

# M. Gordon Byrd

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## Education:

### Doctor of Philosophy in Rhetoric, Writing, and Professional Communication from ECU | Current

- Certificates in Professional Communication and Teaching English in the Two-Year College (TETYC)
- Completed course work in Spring 2023

### Master of the Arts of English Education from UNCP | 2016

- Thesis Title: "Assessing Honors Admissions Essays as Predictors of Student Success."
- Courses: TESOL, Teaching Writing and Literature, and Rhetorical Analysis of Contemporary Media

### Bachelor of Arts in English from UNCP | Magna Cum Laude | 2012

- Minors in Writing and Teaching English to Speakers of Other Languages (TESOL)
- Tutored in Writing Center and other subjects, to include Algebra, Literature, Geography, and Physical Science

## Experience:

### Adjunct Instructor | 2018 – Present

- Developed lesson plans and syllabus to tailor the Freshmen Seminar to the Honors Student experience
- Taught effectively in-person and virtually during the Fall 2020 Pandemic-era semester
- Formed lessons and workshops on communications students will draft in college and career
- Created assignments for Resumes and Cover Letters
- Revised and edited students documents and correspondence during and after class
- Delivered instruction in a professional and friendly manner at both RCC and UNCP
- Provided extra office hours to meet in-person or virtually with students

### Creator of International Recruiting Agents Performance Evaluation Project | 2021 – Present

- Started scholarly project to evaluate international student recruiting agents
- Envisioned a method of databasing and analyzing performance through contracts and invoices
- Requested Public Records from Universities across the nation
- Communicated via email and phone to detail contentious requests and argue redactions
- Taught datamining to volunteers and developed a system for collecting information

### University Program Specialist at UNCP | 2019 – Present

- Co-created Enterprise Risk Management for UNCP
- Redeveloped Insurance process from scratch after multiple personnel turnovers
- Teleworked effectively during the COVID-19 Pandemic
- Write, edit, and collaborate on Policies and Regulations for the University
- Research legal questions and advise the General Counsel on matters
- Write, edit, and collaborate on Policies and Regulations for the University
- Ensure website information is accurate and up to date
- Research legal questions and advise the General Counsel of matters
- Write persuasive proposals for property leases, program extensions, and other University needs
- Compose technical documents for deeds, agreements, and resolutions

### Contributing Editor and Freelance Journalist for *Carolina Country Magazine* | 2016 – Present

- Self-starter for articles and making article pitches to editorial team
- Worked under tight deadlines remotely
- Independently wrote various types of articles from feature to vignettes
- Travel to events, disaster areas, and attractions
- Represent the magazine in field research and interviews

- Interviewed mayors, artisans, judges, scientists, and contract crews for stories
- Managed files including various rounds of drafts, charts, and hundreds of photos
- Conducted research on primary sources and developed an expertise on various subjects
- Covered Hurricane Florence's destruction and the recovery efforts by electric companies
- Cold-called people of interest and secured exclusive interviews
- Directed photography and videography for stories
- Collaborated with different editing teams to produce publications

### **Executive Assistant to the Dean of the Maynor Honors College and PURC at UNCP | 2013 – 2019**

- LEAN Centralized Team Leader; planning a centralized student support office to improve retention
- Proofread and edited communication sent from honors college
- Ensure website information is accurate and up-to-date
- Published PURC Symposium Program (2013-2019, 2022)
- Research admission and enrollment trends
- Securely handled minutes and other sensitive documents for Chief of Staff search (2018)
- Assist in recruiting efforts including composing and editing letters to potential students, and meeting with potential students and family to share the benefits of the Honors College experience
- Discretely conducted scheduling and advising on student and staff matters
- Simultaneously work with Pembroke Undergraduate Research and Creativity center, assisting with grant funding, symposium planning, and budgeting.
- Produced three promotional videos to advertise the benefits of the Honors College, Pembroke Undergraduate Research and Creativity (PURC), and the UNC Pembroke campus environment.
- First line of communication to students, public, and campus community.
- Routine duties include: meeting minutes, scheduling classes, maintaining database of student information, admissions, planning campus events, coordinating logistics, and advising students

### **Academic Publications:**

Inbari, Motti., Kirill Bumin, M. Gordon Byrd (2020). Why Do Evangelicals Support Israel? *Politics and Religion*, 1–36.  
Doi:0.1017/S175504831900052X

Byrd, M. G. (2018). The Genre of Scams. *Xchanges*, 12(2), 1–5. Retrieved from <http://www.xchanges.org/the-genre-of-scams-byrd?page=1>

Byrd, M. G., Zhixin Kang (Winter 2017). Predicting Undergraduate Council Funding Decisions Using Linear Discriminant Analysis. *Scholarship and Practice of Undergraduate Research (SPUR)*, 1(2), 52–58.  
doi:10.18833/spur/1/2/5

Byrd, M. G. (2013). Operatic Tolkien: The One Ring to Influence Them All. *ReVisions*, 13(1), 9–11.

