

Alex Accetta, EdD

EDUCATION

BA Stanford University, Political Science - Secondary Degree, Psychology

MA Stanford University School of Education, Administration and Policy Analysis

EdD Portland State University, Postsecondary Educational Leadership

SKILLS

Leadership Development • Organization Analysis • Strategic Planning • Change Management • Assessment • Budgeting • Public Relations • Marketing and Communications • Writing • Project Management • Team Building • Facilitation • Training • Public Speaking •

CONSULTING

Clients: Cal State San Bernadino (with the Program Review Collaborative), Kyushu Sangyo University (Fukuoka, Japan), University of Oregon, San Jose State University, University of Idaho, Indiana University - Indianapolis, The Institute for Higher Education Policy, National School Boards Association, La Plata County Health Department.

Areas: program reviews of collegiate recreation programs, program review of student unions and auxiliaries; evaluations of educational and environmental issues; monthly issue briefs on school health; evaluating a financial aid structure for the state of California; analysis of train smoke particulate matter on citizen health.

LEADERSHIP ROLES

Executive Director, Stanford University, August 2019 – May 2025

- Supervised 50+ professional staff, 60+ contracted coaches, and over 450 hourly staff responsible for the management of eight facilities and all recreation opportunities across Stanford. Generated over one million visits annually with budgets over \$14M.
- Responsible for all daily operations including business operations, facility management, communications and marketing, programs and events, risk management, and human resources.
- Responsible for vision, alignment, strategic planning and regular department-wide assessment including both external satisfaction and internal culture.
- Led a team of 20 professionals to oversee the DAPER Academic Program, ensuring compliance with mandated academic standards and practices
- NCAA Varsity Sport Administrator.
- Stanford Athletics Leadership Team member.
- Leadership@Stanford senior leaders cohort.

Assistant Vice President, Portland State University, July 2015 – June 2019

- Provided leadership to the university through the stewardship of the Viking Pavilion Event Center, Conference and Event Services, University Box Office, Retail Services, Campus Recreation, and Smith Memorial Student Union.
- Participated in university-wide strategic decisions on capital planning, risk management, budget planning, free-speech, campus safety, business affairs, human resources, athletic conference alignment, and assessment.

- Managed corporate relationships with Pepsi, Columbia Sportswear, Technogym, Life Fitness, Precor, Matrix, eCore, Chartwells (part of the Compass Group), University Tickets (now Audience View).
- Partnering with Athletic Director and AVP for Facilities made all strategic decisions for construction and operations of a \$52M Viking Pavilion university event and athletic center.
- Developed operational and risk management plans for large scale programs and planned for long-term capital investments and deferred maintenance strategies.
- Collaborated with the Business Affairs department to design, procure, and negotiate pouring, food service, and campus ticketing contracts.
- Participated in strategic direction on student governance and development, multicultural services, admissions, residence life, health and counseling, and recreation and wellbeing. Led the university's Healthy Campus Initiative.
- Led 30 professional staff, 35+ contract employees, and 300+ hourly student employees.
- Prepared and presented annual budgets and managed and forecasted budgets to maintain positive fiscal environment.

Director, Portland State University, July 2003 - June 2015

- Worked with Student Government, University President, and State of Oregon to receive permission for, and build, a \$35M, 100,000 sq. ft., Student Recreation Center. Lead Student Affairs representative at all selection, planning, and construction meetings for the overall \$72M Academic and Student Recreation Center.
- Provided vision and administration in the creation of a new campus-wide department that included intramurals, thirty+ recreation clubs, fitness classes, health promotions, outdoor program, aquatics, inclusive recreation, and marketing and communications.
- Managed 17 professional staff, 30 contract employees, and 200+ hourly student employees.
- Actively collaborated with multiple university divisions to create a campus-wide focus on wellbeing through programs including the Healthy U Wellness Challenge and Nourish Wellness Fair.
- Promoted activities intentionally to users that do not traditionally participate in recreation activities such as LGBTQ+, disabled, neurodiverse, international, and veterans.
- Provided leadership on student employee learning initiatives, including development of unique first-year employment mentoring program, FLASH (www.pdx.edu/recreation/flash-program).

