PIVOTING IN THE COVID-19 PANDEMIC

For this edition of the Neeley Fellows Newsletter, we highlight how members of our community adapted in order to have a successful semester.

No one could have predicted what happened this past semester. No one was planning on taking classes online, coming home from study abroad, or having their internships affected by COVID-19.

As a sophomore, it was upsetting to no longer see my cohort in-person every day and to miss out on the New York City trip. However, I found myself enjoying the end of this crazy semester – mainly because of those in my cohort since we were able to find ways to make the most of our online experience. Whether we were facetiming for hours while studying Dr. Rhode's examples from class or listening to heavy metal with Dr. Mihov, we always found a way to stay connected.

It is necessary to thank the Neeley Fellows' faculty and staff for everything they did to make the transition to online classes as smooth as possible. Whether it was labs, advising or classes, the adjustments made were intentional, leading to cohort experiences being as effective as possible. Members of the sophomore and junior cohorts provide feedback on their classroom experiences in this edition of the newsletter. While the seniors do not take a class together during the spring semester, they still meet for labs, their senior toast and other traditions - though now over zoom. Will Beasley writes about his experiences with this transition.

Another group that deserves a shout-out is the Neeley Fellows Alumni Board (NFAB). The 2018/2020 NFAB members have reshaped the NFAB, creating four chairs that take ownership over specific events and verticals of the Neeley Fellows program. Before COVID, the NFAB had established new alumni events, revamped the alumni coaching program and found ways to connect alumni to students. In response to the COVID-19 pandemic, NFAB members recognized the need for a transition to an online platform for events, specifically the alumni round table interviews for the next cohort of Neeley Fellows, and found success. Each member of the 2018/2020 NFAB is highlighted in this newsletter.

The past few months have been a challenge and not what anyone expected, but because of the Neeley Fellows’ community, the transition to online schooling and virtual internships was smooth and exceeded expectations.

Anna Murrey

Highlights in this Issue:

Moving Online
Read about how our Neeley Fellows’ classes have adjusted to the COVID-19 pandemic. Members of each cohort talk about their experiences in the new virtual reality. pg. 2

Thanking the 2018/2020 Neeley Fellow Alumni Board
Check out our spotlights for each member of the 2018/2020 NFAB. This section highlights the impact this board has had on the success of the program. pg. 7
The adjustment to online classes this spring was an unexpected opportunity to test our abilities to adapt to new environments. As sophomore Neeley Fellows, we missed out on time in the classroom for both Finance and Business Law. Having our finance class with Dr. Mihov online was certainly a transition, but we powered through with the help of innovative projects, zoom discussion meetings, birthday celebrations, and jam sessions before class. We used zoom as our classroom platform and met twice a week to discuss what we were learning through online lectures. Finance tests transitioned to a project-based format where we produced fully written reports on assigned cases. One of my favorite classes consisted of the time we started the class by screaming heavy metal songs together and finished by engaging in a discussion about the market impact of COVID-19. That is just a small glimpse into the dynamic possibilities that arise when you gather students from all over the country - and world - to meet on zoom. This sudden transition ultimately helped our cohort grow into more adaptable and resilient students. We are all eager to be back together on campus in the fall and can’t wait to reunite with the Neeley Fellows staff and faculty!

FINANCE WITH DR. MIHOV - CLAIRE O’CONNOR

Business Law with Dr. Rhodes - Jake Heffron

When TCU shifted to online lectures after spring break, Dr. Rhodes utilized Zoom to host live lectures. Additionally, he recorded these lectures for those who were unable to tune in at the designated class time. To my surprise, his lectures were just as engaging. Although he was talking through a screen, I understood his concepts as well as before spring break. He used a Word document, which he shared on the screen during class, to write important notes while explaining them. Class participation was just as important, and we still participated. I felt prepared for every test—both in-person and online.

