

**Ruben Christopher Rodriguez, Ph.D.**  
Music Business Program Coordinator | Faculty  
Alamo Community Colleges | San Antonio College

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Music Business Program (MUSB)  
Department of Radio, Television, and Broadcast (RTVB)  
San Antonio College

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**EDUCATION**

<b>Ph.D. in Interdisciplinary Learning and Teaching</b> Instructional Technology (IST) <i>The University of Texas at San Antonio</i>	2019
<b>Master of Arts in Education</b> Instructional Technology (IST) <i>The University of Texas at San Antonio</i>	2012
<b>Associates of Arts</b> Liberal Arts <i>San Antonio College</i>	2011
<b>Bachelor of Arts</b> Music <i>The University of Texas at San Antonio</i>	2006
<b>Associates of Applied Science</b> Radio, Television, and Film Technology <i>San Antonio College</i>	2001

**RESEARCH INTERESTS**

- I. Multimodal learning and technologies in music education and the music business.
- II. The present and future role of technology and online learning in K-12 and higher education.
- III. Faculty training and development for the successful integration of emergent technologies in face-to-face, hybrid, and virtual learning environments.
- IV. The study of multicultural and diverse learning environments in the framework of social justice.

## SCHOLARSHIP

### PEER REVIEWED JOURNAL ARTICLES

#### Published:

**Rodriguez, R.** & Marone, V. (2020). Learning beyond the game: A multimodal analysis of Rocksmith users' interactions. *Acta Ludologica*, 3(2), 36-53. [I., II., III.]

Marone, V., & **Rodriguez, R. C.** (2019). "What's So Awesome with YouTube": Learning Music with Social Media Celebrities. *Online Journal of Communication and Media Technologies*, 9(4), e201928. [I., II., III.]

Liu, C. Y. A., & **Rodriguez, R. C.** (2019). Evaluation of the impact of the Hyflex learning model. *International Journal of Innovation and Learning*, 25(4), 393-411. [II., III., IV.]

#### In Preparation:

Marone, V., & **Rodriguez, R.** (In preparation). YouTube as a platform for informal music education: Affordances, modes, and techniques of engagement. *Journal of Research in Music Education* [I., II., III., IV.]

Marone, V., **Rodriguez, R.**, Bippert, K., Borrego, J., & Fletcher, C. (In preparation). Exploring a heuristic approach to technology-based music education. [I., II., IV.]

**Rodriguez, R.** (In revision). Undergraduate student perceptions of online courses: A systematic literature review. [II., III., IV.]

## PRESENTATIONS

#### National and International Conferences:

Marone, V., & **Rodriguez, R.** (2018). "Like & subscribe": Youtube as an informal space to teach and learn music. AERA, April 13 - April 17, 2018 [I., II., III., IV.]

Marone, V., **Rodriguez, R.**, Bippert, K. M., Borrego, J., & Fletcher, C. (2017). Increasing learning opportunities for nontraditional music students. AERA, April 27 - May 1, 2017 [I., II., III., IV.]

Davis, D. S., Roby, R. S., Koepke, J., Cataldo, R., Curtis, S., Lynton, V. J., Palomo, R. A., & **Rodriguez, R.** (2017). Critically examining the allure of data and its role in teaching and learning contexts. AERA, April 27 - May 1, 2017 [IV.]

Marone, V., **Rodriguez, R.**, Bippert, K. M., Borrego, J., & Fletcher, C. (2016). Literally at my touch': Engaging non-traditional music students with hands-on technologies. APME (Association for Popular Music Education), June 1-4, 2016 [I., II., III., IV.]

Liu, C., & **Rodriguez, R.** (2016). A study of self-regulated and non self-regulated learners in a hyflex learning environment. Western Decision Science Institute (WDSI), April 5-8, 2016 [II., III., IV.]

