IN THIS ISSUE:

**Sophomore Retreat Recap**
In October, sophomores traveled to Camp Thurman for the first annual Sophomore Retreat. Read testimonials from several students about this great experience.

**Alumni Coaching Event at TopGolf**
This year, alumni coaches and junior Neeley Fellows gathered at TopGolf to enjoy an evening of networking and fun.

**Dream Outside the Box Community Service Event**
Neeley Fellows collaborated with campus organization, Dream Outside the Box, to bring children to campus and educate them on futures in various professional fields.

**Seattle Fall Break Trip Recap**
Neeley Fellows sponsored a cross-cohort trip to Seattle, where students and alumni had the opportunity to meet and share experiences both in the business world of Seattle and in the general Seattle area.

**Strategic Management:**
*Initiating Societal Change in the Business World Through Strategic Thinking*
By Dr. Suzanne M. Carter

For the past five years, I have taught Strategic Management to Senior Neeley Fellows. This is a capstone course where I encourage students to think holistically rather than primarily from a functional expertise perspective. This, of course, is challenging when the vast majority of your time in college is thinking ONLY about that functional perspective (well, at least when you are thinking about your studies and not your extracurricular activities!). One thing strategy has taught me is that it is impossible to make sound decisions without taking the bigger context into account.

We spend a lot of time exploring the influence of context on strategic decisions and organizational effectiveness. I love to see how students reconceive the business models of well-established companies when we explore the concept of shared value and how companies can become big initiators of societal change. In our year-end presentations, I see ideas that would surpass anything that the top consulting firms in the world might recommend.

Still, it is challenging for our alumni entering their first jobs to make the strategic impact that you might like. Yet, once out of college for several years, the tides turn and thinking holistically becomes a critical difference maker. I am hopeful that many of the Neeley Fellows that I taught five years ago are beginning to see how you are adding value to the strategic thinking of your organizations. If you are one of those alumni, drop me a line! I'd love to hear how you are making a difference! S.carter@tcu.edu. Be the change you want to see!
“Camp Thurman was an awesome experience that allowed our cohort to bond outside of TCU. Even after being in class together, I finally felt like I got to know some people for the first time. Camp Thurman gave us a taste of how Fellows is an incredible experience academically and relationally.”
Lauren Rasmussen, Class of 2021

“Camp Thurman was a great opportunity for our cohort to get out of the classroom and learn about each other. We did team bonding activities and a ropes course. Our experience helped us grow closer and share fun memories we still talk about today!”
Kathryn Fish, Class of 2021

“The Topgolf event was a great way to network with our alumni teams in an informal setting, allowing us to get to know them not only as Fellows alum but also as people outside of their work. It was an amazing opportunity!”
Sydney Bettis, Class of 2020

“The Topgolf event served as an excellent opportunity to get to know Neeley Fellow alumni in a casual, yet professional manner. I enjoyed the opportunity to practice networking and learn more about the experiences of our alumni coaches!”
Ben Warren, Class of 2020

“Dream Outside the Box
Community Service Event

By Dalton Standish

This past month, the Neeley Fellows program partnered with Dream Outside the Box to bring students from George C Clark Elementary School to TCU’s campus. The goal of the event was to (i) expose the students to the opportunity of a college education and the many benefits that come with it and (ii) provide the students a feel for what college is actually like. The Neeley Fellows were able to tour the students around multiple locations on campus including Schollmaier Arena, the Chambers, and Milton Daniel Hall. One of my favorite parts of the event was being able to watch the younger students open up more and more as they walked with the Neeley Fellows from location to location. By the end of the event, each kid had a huge smile on his or her face and a TCU poster in hand. Thank you to all the Neeley Fellows that were able to help out with the event. Your impact on these kids is bigger than you know!”

By
Dalton Standish

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By
Dalton Standish
“Seattle was an incredibly bonding and eye opening experience. We got to visit 3 amazing campuses (Microsoft, Starbucks, and Amazon), which gave us a unique perspective on each company. I loved seeing how very large, successful companies function, creating and cultivating company culture. This experience was one to remember and be so thankful for!”

Lauren Rasmussen, Class of 2021

“It was incredible to see the recent surge in the Horned Frog network along the west coast that is largely being led by Fellows. A huge thank you to everyone who made the trip so great!”

Dominic Micheli, Class of 2019

“It was a true honor hosting the Fellows in Seattle and at Amazon. I loved getting to know some current students at the alumni event and remembering the good ole days at TCU. At the Amazon site visit, the students were incredibly thoughtful, prepared, and engaged. While I wasn’t surprised at this coming from Fellows, I was delighted and impressed. I hope the students were inspired by Seattle and Amazon, and that I see more Fellows here in the future!”

Burton Cowles, Class of 2015
Recruiting Class of 2022 in Full Swing

We’ve kicked off the recruiting process for the next cohort of Neeley Fellows with two events in the fall—an informal session in Milton Daniel and an incredibly high energy, well-attended information session in October. Jodi Settle Dyer ’10, NFAB Admissions Chair, will be recruiting volunteers for the Alumni Roundtable event on April 14. More to follow in the spring!

Christmas Party with the Lehman’s

Neeley Fellows gathered on December 2nd for a cross-cohort Christmas celebration to take a break and relax as Finals Week grew closer.

Happy Holidays from the NEELEY FELLOWS!