Centennial milestones

Lovett Hall's 100th Anniversary

On March 7, more than 500 people attended the celebration of the 100th anniversary of laying the cornerstone of Lovett Hall. Speakers included Rice Board of Trustees Chairman Jim Crownover, Rice President David Leebron and Harris County Judge Ed Emmett. A video about the building of Lovett Hall featured community leaders and alumni sharing their memories and "celebrating Rice."

View the ceremony here.

Rice Day at the Capitol

Another milestone event for the Centennial Celebration took place March 3 at the Texas state capitol. President Leebron and several faculty and staff traveled to Austin to join alumni as the Texas Senate and House passed resolutions declaring “Rice Day” and commemorating its centennial.

View the Rice in a Box highlight video here.

Rice in a Box

The Student Association partnered with Public Affairs to begin a centennial tradition to capture and archive university life from a student perspective — “Rice in a Box.” On April 21, Rice students, faculty and staff mingled and enjoyed cupcakes at Willy’s Statue while looking through the boxes as part of the first student-run Centennial Celebration event.
In the community

MCR recognized for social responsibility
Multicultural Community Relations was recognized for excellence in social responsibility programs by the International Association of Business Communicators for its Community Dialogue Luncheon and Rice connection speaker series.

The quarterly Community Dialogue Luncheons serve as an informal forum for community leaders to hear a presentation by a Rice faculty member and to share ideas and discuss social issues.

In fall 2010, Rice Connection started as the inverse of the Community Dialogue Luncheon. Rice Connection invites community leaders to present a lecture to Rice faculty, staff and students about a pressing social issue.

K–12 outreach
MCR created a website that contains a comprehensive list of more than 70 K–12 outreach initiatives at Rice. About 40 representatives from Rice schools and departments meet quarterly to discuss collaboration in an effort to more efficiently and effectively reach out to the K–12 community.

Visit www.rice.edu/educationaloutreach.

Rice Student Ambassadors
Together with University Representative Y. Ping Sun, Continuing Studies Dean Mary McIntire and Associate Vice Provost David Vassar, the Rice Welcome Center hosted two consular visits in April. Rice Student Ambassadors fluent in different languages helped welcome and escort the Consular Ladies Club and a delegation led by the Honorable Luis Malpica y de Lamadrid, consul general of Mexico, as they toured the campus and learned more about the university’s local and international programs.

Creative Services

Celebrate Rice
Creative Services produced a new ad — the third in a series designed to promote Rice’s Centennial Celebration — that will appear in the June issue of Texas Monthly and May 15 in the Houston Chronicle. The ad features the 1916 Rice graduation class and the many accomplishments of Rice alumni that followed.

Urban Quarterly
Creative Services provided editorial and design work for the inaugural issue of The Urban Quarterly, the newsletter of the Kinder Institute for Urban Research. Printed in April, it highlights research programs, activities, speakers and events at the institute and was distributed to alumni, donors, community leaders and other universities.

Rice.edu

Record year
For the first time, rice.edu’s international audience has accounted for more than 1 million visits in a single year. From May 2010 to April 2011, users from 226 countries, excluding the United States, generated 1.04 million visits, up 17.59 percent from May 2009-April 2010.

Positive vibes
How do our audiences feel about Rice in the social media world? By and large, the sentiment is very positive. Since January, 98 percent of the posts on social media sites like Facebook and Twitter have been positive. There have been more than 20,000 mentions about Rice in four months.

Rice News gets read
Rice News’ weekly email had an open rate of 27.3 percent during the spring semester. That’s a solid number compared with the industry’s average of 15.4 percent.
Social media world

Total estimated impressions YTD

Website benchmarks

The data below was gathered from 21 sites on which Public Affairs has implemented Google Analytics tracking. For more details, contact Sean Rieger at seanr@rice.edu.

