

An aerial photograph of the Texas Christian University (TCU) campus, showing various academic buildings, green spaces, and a prominent tower in the distance. The entire image is overlaid with a semi-transparent purple color.

**TCU**

**LEAD ON, Fort Worth**

**City Council, 10.22.24**



# Home of the Horned Frogs

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# Home of the Horned Frogs, in 1910

“If you want to build a great city, build a university and wait 200 years.”

- Senator Daniel Patrick Moynahan



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# Home of the Horned Frogs, Today

- **98% graduates employed or in graduate school 6 mos after graduation**
- **94% first-year to sophomore retention rate**
- **A+ rating by Forbes**
- **4 of 5 undergraduates participate in internships**
- **#1 Best Undergrad Business School – Poets & Quants**
- **The Princeton Review:  
#2 Best Run Colleges  
#6 Happiest Students  
#19 Most Beautiful Campus**



**TCU**

# Economic Impact



**UNITED STATES**



**TEXAS**



**FORT WORTH**

**WE FUEL ECONOMIES.**

*TCU's Economic Impact in Fiscal Year 2023\**

**WE'RE AN EMPLOYMENT HUB.**

*Fiscal Year 2023\**

**WE PROVIDE TAX REVENUE.**

*Fiscal Year 2023\**

**\$2.1B**  
ECONOMIC IMPACT

**\$1.6B**  
ECONOMIC IMPACT

**\$1.3B**  
ECONOMIC IMPACT

**12,137**  
JOBS SUPPORTED<sup>†</sup>

**11,967**  
JOBS SUPPORTED<sup>†</sup>

**7,525**  
JOBS SUPPORTED<sup>†</sup>

**\$83.7M**  
GENERATED

**\$62.8M**  
GENERATED

**\$51.9M**  
GENERATED

<sup>†</sup>Direct and indirect/induced jobs contributing directly to the economy across sectors.

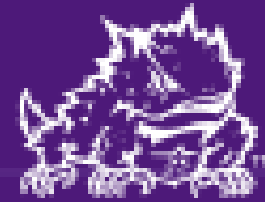
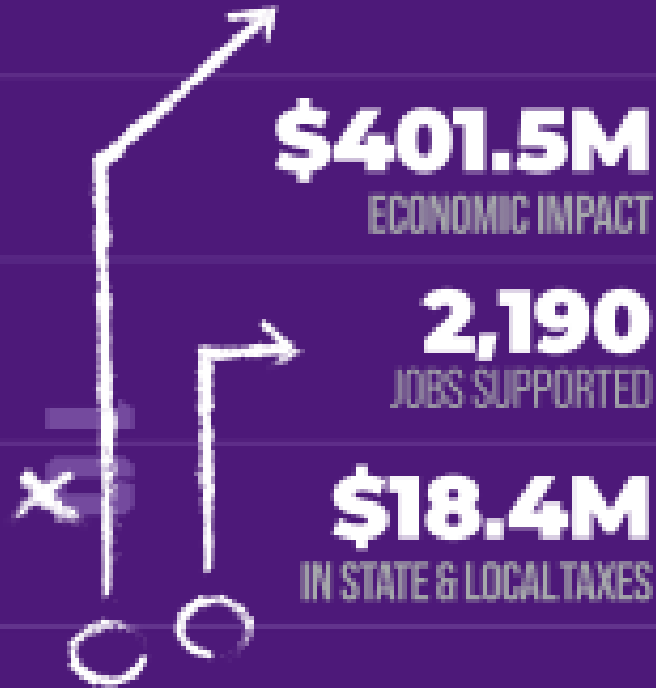
\*Tripp Umbach Economic and Community Impact Report of Texas Christian University (TCU) prepared July 2024. Fiscal year 2023 covered June 1, 2022, to May 31, 2023.

