



SALLYPORTAL

2017 CASE Circle of Excellence
Rice University

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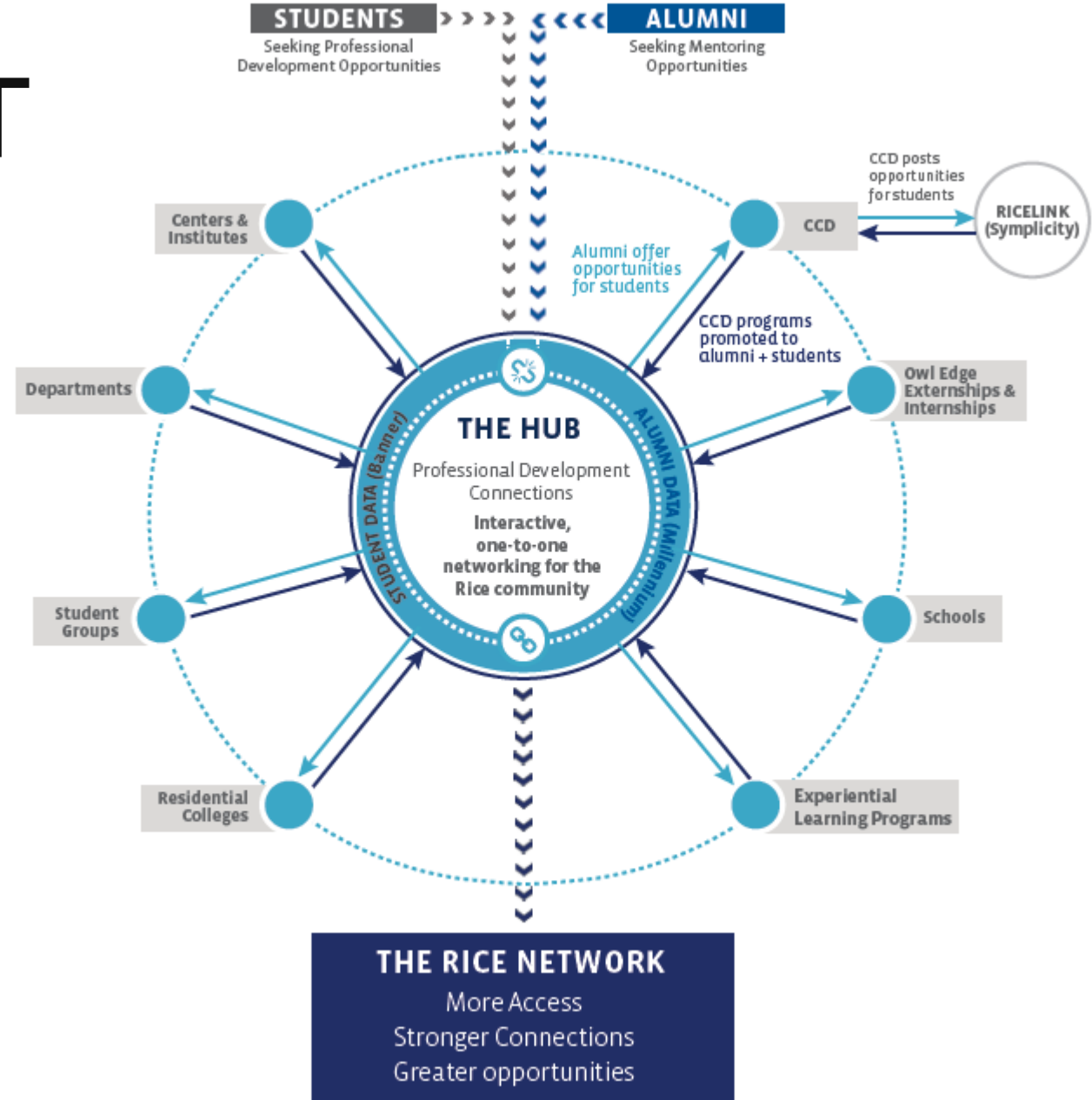
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PLANNING



RICE

EARLY CONCEPT



COMMUNICATIONS

Constituency	Subgroup	Geographical segment			Niche markets	Message
Undergraduate: Young Alumni (2006-16)	Class of 2016	Houston	Regional	International	Volunteer groups	<ol style="list-style-type: none"> 1. Access to Rice's best 2. Grow your career/prepare for grad school 3. Give back 4. Connect with alumni/students in your area
	Classes of 2011-2015 (2-5 years out)				Loyal donors (parliament)	
Classes of 2006-2015 (6-10 years out)	Student program participants (CCL, Gateway, Doerr, business minors, Owl Edge)					
Undergraduate Alumni (2005 and prior classes)					Schools Volunteers (e.g. Owl Edge hosts, ARA, CCD, RAVA) Loyal donors (parliament) Career Status (employed, manager, executive,	<ol style="list-style-type: none"> 1. Give back 2. Recruit excellence 3. Connect with alumni/students in your area 4. Grow your career/leadership

Graduate-only Alumni	JGSB alumni	Houston	Regional	International	Volunteers (e.g. Owl Edge hosts, ARA, RAVA)	<ol style="list-style-type: none"> 1. Give back 2. Recruit excellence 3. Connect with alumni/students in your area 4. Grow your career/leadership 	
	Other graduate alumni						Loyal donors (parliament) Career status
Current Students	Freshmen	Houston	Regional	International	Student program/club participants	<ol style="list-style-type: none"> 1. Access to Rice's best 2. Grow your career/prepare for grad school 3. Connect with alumni in your area 	
	Sophomores-Juniors						Volunteers/leaders
	Seniors						CCD users
Parents	Current	Houston	Regional	International	Parent volunteers (e.g. PLC)	<ol style="list-style-type: none"> 1. Grow student's career 2. Give back 3. Recruit 	
	Past (donors)						

USER SURVEY

INITIAL INSIGHTS FROM 08/24/16 SURVEY

4.17/5 for usefulness

“This is very useful for current students as well as alums to be able to reach Rice affiliated individuals. It is useful for parents (like me) to have similar access because many of us are looking to assistance to re-enter our next phase of life. It is like a social network for Rice Affiliated individuals.”

“I think the resources being provided to students in a central location are great! Everything was easy to find and I am very interested to see how the sallyportal will be utilized in the future.”

“Most of my hesitation about the usefulness of the website comes from my concerns below about the clarity and ease of use. If alumni are not immediately attracted to the site, it will be less useful than it would be otherwise.”

4.3/5 for being user friendly

“It is extremely easy to initiate. The most time consuming would be data input.”

“The interface is a [tad] overwhelming and busy. I'm sure that people will get used to it if they use it for a while, but I'm concerned that they'll be unsure what to do first and decide not to use it at all. Removing some of the options and clutter might help, to focus on the key elements of the site (i.e., connecting people and providing career opportunities/advice). For example, I don't see much value in the photo album feature, even though it's prominently featured on top of the front page...”

SURVEY CONTINUED

9.67/10 on willingness to recommend

“I cannot wait to share this with all Rice parents.”

“I like the idea of Sallyportal and need to figure out how my group can be helpful.”

“The Sallyportal should be a critical tool for alumni and students, and it seems to me that all the necessary elements of that tool are here. We just need to optimize the interface and get as many people as possible to use it.”

