

Catherine E. Bahn

cbahn1@gmail.com www.catherinebahn.com

EXPERIENCE:

Arkansas State University Department of Communication, Jonesboro, Arkansas

Adjunct Instructor, May 2023 – Present

Program Director for Strategic Communication, Arkansas State Online, August 2019 – May 2023

- Designed, reviewed, and revised curriculum for more than 20 communication courses across graduate and undergraduate programs, complying with Quality Matters (QM) rubric, best-practice pedagogy standards, program objective alignment, and accessibility requirements.
- Collected and analyzed program data to revise curriculum and evaluate the quality of B.S. and M.S. degree programs.
- Recruited, trained, and mentored adjunct faculty for online program needs.
- Oversaw program admissions requirements, coordinated transfer credits, and advised students according to degree requirements.
- Coordinated course schedules for undergraduate, graduate, and certificate programs.
- Led the online M.S. degree launch with a 250% student enrollment increase (2019 to 2023).
- Collaborated with A-State Online services to create recruitment communications in Slate.
- Provided content, reviewed, and edited promotional assets for B.S., M.S., and certificate programs.

Instructor, January 2017 – May 2023

- Taught four courses per semester utilizing Blackboard and Canvas.
- Designed and implemented unique lessons, instructions, and workbooks for face-to-face, hybrid, and accelerated online courses.
- Advised students and served on department assessment and curriculum committees.

Graduate and Research Assistant, January 2016 – December 2016

- Served as research assistant, proofreader, and graphic designer for *The Awareness Myth: From Awareness to Commitment in Public Health Campaigns*, 2016, Rowman & Littlefield.
- Worked as music librarian at Arkansas State University's public radio affiliate, KASU 91.9 FM; voiced on-air sponsorships and managed local music calendar.
- Wrote press releases and social media posts for KASU's *Bluegrass Mondays* concert series.

COURSES DESIGNED, DELIVERED:

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| • Principles of Strategic Communication | • Social Media in Strategic Communication |
| • Media Writing | • Strategic Communication Case Studies |
| • Public Relations Tools & Techniques | • Internship in Strategic Communication |
| • Principles of Advertising | • Organizational Communication |
| • Strategic Writing I | • Seminar in Nonprofit Communication |
| • Strategic Writing II | • Development Communication |
| • Strategic Visual Communication | |
| • Account Planning | |

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PUBLICATIONS:

Hall, H., Hayes, M., Hill, M., & Bahn, C. (2022). Love, Little Rock: A Case Study of "Breaking Up" With Amazon. *Southwestern Mass Communication Journal*, 38(1).

PRESENTATIONS:

A Visual Study of Economic and Cultural Change Along the Eleven Point National Wild and Scenic River. Accepted for presentation at the Ozarks Symposium, September 2024 in West Plains, Missouri. With Myleea Hill. Not presented due to illness.

Framing the Renaming of "Sq___": A Visual and Textual Analysis of Owned Media by the Department of Interior Related to Secretary's Orders 3404 and 3405. A paper presented at Southwest Symposium of AEJMC, October 2023 in Jonesboro, Arkansas. With Myleea Hill. (Top extended abstract award).

@Coping_with_PTSD: A Textual and Visual Analysis of Instagram as Supportive Communication. A paper presented at Southern States Communication Association, April 2018 in Nashville.

Love, Little Rock: A Case Study of One City's "Break Up" with Amazon. A paper presented at Western Social Science Association, April 2018 in San Antonio. With Holly Hall and Myleea Hill.

The Awareness Culture: A Textual and Visual Analysis of Websites of Health-Related Causes and Campaigns. A paper presented at the Western Social Science Association Conference, April 2017 in San Francisco. With Marceline Thompson-Hayes and Myleea Hill.

Social Support on Instagram: A Content Analysis of @coping_with_ptsd. A paper presented at the Western Social Science Association Conference, April 2017 in San Francisco. With Myleea Hill.

#OscarsSoWhite: A Thematic and Visual Analysis of Tweets during Chris Rock's 2016 Academy Award Monologue. A paper presented at the Southern States Communication Association, April 2017 in Greenville.

Rural Communication Systems Theory: Examining the Knowledge Gap Hypothesis in Rural America. A paper accepted Southwest Education Council for Journalism & Mass Communication, November 2016 in West Memphis.

