

# Strategic Plan Goals

## 1. STRENGTHEN ACADEMIC PROFILE AND REPUTATION

To maintain our momentum, we will continue to pursue the brightest students and will increase undergraduate enrollment by roughly 600 students for a total student body of 11,000 in coming years.

This goal may be our largest and most far-reaching. It has remained a priority throughout TCU's history, and in recent years has seen fruition, reflected by unprecedented application volume, strong freshman-class academic credentials, and increases in both graduation and retention rates.

To maintain this momentum, we will continue to pursue the brightest students and will increase undergraduate enrollment by roughly 600 students for a total student body of 11,000 in coming years.

Also, guided by thoughtful planning, we will focus on areas of strength, including:

- The TCU and UNTHSC School of Medicine
- Areas of study with expansion opportunities
- Strengthened undergraduate and graduate profiles
- Size, balance and diversity
- Our ability to compete and excel in a power athletic conference

## 2. STRENGTHEN ENDOWMENT

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By strengthening TCU's endowment, we ensure that resources will be available to:

- Recruit the strongest students, regardless of their financial situation, thanks to a variety of scholarship options
- Accelerate improvements in teaching and research, as well as creative and entrepreneurial activities
- Attract pre-eminent teacher-scholars and rising stars through endowed chairs and professorships



### 3. STRENGTHEN TCU EXPERIENCE AND CAMPUS CULTURE


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TCU's culture – that sense of spirited belonging – is one of our greatest strengths, equally as important as the academic experience. It is not enough simply to attract the best; we also must foster an environment in which our faculty, staff and students engage and thrive.

We all know that TCU is a powerful academic community and that we prepare global leaders with excellence, perspective and integrity to become a force for the greater good. And the environment and experiences we create here on campus shape students' abilities to navigate the world around them.

To that end, we will:

- Focus on inclusion and engagement
- Maintain the physical appearance and home-like feel of our campus, plus its technology-rich facilities
- Continue to strengthen our brand so that our community fully embraces the TCU story



### 4. STRENGTHEN WORKFORCE (BOTH EMPLOYEES AND GRADUATES)

To be the best, we must nurture the strongest faculty and staff who will then prepare our graduates to use their University degrees and experiences to make positive and lasting contributions to society.

TCU plays a meaningful role both for our campus community and for society as a whole – preparing tomorrow's leaders.

For our own workforce, we plan to:

- Recruit and retain the highest quality faculty and staff through competitive compensation and benefits packages, professional development and recognition programs
- Implement effective succession planning to ensure that we develop a workforce to strategically lead TCU into the future

For our students, we will:

- Offer programs and courses that encourage career awareness and readiness
- Leverage opportunities with employers for internships and full-time careers after graduation