

Marketing & Communication VIA Action Report Card

1. Strategic Decisions	a. Hold undergraduate enrollment at 7,200 through 2009-2010 while increasing the academic profile of students and developing the highest standards of dynamic and rich interaction between faculty and students
	b. House two-thirds (4,800) of undergraduates (7,200) in University-owned or University-authorized housing to establish a residential environment that will enrich the student experience and reflect a recommitment to TCU's residential heritage
	c. Incrementally grow selected graduate programs over the next decade in order to improve our academic profile and to have a greater direct impact on the local and global communities
	d. Dedicate a percentage of tuition revenue for investment through the Strategic Initiative Fund (SIF) Program.

TCU's Marketing & Communication division advances TCU through a set of competitive advantage themes that seek to highlight the people, programs and events that help define TCU's strategic direction. That work is integrated throughout the University through a centralized process that incorporates the distinctions of the various schools and colleges, ties those distinctions back to the University and advances TCU as a whole.

Under #1, the following competitive advantage themes support TCU's strategic decisions:

- Competitive advantage theme: Friendly, diverse campus living & learning experience in a unique city
- Mentors and programs that foster discovery, creativity and leadership
- Strengths resources and traditions of a larger institution in a small college environment
- Programs that provide global perspective and offer international experience

Materials produced that support these themes and TCU's strategic decisions include:

- A University marketing campaign focused on the theme "Ahead of the Curve" that highlights TCU's Study Abroad program, residential campus, and Institute for Environmental Sciences (research – graduate component and Costa Rica cloud forest – global piece)
- Photography focused on pictures of campus facilities and campus commons, a key component of TCU's residentiality; reputation-defining programs such as the Schieffer School; photos of professors interacting with students in the classroom or conducting research. These photos are used not only by M & C, but also across the campus for various internal projects.

- Once a year the TCU Magazine devotes a special space to create excitement for Study Abroad and to the Endeavors magazine.

2. Recruit and retain students, faculty and staff who can achieve their full potential at TCU	a. Expand the number of Chancellor’s Scholars to improve TCU’s academic profile
	b. Increase the number of Community Scholars to increase diversity at TCU
	c. Increase other scholarship support for under-graduates, both in number and amount
	d. Increase other scholarship support for graduate students, both in number and amount
	e. Through the “Successful Graduation” initiative, increase freshman-to sophomore retention from 83 to 88 percent, increase the five-year graduation rate from 67 to 70 percent and improve retention among targeted populations
	f. Selectively add new faculty to bolster and improve existing programs, moving to a student-faculty ratio of 13:1 from the current 14.7:1
	g. Reduce TCU’s dependency on part-time and visiting faculty
	h. Strategically add endowed chairs and professorships

The following competitive advantage themes that apply to #2 include:

- Friendly, diverse campus living and learning experience in a unique city(b)
- Strengths, resources and traditions of a larger institution in a small college environment (a,c,f,g,h)
- Culture that enables students’ search for meaning and success (e)

Strategies/materials to support this direction and themes include:

- Admissions marketing has refocused budget spending on outreach through direct mail (taking specific data from PSAT tests to be most accurate)
- Majors & minors booklet that highlight diversity, scholarship students, etc.
- Admissions has hired an employee dedicated to enhancing “special visits” to campus such as Experience TCU and Monday at TCU, etc. The number of visit opportunities has also increased.
- Focus on visit experience and authenticity of TCU culture being represented (include staff, faculty, alums and students at visits)
- Admissions uses a representative in each college to report back changes to ensure they have the most current information

- Produce collateral pieces that recruit quality students such as: the viewbook and other Admission pieces, Honors Brochure, Theater brochures/posters/exhibits, music viewbook, dance ads and materials
- Provide ongoing communications support for *The Campaign for TCU* and the Campaign Scholarship Initiative fund-raising efforts. Some examples are a newsletter, brochures and other print materials, press releases, content for the campaign and CSI Web sites, and e-mail blasts to potential donors