The thing that really made online class work well for Dr. Rhodes, however, was not his ability to host Zoom sessions. Rhodes's dedication to his students, both academically and otherwise, was why students succeeded in Business Law and why he won Honors Professor of the Year. He genuinely wanted every single student to succeed, and he had no problem accommodating any issues his students had. He met multiple times with every student individually over Zoom. When I met with him, he would ask about academics, but we also just talked though anything else I wanted to discuss. While attending online classes may not have been the same as in-person, Dr. Rhodes's determination and compassion for his students made it simple. I won’t forget his class!
Dr. Meade carried a poise and peace as she quickly changed our curriculum over the extended Spring Break. This class focuses on how culture heavily influences business, and Dr. Meade taught us how to analyze different business situations using frameworks such as Hofstede’s Cultural Dimensions. Additionally, every week, several of our classmates would give updates on the international news and performed case analyses to learn the content.

The class culminated in group presentations that analyzed how COVID-19 was affecting specific industries in two different countries. My team chose the coffee industry in China and Italy. Using the frameworks from class, we were able to analyze the differences and business opportunities Starbucks capitalized on through this crisis such as operating dark stores. Our team was also fascinated on the tea vs. coffee culture and how Starbucks introduced coffee as a lifestyle in China, appealing to their culture rooted in filial piety.

Of course the second half of our semester looked super different than anyone could have anticipated, but we all learned resiliency, became more than proficient at changing Zoom backgrounds and experienced TCU’s beautiful community in a new light. Huge thank you to Dr. Meade for putting in all the extra work to pivot and create a thought-provoking class. Our class couldn’t be more grateful for how she handled the situation with grace, as well as delivered an unforgettable course.

This past Spring semester, I studied abroad in Madrid, Spain and lived with Brian Campbell (another Fellow). Obviously, the semester did not go as Brian and I, or any of us, had planned. We were sent home in early March after COVID 19 was growing a lot in Spain. Even though we had to come home early, it was an amazing experience where we got to see some of the coolest places in the world and have a blast while doing it.

The transition home was strange at first. Obviously being quarantined back home in Wichita, Kansas two months into the semester after planning on being in Europe for five months was disappointing. However, the ability to spend time with my family for multiple months and to catch up with old friends was a definite positive. Additionally, while the classes were not the same, they were still effective because both TCU and UC3M (the school we attended) made sure we had the resources we needed to finish the semester.

I hope that the pandemic and what happened during this last year does not stop the rising Juniors and Sophomores from wanting to study abroad. Even though my experience was just two months, I learned a lot culturally and had two of the most fun months of my life. I would definitely recommend it to everyone and hopefully you can enjoy the entire experience while you’re there.
THE FINAL SEMESTER AS A SENIOR - WILL BEASLEY

While none of us ever thought that our last “class” of college would occur over Zoom, I am extremely grateful for how Meg and the rest of the Neeley Fellows faculty worked creatively to celebrate the end of our college experience. Throughout the last half of the semester, our Neeley Fellows cohort met multiple times on Zoom to check-in, and it was always so good to see everyone’s faces. Don’t get me wrong - talking with Dr. Moncrief in person is always fun, but seeing his face on a video call is definitely a close second. Because we were all spread across the country, I appreciated being able to hear how everyone was doing. A highlight of mine from our virtual experience as a cohort was the End of Semester Toast. During this event, we celebrated what would have been our Neeley Fellow graduation ceremony. Our cohort shared funny memories and takeaways from classes, the New York City trip sophomore year, and the Chile trip. The Neeley Fellow professors imparted their wisdom on us, as well, during this event. I left this Zoom call proud to be a Neeley Fellow, humbled to be surrounded by such outstanding peers and thankful for the time and energy the faculty and staff put into this program and into me over the past three years.