OTHER

Head Cross Country Coach, Fort Lewis College, August 1997 - February 2000

Qualified women's team for NCAA National Championships. Ensured compliance with NCAA rules and regulations. Facilitated DII Women's National rankings. Directed annual cross-country race and conference championships.

Adviser of Student Development, Portland State University, August 2001 - June 2003

Advised student recreational programs, club sports, and academic groups.

Assistant Director, Marist College, February 2000 - July 2001

Produced large scale events including Third Eye Blind, Everclear, Dr. Drew, Bacon Brothers, Second City and provided support for the Democratic National Committee annual leadership retreat.

Assistant Director, Willamette University College of Law, August 1995 - January 1997

Recruited extensively throughout the U.S., made admissions and scholarship decisions.

TEACHING ROLES

Faculty, Aspiring Director's Institute, NIRSA/ACUI/ACUHO-I
Faculty, School of Rec Sports Management, NIRSA
Leadership at Stanford and Beyond, Skills for Changemaking and Community Building, Stanford
University Higher Education Budgets and Financial Management (MA Level), Portland State University
Leadership for Change, Portland State University
Ethics and Values, Marist College
Peace Studies, TA, Stanford University

ENGAGEMENT

Stanford

Committee on Faculty/Staff Human Resources
Leadership@Stanford Cohort
Recreation Facility Strategic Planning, Chair
University Town Center Steering Committee
Ralston Leadership Initiative Implementation Team
Resident Fellow, Mirrielees
Outdoor House Advisor/Partner

Portland State

Co-Chair, Healthy Campus Initiative
Negotiation, Selection, and Management Team, University Food Services Contract
Negotiation, Selection, and Management Team, University Pouring Rights Contract
Steering Committee, \$52M Viking Pavilion Event Center Construction and Operations
Title IX Athletic Committee
Help author University's response to Title IX athletic compliance bi-annual report
Athletic Department Conference Alignment Task Force
Capital Advisory Committee
Faculty Internationalization Council
Faculty Senate Member
Strategic Planning Sub-Committee - Global Excellence
Housing and Residence Life Strategic Plan Work-team
Chair, Student Special Conduct Code Hearing
Chair, Student Organization and Registration Committee
Lead Implementer, Clean Air Corridor, a zone prohibiting smoking and creation of air pollutants
Sexual Harassment Resource Team
Volunteer Coordinator, Commencement
Emcee, University Student Employee Annual Awards

Adaptive Sports

Emcee - Oregon Disabled Sports Athletes of Distinction Banquet, 2011-13, 2015-17
Co-Creator - Oregon Disabled Sports Hall of Fame
President, Board of Directors, Oregon Disability Sports, 2007-10
Member, Board of Directors, Oregon Disability Sports, 2004-07

NATIONAL AND STATE LEADERSHIP

State of the Profession, ACUHO-I, January 2025
Specialty Certification Committee for Student Affairs Educators, NASPA, 2023-24
Foundation Board, NIRSA, 2023-24
Appointed, Board of Directors, NIRSA, 2018-19
Government Affairs Committee, 2018-20, NIRSA
Member then Chair, Audit and Finance Committee, NIRSA, 2013-15
Chair, NIRSA Values Commission Steering Committee, 2013-15
Elected, National Board of Directors, NIRSA, 2011-14
Nike Be True Summit, 2014
Foundation Board, 2013-14, NIRSA
Sustainability Commission, 2010-13, NIRSA
NIRSA's Future: Strategic Planning, 2011, NIRSA
Faculty, National School of Rec Sports Management, 2010, 11, NIRSA
Disability and Adaptive Sports Committee, 2009-10, NIRSA
Student Roles & Responsibilities Work Team, Governance Transition, 2009-10, NIRSA
National Young Leaders Advisory Group, 2008-10, NIRSA
Selection Committee, *learningreconsidered.org*, NASPA's web-based compilation of LR2 initiatives, 2007
Learning Outcomes Knowledge Community, 2007, NIRSA
Host Chair, NIRSA National Facilities/Aquatics/Fitness Institutes, 2007
Host Committee, Region VI Conference, 2007, NIRSA
Chair, William Wasson National Student Academic and Leadership Award, 2006-07, NIRSA
Alcohol Education Work Group and Integrity Task Force, 2006-09, NIRSA
William Wasson National Student Academic and Leadership Award, 2005-06 NIRSA
Ethics Committee, 2003-05, NIRSA
Oregon State Director, 2004, 2005, NIRSA

