



Spring 2024 Semester Report

Conducted by:
180 Degrees Consulting - Rice University

Letter from the President

180 Degrees Consulting at Rice has been a remarkable journey. Over the past two years, we've made significant strides, establishing ourselves as a key player in the Houston community through numerous pro-bono efforts. We've had the privilege to serve more than 31 clients, from small-scale projects looking for support to multinational, United Nations-affiliated organizations aiding those in need around the globe.

Our partnership with Kohler has been instrumental to our mission. With their support, we will continue to grow and impact the community through dynamic initiatives that touch more lives. Internally, our growth reflects the other half of our mission: providing authentic, hands-on opportunities for our members to learn, collaborate, and give back. We've expanded from just 20 members to over 60, tripling our membership over the last few years.

We've hosted various training sessions to guide new members, offering them a space to learn with their peers. We've also organized multiple networking sessions for our members to connect and make new friends, and an end-of-semester banquet to celebrate our consultants' achievements. Our partnership with YMCA Houston and the assistance from Accenture Houston in our most recent case competition have provided more access to genuine consulting experiences, made available to all undergraduate students. Through our case competition program featuring real clients, we aim to push the envelope in allowing more talented students to experience the world of consulting. We hope to continue this partnership going forward.

At 180DC, our growth has been member-centered. Over half of our executive management and leadership started out as underclassmen, reflecting our philosophy of merit over seniority. We believe our organization is only as strong as our members. Our openness to feedback has allowed us to transform into a large yet agile organization. Our team is excited to see what's on the horizon and feels honored to be part of such a vibrant community.

Whether it's a small performance improvement for a nonprofit in Bellaire or a significant systematic change for a \$200 million+ revenue organization, we take pride in the opportunity to change lives. We hope that throughout this report, you'll share in the joys we've experienced, the sense of responsibility we've embraced, and the drive for change that motivates us with every project.

Best,
Guangshun Chen, '25
President

180DC Executive Board Spring 2024



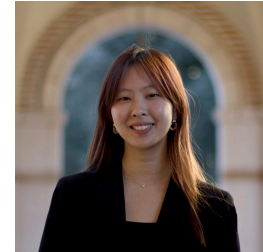
Guanshun Chen
President



Erica Friedman
Sr. External VP



Jimin Lee
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Amy Cao
Sr. Internal VP



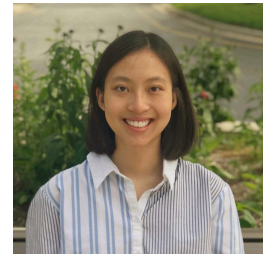
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Sr. VP of Consulting



Benjamin Montag
VP of Consulting



Grace Xu
VP of Consulting



Sarah Wang
VP of Consulting



Jonas Terleckas
VP of Consulting



Pablo Solano
VP of Training



Daniel Ling
Alumni Coordinator



Amy He
VP of Finance



Allison Yue
Events Director



Natalie Wang
Marketing Director



Eva Moughan
Marketing Director

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Introduction to 180DC @ Rice

180 Degrees Consulting at Rice is a consulting club dedicated to creating a positive social impact. The 180 Degree Consulting (180DC) organization is the world's largest consultancy for non-profits and social enterprises with over 170+ other branches across the globe. Specifically at Rice, 180DC aims to train a diverse team of consultants to deliver high-quality solutions to various clients. More importantly, by bridging technical expertise with a heart to serve, 180DC's mission is to positively impact the Houston community and beyond.

What We Accomplished This Semester

The executive board is incredibly proud of all our consultants and team leads for the client work and club bonding we accomplished this semester. 180DC successfully delivered **eight client projects** and held **4 events with a newly introduced end-of-the-year banquet**, an increase in both facets of the organization from previous years. We're proud to be partnered with Kohler moving forward, which looks like an increased number of club bonding events and opportunities. Lastly, we are continuing to work with both new and returning clients, bringing on fresh and challenging projects for our consultants to tackle.

