On Oct. 12, 1912, Rice’s founding president, Edgar Odell Lovett, presided over official opening ceremonies for the new institution. On Oct. 12, 2010, Rice’s current president, David W. Leebron, officially launched the two-year countdown to the university’s Centennial Celebration. For the next two years, and every year afterward, Oct. 12 will be celebrated as Rice Day, a tradition already observed by the Association of Rice Alumni.

In cooperation with the president’s town hall committee and many other campus organizations, Public Affairs staged a fun and upbeat meeting and all-school picnic. More than 600 people attended the town hall meeting in Stude Concert Hall at the Shepherd School of Music. President Leebron reviewed the state of the university and took questions from the audience. He also read a congratulatory message sent from the International Space Station by Rice alumna and NASA’s first native Houstonian astronaut, Shannon Walker ’87.

Then, with a call for Rice to “yell” to make itself heard, President Leebron started a countdown clock to officially launch the two-year Centennial Celebration, a moment heralded by balloons, banners, t-shirt tosses by Rice cheerleaders and Sammy the Owl, a trumpet fanfare composed especially for the occasion by Shepherd School Professor of Trumpet Maria Speziale, and a live performance by the MOB. Attendees left with big grins, not to mention Rice logo pins, t-shirts and balloons that soon festooned all parts of the campus.

To cap off the day, Rice’s undergraduate and graduate students enjoyed a picnic on Founder’s Court, where they noshed and were treated to souvenir Frisbees and water bottles emblazoned with the Centennial Celebration event mark.

The week began with a full-page centennial ad in the Houston Chronicle and a celebration of the 25th anniversary of the buckyball. It culminated with Homecoming and an exciting Bayou Bucket victory over the University of Houston in Rice Stadium. Throughout the week, Save-the-date and “Celebrate Rice” banners helped to spread the word about the Centennial Celebration.
Rice.edu is averaging a record 25,533 daily visits in 2010 — up 10.3 percent from two years ago.

While traffic to the website has remained steady among on-campus visitors between 2009 and 2010, off-campus users have increased by 19.8 percent, one more indication of increased interest about Rice from “outside the hedges.”

Undergraduate admissions traffic grew for the fourth consecutive month. The site had 236,111 page views in October — its strongest month in 2010.

For the second consecutive month, “Rice ranks among the world’s top 50 universities” was the most-read story in Rice News. The article has generated more than 7,000 page views.

Creative Services

The Creative Services team completed design and editorial work for the McMurtry College dedication.

As part of the Smalley Institute’s Year of Nano, Creative Services produced promotional materials that included the Year of Nano event graphic and advertisements, and designed and edited an informative brochure about Rice’s impact on nanotechnology research for Capitol Hill meetings in Washington, D.C. The group also produced materials for the Buckyball Discovery Conference at Rice, including the conference program, “Who Knew?” table tents and owl pin cards.

Creative Services produced Rice Day posters, Rice pins, and Centennial Celebration banners, T-shirts and balloons, Frisbees and water bottles for Rice Day events and celebrations.

Multicultural Community Relations

More than 1,000 visitors to the Rice campus enjoyed top-quality films from countries that included South Korea, Japan, India and Mexico during the Asian Film Festival 2010, the Revolution Film Series. The Rice Media Center served as the venue for the events, including a presentation by an award-winning director and screenwriter from Mexico, Juan Antonio de la Riva.

David Medina, director of multicultural community relations, received the Willie Velasquez Hispanic Excellence Award for education from the Tejano Center for Community Concerns and Houston TV station Telemundo.
Social media world

Website benchmarks

The data below was gathered from 15 sites on which Public Affairs has implemented Google Analytics tracking. For more details, contact Sean Rieger at seanr@rice.edu.

