

## **#1 Cardinal Principle**

**Recruit and retain students, faculty and staff who can achieve full potential at TCU.**

### **Goals**

- Continue to increase selectivity of the undergraduate student body
  - Increase financial aid to attract the best students academically and creatively.
  - Increase financial aid to recruit students to high-need teaching fields.
  - Establish enrollment plans and targeted growth
  - Continue to review and upgrade undergraduate advising
  - Support student research initiatives
  - Develop interdisciplinary educational experiences.
- Continue to develop a strong campus community
  - Increase the number of beds on campus
  - Provide services associated with a 24/7 campus environment
  - Educate students for personal and social responsibility
  - Provide programming that promotes student success
- TCU should become the employer of choice:
  - Faculty: Support the teacher scholar model by:
    - Reduce dependence on adjuncts
    - Additive resources to support research and creative activities
    - Competitive salary and startup packages.
    - Increase operating budgets to sustain enhanced academic quality.
    - Develop 12 month faculty workload models
    - Increase diversity
  - Staff
    - Competitive compensation packages
    - Encourage professional development and engagement of staff.
    - Increase diversity
- Continue to strengthen graduate programming
  - Establish enrollment plans and targeted growth
  - Increase funding for graduate students.

## **#2 Cardinal Principle**

**Design a vibrant learning community characterized by distinctive curricular, co-curricular and residential programs.**

- Develop and refine co-curricular programs:
  - That support a healthy community
  - That allow for individual spiritual development
  - That better integrate student athletes and the campus
  - That prepare students for life after college.
  - That create mentoring/coaching relationships.
  - Reinforce career development as vocation.

- Leadership development.
- Develop and refine curricular programs by:
  - Reviewing the general studies major, more than a default degree.
  - Reviewing foreign language requirements.
  - Creating a culture of innovation and experiential learning.
  - Reviewing the heritage/values in CORE curriculum.
- Enhance undergraduate education.
  - Active engagement of students with content.
  - Enhancing teaching effectiveness.
  - Student-centered teaching.
  - Promoting active learning

### **#3 Cardinal Principle**

**Sustain an environment in which rich personal interaction is enhanced by outstanding facilities and appropriate technology.**

- Provide outstanding facilities for curricular, residential, co-curricular, research and creative activities:
  - Financial
    - Provide financial support for targeted priorities
    - Align budget planning with academic priorities.
  - University
    - Advancement initiatives to support priorities
    - Increase conservation efforts.
  - Physical
    - Expansion of dining services
    - Increases study hall/group space
    - Establish a University Conference Center
    - Align campus master facilities plan with the academic master plan.
    - Dialogue the strategic use of physical space.
    - Improve locations for faculty/staff interaction.
    - Continue facility renovation.
- Provide the technology required for an outstanding TCU experience
  - Develop a technology master plan
  - Provide state of the art technology throughout the campus
  - Prioritize development of websites and news media.
  - Increase tech-based learning tools to improve teaching and student services.
  - Increase technical support for academic programs with complex technical needs (labs).
  - Ensure labs, classrooms, and online education remains technology rich and relevant.

### **#4 Cardinal Principle**

**Accelerate our connection with greater community: Fort Worth, Texas, nation, world.**

- Enhance educational opportunities in support of the mission
  - Support research and outreach initiatives of Centers and Institutes.
  - Nurture and enhance partnerships and collaborations with cultural institutions and relevant businesses in the region to provide opportunities for students and faculty.
  - Promote economic development-entrepreneurship technology transfer
  - Develop global experiences without going abroad.
  - Increased study abroad opportunities for students and faculty.
- Strengthen alliances and involvement with various local/national organizations.
  - Support community outreach activities.
  - Expand global collaborations
  - Expand the career connection network
  - Increase internships and service learning opportunities
  - Build regional visibility through comprehensive advertising campaign
  - Maintain relationships with key city leaders at major Fort Worth organizations.
  - Focus on initiatives that connect TCU with community (i.e., Century of Partnership
  - Revitalize board of Visitor concept

## **#5 Cardinal Principle**

**Couple wise financial stewardship with a well-planned entrepreneurial approach to academic opportunities.**

- Continue to exercise prudent financial management practices
  - Preserve the University's investment grade credit rating.
  - Raise the profile of the endowment to enhance TCU's reputation in financial community
  - Maintain environmentally sustainable practices in building construction and daily activities
  - Align budgets – facilities, academics, advancement
  - Review the grant cost share methodology.
- Re establish the Strategic Initiative Fund to spark innovation
- Enhance external grant acquisition
  - Seek private, corporate and foundation support for capital
  - Strengthen institutional support for programs (indirect with grant funding)
  - Develop better means of communicating funding opportunities (national foundations, grants)