

Dear Alumni,

I'm incredibly excited for 2019 and expect the year to be a watershed for Rice. We are in an enviable position for growth and impact because of the strategic investments made by my predecessors and so many others. To honor their vision, we must resolve to have the courage to play the long game with our strategic decisions and that means being bold enough to take sizable risks and embrace the sometimes daunting challenge of change.

At the same time, we must recall our fundamental belief that the purpose of organizations is to solve the world's problems, and resolve to advance it through all our efforts. We do so by staying romantic about the power of an education to transform a life and to empower a leader to create change for good. And, we do so by finding and fighting for truth in our research.

Finally, I like to recall a favorite mantra: good thoughts, good words, good deeds. It's a reminder to fill my mind with the best knowledge available, strive ever harder to communicate with clarity and honesty, and pledge to act for others more often.

Hope you enjoy the new brand campaign debuting in Houston. Happy 2019.

FACULTY

Yael Hochberg presented her "Cost of Convenience" research on the impact of ride sharing to the R&D Seminar Series on December 5. Her research was published in The Economist in November.

Haiyang Li presented his research on the role of diversity (including team diversity and technological diversity) in innovation and entrepreneurship to the R&D Seminar Series on December 5. His paper titled "In the eyes of the beholder: The effect of participant diversity on perceived merits of collaborative innovations" was published in Research Policy (2018, 47(4): 1229-1242).

Faculty Media mentions (November and December):

- The Houston Chronicle. Bush Played The Long Game With NAFTA. By Peter Rodriguez
- The Houston Chronicle. Reporter's Notebook: 'Gold-collar' workers growing more vital in oil & gas industry. Cites Peter Rodriguez
- The Houston Chronicle. Bush Always Made People Feel Special. By Bill Arnold
- The Houston Chronicle. How Do We Learn To Hate? By Mikki Hebl.
- The Hill. Qatar Signals Big Break From Saudis By Leaving OPEC. By Bill Arnold.
- Houston Public Media. Oil Prices Are Down Again But Industry May Be Better Prepared. Cites Bill Arnold.
- The Los Angeles Times. In One Tony Houston Neighborhood, A House With Cats. Just Cats. Cites Duane Windsor.
- US News & World Report. Apple's Poor Sales in China Spurs Global Instability. Cites Haiying Li.
- The Wall Street Journal. How to Double Your Salary. Cites Rice Business.
- The Austin American Statesman. Austin Jobless Rates Falls to 27. Cites Peter Rodriguez.
- The Dallas Morning News. Houston's Got A Problem. Cites Peter Rodriguez.
- Psychology Today. How Terrorist Attacks Influence Consumer Behaviors. By Utpal Dholakia.
- Houston Chronicle podcast. The Burning Question: What Can The Catholic Church Learn From Big Business About Its Sex Scandal? By Anastasiya Zavyalova. [Please note, the Chronicle has this headline incorrectly switched with the one below].
- Houston Chronicle podcast. The Burning Question: How Does Detaining Migrant Children Hurt Americans? By Claudia Kolker. Refers to research by Vikas Mittal and Hajo Adam. [Please note, the Chronicle has this headline incorrectly switched with the one above].
- The Houston Chronicle. Vote For Yourself, Not Your Party. By Jonathan Miles.

RECRUITING AND ADMISSIONS

Full Time

Round 2 for Class of 2021 applications closed on January 5. Application volume remains strong, with a 10% increase from last year. The efforts of the recruiting team resulted in a highly diverse group of applicants in Round 2.

Professional and Executive

Applications in these programs are running slightly ahead of last year with a 30% increase in Professional Evening, 10% increase in Professional Weekend and 21% increase in Executive. These markets typically see the greatest application volume in the mid- to late-spring semester. Based on inquiries and created apps, we expect to see this upward trend continue.

MBA@Rice

We welcome our third cohort of students in January. With 25 students, this cohort brings the total number of MBA@Rice students to nearly 70. We now have nine courses launched, with Economic Environment of Business, Managerial Accounting and Marketing having their first run this term. We are set for our first MBA@Rice on-campus Intensive Learning Experience at the end of March. We expect to welcome nearly 50 students to campus to complete the experiential Leading Change and Negotiations courses.

GLOBAL PROGRAMS

Global Offsite: Uganda

In our inaugural global elective in East Africa, thirteen MBA students from across the programs spent a week engaging in south west Uganda. The students pursued themes of entrepreneurship, education, and health care as foundations for Uganda's future sustainable growth, prosperity and advancement. Programming included intimate conversations with leaders from local school systems, rural and city health care providers, and entrepreneurs from across the region. The experience concluded with an awe-inspiring visit to Murchison Falls National Park where participants were

able to view the “Big Five” of Africa’s big game — elephant, lion, cape buffalo, leopard and even the formerly extinct white rhino reintroduced into Uganda’s Rhino Sanctuary nearby. We have plenty of pictures to commemorate this special milestone in Rice Business Global history. We are excited for what is to come as we explore more options in these up-and-coming frontier markets.

