President’s holiday e-card a hit

The president’s holiday e-card outperformed its predecessors with 14,868 page views in just 10 days. The e-card had 13,158 page views in December after it debuted in 2009, and 11,324 page views in 2008.

View the card here at www.rice.edu/holidaycard/2010.

Rice.edu 2010 wrap-up

Rice.edu had a new record 9.38 million visits in 2010. The site’s traffic has increased every year since 2007, and 43.9 percent overall.

Rice News generated 1.6 million page views in 2010, up 27 percent from 2009.

The campus virtual tours were the most popular feature for the third straight year.

For the first time in a single year, Rice’s international audience exceeded 1 million page views. The site’s international traffic has increased every year since 2007.
Creative Services

Creative Services completed more than 400 projects in 2010. These included writing, editing, design, photography, Web and print production of a wide scope of communications; catalogs, newsletters, website banners, events signs and banners, Rice Magazine and Owlmanac, just to name a few.

In December, the group designed and edited the invitation for the annual event honoring members of the William Marsh Rice Society and Rice Associates. The invitation was sent by the Development Office to 1,300 of Rice’s donors.

The team also completed design and editorial work for a poster, a postcard and advertisements to promote Rice’s Fourth Biennial Symposium on Southern History, titled “Slavery in the Colonial South,” and sponsored by the History Department.

Creative Services designed a commemorative Rice Athletics coin for Athletics Director Rick Greenspan.

Multicultural Community Relations

Charleta Guillory, a neonatologist at Texas Children’s Hospital, spoke on “Disparity in the Neonate: It’s Not Just Black and White” at the inaugural luncheon of the Rice Connection speakers series hosted by Multicultural Community Relations (MCR).

The new series invites community leaders to speak to Rice faculty, staff and students about important issues. The format is designed to engage participants in an in depth and informal discussion.

MCR also conducted a college information session for 73 students from Alief school district. The session includes a presentation about financial aid, the admission process and student life. “The presentation inspired and informed me about what I need to do to prepare my child for college,” a parent chaperone said.

University Relations

Alumna Mary Lowery ’88 took over as manager of the Rice Welcome Center in July 2010 in the midst of the center’s busiest year ever. Between VIP and school tours, the Rice Ambassador program and thousands of campus visitors, the center served a record 20,469 people in 2010. “It’s amazing we pack in as much as we do,” she said. Demand is growing in Houston and surrounding school districts for hosted tours of the Rice campus, most of them conducted by trained student volunteers. The center also fields phone and email questions about Rice, trains and deploys the Rice student ambassador corps, provides VIP and protocol service for international visitors and greets visitors to campus.
The data below was gathered from 20 sites on which Public Affairs has implemented Google Analytics tracking. For more details, contact Sean Rieger at seanr@rice.edu.

<table>
<thead>
<tr>
<th>Monthly by Channel</th>
<th>Facebook</th>
<th>Twitter</th>
<th>YouTube</th>
<th>Blogs/Other</th>
<th>Myspace</th>
<th>Digg</th>
<th>Buzz</th>
</tr>
</thead>
<tbody>
<tr>
<td>1117</td>
<td>413</td>
<td>48</td>
<td>0</td>
<td>38</td>
<td>0</td>
<td>53</td>
<td></td>
</tr>
</tbody>
</table>

Rice.edu: year-to-year trend

<table>
<thead>
<tr>
<th>Rice.edu: year-to-year trend</th>
<th>2007 Visits</th>
<th>2008 Visits</th>
<th>2009 Visits</th>
<th>2010 Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>800,000</td>
<td>750,000</td>
<td>700,000</td>
<td>650,000</td>
</tr>
<tr>
<td>May</td>
<td>750,000</td>
<td>700,000</td>
<td>650,000</td>
<td>600,000</td>
</tr>
<tr>
<td>June</td>
<td>700,000</td>
<td>650,000</td>
<td>600,000</td>
<td>550,000</td>
</tr>
<tr>
<td>July</td>
<td>650,000</td>
<td>600,000</td>
<td>550,000</td>
<td>500,000</td>
</tr>
<tr>
<td>August</td>
<td>600,000</td>
<td>550,000</td>
<td>500,000</td>
<td>450,000</td>
</tr>
<tr>
<td>September</td>
<td>550,000</td>
<td>500,000</td>
<td>450,000</td>
<td>400,000</td>
</tr>
<tr>
<td>October</td>
<td>500,000</td>
<td>450,000</td>
<td>400,000</td>
<td>350,000</td>
</tr>
<tr>
<td>November</td>
<td>450,000</td>
<td>400,000</td>
<td>350,000</td>
<td>300,000</td>
</tr>
<tr>
<td>December</td>
<td>400,000</td>
<td>350,000</td>
<td>300,000</td>
<td>250,000</td>
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</table>