Top reasons for coming back to Sallyportal:

Mentor Rice students and young alumni

Help build a stronger Rice network

Get to know other Rice alumni and parents in my area

Get access to events or volunteer opportunities related to professional development

Look for job opportunities posted to the message board

WEB | SALLYPORTAL

HOMEPAGE

The screenshot shows a web browser window with the address bar displaying "https://sallyportal.org". The page features the Rice University logo at the top left and a "Sign in" link at the top right. The main content area is a large banner with a background image of graduates in caps and gowns. On the left side of the banner, a blue arrow-shaped box contains the text "Welcome to Sallyportal". On the right side, there is a "JOIN NOW" button, a "Connect with" section with buttons for LinkedIn, Facebook, and Email, and a small text box asking "Why is it safe to register with LinkedIn / Facebook?". Below the banner, there are four blue ribbon-shaped icons, each with a white icon and a title: "Seek Guidance" (two people), "Share Wisdom" (speech bubbles), "Build Careers" (globe), and "Get Started!" (person). Each icon has a short paragraph of text below it. At the bottom, there is a section titled "Recently joined" with a row of seven small profile pictures of users.

Sallyportal - Network x +
https://sallyportal.org Search

RICE Sign in

Welcome to Sallyportal

JOIN NOW

Connect with

in LinkedIn

f Facebook

Email

Why is it safe to register with LinkedIn / Facebook?

Seek Guidance
Find fellow Owls who are eager to share great advice and open doors.

Share Wisdom
Advise, connect and offer to act as a mentor to our students and alumni.

Build Careers
Expand your Rice professional network and get introduced to people you should know.

Get Started!
Take a moment to build your profile and start connecting today.

Recently joined

DASHBOARD

The screenshot shows a web browser window with the URL <https://sallyportal.org/dashboard>. The page features the Rice University logo at the top left and a navigation menu with options: Home, Me, Message Board, Events, Connect, Social, Volunteer, and Groups. The user's name, Ariel, is displayed in the top left corner.

The dashboard is divided into several sections:

- What's new:** A section for the latest updates, including a message board post about job postings and a post from Michael Maher regarding the Rice Engineering Alumni (REA) accepting applications.
- Message Board:** A section for sharing job postings and seeking advice from the Rice community.
- Events:** A section for upcoming events, such as the Houston Rice Alumni Book Club on Wednesday, 8 March, 2017, at Adair Kitchen.
- Personal opportunities:** A section for finding new opportunities, featuring a "People you need to know" grid with profiles of Barbara Watler, Haley Gao, David Scott, and Karina Miller (Wlostowska).
- How to use Sallyportal Resources:** A section providing resources for users, including Mentor/Mentee Tips, Frequently Asked Questions, and Stories.
- Seek advice:** A section for finding members willing to speak with you about the company/institution where they work and offer advice.
- New opportunities:** A section highlighting new opportunities, such as a panelist for Questbridge and Generation College Program at the Center for Career Development.

The dashboard also includes a "Center for Career Development" section and a "Postings for:" section at the bottom.

VIDEO

The screenshot shows a web browser window with the address bar at alumni.rice.edu/sallyportal. The page features the Rice Alumni logo and a navigation menu with links for Volunteer, Alumni Directory, Center for Career Development, and Contact Us. A search bar and social media icons for Facebook and Twitter are also present. The main content area is titled "SALLYPORTAL" and includes a list of links: USAGE POLICY, FREQUENTLY ASKED QUESTIONS, RESOURCES FOR MENTORS, RESOURCES FOR MENTEES, RESOURCES FOR CAMPUS PARTNERS, SUBMIT YOUR SALLYPORTAL STORY, SALLYPORTAL STORIES, and SALLYPORTAL STORIES ARCHIVE. A large video player is centered on the page, displaying a stylized illustration of a building with a play button overlay. Below the video player, the text "HELP US BUILD THE NEW RICE NETWORK" and "SALLYPORTAL.ORG" is visible.

Sallyportal | Rice Alumni

alumni.rice.edu/sallyportal

Volunteer Alumni Directory Center for Career Development Contact Us

Rice University

RICE ALUMNI

Enter Search

f GIVINGRICE.EDU MAKE A GIFT

HOME ABOUT VOLUNTEER GROUPS & NETWORKS EVENTS STORIES TRAVEL & LEARNING

SALLYPORTAL

- USAGE POLICY
- FREQUENTLY ASKED QUESTIONS
- RESOURCES FOR MENTORS
- RESOURCES FOR MENTEES
- RESOURCES FOR CAMPUS PARTNERS
- SUBMIT YOUR SALLYPORTAL STORY
- SALLYPORTAL STORIES
- SALLYPORTAL STORIES ARCHIVE

SALLYPORTAL IS LIVE! GET NETWORKING AT SALLYPORTAL.ORG

YouTube

HELP US BUILD THE NEW RICE NETWORK

SALLYPORTAL.ORG

OUTREACH

|  SALLYPORTAL

POSTCARD



Seek guidance. Share wisdom. Build careers.

SALLYPORTAL

FACES OF SALLYPORTAL



sallyportal.org

**Join us in building the new Rice network!
Sign up on launch day, Oct. 12.**

Beginning on Rice Day 2016, Rice alumni and parents can connect with students — and each other — through Sallyportal, a new online professional development hub dedicated exclusively to the Rice community.

With Sallyportal, you have access to a dynamic networking platform built specifically for you, with your interests in mind. Sallyportal is your online resource to grow your career, impact the lives of Rice students through mentorship, or both. Learn more at **sallyportal.org**.

With Sallyportal, you can...



Mentor students seeking career advice or connect with experts in your field.



Search for professional development volunteer opportunities.



Browse a calendar of events to find networking opportunities.



Engage with campus groups and departments, including the Center for Career Development.



Rice University
P.O. Box 1892
Houston, TX 77251-1892

POSTER

**A new Rice network,
built just for you.**



With Sallyportal, Rice's new online professional development hub, students can connect and network with alumni and parents in one virtual location.

On Oct. 12, sign up at stations across campus and receive a free T-shirt!

SALLYPORTAL.org

 **RICE ALUMNI**

TAKE AWAY CARD (PRINT)

sallyportal.org



Sallyportal is the new online professional development hub dedicated exclusively to the Rice community — connecting students, parents and alumni in one virtual location.

With Sallyportal, you can...