I will admit... I would have probably given an arm and a leg to be able to celebrate the end of our Neeley Fellow’s journey in person with everyone, but I am grateful to have been able to celebrate all of our achievements. I am already looking forward to our first reunion when this pandemic clears. Simply put, I am sad that this was how things ended yet thankful that I had the opportunity to be a part of the Neeley Fellows program.
WE ARE SO PROUD OF THE SENIORS

Outcomes for Neeley Fellows Class of 2020

- **3.86** Average Cumulative GPA at Graduation
- **100%** Latin Honors
- **97%** Program Retention Rate
- **$75,245** Average Starting Salary

**Placement Companies:**
- DaVita
- Dell
- Google
- Amazon
- Deloitte
- Accenture
- EY
- Goldman Sachs
- Citi
- Baird
- Trumont Group
- Vista Equity Partners
- Harvard Law School
- American Airlines
- ISN
- Microsoft
- Under Armour
- FTI Consulting
- Bain
- Scotiabank
- BAML
- William Blair
- Texas Capital Bank
- Clear Rock Advisors
- Teach for America

**Placement by Location**

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**Placement by Function**

- Law School
- Teaching
- Business Development
- Marketing
- Accounting
- Operations
- Consulting
- Corporate Finance
- Commercial Banking
- Private Wealth Management
- Equity Research
- Private Equity
- Investment Management
- Investment Banking
It is no secret that a lot of summer plans for many current Neeley Fellows changed in response to the COVID-19 pandemic. Some internships were made virtual, delayed or even, unfortunately, cancelled. While it would have been easier to blame the pandemic for the outcome of this summer, a lot of Neeley Fellows took initiative and turned to LinkedIn and their networks to find new internships and other opportunities to build their resumes and fill their summers.

This could not have happened without the help of Neeley Fellow alumni. Many of you reached out through Meg, Jessica Cates, or other advisors to share opportunities with not only Neeley Fellows, but also with other TCU Neeley students. There are many of you that gave your time mentoring TCU students through the Alcon Career Center.

Additionally, alumni have helped the Neeley Fellows Program by speaking at labs, giving advice to current Neeley Fellows and sharing your experiences with different cohorts - something that is invaluable to the program and the success of current students.

Two Neeley Fellows have shared their experiences at their internships from this summer below.

**INTERNING AT SATORI CAPITAL - MICHAEL SOLOMON**

I lost my initial internship for this summer due to the COVID-19 pandemic. Immediately, I leveraged my network, talking a lot to Meg and making sure I talked to and heard out every opportunity. This pointed me into the direction of a Neeley Fellow alum, Cami Miller, who I knew from one of our Neeley Fellow labs. I applied to Satori Capital, which is where Cami works, and was fortunate to receive an internship.

Satori Capital was an amazing experience because of the people I was surrounded with every day. The ideas of intentionality, patience, engagement and Conscious Capitalism are the building blocks of Satori Capital, and we were able to see those every day. I found my personal and professional passions during my time at Satori, which will provide me tools to succeed in every aspect of my life.

**INTERNING AT EDUCATION IS FREEDOM - ALEC FOSTER**

This summer, I have worked as a marketing intern for a local DFW nonprofit called Education Is Freedom (EIF) that offers college and career advising services for under-served high school students in the DFW area. Due to the current pandemic and their transition to mostly virtual service delivery, EIF found itself in need of a solid marketing plan to best boost student engagement, so Caroline Parent, Neeley Fellows Class of 2012, recruited us to help out!

For the past few months, I have been working along with Ashley Servais, Neeley Fellows Class of 2021, to develop a flexible marketing plan to fit EIF’s social media, virtual delivery, and future advising needs. I have so appreciated this opportunity to gain experience in the nonprofit realm, and it would not have been possible without the connections of the Neeley Fellows program!
THANKING THE 2018/2020 NEELEY FELLOWS ALUMNI BOARD

As a new Neeley Fellows Alumni Board begins to leave their own legacy on the Neeley Fellows program, we want to take the time to highlight everything the past members of the NFAB accomplished and to thank them for their incredible service to Neeley Fellows.

