TONIA DAY, M.S.

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EXECUTIVE PROFILE

Accomplished Strategic Communications Leader and former nonprofit Executive with over 15 years of experience architecting institutional communication frameworks, navigating enterprise change management, and directing multi-channel storytelling across higher education, public policy, and national coalitions. Proven advisor to institutional presidents, cabinets, and governing boards; adept at translating complex statutory mandates and academic research into high-impact narratives that drive stakeholder engagement, alumni mentorship, and policy alignment. Expert in designing modern digital newsrooms, media-readiness platforms, and ethical AI-accelerated workflows.

CORE COMPETENCIES

- **Enterprise Communications Architecture:** Digital Newsrooms, Media Experts Platforms, Internal Communications Operating Models.
- **Executive Advisory & Change Management:** Presidential Speechwriting, Cabinet Briefings, Academic & Student Affairs Reorganizations (ISLE), Legislative Compliance Transitions.
- **Policy Translation & Governance:** Multi-State Coalition Messaging, Fiduciary Data Translation, Legislative Fact Sheets (*This Is SLCC*).
- **Stakeholder & Community Engagement:** Social Capital Platforms (*Ask a Bruin*), Hispanic-Serving Institution (HSI) Strategy, Staff Senate Leadership.
- **Digital Platforms & Modern Workflows:** WordPress, SharePoint, Mailchimp, Constant Contact, Asana, Canva, Adobe Creative Cloud, AI Workflow Integration & Content Auditing (CLUE Framework).

PROFESSIONAL EXPERIENCE

Advocates for School Trust Lands | Utah

Chief Executive Officer | 2025 – 2026 *(4 Years Cumulative Service: 2016–2017; 2024–2026)*

- Appointed by the governing board to lead the turnaround of a national 501(c)(3) coalition defending public school trust lands across 20 states, executing a 7-phase revitalization roadmap, overhauling governance, and rebuilding the organization's digital and CRM stack.
- Authored research-driven policy briefs, fiduciary analyses, and state-specific educational toolkits translating complex statutory trust land distributions for state leaders, boards, and educators.
- Restored national grassroots partnerships with state and national PTAs, engaged interstate land agencies, and directed the national conference convening state treasurers and policy leaders.

- Directed the historical rebranding from Children's Land Alliance Serving Schools (CLASS) to Advocates for School Trust Lands (ASTL) during earlier project tenures.

Salt Lake Community College | Utah

Communications Strategist | 2019 – Present

- **Institutional Media Architecture:** Architected and launched the college-wide SLCC Media Experts Program; conducted an institution-wide expertise audit, established the media-readiness governance model, and built the public-facing expert platform integrated into the central Newsroom.
- **Digital Newsroom Transformation:** Led research, editorial governance, and content architecture to launch the SLCC Digital Newsroom, replacing a legacy Blogger site with a publishing engine powering homepage features, institutional digests, and social channels.
- **Enterprise Change Management:** Co-led communications planning, narrative development, and stakeholder roadmaps for major institutional restructurings, including the Student Affairs reorganization (ISLE) and the academic realignment into the Gail Miller Business School.
- **Legislative Compliance & Sensitive Service Transitions:** Co-constructed the multi-channel change communications plan for the statutorily mandated closure of the Gender and Sexuality Student Resource Center (Utah HB 261), authoring dual-audience all-student and all-employee emails for the AVP for Student Success, the official web statement, FAQ architecture, and *SLCC Today* syndication.
- **Internal Communications & Governance Tools:** Operationalized the college-wide internal communications intake workflows and master calendar; developed the proprietary CLUE Content Analysis Tool for web audits and chaired the committee updating the official SLCC AP Style Guide.
- **Executive Advisory & Shared Governance:** Served as strategic speechwriter and communications advisor to college leadership and the President, authoring speeches, talking points, and cabinet briefings; elected Communications Chair for Staff Senate and served on the Campus Safety Roundtable and Emerging HSI Steering Committee.

Center and Main Communications | Utah

Communications Consultant | 2017 – 2019

- Developed integrated content marketing strategies, editorial calendars, and thought-leadership campaigns for education and organizational clients.
- Produced multi-format communications assets, including white papers, case studies, email sequences, and executive presentations.

Children's Land Alliance Serving Schools (CLASS) | Utah

Communications | 2016 – 2017

- Created educational toolkits, stakeholder newsletters, and digital campaign assets supporting organizational outreach and multi-state program adoption.

EDUCATION & PROFESSIONAL CREDENTIALS

- **Master of Science in Strategic Communication** — Westminster University
- **Bachelor of Arts in Psychology, Minor in Spanish** — Utah State University
- **Marketing AI Bootcamp Certificate** — American Marketing Association (2026)
- **Community Engagement Certificate** — Salt Lake Community College (2025)
- **State Risk Management Crisis Communications Workshop** — State of Utah (2023)
- **Graduate, President's Leadership Institute** — Salt Lake Community College