SERVICE:

- Co-Chair, Search Committee for Asst. Professor of Strategic Communication, 2021
- Co-developed concentrations (*Social Media Management*, *Global Strategic Communication*) in online Strategic Communication M.S., 2020-2021
- Developed Nonprofit Communication Certificate; Seminar in Nonprofit Communication course, Department of Communication, 2018
- Department of Communication, Curriculum Committee, 2017 – 2023
- Department of Communication, Awards Committee, 2017 – 2023
- Department of Communication, Assessment Committee, 2017 – 2023

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Consulting or donation of communication services for:

- Lucky Star Farm & Artist in Residency (Rush, AR)
- Heart of Arkansas United Way (Little Rock, AR)
- Saving Nature Now (Yellville, AR)
- Family Promise of Pulaski County (Little Rock, AR)
- St. Mark's Episcopal Church (Jonesboro AR)
- Community Services Center (Jonesboro, AR)
- Freeman Foundation (Helena-West Helena AR)

AWARDS:

Outstanding Thesis Award, 2016, Departments of Media and Communication: *@Coping_With_PTSD: A Textual and Visual Analysis of Instagram as Supportive Communication*

OTHER EMPLOYMENT:

Lucky Star Farm, Rush, Arkansas

Farm Manager, January 2015 – December 2015

- Assisted management of daily farm operations of 200-acre permaculture homestead.
- Supervised volunteers and part-time interns.
- Produced photography and copy for social media, website, and traditional media.

Together for Hope Arkansas, Helena-West Helena, Arkansas

Co-Director, December 2011 – November 2014

Assistant Director, September 2009 – December 2011

- Secured and administered grants for literacy programs, youth programs, and annual summer camp from local, regional, and national foundations.
- Developed and managed evidence-based programming in early childhood literacy and youth development, including tutoring for elementary students, reading support for preschool classrooms, summer programming, and college scholarships for local students.
- Led staff and Board of Directors in raising organization's annual operating budget.
- Directed logistics, trained volunteers, and facilitated events and activities for more than 2,000 volunteers serving more than 44,000 hours.
- Partnered with a diverse portfolio of organizations and individual leaders locally and regionally to implement programs and further the mission of Together for Hope Arkansas.
- Managed budget and led governance related to Board of Directors.
- Led strategic planning process to match organizational priorities, resources, and goals with the needs and assets of the community.
- Created content for social media, e-newsletter, blog, website, annual reports, fundraising campaigns, and collateral materials.
- Managed communication with various community, government, and funder stakeholders.
- Supervised two part-time staff members and more than 10 interns.

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KIPP Delta College Preparatory, Helena-West Helena, Arkansas

Physical Education Teacher, Asst. Girls Basketball Coach, November 2010 – May 2011

Journalism Instructor, September 2009 – May 2010

- Developed journalism curriculum and oversaw production of high school newspaper.
- Created and implemented lessons plans for middle school physical education classes.

Our House Shelter, Little Rock, Arkansas

Community Outreach Coordinator AmeriCorps VISTA, February 2009 – September 2009

- Engaged community groups to support Our House's programs for the working homeless.
- Drafted MOUs for organization partners and assisted with grant-writing process.
- Created content for newsletter, blog, and website.
- Taught blogging and photography courses to resident youth.

Roma Press Agency, Kosice, Slovakia

Reporter/Photographer, August 2008—December 2008

- Worked alongside local journalists to document education stories for online publication.

PROFESSIONAL:

Society of Professional Journalists, Mark of Excellence Judge, 2019-2023

Arkansas Scholastic Press Association, Judge, 2019-2020

Community Development Academy, University of Missouri, Completed September 2011

SKILLS:

Adobe Suite | AP Style | Copy Editing | Google Suite | Grant Writing | Graphic Design | Instructional Design | Microsoft Office Suite | People Management | Program Management | Research Design | Strategic Communication | Social Media Management | Strategic Planning | Visual Communication

EDUCATION:

M.A. Communication Studies, Arkansas State University, December 2016

Thesis: @Coping_With_PTSD: A Textual and Visual Analysis of Instagram as Supportive Communication

B.S. Journalism, Arkansas State University, 2008, University Honors Scholar