PRESENTATIONS

AASHE = American Association of Sustainability in Higher Education
NIRSA = Leaders in Collegiate Recreation
AORE = Association of Outdoor Recreation and Education
Intramural Belonging, NIRSA Club Sports and Intramural Symposium, 2023
The Truth About Change Management, NIRSA National Conference, 2022
Land Acknowledgement as a Practice to Value the Stories of Native Inhabitants, NIRSA National Conference, 2021
Changing Demographics: Meeting the Needs of Underrepresented Students Now and In the Future, NIRSA National Conference, 2018
Invited Speaker, Advancing Your Career Beyond Director, NIRSA Director's Institute, 2018
Football...in London? Fútbol...in the USA? Using Recreation and Sport to Develop a Global Perspective, NIRSA National Conference, 2017
Featured Speaker, General Session: Leadership Conversations - NIRSA National Conference, 2016
Featured Speaker, Oregon Higher Education Sustainability Conference, 2016
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Volunteering Through the Ages, AORE National Conference, 2014
Campus Recreation as Leaders in Healthy Communities, NIRSA National Conference, 2013
Equity, Diversity, and Inclusion Panel in Collegiate Recreation, AASHE National Conference, 2012
Building the Bridge between Recreation and Sustainability, AASHE National Conference, 2011

Purchasing with Purpose, Webinar Presenter, NIRSA/Natl. Association of State Procurement Officials, 2011

Managing Your Team - SPIRIT Hiring and Management Revisited, NIRSA National Conference, 2010

Learning Reconsidered - Best Practices from Each of Us, NIRSA National Conference, 2007

SELECT AWARDS

Individual:

Region VI Award of Merit, NIRSA, 2015

Advocate-of-the-Year, SAGE (Students Advocating for Gender Equity), 2008, 2011

Will Holsberry Scholarship, NIRSA, 2008

Program:

1st Place – [Audiovisual Promotion](#), Where You Belong, NIRSA Creative Excellence 2024

1st Place - [Comprehensive Brochure](#), Reopening Playbook, NIRSA Creative Excellence 2021

American Architecture Award, Viking Pavilion, 2020 (with WoofterBolch Architects)

1st Place - [Integrated Marketing](#), Play at Campus Rec, NIRSA Creative Excellence, 2017

1st Place - Video Promotions, NIRSA Creative Excellence, 2014

1st Place – Student Poster, NIRSA, Creative Excellence, 2014

1st Place - Integrated Marketing, NIRSA, Creative Excellence, 2012

Outstanding Sports Facility, Athletic Business, 2012

David J Webb Outdoor Program of Excellence Award, AORE, 2007

1st place – Student Brochure, NIRSA Creative Excellence, 2007

1st place – Student Website, NIRSA Creative Excellence, 2005

ET CETERA

Captain, Stanford University Cross Country/Track and Field Team

National Champion, 4X800 Relay, USA Track and Field Indoor Championships

Certified US Youth Soccer Coach

Running the Inca Trail, Runner's World magazine, April 1998

ADDITIONAL INFORMATION

[Where You Belong - Stanford](#)

[Portland State's Inclusive Character](#)

[You Can Play Commitment to Inclusion](#)

[NIRSA Spotlight on My Leadership](#)