GOAL 2:

Resource our world-class faculty to generate business insights that catalyze communities.
Research rigor is the heart and soul of business education.

We’ll enhance our research commitment in four ways:

**Develop a Research Excellence plan** to provide the resources that unleash the power of our faculty.

**Widen awareness** of our premier research impact.

**Capitalize** on the geographic proximity to, and power of, the DFW business community.

**Bring** business insights into the classroom to prepare graduates to add value on Day One.
The successful realization of Goal 2 will mean:

We will provide the resources and the time for our faculty to conduct industry-shaping research.

We will tell the world about that research, bringing prestige to the TCU Neeley brand.

We will leverage the DFW business community to create applications for our research.