<table>
<thead>
<tr>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>TOTALS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>569,156</td>
<td>623,115</td>
<td>590,304</td>
<td>616,378</td>
<td>496,717</td>
<td>537,432</td>
<td>500,006</td>
<td>562,842</td>
<td>526,972</td>
</tr>
<tr>
<td>Visits</td>
<td>844,054</td>
<td>925,855</td>
<td>878,560</td>
<td>909,991</td>
<td>715,780</td>
<td>797,477</td>
<td>753,251</td>
<td>842,265</td>
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<tr>
<td>Page views</td>
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<td>1,661,488</td>
<td>1,627,542</td>
<td>1,693,225</td>
<td>1,387,620</td>
<td>1,475,482</td>
<td>1,347,852</td>
<td>1,550,889</td>
<td>1,440,679</td>
</tr>
<tr>
<td>Pages per visit</td>
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<td>1.79</td>
<td>1.85</td>
<td>1.86</td>
<td>1.94</td>
<td>1.85</td>
<td>1.79</td>
<td>1.84</td>
<td>1.81</td>
</tr>
<tr>
<td>Average time</td>
<td>1:44</td>
<td>1:32</td>
<td>1:36</td>
<td>1:38</td>
<td>1:44</td>
<td>1:40</td>
<td>1:33</td>
<td>1:37</td>
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<tr>
<td>New visitors %</td>
<td>63.62%</td>
<td>63.05%</td>
<td>62.36%</td>
<td>63.13%</td>
<td>64.18%</td>
<td>62.66%</td>
<td>61.29%</td>
<td>61.93%</td>
<td>61.07%</td>
</tr>
</tbody>
</table>

*Totals reflect the past nine months of measurements.

Rice.edu: year-to-year trend
Popular features

- Virtual tour home page
- Wil key to helping kids balance
- Eight grad programs ranked in top 20
- Commencement
- Virtual tour: campus
- Clinton lauds Rice global health Technologies
- Incoming student delivers speech at the White House
- “Running Water” sweeps film competition
- Sid Rich sophomore wins Goldwater Scholarship
- Virtual tour: Residential life
- Media hits: trends

March 2011 is up 145 percent from March 2007.
April 2011 is up 283 percent from April 2007.
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 81.5 percent of

**NEWS BY SUBJECT**

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

*Jones School was picked up in two searches due to their official name change.*
Media highlights

Three front-page Houston Chronicle stories

- 30th Houston Area Survey (Stephen Klineberg)
- “Super Wi-Fi” hot spot in east Houston (Edward Knightly)
- Profile of Russian postdoc Ayrat Dimiev

Top media placements

Krishna Palem and Avinash Lingamneni were quoted in The New York Times, Wired, Fortune and MIT’s Technology Review about their new technique to double the efficiency of computer chips.

The Rice Business Plan Competition was featured on the front of the Houston Chronicle’s Business section and in Fortune magazine.

Rice experts Dale Sawyer, Paul Padley, Satish Nagarajaiah and Kristen Kulinowski were featured repeatedly on local TV stations reporting on the earthquake and tsunami in Japan and the nuclear meltdown.

Ad value and impressions

MARCH–APRIL

Ad value of print/Web stories: $52,558,035.22
Audience impressions*: 64,372,412,986

Ad value of TV stories: $1,195,742.42
Estimated Nielsen households: 22,437,784

Total ad value: more than $53,753,777.64
Total impressions: more than 64,394,850,770

Cumulative total
(September 2009–April 2011)

Total ad value: more than $633,360,525
Total impressions: more than 180,966,636,426

*An impression is a human contact.

Star faculty media coverage

Douglas Brinkley — 355
Mark Jones — 180
Ken Medlock — 164
Utpal Dholakia — 78
Krishna Palem — 63
Steve Murdock — 46
Chris Bronk — 41
Phil Bedient — 34
Amy Myers Jaffe — 33
D. Michael Lindsay — 25
Michael Emerson — 24
Edward Knightly — 24
James Tour — 22
Chandramalli Basker — 18
Edward Djerejian — 18
Stephen Klineberg — 17
Marcia O’Malley — 14
Bob Stein — 14
Paul Padley — 13
Dale Sawyer — 13
Lin Zhong — 11
Alan Levander — 7
Dan Wallach — 7

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