



From the **PRESIDENT**

October 14, 2024

Dear Students, Faculty and Staff,

Thank you to the many of you who helped us achieve and surpass last week's 2024 Texas Christian University Gives Day goal. Your ongoing generosity, engagement and commitment to TCU impact our people and programs now and for the future.

Community engagement is fundamental to how Horned Frogs live our values and mission daily. Since our founding and across decades of achievement and growth, community engagement has consistently been a driver of our success and a key [TCU Value](#).

Lead On with Impact

For more than 151 years, TCU students, faculty, staff and fans have contributed to the social, cultural and intellectual fabric of our community, as well as the economic vitality of the many communities to which we belong. To measure and underscore TCU's economic and community impact, TCU retained the nationally recognized consulting firm Tripp Umbach to independently research and analyze the direct and indirect impact of TCU in Fort Worth, the region and beyond. The study found that in fiscal year 2023, TCU's operations and expenditures, coupled with spending by faculty, staff, students and visitors, collectively amounted to \$2.1 billion nationally. Of this amount, \$1.6 billion was allocated to the state of Texas, with \$1.3 billion specifically benefiting the City of Fort Worth.

The study also found that TCU students, faculty and staff contributed an impressive \$17.4 million in volunteer time and charitable donations locally. These findings reaffirm what Horned Frogs know: In Fort Worth and across the region, TCU makes an exponential impact for the greater good through the work of our dedicated students, hard-working and expert faculty and staff, engaged alumni and generous supporters. An infographic summary of the key findings can be viewed and downloaded here: [Lead On with Impact](#).

It is no surprise that as we draft TCU's next strategic plan, Horned Frogs identified community engagement as one of four key pillars for the future. Feedback from over 10,000 stakeholders, through various surveys and forums, consistently emphasized expanded community engagement as an opportunity for TCU to advance our mission and impact.

This pillar is especially important because it reflects the work we achieve *together*. From students participating in service-learning opportunities, volunteer work and internships to faculty and staff thought leaders engaging in ground-breaking research, creative activities and performances, Horned Frogs' activities contribute to making our campus, our city and our world a better place.

Thank you, Horned Frogs, for your continued impact and leadership. You continue to inspire me, and I couldn't be more excited about what we will achieve together.

Lead On!

Daniel W. Pullin
President