3. Design a vibrant learning community characterized by distinctive curricular, co-curricular and residential programs	a. Successfully implement the new TCU Core Curriculum
	b. Create and further develop a small number of interdisciplinary centers and institutes
	c. Sustain and amplify the existing commitment to undergraduate research and creative activity, and develop a capstone project in research or creative activity for undergraduates
	d. Nurture opportunities for professional growth for faculty and staff
	e. Enhance the TCU Honors Program
	f. Establish new graduate programs

Themes that support this strategic direction include:

- Culture that enables students' search for meaning and success (b, c,e,f)
- Strengths, resources and traditions of a larger institution in a small college environment (c, d, e, f)

Strategies/materials to support this direction and themes include:

- Admissions produces marketing and collateral pieces that communicate the Honors College and Housing to a targeted student population
- Admissions incorporates visits to residence halls on tours to demonstrate TCU's residential programs to prospective families
- Support new graduate programs (such as Doctor of Nursing Practice and Clinical Nurse Leader) by developing strategic communication and marketing initiatives.

4. Sustain an environment in which rich personal interaction is enhanced by outstanding facilities and appropriate technology	a. Complete the reshoring of academic and teaching facilities begun in 2000
	b. Add an Education Complex, including a complete renovation of the Bailey Building and construction of an education annex
	c. Create a University Commons, including a new University Union, new student housing providing more beds, and a renovation of the current Brown-Lupton Student Center for academic and student-life programs
	d. Renovate the Ballet Building
	e. Create a pedestrian-friendly campus
	f. Ensure that TCU's labs and classrooms remain technology-rich, including upgrades to guarantee that appropriate technology is available to students for learning and to faculty for teaching, research and creative activity
	g. Provide funds for library expansion and renovation planning, as well as endowments for electronic resources and library excellence

Themes that support this direction:

- Strengths, resources and traditions of a larger institution in a small college environment (a, b, c, d, f, g)
- Culture that enables students' search for meaning and success (c, f, g)
- Mentors and programs that foster discovery, creativity and leadership (f, g)

Strategies/materials to support this direction and themes include:

- New Admission building to debut this summer with interactive features and sustainable construction
- Interactive admission web site – complete with Virtual Tour
- Promote coverage campus changes and growth through University advertising, Chancellor's speeches on campus and in community as well as other marketing initiatives.
- Supports the University's promotion of the Campus Commons and residential experiences through University advertising.

5. Accelerate our connection with the greater community: Fort Worth, Texas, the nation and the world	a. Continue to offer professional programs that benefit North Texas
	b. After careful feasibility assessments, offer selected new programs of direct value to the community
	c. Create outreach programs in health care
	d. Provide programs that link wise business practices with education and environmental management
	e. Continue outreach to North Texas teachers through the Mathematics, Science & Technology Institute
	• Further reach out to children in the greater community through Starpoint and KinderFrogs schools, the Miller Speech and Hearing Clinic, the Center for Child Development and the Monnig Meteorite Gallery
	• Offer speakers' programs of distinction that will benefit the Fort Worth community
	• Sustain TCU's commitment to providing students with a global education experience
	• Provide scholarships to permit TCU students with financial need to participate in international programs
	• Build a concert hall to fill cultural needs of the region
• Sustain an athletic program that promotes both athletic excellence and academic achievement	

Competitive advantage themes that support this strategic direction include:

- Strengths, resources and traditions of a larger institution in a small college environment (a, b, c, d, e)
- Friendly, diverse campus living and learning experience in a unique city (a, e)
- Mentors and programs that foster discovery, creativity and leadership (a, b, c, d, e)

Strategies/materials to support this direction and themes include:

- Bring local, regional, national and international groups to campus. (NHI, OACAC, BSW, HSE, Magic in the Metroplex)
- Magic in the Metroplex – bring in high school counselors from all over Metroplex to campus; OACAC – international version of program above

