

TCU

# OUTLOOK

OUR VISION: TO BE A WORLD-CLASS,  
VALUES-CENTERED UNIVERSITY

## TRANSFORMATIVE

### WITH A \$30 MILLION GIFT, MARLENE AND SPENCER HAYS LAY THE FOUNDATION FOR A \$100 MILLION NEELEY EXPANSION

Emeritus Trustee Spencer Hays and his wife, Marlene, a Nashville community leader, have made a \$30 million gift for the expansion of Neeley School of Business facilities in the Intellectual Commons. The gift lays the foundation for a \$100 million project that will include new east and south wings, a central atrium, an office complex and an auditorium, as well as renovation of current facilities.

"This is truly a historic gift," says Chancellor Victor J. Boschini, Jr. "It places Mr. and Mrs. Hays among the University's greatest benefactors, such as Mary Coats Burnett and Amon G. Carter."

Mr. Hays, who earned the BS in Commerce in 1959, describes himself first and foremost as "salesman." He is executive chairman of the Southwestern Company, a conglomerate that includes Southwestern Advantage, a direct seller and publisher of educational products.

As a TCU student selling the company's books from door to door when school was out, Mr. Hays began a lifetime profession of direct selling that took him to Southwestern's highest executive level. He attributes his success to the lessons of those four summers.

Mr. Hays has interests in a number of other fields as well as publishing, from insurance to financial planning to real estate. Among his businesses is the Tom James Company, the world's largest manufacturer and direct seller of custom clothing.

Mrs. Hays is passionate about both the arts and French culture. The Marlene and Spencer Hays Collection of 19th and early 20th century works of French art is literally known around the world. Their masterpieces were returned to their country of origin and displayed at the Musée d'Orsay in Paris last year. On the TCU campus, the Marlene and Spencer Hays Theatre in the Mary D. and F. Howard Walsh Center for Performing Arts is named for the couple.

Mrs. Hays also is deeply interested in young people, so it is especially fitting that the newest residence hall in the Worth Hills Development is named Marlene Moss Hays Hall in her honor. Throughout their life together, she and Mr. Hays have nurtured thousands of young people from the Southwestern and Tom James companies. They also have endowed two scholarships at TCU and have been long and loyal supporters of Starpoint School.

"Marlene and I are very excited that we can help build the future at TCU," Mr. Hays says. "We are investing in a space where business, innovation and the principles that drive all our businesses will come together to inspire generations of students."



Marlene and Spencer Hays listen to remarks during the dedication of Marlene Moss Hays Hall in the Worth Hills residential development. The couple have made a gift in support of an expanded complex for the Neeley School to be known as the Marlene and Spencer Hays Business Commons. Spencer Hays Hall will be a new facility within that Commons.

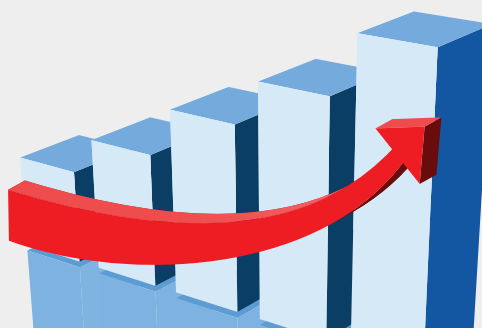
THE FACILITIES IN  
THE MARLENE AND  
SPENCER HAYS BUSINESS  
COMMONS WILL SOLIDIFY  
NEELEY'S POSITION AS  
A PREMIER BUSINESS  
SCHOOL.

## Inside this issue of Outlook



### GREATER SERVICE

A transformative \$5 million gift to establish the Davies School of Communication Sciences & Disorders provides the resources to further elevate an already exceptional program. Learn more on page 3.



### WHAT'S NEXT?

TCU is a *Forbes* "Rising Star" — one of its "10 Top Colleges to Watch" ... listed by *U.S. News* at No. 76... and ranked as 2nd in the world for MBA faculty by *The Economist*. With all indicators pointing up, what's next for TCU? Learn more on page 3.



### SILENT TREATMENT

An expert on interpersonal and family communication, Dr. Paul Schrodt has deeply researched the "silent treatment." His findings are helping couples avoid its pernicious effects. Learn more on page 6.



## SUSTAINED MOMENTUM

PHILANTHROPIC SUPPORT SINCE THE END OF THE CAMPAIGN FOR TCU TOTALS \$196.8 MILLION

During *The Campaign for TCU* from 2005 to 2012, Texas Christian University's alumni and friends contributed more than \$434 million to support *Vision in Action*, TCU's strategic plan. Since the end of that historic campaign, those who believe in the University have made gifts of \$196.8 million to underwrite the next phase of the strategic plan, *Vision in Action: The Academy of Tomorrow*.

