

# Goal 5: Brand

**Build a prominent Neeley School brand with respected stature that is highly motivating to key stakeholders and well-differentiated versus competitors.**



The Neeley School was, for some time, described as the best-kept secret in business school education.

The fundamental objective of this goal is to continue changing that narrative, as we tell the story of what makes the Neeley School one of the best business education experiences

in the world. Building the internal and external infrastructure needed to tell that story is a central part of our continued rise in prominence.

We have identified the following six strategies that will better tell the Neeley School success story to help catalyze our continued growth:

## **Strategy 1: Elevate the Neeley School profile and stature by strategically driving priority rankings**

The simple truth is that the organizations that rank business schools across the country are influential. Those rankings are often the basis for the decisions prospective business students make when selecting the business school they want to attend. That is why we have identified initiatives designed to enhance the Neeley School's elevation in those rankings with collaborative staff increasing our opportunity to rise.

## **Strategy 2: Implement clear, foundational marketing organizational approach for excellent engagement within the Neeley School**

To achieve the goal of better telling the story of the Neeley School, we need to first build the marketing organization and align on priorities to do so. We will evaluate the strategic initiatives of all five goals for primary and secondary dependency on marketing resources; and utilize the findings to plan and forecast resource needs.

## **Strategy 3: Implement a more strategic integrated marketing planning and brand approach for excellent engagement with several publics**

We will evaluate the strategic initiatives of all five goals for primary and secondary dependency on marketing planning and brand needs. We will assess priorities across the Neeley School based on overall strategic vision; craft more effective standard operating procedures (SOPs); identify pathways needed to maximize this brand amplification in a modern way; and leverage the Neeley School's strengths as key points of difference as initial brand message drivers, using the Neeley Promise as the North Star.

## **Strategy 4: Engage and empower a broad alumni base through a comprehensive plan and suite of engagement opportunities**

Perhaps the greatest brand ambassadors for the value of a Neeley School education are our alumni – the very people who are living the value of the Neeley Promise. We commit to initiatives designed to continue to foster existing affinity and connect on a deeper level with our alumni to ensure they are a foundational part of telling the great Neeley School story.

## Strategy 5: Nurture the Neeley School's unique community of connection across a more comprehensive network of stakeholders

We will continue to foster, manage and cultivate existing strong ties and affinities with priority audiences and explore potential for even more focus and coordination, especially in areas including CRM best practices, corporate partnership strategy and outreach, and community and civic organization engagement.

## Strategy 6: Leverage our centers, offices and institutes as points of difference; strengthen collaboration efforts to engage external stakeholders

Each center is charged to foster student engagement opportunities within their mission across corporate, civic and other relationships to bring the intersection of academics and industry to life in experiential learning and digital transformation priorities for the Neeley School.

| Ralph Lowe Energy Institute

| Executive Education

| Institute for Entrepreneurship and Innovation

| Luther King Capital Management Center for Financial Studies

| Center for Real Estate

| Center for Supply Chain Innovation

| TCU Sales Center

| Neeley Analytics Initiative

| Office of Inclusive Excellence

### The successful realization of Goal 5 will mean:

- We will have invested in our marketing infrastructure.
- We will have prioritized our strategic marketing objectives.
- We will have told the world why the Neeley School is the business school on the forefront of solving business problems and creating culturally competent leaders.
- We will have elevated our strategic marketing focus and SOPs, aligning our successes with ranking drivers.
- We will have engaged alumni and constituent partners and inspired external stakeholders to invest in success – theirs and ours.
- We will have emboldened the Neeley School brand.

