

# Rigo Gutierrez (he/him/his)

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## Education

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**Texas State University**, San Marcos, TX **May 2015**  
Master of Education in Student Affairs in Higher Education

**The University of Texas – Pan American**, Edinburg, TX **May 2013**  
Bachelor of Arts in Communication Studies  
Minor in Human Resource Management

## Student Engagement Experience

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**Manager for Student Programs** **September 2021 – present**  
Center for Campus Involvement (CCI), University Unions, University of Michigan Ann Arbor, MI

- Provide supervision, leadership, and strategy to a team of 3 full-time staff, 3 graduate assistants, 20 student employees, and 17 Sponsored Student Organizations, collectively serving as the University Activities Center (UAC), the central student programming board implementing over 100 social, cultural, artistic, and performance-based events each academic year for a public institution of over 50,000 students
- Co-lead the Welcome to Michigan campus departments committee in partnership with the Office of New Student Programs to facilitate the cohesive planning of initiatives and programs for onboarding the incoming first-year/transfer class of over 8,000 students each fall semester
- Provide leadership, guidance, and support to major events and traditions hosted by CCI and UAC, including Escapade, Go Blue Mix, Finals Breakfast, Haunted Belltower, Gameday at the Union, concerts and festivals, and performance productions
- Lead the recruitment, selection, training and supervision of professional staff and student employees
- Provide on-going coaching, support, and professional development for all staff, including a goal-oriented and reflective performance evaluation system
- Establish advising best-practices with staff, centering the framework on diversity, equity, and inclusion, wellness, and student leadership development
- Assist professional staff and student organizations in the successful interpretation and application of campus policies; suggest further policy development when necessary to accommodate for the evolving needs of the campus
- Lead the Student Programs team through strategic planning, long-range goal setting, and program assessment in alignment with the Division of Student Life's, University Unions, and the Center for Campus Involvement's planning and priorities
- Manage multiple budgets totaling over \$600,000 across departmental areas and student organizations
- Develop and maintain key campus and local partnerships to enhance student-facing programming, including Wolverine Wellness, College of Engineering, Dean of Students office, the Student Life division at-large, Outdoor Events, Environmental Health and Safety, the Division of Public Safety and Security, and the City of Ann Arbor
- Implement risk management training and best-practices among department events and student organization activities
- Partner with the Student Life Research department to assess and analyze learning outcomes, personal demographics, and the overall engagement experience of students participating in programming to guide future data-driven decisions
- Administer an effective contract and invoice process for entertainment, vendors, and purchasing for programs
- *Award:* University Unions Impact Award, 2022

**Coordinator for Campus Activities** **November 2017 – September 2021**  
Office of Student Involvement, DePaul University Chicago, IL

- Advise and supervise students in the creation of activities and operations of the DePaul Activities Board (DAB), the largest programming body on campus offering over 100 annual programs to a population of 23,000 students, ranging from novelties, live entertainment, concerts, arts and crafts, carnival games, inflatables, cultural activities, student organization partnerships, film screenings, speaking engagements, and additional campus activities

- Manage a budget totaling \$500,000 and facilitate the contract negotiation and authorization process, ranging in agreements from \$1,000 to \$80,000
- Coordinate the planning and production of large-scale programming ranging from 1,000 to 4,000 participants, including concerts such as Demon Jam and FEST, as well as the Blue Demon Pasta Dinner and Welcome Week events
- Supervise and mentor Graduate Assistant for Campus Activities and student graphic designers
- Coach, guide, and foster leadership development to 11 executive board members and committee chairs, as well as over 50 actively involved members using Greenleaf's Servant Leadership principles as a framework of learning and growth
- Assist in developing and implementing a comprehensive marketing and promotions strategy for DAB
- Interpret and ensure compliance with appropriate university policies and guidelines pertinent to programming
- Responsible for developing program goals, management and oversight, securing space reservations, ordering supplies, coordinating equipment rental, risk management, and on-site event management
- Participate in weekly advising meetings, board meetings, and provide one-on-one and group support to student leaders
- Direct the Blue Demon Week Committee (DePaul's Homecoming), comprised of 8 student positions and 8 staff positions, in the collaborative implementation of programs for a total of 5,000 students (in partnership with Athletics, Alumni Relations, and other campus partners)
- Build successful partnerships with Facilities and Operations, including the Lincoln Park and Loop Student Centers
- Serve as an event planning resource and mentor to a community of 300 student organizations
- Assist in the annual student organization process, including constitution review and approval
- Facilitate groups in Fraternity & Sorority Life annual retreat focusing on strategic planning, leadership development, recruitment and retention best practices, and cross-council collaborations
- Serve as instructor to 25 students in a section of Chicago Quarter, a first-year college transition course
- Create and implement assessment initiatives as member of Division of Student Affairs committee
- Develop additional programming efforts for a dual campus, private, mission-driven, urban institution

