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 3rd)

- **High school graduates:** 2022: Western states 5% increase in high school graduate numbers
ABOUT RIT ENGAGEMENT WITH THE WEST COAST
About RIT on the West Coast

- 6,688 RIT alumni on the West Coast (6%)
- 4,000 RIT alumni in the Bay Area
- 1,125 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
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
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
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.
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
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:

**Objective #1**: Focus on students, partners, donors, and alumni.

**Objective #2**: Leverage our strengths and opportunities.

**Objective #3**: Differentiate from what others are doing.
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
A non-residential “starter presence” to include:

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

- Developing business plans to delivering hybrid learning academic programs
  - Must be marketable
  - Hybrid format: 80% online at least but some face-to-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
DISCUSSION AND QUESTIONS