C H R I S T O P H E R M . D A Y L E Y
886 PECAN POINT · NEW BRAUNFELS, TX, 78130
CHRIS.DAYLEY@TXSTATE.EDU

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.