In this report, we have included descriptive information on our partnership with Kohler, an overview of our projects and club events this semester, as well as demographic statistics on the makeup of our organization. We hope to provide clarity and transparency on our functions and celebrate the work of our members and our board. 180DC also hosted many more events and programs for consultants. For example, we started an end-of-the-semester banquet highlighting the accomplishment/impact of all the projects and the growth experienced within the members. Further, 180DC launched a training program for new consultants to help strengthen their consulting skills and be even more fruitful members of their projects.

Our Mission for Fall 2024

For the upcoming Fall 2024 semester, 180DC has four main goals. First, we hope to achieve 100% client satisfaction and ensure that all of our work makes a meaningful impact on our clients and the people that they serve. Next, 180DC plans to actualize resources for our training programs to equip our consultants with the skills necessary to not only assist their clients but to also obtain an offer for their own internship/job of choice. Third, we aim to finish revamping our marketing materials, website, and social media. Major updates and progress have already been made throughout the summer. 180DC will continue working diligently to finish this initiative by December. Lastly, the club hopes to further improve the member experience by introducing more events to allow people from different teams to meet each other and build new relationships. Overall, this will allow us to provide a more holistic client and member experience.

Client Projects & Partnerships

180DC prioritizes client relationships and deliverables at the forefront of what we accomplish every semester. Every semester, we source new and returning non-profit clientele to support various business horizontals and social issues. Our project scopes include and are not limited to marketing, organizational structure, digital presence, and more.

Kohler Partnership

The partnership with Kohler marks a significant milestone and reflects the dedication our organization has shown to our community. We are thrilled to collaborate with an institution that has long been a cornerstone of our community, with a rich legacy of giving back. Through this partnership, we aim to deepen our impact, truly connect with our community, and extend support to those who need it most.

Projects Overview

Overall this semester, great progress has been made. On the consulting side, we expanded from six to eight clients, allowing us to grow our social impact and help make a bigger difference to a wider audience. We worked with clients of all different sizes—from local, community-based organizations to large international nonprofits. This gave our consultants a breadth of opportunities to choose from while ensuring we were making an impact on both Houston and on the international stage.

Each of our clients had their unique scopes for our project teams to tackle. One project involved building a list of potential partners for a client along with a framework to assess the feasibility of these partnerships. Another project focused on performing market research, competitive analysis, and benchmarking to evaluate our client's competitors and identify ways to improve their donation revenue. The team also worked on building a cost-benefit financial analysis model. Through these projects, our consultants were able to steer clients toward executing strategic choices by building out high-quality deliverables, reports, and final presentations. Through experiences at 180DC, our consultants were equipped with the tools to gain amazing internships in a variety of different disciplines including consulting, investment banking, and STEM, at companies such as Bain, Deloitte, Evercore, Citi, and Pinterest.

To further support the experiences of projects based in Houston, 180DC has continued our practice of coordinating visits to client sites. Consulting teams have the opportunity to meet their clients in person and see firsthand the impact of what clients do on a day-to-day basis. All trips are sponsored by either the client or 180DC.

Club Overview

180DC has been working to continuously improve and expand the club from semester to semester. This year, we bolstered participation in our mentorship system, held our first end-of-the-year banquet, and expanded from six to eight projects. All of this provides opportunities for more Rice students to expose themselves to consulting and 180DC members to grow more bonded to each other.

Events & Programs

In Fall 2023, 180DC launched an internal mentorship program that has greatly benefited the club. Consultants have the option of being paired with a more senior and seasoned member of the club. Through this program, mentors can provide insight into the recruiting process, network mentees with other professionals, and guide them as they navigate their future career trajectories. Currently, there are 8 mentors and 12 mentees participating in the program. In Fall 2024, the Internal Vice President plans on growing and improving the mentorship program by planning more bonding events and implementing a new pairing system.