President
Rick Settle

Rick shared the following about his role as president: “I have been involved with Neeley Fellows and the NFAB since I graduated TCU. At the 10-year anniversary, Meg and I sat down to determine the goals of the NFAB and the structure that was needed to achieve these goals. The big focus was on building relationships between alumni and students. We decided that we needed four chairs that had specific duties and tasks. This format allows members of the board to have full ownership and to leave their own legacy. We wanted the chairs to focus their efforts on one specific area, and then we wanted to use the class representatives to get the rest of the classes involved.

As president, I was a conduit with Meg for the board, planned board meetings, and facilitated events. I was constantly checking to make sure that what we were doing made sense and helped craft the vision we had for Fellows. The best part about people in Fellows is that they always have a lot of great ideas and different verticals. The challenge was not coming up with the ideas, but rather, making sure these ideas were executed. I am a big believer of establishing major pillars and making sure that we do not bite off more than we can chew. Over the decade, Fellows has made a ton of progress, so my goal was to establish three pillars that would be this board’s legacy. First, we restructured the board to allow for the increase of ownership, as discussed earlier. Second, we wanted to restructure some of the alumni events. For this pillar, Will led the efforts on starting the annual rodeo event at the Fort Worth Stock Show and Rodeo. We hope this continues and builds momentum for other events. Third, we retooled the mentorship program to a group model. This was spearheaded by Cami and allowed students and alumni to build multiple relationships.

I am confident in Arielle Schmeck, who is taking on the role of president, and think that she, as well as the rest of the board, is highly capable. I think the 2020/2021 NFAB board will continue growing the Fellows program and legacy by establishing its own pillars. I am excited to see what they accomplish!”
When asked about her position, Cami said, “A value of mine is nurturing meaningful relationships. The Fellows program provided me with so many resources and relationships, and I believe that as an alumni, it is important not only to give back to the program and to remain engaged to support the growth and ongoing development of the program, but also to maintain a connection with the students and faculty. I think it is ingrained in me to both have a coach in my life and be a coach. From a life in sports growing up to the real-life after college, I’ve been fortunate to have a strong network of mentors (i.e. coaches) and feel that we always have so much to learn from one another. The missing piece is creating the time in today’s fast-paced society for this impactful opportunity to connect and learn. The coaching program provides just that opportunity: a platform to foster relationships and share tips, as well as a means for the alumni to remain connected to the program and current students. It is a win/win. I have enjoyed being a part of the Fellows labs teaching the vision and goal workshops, so the position of Coaching Chair became a natural fit. My dog is also named Coach, so I guess it was just too fitting!”

Jodi found her role to be an opportunity to bring together all aspects of Fellows: “Just like many of the Neeley Fellow alumni, I was looking for ways to stay engaged with the program and to find some small way to give back to the program that has given so much to me both personally and professionally. I chose the role of Admissions Chair because it would allow me an opportunity to connect Neeley Fellow alumni, program leadership and potential students. The alumni recruiting event is critical to the Neeley Fellows program leadership’s decision making process in selecting the incoming cohorts and my objective in the role was to ensure Meg and the rest of the team had the input they needed to make an informed selection decision on the cohort while also providing incoming students with a positive early interaction with the Neeley Fellow program and our vast alumni network. Regarding the transition to the online format for the Fellows Roundtable Recruiting Event, we have always tried to look at the recruiting event from a lens of constant improvement. This year was no different. I am proud of the collective team’s ability to react quickly, step up to the challenge, and make the best of the unique circumstances. The team approached this year with an open mind and a willingness to be flexible.”
Community Promotions Chair
Brandon Cundith

When asked about his role on the board for the past two years, Brandon said, “The Community Promotions chair was a brand-new position, which gave a lot of opportunity to shape the role however it seemed appropriate. To kick it off, the 10-year anniversary video was made, which highlighted many events in 2018 and was a toast to Neeley Fellows and the accomplishments the program has reaped the past decade. I enjoyed going through all the content that was shared with me to create the video. I also enjoyed interviewing students and faculty to hear what was new with the program. I enjoyed it so much, it made me think that every alumni deserves to hear what’s new with the program, and I believe that feeling is the true driver of this new Community Promotions role.