Look for
MENTORS or
MENTEES



Find and engage
with CAMPUS
GROUPS



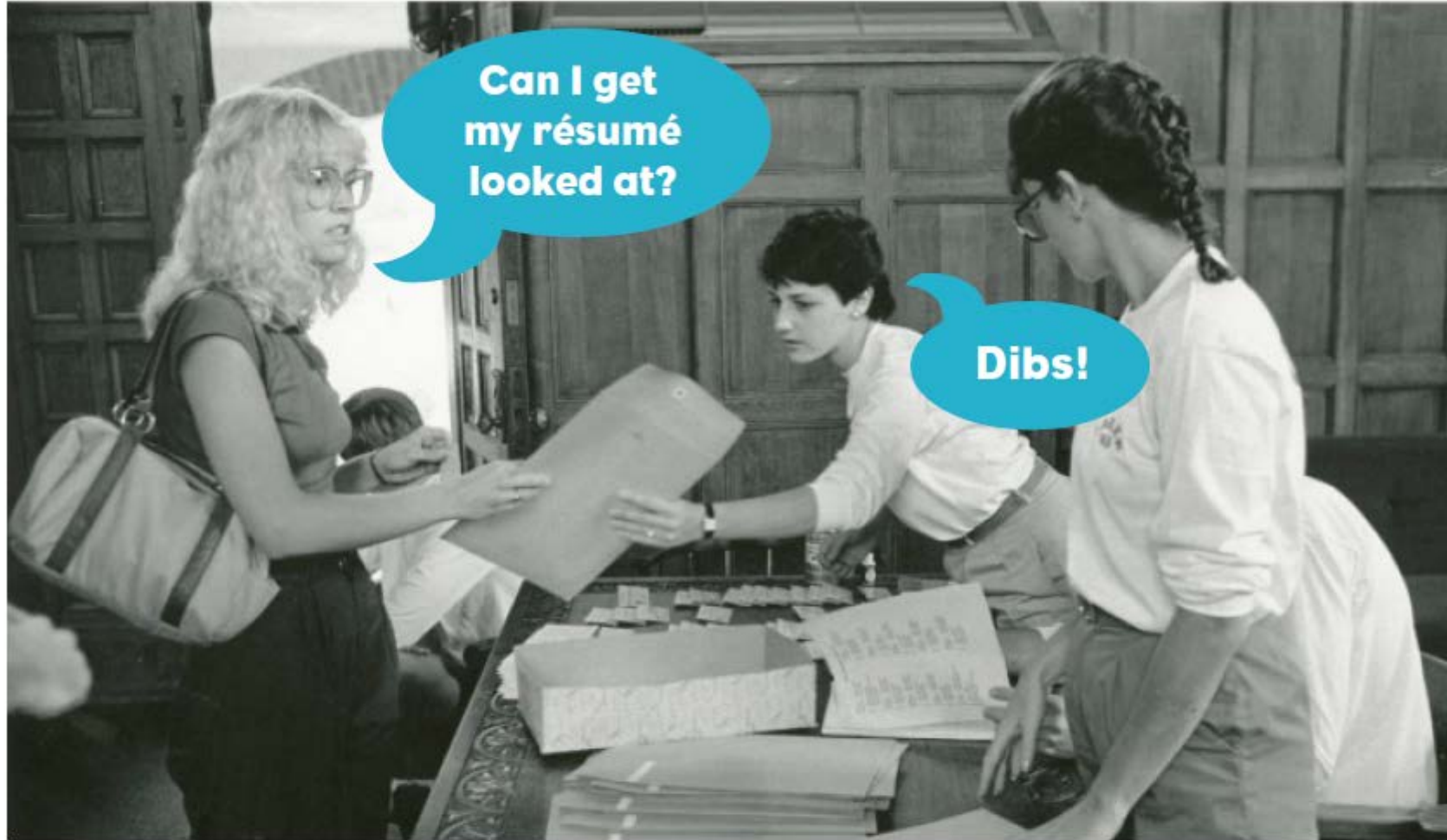
Ask for or
give career
ADVICE



Search for
VOLUNTEER
OPPORTUNITIES



Browse a
calendar of
NETWORKING
EVENTS



The Rice community is eager to assist you

SALLYPORTAL



Get a black belt in networking

SALLYPORTAL



You don't need a big hat to network.

Events for meeting professionals

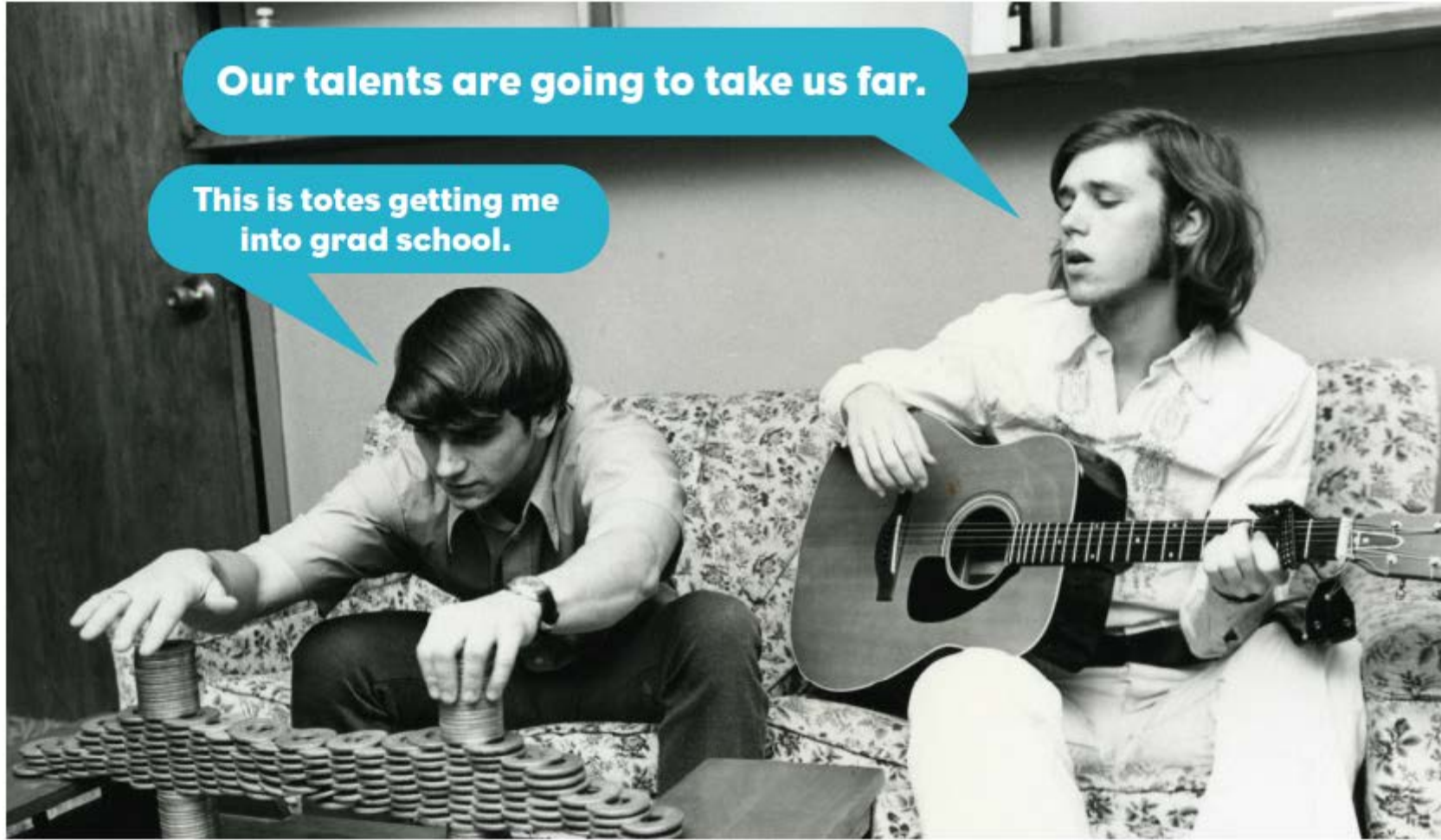
SALLYPORTAL

Join us in building the new Rice network.



Seek guidance. Share wisdom. Build careers.

SALLYPORTAL



Our talents are going to take us far.

This is totes getting me into grad school.

Whatever your skillset, the Rice network can help

SALLYPORTAL

Looking for serious career help?



