

Dear Colleagues,

In like a lion and out like a lamb — that's the saying for March, and it holds true for the business school this year. With an exploratory trip to Vietnam for some of us, the Ignite Trek in Silicon Valley for others and South by Southwest in Austin for still more, the first few weeks of March look lively.

I'm excited about the "brand house" on South Congress that we're co-hosting with Texas Monthly in Austin. It's an actual store, right next to Allens Boots, that will be transformed into a retro hotel-like space with a concierge, bar, pop-up shopping from Stetson and Lucchese, and special programming from Rice Business professors and Shepherd School musicians. If you're lucky enough to get to SXSW this year, make some time to stop by (you may need to Uber/Lyft/RideAustin). We'll have a schedule on the website once it's finalized. This is a spectacular opportunity to put the Rice Business name out there and have fun while we're at it.

By early April, we'll be hosting the Rice Business Plan Competition for the 19th time. Remember to welcome the visiting teams, if you run into them in the hallway, and wish them luck, especially LilySpec, the Rice team that includes Joanna Nathan, one of our second-year MBAs. They won the internal business plan competition at Rice that earned them a spot at the RBPC. You can vote for [LilySpec here](#).

You'll see below that we've added a renovation update to the communication. My intention is to keep you apprised of changes going on in the building and locations where people have moved in the process.

Please take in all the updates when you have time. Have a great spring.

RENOVATION UPDATES

Effective February 22, the staff of Executive Education have been relocated to the breakout rooms on the north side of the hallway (rooms 118-124). The individual staff locations are:

#118 – Megan Gossett & Kathy Brucki (temporary administrative coordinator)

#119 – Kelcie Johnson & Emily Reichenbach

#120 – Kari Mullen

#121 – Steve Sommers

#122 – Zoran Perunovic

#123 – Sheree Ahart

#124 – Michael Koenig

The other occupants of suite 127 have moved to room 202 in the BIC as of Monday.

Owen Amadin and Sarah Kubena (Events)

Ben Guest, Joshua Ibarra, Tamara Lee

Matt Wakeman, Joanne Palmer (Financial Aid)

Lina Bell (Diversity and Inclusion)

Julie Macdonald (MBA@Rice)

Abbey Hartgrove and Kelly Vlaskamp (Global Programs)

Fabiola Currarino (Strategic Initiatives)

The breakout rooms #129 – 133, conference rooms 134A & B, Executive Commons and Suite 127 will no longer be available for booking after March 15 and will undergo demolition starting on March 18. *These breakout rooms and conference rooms 134A & B will not be returning.*

Construction of this area is expected to be completed in two phases. Offices for Executive Education and Student Programs will be ready for occupation approximately the end of June and the new Community Commons will be ready for use by the beginning of October.

FACULTY

Thrilled to announce our new tenured and tenure-track faculty who will start in July:

Karthik Balakrishnan – Associate Professor of Accounting, PhD from NYU, previously at Wharton and currently at London Business School

Hailey Ballew – Assistant Professor of Accounting, completing her PhD at Ohio State University

Arun Gopalakrishnan – Assistant Professor of Marketing, PhD from Wharton, currently at Washington University

Stephanie Johnson – Assistant Professor of Finance, completing her PhD at Northwestern University

Marlon Mooijman – Assistant Professor of Management (OB), PhD from Leiden University (The Netherlands), currently a post doc at Northwestern University

Kate Odziemkowska – Assistant Professor of Strategic Management, completing her PhD at Wharton

Faculty Media mentions (January and February):

Forbes. [Try Going Global Next Time You Experience A Career Change](#). Cited Hajo Adam and Otilia Obodaru.

Houston Chronicle. [Francesca's CEO resigns as Houston retailer explores potential sale](#). Cited Utpal Dholakia.

Houston Public Media. [Expert: Here's One Way The Catholic Church Can Regain Some Of Its Credibility](#). Podcast with Anastasiya Zavyalova.