Anna Cline is the new promotions chair and I have no doubt she’ll do a phenomenal job in the role. Tip of the cap to Rick Settle and Meg, as they were the glue to NFAB. They brought an energy that will continue NFAB in a position direction for the new board members.”

Connections Chair
Will Jung

After the 10 Year Celebration Event for the Fellows program, it became apparent that the board needed to revamp its alumni/student engagement event, which was typically held at Joe T Garcia’s in the Stockyards. Will established a structure for how the board approaches alumni events by making the fall event more focused on professional development and the spring event more focused on having fun and networking. Under Will’s leadership, the board was able to identify a signature event with the Rodeo Purple event at the Fort Worth Stock Show & Rodeo. This event is anticipated to be an anchor for our alumni/student engagement event moving forward. Will shared his favorite part about his position: “My favorite part of being on the board was reconnecting with my fellow Fellows and getting to dive back into the program. I felt like we were making a difference in driving the program forward and keeping it the premier undergrad group within the Neeley School. I wanted to be the Connections chair from my background in setting up events in Fort Worth through my job in corporate banking as well as for the TCU Young Alumni Group, of which I am the president of the Fort Worth chapter.”
MEET THE 2020/2021

NEELEY FELLOWS ALUMNI BOARD

President: Arielle Schmeck (Class of 2013)
Coaching Chair: Kelsey Werner (Class of 2016)
Admissions Chair: Kelsey Phelps (Class of 2012)
Community Promotions Chair: Anna Cline (Class of 2016)
Connections Chair: Jared Cline (Class of 2016)

NFAB CHAIR-ELECT POSITIONS

President-Elect: Anthony Micheli (Class of 2017)
Coaching Chair-Elect: Demi Fritz (Class of 2018)
Admissions Chair-Elect: Kate Wardrop (Class of 2015)
Community Promotions Chair-Elect: Brooke Arnold (Class of 2018)
Connections Chair-Elect: Patrick Browning (Class of 2016)

THANK YOU FOR YOUR CONTINUED ENGAGEMENT AND COMMITMENT TO NEELEY FELLOWS!
CONGRATS TO THE NEELEY FELLOWS CLASS OF 2023

33 STUDENTS JOINING A COMMUNITY TO ENCOURAGE MUTUAL GROWTH
3.95 CUMULATIVE TCU GPA

4 CHANCELLOR LEADERSHIP PROGRAM MEMBERS
7 FROG AIDES MEMBERS
9 CHANCELLOR SCHOLARS

Selected for their academic achievement, leadership potential, interpersonal and communications skills, and commitment to their academic and professional development

ALEC COUSSOULE
EMMA CULHANE
TUFF DONOVAN
RYAN DUNCAN
AUSTIN FARR
HALEY FREENEY
JOHN FREENEY
ERICA GARDNER
FREDERICK GOODING III
SAM GRABLE
LORNA GREEN

CONOR HARTMAN
ROSE HOANG
JACK HUEY
JAKE JESTINGS
GRIFFIN JOHNSON
LANDRY JOHNSTON
TYLER KULLEN
ANDREW MARSHALL
TENY NOORDERMEER
BLAKLEY PATE
SEAN PAYNE

CADE PETERS
CADE PEVETO
COURT PUTNAM
DYLAN SERVAIS
SAVANNA SIMMANK
LIZ VAN DRUNEN
AMANDA VARNI
HAILEY WAGENER
AUGUSTA WALSH
ALEC WEBER
LINDSAY WELLS