Byrd, M. G. (2013). Unity in the Genre, Audience, and Purpose of Parliament of Fowls. *Alpha Chi Alumni Recorder*, 56(2) Fall 2013, 9-17

### **Other Publications:**

Byrd, M.G. (2022, November). Comradery through Competition on the Links. *Carolina Country*. Retrieved from <https://www.carolinacountry.com/issues/2022/departments/feature-story/comradery-through-competition-on-the-links>

Byrd, M.G. (2022, February). The Road to Recovery. *Carolina Country*. Retrieved from <https://www.carolinacountry.com/issues/2022/departments/feature-story/the-road-to-recovery>

Byrd, M.G. (2021, August). Sportfishing with 'Flare'. *Carolina Country*. Retrieved from <https://www.carolinacountry.com/departments/departments/feature-story/sportfishing-with-flare>

Inbari, Motti., Kirill Bumin, M. Gordon Byrd (2021, March). Why Do Evangelicals Support Israel? Retrieved from:

<https://palmbeachdemocracy.org/why-do-evangelicals-support-israel/>

Byrd, M. G. (2020, October). Discerning Details in the Data. *Carolina Country*. Retrieved from <https://www.carolinacountry.com/issues/2020/stories/carolina-people/discerning-details-in-the-data>

Byrd, M. G. (2019, August). Hone Your Storm Smarts. *Carolina Country*. Retrieved from <https://www.carolinacountry.com/issues/2019/departments/feature-story/hone-your-storm-smarts>

Byrd, M. G. (2019, July). Canton: A Reinvented Mill Town. *Carolina Country*. Retrieved from <https://www.carolinacountry.com/issues/2019/adventures/carolina-compass/canton-a-reinvented-mill-town>

Byrd, M. G. (2019, May). House Flipping Pro Tips. *Carolina Country*. Retrieved from <https://www.carolinacountry.com/issues/2019/departments/feature-story/house-flipping-pro-tips>

Byrd, M. G. (2019, May). A Life in Postcards. *Carolina Country*. Retrieved from <https://www.carolinacountry.com/issues/2019/stories/carolina-people/a-life-in-postcards>

Byrd, M. G. (2018, December). An Open Door for Hurricane Victims. *Carolina Country*. Retrieved from <https://www.carolinacountry.com/issues/2018/departments/viewpoints/an-open-door-for-hurricane-victims>

Byrd, M. G. (2018, November). Determination in the Face of Florence. *Carolina Country*. Retrieved from <https://www.carolinacountry.com/issues/2018/stories/determination-in-the-face-of-florence>

Byrd, M. G. (2018, July). Lumbee Homecoming Celebrates 50 Years. *Carolina Country*. Retrieved from <https://www.carolinacountry.com/issues/2018/adventures/carolina-compass/lumbee-homecoming-celebrates-50-years>

Byrd, M. G. (2018, June). Inspired Calling. *Carolina Country*. Retrieved from <https://www.carolinacountry.com/issues/2018/stories/carolina-people/inspired-calling>

Byrd, M. G. (2017, August). Forging Artful Tools from Old Iron. *Carolina Country*. Retrieved from <https://www.carolinacountry.com/issues/2017/departments/feature-story/forging-artful-tools-from-old-iron>

Byrd, M. G. (2017, August). Youth Triathlon Makes Community Health a Priority. *Carolina Country*. Retrieved from <https://www.carolinacountry.com/issues/2017/stories/carolina-people/youth-triathlon-makes-community-health-a-priority>

Byrd, M. G. (2017, May). Building Outside-the-Box. *Carolina Country*. Retrieved from <https://www.carolinacountry.com/issues/2017/stories/carolina-people/building-outside-the-box>

### **Academic Presentations:**

TEDxUNCPembroke (2023)

- “Public Records Request Reveal More Than Public Business”

ARTSM@RSA Preconference (2022)

- “Public Policy, CDC Mandates, and Genre: The Democratization of Expertise” (Virtual Presentation)

Computers & Writing (2022)

- “Conspiracy Theories: Networks of Suspicion and Hoax”

Graduate Research Network (2022)

- “International Recruiting Agent Performance Evaluation Project: A Bricolage”

Conference on College Composition & Communication (2020)

- “NROC: A Writing Instruction Software Antithetical To Inclusivity”
- Presentation Accepted although the 4Cs was canceled due to COVID-19

Southern Regional Honors Council (2016)

- Roundtable Discussion on Admissions Essays and other Criteria Southern Regional Honors Council (2015)
- “Entrance Essays: A Predictor of Honors Student Success?” Council of Writing Program Administrators conference (2013)
- “Thinking Programmatically: Assessing and Sustaining Literacy Partnerships between Universities and Public Schools” Alpha Chi National Honors Society convention (2013)
- “The Literacy Commons: A Memoir”

### **Honors and Awards:**

- Joe DeCook Scholarship (2022)
- 1st place at the NC Religious Studies Association Graduate Essay Contest (2018)
- Honor's List (Fall 2010-Spring 2011)
- Chancellor's List (Fall 2009-Spring 2011)

### **Professional Organizations and Membership:**

- Association for Business Communication (November 2022)
- Graduate Research Network (May 2022)
- Association for Rhetoric of Science, Technology, and Medicine (March 2022)
- Rhetoric Society of America (March 2022)
- Academic Engagement Network (October 2017)
- Alpha Chi Honor Society (Oct 2012)
- Alpha Sigma Lambda, Mu Delta Chapter (April 2011)
- Sigma Tau Delta English Honor Society (April 2011)

### **University Service:**

- Chair for Search Committee for Title IX Case Manager (UNCP)
- Selection Committee for Computers & Writing Conference 2022 (ECU)
- Co-Chair for Braves Kickoff 2021
- Alpha Chi Honors Society Kappa Chapter Co-Sponsor
- Ad Hoc Reviewer for SPUR Journal
- SHRA Grievance Committee (UNCP 2019)
- Conduct Hearing Board Member (2015-2018) UNCP
- Staff Council – UNCP (2016-18 Term)
  - Parliamentarian (2016-2018)
  - Vice Chair (January 2017-June 2017)
  - Acting Chair (June 2017-January 2018)