- Admissions counselors speak at community organizations about general college information as well as TCU specific info. Staff members also contribute articles to local publications.
- Donates to community fund raisers (Super Saturday College workshop)
- Offer ACT/SAT workshop
- Invite the community to attend events on the TCU campus through the TCU Magazine seasonal calendar, Fine Arts calendar, ads/printed materials/PR for events
- Produce Extended Education materials to encourage the community to connect to TCU through courses.
- The TCU Magazine encourages active participation in the TCU Alumni Association, where graduates living all of the world can connect to the University
- Continue to reach out to the Fort Worth community by offering high-visibility speaking engagements, for example the Schieffer Symposium.
- Provide marketing support for outreach programs (Harris College)
- Support Institutes and Centers that reach the community through marketing efforts (Institute for Child Development, KinderFrogs, Miller Speech & Hearing, Monnig Meteorite Gallery)
- Support study abroad as a featured element in University's branding/advertising plans.

6. Couple wise financial stewardship with a well-planned entrepreneurial approach to academic opportunities	• Develop more transparent, data-driven funding processes			
	• Support innovation through the five-year Strategic Initiatives Fund funded by the Board of Trustees			
	• Develop a Committee of Quality Enhancement, reporting to the Office of the Provost, to facilitate program review			
	• Use external consultants to help in feasibility studies for new programs			

Themes that support this direction include:

- Mentors and programs that foster discovery, creativity and leadership (2nd and 3rd bullet point)
- Strengths resources and traditions of a larger institution in a small college environment (4th bullet point)

Strategies/materials to support this direction and themes include:

- Using new data available in search to better target names we are purchasing

- Through print, electronic and social media, we produce messages that inspire alumni to give back, which translates into scholarships for students and gifts to further our cardinal goals.

*Several Stories written in the TCU Magazine cover multiple goals. These are outlined below:

In the past two years, every story we published was focused on supporting the work of the University and the VIA goals. A quick look at just the **cover stories** for the past two years shows how each supports one or more of the VIA goals:

2008

Spring "A vision realized: Our campus of the future arrives"

— Details campus growth and the TCU master plan Goals 1, 2, 3, 4, 6

Summer "Bleed purple. Live green: Frogs have got a brand new bag"

— Pulls all the environmental initiatives on campus into one story Goals 3, 5,

Fall "Power hungry: Chasing energy solutions"

— Explains the work of the TCU Energy Institute Goals 1, 3, 4, 6

Winter "Paradise Found: TCU in Costa Rica"

— Tells of the environmental work in the Costa Rica program Goals 1, 2, 3, 5, 6

2009

Spring "Slingin' Sammy Baugh"

— Shares the colorful history of one of our campus heroes and how one of our alums changed the face of football Goal 5

Summer "Who will be the press of tomorrow: Teaching journalists in a changing media world"

— Details the work in the Schieffer School of Journalism and its new convergence lab Goals 2, 4, 5, 6

Fall "Cowboy with a cause: John Cain Carter"

— Explains the environmental work of an alum and our Ranch Management program Goals 4, 5, 6

Winter "Undefeated: Patterson marches the Frogs to a perfect season"

— Celebrates the national and international acclaim the university has received because of our athletic successes Goal 2, 5

Other stories that support VIA goals include:

- "With Honors" story about the enhanced Honors program: Goal 3
- "Coordinated Care" shows how Harris College is partnering with health care community to launch new nursing: Goal 5
- Story on the new kitchen labs in Nutritional Sciences shows how TCU is enhancing teaching facilities and upgrading technology: Goal 4.
- "Live Action" publicizes how FTDM students are producing live network sportscasts: Goals 4 and 5
- Profile of chemistry professor Jeffrey Coffer shows TCU's support of faculty research: Goal 3

Through *Endeavors*, the magazine on research from the Graduate Studies office we produce annually, we highlight the work of 12 faculty, which supports Goals 2, 3, 4, 5.

Our work with the **Alumni Association** — helping market Froglinks.com and publicizing their activities and events through the magazine — supports goals 3, 5