Global Offsite: China

For the 11th straight year, Prof. Li led a group of students in the opportunity to better understanding the Chinese business environment. The group of 18 students spent time in Beijing, Hangzhou and Shanghai, with programming that included a deep dive into doing business in China along with cultural exposure and exploration of world-famous destinations such as the Great Wall, the Forbidden City and Shanghai's famous South Bund Fabric Market. Company visits include Alibaba, 3M, and the Coca-Cola innovation center.

Exchange Students

Rice Business Global welcomes five exchange students from partner universities for the spring semester. The students come to Houston from Frankfurt School of Finance in Germany and INCAE University in Costa Rica. In addition to incoming exchange, we sent one FT MBA student to study abroad for the semester in China.

CAREER DEVELOPMENT OFFICE

- Employment Status Updates/Fall Recruiting
 - Internship Recruiting. Banking and consulting recruiting kicks off the week of January 7. To-date, we have over 40 companies scheduled for on-campus interviews in early spring for internship recruiting.
- Austin Career Trek. Completed career trek to Austin on December 12-14, including an alumni networking event on the 13th. Companies visited by students included: Facebook, Dell, HomeAway, Informatica, Beneplace, SpiceWorks, Atlassian and Softserve.

- Mock Interviews. Advising is heavily engaged with students conducting practice interviews for the upcoming spring recruiting season. Students are preparing for both behavioral and case-based interviews.

ENTREPRENEURSHIP

Liu Idea Lab for Innovation and Entrepreneurship (Lilie)

- The Napier Rice Launch Challenge workshop series is going well with over 90 students attending sessions on design thinking, customer discovery, strategy, pitching, and unit economics with two more workshops before the competition this spring.
- Lilie hosted The Houston Innovation Summit (THIS 18), which focused on social entrepreneurship and impact investing. The event drew nearly 100 people to Lilie from the Houston entrepreneurial and impact community. This conference featured four, hour long moderated panels with experts from Houston and beyond.
- Daniel Lee's paper "Will Girls Be Girls" was accepted for publication in Economic Inquiry. The article is on risk taking and competitive behavior in single-sex environments.

Rice Alliance

- Rice Business Plan Competition is open for applications which are due Sun. Feb. 10. Forty-two teams will be selected from the applicants to compete in the two-and-one-half day event April 4-6, 2019. More than \$2M in prizes were awarded in 2018.
- Recruiting for OwlSpark startups launched on December 3 with the first of many Info Sessions. Entrepreneurs interested in applying for Class 7 can learn more at www.owlspark.com or by contacting the leadership team at team@owlspark.com. Anticipated program dates are May 20 - August 9, 2019.

EXECUTIVE EDUCATION

Executive Education has been actively positioning Rice Business with both local and global partners through customized executive programs, open enrollment, strategic partnerships and corporate development. Below is a glimpse into some of our recent activities.

Upcoming tiers of business course content targeting enterprise learning and development needs:

- Executive Development: 2018 Inaugural Cohort Complete
- Certificate in Business Foundations: Inaugural Cohort, August-October 2019
- Certificate in Leadership and Management Core: Inaugural Cohort, March-May 2019
- Diagnostics, Consultation & Coaching, 2019
- Inaugural Advanced Leadership Retreat, 2019

Delivered: Open Enrollment

- Leading Change
- Rethinking Workplace Diversity
- Leader as Coach
- Graduate Finance and Accounting Certificate

EXTERNAL RELATIONS

Fundraising

We are seeing some solid results with fundraising compared to YTD FY18 but we are seeing an overall slow-down in the number of individuals donating which I hope will build momentum by calendar year-end.

Alumni Relations

- Upcoming:
 - In 2019, we are confirmed to host events in Washington, D.C., Dallas, Austin, Denver – with more dates TBA.

- Save the date: Rice Business Alumni Reunion, May 17-18, 2019
- Please make a donation to the Rice Business Fund to help support alumni, student and faculty programs and initiatives!
www.business.rice.edu/give

MARKETING

- Hot off the presses: Rice Business Wisdom magazine's winter issue. Look for it in your mailbox.
- Houston brand campaign to build awareness. Rollout of billboards, airport signage, radio, pre-roll video on streaming services plus geo-targeted digital advertising
- Ongoing video production
- Rice Business Wisdom update: 10 articles published in November and December; eight professors represented in those articles.
- Additional media mentions:
 - [The Houston Chronicle, Gray Matters. Why Are Exclamation Points Everywhere?! By Jennifer Latson.](#) Cites James Weston and Connie Porter.
 - [The Houston Chronicle. Bugs May Hinder Anticipated Voter Turnout. By Tracy Barnett.](#) Cites Robert Stein.

Best,

Peter Rodriguez
Dean