

Goal 4: Student Success

Ensure student success, satisfaction and fulfillment.



The Neeley School exists to serve students in the attainment of their goals and to help make the world a better place for future generations. Investing in the success, satisfaction and fulfillment of our students is a foundational priority.

We have identified the following five strategies designed to ensure student satisfaction as a key metric in our continued growth:

Strategy 1: Deliver world-class, global curriculum providing experiential learning and highly relevant degrees and credentials that meet marketplace needs with high ROI

We must provide students with skillsets that are relevant for jobs that are yet to be imagined and also prepare them to work in environments that will grow exponentially in complexity and ambiguity. Meeting the needs of our students and employers requires an innovative blend of cutting-edge classroom content with plenty of opportunities to apply that content by solving challenging business problems under conditions of real-world complexity.

Strategy 2: Be recognized as a placement leader – starting salaries and prominent employers

Nothing demonstrates the value of a Neeley School degree more than the starting salaries employers are willing to offer our students. If we are accomplishing Strategy 1, then success on Strategy 2 necessarily will follow.

Strategy 3: Provide additional undergraduate pathways of distinction

Many students are attracted to the Neeley School because of the chance to participate in Neeley Fellows, the BNSF Neeley Leadership Program and the Educational Investment Fund. Recognizing the benefit of cohort-based learning, immersive experiences, and intensive coaching and mentoring, students and employers are clamoring for additional pathways of distinction like these. New pathways of distinction can be a force multiplier for students looking to add even more value to their Neeley School degrees and differentiate themselves through unique, cross-disciplinary development.

Strategy 4: Enhance student experience support services

Through the Professional Development Center, Alcon Career Center and Neeley Academic Advising Center, the Neeley School pioneered a holistic, wrap-around approach to business education. With the recent additions of new degrees, certificates and minors, expanding and depending on these support services has become even more important for meeting the needs of professionals and professionals-in-training who are increasingly likely to pursue multidisciplinary and emerging career paths.



Strategy 5: Utilize technology to enhance student success and satisfaction

Business is increasingly defined by technological advances – not only in terms of the products available in the marketplace, but also in terms of how work is accomplished. We can leverage and model the use of such advances to improve the experience of a rapidly growing student body.

The successful realization of Goal 4 will mean:

- We will have a stronger commitment to experiential learning, making our graduates more effective leaders and problem solvers.
- We will have more students participating in pathways of distinction.
- We will have a more satisfied, fulfilled student with the support they need to succeed.
- We will launch students grounded in ethical business practices ready to lead globally.

