

# CHRISTOPHER H. YANDLE, PH.D.

1644 Plainsknoll Avenue • Zachary, LA 70791 • 985-373-5845 • [chris@bychrisyandle.com](mailto:chris@bychrisyandle.com)  
[www.bychrisyandle.com](http://www.bychrisyandle.com)

*Dr. Christopher Yandle is an award-winning public relations professional at the K-12, higher education/government policy and collegiate athletics levels, and has served as an adjunct professor for 10-plus years across multiple disciplines.*

## PROFESSIONAL EXPERIENCE

### **Assistant Commissioner for Public Affairs**

Louisiana Board of Regents (Baton Rouge, Louisiana)

March 2021 – Present

- Served as public information officer and official spokesperson for Louisiana Board of Regents
- Developed and executed communications campaigns on higher education initiatives that foster engagement between institutions, students, legislators, and external stakeholders
- Produced award-winning monthly staff internal newsletter
- Produced and edited award-winning monthly podcast hosted by Commissioner of Higher Education who interviewed influential education leaders
- Created branding and style guidelines to help strengthen Regents brand and identity
- Designed and created graphic collateral for agency
- Tracked news content and provided weekly summary to key stakeholders
- Oversaw all social media implementation, outlined digital strategy, and recommended best practices for agency staff

### **Communications Specialist**

St. Tammany Parish Public Schools (Covington, Louisiana)

January 2017 – March 2021

- Created robust and compelling video, graphics, and photos to tell the STPPS story
- Overhauled brand image for more consistent look and voice
- Led award-winning social media strategy development, planning, and execution
- Led social media strategy and content curation during School System crisis communications response to COVID-19 pandemic
- Built social media channels into largest in Louisiana among public school districts
- Recommended strategies to curate district-wide story through lens of students

### **Assistant Athletic Director for Communications and Public Relations**

Georgia Institute of Technology (Atlanta, Georgia)

August 2014 – June 2014

- Member of Athletic Association senior staff
- Athletic Association spokesperson for all matters
- Member of the first strategic planning team for Georgia Tech Athletic Association
- Represented Athletic Association at weekly Institute Communications cabinet meetings
- Served as primary PR contact for 2014 Orange Bowl championship football program
- Served on host committee for the 2015 ACC Swimming & Diving and 2016 NCAA Men's and Women's Swimming & Diving championships

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## **PROFESSIONAL EXPERIENCE (CONT.)**

### **Assistant Athletic Director for Athletic Communications**

University of Miami (Coral Gables, Florida)

August 2013 – August 2014

### **Director of Athletic Communications**

University of Miami (Coral Gables, Florida)

July 2022 – August 2013

- Served as Athletic Department spokesperson for all matters
- Served as primary PR contact for Miami's nationally ranked football program
- Represented Athletics at weekly University Communications cabinet meetings
- Involved in daily briefings during NCAA investigation and subsequent outcome
- Prepared Athletic Department's media response on day NCAA released penalties
- Introduced Communications Standards Handbook for consistent style
- Created social media policy and procedures for student-athletes and coaches
- Oversaw Communications budget, personnel evaluations and hiring
- Strengthened and rebuilt relationships with local and national media

### **Associate Director for Athletic Communications**

Baylor University (Waco, Texas)

September 2010 – July 2012

### **Assistant Director for Athletic Media Relations**

Baylor University (Waco, Texas)

July 2008 – September 2010

- Assisted in highly praised campaign for 2011 Heisman winner Robert Griffin III
- Implemented uniform branding across all official social media platforms
- Coordinated media efforts for "College GameDay" at Baylor in March 2011
- Served as primary PR contact for men's basketball, men's golf, and women's golf
- Initiated efforts to increase daily efficiency, diminishing traditional SID roles

### **Assistant Sports Information Director**

University of Louisiana at Lafayette (Lafayette, Louisiana)

May 2007 – July 2008

- Assisted in design of initial Ragin' Cajuns Athletic Foundation collateral
- Oversaw the design and publication of each media relations publication

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## EDUCATION

### **Doctor of Philosophy, Higher Education Leadership**

Mercer University (Atlanta, Georgia)

December 2019

### **Master of Science, Sport Administration**

Marshall University (Huntington, West Virginia)

May 2007

### **Bachelor of Arts, Public Relations**

University of Louisiana at Lafayette (Lafayette, Louisiana)

December 2004

### **Undergraduate Coursework**

University of Southern Mississippi (Hattiesburg, Mississippi)

2000 – 2002

## TEACHING EXPERIENCE

### **Adjunct Professor, Manship School for Mass Communication**

Louisiana State University (Baton Rouge, Louisiana)

August 2022 – Present

- MC 4002 (Strategies for Public Relations and Social Media)

### **Adjunct Professor, Department of Physical Education, Sport and Human Performance**

Winthrop University (Rock Hill, South Carolina)

August 2017 – Present

- SPMA 355 (Public Relations in Sport Industry) – Online

### **Adjunct Instructor, Department of Kinesiology and Health Studies**

Southeastern Louisiana University (Hammond, Louisiana)

January – December 2019

- KIN 333 (Governance in Sport) – Spring 2019
- KIN 332 (Sport Media) – Fall 2019

### **Adjunct Instructor, School of Communication & Media**

Kennesaw State University (Kennesaw, Georgia)

August 2015 – May 2016

- PR 3375 (Public Relations Writing) – Fall 2015
- COM 2135 (Writing for Public Communication) – Spring 2016

### **Adjunct Instructor, Reed College of Media**

West Virginia University (Morgantown, West Virginia)

