

RIT
Institute Council
September 12, 2007

Michelle Seger
Rob Grow
Ryan Giglia

October 4-7, 2007

Brick City Homecoming MISSION

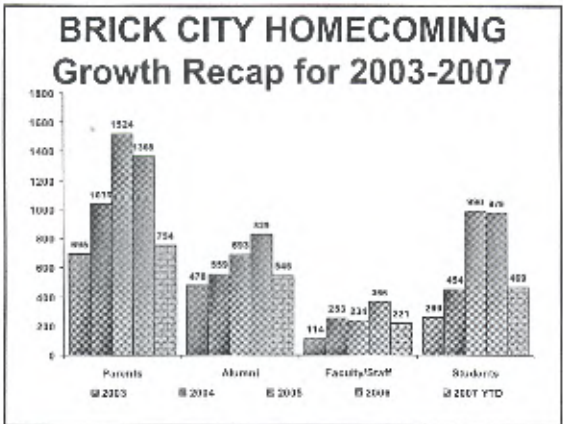
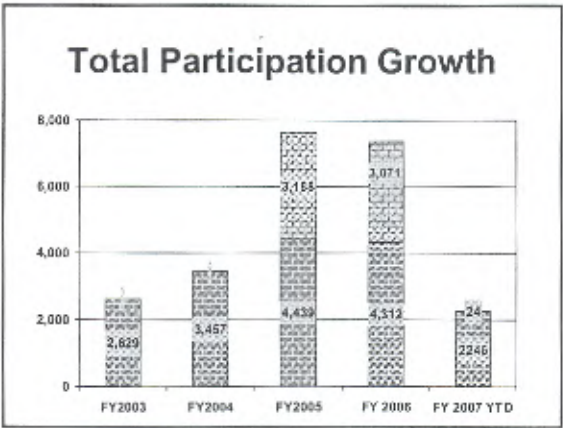
- Celebration that gathers students, parents, alumni, faculty, staff, and friends of the university.
- Opportunity to celebrate university spirit and traditions.
- Events that foster interpersonal connections and an affinity for RIT.

PARTNERSHIP TEAM

- ❖ Government and Community Relations
- ❖ Alumni Relations
- ❖ Students (Student Government and College Activities Board)
- ❖ The Center for Campus Life

With strong support from...

- ❖ Steering Committee
- ❖ Colleges
- ❖ Orientation Office
- ❖ University News
- ❖ Numerous support services; faculty and staff from across RIT



Growth – How?

- **Program Scope**
 - College Support
 - Gordon Field House and Activities Center
 - Affinity Programming
 - New Programming
- **Coordinated and Innovative Marketing**
 - Highlight 10th Anniversary
 - Target marketing to students (Facebook)

BRICK CITY HOMECOMING 2007 HIGHLIGHTS

☛ New this year...

- ✓ Welcome Parents!
- ✓ Guess Who's Coming Home to Dinner
- ✓ Brick City Fall Fest
- ✓ Recent Alumni Fest
- ✓ The Amazing Race – RIT Style!
- ✓ Men's Hockey Open Practice & Autograph Session
- ✓ Bill Ripkin Coaching Clinic

BRICK CITY HOMECOMING 2007 HIGHLIGHTS

☛ Hot this year...

- ✓ Comedian Howie Mandel
- ✓ Steve Wozniak, Horton Speaker
- ✓ Brick City BBQ
- ✓ Welcome Parents!
- ✓ Amazing Race – RIT Style
- ✓ Brick City Fall Festival
- ✓ Guess Who's Coming Home To Dinner
- ✓ Faculty & Staff Alumni Appreciation Lunch
- ✓ President's Alumni Ball

Brick City Homecoming 2007 Highlights

Registered Attendees as of 09/11/2007 :
2,246

- Includes Parents, Alumni, Faculty/Staff, Students, Guests, Trustees, RITrees and Children ages 5-18

This time last year:
1,471

Brick City Homecoming 2007 Information You Need... Welcome Center

Hours

- Thursday 10 a.m. – 3:30 p.m.
- Friday 9 a.m. – 8 p.m.
- Saturday 7:30 a.m. – 12 p.m.

Location

- Eastman Building, Lobby
- Golden Circle, Ritz (Friday only)

Phone Number

- 475-7814

Weekend Information and Registration

Call 475-7814
www.rit.edu/brickcity

Alumni Questions

Call Rob Grow at 475-2601
Email: rcgrar@rit.edu

Survey Says...

- *I love the campus and all that Homecoming has to offer, plus it gave us time to interact with our daughter at her new home.*
- *It made me proud of the accomplishments over the years and the role alumni relations is playing in keeping us connected. RIT is our alma mater and it was a warm feeling to return.*
- *Every time we visit the campus it reconfirms that our son's decision to attend RIT was an excellent match!*