**Program Coordinator for Reitz Union Programs**

J. Wayne Reitz Union, University of Florida

**March 2017 – October 2017**

Gainesville, FL

- Manage and coordinate all aspects of GatorNights, the weekly late night program in the JWRU attracting an average of 800 to 2500 student attendees per event (5000+ for freshman welcome party)
- Provide advising and assistance for designated student programming organizations and committees
- Advise designated student organizations and committees in the development and implementation of social, educational, and cultural programs including concerts, lectures, film, performing arts, and special events
- Advise Reitz Union Board GatorNights committee to ensure student participation and input through all phases of program development and implementation
- Provide training and supervision for a graduate assistant, 18 student employees, and up to thirty 30 student volunteers
- Develop training opportunities to assist student leaders in all aspects of leadership, customer service, event programming, addressing the areas of idea development, planning, budgeting and fiscal management, contracts, risk management and liability, advertising and promotion, program implementation appealing to the diverse UF population, and evaluation
- Handle all aspects of performer contracting process (contract negotiation, preparation, and management)
- Responsible for financial management of budgets totaling \$300,000, keeping appropriate expenditure reports, record keeping, and compliance with financial guidelines and procedures

**Coordinator for Campus Activities (Student Development Specialist II)**

Student Involvement, LBJ Student Center, Texas State University

**June 2015 – February 2017**

San Marcos, TX

- Advise and supervise the Student Association for Campus Activities (SACA) in planning, developing, promoting, and executing an average of 50 campus-wide programs annually, including concerts, comedy, culture, novelty events, arts and performance, films, festivals, and special events
- Responsible for leading campus-wide collaborations for Pride & Traditions and Weeks of Welcome (WOW) programming, encompassing Homecoming, Riverfest, Boko's Block Party, and WOW-A-Palooza
- Supervise, mentor, train, and provide leadership to 2 Graduate Assistants for Campus Activities
- Recruit, select, train, advise, supervise, and provide development opportunities for 7 SACA executive officers and 35 members through workshops, retreats, meetings, and activities
- Develop advising relationships through one-on-one meetings, executive board meetings, mentoring, and coaching
- Implemented a new system for students to propose and evaluate their programs through concise templates that include event descriptions, objectives, learning outcomes, projected costs, timelines, and risk management analyses
- Administer a \$256,000 programming board budget in partnership with graduate assistants and students

- Trained and assisted George's staff (campus pub) in creating and implementing the first Late Night series at Texas State, overseeing 12 programs with a \$24,000 budget
- Negotiate and facilitate performer contracts, vendor payments, facility and equipment rentals, and supply orders
- Teach and develop curriculum for University Seminar, a one-credit academic course for first-year students
- Enforce university and Student Affairs policies as they pertain to student activities and programming
- Organize assessment data and draw implications to include on annual reports and to strengthen programming
- Approve and monitor expenditures for SACA and ensure that monthly reconciliation of accounts is completed in a timely manner, including a breakdown of cost per person for each event
- Coordinate, supervise, and advise students at local, regional and national programming conferences
- *Committees:* Homecoming, Weeks of Welcome, LBJSC Advisory Board, Community Staff Development Team
- *Award:* Staff Star of the Month, November 2016

## National Association for Campus Activities (NACA) Involvement

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### **AWARD: C. Shaw Smith New Professional Award**

**2021**

- Recognizes a professional each year who has made significant contributions to the field of campus activities

### **NACA National Convention Planning Committee (NCPC) / NACA Live**

**February 2017 – present**

- Conference Chair, NACA Live, 2023
- NACA Live Team, 2022
- NACA Live Team, 2021
- NACA Live Team (focus: Marketplace), 2020
- Assistant Marketplace Coordinator, 2019
- Educational Opportunities Coordinator, 2018

### **NACA Mid America Conference Planning Committee (RCPC)**

**December 2017 – December 2019**

- Conference Chair, 2019
- Diversity Initiatives Coordinator, 2018

### **NACA Huge Leadership Weekend**

**June 2013 – June 2018**

- Institute Chair, 2018 – lead a team of nine staff members in creating and facilitating the institute curriculum
- Institute Staff, 2013 – 2017

### **NACA Central Regional Conference Planning Committee (RCPC)**

**January 2015 – November 2017**

- Block Booking Coordinator, 2017
- Diversity Initiatives Coordinator, 2015

### **NACA Task Force for Diversity and Inclusion**

**November 2016 - November 2017**

- Develop a diversity and inclusion competencies, programming, and initiatives to be implemented into association activities