

Alumni Spotlight

Logan Kay

Communication, Film Production, and Radio Production, 2018



Logan grew up in the heart of Thermopolis, Wyoming—a small town where everyone knows each other, nestled among stunning natural landscapes. With both parents working as teachers in the local school district, he and his younger brother were immersed in a community that valued education. Logan spent his free time hiking the scenic trails around his hometown, reading about all sorts of topics, and playing guitar to unwind. Yet if he had to pick his “special interest,” it would undoubtedly be rhetoric. He’s endlessly fascinated by the art of persuasion, communication, and analyzing how words shape the world.

Logan’s journey in higher education began close to home. Drawn to Central Wyoming College (CWC) because of its convenient 45-minute drive from Thermopolis, he appreciated the balance of independence with the option to visit family on weekends. He pursued not one but three degrees—Communication, Film Production, and Radio Production—and graduated in May 2018. Although initially inspired to pursue radio broadcasting, his interests soon expanded. With the encouragement of one of his instructors, Maygen Cassity, Logan continued his studies at Idaho State University, where he earned his undergraduate and master’s degrees in Rhetoric and Media Affairs.

Today, Logan applies his love of communication and media at the National Outdoor Leadership School (NOLS), where he serves as the CRM and Senior Sales Manager. His role allows him to blend his technical skills with a passion for the outdoors, as he leads a team focused on promoting the transformative NOLS experience to students across the globe. In addition to overseeing sales, Logan uses his knack for problem-solving to automate processes, saving the school both time and money.

Reflecting on his time at CWC, Logan says that the student culture was a unique and supportive experience. “Small, but mighty!” he describes, recalling his three years living on campus. From engaging activities and supportive RAs to sports events that rallied everyone together, CWC had an energy that kept students connected and inspired. He also admired the interdisciplinary approach of his education; studying radio required taking some communication and film classes, which opened up new academic interests and possible career paths.

For Logan, CWC wasn’t just a stepping stone—it was an essential part of his journey. “The quality of education is just as strong as any large college or university,” he says. The faculty, staff, coaches, and students create an environment that’s truly the lifeblood of higher education in central Wyoming. For anyone considering their next step, CWC is a great place to start, continue, or even finish the adventure.