

Neeley School of Business

March 2010

1. Recruit and retain students, faculty and staff who can achieve their full potential at TCU

- Established and recruited several endowed positions (funding for some in process):
 - J. Vaughan and Eveyne H. Wilson Chair in Business – Robert Leone
 - Eunice and James L. West Chair of American Enterprise – Mark Houston
 - J. Vaughan and Eveyne H. Wilson Professorship in Business – Bill Cron
 - J. Vaughan and Eveyne H. Wilson Professorship in Business – In-Mu Haw
 - Robert and Edith Schumacher Executive Fellow in Technology and Innovation – Raymond Smilor
 - Barry and Antoinette Davis Entrepreneur-in-Residence – Brad Hancock
 - William M. Dickey Entrepreneur in Residence - David Minor
- Significant improvement in and expansion of Master of Accountancy program – now has consistent top 3 passage rates for CPA Exam in state of Texas (# 1 in state – Summer 2008 & Summer 2009)
- Significantly reduced dependency on part-time and visiting faculty with creation of Professors of Professional Practice – recognized as national best practice in this area by AACSB International
- Significantly expanded High School Investor’s Challenge program by Luther King Center for Financial Management to national scope program – several outstanding students now attend TCU as a result
- Neeley Fellows program has been significant student recruitment vehicle

2. Design a vibrant learning community characterized by distinctive curricular, co-curricular and residential programs

- Collaboration between Neeley School and Energy Institute
- Neeley undergraduate entrepreneurship program named one of top 3 Model Undergraduate Entrepreneurship Programs by United States Association of Small Business and Entrepreneurship (2010)
- Undergraduate Research in Neeley has been supported in the Neeley Fellows program through the senior capstone Business Strategy experience where students are working on several projects with Lockheed Martin
- Neeley School has begun working closely with the University Honors College through the Neeley Fellows program and expanded course offerings
- Neeley summer *Achieve* (summer business institute) program is thriving and provides an introduction to business concepts for non-business majors
- Neeley Fellows and BNSF Next Generation Leadership Program have been major successes
- Neeley Center for Entrepreneurship has grown its Collegiate Entrepreneurs Organization (CEO Club) to be the largest in the country with over 400 members, 1/3rd of whom are non-business majors – named #1 chapter in country at CEO National Conference in 2009
- E-business program successfully started SAP initiative
- MBA program developed two outreach programs, one to work with the community on consulting projects (Neeley & Associates) and one to bring prominent CEO’s to campus to meet with MBA students (C-Level Confidential).

3. Sustain an environment in which rich personal interaction is enhanced by outstanding facilities and appropriate technology

- The Alcon Career Services Center and the Center for Professional Communication offices were both significantly updated with private gifts.

4. Accelerate our connection with the greater community: Fort Worth, Texas, the nation and the world

- Two faculty named editors of three premier business journals (Bob Leone, *Journal of Marketing*; Garry Bruton, *Asia Pacific Journal of Management* and *Academy of Management Perspectives*)
- Garry Bruton is President, Asia Academy of Management
- Mo Rodriguez is President, American Real Estate Society
- Homer Erekson named to Initial Accreditation Committee for AACSB International (Association for the Advancement of Collegiate Schools of Business)
- Energy Institute/Neeley School collaboration on new minor
- Luther King Capital Management Center for Financial Studies hosted 8th annual Investment Strategies Conference focusing on structuring sound investments in China and India.
- MBA program sponsored Sony National Sales and Marketing Strategy Case Competition (two years running)
- Significantly increased the international study opportunities for Neeley students from 3 country experiences to over a dozen initiatives (including China, India, Korea, Chile, Panama, United Kingdom, W. Europe, Czech Republic (Prague), Italy, Guatemala, and Dominican Republic)
- In Summer 2010, the Neeley Department of Marketing will be hosting at TCU the national doctoral consortium in marketing bringing over 100 top scholars to campus
- Entrepreneurship faculty named 2nd in world in 2009 University Entrepreneurship Research Rankings

5. Couple wise financial stewardship with a well-planned entrepreneurial approach to academic opportunities

- Received pledge of \$1.5 million from Barry and Antoinette Davis to establish Davis Family Entrepreneur-in-Residence.
- Received pledge of \$500,000 from Robert and Edith Schumacher to establish the Robert and Edith Schumacher Executive Fellow in Technology and Innovation
- Received gift of \$300,000 from Marilyn and Mike Berry to establish the Neeley Premium Credentials Program
- We have several interesting personal stories related to significant gifts to Neeley.