Wall Street Journal. [Marie Kondo Says You Can More Than 30 Books, Just Wake Them Up First](#). Mentioned Scott's upcoming book co-author with Marie Kondo.

New York Times. [Marie Kondo Now Has a Reality Show: Netflix's Tidying Up](#). Mentioned Scott's upcoming book co-authored with Marie Kondo.

Consumer Affairs. [Nearly half of people would end a relationship over irresponsible spending](#). Cited Connie Porter.

Business Insider. [Monopolies are the 'missing piece of the puzzle' when it comes to analyzing US inequality, investment researchers argue](#). Cited Gustavo Grullon.

Houston Chronicle. [How should the Catholic Church address the sex abuse scandal?](#) Podcast with Anastasiya Zavyalova.

Glamour. [Would You Buy A Designer Bag Without The Designer Label?](#) Cited Utpal Dholakia.

Houston Chronicle. [Glass ceiling starts to crack amid the #MeToo movement.](#) By Yan Anthea Zhang and Ph.D. student, Yoon Jung “Jenny” Kwon.

Houston Chronicle. [For Catholics, what to ask your priest — and yourself — about abuse scandal \[Opinion\].](#) By Anastasiya Zavyalova.

Money. [Why I Can't Stop Wasting Money on Subscriptions I Never Use, According to Experts.](#) Cited Utpal Dholakia.

Harvard Business Review. [To Get Companies to Take Action on Social Issues, Emphasize Morals, Not the Business Case.](#) Co-written by Scott Sonenshein.

Los Angeles Magazine. [What Happens When A Restaurant Stops Taking Cash?](#) Cited Utpal Dholakia.

Houston Chronicle. [Energy companies are losing the trust battle: Here's how to win it.](#) Co-written by Vikas Mittal.

Curetoday. [Paying it forward.](#) Cited Connie Porter.

DEGREE PROGRAMS

Recruiting and Admissions

Full-Time MBA (FTMBA) Applications

Since the close of Round 2 on January 5, Full-Time MBA (FTMBA) application momentum has remained strong; we have seen a **37%** increase in FTMBA application creations year-over-year, as well as an **8% increase** in FTMBA application submissions year-over-year.

Decisions for Round 2 will be released on March 29, and the final Round 3 deadline for FTMBA applications is April 5, 2019.

Our team of second-year FTMBA Admissions Ambassadors has also been busy conducting admissions interviews over the past month, with **97%** of Round 2 interviews complete as of the end of February. We plan to begin recruiting the next cohort of FTMBA Ambassadors from the first-year class after their return from spring break.

Professional (PMBA) and Executive MBA (EMBA) Applications

Consistent with the exponential nature of rolling admissions, we continue to see increases in application submissions for the PMBA-Evening (**26% increase** year-over-year), PMBA-Weekend (**19% increase** year-over-year), and EMBA (**28% increase** year-over-year) programs.

Fully employed program enrollment has also accelerated, with PMBA programs **up 13** total enrollments year-over-year and the EMBA program **up six** enrollments year-over-year. We expect to see these trends continue as we approach May 27 – the final application deadline for PMBA and EMBA apps.

After a year of service (and over 250 interviews conducted!), we are working to roll off our current second-year PMBA Admissions Ambassadors before they become too busy with Capstone work. We hope to assemble a new team of PMBA Ambassadors from the first-year class by early March.

Recruiting Events

We would like to give a big thanks to all who have helped us deliver our recent signature recruiting events, including our January and February **MBA**Admit yield events, as well as February's **Women@Rice**weekend. These experiences can truly “move the needle” for prospective students – and they are so incredibly successful because of support and engagement across our entire Rice Business community! If you would like to get involved in a future admissions event, please don't hesitate to reach out to any member of our team.

Diversity and Inclusion

The Forté Foundation held their January 31 board meeting at Rice Business.