**Rodriguez, R.** (2016). *The missing link: Placing critical race theory into context by employing music and video.* Southwest PCA/ACA, February 10-13, 2016. Albuquerque, NM. [I., II., III., IV.]

**Rodriguez, R.** (2015). *Technology and inequalities in education.* AESA, November 11-15, 2015. San Antonio, TX. [II., III., IV.]

#### **State Conferences:**

Love, L., Liu, C., Love, S., & **Rodriguez, R.** (2014). *Evaluating student learning in Hyflex classes in higher education: Comparing performance for students who attend traditional classroom lectures versus synchronous and asynchronous online students.* Southwest Teaching and Learning Conference, April 4-5, 2014. San Antonio, TX. [II., III., IV.]

#### **Local Conferences:**

**Rodriguez, R.** (2015). *Race and the digital divide in education: A push toward Techcrit.* IST Student Development Day, The University of Texas at San Antonio, September 26, 2015. San Antonio, TX. [II., III., IV.]

Marone, V., **Rodriguez, R.**, Bippert, K., Borrego, J., & Fletcher, C. (2015). *Exploring a heuristic approach to technology-based music education.* IST Student Development Day, The University of Texas at San Antonio, September 26, 2015. San Antonio, TX. [I., II., IV.]

## RESEARCH GRANTS, GRADUATE GRANTS, HONORS & AWARDS

### Research Grants

2015-16	Texas A&M University – San Antonio, College of Business Innovation & Research Challenge Award	<i>Award Amount</i>	\$1,500.00
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### Graduate Grants

2018	UTSA Graduate Grant	<i>Award Amount</i>	\$2,000.00
2017	UTSA Graduate Grant	<i>Award Amount</i>	\$2,000.00
2016	UTSA Graduate Grant	<i>Award Amount</i>	\$2,000.00
2015	UTSA Graduate Grant	<i>Award Amount</i>	\$2,000.00
2014	UTSA Graduate Grant	<i>Award Amount</i>	\$1,000.00

### Honors & Awards

2015	Innovation Challenge Award	Texas A&M University – San Antonio
2008	Environmental Safety Award	Trinity University Safety Dept.
2006	Music Technology Award	UTSA Department of Music
2005	Music Technology Award	UTSA Department of Music
2004	Service Recognition Award	KSYM 90.1

## PROFESSIONAL EXPERIENCE

2019 - Present	<b>Program Coordinator   Faculty Instructor</b> Music Business Program (MUSB) San Antonio College – San Antonio, TX
2018 - Present	<b>Broadcast Engineer   Instructor</b> Dept. of Radio, Television, and Broadcast (RTVB) / KSYM 90.1 San Antonio College – San Antonio, TX
2016 - 2018	<b>Academic Systems Administrator</b> ITS – Enterprise Applications Texas A&M University – San Antonio, TX
2012 - 2016	<b>Senior Instructional Technologist / Academic Systems Administrator</b> ITS – Academic Technologies Texas A&M University – San Antonio, TX
2007 – 2012	<b>Media Production Specialist</b> AT&T Center for Learning and Technology Trinity University - San Antonio, TX

- 2006 – 2007      **Technical Support Specialist, Tier II**  
Time Warner Cable Inc.
- 2002 – 2006      **Lead Sound Technician**  
Department of Music  
The University of Texas at San Antonio
- 1999 – 2005      **Recording engineer**  
Edit Point Audio Agency - San Antonio, TX
- 1998 – 2004      **On-air personality**  
KSYM 90.1 FM - San Antonio College

