

Dear Colleagues and Friends,

I'm incredibly excited for 2019 and expect this year to be a watershed for Rice. The business school is in an enviable position for growth and impact because of the strategic investments we have made. We are committed to playing the long game, and that means being bold enough to take sizable risks and embrace the sometimes daunting challenge of change.

We often think everyone in Houston knows how strong our faculty, research, academics and students are. Research has shown that this is not the case. Over the next few years, we want to change that.

On Monday, January 7, we launched a new Houston brand campaign to build awareness of our business school and its top-ranked performance. We hope to gain more qualified candidates to our MBA programs, increase the number of individuals and companies accessing our Executive Education programs, recruit more companies who want to hire our top students, and serve more diverse audiences in the Houston business community.

The rollout begins with outdoor billboards followed by airport signage (featuring both Rice Business and Rice University creative executions), radio, pre-roll video on streaming services plus geo-targeted digital advertising. It will be backed by our ongoing Google AdWords and LinkedIn advertising campaigns; there will also be a direct mail component to mirror the email marketing also underway. Lastly, we will overlay organic and paid social media campaigns, run by our students.

The message: Rice's Jones Graduate School of Business is a top business school. If you are considering an MBA, consider Rice.

Below are creative executions for outdoor billboards:

**Local Heart.
Global Reach.**

**RICE
BUSINESS**

**Local Heart.
Global Mindset.**



RICE | BUSINESS



**Small School.
Big Name.**

**RICE
BUSINESS**

**RICE
BUSINESS**

Local Roots.

Global Reach.



As our campaign becomes visible in the Houston region, we encourage you to take photos (safely!) and spread the good word via social media, using the hashtag #RiceBusiness.

Best,

Peter Rodriguez
Dean