**Christopher M. Dayley**

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# EDUCATION

**Ph.D. in Technical Communication and Rhetoric**

Utah State University (Aug 2012 – Dec. 2019)

**M.Ed. in Higher Education Administration**

University of Nevada Las Vegas (Aug. 2007 – Aug. 2009)

**BSW in Social Work**

University of Nevada Las Vegas (Aug. 1998 – Dec. 2006)

# WORK EXPERIENCE

**Assistant Professor** September 2020-Present

Texas State University San Marcos, TX

* Teach a 3/3 course load
* Mentor thesis students
* Lead the MATC program
* Maintain an active research agenda

**Testing Center Manager** June 2016-August 2020

Utah State University Academic and Instructional Services Logan, UT

* Provide management and visionary leadership for a large testing center serving the entire campus community and approximately 30 branch campuses
* Supervise 1-3 full-time staff members and 30-50 student staff members
* Manage annual budget of $300,000-$500,000

**E-Learning Support Coordinator** April 2015- June 2016

Utah State University Academic and Instructional Services Logan, UT

* Collaborate with student service campus partners to develop, implement, and assess programs and services to support E-learner success, retention, and completion
* Develop new and innovative services to support students taking online courses.

**Student Services/Recruitment Coordinator** May 2011-April 2015

Utah State University Regional Campuses and Distance Education Logan, UT

* Lead all student service efforts for distance education students, serving approximately. 12,000 students
* Develop and administer student support programs
* Serve as the Distance Education Liaison on the University Student Services Directors Council
* Oversee the activities of 20+ academic advisors throughout Utah
* Coordinate Regional Campus and Distance Ed. recruitment and retention efforts
* Develop, publish, and track student surveys, and implement improvements based on data
* Create, advise, and coordinate Regional Campus and Distance Ed. Student Government

**Admission Counselor** Aug. 2007-May 2011 UNLV Office of Admissions Las Vegas, Nevada

* Plan and conduct recruitment events, marketing strategies and travel to assigned areas
* Coordinate and facilitate recruitment presentations to prospective students and families
* Evaluate applications and assist prospective students through the application process
* Develop marketing materials (print and electronic) for the university
* Manage a group of student workers focused on using electronic media for recruitment
* Counsel and advise prospective international students
* Develop and implement a recruitment plan for high-achieving students
* Coordinate the University’s Faculty Senate Alternate Admission Committee

# PUBLICATIONS (Independent Anonymous Reviewers)

## Recent Publications:

Dayley, C. (2025). Institutional Marketing and Ethics. In Ross, D. G. (Ed.), *The Routledge handbook of ethics in technical and professional communication* (pp. 271-281). Routledge.

Dayley, C. (2025). Reimagining pedagogical practices for diverse learners in TPC academic programs. In Jones, N.N., Gonzales, L., Haas, A.M., & Williams, M.F. (Eds.), *The Routledge handbook of social justice in technical and professional communication* (pp. 89-101). Routledge.