

Dr. Rebecca Elliott
4201 Lochmoor Circle
Jonesboro, Arkansas
(Cell) 479-841-9351
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Specialty Areas

Information Technology	Leadership and Ethics	Educational Leadership
Educational Technology	Managerial Leadership	Learning and Leadership
Online/Hybrid Learning	Assessment & Evaluation	Leadership in Higher Education
Instructional Design and Technology	Curriculum Development	Adult Learning
Organizational Development and Change	Managerial Leadership	Corporate Training

Education

University of Memphis, Memphis, TN (1998) – Instructional Design and Technology, Doctor of Education

Arkansas State University, Jonesboro, AR (1977) – Master of Science in Education

Arkansas State University, Jonesboro, AR (1974) – Bachelor of Science in Education

Academic Experience

Northcentral University, 2012-2013, Prescott Valley, AZ

Instructional Design Specialist – Contracted position, Instructional Designer responsible for course development, graduate and doctoral level. Online course development within the following Colleges:

- Business and Technology Management
- Education
- Psychology
- Marriage and Family Therapy

Webster University, 2003-Present, St. Louis, MO

Associate Professor, Adjunct Faculty Online MBA Program.

- Organizational Development and Change
- Managerial Leadership
- Strategic Management

University of Tennessee at Chattanooga, 2008-2012, Chattanooga, TN

Assistant Professor, Learning and Leadership Doctoral Program, School of Education. Taught classes and supervised research at the doctoral level in Learning and Leadership, and the master's levels in Instructional Leadership. The programs are hybrid delivered programs.

Courses taught include:

- Organizational Research
- Learning and Leadership Seminar
- Organizational Theory, Development, Policy and Reform
- Curriculum Implementation, Governance and Assessment
- Educational Technology
- Perspectives on Multiculturalism and Diversity
- Assessment in Professional Organizations

University of Arkansas, Sam M. Walton College of Business, 2006-2008, Fayetteville, AR

Associate Director of Instructional Design charged with assisting content creators in developing educational materials to be delivered both in the classroom and through technology mediated learning environments.

Responsibilities include:

- Conduct needs assessment
- Analyze needs assessment data
- Create learning hierarchy and design
- Manage development of learning and instruction design
- Develop evaluation measure – formative and summative
- Perform as instructional design project management
- Ensure quality management

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Northwest Arkansas Community College, 2003-2006, Bentonville, AR

Corporate and Continuing Education - Program Developer - Business and Industry

Reported to Dean of Corporate and Continuing Education, integral member of a proactive team charged with determining and meeting educational and training needs for the business and industry community and for individuals in the college's service area. Conducted needs analysis, research and client collaboration required of curriculum planning for contract classes for the business and industry sector.

- Creation, assessment and maintenance of relevant, updated course and program curriculum for NW Arkansas' incumbent and emerging workforce
- Creation, assessment and maintenance of relevant, updated course and program curriculum for Corporate and Continuing Education's professional development program
- Research industry clusters and job clusters in NW Arkansas area, and build related curriculum to address training needs in a proactive manner

University of South Florida, Lawton and Rhea Chiles Center, 2003-2005, Tampa, FL

Instructional Designer, Developed the Associate Degree Program, Family Support Worker

University of Memphis, 1998-2003, Memphis, TN

Adjunct Professor, Management and Education Departments. Courses taught include:

- Instruction and Curriculum Leadership
- Managerial Leadership
- Strategic Management
- Instructional Design and Technology

Christian Brothers University, 1999-2000, Memphis, TN

Adjunct Professor, Education Department

Rhodes College, 1992, Memphis, TN

Adjunct Professor, Education Department

Corporate Experience

Executive Learning Strategies, 2002

Founder/President - Instructional Design Consulting Company

Course Design and Training Development Company. Customized courses designed to integrate performance-learning needs with business strategy. Learner-centric approach actively involves the participants in a customized approach to increase retention and energize people to do their jobs in a strategy-supportive manner.

- Soderquist Center for Leadership and Ethics – Leadership, Ethics and Succession Training
- University of Arkansas – Center for Management & Executive Development/Blended Learning
- University Of South Florida – Associate Degree, Workforce Development Program, Lawton and Rhea Chiles Center
- Washington County Assessor's Office – Customer Service Training
- Blatteis Communications and The Blatteis Group - Marketing and training platform for bundling Microsoft's Customer Relationship Management Software, Telephony and Mobile CRM Products

Union Planters Corporation, 2001-2003, Memphis TN

Senior Instructional Designer - Human Resources, Corporate Level Organizational Learning and Development

Union Planters, a \$33.2 billion, multi-state bank holding company. The Corporation was the largest bank holding company headquartered in Tennessee and was one of the 30 largest bank holding companies headquartered in the United States.