Without a doubt, TCU is moving forward. Its commitment to a collective vision – to be a world-class, values-centered university – is unswerving. Recently, *U.S. News & World Report*, *Forbes*, *The Economist* and others have taken notice of the University's accomplishments. Potential students and their families continue to respond to TCU's good news with increased applications and retention. Support from alumni and friends gives proof that they believe in our vision.

The most visible result of TCU's strategic plan has been the changing physical campus. As TCU moves forward, fund-raising efforts focus on people and programs, particularly gifts in

the form of endowment that will strengthen the University now and in perpetuity. Here are highlights of such support over the last two years:

- \$5 million from the Davies family of Houston endows and names the Davies School of Communication Sciences & Disorders.
- The TCU Institute of Child Development receives a \$20 million gift from The Rees-Jones Foundation.
- TCU's pre-eminent fine arts financial aid award, the Nordan Scholarship, grows by \$8 million in new funding.
- Two new endowed positions bring further prestige to the Neeley School: The Kleinheinz Family Endowment Chair in International Finance and Investments and the BNSF Railway Endowed Professorship in Leadership.
- The Benjamin Schmidt Memorial Scholarship in AddRan College supports graduate education, while The Lance Cpl. Benjamin Whetstone Schmidt Professorship in History benefits both graduates and undergraduates.
- A \$1.5 million bequest from Dr. Paul Boller supports the TCU Press.

## NEW OPPORTUNITIES

THE DAVIES SCHOOL OF COMMUNICATION SCIENCES & DISORDERS IS ESTABLISHED WITH A \$5 MILLION GIFT

The Davies family of Houston has made possible the establishment of TCU's Davies School of Communication Sciences & Disorders. Their transformative \$5 million gift is elevating an already exceptional program to school status.

Morgan Davies graduated in 2012 with a degree in Habilitation of the Deaf and Hard of Hearing and is now earning a doctorate in audiology at the University of Texas at Dallas. Morgan's mother, Marilyn Davies, became passionate about the Habilitation of the Deaf and Hard of Hearing program as well. Last year, she was invited to join the Harris College of Nursing & Health Sciences Board of Visitors.

Marilyn and Morgan Davies made possible the Davies Graduate Workspace in the Miller Speech & Hearing Clinic with a previous gift. Their latest contribution brings many additional opportunities. Communication sciences and disorders majors will benefit from new experiences with hearing impaired populations. Faculty will gain new funding for research, which in turn will provide opportunities for students to have scholarly experiences. Individuals with communication disorders will be better served because of additional support for the Miller Speech & Hearing Clinic.

"The School of Communication Sciences & Disorders is forever changing, improving, and striving to new heights," said Mrs. Davies at the dedication of the Davies Graduate Workspace. "From the Davies Family – thank you from the bottom of our hearts for letting us be part of the plan."

TCU's Davies School of Communication Sciences & Disorders has a remarkable platform to build upon:

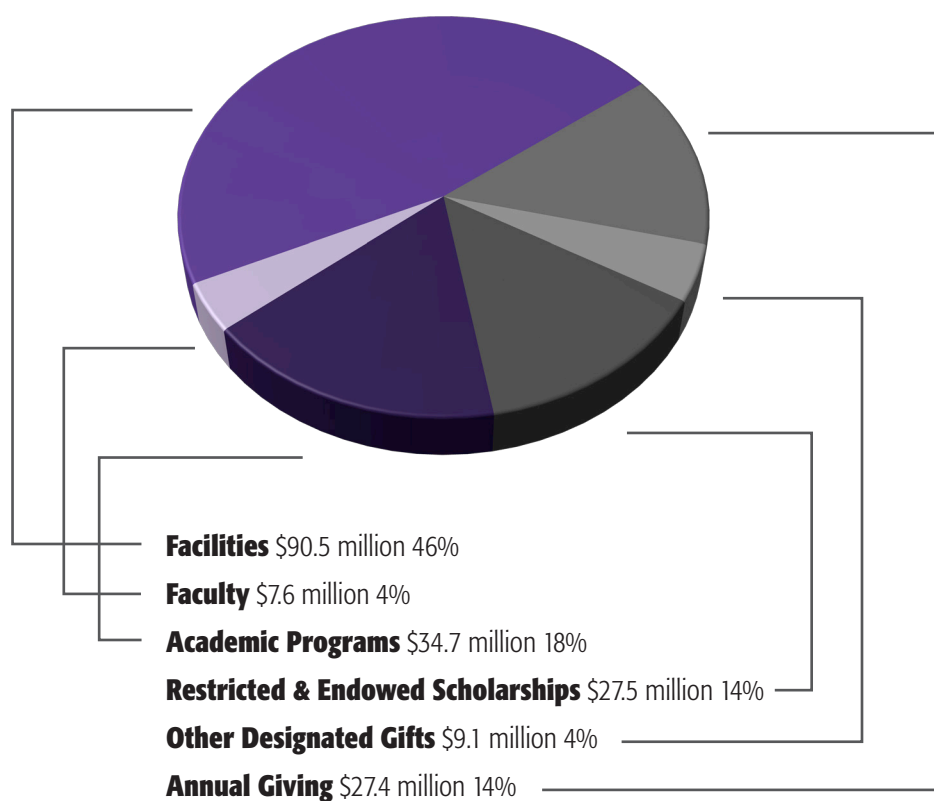
- Students in the Habilitation of the Deaf & Hard of Hearing program have a 100 percent pass rate on state certification exams and a 100 percent employment rate after graduation.
- *U.S. News & World Report* ranks TCU among the top 15 masters-only Speech-Language Pathology programs in the country.
- TCU is the first and only Deaf Education collegiate program in the state that provides graduates with a dual certification teaching degree.
- Communication Sciences & Disorders at TCU houses the first federally funded bilingual training program for Speech-Language Pathologists, one of only a handful of such programs in the nation.
- The University provides more than 10,000 hours of clinical service annually to children and adults with communication disorders.