Connect with campus groups & departments

SALLYPORTAL

LAUNCH DAY





STORIES

SHARE YOUR RICE STORY

WELCOME TO THE ARA'S STORIES SECTION!

Alumni Making an Impact
Features alumni who are making a difference for Rice on campus and in their communities.

Alumni in the News
Highlights stories that are gathered from the media through the hard work of the ARA's Alumni Recognition Committee, which recognizes and celebrates achievements of Rice alumni, faculty, students, staff and university friends by sending hand-written notes and emails. If you are interested in volunteering for the committee, contact Tara Quell, assistant director, alumni relations at 713-348-4694.

SALLYPORTAL LAUNCHES WITH 4,000+ USERS

10.19.16



Sallyportal, Rice's new professional networking website, is off to a roaring start after 4,000+ Owls (and counting!) signed up for an account. That includes more than 2,500 alumni and 1,200 students. And with that many users, so many connections are already made. Wondering what kind of impact you can have on a student or young alum

RECENT STORIES

JULIE TAM '03 HONORED AS RISING STAR IN REAL ESTATE
[read story >>](#)

FUTURE INNOVATORS: RICE STUDENTS LOOK AHEAD TO TOMORROW'S SPACE CHALLENGES
[read story >>](#)

THE RICE STUFF: ALUMNI WORKING IN SPACE
SHARE THEIR STORIES
[read story >>](#)

[SEE ALL STORIES](#)

EMAIL & VIDEO

|  SALLYPORTAL



Seek guidance. Share wisdom. Build careers.

Get ready! Rice's new online professional development hub is launching soon. It's called Sallyportal, and on Rice Day Oct. 12, it's all yours.

Explore careers. Open doors. Connect with mentors — or be a mentor! With Sallyportal, the goal is to build relationships that foster world-class professional development and enhance networking across the Rice community of students, alumni and parents. Click below to watch the video and get ready to join us on Oct. 12 for the launch of Sallyportal.org.



Join us in building the new Rice network!



SALLYPORTAL

As a Jones School alum, you know a thing or two about making connections and the benefits of having access to a powerful professional network. Sallyportal, launching on Rice Day, Oct. 12, goes beyond any resource currently offered to the Rice community by providing you access to an exclusive professional development networking hub built specifically for Rice. You might be asking, though, **how will I benefit from joining the Sallyportal community?**

- **Expand your reach.** Sallyportal connects you with a number of Rice's best and brightest — both within Jones School and throughout the university community — via a powerful search engine that filters by name, industry, interests and more!
- **Impact the life of a student or recent grad.** Sallyportal is your avenue for opening doors and creating professional development opportunities for Rice students (both MBA and non-MBA) and recent graduates.
- **Grow your career.** Prepare for the next step in your career by making industry connections, requesting mentorship and learning from those who have earned valuable experience from all fields.
- **Connect with Owls in your area.** Find local Rice networking opportunities through the event calendar and meet up with those who share your passions.

Add the Oct. 12 Sallyportal launch to your calendar in [Google](#), [Outlook](#) or [Facebook](#).

Watch the Sallyportal intro video!



Sallyportal Teaser Email
2 of 3
Jones Grad Alumni

Join us in building the new Rice network!



SALLYPORTAL

On Rice Day, Oct. 12, Rice's new online professional development hub will go live! We're so excited for everyone in the Rice community to begin using this new resource to network and make valuable professional connections, but you might be asking **how will I, as a student, benefit from joining the Sallyportal community?**

- **Expand your reach.** Sallyportal connects students with a number of Rice's best and brightest via a powerful search engine that filters by name, industry, interests and more!
- **Find professional development tailored for you.** Get a leg up on realizing your post-Rice goals by making industry connections, requesting mentorship and learning from those who have earned valuable experience from all fields.
- **Make on-campus connections.** Find campus networking opportunities through the event calendar and meet up with Owls who share your passions.

Add the Oct. 12 Sallyportal launch to your calendar in [Google](#), [Outlook](#) or [Facebook](#).

Watch the Sallyportal intro video!



Sallyportal Teaser Email
2 of 3
Undergrad Students

Join us in building the new Rice network!



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- **Impact the life of a student or recent grad.** Sallyportal is your avenue for opening doors and creating professional development opportunities for Rice students and recent graduates.
- **Grow your career.** Prepare for the next step in your career by making industry connections, requesting mentorship and learning from those who have earned valuable experience from all fields.
- **Connect with Owls in your area.** Find local Rice networking opportunities through the event calendar and meet up with those who share your passions.

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Watch the Sallyportal intro video!



Sallyportal Teaser Email
2 of 3
Undergrad Alumni

Join us in building the new Rice network!



SALLYPORTAL

As a Rice graduate alum, you've seen firsthand the importance of making connections in your field, and the impact those connections can have in allowing you to reach your professional goals. Sallyportal, launching on Rice Day, Oct. 12, goes beyond any resource currently offered to the Rice community by providing you access to an exclusive professional development networking hub built specifically for Rice. You might be asking, though, how will I benefit from joining the Sallyportal community?

- **Expand your reach.** Sallyportal connects you with a number of Rice's best and brightest via a powerful search engine that filters by name, industry, interests and more!
- **Impact the life of a student or recent grad.** Sallyportal is your avenue for opening doors and creating professional development opportunities for Rice graduate students, undergraduate students and recent graduates.
- **Grow your career.** Prepare for the next step in your academic or professional career by making connections in your field, requesting mentorship and learning from those who have earned valuable experience across many areas of focus.
- **Connect with Owls in your area.** Find local Rice networking opportunities through the event calendar and meet up with those who share your passions.

Add the Oct. 12 Sallyportal launch to your calendar in [Google](#), [Outlook](#) or [Facebook](#).

Watch the Sallyportal intro video!



Sallyportal Teaser Email
2 of 3
Grad Alumni

Join us in building the new Rice network!



SALLYPORTAL

On Rice Day, Oct. 12, Rice's new online professional development hub will go live! We're so excited for everyone in the Rice community to begin using this new resource to network and make valuable professional connections, but you might be asking **how will I benefit from joining the Sallyportal community?**

- **Expand your reach.** Sallyportal connects you with a number of Rice's best and brightest via a powerful search engine that filters by name, industry, interests and more!
- **Grow your career.** Prepare for the next step in your career by making industry connections, requesting mentorship and learning from those who have earned valuable experience from all fields.
- **Impact the life of a student or recent grad.** Sallyportal is your avenue for opening doors and creating professional development opportunities for Rice students and recent graduates.
- **Connect with Owls in your area.** Find local Rice networking opportunities through the event calendar and meet up with those who share your passions.

Add the Oct. 12 Sallyportal launch to your calendar in [Google](#), [Outlook](#) or [Facebook](#).

Watch the Sallyportal intro video!



Sallyportal Teaser Email
2 of 3
Young Alumni

It's 40 yards out ... 30 yards out ... ready, set ...

The wait is almost over! Tomorrow, Oct. 12, you can sign up at sallyportal.org, customize your profile and begin making connections.

Once you've signed up, visit one of the three Sallyportal stations — located at Willy's statue, Brochstein Pavilion and the RMC — and show us your confirmation email to get a free T-shirt. If you wear your shirt to the Hoot Wednesday night, you'll get two free slices of pizza! The stations will be on campus from 11 a.m. to 4 p.m.

