

**Jerry Daday**  
*Curriculum Vitae*

Executive Director  
Center for Innovative Teaching & Learning  
Professor of Sociology  
Western Kentucky University (WKU)  
Bowling Green, KY 42101

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270-745-3197 (Work)

**Education**

Doctor of Philosophy, May 2004  
Department of Sociology, University of New Mexico

Master of Arts, December 1999  
Department of Sociology, University of New Mexico

Bachelor of Arts, May 1997  
Department of Sociology, Bridgewater State University, Massachusetts

**Administrative and Professional Appointments**

July 2013 – Executive Director  
Present Center for Innovative Teaching & Learning, WKU  
(formerly Center for Faculty Development)

The Center for Innovative Teaching & Learning supports the teaching and learning mission of Western Kentucky University. I work with an exceptional team comprised of instructional designers, instructional technologists, and faculty-fellows to collaborate with faculty to design content and courses that promote student engagement and success through active and applied learning opportunities. In addition to general administrative responsibilities, I collaborate with various team members to create, administer, and deliver professional development opportunities for faculty and graduate students through professional learning communities, workshops, seminars, webinars, and single day conferences. We also work several units/centers at WKU to develop, implement, and assess high-impact practices (HIPs) and to ensure these efforts are done with purpose, fidelity and inclusive excellence.

May 2018–  
Present Professor  
Department of Sociology, WKU

May 2013–  
Sept 2016 Director  
Online Learning Research Office (OLRO), WKU

The Online Learning Research Office (OLRO) provided methodological, technical, programmatic, and financial support to faculty conducting research in the areas of online learning and online education. I directed the OLRO in conjunction with CITL/CFD between 2013-2016. In this role I assisted faculty with the development and completion of research projects that (a) assessed learning outcomes within online courses and programs, (b) evaluated the effectiveness of technologies used in online education, (c) measured the impact of online coursework on student retention and degree completion, and (e) designed research projects to compare online, hybrid, and traditional modes of instructional delivery.

May 2010–  
May 2018 Associate Professor  
Department of Sociology, WKU

May 2012–  
July 2013 Director  
Social Science Research Center, WKU

The Social Science Research Center (SSRC) provided an outlet for the conduct of social scientific research, including social surveys, political polls, evaluation research projects, and marketing research projects. Developed simple or sophisticated sampling designs to collect social scientific data using mailed questionnaires, telephone interviews, web-based questionnaires, focus groups, or in-person interviews.

Jan 2008–  
Sept 2011 Director of Graduate Programs  
Department of Sociology, WKU

Aug 2004–  
May 2010 Assistant Professor  
Department of Sociology, WKU

### **Research & Teaching Interests**

Quantitative Methods and Statistics; Scholarship of Teaching and Learning; Criminology; Victimology; Sociological Theory

## Peer-Reviewed Manuscripts

- Zuhadar, L., Daday, J.K., Marklin, S., Kessler, B. & Helbig, T. (2018) Using survival analysis to discover pathways to success in mathematics. *Computers in Human Behavior*.
- Novak, E., Daday, J.K., & McDaniel, K. (2018) Using a mathematical model of motivation, volition, and performance to examine students' e-text learning. *Educational Technology Research and Development*.
- Novak, E., Daday, J.K., & McDaniel, K. (2018) Assessing intrinsic and extraneous cognitive complexity of e-textbook learning. *Interacting with Computers*, 30(2): 150-161.
- Sinkel, D., Khouryieh, J., Daday, J., Stone, M., & Cangliang, S. (2018) Knowledge and implementation of good agricultural practices among small-scale Kentucky fresh produce farmers. *Food Protection Trends*, 38(2), 111-121.
- McDaniel, K. & Daday, J.K. (2018) Do Students enrolled in introductory Biology courses like e-texts? *European Journal of Science and Education*, 6(1), 24-35.
- McDaniel, K. & Daday, J. (2017) An undergraduate anatomy lab revision success story. *HAPS Educator, Journal of the Human Anatomy and Physiology Society*, 22(2), 8-18.
- Edge, A., Henley, M., Daday, J., Schulte, B. (2017) Examining human perception of elephants and large trees for insights into conservation of an African savanna ecosystem. *Human Dimensions of Wildlife*, 22(3), 231-245.
- Zuhadar, L., Carson, B., Daday, J., Thrasher, E., Nasraoui, O. (2016) Computer-assisted learning based on universal design, multimodal presentation and text linkage. *Journal of Knowledge Economy*, 7(2), 375-389.
- Zuhadar, L., Kruk, S.R., Daday, J. (2015) Semantically enriched massive open online courses (MOOCs) platform. *Computers in Human Behavior*, 51, 578-593.
- Moore, M.T. & Daday, J.K. (2010) Barriers to human capital development: case studies in Swaziland, Cameroon, and Kenya, *Africa Education Review*, 7(2), 283-304.
- Daday, J.K., Broidy, L.M., & Crandall, C.S. (2008) Emergency department utilization among victims and offenders involved in non-lethal violence, *Social Science and Medicine*, 66(5), 1197-1203.
- Broidy, L.M., Daday, J.K., Crandall, C.S., Sklar, D.P., & Jost, P.F. (2006) Exploring demographic, structural, and behavioral overlap among homicide offenders and victims, *Homicide Studies*, 10(3), 155-180.
- Daday, J.K., Broidy, L.M., Crandall, C.S., & Sklar, D.P. (2005) Individual, neighborhood, and situational factors associated with violent victimization and offending, *Criminal Justice Studies*, 18(2), 215-235.
- Crandall, C.S., Jost, P.F., Broidy, L.M., Daday, G., & Sklar, D.P. (2004) Previous emergency department use among homicide victims and offenders: a case-control study, *The Annals of Emergency Medicine*, 44(6), 646-655.