## FUND-RAISING HIGHLIGHTS

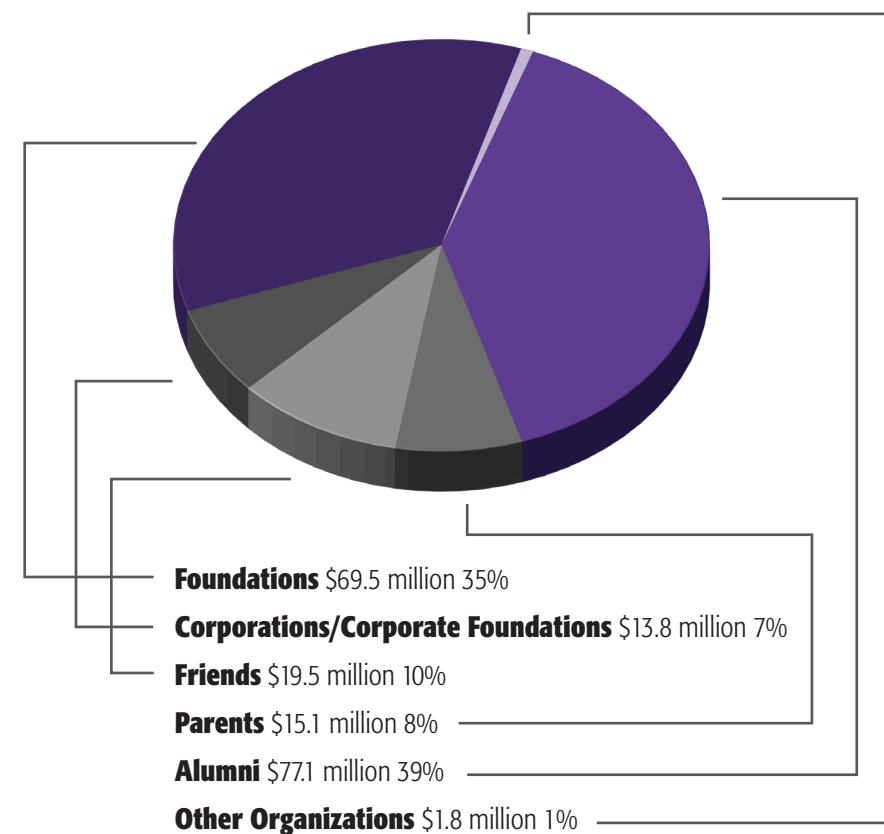
- For the third consecutive year, the Council for Advancement and Support of Education (CASE) has recognized TCU with a Circle of Excellence Award for its exemplary fund-raising program.

- Alumni and friends have provided more than \$160 million in donor-funded scholarship support over the past 10 years.
- The Annual Faculty/Staff Campaign had a participation rate of 80 percent in 2014, among the highest in post-secondary education.

WHAT DONORS HAVE CONTRIBUTED, JUNE 2012-OCT. 2014: \$196.8 MILLION



WHO HAS CONTRIBUTED, JUNE 2012-OCT. 2014: \$196.8 MILLION



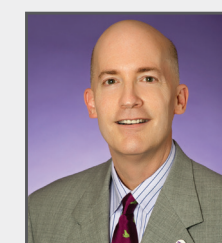
## WHAT'S NEXT?

