

RORIE L. RUECKERT

EMPLOYMENT HISTORY

Rueckert Consulting LLC (RCLLC)

Principal

Independent consulting work was ignited through a partnership with the Connecticut Office of the Arts in 2007 with efforts being formalized into a dedicated LLC in 2025. The mission of RCLLC is to partner with cultural institutions, leveraging their expertise in order to strengthen organizational capacity and deepen community connections. Through a customized and collaborative approach, practical guidance is offered, as well as actionable and sustainable strategies tailored to each organization's needs. Projects, which have spanned fundraising planning, endowment campaign feasibility, grants consulting, literacy-based program design, and marketing and membership campaign audits, are grounded in a commitment to ensuring each is thoughtfully aligned with and advances strategic goals of the institution.

West Hartford Cultural Council/West Hartford Public Schools

July 2014 – July 2020

Town Coordinator

- Collaborated with West Hartford Public Schools' Performing Arts Department and Arts for Learning CT to research, scout and retain visual and performance artists to provide high-quality, multi-disciplinary and multi-cultural arts learning programs for the district's eleven elementary schools.
- Cultivated relationships with teaching artists, educators, school staff, and parent representatives to ensure audience needs were accommodated, pedagogical materials provided connections to CT Core Standards, and additional learning prompts were culturally responsive.
- Oversaw fulfillment of contractual obligations including negotiation of artist fees, travel, and housing.
- Crafted and administered a corporate sponsorship and advertising program.
- Executed a district-wide annual giving program.
- Created content for the Cultural Council's Facebook page.

Palace Theater – Waterbury, Connecticut

March 2004 – November 2005

Director of Institutional Advancement

- Collaborated with staff, board, committees and other stakeholders to build and implement comprehensive fundraising strategy to advance the mission thoughtfully, meet financial goals and establish lasting ties with the community.
- Exceeded contributed income goals by 20%, secured a \$5 million endowment pledge and obtained grants to ignite arts education initiatives with the adjacent arts magnet school.
- Oversaw all event planning including a re-opening gala for over eight hundred guests and opening night pre- and post-show receptions for corporate sponsors.
- Built and executed an integrated marketing, advertising, and public relations plan to exceed earned revenue goals, and brand the institution as a new performing arts presenter, and a catalyst for arts learning and community programming.
- Advanced advocacy efforts by collecting and providing audience and economic impact data to state legislators.

AT&T Foundation – New York, New York

August 2002 – December 2003

Program Associate – Arts & Culture

- Facilitated administration of the Arts & Culture Program's \$2.3 million budget by partnering with a national network of AT&T public relations managers to coordinate targeted national and local grantmaking.
- Provided oversight of all facets of the grantee application and award processes and collaborated closely with applicants to aid efforts at submitting competitive proposals.
- Generated and disseminated reports and updates for foundation trustees prior to and following adjudication.
- Assisted national arts service organizations' industry research efforts by compiling grantee data.

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Arts International – New York, New York

January – June 2002

Program Associate – Advised Funds and Regranting

- Coordinated adjudication for The Fund for US Artists and Artists Exploration Fund, working in partnership with the Doris Duke Foundation and US Department of State staff.
- Led a task force to assess and maximize utility of the organization's customer relations management software and simplify usage guidelines for staff.

Glimmerglass Opera – Cooperstown, New York

May – September 2001

Young Artists Program Manager

- Coordinated housing and travel logistics for the program's two dozen Young Artists.
- Scheduled and supervised auditions with international arts administrators and agents.
- Consulted with artistic staff and members of the surrounding community to ensure outreach performance initiatives were engaging and accessible to current audiences and those traditionally underserved.
- Designed Young Artists' recital programs and secured funding to underwrite program printing.

International Festival of Arts and Ideas – New Haven, Connecticut

January – September 2000

Assistant Producer

- Petitioned for and successfully obtained P-1, P-3, and O-1 classification visas for over 160 festival performers.
- Led contract negotiation around domestic and international travel needs for festival artists.
- Created an employee orientation and training program for festival summer associates.
- Triaged a variety of requests from festival managers overseeing New London and Stamford satellite festival locations.
- Helped secure in-kind donations from local business partners to support programmatic and operational needs.

Spoletto Festival USA – Charleston, South Carolina

October 1997 – December 1999

Director of Sales

- Built, managed, and evaluated a comprehensive marketing plan to broaden awareness and increase participation.
- Exceeded advertising, group ticket and merchandising earned revenue goals by over 25%.
- Shaped group ticket pricing policy to increase access, incentivize larger bookings, and improve renewal rates.
- Collaborated with artistic staff, board, volunteers, and members of the tourism industry to offer ancillary programs that enhanced and deepened engagement in the festival experience.
- Served on the Marketing and Audience Development Committee to identify and engage new audiences and build relationships with new community partners.
- Successfully authored and secured state grants to produce the official festival magazine.

Horace Bushnell Memorial Hall – Hartford, Connecticut

July 1995 – August 1997

Donor Services Coordinator

- Managed a benefits program for major donors to help build trust, deepen investment, and meaningfully increase involvement.
- Oversaw stewardship of corporate sponsors and fulfillment of contractual obligations.
- Planned all pre- and post-show events for major donors and corporate sponsors.
- Maintained donor information, updated donor coding, and generated reports utilizing Blackbaud Raiser's Edge.
- Provided ongoing evaluation and improvement of customer service initiatives as a Customer Service Committee member.

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EDUCATION

New York University

M.A., Performing Arts Administration – Steinhardt School of Culture, Education and Human Development

University of South Carolina | Columbia, SC

B.A., Theater, Speech and Dance – McCausland College of Arts and Sciences

Concentration: Communications and Culture

ADJACENT EXPERIENCE

Co-Founder, Women's Work Institute, Inc. - West Hartford, CT

(Advisory Council Member, Women's Work Project by Story B)

Judge, Connecticut History Day

Board Member, CT Humanities

{committees: Executive (current secretary), Grant Application Review,
Institutional Advancement (chair, 2022-2025), Strategic Planning}

Antiracism Training, National Conference for Community and Justice - remote

Board Member, Arts for Learning Connecticut - Hamden, CT

(Higher Order Thinking Schools committee member)

Guest Lecturer, Arts Entrepreneurship Program - University of Iowa

Committee Member, Grants Advisory Task Force, Greater Hartford Arts Council

Volunteer, Hole in the Wall Gang Camp - Ashford, CT

Board Member, Bated Breath Theater Company - New York, NY

Board Member, Growing Great Schools - West Hartford, CT

Grant Review Panelist, Greater Hartford Arts Council

Advisory Board, Green Street Dance Studios - Cambridge, MA

Grant Review Panelist, CT Humanities

Peer Advisor, Peer Advisor Network, CT Office of the Arts

Founding Board Chair, American Lyric Theater - New York, NY

Board Member, CT Businesswomen's Forum - Waterbury, CT

Member, New York Grantmakers in the Arts - New York, NY

September 2026

2023 - present

July 2019 – June 2026

January & March 2021

January 2020 - June 2021

March 2019

2015 - 2017

2014 - present

2014 - 2016

2013 - 2016

2010 - 2017

2009 - 2010

2008 - 2010

2007 - 2011

2003 - 2006

2004 & 2005

2002 & 2003