- Developed strategies to support corporate learning university under organizational learning and development
- Designed print based and multimedia delivered educational materials
- Senior instructional designer aligned with corporate leadership initiatives
- Project management, Peoplesoft Integration

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iXL Enterprise, Inc., Internet Development, 1999-2001, Memphis, TN

Internet Consultant/Senior Instructional Designer/Information Architect

iXL Enterprises, leading strategic Internet services company that provided Internet strategy consulting and comprehensive Internet-based solutions to Fortune 1000 companies and other corporate users of information technology.

- Project team designing e-commerce and e-learning projects
- Developed content delivery and multimedia production processes in conjunction with multimedia design team
- Led information architect team in developing IT portal for external client – Compaq computers, Houston
- Employed industry standard instructional design principles for web-based delivery – FedEx customer service training
- Project proposals, high/low level documents and project plans
- Developed functional requirement for public launch project, e-learning and e-commerce client projects

New Horizon's Computer Learning Center, 1997-1999, Memphis, TN

Training Manager - New Horizons Computer Learning Centers, Inc.

- Recruited, hired and managed 25 to 30 software application and technical trainers.
- Implemented franchise marketing strategy
- Performance evaluations – 25 to 30 instructors
- Technical and application classroom training procedures

Methodist Health Systems, 1995-1997, Memphis, TN

Senior Training Specialist

Healthcare delivery system based in Memphis, Tennessee, served the communities of Eastern Arkansas, West Tennessee and North Mississippi. Methodist Healthcare operated eight hospitals, several rural health clinics and a home health agency with approximately 10,249 Associates and 1,805 licensed beds.

- Management training
- Total quality management
- New hire orientation
- Annual training needs assessment
- Leadership training

Presentations and Publications

Elliott, R. T., (2010). Examining the relationship between personality characteristics and unethical behaviors resulting in economic crime. *Ethical Human Psychology and Psychiatry*, 12, (3), 269-276.

http://findarticles.com/p/articles/mi_7530/is_201010/ai_n56624689/?tag=content;col1

Weathington, B.L., Brown, T.G., Elliott, R., Cunningham, C.J.L., & O'Leary, B.J. (2010). Understanding organizational deviance: the role of satisfaction, and stress. Poster session presented at the Southeastern Psychological Association Conference, Chattanooga, TN.

Elliott, R., Rausch, D., & Rutledge, V., "An Innovative Cross-Functional and Trans-Disciplinary Doctoral Program". Coalition of Urban and Metropolitan Universities Conference. Fresno, CA. October 24, 2010. Presentation.

Elliott, Rebecca, T., "Examining the relationship between personality traits and unethical decisions resulting in economic crime". River Cities I-O Psychology Conference, Chattanooga, TN. October, 2008. Presentation.

Elliott, Rebecca, T., "Developing an Instructional Design Model for a Hybrid MBA Program", Society for Applied Learning Technology, Interactive Technologies Conference, Reston, VA. August, 2007. Presentation

Elliott, Rebecca, T., "Creating training programs to meet workforce needs". Arkansas Workforce Development Regional Conference, February, 2006. Fayetteville, AR. Presentation.

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Elliott, Rebecca, T., “*Establishing a Feasibility Training Program for minority microentrepreneurs*”. Regional Conference, League of United Latin American Citizens (LULAC). March, 2006. Bentonville, AR. Presentation.

Elliott, Rebecca, T., “*A rapid design strategy targeting course design for business and industry*”. National Council for Continuing Education and Training, National Conference. Jacksonville, FL. October 16, 2005. Presentation.

Elliott, Rebecca, T., “*Training’s return on investment – can it be measured within a college environment.*” National Council for Continuing Education and Training, National Conference. Jacksonville, FL. October 17, 2005. Presentation

Elliott, Rebecca, T. & Bush, F., “*Developing team based program design – sales to implementation*”. National Council for Continuing Education and Training, National Conference. Jacksonville, FL. October 18, 2005. Presentation

Elliott, Rebecca, T., “Online-learning, it’s meaning and benefit for professional trainers”. Memphis Chapter of American society of Training and Development. Memphis, TN, January, 2002. Presentation.

Elliott, Rebecca, T. “Designing web-based training: who are the team members and what are they saying”, American Society of Training and Development, Technology National Conference. Las Vegas, Nevada. February, 2000. Presentation.