Chairman of the Board of Trustees Clarence Scharbauer III and Chancellor Victor J. Boschini, Jr., comment on TCU's progress and assess what the future might bring.



### WHAT ARE SOME OF TCU'S RECENT ACHIEVEMENTS?

**Chairman Scharbauer:** Rankings are a very public way to measure progress, and we are encouraged by a number of recognitions. Here is one especially positive achievement. In *U.S. News & World Report's* 2015 ranking of national universities, TCU moved to No. 76. This is a 37-point improvement in only six years.



### WHAT OTHER MEASURES ARE IMPORTANT?

**Chancellor Boschini:** Admission and retention statistics clearly mirror our rise in the rankings. Our freshman class of 1,892 was chosen from 17,000 applicants. This again places our admission rate in the "highly selective" category. The retention rate from freshman to sophomore year is 90 percent. This tells us that incoming students and their families are satisfied with their choice.

Total enrollment has grown to 10,033 and our student-faculty ratio remains about 13:1. This ensures that our students continue to have a personalized university experience.

### WHAT'S BEHIND THESE NUMBERS?

**Chancellor Boschini:** What propels us is simple: the generosity of our alumni and friends and our comprehensive strategic plan, *Vision in Action: The Academy of Tomorrow*. We are midway in our journey to ensure TCU's future. In 2012, the University launched the second phase of the strategic plan with three key goals:

1. Raising TCU's academic profile and reputation
2. Fine-tuning the size and balance of the student body
3. Creating the optimal campus environment

We are intent on preserving our shared values, heritage and traditions while ensuring that TCU adapts to new ways of thinking and an always changing, complex global environment.

### WHAT IS ON THE AGENDA?

**Chairman Scharbauer:** The most important thing we can do now is to make even greater investments in our academic profile and reputation by directing even more effort and resources to our people and programs. Then imagine how those investments in students, faculty and academic offerings can grow exponentially over decades though the power of endowment. The cumulative effect on this University will be nothing short of profound.

**Chancellor Boschini:** New endowed scholarships are essential. They will bring the best and brightest students to TCU – and they will do so in perpetuity. We are also placing an emphasis on establishing new endowed positions, such as chairs and professorships. They help us to retain our best faculty, hire rising academic stars and entice some of the most distinguished professors in the world to TCU. To honor faculty who have exemplified the best of the teacher/scholar model throughout their careers, we are developing two new career capstone faculty ranks: "Distinguished University Professor" and "Master Teacher."

We intend to provide all our programs with support that befits a world-class, values-centered institution. Let me give you one example. The John V. Roach Honors College is a TCU flagship, and it was targeted through our strategic planning process as an area of increased focus. Robust external and internal assessment of the college is under way to examine undergraduate research, faculty course development and study abroad grants, among other topics. The Honors College attracts the highest achieving students to TCU, as do generous scholarships. You can be assured that the competition for them is fierce.

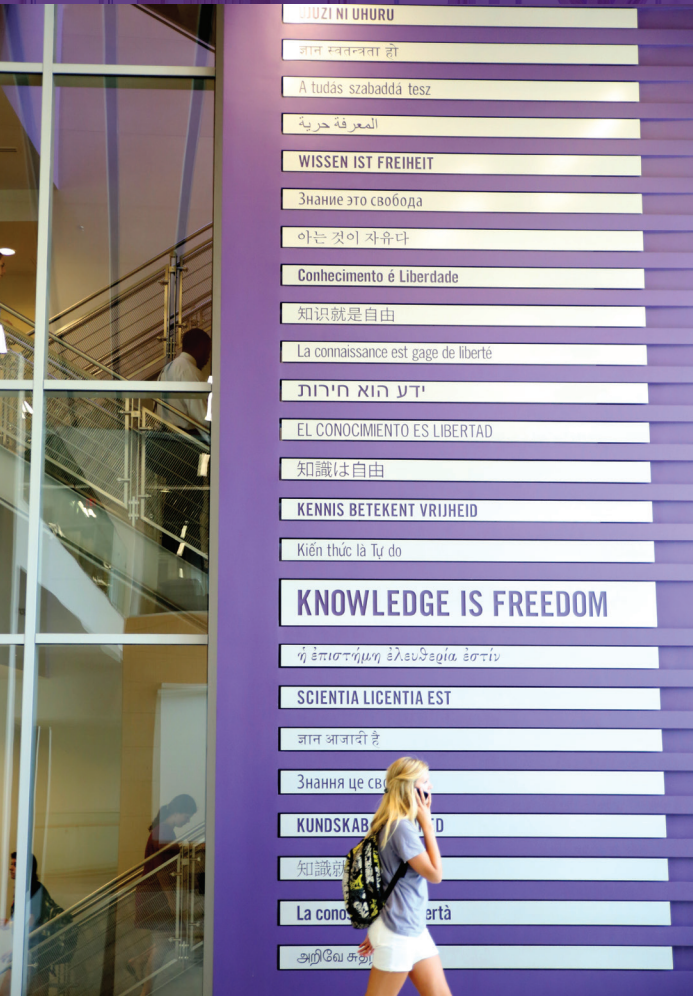
**Chairman Scharbauer:** We are committed to realizing TCU's vision: to be a world-class, values-centered university. If we are going to gain the competitive advantage and financial and academic strength needed to achieve this vision, we will have to significantly grow the endowment – in fact, double it.

