

GOAL 1 :

Grow revenue to realize TCU Neeley's future.



We need to grow resources to digest and facilitate growth in size and stature.

We'll capitalize on existing strengths and explore new opportunities in three ways:

Scale existing graduate offerings that generate revenue and reputation.

Launch new market-relevant programs and credentials to prepare students and employers for the future of work.

Partner with industry to capitalize Centers of Excellence that shape the global practice of business.



Neeley School
of Business



The successful realization of Goal 1 will mean:

Resources we can **invest** in the attainment of TCU Neeley's goals.

We will **expand** on our already strong commitment to experiential learning for our students.

We will **cultivate** a deeper relationship with our hundreds of business partners, enhancing Neeley's value and fostering co-investment in Neeley's growth.



The successful realization of Goal 1 will mean:

Stakeholders will **co-invest** in our future in support of our planned growth.

We will **partner** in the success of area businesses and they will invest in ours.

