Telling the Story of JGSB’s Impact

Storytelling at the Jones Graduate School is ever evolving. This fall, with a new academic year unfurling before us, the stories that distinguish us are told in new, compelling ways—through strategic conversations off campus, momentous events on campus, and public recognition for our innovative programs.

COMMUNITY LEADER CONVERSATIONS
Different venues have a way of inspiring inventive and progressive thinking. This year, we have taken the JGSB story to the senior leadership in Houston to explain our impact on the community, explore opportunities to expand our impact, and clarify our strategic plans for the future. The inaugural gathering this fall was hosted by Bob McNair at his home and marked the launch of an important economic impact study. Conducted this summer by Jeet Vijay, a Rice MBA student under the supervision of Professor Paul Dholakia, the study demonstrates the value of the Jones School and its alumni to the Houston economy.

TELLING DEANS AND ACADEMIC PEERS
Over this last quarter we also highlighted the stories of our programs, faculty and alumni on the pages of four new brochures. After introducing the marketing faculty brochure last spring, we followed its success with brochures in accounting, entrepreneurship, finance, and management—which combines strategy-environment and organizational behavior.

Targeted to academic peers and deans, each brochure illustrates thought leadership through innovative programs, accomplishments and publications of our growing faculty and the expertise and success of our alumni who draw on their Rice experience long after graduation.

SHOWCASING McNAIR HALL
Another target audience for the entrepreneurship brochure is entrepreneurship directors who descended on McNair Hall in October when the Rice Alliance for Technology and Entrepreneurship hosted the Global Consortium of Entrepreneurship Centers (GCEC). For three days, representatives from two hundred university-based GCEC members came together at the Jones Graduate School of Business to collaborate on specific issues and challenges facing individual centers as well as the overall role of university-based entrepreneurship centers.

Hosting GCEC provided an exceptional opportunity to tell the story of the impact of the Jones Graduate School of Business in Houston and around the world. Of keen interest to this audience was the alumni survey that revealed that 22% of JGSB alumni have started one or more companies with 76% of these companies still in operation with average yearly revenue of $1.4 million. The total estimated annual revenues of these start ups is $1.5 billion – remarkable for our small, yet growing alumni base.
Participants benefitted from the sessions, keynote addresses and networking. Despite tough economic times and travel restrictions at some universities, the Rice Alliance increased participation at the event by 50 percent over prior years. They engaged the top entrepreneurship centers and pulled in more international schools than ever before.

PUBLIC RECOGNITION

The Economist ranked the Rice MBA Full-Time program 1st in Texas and the Southwest and The Financial Times ranked the Executive program 1st in Texas and the Southwest. Of particular note is the top 5 ranking from Financial Times for student assessment of career services. With the help of alumni and friends of JGSB, the class of 2009 reached 83% employed as of three months post graduation despite the economic recession. Based on a recent Business Week article, this is the median rate of employment for the top 30 full-time MBA programs.

The inaugural ranking of the Rice MBA for Professionals program also secured the top spot in Texas and the Southwest from Business Week, ranking 8th overall in the U.S. Business Week gave this program the A+ grades on both teaching quality and curriculum.

The Rice MBA Full-time program also received prominent attention from the Princeton Review and Entrepreneur magazine which ranked the program as a top five graduate entrepreneurship program in the U.S. Based on key criteria in the areas of curriculum, faculty and student involvement with entrepreneurial activities, and extra-curricular support for entrepreneurship, the survey showcased the strengths of our program. With the Rice Alliance, the Rice Business Plan Competition, a new course in social entrepreneurship, the Rice Education Entrepreneurship Program (REEP)—a novel initiative to develop education entrepreneurs for K-12 school leadership, and two new concentrations—one in Entrepreneurship and a related concentration in Mastering Innovation and Creativity—it’s clear that entrepreneurship at JGSB is not just reputational but substantive as well.

SHARING OUR JGSB STORIES

Telling our stories connects the Jones Graduate School to its community of students, alumni, faculty, staff and prospective students. Council of Overseers board members Lynn Elsenhans and Janet Clark made Forbes “100 Most Powerful Women” list; marketing faculty member Vikas Mittal’s research on the financial risk gender gap appeared in Business Week, US News and World Report, and Houston Business Journal among others; and second-year students Jan Goetgeluk, president of the finance club, and Jesus Patino, president of the energy club, organized the first annual Rice Energy Finance Summit that attracted over 200 energy professionals.

Stories enable us to measure our innovations and successes through the eyes of our community, keeping us grounded and alert to the changing roles in leading thought and shaping the world. Help spread the good word and share your own JGSB stories with us.

Warm regards,

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