Daday, G. & Burris, B. (2001) Technocratic teamwork: mitigating polarization and cultural marginalization in an engineering firm, *Research in the Sociology of Work*, 10, 241-262.

#### **Manuscripts Published in Edited Volumes & Book Reviews**

Jordan, C. & Daday J.K. (2015) Theatre-in-diversion: evaluating an arts-based approach to combating juvenile delinquency, *Theatre Symposium*, 23, 81-94.

*Poetry and Violence: The Ballad Tradition of Mexico's Costa Chica*, published in the journal *International Criminal Justice Review* (2006) 16, pages 233-234.

#### **Research Funding/Grants Awarded**

Co-Principal Investigator. (w/ John Khouryieh as PI). Building Research and Extension Capacity at Food Science Cluster of Western Kentucky University to Control Foodborne Pathogens on Fresh Foods at Kentucky Farmers' Markets. (\$297,278) United States Department of Agriculture. January 2017 to Present.

Co-Principal Investigator. (w/ John Khouryieh as PI). An Integrated Approach to Enhance the Safety of Locally Grown Fresh Produce through Research and Extension. (\$209,928). United States Department of Agriculture. December 2013 to Present.

Principal Investigator. Contract to conduct a telephone survey of residents of Allen County, Kentucky on behalf of the Department of Public Advocacy. (\$5,200) June and July, 2013.

Principal Investigator (w/ Scott Lasley and Joel Turner): Contract to conduct a mail survey for a United States Department of Agriculture sponsored research project (\$56,000). March to December 2013.

Co-Principal Investigator (w/ Leyla Zhuhadar, Tuesdi Helbig, and Bruce Kessler): Examining the Impact of Course Sequencing as Pathways to Success in STEM. (\$16,000). WKU Research and Creative Activity Program (RCAP). January 2014 - June 2015.

Principal Investigator (w/ Carol Jordan). ALIVE Center Community Partnership Incentive Funds, Community Engagement Tract for the Patricia Minton Taylor Theatre in Diversion Program. (\$500). Spring 2015.

Principal Investigator (w/ Carol Jordan). ALIVE Center Community Partnership Incentive Funds, Community Engagement Tract for the Patricia Minton Taylor Theatre in Diversion Program. (\$1,555). Spring 2014.

Co-Principal Investigator (w/ Carol Jordan): ALIVE Center Community Partnership Incentive Funds, Service Learning Track for Theatre in Diversion Program (\$1,000). Spring 2013.

Co-Principal Investigator (w/ Carol Jordan): "Theatre in Diversion" (\$2,800) Provost's Initiatives for Excellence (PIE) Grant, Western Kentucky University. Spring 2012

Principal Investigator. "The Social and Economic Effects of Human Wildlife Conflict in Kasigau, Kenya." (\$6,000) Summer Research Grant, Western Kentucky University. Summer 2008

Principal Investigator. "The Effects of Micro-lending and Human Capital Formation on Extreme Poverty and Institutional Structures in Kasigau, Kenya." (\$6,000) Summer Research Grant, Western Kentucky University. Summer 2007

Co-Principal Investigator (with Dr. Mike Stokes): "Social Responsibility in Science" (\$9,240) Provost's Initiatives for Excellence (PIE) Grant, Western Kentucky University. Summer 2006

Principal Investigator: "A Community Survey of Residents in Kasigau, Kenya" (\$4,000) Junior Faculty Research Development Grant, Western Kentucky University. Summer 2006

Principal Investigator: "Similarities and Differences between Young White and Minority Victims and Offenders in Albuquerque, New Mexico." (\$19,700). Dissertation Grant from the Centers for Disease Control and Prevention (CDC): National Center for Injury Prevention and Control. 2002-2004.

