

ALLISON PENNINGTON, M.ED., M.P.A.

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Compelling communicator with classroom experience and a policy perspective. I spent the first five years of my career learning how to teach students well. I spent the next five learning how education leaders, funders, and policymakers influence the experiences and outcomes of students and their teachers. Now I intend to use what I've learned to strengthen the K-12 educator pipeline, enhancing teacher recruitment, training, and support to ensure our system cares for the teachers who care for our students.

AREAS OF EXPERTISE

- Written communication
- Interpersonal communication
- Social media and web design
- Public speaking and presentation
- Elementary pedagogy
- Literacy instruction
- Texas legislative process
- Texas education policy, including school finance
- Private philanthropy
- Quantitative methodologies and data analysis
- Project management
- Event logistics

PROFESSIONAL EXPERIENCE

Pennington Writing | Bryan, TX

January 2020 - present

Principal

Provide coaching, editing, and writing services for a range of professional contexts. This is a new venture I launched earlier this year to build a portfolio of freelance work in addition to my primary employment at Greater Texas Foundation (see below). Early contributions include:

- Researched and wrote an analysis of the learning management system (LMS) market for an education consulting firm.
- Revised and expanded website copy for a new audio-visual production company to convey a more polished tone.
- Authored a series of Facebook posts on my personal account to address questions about race and racism in the wake of the shooting of George Floyd. The 9-post series, designed primarily for white, politically conservative members of my network, generated 441 reactions, 191 comments, and 57 shares, as well as positive feedback from several readers who found my explanations helpful.

Greater Texas Foundation | Bryan, TX

March 2017 - present

Programs & Strategy Associate (2018 - present)

Project Associate (2017 - 2018)

Support the Director of Programs & Strategy, who guides the foundation's efforts to improve Texas students' preparation for, access to, persistence in, and completion of postsecondary credentials. Responsibilities include drafting and coordinating external communications, including website, social media, newsletters, press releases, and briefs; apprising the board and staff of legislative and research developments relevant to the foundation's mission; identifying strategy-aligned funding opportunities; and assisting prospective applicants with navigating proposal review. Key contributions related to communications strategy:

- Led the external launch of the foundation's 2020-2024 strategic plan and developed supportive website, social media, and video content, along with a webinar attended by 110 participants.
- Led development of the foundation's annual report, including identifying themes, drafting copy, coordinating and editing guest contributions, and providing guidance to the foundation's marketing firm on graphic design.
- Led the redesign of the foundation's website, including gathering input from staff, building the new structure in WordPress, and revising copy.
- Prepared written testimony for the foundation's CEO when she was invited to speak to the Texas Senate Higher Education Committee regarding transfer policy during the interim session following the 85th legislature.

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Texas A&M Foundation | College Station, TX

June 2016 – February 2017

Research Analyst (2016- 2017)

Identified potential major gift prospects using Internet research and analysis of alumni and donor data stored in the foundation's CRM database. Key contributions:

- Conducted a listening tour across every major fundraising unit to identify ways the research team could partner more effectively with development officers.
- Developed and tested algorithms for identifying major gift prospects.
- Designed a new portfolio review process to assist development officers with prioritizing their outreach efforts.

Richland School District Two | Columbia, SC

August 2011 – May 2014

Metro Nashville Public Schools | Nashville, TN

August 2010 – May 2011

Fourth-Grade Teacher

Taught English language arts, social studies, math, and science to diverse groups of fourth-graders. Key contributions:

- In MNPS, served as the instructor for all the grade level's English learners.
- In Richland Two, served as the writing coach and district writing assessment coordinator for my campus.
- In both districts, initiated partnerships with teachers in other grade levels to develop joint learning opportunities for our students.
- In both districts, provided students opportunities to develop a wide range of skills through authentic, interdisciplinary learning experiences, e.g., researching, planning, and implementing a fundraiser for a nonprofit of students' choice; staging a poetry slam to showcase students' artistic and oral language skills; and researching, budgeting for, and caring for a class pet.

EDUCATION

Master of Public Administration (Policy Analysis/Education Policy)

May 2016

Texas A&M University | College Station, TX

Master of Education (Reading Education)

August 2010

Vanderbilt University | Nashville, TN

Bachelor of Science (Elementary Education)

April 2009

Florida College | Temple Terrace, FL

TECHNICAL PROFICIENCIES

Microsoft Suite · Google Suite · Adobe Suite · Stata
WordPress · Squarespace · Google Analytics
Facebook · Twitter · LinkedIn · Instagram · Buffer

LEADERSHIP AND SERVICE

Community Mentor, Aggie Teacher Education Residency Model

August 2020 – present

Member, Board of Directors, United Way of the Brazos Valley

January 2020 – present

Member, Bryan ISD Superintendent's Advisory Council

November 2019 – present

Member, Leadership Brazos

September 2018 – May 2019

Volunteer Tutor, Bryan ISD

August 2017 – May 2019