In the meantime, enjoy the introduction video (below), check out the FAQ at alumni.rice.edu/sallyportal and choose that perfect photo for your profile!

Get ready for a whole new way to connect. Tomorrow, Oct. 12, join us in building the new Rice network!



A SPECIAL INVITATION TO BE A SALLYPORTAL GROUNDBREAKER



Join us in building the new Rice network

The stage is nearly set for Sallyportal, Rice's new online professional networking hub, to launch on Oct. 12. There's just one more important task to complete...

To ensure that the Rice community sees the immediate value of Sallyportal from day one, the Association of Rice Alumni is inviting a select group of alumni and friends to serve as "Sallyportal Groundbreakers" and prepopulate the site prior to the wider launch.

As a dedicated Rice volunteer, you play an important role in this effort! Starting today, we invite you to be among the first to sign up, indicate your willingness to serve as a mentor, post messages and make connections with the Rice professional community — all in the name of providing Rice students and recent graduates with the greatest possible professional edge. Creating your account at sallyportal.org is quick and easy: use your email or simply sync your LinkedIn or Facebook accounts.

Sign up by Oct. 11 and show Rice students and alumni the true power of the Rice network.

Sign up now

Watch the Sallyportal intro video!



Sallyportal Groundbreaker Email

1 of 3

A SPECIAL INVITATION TO BE A SALLYPORTAL GROUNDBREAKER



Join us in building the new Rice network

We're building the new Rice network — and we want you on the ground floor!

What a powerful message it will be when the hundreds of students who will join Sallyportal on Oct. 12 see that many of Rice's best and brightest are already on the professional networking platform, ready to lend a helping hand! With Sallyportal, you can serve as a mentor, share wisdom, make professional connections with Owls in your area, and more.

You're setting the example. Join Sallyportal before we launch on Oct. 12 and help us build the new Rice network!

Sign up now

Watch the Sallyportal intro video!



Sallyportal Groundbreaker Email

2 of 3

A SPECIAL INVITATION TO BE A SALLYPORTAL GROUNDBREAKER



Join us in building the new Rice network

Tomorrow is Rice Day, and you know what that means! Sallyportal will finally launch to the entire Rice community of students, alumni and parents.

The launch is worldwide, but we also have big plans to promote the website throughout Rice's campus, where hundreds of students are expected to join the platform. When they join Sallyportal, will they see you among the groundbreakers who are ready to connect? (We hope so!)

You are among our most valuable advocates, and that's why your support and involvement in building Sallyportal momentum is so instrumental. [Sign up for your Sallyportal account](#) today and get networking!

Sign up now

Watch the Sallyportal intro video!



Sallyportal Groundbreaker Email

3 of 3

It's 40 yards out ... 30 yards out ... ready, set ...

The wait is almost over! Beginning at 12 a.m. CST, you can sign up at sallyportal.org, customize your profile and begin making connections.

In the meantime, enjoy the introduction video (below), check out the FAQ at alumni.rice.edu/sallyportal and choose that perfect photo for your profile!

Get ready for a whole new way to connect. Tomorrow, Oct. 12, join us in building the new Rice network!



SALLYPORTAL

Seek guidance. Share wisdom. Build careers.

The new Rice network has launched! Sign up now and begin making connections!

It's simple:

- Visit sallyportal.org.
- Create your profile using your LinkedIn or Facebook account, or sign up with your preferred email address.
- Get networking!

Sign up now

Join us in building the new Rice network!

Sallyportal Launch Day Email
1 of 2
Non-Students

SALLYPORTAL

Seek guidance. Share wisdom. Build careers.

The new Rice network has launched! Sign up now and begin making connections!

It's simple:

- Visit sallyportal.org.
- Create your profile using your LinkedIn or Facebook account, or sign up with your preferred email address.
- Get networking!

Once you've signed up, come by one of the three Sallyportal stations from 11 a.m. to 4 p.m. today, show us your account confirmation email and get a free T-shirt! The stations are located at Willy's statue, Brochstein Pavilion and the RMC. And, as a bonus, if you wear your shirt to the Hoot tonight, you'll get two free slices of pizza!

Sign up now

Join us in building the new Rice network!

Sallyportal Launch Day Email
1 of 2
Students

SALLYPORTAL

LAUNCH DAY

The Rice community has come together in a big way for the launch of Sallyportal, but today is only the beginning. If you haven't yet signed up, visit sallyportal.org, create your profile and get networking!

[Sign up now](#)



SALLYPORTAL MONTHLY NEWSLETTER LAUNCHED JANUARY 2017



Sallyportal January 2017 Newsletter



New Year, New Resume!

This month's feature article includes ...

- Top-notch advice from Rice's Center for Career Development Director Nicole Van Den Heuvel '81
- Resume tips from the Association of Rice Alumni Board
- Everything you need to know about the Spring Career Expo and how you can become involved
- An exciting exclusive opportunity for alumni
- Next month we'll be focusing on networking – if you've got a great networking story or advice, be sure to share it!

[Read more >](#)

Upcoming events



Rice Veteran's Leadership Series

Start: Thursday, February 02, 2017 at 5:00 PM

Ends: Thursday, February 02, 2017 at 9:00 PM

Janice and Robert McNair Hall, Loop Rd,
Houston, TX 77005, USA

[Go to the event page](#)



2017 Spring Career and Internship Expo

Start: Friday, February 03, 2017 at 10:00 AM

Ends: Friday, February 03, 2017 at 3:00 PM
6100 Main St, Houston, TX 77005, United States

[Go to the event page](#)

More events >

Volunteer opportunities you might be interested in

[Owl Career Mentor | Association of Rice Alumni and Center for Career Development](#)

Houston, United States

[Owl Career Mentor - Drop In Hours | Center for Career Development](#)

Houston, United States

[Owl Career Mentor - Owl Mentor Nest at the Expo | Center for Career Development](#)

Houston, United States

More on the volunteer board

Trending feed posts



[Jeff Abbott](#) Author @'Self-Employed'

Students or alumni--if you're interested in creative writing, reach out to me and I'll be happy to share advice. I've had 18 novels published (in many languages), have been a New York Times bestseller. I'm also writing a new television show for The Weinstein Company. It's a hard market to crack but it can be done. We need more Rice authors!

♥ | 24/01/2017

Reply



[Center for Career Development](#)

Alums in the Houston area, can you lend an hour to help fellow Owls get hired? The CCD is looking for volunteers to review resumes at our Resumayhem events on Jan. 27 from 1:00-5:00 and Feb. 1 from 5:00-7:00 at Huff House. Sign up here: <http://ccd.rice.edu/mentoringopportunities/>

Thank you to those who have indicated willingness to help students virtually. We welcome your support and participation.

♥ | 23/01/2017

Reply



[Gilbert Casillas](#) Finance @ Wells Fargo

Students - it's time to start thinking about summer ... and internships! In the San Francisco Bay Area we have Rice alumni at Facebook, Google, Tesla, and also some start-up companies, finance, and venture firms. Lots of interesting things going on and this is a great time to find a summer internship.


I just met a December graduate last week who moved to San Francisco, already got an extended internship here, and is starting now! Send your resume and reach out to the alumni network to find a great summer experience in California!

[Read more >](#)

Who's willing to help?

