### **RIT WEST COAST ENGAGEMENT: ANSWERING THE WHY, WHERE, WHAT AND HOW** Academic Senate October 6, 2016



# **ABOUT THE WEST COAST AND RIT**

# **ABOUT THE WEST COAST**

Innovation hotspot: Highest concentration of high valuation start-ups on West Coast (50% of the start ups valued above \$1B are located in Silicon Valley)

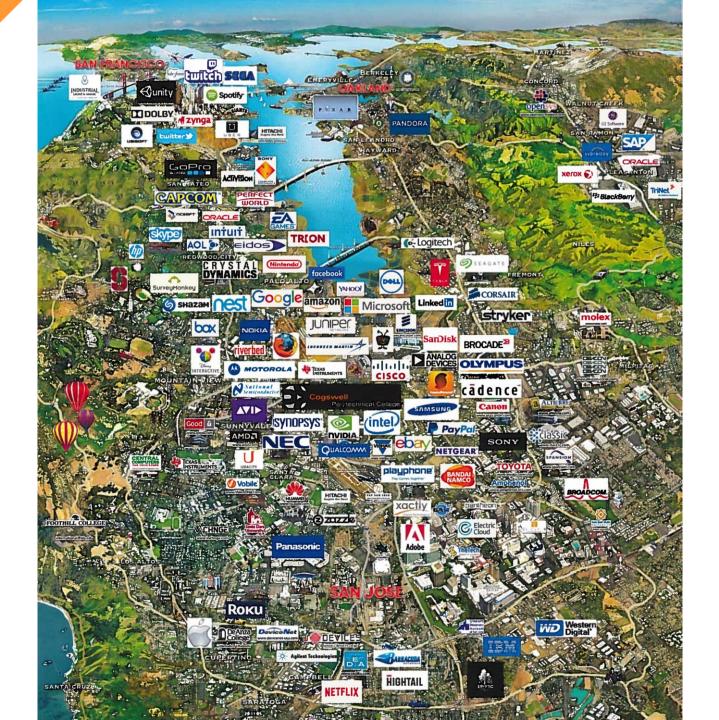
Technology companies: Apple, Facebook, Google, Microsoft, Amazon, Cisco, Oracle



Job growth: California's job growth rate exceeds that of the nation, particularly powered by Silicon Valley

- Wealth: Silicon Valley is rated #2 in the country for the percentage of households rated wealthy (15.9%; NYC is #1; DC is 3<sup>rd</sup>)
- High school graduates: 2022: Western states 5% increase in high school graduate numbers





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# **ABOUT RIT ENGAGEMENT** WITH THE WEST COAST

### **ABOUT RIT ON THE WEST COAST**









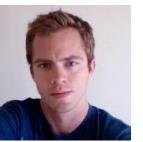














- 4,000 RIT alumni in the Bay Area
- 1125 applications annually from the WC
- Approximately 700 co-op placements and 300 permanent placements annually
- 2002-2007: RIT had office in SV
- Board meeting in 2008
- West Coast Board of Advisors formed in 2015
- Partners are approaching RIT:
  - / Carlsbad
  - / Colleges and universities



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# JULY 2016: SILICON VALLEY ENGAGEMENT INITIATIVE

# **GENERAL NUMBERS**

#### ENGAGEMENT

- 82 trustees, lead volunteers and senior leaders
- 646 unique event attendees
- 131 corporate representatives engaged at 27 organizations

# **ALUMNI EVENTS**

#### Levi's Stadium Total Attendees: 314

- / Core Group: 108
- / Alumni: 106
- / Students: 10
- / Parents: 3





#### Westin St. Francis Total Attendees: 274

- / Core Group: 106
- Alumni: 110
- / Students: 9
- / Parents: 10

# HAMMER THEATRE EVENT

- Entertainment and reception for corporate partners and prospects:
- Spearheaded by Trustee Kevin Surace
- Featured unique, multi-dimensional program
  - / Nicole Henry, Katie Linendoll '05, Rosa Lee Timm '00
- To reflect diversity of RIT, additional elements added including: game design, gravitational waves, interpretive ASL, performing arts
- Approximately 300 attendees



### **A Spectacular Success**





## **CORPORATE VISITS**

#### **SPECIFICS**

- 75 trustees, volunteers and senior leaders made 25 visits in 8 hours
- 23 corporations, 4 foundations and an alumnus luncheon

#### **CONNECTIONS MADE**

- **27** organizations 121 stakeholders engaged:
  - 4 Presidents/CEO's
  - / 23 Vice Presidents, Senior Executives
  - 76 Managers
  - / 28 Alumni
  - / Several co-op students

### **THE CHOSEN**



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### **CONSISTENT THEMES**

Recruitment, research, cloud computing, content life-cycle, marketing, cyber-security, co-op, alumni chapters, imaging, color science, logistics, facility management, manufacturing, sustainability, optics, photonics, additive manufacturing, data analytics, new media design, MAGIC Center, bio-med, diversity, industrial design.

### **KEY TAKE-AWAY**

If you want deeper connection with people and the companies out on the West Coast, you have to be out here ...



### ESTABLISHING AN RIT PRESENCE ON THE WEST COAST

### WHY: THE CASE FOR AN RIT PRESENCE

#### The Pro

- Reputation
- RIT Campaign
- RIT strategic plan
- Student co-op enhancement
- Unique network
- Expand industrial partners
- Increase alumni engagement
- Enhance West Coast online strategy
- Grow industry-sponsored research
- Recruit a diverse student body
- Leverage RIT's global campuses

#### The Con

- Cost
- Bandwidth distraction
- External competition
- Timing and brand
- Culture clash



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### FOCUS: GREATNESS THROUGH DIFFERENCE

- I.1.5: Student-alumni career-mentoring
- I.1.6: Largest producer of STEM graduates
- I.5: Expand experiential learning
- I.8: Innovation
  - / 20 Startups per year
  - I.9: Culture of Alumni "RIT for Life

- II.2: \$100M Sponsored Research
- II.4: 30% increase grad students
- III.5: Largest producer of STEM grads
- III.10: Marketing campaign
- IV.1: Best placement rate
- IV.4: Campaign

### **RECOMMENDATION #1**

Advance RIT by establishing a real presence on the west coast with the following objectives:

<u>Objective #1</u>: Focus on students, partners, donors, and alumni.



<u>Objective #2</u>: Leverage our strengths and opportunities.

<u>Objective #3</u>: Differentiate from what others are doing.

# **RECOMMENDATION #2**

**Silicon Valley** is the best place to establish an RIT presence.

#### Why?

- Largest concentration of co-op
  placements and alumni
- Greatest innovation activity
- Greatest opportunities to support campaign and plan



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# **RECOMMENDATION #3**

A non-residential "starter presence" to include:

- Fund-raising efforts
- <u>Co-op and career services</u>
- <u>Classroom activity</u> in support of academic programs, RIT Online offerings, and corporate education
- <u>RIT alumni and student</u>
  <u>recruitment efforts and</u>
- Possibly a <u>maker space and tech</u> <u>startup</u> incubator



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### **CURRENTLY FOCUSED ON ...**

- Developing business plans to delivering hybrid learning academic programs
  - / Must be marketable
  - / Hybrid format: 80% online at least but some face-2-face
  - / Stackable degree in Cybersecurity
    - 2 Advanced Certificates ready to go: Cybersecurity and Big data Also discussing the MicroMasters approach
  - MicroMasters in Project Management
    Offer f2f workshops

Space undecided but possibly renting space from another institution or corporation



