



From the CHANCELLOR AND PRESIDENT

February 07, 2024

Dear TCU Students, Faculty and Staff,

It is a remarkable time to be a Horned Frog. Our national distinction, academic excellence, unrivaled student experience and outcomes, athletic strength and unique culture of connection set us apart. For 150 years, we have succeeded in developing ethical leaders who shape and improve the world through the dedication and hard work of our community. As we look to the future, the “next 150” will depend on our commitment to carry forward this excellence and innovation to the next generations of Horned Frogs.

Under the direction of the Board of Trustees, Texas Christian University’s growth in size and national presence has been guided by our [Vision in Action: Lead On](#) strategic plan, which includes four goals centered on: 1) strengthening the academic profile and reputation; 2) strengthening the endowment; 3) strengthening the TCU experience and campus culture; and 4) strengthening the workforce: both employees and graduates. *Vision in Action: Lead On* was adopted by the Board in 2017, with updates to and affirmations of the plan in 2019 and 2022.

We are grateful to the TCU community for masterfully executing *Vision in Action: Lead On*. Our current position of strength and the incredible progress we have made as a university are a result of the outstanding work and commitment of our people. We applaud you for your extraordinary efforts and will continue to celebrate our achievements together.

It is now time to embark on developing a new strategic plan to guide TCU to a sustainable future, ensuring we achieve our mission and remain a powerful force for the greater good.

Envisioning the Future Starts Now

On January 22, 2024, the Board of Trustees met for a Day of Dialogue, which provided Trustees a forum to share ideas and perspectives as we look to the future. Discussion topics centered on four areas: growth and the Campus Master Plan, athletics, research and community engagement. The meeting provided an opportunity to educate and share market data and comparisons of TCU with peers and aspirants in the Big 12 Conference, region and nation, including schools with significant numbers of cross applications. Trustees enthusiastically embraced opportunities in each of these areas, noting TCU's position of strength and strong momentum.

As an outcome of the meeting, Board Chair Kit Moncrief charged President Pullin to begin developing a new strategic plan with the anticipation that a draft will be presented for Board review and discussion at the Board of Trustees Fall 2024 Retreat.

Inclusive Planning Process

An inclusive process is critical to understanding the needs of our community and developing a plan to present to the Board that reflects our [Mission, Vision and Values](#), and the emerging priorities of our diverse body of students, faculty and staff. President Pullin will enlist Cabinet leadership, campus-based governance group leadership and strategic planning resources to begin the planning process.

Gathering feedback from the TCU community and stakeholders is an important part of the inclusive planning process. Look for additional email communication and information in *TCU Today* this spring for opportunities to engage. In the coming months, we will also be engaging with our powerful alumni base and our broader community as we seek to build an even more valuable experience for future Horned Frogs. In the meantime, we welcome your suggestions and ideas using our [Share Your Ideas form](#).

Now is a remarkable time to be a part of the TCU community as we write the next chapter of our story together. We look forward to engaging with you and receiving your valuable feedback as we envision TCU's future.

Lead On, Horned Frogs!

Chancellor Victor J. Boschini, Jr.
President Daniel W. Pullin

