



From the **PRESIDENT**

November 21, 2024

Dear Horned Frogs,

Texas Christian University is powered by its community. Over the last 10 months, our students, faculty and staff have answered the charge to dream big and envision our beloved university's future. With the TCU Values of Integrity, Engagement, Community and Excellence as our guide, and the voices of more than 10,000 stakeholders, our new strategic plan is poised to lead TCU into its next decade and beyond.

LEAD ON: Values in Action was unanimously approved by the Board of Trustees at their Fall 2024 Retreat/Meeting. Chancellor Boschini and I are deeply grateful for our Trustees' leadership, dedication, vision and thoughtful, robust dialogue about TCU's future. Building on the momentum from our previous strategic plan, **LEAD ON: Values in Action** leverages our strengths as an innovative, world-class university to create new opportunities for student-centered growth, research, scholarship and creative activities, athletics and community engagement.

As we move forward with the next phase of implementation, engagement from campus members will continue to be imperative as we work to further develop and sequence initiatives across all pillars. Faculty and staff will learn more about initiatives and goals from university leaders in the new year, and we will continue to engage individuals and teams in important efforts related to the plan. Chief University Strategy & Innovation Officer Tom Wavering will lead the plan's implementation and monitor and report progress.

The new [**LEAD ON: Values in Action** website](#) is the place to find the latest updates and information, as well as the [**strategic plan executive summary**](#). A key part of implementing the plan will be ongoing communication, reporting and evaluation of our progress. With agility, analysis and planning, we will chart our journey and ensure that TCU remains true to our academic mission and unrivaled student experience to continue our upward trajectory.

Save the date for an informative, campus-wide LEAD ON: Values in Action kickoff event January 28, 2025. Time and details are forthcoming.

Our bold new plan for TCU's future was accomplished by the hard work, leadership and commitment of so many Horned Frogs. We are grateful for every community member who shared ideas, responded thoughtfully to surveys and participated in town hall meetings, workshops and forums. I am also deeply appreciative to all the members of the President's Cabinet, [Steering Committee and Core Strategy Team](#), plus the more than 200 faculty and staff members who were involved in writing the plan and initiatives, who will continue to meet and engage others as we roll out plan elements.

Horned Frogs, it is an honor to serve you and be a part of this inspiring, connected, world-class university. Because of your hard work, our road map for the next decade of TCU's journey is now laid out before us. Together, we will build upon all that has made TCU a special place, making TCU even stronger for future generations of Horned Frogs. Thank you for your hard work and commitment to TCU.

As we head into the holiday season, I extend to each of you my wishes for peace, relaxation and time enjoyed with family, friends and colleagues.

Lead On, Horned Frogs!

Daniel W. Pullin
President

