



TCU Board of Trustees Retreat Outcomes

April 2022

At its recent Board Retreat, the TCU Board of Trustees reaffirmed the four principle goals of the University's strategic plan, *Vision in Action: Lead On*. The Board also provided feedback and guidance on key initiatives and directed the administration to stay focused on executing the plan while strategically shaping TCU's future.

Strengthen Academic Profile and Reputation

- Remain in Top 100 national university in U.S. News & World Report rankings
- Preserve R2 status and emphasize teacher/scholar model; provide details of R1 cost factors
- Maintain no greater than 14:1 student to faculty ratio regardless of overall student size
- Magnify the impact of successful programs (E.g., Executive MBA, Doctor of Nurse Anesthesia, KPICD Trust-Based Relational Intervention)
- Explore expansion of additional certificate programs; invest in professional online graduate programs to expand revenue
- Leverage and invest in internal and external technology in all we do to improve overall workflow, marketing, social media and data information
- Be proactive, nimble, and win; maximize placement as member of Power 5 conference in intercollegiate athletics

Strengthen Endowment

- Determine new endowment goal driven by new integrated financial planning tool/metrics (capital per student, revenue per students, cost allocation) and by assessing capacity of donor base
- Increase investment in development team—people, tools, strategies; target new markets; create a culture of philanthropy
- Continue expanding and diversifying donor base across all segments of the donor population (special focus on high-capacity parents and corporate partners)
- Leverage innovative approaches and academic programs to recruit businesses that generate revenue streams, grants/research/patents

Strengthen TCU Experience and Campus Culture

- Continue to foster connectivity and build a TCU campus wide identity, based on commonalities and shared values
- Keep improving first year experiences and develop integrated model from start through alumni
- Emphasize the Comprehensive Collaborative Care Model to focus on student well-being; regularly assess student need, track progress, and adjust offerings using evidence-based decision making
- Highlight opportunities for all students at intercultural center
- Maintain a first to second year retention rate that is commensurate with universities ranking in the top 100 of national universities 85% or greater retention rate
- Continue focus on residential aspects of student success; invest in more residence halls and infrastructure to support additional beds and dining
- Continue planning for Ed Landreth Hall and Auditorium redo (in anticipation of end of building moratorium in 2024)

Strengthen Workforce (both employees/graduates)

- Focus on discipline-specific and workforce readiness for TCU graduates
- Increase access to counseling/mental health services for all students; ensure students have access to providers representative of the diversity of student body
- Innovate business processes, programs, and services to maximize the use of technology and engage in best practices
- Deploy staff and faculty based on measurable, metrics-driven outcomes and initiatives
- Allocate resources (human, fiscal, physical) based on analysis of metrics and outcomes

Notes:

Continue to grow responsibly

Allocate resources for maximum ROI