The 19th annual Women in Leadership Conference — held February 8 and organized by Rice Business Women’s Organization — was a sell-out this year. Themed “Be the Change,” the event showcased 25 speakers across various industries. The two keynotes were Barbara Humpton, CEO - Siemens USA and Robyn O’Brien, VP of rePlant Capital, author and alumna. Prospective MBA students on campus for Women@Rice preview weekend also attended the event.

Congratulations to Lina Y. Bell for recognition as a 2019 Diversity and Inclusion Trailblazer by Bank of America – BPG. The Black Professional Groups’ goal is to maximize the contributions and enhance the professional development of black employees at Bank of America, with a focus on the Greater Houston area.

Global Programs

Dean Peter Rodriguez, Senior Associate Dean Barbara Ostdiek and Associate Dean for Innovation Initiatives Michael Koenig headed to Vietnam March 1 to pave the way for a new leadership program. We look forward to developing this prospective market for our students, as well as Executive Education opportunities.

Career Development Office

Spring Networking Reception

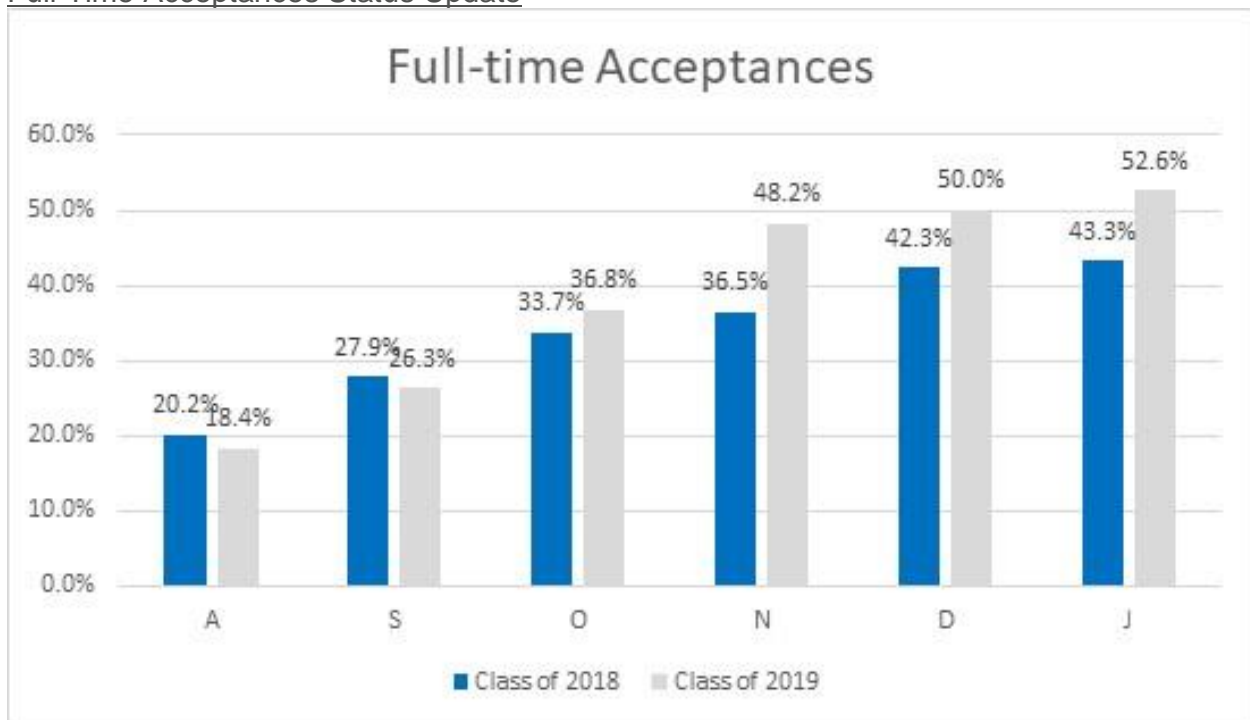
20+ companies came to campus to recruit MBA students for both summer internship and full-time job opportunities. Companies included: Air Liquide, Callahan Advisors, EAG Services, EDF Trading, EM Commodities Inc., Emerson, Envent, HCA Healthcare, KPISOFT, Majors and Mondragon, McChrystal Group, Merrill Lynch, Rice Management Co., Schlumberger, Shell Ventures, Slalom, SpencerStuart, Tally Energy, UT Health, Veritas, Zensar