With a snip of a ribbon, Rees-Jones Hall is dedicated. Participating in the ceremony are Cody Westfall, Chancellor Victor Boschini, Chairman of the Board of Trustees Clarence Scharbauer, Trustee Matt Rose, Provost Nowell Donovan, David Rees-Jones, Jan Rees-Jones, Trustee Trevor D. Rees-Jones, Jenny and Trevor R. Rees-Jones, Terese Stevenson, Thornton "T." Hardie, Trustee Kit Moncrief and Trustee Bruce Hunt.



## REES-JONES HALL

Rees-Jones Hall is named in honor of the Jan and Trevor Rees-Jones family of Dallas. The Rees-Jones Foundation has provided extraordinary leadership and support for the Institute of Child Development, now located in the building. A \$20 million gift from the foundation in 2013 endowed the internationally renowned institute.



## A CAMPUS THAT SUPPORTS NEW WAYS OF THINKING

### CULTIVATING THE MIND IN THE INTELLECTUAL COMMONS

Flexible, interdisciplinary and entrepreneurial, the Intellectual Commons is where TCU's students will learn to change the future. Taking shape on the east campus, the development is designed to be the academic crossroads of the University. **Rees-Jones Hall**, adjacent to the **Mary Couts Burnett Library** and TCU's first interdisciplinary building, is promoting innovative thinking and discovery. A new west entrance to the library now provides access while a top-to-bottom repurposing is completed. Across the Intellectual Commons, a new addition to the **Annie Richardson Bass Building** is supporting Harris College of Nursing & Health Sciences. A complete renovation of the original building will be complete for the spring 2015 semester.

The classical façades of these facilities speak to TCU's heritage and traditions. Inside, there is some of the best technology available anywhere. The spaces are larger and the class size smaller.

These new teaching and learning environments have moved far beyond simple incorporation of new digital gadgets. Instead of taking lecture notes, students experience teacher-guided instruction and become more actively engaged in learning. "Before, we've not had as many options to reconfigure the classrooms and to use basically any surface as a teaching modality," says Jimmie Borum, assistant professor of professional practice in Harris College of Nursing & Health Sciences.

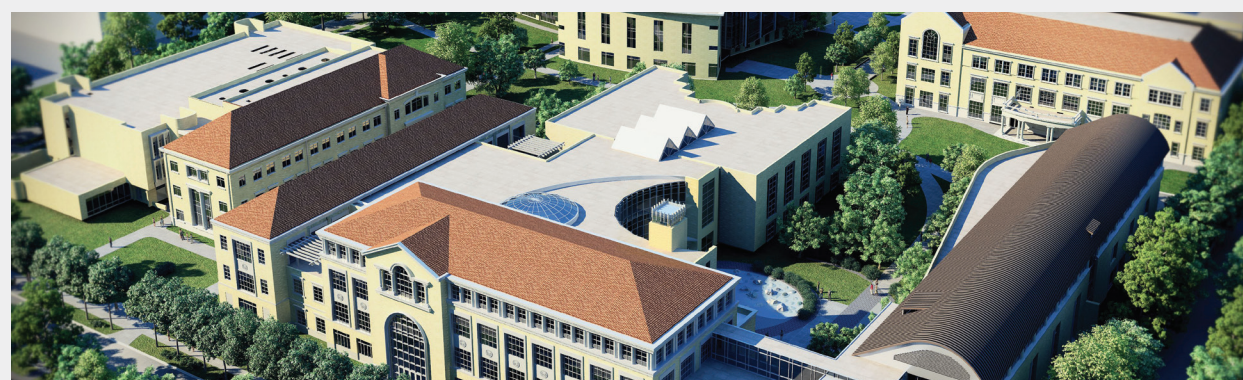
## TAKING THE NEXT STEPS

Philanthropic support is key to realizing the Neeley School's bold plan for the future – a well-thought-out vision of collaborative and inventive teaching, learning and research, with a touch of technological magic to stir innovation and spur the creation of new ideas.