Website benchmarks

<table>
<thead>
<tr>
<th>School</th>
<th>Academic dept.</th>
<th>Administrative dept.</th>
<th>Centers and institutes</th>
<th>Programs</th>
<th>AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total tracked</td>
<td>4</td>
<td>6</td>
<td>1</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>Visits</td>
<td>6,036</td>
<td>3,658</td>
<td>805</td>
<td>757</td>
<td>1,334</td>
</tr>
<tr>
<td>Page views</td>
<td>19,964</td>
<td>14,804</td>
<td>2,311</td>
<td>1,849</td>
<td>4,481</td>
</tr>
<tr>
<td>Pages per visit</td>
<td>2.85</td>
<td>3.99</td>
<td>2.87</td>
<td>2.43</td>
<td>3.36</td>
</tr>
<tr>
<td>Average time</td>
<td>2:45</td>
<td>3:12</td>
<td>1:52</td>
<td>2:05</td>
<td>3:36</td>
</tr>
<tr>
<td>New visitors %</td>
<td>67.27%</td>
<td>66.31%</td>
<td>63.94%</td>
<td>69.13%</td>
<td>74.16%</td>
</tr>
<tr>
<td>Bounce rate</td>
<td>49.69%</td>
<td>37.85%</td>
<td>60.87%</td>
<td>58.25%</td>
<td>47.75%</td>
</tr>
</tbody>
</table>
Popular features

- Holiday e-card
- Virtual tour homepage
- Virtual tour: The campus
- Virtual tour: Top breakthroughs
- Recommendation letters: Cost women jobs
- Rice lauded for one of the year's top 10 breakthroughs
- Rice dedicates Duncan College
- Father writes release about Rice's "Rudy"
- Virtual tour: Residential life
- Obama honors White House professors

Media hits: trends

January 2007–December 2010: up from 271 to 973 (259 percent)
Media hits: monthly results

<table>
<thead>
<tr>
<th>2010 Media</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>151</td>
<td>182</td>
<td>175</td>
<td>124</td>
<td>247</td>
<td>186</td>
<td>169</td>
<td>233</td>
<td>213</td>
<td>107</td>
<td>124</td>
<td>84</td>
</tr>
<tr>
<td>International</td>
<td>241</td>
<td>229</td>
<td>216</td>
<td>278</td>
<td>315</td>
<td>365</td>
<td>211</td>
<td>553</td>
<td>295</td>
<td>138</td>
<td>195</td>
<td>121</td>
</tr>
<tr>
<td>Local and state</td>
<td>305</td>
<td>288</td>
<td>404</td>
<td>218</td>
<td>368</td>
<td>410</td>
<td>288</td>
<td>381</td>
<td>348</td>
<td>333</td>
<td>307</td>
<td>251</td>
</tr>
<tr>
<td>Trade</td>
<td>193</td>
<td>262</td>
<td>315</td>
<td>164</td>
<td>234</td>
<td>255</td>
<td>122</td>
<td>131</td>
<td>147</td>
<td>125</td>
<td>94</td>
<td>61</td>
</tr>
<tr>
<td>Other U.S.</td>
<td>568</td>
<td>565</td>
<td>665</td>
<td>383</td>
<td>1,228</td>
<td>929</td>
<td>1,218</td>
<td>1,666</td>
<td>1,765</td>
<td>600</td>
<td>449</td>
<td>456</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,458</td>
<td>1,526</td>
<td>1,775</td>
<td>1,167</td>
<td>2,392</td>
<td>2,145</td>
<td>2,008</td>
<td>2,964</td>
<td>2,768</td>
<td>1,303</td>
<td>1,169</td>
<td>973*</td>
</tr>
</tbody>
</table>

*December was a quiet month with no blockbuster research or events that drove coverage.

Media hits: analytics

Each month we analyze media activities in many ways: by date, state, country, category, media, medium, type and designated market area. Here are two examples that show the impact of online news sources and the growing trend for more in-depth coverage of Rice.

NEWS BY MEDIUM

Online continues to be the most important source of news about Rice, with about 74 percent of hits coming from that medium.

NEWS BY SUBJECT

General news about Rice dominates the coverage, but stories about the Owls Athletics program remains strong.

*Jones Graduate School picked up in two searches due to the official name change.
In 2010, Rice had a total of 21,648 media hits, a 148 percent increase in three years.

Rice had 70 front-page appearances in 2010.

Rice had five more stories in Futurity.org, which showcases top research universities, for a total of 63 placements since Futurity began in June 2009.

**Ad value and impressions**

**DECEMBER**

Ad value of print/Web stories: $31,214,958
Audience impressions: 2,143,996,291

Ad value of TV stories: $82,266.13
Estimated Nielsen households: 680,586

Total ad value: more than $31,294,224.13
Total impressions: more than 2,144,676,877

**Cumulative total**

(September 2009–December 2010)

Total ad value: more than $498,164,730.33
Total impressions: more than 21,089,646,639

**Star faculty media hits**

Don Johnson — 103
Mark Jones — 42
Rick Wilson — 20
Utpal Dholakia — 17
Dan Wallach — 16
Ruth Lopez Turley — 15
Steve Murdock — 15
Krishna Palem — 14
Pulickel Ajayan — 14
John Diamond — 9
Siddharth Singh — 9
D. Michael Lindsay — 8
Ken Medlock — 7