential Commission, 2006
- Member, Director of Judicial Affairs Search Committee, 2006
- Member, Assistant Director of Judicial Affairs Search Committee, 2006
- Member, Student Affairs Web Consultation Committee, 2005-2008
- Member, Presidential Council on Diversity, 2004
- Member, Presidential Commission on Diversity, 2003
- Member, Information Technology Portal Steering Committee, 2005
- Chair, University Unions Celebration Committee, 2004-2005
- Member, Information Technology Program Review, 2004
- Member, Student Affairs Marketing Committee, 2002-2004
- Member, Associate Director of Judicial Affairs Search Committee, 2001
- Chair, University Unions Student Supervisor's Committee, 2001-2003
- Chair, University Information Task Force, 1998-1999
- Member, Madison 250th Birthday Celebration Committee, James Madison University, 2004
- Chair, Professional Development Committee - Hampshire College
- Member, Orientation Steering Committee - Hampshire College


**Professional Service**

- Alternative Spring Break Learning Partner, 1999, 2001, 2003, 2004, 2005, 2006
- From the Desk of Mis*Information, Articles, Student Affairs Newsletter, 2003-present
- Advisor, Student Ambassadors, James Madison University, 1999-2004
- Collegiate Information and Visitor Services Association Executive Board, Regional Director, 2001-2003
- Virginia Association of Student Personnel Administrators Conference Steering Committee, 1999-2001

# DOCTORAL COURSEWORK

- Proseminar in Mass Communications, 2 semesters
- Mass Communications Research - Quantitative Methods
- Mass Communications Research - Qualitative Methods
- Problems in Film and TV
- Psychological Aspects of Communication Technology
- Literary Journalism
- The Videogame Industry: Commerce & Culture (audited)
- Media Effects
- Pedagogy in Communications
- Interpersonal Communication
- Feminist Theory in Research and Scholarship (audited)
- Applied Qualitative Research
- Ethics & Emerging Communications Technology
- Media, Technology & Culture

- Applied Basic Data Analysis
- Qualitative Data Analysis
- Human Behavior and Technology
- Ethics in Videogames
- Abnormal Psychology

# MEMBERSHIP

- Advancement of Computing in Education
- International Society for Traumatic Stress Studies
- Online Learning Consortium
- Association for Education in Journalism and Mass Communication
- National Communication Association
- Popular Culture Association