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# Athletics Impact

# TURNED FROGS



**WE'RE AN  
ATHLETICS  
POWERHOUSE.**

Fiscal Year 2023\*

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# Burnett School Impact

## The Impact of the Burnett School of Medicine at TCU

In Fiscal Year 2023\*

**\$157.5M**

ECONOMIC IMPACT

**1,125**

JOBS SUPPORTED

**\$5.3M**

GENERATED IN STATE  
& LOCAL TAXES

**WE'RE  
EDUCATING  
TOMORROW'S  
HEALTH CARE  
LEADERS.**

## The Impact of TCU's Harris College of Nursing & Health Sciences

In Fiscal Year 2023\*

**\$86.5M**

ECONOMIC IMPACT

**619**

JOBS SUPPORTED

**\$2.9M**

GENERATED IN STATE  
& LOCAL TAXES

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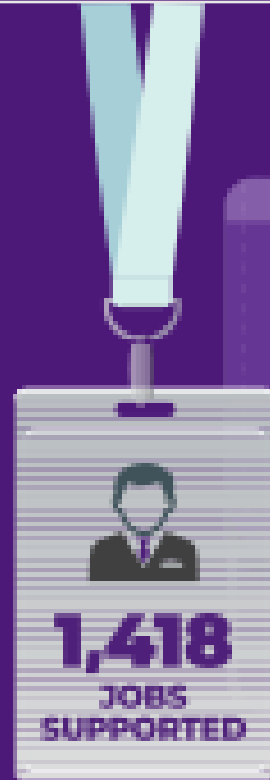
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# Neeley School Impact

**WE MEAN  
BUSINESS.**

The Impact of TCU's  
**Neeley School  
of Business**  
in Fiscal Year 2023\*



**\$198.4M**  
ECONOMIC IMPACT

**\$6.7M**  
GENERATED IN  
STATE & LOCAL TAXES

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# Demand for a TCU Education

Net Importer  
of Talent

**50%**

More than half of  
TCU graduates  
stay to live and  
work in Texas

Record  
applications year  
over year



**TCU**

**LEAD ON.**



# Campus Master Plan



ACADEMIC LIFE



MOBILITY



CAMPUS + RESIDENTIAL LIFE



WORKING LANDSCAPES

LEAD ON TO THE NEXT 150



APRIL 2024

TCU

AD ON.™

TCU®

# Campus Master Plan

## THE BIG IDEAS

The Campus Plan establishes a vision for a vibrant and expanded campus inspired by TCU's sense of place and character. It is organized around seven "big ideas" which articulate the envisioned outcomes of the Campus Plan.



**01** Improving academic facilities to support TCU's mission and focus on quality



**02** Creating a green network in support of a comfortable, walkable campus



**03** Establishing the Anne Burnett Marion School of Medicine at TCU as a center of biomedical innovation



**04** Supporting Berry Street as Fort Worth's "place to be"



**05** Making East Campus a thriving residential hub for campus life



**06** Connecting TCU to the Trinity River and beyond with new open spaces



**07** Securing athletic facilities for the Big 12

**LEAD ON.<sup>SM</sup>**

**TCU<sup>®</sup>**



# Campus Master Plan, School of Medicine





# Campus Master Plan, East Campus



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# Strategic Planning

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**Community  
Engagement**



**Research, Scholarship  
& Creative Activities**



**Student-centered  
Growth**



**Athletics**

**LEAD ON.<sup>SM</sup>**

**TCU<sup>®</sup>**



# Community Impact

**\$11.8M**

value in  
volunteer  
time

**\$5.6M**

donated  
to local  
charities

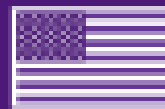
**\$17.4M**

in volunteer time and  
charitable donations from  
TCU faculty, staff and  
students



## HORNED FROGS GIVE BACK TO THEIR COMMUNITIES.

Fiscal Year 2023\*



**\$6.6B**

in economic impact  
by alumni in the  
United States



**\$2.8B**

in economic impact  
by alumni in Texas

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**LEAD ON® with IMPACT**



# Lead On, Horned Frogs



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**TCU®**



An aerial photograph of a university campus, likely TCU, with a purple color overlay. The image shows several large, multi-story brick buildings with many windows, interspersed with green trees. The overall scene is captured from a high angle, looking down on the campus.

**TCU**<sup>®</sup>

**THANK YOU**

And GO FROGS!