Summer 2015

- JRL 432 (Social Media Strategy) – Online

### **Adjunct Instructor, Department of Journalism, Public Relations & New Media**

Baylor University (Waco, Texas)

Fall 2011

- JOU 3372 (Writing for Media Markets)

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## LEADERSHIP ROLES

<b>Chair-Elect, Ethics Committee</b> PRSA Educators Academy	2024
<b>Chair, Sponsorship and Fundraising Committee</b> PRSA Educators Academy	2023
<b>Co-Director of Communications</b> Public Relations Association of Louisiana, Baton Rouge Chapter	2022 – Present
<b>Co-Chair, Executive Committee</b> PRSA Entertainment & Sports Section	2015 – 2016

## CURRENT ORGANIZATIONS AND AFFILIATIONS

Public Relations Society of America (PRSA)	2015 – Present
PRSA Educators Academy	2020 – Present
PRSA New Orleans Chapter	2020 – Present
State Higher Education Executive Officers Association (SHEEO)	2021 – Present
PRSA Baton Rouge Chapter	2022 – Present
Public Relations Association of Louisiana, Baton Rouge Chapter	2022 – Present

## PUBLICATIONS

**Yandle, C. H.** (2020). Understanding the lived academic experiences of NCAA Division I football student-athletes. Eleventh International Conference on Sport & Society, June 2020.

**Yandle, C. H.** (2019). *The lived academic experiences of NCAA Division I FBS and FCS football student-athletes: A phenomenological approach* (Doctoral dissertation). Available from ProQuest Dissertations & Theses Global database. (UMI No. 27544684)

**Yandle, C.** (2018). *Lucky enough: A year of a dad's daily notes of encouragement and life lessons to his daughter*. New York, NY: Page Publishing.

**Yandle, C.** (2018). Is the NCAA – National Cartel Against Academics – running big-time college athletics through modern day prohibition? 11th Annual College Sport Research Institution Conference, April 2018.

Sanderson, J., & **Yandle, C.** (2015). *Developing Successful Social Media Plans in Sport Organizations*. Morgantown WV: FIT Publishing.

Burke, L., **Yandle, C.**, Patton, E., & St. Pierre, J. (2005). College students' satisfaction with their academic experiences. 75th Annual Southern States Communication Association Convention, March 2005.

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## AWARDS

### 2023

#### Fleurish Award

November 2023

PRSA New Orleans Chapter

- Anvil Award (2023 HBCU Day at the Capitol)
- Award of Excellence – Outstanding Print Element (2023 Master Plan Year 4 Update)
- Award of Excellence – Outstanding Print Element (Regents Branding Guide)
- Award of Excellence – Outstanding Media Element (Run. Hide. Fight. Video)
- Award of Merit – Outstanding Social Media (“Louisiana’s Got Talent” Podcast)

#### Notable Document Award for Education

August 2023

Legislative Research Librarians, National Conference of State Legislatures

- 2022 Teacher Recruitment, Recovery, and Retention Task Force Final Report

#### Public Relations Practitioner of the Year

April 2023

Public Relations Association of Louisiana, Baton Rouge Chapter

#### Red Stick Award

April 2023

Public Relations Association of Louisiana, Baton Rouge Chapter

- Best Audio/Visual Communications – “Louisiana’s Got Talent” Podcast
- Best Newsletter – *In the Know* Internal Staff Newsletter
- Best Special Event – 2022 HBCU Day at the Capitol

### 2022

#### Publications and Digital Media Excellence Award

June 2022

National School Public Relations Association

- Merit, Social Media – Posting Positive Vibes, Social Media Strategy
- Merit, Special Purpose Publication – Keeping STPPS Healthy Signage

### 2021

#### Emerging Scholar Award

June 2021

12th International Conference on Sport & Society

### 2020

#### Emerging Scholar Award

June 2020

11th International Conference on Sport & Society

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## AWARDS (CONT.)

### **Publications and Digital Media Excellence Award**

**June 2020**

National School Public Relations Association

- Golden Achievement Award – Securing Our Future Election
- Golden Achievement Award – The Voices of STPPS
- Golden Achievement Award – Leading the Way Theme
- Excellence, Branding Package – STPPS: Leading the Way
- Excellence, Branding Package – Securing Our Future Election
- Merit, Internet Website – Securing Our Future
- Merit, Social Media – #STPPSGrads
- Merit, Social Media – Voices of STPPS
- Honorable Mention, E-Newsletter – External Audience
- Honorable Mention, Finance Publication – Securing Our Future
- Honorable Mention, Social Media – Inside the Classroom
- Honorable Mention, Video Infographic – Securing Our Future

## **2019**

### **Publications and Digital Media Excellence Award**

**June 2019**

National School Public Relations Association

- Excellence, Social Media – We Can Do That! June 2019
- Merit, Branding Package – STPPS: We Will June 2019
- Merit, Social Media – Inside the Classroom June 2019
- Merit, Social Media – #STPPSGrads June 2019
- Honorable Mention, E-Newsletter – External Audience June 2019
- Honorable Mention, Print Infographic – School Fast Facts June 2019
- Honorable Mention, Social Media – Telling the STPPS Story June 2019
- Honorable Mention, Social Media – This is STPPS June 2019

## **2018**

### **Best Use of Social Media (Public Relations)**

**July 2018**

Press Club of New Orleans

### **Publications and Digital Media Excellence Award**

**June 2018**

National School Public Relations Association

- Excellence, Overall Social Media – We Are #STPPSProud June 2018
- Merit, Social Media – #STPPSGrads June 2018
- Honorable Mention, Print Infographic – District Fast Facts June 2018

## **2014**

### **Rising Star Award (University Division)**

**February 2014**

College Sports Information Directors of America