Elliott, Rebecca, T. (1998). Using the pretest as a training tool in adult computer education. Dissertation. University of Memphis. Memphis, TN.

Executive Learning Strategies - Programs and Courses Developed

Managerial Masters of Business Administration (MMBA) – Transitioned face to face classroom MBA program to hybrid online/f2f delivery. Program expanded into Global Executive MBA program.

The Maternal and Child Services Workforce Development Program – Created to develop a credit earning certificate program that results in a *Family Health and Support Worker Applied Technical Diploma*. The Lawton and Rhea Chiles Center for Healthy Mothers and Babies in the College of Public Health at the University of South Florida in Tampa, Florida received funding from the U.S. Department of Labor and the Centers for Disease Control and Prevention to develop training for Community Health Workers. *The Maternal and Child Services Workforce Development Program (MCS-WFD)* was created to develop a credit earning certificate program that results in a *Family Health and Support Worker (FHSW) Applied Technical Diploma (ATD)*. The purpose of this training is to increase the competence, job performance, and earning capacity of non-licensed, non-degreed staff that provide services to mothers and their children in public health, child development, and family service programs.

Banking Career Preparation – Series of courses to develop knowledge and practical skills related to basic banking services and intended to provide a focused knowledge of the banking industry.

Feasibility Training Program for Micro-Entrepreneurs – Program was patterned after Kauffman First Step Program. Targeted micro-enterprise individuals who want to start or who are already running micro-businesses – a business that has five or fewer employees and has start-up capital needs of less than \$35,000. Participants develop a feasibility plan for a business concept or existing business, targeting the needs of the growing Hispanic community in Northwest Arkansas.

Excelling in the Workplace – Comprehensive program designed to target basic workforce skills expected in most work environments. Business soft skills delivered in multiple formats and methods. Program consisted of five classes delivered in three different formats.

Leadership in Action – Program targeting tools and strategies needed to cultivate and implement strong managerial leadership skills.

Administrative Assistant Certification Program – Program targeting skills and competencies needed for office support.

Navigating The Transitions – Framework for leader development at each organizational level.

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Management Foundations – A survival skills course offered to new Union Planters Managers as a continuation of leadership coursework supporting the company’s vision and values.

New Hire Orientation – Corporate wide orientation program designed to orient new associates into the system.

Employee Relations Training – Designed for midlevel Human Resource Management to address hiring practices and policies, coaching skills, and compliance with employment laws.

Customer Relationship Management Solution (Metca) – Developed online training and knowledge management systems within the Customer Service division of FedEx.

Business Communication Skills in a Retail Environment – Focused on skills associated with conveying information in the retail environment.

Leveraging Technology in a Retailer Relationship – Designed to assist retailers and retail suppliers improve their understanding and use of technology by focusing on supply chain systems and data linkage.

Multicultural Perspectives in Human Services: Implications for Practice in Maternal and Child Health Services – Course addressed cultural diversity and its implications for effective counseling and human service practice.

Introduction to Human Services for Families and Young Children – Course reviewed history, models of delivery, roles and responsibilities of human services with particular emphasis on the field of maternal and child health.

Microsoft Customer Relationship Manager – Course designed to provide an overview of software to manage, track and measure customer service levels.

Instructional Design Workshop – Instructional Design Workshop introduced formal instructional design process fundamentals and customized procedures.

Products and Services Training – Designed multimedia delivered products and services training. Resource based instructional design.

IT Portal Build for Compaq Computers (iXL project) – Compaq Freeup.com portal build for IT professionals. Documents and online information included: functional requirements, branding stipulations, statement of work, granular task schedule, and content partner worksheet.

Art of Facilitation – Course designed to enhance presentation skills, understand the principles of adult learning, develop presentation tools, and effectively evaluate efforts.

Continuous Improvement Process, New Hire Orientation – Course designed to introduce new associates to quality initiative adopted by Methodist Health Systems.

Professional Affiliations

American Society of Training and Development
International Society for Performance Improvement
Society for Human Resource Management
Association for Educational Communications and Technology
Society for Applied Learning Technologies
Educause

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Former Clients

Business

Tyson
Soderquist Center for Leadership and Ethics
Union Planters Bank
IXL, Internet Development
Compaq Computers
FedEx
AutoZone
International Paper
Methodist Health Systems
New Horizons Computer Learning Center

Academia

University of South Florida
University of Arkansas
Webster University
University of Memphis
Rhodes College
Christian Brothers University
Northwest Arkansas Community
College
Shelby State Community College

Industries

Academia
Finance
Healthcare
Internet Development
Media Development
Retail
Service
Technical Training