A \$30 million gift from Trustee Emeritus Spencer Hays and his wife, Marlene, is laying the foundation for this \$100 million expansion of the Neeley School in the Intellectual Commons to be called the **Marlene and Spencer Hays Business Commons**. Architects have planned new east and south wings, a central atrium and office complex, auditorium, and north connector. All will be constructed adjacent to the existing Neeley facilities and will be set off by a landscaped business quad.



At the dedication of the new **Marlene Moss Hays Hall**, a new residence hall in Worth Hills, are Dean Homer Erikson, Mary Alice Hays Hughes, Spencer Hays, Marlene Hays and Chancellor Victor J. Boschini, Jr. New Neeley School facilities in the Intellectual Commons also will be named for the couple.



An architect's rendering of the future Intellectual Commons shows the already completed addition to the Annie Richardson Bass Building (left), Rees-Jones Hall, which is also open (back right), and a proposed complex for the Neeley School of Business that will be integrated with current facilities (center).

## NURTURING THE WHOLE STUDENT IN WORTH HILLS

Living on campus is the key to a successful collegiate experience. Students who live in university housing are more fully immersed in campus life. They can more easily take advantage of vital student services. By living on campus, undergraduates learn some of the most important lessons that college has to teach.

More upper-level TCU students want to live on campus than space allows. Consequently, the University has created three state-of-the-art facilities in Worth Hills: **Marion Hall**, **Pamela and Edward Clark Hall** and **Marlene Moss Hays Hall**. A multipurpose facility will open in January 2015. Plans also call for a Greek Village and a parking garage.

The University intends to build residence halls until demand is met. Then every undergraduate who wishes to can have the full TCU experience.



New facilities in Worth Hills are creating a residential environment to better support the traditional TCU experience and students' academic and social growth.



Plans for Worth Hills include residence halls, a **Greek Village** and a **multipurpose facility**. Among many benefits, on-campus living enables students to develop deep relationships with peers and learn to work more effectively with others.



BY LIVING ON CAMPUS, STUDENTS LEARN SOME OF THE MOST IMPORTANT LESSONS THAT COLLEGE HAS TO TEACH.

## ANNIE RICHARDSON BASS BUILDING ADDITION

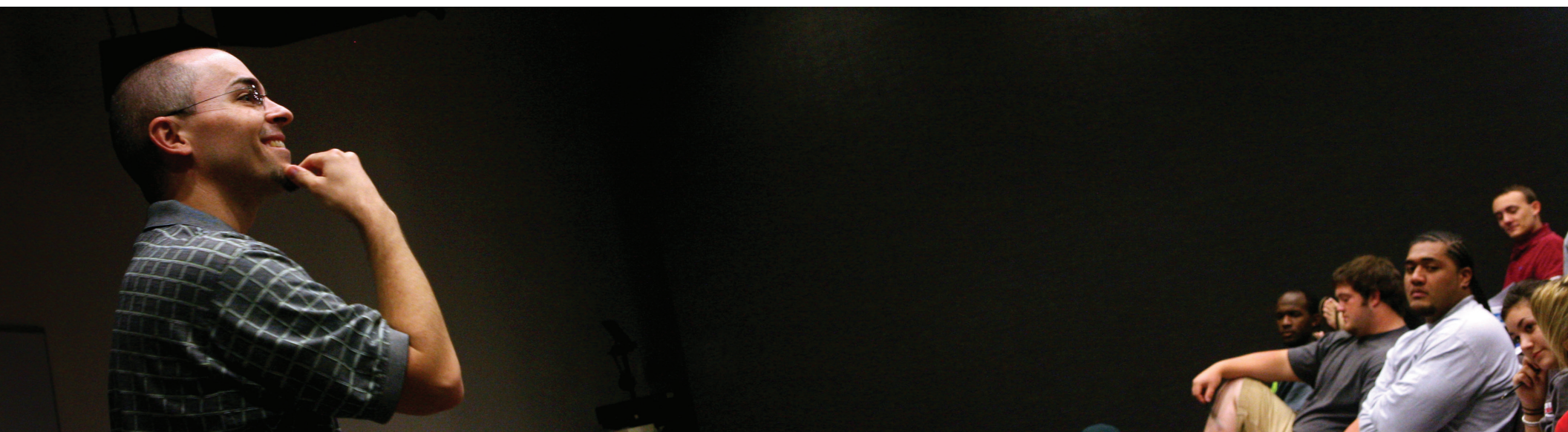


When not celebrating their new home on the first day of the fall semester, Harris College students are sharpening both practical and academic skills in the 36,500-square-foot **Annie Richardson Bass Building addition**, which features new learning environments, patient simulators and other high-tech equipment. When the renovation of the original 52,000-square-foot building is complete, students will further benefit from a mini-hospital and an ambulatory care clinic.