Members who indicated that they are willing to help others



 **Marjorie Curry**
Director of Visiting
Scholar Programs
@ St. Mark's
School of Texas


[Contact Marjorie](#)



 **Michael Leggett**
Product Design
Manager @
Facebook

[Contact Michael](#)



 **Misty Blair**
IP Counsel @
Kaneka Americas
Holding, Inc.

[Contact Misty](#)

[See who else is willing to help](#)

[Give back! Sign up as willing to help](#)

New on the site


169


New Members



[View all](#)

[Invite your Rice University contacts now](#)

 Support: support@sallyportal.org

 sallyportal@rice.edu

 [713-348-4057](tel:713-348-4057)

Rice University, 8100 Main St, Houston, TX 77005, <http://sallyportal.org>

If you no longer wish to receive this notification, [click here to unsubscribe](#)

SOCIAL MEDIA

|  SALLYPORTAL

Social Media Timeline

# OF POSTS	DATES	PHASES
3	August 22-26	1: Awareness Sample posts include: infographic from website, photo of Sallyport with graduates
	August 29-September 2	
	September 14 > Teaser email 1 is sent.	
5	Sept. 17-23	2: Prime (“teaser stage”) Sample posts include: lots of faces, students/alumni holding white boards with messages. B&W photos used for leave-behind cards. Also include tablet photo w/website, infographic video.
	Sept. 26-30	
	Oct. 3-7	
	Oct. 11	
5	October 12: LAUNCH DAY!	3: Alert & Activate All-day, “live” coverage, photos of people signing up, statistics on progress (423 students have signed up and it’s only 5:00 p.m!), highlight connections.
5+	Oct. 17-21	4: Momentum/Connection Samples posts include: showing progress, “big name connections”, more humorous B&W photos, thank you’s
	Oct. 24-28	
	Oct. 31 – Nov. 4	
	Nov. 7-11	
	Nov. 14-18	

Important Dates & Other Strategies

Thursday, September 8 or Wednesday, September 14

Sean Cowan to host a private, low-key alumni happy hour

Have alumni take photos with white boards, use for future social media posts

Wednesday, September 14

Board of Trustees meeting

Have members take photos with white boards, use for future social media posts

Opportunity to get “big name alums”

LinkedIn & Owl Mentor Network

Need to develop specific messaging to them. “Get the most out of your account...”

Career edge?

Storify Feed on Landing Page

Publish social media postings from #sallyportal

Use same content on the Sallyportal website

- “Wild Card” box could be a photo of someone with a whiteboard and links back to landing page/storify

Volunteer Toolkit

This social media toolkit will help our volunteers spread the word on social media. Highlights include proper use of hashtags, when to share posts, etc.

SALLYPORTAL
Seek guidance. Share wisdom. Build careers.

SOCIAL MEDIA AMBASSADOR TOOLKIT

Frequently used HASHTAGS

- #Sallyportal**
- #RiceAlumni**
General discussion about alumni
- #RiceU**
General discussion about Rice University

GETTING STARTED

Thank you for your interest in our growing alumni group of Social Media Ambassadors for Homecoming & Reunion 2016! We need your "voice" to cast a wider net and resonate with more Rice alumni and friends, as well as share the #OnlyAtRice story all over the world. Your volunteer efforts will help contribute to the growth of the Rice community by facilitating more content and conversation online. Thank you for sharing your time and your passion for Rice!

BE A GREAT AMBASSADOR

Like, comment, share, retweet, reply, favorite.
These are the magic words for spreading content across social networks, interacting with Alumni Association posts, creating your own posts, and sharing, sharing, sharing! One click goes a long way.

Original posts say it best
The best social media content is original. When a favorite Rice (#OnlyAtRice) memory hits you, or you happen to be wearing your Rice gear on a Friday, post about it! It'll spread throughout our network, prompting more people to do the same.

Homecoming & Reunion promotion
Homecoming & Reunion is one of the most exciting Rice occasions to celebrate on social media. Show your love and reminisce about your time at Rice—something you can do even from afar—throughout the summer and fall! We'll share the official event graphics with you early so you can help us get the ball rolling.

UPCOMING EVENTS

Rice University Families Weekend
Oct. 14-16, 2016
famweek.rice.edu
#RiceFam16

INSTAGRAM



Follow

ellecollectiontmc and le_sunnn like this 48w

ricealumni Rice is having a naming contest for a new professional mentoring hub to connect students and alumni! Hurry up -- deadline for submission is April 11. @riceuniversity students are eligible for a cash prize, and alumni and faculty are welcome to submit names. Find out more: <http://bit.ly/ricehub>

Log in to like or comment.





SALLYPORTAL



ricealumni

Follow

32 likes

26w

ricealumni Sallyportal launches on Rice Day! This new online professional development hub is dedicated exclusively to Owl alumni, students and parents — and on Oct. 12 it's all yours. Visit sallyportal.org to learn more.

Log in to like or comment.



SALLYPORTAL



ricealumni

Follow

22 likes

25w

ricealumni Rice's new online professional development hub launches on Rice Day Oct. 12, 2016! Visit sallyportal.org to learn more. #sallyportal

Log in to like or comment.





SALLYPORTAL.org



ricealumni

Follow

11 likes

24w

ricealumni On Rice Day Oct. 12, tune your internet device to Sallyportal.org and get networking! Once you sign up, you'll have access to an exclusive professional development networking hub built specifically for you, with your interests in mind. Grow your career, give back to the Rice community through professional mentorship, or both. Visit sallyportal.org to learn more.

Log in to like or comment.





Karen Ostrum George '77, '78

 ricealumni

Follow

27 likes

22w

ricealumni Join Rice's best and brightest on Sallyportal, launching Oct. 12, and get networking! Visit alumni.rice.edu/sallyportal to learn more.

Log in to like or comment.





ricealumni

Follow

27 likes

21w

ricealumni Young alums like Alex Nunez-Thompson '16 are eager to connect with students on #sallyportal! Visit alumni.rice.edu/sallyportal and get ready for launch day on October 12.

Log in to like or comment.



Join us in building the new Rice network

SALLYPORTAL



10.12.16



ricealumni

Follow

30 likes

20w

ricealumni The wait is almost over! Beginning at 12 a.m. CST, you can sign up at Sallyportal.org, customize your profile and begin making connections. #sallyportal #riceuniversity

Log in to like or comment.





Sign in

Welcome to Sallyportal

JOIN NOW

Connect with

in LinkedIn

f Facebook

Email

Why is it safe to register with LinkedIn / Facebook?

Seek Guidance
Find fellow Owls who are eager to share great advice and open doors

Share Wisdom
Advise, connect and offer to act as a mentor to our students and alumni

Build Careers
Expand your Rice professional network and get introduced to people you should know

Get Started!
Take a moment to build your profile and start connecting today

Recently joined

Network size: 634



ricealumni

Follow

20 likes

20w

ricealumni Today's the day! We are proud to celebrate the official launch of Rice's new online networking hub, #Sallyportal. We already have 634 students, parents and alumni on the site! Learn more at sallyportal.org (link in profile!)

erica_kim43 @sam_vallagomesa you're insta famous!

sam_vallagomesa @erica_kim43 woooo 🥳

Log in to like or comment.





ricealumni

Follow

12 likes

20w

ricealumni Students who stop by one of our three #Sallyportal stations can receive a free t-shirt! Your shirt gets you two FREE slices of pizza tonight at @TheHootRice! Stations will be located at the RMC, Brochstein Pavilion, and the Academic Quad. Already signed up? Just show us your email confirmation. (Did we mention FREE pizza?)

