

**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







# **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
- ▶ 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



**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



# 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



# 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.



# 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



# RECOMMENDATION #3

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-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



# **DISCUSSION AND QUESTIONS**