In Spring 2024, the executive board recognized most rising junior and some rising sophomore members were beginning their consulting recruiting processes. We introduced an opportunity to assist with members' case interview preparation in the form of casing office hours. Over two weeks in April, several experienced board members volunteered to deliver mock interviews for those who signed up. Collectively, we gave over 15 practice cases, more than 11 hours of casing. While we acknowledge the potential for this program during the Fall semesters, we intend to primarily implement it during future Spring semesters.

180DC kicked off the Spring 2024 semester with a Team Bonding event where each project team presented their clients and goals for the semester. Following the presentations, consultants were able to mingle and network, strengthening the club's inner bond, even as the organization continues to expand. This semester also featured a Fireside Chat with Harrison Xue, Managing Director at Boston Consulting Group (BCG). Xue shared his insights into how to enter the consulting industry, offering career advice to an audience of aspiring consultants and the broader Rice community. To wrap up the Spring term, 180DC celebrated its achievements with an End of end-of-semester banquet. The presentation highlighted the consultants' growth in skillsets and the project's impact on the community. 180DC at Rice has demonstrated remarkable growth and plans to host more events in the future.

Hearing from our Consultants

To get a first-hand account of the club's improvements and progress, we interviewed consultants and Team Leads to hear from their experiences. We hope to leverage input from a diversity of positions and perspectives to more accurately direct the growth of 180DC.

"The Executive Board has done a **good job securing good projects** since 2021-2022. Back then, our project only met twice, and we didn't do anything. Now, a good amount of **people care and put in the effort.**"

-Jeffrey L. '24
Consultant

"The **training programs** were really helpful for meeting other members of the club. I also really enjoyed the mentor program and felt that my **mentor was good at helping me navigate my career.**"

- Nur A. '27
Consultant

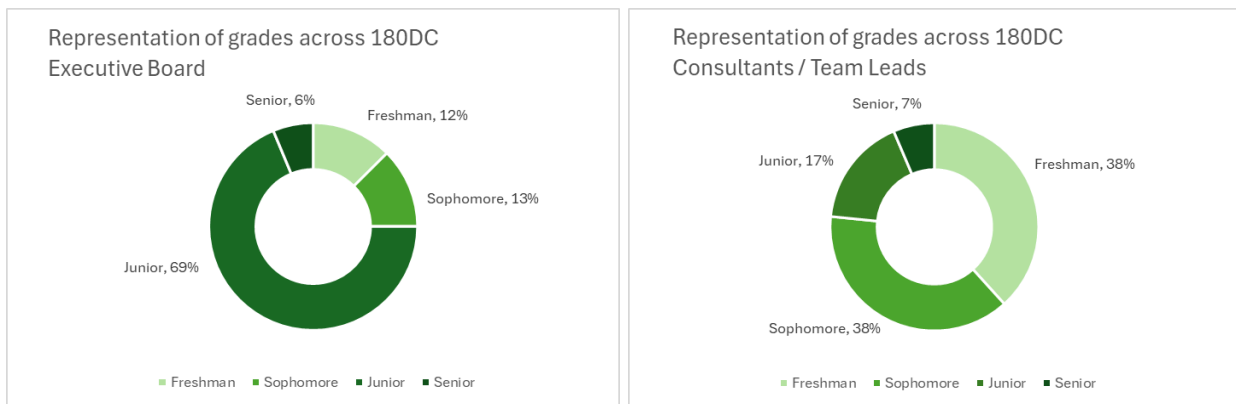
"The learning curve for transitioning from a **consultant to a team lead** at the beginning is a bit **steep**, so being able to ask the VPCs about how to handle things/do new TL tasks is **helpful**. Being on a project gives me the experience of working on a team. Since **Team Leads** interact with the client more, this semester has helped me realize if **consulting is the right path for me.**"