Log in to like or comment.





Follow

18 likes

20w

ricealumni Our stylish volunteers are modeling their #Sallyportal shirts. Want to look as cool as them? We are hanging out on campus today from 12:00 to 4:00 pm. Stop by the RMC, Brochstein Pavilion or the Academic Quad to create your #Sallyportal profile!

Log in to like or comment.





ricealumni

Follow

23 likes

20w

ricealumni 2,008 Rice alumni, students and parents have already created their profile at sallyportal.org and so can you! It's easy! Just use your email or simply sync your LinkedIn or Facebook accounts.

Log in to like or comment.





Follow

23 likes

20w

ricealumni The Rice community has come together in a big way today for the launch of #Sallyportal! If you haven't created your profile yet, head to sallyportal.org and get connected 🙌

Log in to like or comment.



Who's on Sallyportal?

1,088

Students

1,834

Alumni

186

**Parents,
faculty & staff**



ricealumni

Follow

23 likes

20w

ricealumni 3,108 Sallyportal members and counting, but there are even more connections to be made. Ready to get networking? Visit sallyportal.org to learn more!

Log in to like or comment.





Powered by **SALLYPORTAL**



ricealumni

Follow

17 likes

4w

ricealumni We're rounding up career mentors for our student Owls. Saddle up and share your expertise. Visit our Facebook page for more information. #ricealumni #careerweek #RiceU #sallyportal #riceyoungalumni

Log in to like or comment.



TWITTER

Rice Sallyportal (@RiceSallyportal)

Seek guidance.
Share wisdom.
Build careers.

SALLYPORTAL

turn your love of Rice into a Career.

I can help you...

I'm looking for...
A bigger network in Dallas!!!

can help you...
Thinking through Finance careers

Have an account?
Phone, email or username
Password
 Remember me · Forgot password?
Log in
New to Twitter?
Sign up

TWEETS 53 FOLLOWING 41 FOLLOWERS 42 LIKES 3

Follow

Rice Sallyportal
@RiceSallyportal
A new online professional development hub dedicated exclusively to the Rice University community.
sallyportal.org
Joined August 2016

11 Photos and videos

11 Photos and videos

Tweets Tweets & replies Media

Rice Sallyportal @RiceSallyportal · 3h
Strong relationships are critical to your professional success. Here are the six kinds of people you need to know.

6 People Who Will Do Amazing Things for Your Career.
If you're missing any of these six types of peo...
themuse.com

New to Twitter?
Sign up now to get your own personalized timeline!
Sign up

Worldwide Trends
#MarchaCGT
34.7K Tweets
#تظالم_بزياده_سنه_دراسيه_تانويه
17.8K Tweets

FACEBOOK

 Association of Rice Alumni
October 13, 2016 · 🌐

3,108 Sallyportal members and counting, but there are even more connections to be made. Ready to get networking? Visit sallyportal.org to learn more!

Who's on Sallyportal?

1,088 Students

1,834 Alumni

186 Parents, faculty & staff

9 Likes 3 Comments


 Association of Rice Alumni
November 2, 2016 · 🌐

In just three weeks, the Sallyportal network size has grown to over 4,400! Rice Alumni are already making an impact on students like Albert Nabiullin '18, a mathematical economic analysis major. Get networking at sallyportal.org!

“ I had a 45-minute phone chat with a Rice alum who's currently working for a company I'm interested in.

Without Sallyportal, I doubt I would've connected with this alum and had a productive conversation about my career future. ”

— Albert Nabiullin '18



SALLYPORTAL

9 Likes 1 Share

 Association of Rice Alumni shared Rice Young Alumni's photo.
December 20, 2016 · 🌐

Check out our latest Sallyportal story!

Chris Keller '13 shares his networking tips!




SALLYPORTAL

Rice Young Alumni
December 20, 2016 · 🌐

With the Sallyportal network growing to over 5,100 users, we're interested in hearing about how fellow Owls are using the site! Chris Keller '13 recently shared his experience and advice on becoming a mentor: <http://alumni.rice.edu/sallyportal/story-december-2016>

 Association of Rice Alumni
October 12, 2016 · 🌐

Students who stop by one of our three #Sallyportal stations can receive a free t-shirt! Your shirt gets you two FREE slices of pizza tonight at The Hoot! Stations will be located at the RMC, Brochstein Pavilion, and the Academic Quad. Already signed up? Just show us your email confirmation. (Did we mention FREE pizza?)



THE HOOT

Like Comment



OCT 12 Sallyportal.org Launch Day
Public · Hosted by Association of Rice Alumni

★ Interested ✓ Going

🕒 Wednesday, October 12, 2016 at 12:00 AM - 11:59 PM CDT
about 4 months ago

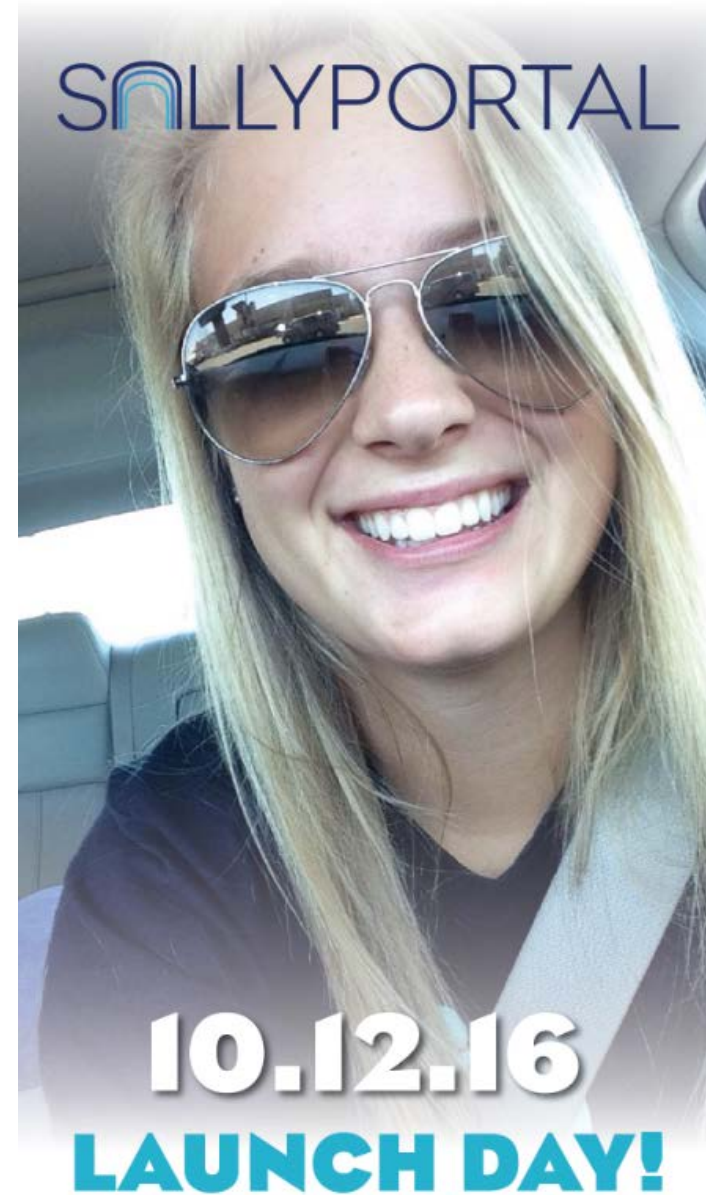
📍 Rice University
6100 Main St, Houston, Texas 77005

Show Map

About

Discussion

SNAPCHAT



Frequently used
HASHTAGS

#Sallyportal

Posts about your Sallyportal experience

#RiceAlumni

General discussion about alumni

#RiceU

General discussion about Rice University

UPCOMING
EVENTSARUBA Blueprint for Excellence Gala:
Celebrating 50 Years of Black
Undergraduate Life

Sept. 30-Oct. 2, 2016

rice.edu/50years
#Rice50years

Save the date as Rice and the Association of Rice University Black Alumni celebrate this important milestone year and honor the contributions of outstanding alumni. The gala is the featured event during a weekend filled with 50th anniversary celebration activities.