Employment Status Updates/Fall Recruiting

Full-time Recruiting: hiring companies to-date: Accenture, Air Liquide, AlixPartners, Alvarez & Marsal, American Airlines, Apple Inc., Arthur D. Little, AstraZeneca, Bank of America

Merrill Lynch, Barclays Global Markets/Investment Banking, BMO Capital Markets, Boston Consulting Group, BP, CenterPoint Energy, Chevron, Concho Resources, Credit Suisse, Danaher, Dell, Deloitte Consulting, ExxonMobil, EY, EY-Parthenon, Gartner Consulting, Goldman Sachs, Infosys Consulting, Johnson & Johnson, JP Morgan Chase & Co., Kalypso, KPMG, Lazard, Lionstone Investments, McKinsey & Company, Morgan Stanley, NRG, Roland Berger Strategy Consultants, Scotiabank, Simmons & Company International, The Boeing Company, T-Mobile, Tudor, Pickering, Holt & Co., Wells Fargo, Wood Mackenzie

Full-Time Acceptances Status Update



Internship Recruiting/Hiring Companies to Date: 3M, Accenture, AlixPartners, Alvarez & Marsal, Anheuser-Busch, Barclays Global Markets/Investment Banking, BHP Billiton, CBRE, CenterPoint Energy, Citigroup, Citigroup Corporate and Investment Bank, CVS Health, Danaher, Dell, Deloitte Consulting, Ernst & Young LLP, EY, EY-Parthenon, FTI Consulting, Greenhill & Co., HEB, HPE, Johnson & Johnson, JP Morgan, Kalypso, McKinsey & Company, Moelis & Company, Morgan Stanley, Phillips 66, Scotiabank, Shell, Starbucks, Transocean, UBS, USAA Real Estate, Wells Fargo

Staffing Updates

Jessica Campbell hired as Director, Corporate and Employer Relations Search. Her first day was Wednesday, February 27, 2019.

We are hiring for an Associate Director, Career Education and Advising. A group of finalist have been selected with interviews to be scheduled over the next couple of weeks.

The [Assistant Director, Recruiting & Corporate Relations](#) is live in RiceWorks. Selections for first round interviews will be made over the next few weeks.

An Administrative Assistant/Office Coordinator role will be posted soon.

International Student Programming

Marcelo Barros, author of The International Advantage, will be at Rice Business on Friday, March 22.

EMBA/Alumni Career Development

Marie Bergeron travelled to Denver to conduct a LinkedIn Workshop for Denver-area alumni and 1:1 coaching to interested alumni.

Executive Search Firm Panel scheduled for Wednesday, March 27, 2019 from 6 - 8 pm in the Shell Auditorium with a reception to follow in the AFC.

Student Program Office

Looking forward to a busy few months.

March 16 – Spring Fling (5:30-8:30)

March 17 – Owlympics (9:00-2:00)

March 23 – Gala (@ Houston Zoo, 8:00pm-12:00am)

March 28 – International Partio (5:30-7:30)

April 11 – Dean's Partio (same day as FT Admit event)

May 7 – Jones Citizen Award Reception

May 10 – Investiture (1pm)

May 11 – Rice University Commencement (8:30am)

Operations

Student Financial Services

We are pleased to report that our new Student Financial Services team is taking shape. At the end of January, Matt Wakeman joined us as director of student financial services and Joanne Palmer as the financial aid specialist. Matt and Joanne bring with them a wealth of experience in financial aid and have hit the ground running. Over the next two months, they will be working to complete the financial aid packaging for the April cohort of MBA@Rice students. Providing students in all of our programs with efficient and effective support in navigating the financial aid maze is an important driver of student satisfaction and has been an important differentiator for us. We are delighted to have a world-class team in place.

