How much of an impact can social media have on website traffic? A lot.

On Nov. 15, rice.edu had 55,669 visits — a single-day record. The spike was caused by a single news release, “Sugar and slice make graphene real nice,” that went viral on reddit.com. More than 18,000 page views were due to that one mention. The release also is the most-read story this year with 21,833 page views.

In another record, Rice News had two stories generate more than 10,000 page views in a single month. In addition to the graphene story, the second, “Recommendation letters may be costing women jobs, promotions,” had 15,849 views.

Thanks to those two stories, Rice News increased its traffic by 35.2 percent in a single month, with a total of 123,366 visits. Yes, that’s another record.

The Shepherd School of Music’s site also had a record 28,974 visits in November, up 58.4 percent from the average, an indication of Shepherd’s successful marketing efforts that include Rice branding.
The 2010 Veterans Day ceremony featured a program produced by Creative Services. The program included a biography for Louise Beraud Griggs ’20, who was honored for her heroic service in the Army Signal Corps Female Telephone Operators Unit during World War I. Current Rice employees and students also were recognized for their military service.

The Shepherd Society continued their ongoing membership drive with a mailer designed and edited by the Creative Services team. This piece, which was sent to 10,000 people, assists in recruiting new members for the organization and raising funds to support the educational goals of Shepherd School students.

This year’s Campbell Lecture Series featured a reception and reading by author Zadie Smith. Creative Services designed, edited and produced the promotional materials for the event, including posters and direct mailers that were distributed to campus and local community members.

Rice concluded its three-month celebration of the centennial of the Mexican Revolution and the bicentennial of Mexican Independence with a trio of lectures organized by Multicultural Community Relations. In total, more than 1,000 Rice and Houston community members engaged in some facet of the Mexican Centennial Celebration. Activities included a food festival, the Mexican Revolution Film Series, an art exhibit and three lectures.

Four hundred students from diverse middle and high school groups in the Greater Houston area are better prepared for the college admission process thanks to a unique program organized by MCR. Groups including the Johns Hopkins Center for Talented Youth, Duke University Talent Identification Program — Next Generation Venture Fund, Kids to College, the Alief AVID college prep program and Houston Area Urban League Young Professionals College 101 were brought together to help the mainly first-generation college applicants prepare strategies for admission.

Students from the Rice Black Student Association and HACER supported these efforts by serving as tour guides and making presentations about the journey they traveled when applying to Rice.

University Relations

The MOB and a “Celebrate Rice” centennial banner were featured in Houston’s H-E-B Holiday Parade on Thanksgiving day before a television audience of more than 1 million.
The data below was gathered from 15 sites on which Public Affairs has implemented Google Analytics tracking. For more details, contact Sean Rieger at seanr@rice.edu.

### Website benchmarks

<table>
<thead>
<tr>
<th></th>
<th>Schools</th>
<th>Academic Dept.</th>
<th>Administrative Dept.</th>
<th>Centers and institutes</th>
<th>Programs</th>
<th>AVERAGE</th>
</tr>
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<tbody>
<tr>
<td>Total tracked</td>
<td>4</td>
<td>6</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>3,176</td>
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<tr>
<td>Visits</td>
<td>9,106</td>
<td>4,134</td>
<td>887</td>
<td>767</td>
<td>984</td>
<td>12,339</td>
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<tr>
<td>Page views</td>
<td>37,741</td>
<td>16,517</td>
<td>2,545</td>
<td>1,942</td>
<td>2,948</td>
<td>12,339</td>
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<tr>
<td>Pages per visit</td>
<td>2.86</td>
<td>3.91</td>
<td>2.87</td>
<td>2.54</td>
<td>3</td>
<td>3.04</td>
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<tr>
<td>Average time</td>
<td>2:28</td>
<td>2:55</td>
<td>1:47</td>
<td>1:45</td>
<td>2:35</td>
<td>2:18</td>
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<tr>
<td>New visitors %</td>
<td>67.20%</td>
<td>66.51%</td>
<td>76.44%</td>
<td>70.55%</td>
<td>64.02%</td>
<td>68.94%</td>
</tr>
<tr>
<td>Bounce rate</td>
<td>51.59%</td>
<td>38.04%</td>
<td>64.15%</td>
<td>59.35%</td>
<td>51.73%</td>
<td>52.97%</td>
</tr>
</tbody>
</table>

### Rice.edu: year-to-year trend
CIRCULATION NUMBERS
Rice News: 11,482
Dateline Rice: 10,846

www.rice.edu/virtualtours

Popular features

Release: Sugar and slice
Letters cost women jobs
Virtual tour: Marshall Scholars
Two seniors named Rhodes Scholar
National media site: Letters cost women jobs
Rice remains among best values in Kiplinger
Obama honors Rice professors
Media hits: trends

January 2007–November 2010: up from 271 to 1,169 (331 percent)

Media hits: trends

0 500 1000 1500 2000 2500 3000
January February March April May June July August September October November December

2007 2008 2009 2010
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.

Media hits: analytics

News by medium
Online continues to be the most important source of news about Rice, with about 69 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.
Rice had five more stories in Futurity.org, which showcases top research universities. Rice has had 61 placements since Futurity began in June 2009.

Mark Jones — the Joseph D. Jamail Chair in Latin American Studies, professor and chair of political science and fellow in political science at the James A. Baker III Institute for Public Policy — was quoted in two Reuters articles about the Texas gubernatorial race, as well as articles about the same subject appearing on the front page of the Houston Chronicle’s Election 2010 section and two articles in Voice of America news.

Rice President David Leebron co-authored a Houston Chronicle op-ed about the importance of Texas cancer research with presidents of other Texas Medical Center institutions that have also received funding from the Cancer Prevention and Research Institute of Texas.

Krishna Palem, the Ken and Audrey Kennedy Professor of Computer Science and professor of electrical and computer engineering, was quoted in the Houston Chronicle about a joint project between Rice, Singapore’s Nanyang Technological University and the Villages in Development and Learning Foundation to bring solar-powered slate computers to schoolchildren in India. Palem also appeared on “CNN Newsroom” to discuss the project.

Ad value and impressions

**NOVEMBER**
Ad value of print/Web stories: $26,055,608.77
Audience impressions: 1,656,202,588

Ad value of TV stories: $340,336.60
Estimated Nielsen households: 2,995,472

Total ad value: more than $26,395,945.37
Total impressions: more than 1,659,198,060

**Cumulative total**
(September 2009–November 2010)
Total ad value: more than $466,867,506.20
Total impressions: more than 18,944,969,762

Star faculty media hits

- Mark Jones — 76
- Randi Martin — 47
- Krishna Palem — 43
- Utpal Dholakia — 27
- James Tour — 22
- Douglas Brinkley — 15
- Michael Deem — 15
- Bob Stein — 13
- Stephen Klineberg — 12
- Michael Emerson — 9