Rice University Families Weekend

Oct. 14-16, 2016

famweek.rice.edu

#RiceFam16

Rice Families Weekend gives Rice families an opportunity to explore the student experience, participate in engaging learning opportunities and cheer on the Owls football team.

Rice University Homecoming & Reunion

Oct. 21 & 22, 2016

homecoming.rice.edu

#RiceHC16 #OnlyAtRice

Come create memories that can only be made at Rice! Cheer on your Rice Owls at the football game, enjoy Texas tailgate favorites, celebrate friendships old and new at the All-Alumni Party, reconnect at reunion events, and more.

GETTING STARTED

Thank you for your interest in our growing alumni group of Social Media Ambassadors for Sallyportal, Rice's new online professional development hub! We need your "voice" to cast a wider net and resonate with more Rice alumni and friends, as well as share the news about the launch of Sallyportal all over the world. Your volunteer efforts will help contribute to the growth of the Rice community by facilitating more content and conversation online. Thank you for sharing your time and your passion for Rice!

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Like, comment, share, retweet, reply, favorite.

These are the magic words for spreading content across social networks, interacting with Alumni Association posts, creating your own posts, and sharing, sharing, sharing! One click goes a long way.

Original posts say it best

The best social media content is original. Once your profile is complete and you begin actively using the different features of Sallyportal – including the message board, the volunteer tab, the events section and more – you'll be playing a huge role in helping to prepare the network for the students and alumni who will join on launch day. Jump in and have a presence on the site – and then post about it! It'll spread throughout Rice University social media, prompting more people to do the same.

Sallyportal promotion

With the launch of Sallyportal, the Rice community will have access to an exciting new resource where you can actively collaborate in helping to provide Rice students and recent grads with the greatest possible professional edge. The first step, though, is getting word out to potential Sallyportal users, and that's where you come in.


We need your help in getting the ball rolling by posting your Sallyportal moments to social media. We'll share the official graphics with you early so you can effectively get word out. Additionally, we'll provide you with the link to the Sallyportal introduction video for you to show off and share. And be sure to use #Sallyportal for your posts to be included in our Storyify feed: <http://bit.ly/sallyportal>.


Attending a Sallyportal event? Show your presence.

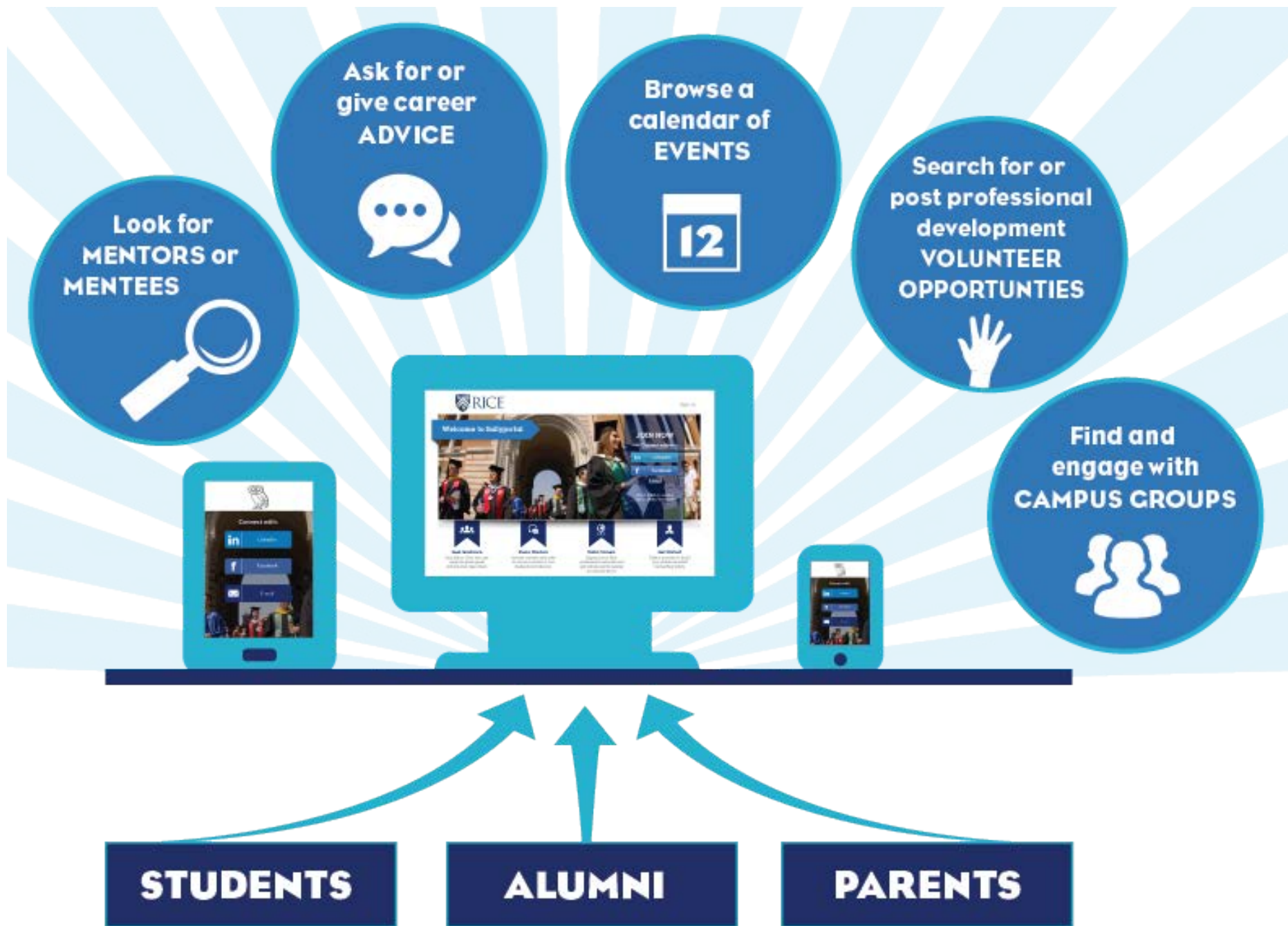
Post a pic, share a related status update, and pose for our cameras while you enjoy connecting with fellow Owls. Don't forget to use #Sallyportal.

STAY CONNECTED
WITH THE ASSOCIATION
OF RICE ALUMNI

 facebook.com/ricealumni

 twitter.com/ricealumni

 [@ricealumni](https://instagram.com/ricealumni)



THANK YOU



RICE