



From the **PRESIDENT**

January 30, 2025

Dear TCU Faculty and Staff,

We have launched! Thank you for the energy and enthusiasm you brought to the **LEAD ON: Values in Action launch event** earlier this week. Your engagement was inspiring and underscored the commitment we all share for the future of Texas Christian University.

Having over 500 faculty and staff together was a wonderful way to mark this milestone moment. Our new strategic plan represents our collective vision for TCU's future, and its success hinges on the dedication and hard work of each and every one of us. Your passion for teaching, innovation and service to our students are what make TCU such a special place, and I am confident that together, we will achieve our ambitious goals.

Thank you to those who are leading the strategic plan pillars as well as the many who are leading the charge for the 44 supporting initiatives. **LEAD ON: Values in Action** is a journey, a living document that will adjust and calibrate as we grow and achieve together. Your insightful questions, ideas and thoughtful feedback during the breakout sessions will play a crucial role as we move forward. If you haven't had a chance to meet with the pillar and initiative leaders or would like to follow up, please email strategicplan@tcu.edu, and we'll connect with you. The conversations at the event are just the beginning. The **LEAD ON: Values in Action** website will be the place to go for the latest information and communications.

By popular demand, below you will find a link to the Spotify playlist and photos from the event. We are grateful to Miya Hillesland and all the graduate and undergraduate student assistants in our office for the creativity and energy they bring every day.

- **[Strategic Plan Launch Event Playlist \(Spotify\)](#)**

- [Strategic Plan Event Photos \(Flickr\)](#)

Thank you again, TCU faculty and staff, for your support and commitment to TCU. I value your continued engagement. Please share your thoughts and ideas, attend future events and most importantly, continue to embody our TCU Values of Integrity, Engagement, Community and Excellence in your daily work. We have an exciting road ahead as a University. No matter the twists and turns, we'll navigate together and *Lead On*.

Go Frogs!

Daniel W. Pullin
President



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