### **Selected Presentations at Professional Meetings**

Novak E, McDaniel K, Daday J. (2016) Using a Mathematical Model of Motivation, Volition, and Performance to Examine Students' E-Text Learning. Association for Educational Communications and Technology Convention

Daday J, Jordan C, Bohlander C. (2015) Theatre-in-Diversion: an Evaluation of an Arts-Based Program for Juvenile Offenders. American Society of Criminology Conference.

Novak E, McDaniel K, Daday J. (2015) Undergraduate biology students' use and attitudes toward digital textbooks. Association for Educational Communications and Technology Convention.

Vincent Z., Khouryieh H., Stone M., Shen S., Willians T., and Daday J. (2015) An Assessment of Food Safety Practices at Farmers' Markets in Kentucky. Institute of Food Technologists Annual Meeting, July 14, Chicago, IL. Book of Abstracts (abs.).

Zuhadar, L., Carson, B., Daday, J., and Nasraoui, O. (2015). A Universal Design Infrastructure for Multimodal Presentation of Materials in Stem Programs: Universal Design, Proceedings of the 24th International Conference on World Wide Web. Florence, Italy: International World Wide Web Conferences Steering Committee, pp. 569-574.

McDaniel K., Daday JK., Patterson T. (2014) Assessing the Impact of E-text, Flipped Classroom and Ipad Usage on an Anatomy and Physiology Course. International Conference of the Online Learning Consortium.

Jordan C, Daday JK. (2014) Theatre in Diversion: An Arts-Based Approach to Combating Juvenile Delinquency. Southeastern Theatre Conference.

Zuhadar, L., Carson, B., and Daday, J. (2014). Moving from Entrenched Structure to a Universal Design, ACM SIGACCESS Proceedings of the 16th international conference on Computers & accessibility (ASSETS)

Kanan J., Daday JK. (2012) A Longitudinal Examination of the Influence of Residential Segregation on Homicide Victimization Rates. American Society of Criminology Conference.

Kanan J, Daday JK, Bronson EF. (2010) The Influence of Media Exposure on Fear of Crime in 17 African Countries. American Society of Criminology Conference.

Lee, Y and Daday, JK. (2009) The Influence of Perceived Police Effectiveness & Ecological Factors on Fear of Crime in South Korea. American Society of Criminology Conference.

Daday JK, Smith DC, Stokes MK, Kimwele C. (2009) The Influence of Community Interactional Capacity on Human-Wildlife Conflict Mitigation Strategies in Southeastern Kenya. Southern Sociological Society Conference.

Caldwell M and Daday JK. (2009) Examination of the Factors Influencing Fear of Crime in Kenya. Southern Sociological Society Conference.

Costello K and Daday JK. (2009) The Conceptualization of Genocide in the International Media: A Case Study of Darfur. American Society of Criminology Conference.

Moore MD and Daday JK. (Mar 2008) Barriers to Human Capital Formation in Swaziland, Cameroon, and Kenya. Midwest Sociological Society Conference.

Daday JK and Broidy LM (2006). Neoliberal Economic Reforms and Homicide Rates in Latin America: An Institutional-Anomie Approach. Latin American Studies Association Conference.

Daday JK. (2005) Institutional-Anomie, Neoliberal Economic Reforms, and Homicide Rates in Latin America. American Society of Criminology Conference.

Daday JK, Broidy LM, and Crandall CS. (2003) Victim/Offender Relationships at the Ecological and Individual Level. American Society of Criminology Conference.

Crandall CS, Jost PF, Sklar DP, Broidy LM, and Daday JK. (2003) About to Get Killed: Increasing Use of the Emergency Department among Homicide Victims and Perpetrators. American Public Health Association Conference.

Broidy LM, Daday JK, Crandall CS, Jost PF, and Sklar DP. (2002) Risky Lifestyles: Emergency Department Utilization among a Cohort of Homicide Arrestees and Victims. American Society of Criminology Conference.

Broidy LM, Daday JK, and Steele P. (2002) Concentrated Events and Mobile Populations: The Spatial Distribution of Homicide Events, Offenders, and Victims. American Society of Criminology Conference.

Daday GK and Burris BB (2002) The Effects of Teaming-Structures on Race, Ethnicity, and Gender Differences in a High-Tech Corporation: A Case Study. American Sociological Association Conference.

