



Neeley School of Business

November 13, 2023

Dear TCU Neeley Students and Families,

As shared by President Pullin today, the TCU Board of Trustees has approved a new differential tuition fee for all undergraduate courses offered by the TCU Neeley School of Business. The opportunity and momentum this provides our current and future students and our alumni network is transformational for our institution and aligns us with many leading business schools across the country. This decision will immediately contribute to an increase in the value of a TCU Neeley degree, and build exponential return on investment for our students and alumni for years to come.

The TCU Neeley experience and student outcomes have never been stronger. Indeed, the upward trend in Neeley enrollment over the past several years reflects a clearly growing demand for a Neeley education, paired with the impact of a TCU experience. In response to this demand and the dynamic business environment, there is more to be done. Importantly, the new fee will be directly invested in Neeley students and the student experience, and in creating even more innovative opportunities for Neeley to meet the imperative for future growth. The result will be a world-class, market-driven educational experience with leading-edge curricular and co-curricular offerings.

Investing in Student Access to Industry-leading Talent

The focus for this funding will be to invest in faculty and staff who are primarily student-facing, with longer-term goals to hire additional talent to continue to enrich student access to industry-leading professionals. This includes imperative faculty positions, staff for student success services, as well as a broader range of professional development. These investments will allow us to live our values and deliver tailored, individual student experiences.

Programmatic Distinction & Student Success

We will further support the delivery of the stellar initiatives begun over the last few years as part of Fulfilling the Neeley Promise: Strategic Plan. These include enhancing opportunities for students to engage in existing Pathways of Distinction such as the Transactional and Investment Professionals Board, Neeley Mentorship Program, Neeley Complete, and consulting career preparation.

In addition, we will be able to launch exciting new Pathways of Distinction that drive additional goals for student success. We also will identify next-generation investments for student curriculum and experiences in areas such as FinTech, generative AI and machine learning, effectively staying ahead of the next wave of innovation in business. Importantly, Neeley will be able to attract and keep the best faculty to teach these ever-changing technological skills.

The bottom line is that our students will be equipped with the most modern resources to both compete with, and surpass, candidates from peer and competitor institutions as they build careers in local, national, and even international markets.

We know this type of announcement comes with questions. Please use [THIS LINK](#) to access a Neeley differential tuition Frequently Asked Questions page. If you do not find the answer you are seeking, email the address listed on the page for additional inquiries.

The Neeley differential tuition is essential to our ability to continue offering the highest return on investment for current and future Neeley students. However, we do not intend for this to limit opportunities for current students with existing or emerging financial needs. For students and families with questions about financial assistance or related special circumstances, please visit [THIS LINK](#) for more information.

The Neeley Promise: The Neeley School of Business unleashes human potential with leadership at the core and innovation in our spirit.



Neeley School of Business

We are confident that TCU Neeley reflects a valuable investment in a business leader's future. Neeley graduates are best prepared and most successful when they engage in society and the demands of an ever-changing professional environment. We will continue to provide our students with all the tools needed to help them become the business leaders of the future, as they work and lead in a complex global community. Investing in our Horned Frogs ensures they are able to make a positive impact in the world of business and beyond.

Go Frogs!

A handwritten signature in purple ink that reads "Hettie Richardson".

Hettie Richardson
Interim Dean and Associate Dean of Undergraduate Programs
TCU Neeley School of Business