

Goal 1: Revenue

Grow revenue to realize the Neeley School's fullest potential.



Identifying and aligning resources in ways to galvanize growth is a key priority for the Neeley School.

For the Neeley School to attain its goals and become an even higher ranked business school nationally, more revenue is needed. In this goal area, we are focused on developing and growing strategic and market-relevant revenue streams necessary to fund our growth objectives.

To accomplish this, we are taking a dual strategy:

- Leverage existing programs to optimize their revenue-generating potential
- Create new revenue-generating programs to extend our potential to generate resources needed to reach our highest aspirations

We have identified the following five strategies for meeting our revenue goals to fund our growth:

Strategy 1: Scale existing revenue-sharing programs

Strategy 2: Develop new revenue-producing academic programs

In this strategic initiative, we identify key new programs we believe must be developed to address market-relevant opportunities. These new academic programs or certificates represent expansion areas for these new revenue-generating programs.

Strategy 3: Grow executive education revenue and contribution

Executive education programs have been popular programs for many years. These programs provide lifelong learners opportunities to remain connected to the Neeley School, keep pace with developing scholarship and research, and enhance their professional development long after they graduate.

In order to succeed in this area, we must invest in growing the executive education business and, to keep pace with the growing trend, build a digital business that will enhance programmatic exposure and expand our geographic reach in this space.

Strategy 4: Identify new revenue sources

As a place of scholarship devoted to research and student development, the Neeley School does work every day that brings value to the world of business. The Neeley School's intellectual property offers value, whether it is our uniquely qualified and highly motivated graduates taking their places in the world of business, or the many research insights and professorial scholarship guiding thought leadership in the business education marketplace.

This strategic focus is devoted to identifying revenue opportunities from our everyday work at the Neeley School. In so doing, we create more revenue support for our many objectives identified in this plan.

Strategy 5: Smart resource management

Our final strategic thrust in this goal area identifies ways to make our programs more operationally efficient by optimizing our resource management to make us more successful.

The successful realization of **Goal 1** will mean:

- We will have the resources to **invest** in the attainment of the Neeley School'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 the Neeley School's value and fostering co-investment in our growth.
- We will have **investment** from stakeholders in support of our planned growth.
- We will **partner** in the success of area businesses and they will invest in ours.