Daday GK and Burris BB. (2000) Technocracy and Teamwork in a High-Tech Corporation. American Sociological Association Conference.

### Courses Taught

Socl 100: Introductory Sociology

Socl 240: Social Problems

Socl 302: Strategies of Social Research

Socl 304: Sociological Theory

Crim 330: Criminology

Socl 372: Human Wildlife Conflict

Socl 408: Survey Applications

Socl 435: Family Violence

Crim 438: Victimology

Socl 450: Occupations and Professions

Socl 513: Quantitative Research Methods

Socl 515: Advanced Data Analysis

Crim 537: Comparative Criminology

Crim 538: Victimology

Crim 547: Life-Course Criminology

Socl 571: Work and Occupations

### Graduate Students Mentored (as chair of MA Thesis)

Byrd, Angela (2013): *An Empirical Test of Talcott Parson's Theory of the Sick Role.*

Celik, Elcin. (2012) *Bosnian Refugees in Bowling Green, Kentucky: Refugee Resettlement and Community Based Research.*

Costello, Kayla. (2009) *The Conceptualization of Genocide in the International Media: A Case Study of Darfur.*

Falcetto, Andrea. (2012) *Perceptions of Conservation and Ecotourism in the Taita-Taveta District, Kenya.*

Gerber, Kelsii. (2012) *A Multilevel Examination of Influenza Vaccination Disparities from the 2009 Behavioral Risk Factor Surveillance System.*

Lovitt, Brent. (2007) *Social Capital and Homicide in Chicago using data from the Project of Human Development in Chicago Neighborhoods*

Moore, Matthew. (2007) *The Effects of Education on Human Development Indicators in Cameroon, Kenya, and Swaziland*

Newton, Magan. (2009) *The Effects of Inequality on Cross-National Rates of Terrorist Incidents.*

Schartung, Jessica. (2015) *The Effects of Negative Labeling on Educational Attainment.*

Schrock, Amanda. (2007) *Principle of Homophily in On-line Personal Advertisements (*

Walker, Sharon. (2008) *The Influence of Race on Juvenile Sentencing Outcomes.*

### **Undergraduate Students Mentored (as undergraduate thesis chairs or committee members)**

Allison Harnish (2006): *Ecotourism and the Bushmeat Trade in Kasigau, Kenya*

Adam Edge. (2014): *Examining Human Perception of Elephants and Large Trees for Insights into Conservation of an African Savanna Ecosystem*

Minh Dao. (2014): *A Case Study of Internationalization at WKU*

Rebecca Garrison (2015): *The Effects of New E-Materials on Teaching and Learning*

### **Recent Service Activity**

Co-chair of University Strategic Planning Working Group on Student Success and Experience (September 2017-present)

Co-Chair of Taskforce on High Impact Practices, Student Success and Retention (Fall 2016 to Summer 2017)

Chair, Sociology Department Assessment Committee (March 2016 to present)

Co-facilitator of the Patricia Minton Taylor Theatre in Diversion Program in Warren County, Kentucky in association with the Commonwealth of Kentucky's Administrative Office of the Courts (Spring 2012 – Spring 2017)

High Impact Practices in the States Conference Planning Committee (Spring 2016 to the present)

Chair of University First Year Experience Steering Committee (September 2017 to present)

Evidence and Argument (QEP) Assessment Team Member (Summer 2016 & Summer 2017)

Representing Potter College as at large member of the University Senate (academic years 2017-2018; 2016-2017; 2011-2012, 2007-2008, and 2006-2007)

Chair of WKU Colonnade General Education Curriculum Committee (2017-2018 academic year)

Center for Citizenship and Social Justice Advisory Committee Member (August 2016 to August 2017)

Member of University Disciplinary Committee (UDC) (August 2017 to present)

International Year of Bosnia-Herzegovina Program Planning Committee (March 2016 to the present)

Co-Facilitator/Leader Zuheir Sofia Endowed International Faculty Seminar (ZSEIFS) to Bosnia-Herzegovina (January 2016 to June 2017)

## **Awards**

University Professional and Continuing Education Association (UPCEA) National Research and Scholarship Award (Spring 2017)

Awarded Office of Sponsored Program Award, "Most Prolific Proposer of the College (Potter College of Arts and Letter)" in 2013.

Faculty Member Continuing Education Award, South Region of the University Professional and Continuing Education Association (Fall 2012)

Recipient of the Potter College of Arts and Letters Research/Creativity Award (2008-2009 academic year)

Nominated for WKU Faculty Excellence in Teaching Award (Spring 2008)

Recipient of the University of New Mexico, College of Arts and Sciences' Gunter Starkey Teaching Excellence Award, 2002-2003 Academic Year