- Clémence X. '26
Team Lead

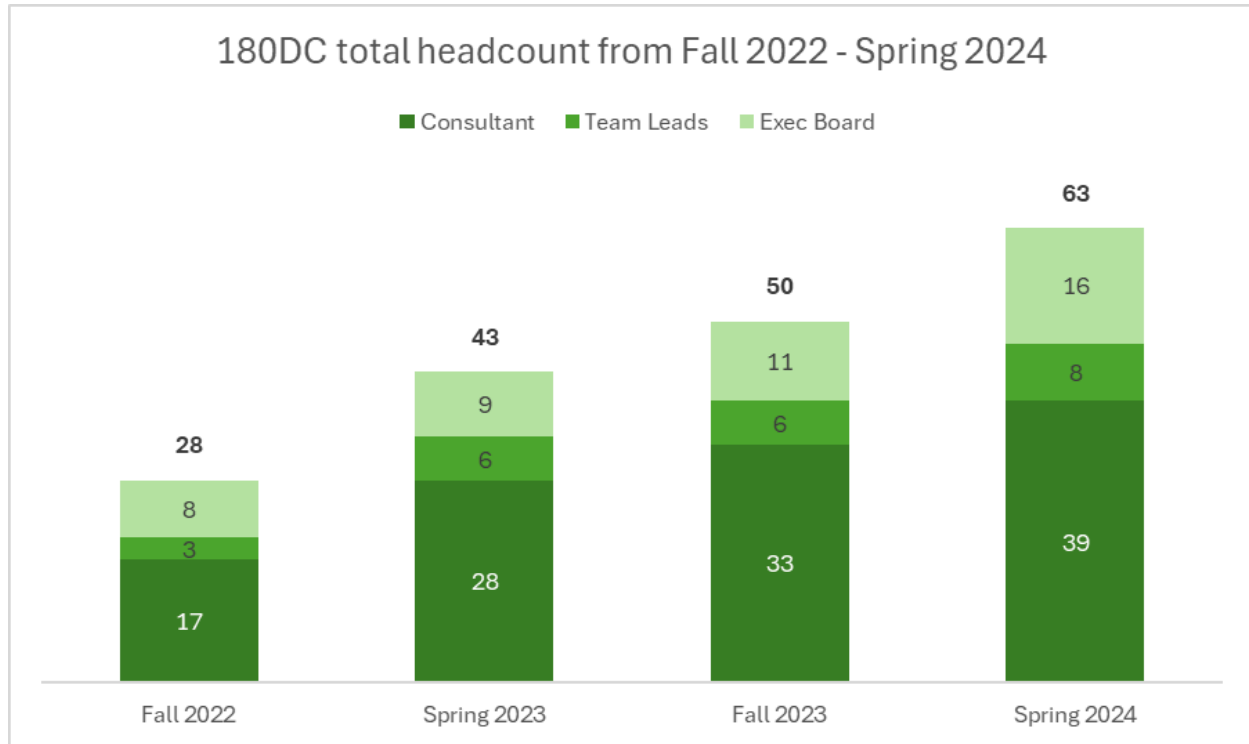
Demographics

To tell the full story of our organization, we'd like to highlight some of our club demographics. Below, you'll find information on details such as our retainment rate, total headcount, and more.

During Spring 2024, a majority of 180DC consulting members were underclassmen. The executive board featured mostly juniors, with a select few freshmen and sophomores. We believe both of these statistics represent the upward opportunities—e.g. Team Lead, VP of Internal and External Affairs, Marketing Director, etc.—available to underclassmen who remain with the club for more than 1-2 semesters, as well as to juniors seeking to become more involved in the consulting space at Rice. Each year when selecting the new members of the executive board, we ensure candidates are chosen from within the consulting body of the club.