Events

Our events team has seen significant changes over the last month. Owen Amadin, formerly with the Rice Executive Education group, joined Operations as an assistant director, leading the events team. Owen has a passion for organization and efficiency, and she brings strong logistical skills and a positive attitude to the team. Sarah Kubena, a Rice alumna formerly with the Houston Zoo, joined as events coordinator. Sarah brings an analytical perspective to the events team and will work with Owen to streamline the processes for booking space and planning events at Rice Business. The events team facilitated over 20 significant events over the last couple of months including multiple recruiting events, the scholarship dinner, the Women in Leadership Conference, The Family Office Association symposium, and the Crownover Scholars dinner.

MBA@Rice

We welcome our 4th cohort of students in April and expect about 20 students to enroll, bringing the MBA@Rice enrollment to nearly 90. We have 12 fully-developed and launched courses with Finance, Operations Management and Business-Government Relations having their first run in the April term. There are 40 students who will attend the first Rice

Residential on March 27-31, 2019, participating in two experiential courses: Leading Change with Prof. Sonenshein and Negotiations with Prof. Zhou.

Program Operations

We conducted the Campus bookstore textbook distribution pilot program with the first year Professional and Executive students this spring. Tamara Lee surveyed the 90 participants and the feedback on this approach to increasing choice over the textbook medium has been positive.

Data

Joshua Ibarra built a course-offering Tableau visualization to display supply and demand characteristics for our elective portfolio. This “viz” will help Senior Associate Dean Ostdiek and the area coordinators to improve placement of electives across terms and schedules. Joshua also led market research to help Dean Rodriguez present competitor business school revenue sources as well as current market demand for MBA programs.

ENTREPRENEURSHIP

Liu Idea Lab for Innovation and Entrepreneurship (Lilie)

The Napier Rice Launch Challenge workshop series finished strongly. Over 135 students have attended workshops on design thinking, customer discovery, strategy, pitching, unit economics, and prototyping and prototyping. Please come out to cheer on the FOUR MBA student teams and TWO MBA alumni teams at the Napier Rice Launch Challenge Competition on Thursday, March 28 from 6:00-9:00pm. RSVP at http://bit.ly/RSVP_NRLC2019.

Launch of the Lilie Founders Dinners, a monthly dinner designed to build community of support and knowledge for student entrepreneurs at Rice, saw an oversubscription of interest. After a rigorous application process, 17 undergraduate and MBA students were admitted into the inaugural cohort of student entrepreneurs.

Lilie hosted Airbnb's senior public policy director, Laura Spanjian, on January 30th. She spoke on the responsibility of technology firms as a global citizen and Airbnb's initiatives in that area. Over 45 students, alumni and community members attended.

Rice Alliance and Lilie co-hosted the South Regionals for the Venture Capital Investment Competition on Friday, February 8th. VCIC is the largest venture capital competition in the world. The south region competition features six MBA teams from top universities in the country who competed to see which venture team could secure a deal with the best terms with real startups.

Rice Alliance

Feb. 4: Startup Career Fair with 490 students and professionals from around Houston seeking internships and full-time opportunities. They met up with 48 startups in the one-day event.

Feb. 18: [Applications Open for OwlSpark class 7](#)

Feb. 20: OwlSpark Information Session, held at Liu Idea Lab (Lilie). Approximately 35 students attended the session.

Feb 21: The internal Rice University business plan competition to determine Rice University representative at the RBPC was held at Jones School. Ten teams from across Rice University competed.

1st: LilySpec, \$2,500. Lead by Christine Luk.