<table>
<thead>
<tr>
<th></th>
<th>Schools</th>
<th>Academic</th>
<th>Administrative</th>
<th>Research centers</th>
<th>Programs</th>
<th>AVERAGE</th>
</tr>
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<tbody>
<tr>
<td>Total tracked</td>
<td>4</td>
<td>6</td>
<td>1</td>
<td>4</td>
<td>1</td>
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<tr>
<td>Visits</td>
<td>6,296</td>
<td>3,517</td>
<td>872</td>
<td>866</td>
<td>876</td>
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<tr>
<td>Page views</td>
<td>23,877</td>
<td>14,802</td>
<td>2,606</td>
<td>2,021</td>
<td>2,750</td>
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<tr>
<td>Pages per visit</td>
<td>3.15</td>
<td>4.13</td>
<td>2.99</td>
<td>2.2</td>
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<td>3.12</td>
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<tr>
<td>Average time</td>
<td>2:25</td>
<td>3:08</td>
<td>1:29</td>
<td>1:24</td>
<td>2:42</td>
<td>2:13</td>
</tr>
<tr>
<td>New visitors %</td>
<td>70.93%</td>
<td>70.66%</td>
<td>72.59%</td>
<td>71.16%</td>
<td>62.79%</td>
<td>69.63%</td>
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<tr>
<td>Bounce rate</td>
<td>52.26%</td>
<td>36.81%</td>
<td>63.07%</td>
<td>62.71%</td>
<td>50.34%</td>
<td>53.04%</td>
</tr>
</tbody>
</table>

Rice.edu: year-to-year trend
CIRCULATION NUMBERS
Rice News: 12,244
Dateline Rice: 10,853

www.rice.edu/virtualtours

Media hits: trends
January 2007–October 2010: up from 271 to 2,768 (381 percent)

Popular features
Virtual tour home page
Virtual tour: The campus
Rice Ranks among world’s top 50
Continuing Studies to expand
Pakistanis to No. 1 for best quality of life
Rice still No. 1 for best quality of life
The Way I See It: $175 well spent
Alums Bush and Rhodes make Time list
Virtual tour: Residential life
Celebrate Rice’s present, past and future

Pageviews

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The Way I See It: $175 well spent
Alums Bush and Rhodes make Time list
Virtual tour: Residential life
Celebrate Rice’s present, past and future

January 2007–October 2010: up from 271 to 2,768 (381 percent)
Media hits: monthly results

Each month we analyze media activities in many ways: by date, state, country, category, media, medium, type and designated market area. Here are two examples that show the impact of online news sources and the growing trend for more in-depth coverage of Rice.

**NEWS BY TYPE**
The number of feature stories in which Rice was mentioned three or more times accounted for more than 38 percent of all hits.

**NEWS BY MEDIUM**
Online continues to be the dominate source of news about Rice, with about 75 percent of hits coming from that medium.

James Tour — 183
Mark Jones — 62
Utpal Dholakia — 51
Bob Stein — 46
Kartik Mohanram — 29
Michael Wong — 23
Sibani Biswal — 23
Steve Murdock — 15
D. Michael Lindsay — 14
Douglas Brinkley — 13
Robert Curl — 12
Krishna Palem — 12
Anthony Brandt — 9
Ken Medlock — 7

*September’s high was due to two Associated Press stories quoting George Hirasaki in 753 media outlets.*
Rice had its 53rd placement on Futurity.org. The article was about a team of Rice researchers who discovered a class of power-storing materials that may easily exceed the benchmarks set by the U.S. Department of Energy for hydrogen storage. Boris Yakobson, the Karl F. Hasselmann Professor in Mechanical Engineering and Materials Science and professor of chemistry, was quoted.

Rice University is No. 4 on the list of best values in private colleges ranked by Kiplinger’s Personal Finance magazine. Media Relations facilitated interviews for an article that profiled Rice and quoted President David Leebron, Brown College junior Lindsay Zhang and Jones College sophomore David Evans.

A Houston Business Journal article reported that Rice’s Jesse H. Jones Graduate School of Business ranked 19th in a Wall Street Journal survey of the top executive MBA programs in the U.S.

A front-page Houston Chronicle article discussed the 25th anniversary of the discovery of the buckyball at Rice by Robert Curl, University Professor Emeritus and the Kenneth S. Pitzer-Schlumberger Professor Emeritus of Natural Sciences, and the late Richard Smalley. Curl; Gustavo Scuseria, the Robert A. Welch Professor of Chemistry, vice chair of the Department of Chemistry, and professor of physics and astronomy; and Wade Adams, director of the Richard E. Smalley Institute, were quoted.