

Texas Christian University Revised Action Plan 2024 (May 15)

Executive Summary:

By implementing a comprehensive democratic engagement plan with clear goals, targeted strategies, effective marketing, strategic partnerships, and diverse evaluation measures, Texas Christian University (TCU) aims at empowering students to become active participants in democracy and contribute positively to their communities. The current plan will be in effect through 2024, and will be spearheaded by our Civic Engagement Coalition. Although the plan targets primarily the 2024 presidential elections, it also seeks to build a foundation for increased civic engagement on campus. The overall **purpose** is to create an ethos of community and civic engagement that motivates students to participate in the democratic process and contribute to social change.

Specific **goals** include:

- Increase Voter Turnout: Encourage and facilitate voting among students in national and local elections to surpass participation in previous elections.
- Promote Civic Awareness: Educate students about democratic processes, rights, and responsibilities to foster an engaged and informed citizenry.
- Facilitate Dialogue: Create spaces for open and respectful dialogue where students can discuss diverse perspectives, engage in debate, and collaborate on solutions to societal challenges.
- Enhance Community Engagement: Continue to develop and sustain partnerships with local organizations and community leaders to address social issues and promote civic participation beyond the campus.

Landscape: TCU is a private university, established in 1873. It is located in Fort Worth, Texas, a vibrant city known for its rich cultural heritage, and booming economy. The university has been gradually increasing its undergraduate enrollment, reaching 10,915 students and 1,670 graduate students in 2023. TCU offers students the benefits of both urban amenities and a close-knit campus community. TCU has grown from a small liberal arts college into a nationally recognized university with a reputation for academic excellence, innovation, and athletics. One out of three students identify as a person of color, and 55.7% of the student come from outside TX, representing 49 states and 34 nationalities.

As a residential school, TCU students enjoy an active campus life, with close to 300 student organizations and an abundance of opportunities for event and program participation. TCU has been consistently rated high for its environment. The Princeton Review ranked it #1 for happy students and # 7 for quality of life. TCU offers a wide range of undergraduate, graduate, and professional degree programs through its eight academic colleges. The retention rate from first to second year is 94%.

