Initiative for Students
Presentation for
Administrators’ Forum

November 11, 2014
THREE-YEAR INITIATIVE

• Scale not intended to be a comprehensive campaign
• Focused on student opportunities and the student experience
• Mobilize the Rice community in ways that are not just about giving money
INITIATIVE FOR STUDENTS

• **Remarkable Talent:** Pave the way for the most talented students to find their place at Rice, regardless of their financial backgrounds

• **Unparalleled Education:** Engage our students in a world-class academic experience by investing in exceptional teaching and learning programs and by expanding student research opportunities across the university

• **Extraordinary Impact:** Give every student the chance to put their analytical, entrepreneurial and leadership insights to the test by engaging the broader Rice network as never before
REMARKABLE TALENT: NEED-BLIND ADMISSION

• 41 U.S. institutions offer both need-blind admissions and meet full demonstrated need for students
• Of the 41, 12 are in the top 20 US News national universities*
• Rice University’s endowment accounted for 27% of total student aid in FY13, down from 60% in FY04
• Demand for scholarships is outpacing the supply

*Columbia University (4) - Stanford University (4) - University of Chicago (4)  
Duke University (8) - University of Pennsylvania (8) - California Institute of Technology (10)  
Johns Hopkins University (12) - Northwestern University (13) - Brown University (16)  
University of Notre Dame (16) - Vanderbilt University (16) - Rice University (19)
UNPARALLELED EDUCATION: ON CAMPUS EXCELLENCE

• Capitalize on opportunities to advance program, research and fellowship funding for emerging academic programs
• Increase funding for fellowships and stipends across campus
• Connect classroom learning and students’ intellectual interests through hands-on research opportunities
• Increase opportunities in leadership, entrepreneurship, etc.
EXTRAORDINARY IMPACT: EXPERIENTIAL LEARNING

• Reinforce the academic experience with substantial opportunities for students outside of the classroom
  – Demand has increased in the areas where internships and mentoring programs have been created
• Expand leadership development to begin at O-Week and extend through graduation with personal guidance on campus
• Working closely with Center for Career Development, Leadership Rice, Center for Civic Leadership, etc.
• What do you want to do after your Rice experience?
INITIATIVE FOR STUDENTS SUMMARY

• Decrease costs associated with need-blind admissions and meeting full demonstrated student need
• Enhance the academic profile
• Create internship and other experiential learning opportunities
• Mobilize Rice alumni and friends in support of students
• Build and enhance the Rice Network worldwide
ALUMNI AND CAMPUS LEADERSHIP

• Commission (50 to 70 members for a three-year term)
  – Composed of alumni, parents, friends across the country and globe, and university leadership
  – Convenes annually
  – Shares regional knowledge and personal resources to enhance opportunities for students with internships and other experiential learning opportunities
  – Future Alumni Committee to provide representatives guidance and insight to the Commission, and help shape the Initiative
LAUNCHED!

• A more intimate launch
  – Teaser on Rice Day October 12 (email directing people to new website)
  – Integrated branding and activities throughout Homecoming and Reunion November 7 - 9
  – Coordinated throughout Rice and DAR communications: websites, emails, alumni relations and annual fund materials

• Regional rollout through FY2015
The Initiative for Students
BRAND

• The official title of the effort is *The Initiative for Students.*

• **KNOWLEDGE** is the primary visual mark or design element.

• *Owl Edge* is the theme or unifying idea.