## MARY COUTS BURNETT LIBRARY WEST ENTRANCE



A new west entrance provides access to the **Mary Couts Burnett Library** while the rest of the building undergoes repurposing. While the architecture echoes the original 1920s library, and its landscaping recalls the signature reflecting pond, the latest information technology will be available after extensive renovation of the facility. In addition to extraordinary access to this technology, Horned Frogs will benefit from person-to-person guidance in how to use it and collaboration with faculty, staff and other students.



## COVETED ENDOWED POSITIONS ATTRACT EXCEPTIONAL SCHOLARS

ENDOWED FACULTY POSITIONS ARE AMONG THE MOST PRESTIGIOUS AND MOST IMPACTFUL TYPES OF INVESTMENTS A DONOR CAN MAKE.



### RECRUITING THE BEST IN THE WORLD

Renowned leadership scholar Mary Uhl-Bien has joined the Neeley School as the **BNSF Railway Endowed Professor of Leadership**, a new position made possible by a strategic investment from BNSF Railway. An expert on complexity leadership, relational leadership and followership, she previously served as the Howard Hawks Chair in Business Ethics and Leadership at the University of Nebraska. "Dr.

Uhl-Bien brings impressive insight and experience to the Neeley School as we continue to hone the BNSF Next Generation Leadership Program into a premier global program for undergraduate student leaders," says O. Homer Erekson, the John V. Roach Dean of TCU's Neeley School of Business. "In addition, Dr. Uhl-Bien's leading research and instruction will significantly impact leadership initiatives in the TCU Executive MBA program and Tandy Center for Executive Leadership." Recognizing that traditional, hierarchical views of leadership are less and less useful given the complexities of our modern world, Dr. Uhl-Bien is developing new leadership approaches that account for the entrepreneurial and adaptive needs of organizations. Her passion is to generate theories of leadership that have impact for practice and enhance leadership capabilities of organizations operating in the connectionist, knowledge era. To do this, she shows how business can move beyond leader-centric, top-down assumptions to models of leadership that are collaborative and adaptive.

### ENSURING A DYNAMIC AND THRIVING ACADEMY

Dr. Paul Schrodt, definitely a rising academic star, holds the **Philip J. and Cheryl C. Burguières Professorship in Communication Studies**. His courses on interpersonal communication, family communication and conflict resolution are full. An avid researcher, his work has been published in more than 60 articles in leading communication journals. This prolific research brought him the Early Career Award from the National Communication Association (Interpersonal Communication Division) that recognizes significant contributions from scholars who are no more than seven years into their postdoctoral careers. Now his studies are filtering into popular media. *The Wall Street Journal* recently published an article "How and Why to Ban the Silent Treatment from Your Relationship" based on research Dr. Schrodt and colleagues conducted through an analysis of 74 studies involving more than 14,000 participants. The findings show that the "silent treatment" demand-withdraw pattern is one of the most damaging types of relationship conflict. But there is hope. Dr. Schrodt advises that becoming aware of the pattern is the first step in breaking the demand-withdrawal cycle. Each partner should consider his or her role in the cycle and the other person's viewpoint, then talk it out. "I think the media latched on to the topic because it's so relatable," he says. "At some point in our lives, we've all been the receiver – or the giver – of the silent treatment."



### RETAINING DISTINGUISHED PROFESSORS

Dr. Richard Hanson, who holds the **Harold D. and Imogene Herndon Professorship in Geology**, has long been a leading scholar. Now two of his papers have challenged long-held theories. One deals with two ancient crustal blocks that are separated by a major fossil mountain belt – a formation that is often cited in relation to how the two blocks collided. But

paleomagnetic data for both sets of rocks now suggests that conventional wisdom about the formation has been incorrect. "What we found indicates the two blocks didn't collide 2.5 billion years ago," Dr. Hanson explains. "They had to have collided sometime after 1.8 billion years, which – assuming we are correct – totally changes how we view the ancient crustal evolution of southern Africa." The other paper, coauthored by Dr. Hanson, pertains to a small ancient crustal block in Antarctica with igneous rocks that are roughly 1 billion years old. It's long been thought that rocks of that same age from Africa were related, but studies now show that they cannot be. Tests show another field of igneous rocks in North America to be the same age and have the same isotope concentrations as in Antarctica. "It's like a smoking gun saying that these southern continents really collided with North America because there is a detached small bit of North America now contained in the Southern Hemisphere."

