

From the PRESIDENT



November 28, 2023

Dear Campus Community,

A long-serving, dedicated Texas Christian University leader has announced her intention to retire from our University next year. Tracy Syler-Jones, Vice Chancellor for Marketing & Communication, will retire from TCU, effective Friday, May 31, 2024.

Tracy's distinguished career has been nothing short of groundbreaking. When she arrived, TCU was on the cusp of completing its strategic plan, the 1999 Commission on the Future of TCU, which was the forerunner to *Vision in Action*. As her career advanced, she moved into more senior roles, eventually becoming only the second Vice Chancellor for Marketing & Communication in TCU's 150 years and TCU's first Black female vice chancellor.

Tracy has achieved much during her time at TCU, including full-scale branding research efforts that led to a more strategic marketing and communication approach, establishing the Lead On marketing campaign in 2017 and developing a comprehensive peer advertising campaign that advanced TCU's *U.S. News & World Report* peer assessment score.

During her role as a vice chancellor, she onboarded additional senior leadership in marketing and communication and helped her team to launch major updates to *TCU Magazine* and the tcu.edu website. Tracy also served as chair of TCU's Sesquicentennial, a 16-month celebration, and worked with many others across campus to highlight our great university. She has extended TCU's reach in our community by serving on numerous boards to advance TCU and strengthen relationships.

Today, TCU is more well-known, thanks to Tracy and her team's tireless efforts. Her devotion to TCU has made a significant impact on so many of us—as a colleague, friend and mentor. I hope you will join me in thanking Tracy for her outstanding work and loyalty to TCU over these past 24 years.

A national search for our new Vice Chancellor for Marketing & Communication will commence soon.

Sincerely,

President Daniel W. Pullin



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