

Dear Faculty,

It is our pleasure to announce an exciting new project underway at Texas Christian University! Under the direction of The Office of Admission, TCU has retained Carnegie Dartlet to help us with an important research and consensus-building project to clarify and define admission messaging as well as provide opportunities for growth in enrollment. Carnegie Dartlet is an industry leader in reputation research and strategy, specializing in crowd-sourced and consensus-driven processes to achieve authentic results. This project will take several months to complete, and ultimately culminate in a new marketing strategy and communication platform for the undergraduate admission. Their original and proprietary methodology has been delivered to colleges and universities across the country and was featured on the cover of *The Chronicle of Higher Education*.

This project will only succeed with YOUR involvement. Carnegie Dartlet's method is entirely built around the input of the people who know Texas Christian the best—and that means you! A series of **six live workshops** will be conducted **November 4-6** at the **Kelly Center** in the Murphy Conference Room and your voice is absolutely essential to the success of this important work. We need your participation at these workshops, and for you to encourage other colleagues and stakeholders to attend as well.

The central question across all of the workshops: Who is Texas Christian University at its best? As you will learn, the “who” is a very important variable to understand, and Carnegie Dartlet's proprietary philosophy will help us crystalize this.

There are two types of workshops available to you—Personality and Message—and you are invited to attend both of them. There is no requirement to attend both, or one before the other.

The Personality workshops define the authentic human personality of TCU both today and tomorrow. Exercises include:

1. TRAITS—Human personality traits and characteristics of TCU.
2. FAULTS—Weaknesses, whether actual or perceived, of TCU.
3. ARCHETYPE—Investigating the persona of TCU using the psychological theory of universal character types.
4. DICHOTOMIES—Investigating the narrative tensions of TCU.
5. CAUSE—Examining “why” TCU exists, and its deepest motivation.

The Message workshops cascade these insights into messaging and storyline outcomes. The result is a powerful, long-term communication tool for admission.

1. GENOME—Trait dominance testing between important identified characteristics of Texas Christian University.
2. DIMENSIONS—Authentic definition of core concepts at TCU and why they're important.
3. PREAMBLE—An exploration of the big ideas and stories that define TCU above all else.

These workshops are intended to be fun, engaging, and informative. Come prepared to share as Carnegie Dartlet helps us think about Texas Christian University in a whole new way. Thank you in advance for your participation and active involvement in this important work. Your voice determines the outcome of this project. **Please contact Liz Rainwater (e.rainwater@tcu.edu) with any questions.**

Format and Delivery

Workshops are 2 hours long, and delivered with consensus-building at the core. Focused on collaborative dialogue, these workshops are highly interactive and involve simple technology like posters, pens, stickers, post-its, etc. Participants work in pairs or small groups much of the time to complete specific exercises. Continual interaction and open discussion is central to the format. You can expect to exert a fair amount of mental energy, and leave both inspired and enthusiastic and perhaps a little tired!

Incentives

Mountains of Insomnia Cookies will be served up. A drawing for a \$100 Amazon gift card will be awarded at the end of each workshop. Every attendee will also be included in a grand prize drawing for a motorized scooter.

This particular workshop is pertinent to your field of study. Please consider offering extra credit to students who participate.

Registration is available at <https://apply.tcu.edu/register/workshop>.

November 4-6

Six, two-hour workshops (register for one)

Students/faculty/staff invited to participate

Kelly Center – Murphy Conference Room

Warmly,



Heath Einstein

Dean of Admission