2nd: UrinControl, \$1,500. Lead by Pooja Sheth.

3rd: Barolac. \$1,000. Lead by Krithika Kumar.

Feb. 27: Announced 42 Rice Business Plan Competition teams on Facebook Live.

March 6 -9: 2019 Ignite Trek, Silicon Valley, 75 students will participate this year. They will meet with successful Silicon Valley entrepreneurs and tour some of the hottest startups in SV.

April 4-6: 19th Annual Rice Business Plan Competition – World’s Richest and Largest Student Startup Competition, \$2 million in prizes, 42 teams from around the world, 275 judges.

EXECUTIVE EDUCATION

Our current [Rice Advanced Management Program](#) has the largest enrollment on record. The first week of the 2-week program was held February 11-15 and will reconvene in April.

Executive Education Open Enrollment Programs also delivered in the third quarter:

- Essentials of Leadership: Feb 14-15
- Effective Strategy Formulation: Feb 25-26

[The Leadership Accelerator](#): We are introducing this new program on June 17-20, 2019 on campus. This is the first of three product launches of the Rice Business Leadership DNA Vertical. We will also be launching The Leadership Accelerator offsite in The Woodlands on October 7-10, 2019 in collaboration with The Woodlands Area Economic Development Partnership in an effort to capture more of the market.

Delivered Event: Rice Business Insights Series, “Cause and Effect. Making Sense of Data” with Professor James Weston was held on January 24, 2019. The event was moved to the Shell Auditorium to accommodate the crowd and 54 joined via the web. View the event recording [here](#).

EXTERNAL RELATIONS

Fundraising

- We are YTD higher in cash and commitments than any time in the past four years
- We are trending 26% ahead YTD FY18 in cash and 68% ahead YTD FY18 in commitments
- Rice Business Fund is trending 10% ahead of YTD FY18 despite the fact that the office of Associate Director of Annual Giving has been vacant for two months
- Donor retention is 28% ahead of YTD FY18

- We are also 18% ahead of total donors YTD compared to YTD FY18, which represents an overall increase of 1% alumni participation compared to YTD FY18
- We have over \$5M in the pipeline in major gift asks.
- Corporate cash is 120% ahead of YTD FY18 and corporate commitments is 41% ahead YTD FY18

Alumni Affairs

- Alumni affairs hosted several successful regional alumni events including, but not limited to:
 - 35 people at the Army Navy Club in Washington DC
 - 175 people at the Federal Reserve Bank of Dallas, TX
 - 30 people at the first regional event for Sugar Land, TX
 - 30 people at ExxonMobil and HP
 - 15 people in Spring, TX
- **Save the date for reunion: May 17-18**
- Save the date for 2nd Annual Rice Business Alumni Awards: October 4

OFFICE OF TECHNOLOGY

Digital Strategy

Webinars

- Executive Education
 - Rice Business Insight Series-James Weston
 - Online attendees: 54
- MBA@Rice
 - Cookies & Coffee Webinar – Janet Moore
 - Online attendees: 2
- MAcc
 - MAcc Admissions Webinar
 - Online attendees: 6

Course Live Streams/Recording

Session/Course	Number of Views as of 1/19
MGMT 757 Final Presentations	9

MGMT/MGMW/MGMP 584 Workshop Reservation	99
MGMT 808 Review Session	47
MGMT 843 Review Session	24

Studio/ On Location Recordings

Video Projects Completed	Requestor
Scholarship Dinner student and donor interviews	Ext Rel
Alumni Relations Vlog January	Ext Rel
Entrepreneurial Alumni Videos Mark Davies	LILIE
Alumni Relations Vlog February	Ext Rel
Rice RED Interviews Delbert H. Kendall	2U
Rice RED Interviews Jonathan H Brinsden	2U
Rice RED Interviews Karlston Nasser	2U
Entrepreneurial Alumni Videos Trent Crow	LILIE