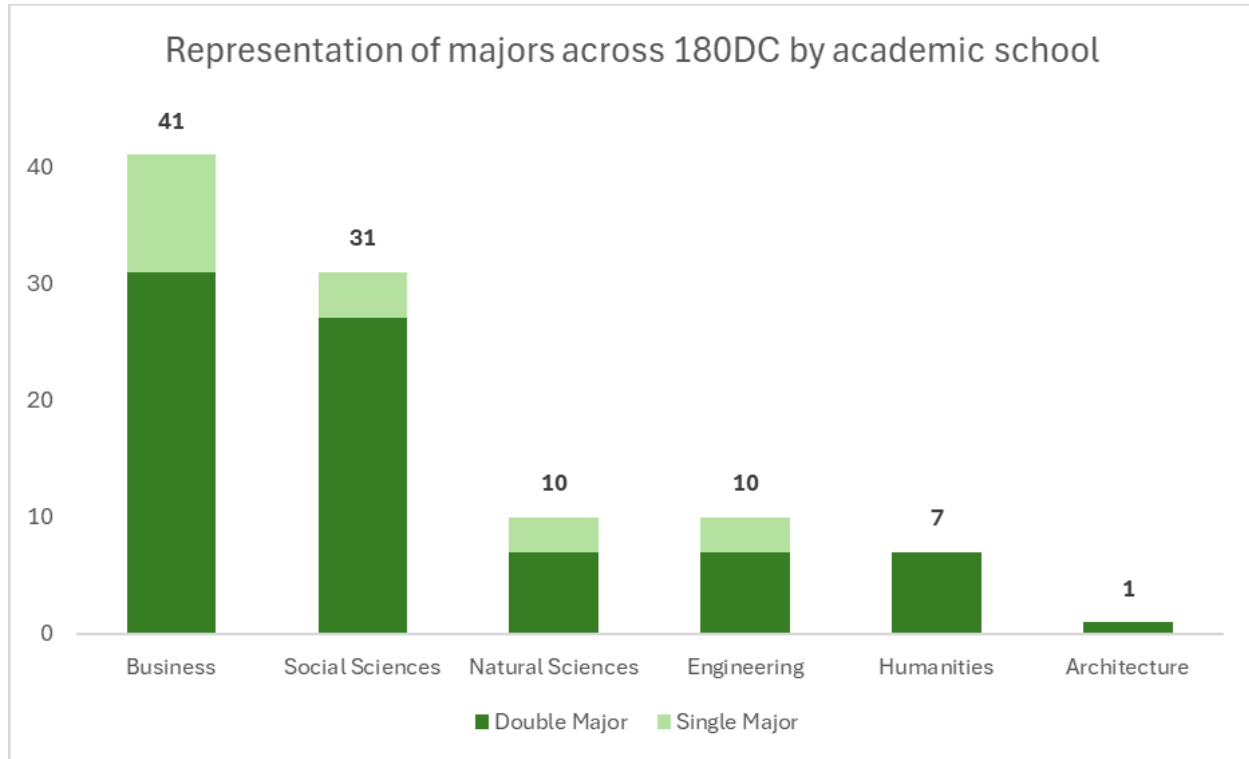


Through the semesters, 180DC has been keeping track of the overall retention rates between semesters amongst various levels of the club. We see an average of 16 new consultants each semester as we continue to expand the club to take on more projects. From Fall 2022 to Spring 2023, 180DC saw a retention rate of 73.33%. From Spring 2023 to Fall 2023, the retention rate remained at around 80%. Then, from last fall to Spring 2024, the retention rate for consultants was around 74%. With a headcount of around sixty members, fluctuations from 5-8% represent three to four individuals. The high retention rate can be attributed to contentment with the leadership and/or project opportunities 180DC provides and its dedication to creating a positive experience for club members.



Throughout the years, the club has expanded steadily, more than doubling in size after two years. We're excited that this growth means 180DC can provide more consulting experiences to a greater number of Rice students every year. We hope to maintain the momentum; the size of our organization depends almost solely on the number of clients and projects we obtain per semester. Though the club has grown quickly, well over half – 65% – of all Spring 2024 consulting members had returned from previous semesters, having at least one semester of experience with the organization.