## **TEACHING, TRAINING, & WORKSHOPS**

### **Courses**

- 2020    MUSB 2450: Commercial Music Project  
*Alamo Colleges / San Antonio College*
- 2020    MUSB 2355: Legal Aspects of the Ent. Industry  
*Alamo Colleges / San Antonio College*
- 2020    RTVB 2431: Audio/Radio Production III  
*Alamo Colleges / San Antonio College*
- 2020    MUSB 1305: Survey of the Music Business  
*Alamo Colleges / San Antonio College*
- 2020    MUSB 2345: Live Music and Talent Mgmt.  
*Alamo Colleges / San Antonio College*
- 2020    MUSB-1341: Concert Promotion & Venue Mgmt.  
*Alamo Colleges / San Antonio College*
- 2020    RTVB 2431: Audio/Radio Production III  
*Alamo Colleges / San Antonio College*
- 2019    RTVB 2431: Audio/Radio Production III  
*Alamo Colleges / San Antonio College*
- 2018    IDS3123 01J: Culture Literature & Fine Arts  
*The University of Texas at San Antonio*
- 2018    IDS3123 02J: Culture Literature & Fine Arts  
*The University of Texas at San Antonio*

- 2017 IDS3123 01J: Culture Literature & Fine Arts  
*The University of Texas at San Antonio*
- 2017 IDS3123 02J: Culture Literature & Fine Arts  
*The University of Texas at San Antonio*
- 2016 IDS3123 01J: Culture Literature & Fine Arts  
*The University of Texas at San Antonio*
- 2016 IDS3123 02J: Culture Literature & Fine Arts  
*The University of Texas at San Antonio*

### **Designed Faculty Training & Development**

Blackboard Learn 9.1 New Faculty Overview  
 Blackboard Learn 9.1 Basics  
 Blackboard Learn 9.1 Advanced  
 Getting Started: Building Your Course in Moodle  
 Adobe Connect New Faculty Introduction & System Overview  
 Adobe Connect Basics for Hyflex Courses  
 Adobe Connect Advanced for Hyflex Courses  
 Respondus New Faculty Overview  
 Respondus Advanced for Blackboard Learn 9.1  
 Video Editing Basics: Introduction to Sony Vegas  
 Video Editing Basics: Advanced Tips & Tricks for Sony Vegas  
 Video Editing Basics: Introduction to iMovie  
 Video Editing Basics: Advanced Tips & Tricks for iMovie  
 Introduction & Basics of Camtasia Studio  
 DAW Basics: Introduction to Pro-Tools  
 DAW Advanced: Pro-Tools  
 Getting Started in Audacity

### **PROFESSIONAL ORGANIZATIONS & AFFILIATIONS**

- 2019 (Member) - Association for Popular Music Education (APME)  
 2019 (Member) - The Society of Broadcast Engineers (SBE)  
 2016 (Member) - American Educational Research Association (AERA)  
 2015 (Member) - American Educational Studies Association (AESA)  
 2014 (Participating Representative) – EDUCAUSE (Texas A&M San Antonio)  
 2013 (Member) - Texas Blackboard Users Group (T-BUG)  
 2012 (Honorary Member & Co-Advisor) - Trinity University's Chapter of Golden Key International Honor Society  
 2012 (Member) - Phi Kappa Phi Honor Society

- 2011 (Member) - Golden Key International Honor Society
- 2011 (Member) - Alpha Chi National Honor Society

## **SERVICE**

### **Committees**

- 2019- Fredstock Music Festival Committee  
Pres. San Antonio College – Music Business Program – San Antonio
  
- 2016- Electronic Information Resources Accessibility Committee (EIRAC)  
2017 Texas A&M University – San Antonio
  
- 2016- JagX Committee for New Student Orientation  
2017 Texas A&M University – San Antonio
  
- 2015- Bridge Committee for Downward Expansion  
2016 Texas A&M University – San Antonio

### **Volunteer**

- 2016 “Ready, Set, Learn!” Back-2-School Fest - Texas A&M University System  
Colonias Program – San Antonio, TX
  
- 2015 “Ready, Set, Learn!” Back-2-School Fest - Texas A&M University System  
Colonias Program – San Antonio, TX

### **Volunteer Workshops**

- 2012 “Anime” Video Creation Workshop – *Summer on the Hill*, Trinity University –  
San Antonio, TX