Bill Arnold and Karl Johnson interview	2U
Bill Arnold and Peter E Slaiby interview	2U
Student Testimonial (Rich Hoover)	CDO
Student Testimonial (Sina Yilu)	CDO
Student Testimonial (Sherlyn Hufford)	CDO
Student Testimonial (Callie Butler)	CDO
Student Testimonial (Celestine Tung)	CDO
ILE Course Intros	2U

Virtual Meetings

- Panopto Sessions: 21
- Zoom Course Meetings: 20

Infrastructure

- Project to install laser printers in all tiered classrooms complete
- Breakout room reservations reader board testing successful. Researching mobile app for instant JGSB student reservations of breakout rooms
- 116 Design phase underway. Site visit to view possible leading edge technology for room
- Breakout rooms AV equipment removed from 1st floor breakout rooms
- New USB hubs have been installed in classrooms

Solutions and Technology Services

- Carmen Robinson hired as new Associate Director, Solution Services
- Pat Salas promoted to Sr. AV Technician
- Rice Doc Center welcomed two new clients, Fondren Library and Abercrombie Engineering Lab.
- Researched and initiated security and general counsel approval for HubSpot CRM for EE
 - Trial version being tested by EE Staff
- Assisted with staff relocation for EE and Operations temporary moves
- Split/Merge 16 Canvas for Spring 2019 semester
- Assisted with energy simulation training
- Applied course box headers to 185 Spring 2019 Canvas sites
- Administered and facilitated Crisis Communication Simulation for Communications dept.
- Testing Barcloud inventory system to track stocked items and purchases to help minimize extra steps and mistakes pertaining to inventory
- Conducted interviews for new AV Manager position

MARKETING

- Created paid social media advertising for Houston Takeover campaign
- Assisted with launch of Get Smarter online Real Estate short course
- Submitted Poets & Quants nominations for Best and Brightest Full-Time Students
- Updated Lillie and Executive Education websites
- Created MAcc newsletter
- Revised Information Session presentation
- Photo shoots with students and alumni for Rice Business magazine
- Added Rice Business Wisdom link to the monthly Executive Education newsletter
- Assisted Women in Leadership conference delivery with printed materials, advertising and social media
- Rice Business Wisdom update: 15 articles and one cartoon published in January and February; 13 professors represented in those articles
- Created Management Incubator material for Exec Ed
- Created Corporate Innovation material for Exec Ed
- Created Leadership Accelerator material for Exec Ed
- Revised trifold brochure for Exec Ed
- Created promotional materials for Texas Family Office Association
- Created Reunion 2019 invitation for print
- Provided edits and direction for the following videos:

Advertising (externally produced)

Bold 30s <https://youtu.be/dntMz2mJu8Y>

Bold 15s <https://youtu.be/ZVAjfX8K90w>

Global 30s <https://youtu.be/9Bzr6cDimxo>

Global 15s https://youtu.be/l626_0HOENA

Organizations V1 30s <https://youtu.be/UqiKPctjDNw>

Organizations V2 30s <https://youtu.be/EIhOWdPq0FQ>

Our Focus 15s <https://youtu.be/QQU3yZEX0sU>

Diversity 15s <https://youtu.be/VjXm4-k3QVc>

Other Videos (internally produced)

Jan Alumni VLOG <https://youtu.be/YMOItGQFVec>

Feb Alumni VLOG <https://youtu.be/s3GYAOLqwmY>

Sina Yilu FT <https://youtu.be/FfedQwk4IKo>

Sherlyn Hufford EMBA <https://youtu.be/CJ3odZ4vh3c>

Celestine Tung EMBA <https://youtu.be/pKs1F183xjE>

Callie Butler EMBA <https://youtu.be/gxkZpn1Yo0k>

Scholarships <https://youtu.be/m2rS28CVHWQ>

Rich Hoover EMBA <https://youtu.be/r7rwgDxKejU>

Best,

Peter Rodriguez

Dean