Lastly, we want to highlight the wide variety of students our club supports. While consulting is an industry that supports real-world business processes, we encourage anyone from any background or major to apply. All six of Rice's academic schools are represented in our consulting body, and we're truly excited to speak with applicants from underrepresented backgrounds. In part, our ability to deliver high-quality, creative solutions to clients is attributable to the diversity within the club that we would like to continue growing.



Our demographic statistics will undoubtedly change every semester going forward. We hope to utilize this data to grow the club in a sustainable, diverse, and equitable way, while providing transparency into our club composition for both future partners as well as members.

Looking Forward

Clientele

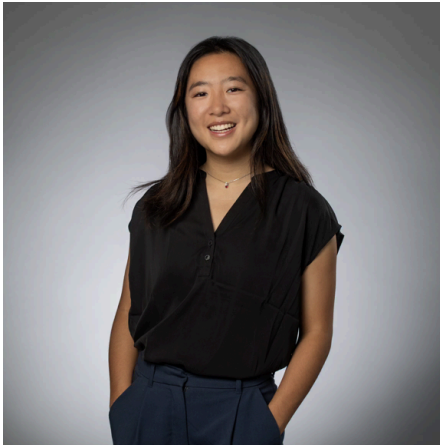
We look forward to working with our future clients. With goals of expanding the breadth and locational scope represented in our organizational network, 180DC's executive board—and especially, Vice Presidents of External Affairs Jimin Lee and Hannah Zhang—have done an excellent job building a pipeline of new leads for the upcoming semester and beyond. In addition, our project teams' great work over previous semesters has contributed to several clients' positive feedback and interest in returning. This Fall, look forward to partnerships with global organizations such as Kohler, along with prominent local nonprofits such as the Houston Food Bank. We are confident that the projects we have chosen to take on, both internally and externally, make for exciting times ahead and will continue to further 180DC's success.

Internal Improvements

In the future, 180DC hopes to continuously improve the club by building better club community, team cohesion, and deliverable quality. 180DC plans to achieve this by encouraging higher participation in the mentorship system, hosting more internal networking events, and having increased training sessions that help consultants produce better products for their clients. All of these initiatives will create a more successful club that provides quality consulting to nonprofits of every size.

Upcoming Leaders

We wanted to spotlight recent individuals who have been promoted to the Executive Board for the 2024-2025 school year—we look forward to seeing what these wonderful leaders accomplish!



Vice President of External Affairs

Hannah Zhang '26

Computer Science / Business

Hannah Zhang is a rising junior at Rice University majoring in Computer Science and minoring in Business. She is the VP of External Affairs along with Jimin, and was previously a team lead and two-time consultant (this will be my 4th semester in 180DC)! Outside of 180DC, Hannah is the Lovett Historian and is involved with RiceApp and CSters. She also used to be a barista at Audrey's in the business school.



Marketing Director

Freya Zhang '26

Cognitive Science / Data Science

Freya Zhang is a rising junior studying Cognitive Science and Data Science. She joined 180DC in the Spring 2024 semester and was a consultant before becoming a Team Lead and Marketing Director. Aside from 180DC, she is the treasurer for Rice Design and loves collecting trinkets and playing badminton/volleyball in her free time.



Vice President of Consulting

Elise Shu '26

Business, Psychology / Politics, Law, and Social Thought

Elise Shu is a junior from Houston, Texas, majoring in Business (Management) and Psychology with a minor in Politics, Law, and Social Thought. She has been with 180DC Rice for one year and was previously a team lead on a project for a UN-affiliated non-profit organization. At Rice, Elise is a captain of the Rice Owls Dance Team and an active presence on campus through her work at Red Bull.



Vice President of Consulting

Clemence Xu '26

Mathematical Economic Analysis

Clémence Xu is a junior at Jones, studying MTEC, minoring in Business, and working towards a Japanese certificate. Clemence has been with 180DC for the past year and was previously a team lead. On campus, she's also an Event Coordinator for Women in Finance and a French LC.