## NEW BASEBALL FACILITY UPS THE COMPETITIVE ADVANTAGE

A Big 12 championship and a second College World Series appearance in five seasons have raised the Horned Frogs' profile. Now a top-notch new player development center should further TCU's ascent in the sport. The center is named in honor of Trustee G. Malcolm Louden '67, who has been a member of the Board for more than three decades and chaired its Intercollegiate Athletics Committee in 1983 and from 1991 to 2006.

Dedicated this fall, the G. Malcolm Louden Player Development Center for Baseball is "the premier facility of its kind in all of college baseball," says head coach Jim Schlossnagle. "The opportunities it creates for our players and the versatility of instruction it allows for our coaches is endless."

The center features a new hitting facility and a FieldTurf practice area. The hitting facility alone is 9,000 square feet and includes four 80-foot cages, as well as indoor pitching mounds, a tee and toss area, and the latest in video analysis software. The cage system will allow the coaching staff to maneuver the nets to allow for as many as eight players to hit at once or to set the facility up as one large cage for pitcher versus hitter simulated games. The FieldTurf practice area will be used primarily for individual defensive improvement for all players as well as practice in base running.

Mr. Louden's service to the Board of Trustees began as president of the TCU Alumni Association in 1978-79. He was again elected to the Board in 1980, and has since led transformational efforts as chair of the Development and Investment committees, as well as Intercollegiate Athletics. Mr. Louden has been recognized as an Honorary TCU Letterman and with the President's Service, Valuable Alumnus and Royal Purple awards.



Freshman Connor Wanhanen demonstrates how the new cage system is used for batting practice.

## LEARNING ABOUT LEADERSHIP FROM LEADERS

Sixteen Bob Bolen Leadership Scholars toured the offices of Ross Perot, Sr., in Plano, discovering a virtual museum that showcases the many honors Mr. Perot has received during a lifetime of philanthropy. The site also chronicles the daring 1979 rescue of EDS employees from the Middle East, as retold in Ken Follett's book *On Wings of Eagles*. The tour was followed by lunch and a question-and-answer session where Mr. Perot shared his observations on leadership. The trip was arranged by Ross Perot, Jr., and Mike Berry of Hillwood Properties. The Sarah and Ross Perot, Jr., Foundation initiated the Bob Bolen Leadership Scholarship fund. Bolen scholarships honor Fort Worth's longtime mayor and are awarded to students who demonstrate leadership ability and commitment to their community.



## MEET THE NEXT GENERATION OF DONORS



"Attending this wonderful university has made me realize that the experiences I have here shape who I am now and who I will be in the future. I have this opportunity because of the Horned Frogs who gave before me. I want to be a part of helping future Horned Frogs have this opportunity too."

Samantha Forshaw '16  
TCU Donor, Speech-Language Pathology Major  
Student Foundation Officer and Caller  
Deans Scholarship  
John V. Roach Honors College

"I give back to TCU because the University has given so much to me. I have four sisters, so my family could not afford to help me with school. If it weren't for the academic and journalism scholarships offered to me by TCU and its donors, then I would not be able to receive this education."

Molly Spain '15  
TCU Donor, Journalism Major  
Caller & Head Training Specialist, Calling All Frogs Phonathon  
Deans Scholarship, Phil Record Endowed Scholarship  
John V. Roach Honors College



# 'THANK YOU!'

## NATIONAL PHILANTHROPY WEEK HIGHLIGHTS THE IMPACT OF GIFTS

Philanthropy is part of TCU's fabric and has been since the University's founding, when the Clark family poured its resources into the tiny school in Thorp Spring that became Texas Christian University. So it's fitting that the campus community take pause to consider the impact of 140 years of philanthropic support, thank donors and nurture a new generation of givers.

Thus University Advancement hosted National Philanthropy Week in November to drive home the extensive impact that donor support has had and continues to have upon TCU. Large purple

gift bows adorned 35 buildings representative of the many made possible by philanthropic gifts. Students, faculty and staff wore "donor appreciator" shirts emblazoned with "Count Me In," the Annual Giving theme. Live streamed lectures by highly distinguished faculty ranged from "Helping the Homeless Through Research" to "Combating Human Trafficking" – TCU programs that are making a difference in the world. Alumni, students, faculty and staff handily met the Chancellor's Challenge to enroll 500 new donors during #TCUGivesDay. Of the 589 contributors, 101 were TCU students.



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