

## PRESIDENT'S MESSAGE

It is a time of remarkable progress and momentum on the Hilltop.

The University community is profoundly energized as we begin the two-year countdown to the end of The Second Century Campaign, which runs through December 2015. Recent and generous gifts have raised our campaign total to a historic level.

Recent initiatives receiving support include the Moody Coliseum project, a new cyber security institute, a new campus center at SMU-in-Taos and a new legal center, all reported in this issue of *Campaign Update*. They demonstrate the campaign's continuing impact on SMU and the breadth of University areas benefiting from the campaign's success.

As we move ahead, we remain focused on achieving the campaign's core goals: increasing the number of student scholarships, endowed faculty positions and new and enhanced facilities.

Reflecting the hiring of SMU's first faculty in 1914, 2014 has been designated the centennial Year of the Faculty. The commemoration is a way to showcase the many achievements of our professors and the impact that campaign giving is having on their teaching and research. It also highlights our focus on increasing the total number of endowed faculty positions to 110. As part of the commemoration, special Year of the Faculty events and initiatives will take place throughout the year.

Other events celebrating key achievements also will be on the calendar in 2014. The dedication of the new Residential Commons Complex this spring and the subsequent launch of our new campus-wide Residential Commons initiative in August will mark the implementation of a new SMU living-and-learning model.

The dedication of a new Mustang Band Hall and the groundbreaking for the new Dr. Bob Smith Health Center, both slated for 2014, also represent major strides forward in ensuring that SMU has the critical facilities necessary to support student achievement well into the future.

I hope everyone who cares about the University's future will take the opportunity to join in the celebrations of these remarkable accomplishments.

Thank you for your vision, commitment and support, which continue to transform the SMU of today and shape the SMU of tomorrow.

Sincerely,



R. GERALD TURNER  
President



### The Second Century Campaign

- Student Quality
- Faculty and Academic Excellence
- Campus Experience



## MOODY MAGIC

### *Renovated Moody Coliseum and new Miller Event Center open*

An expanded and renovated Moody Coliseum and the new Miller Event Center officially opened at SMU's December Commencement ceremony December 21, and the University ushered in a new era at Moody with a historic win in the first basketball game played in the renovated facility.

"With this renovation and expansion of Moody Coliseum and the addition of the new Miller Event Center, SMU will be home to one of the finest collegiate arenas and event centers in the country," said SMU President R. Gerald Turner. "We are thankful to the Moody Foundation and David and Carolyn Miller and others for their support of this facility, which will benefit the entire North Texas area."

The 167,000-square-foot complex and Dallas landmark is home to SMU men's and women's basketball, women's volleyball and the pageantry of SMU academic ceremonies, as well as numerous community events such as concerts, cultural programs and high school graduations.

The renovation and expansion feature new seating, entertainment areas, court improvements and infrastructure, yet retain the ambience that has made Moody a favorite venue for more than 50 years.

A \$20 million gift from the Moody Foundation in 2011 provided the impetus for the extensive expansion and renovation. SMU and the Moody Foundation have enjoyed a long partnership, beginning with a 1965 gift in support of the SMU Coliseum on campus that, in acknowledgment, was renamed Moody Coliseum. Other support from the foundation includes improvements to Fondren Science Building.

Trustee David B. Miller '72, '73 and his wife, Carolyn, also committed \$10 million toward the renovation project in 2011. The Miller Event Center, an addition on the north side of Moody Coliseum and named in their honor, includes the Miller Champions Club – a 5,000-square-foot furnished entertainment area on the concourse level – and suites with courtside views, along with administrative areas to support student-athletes and coaches.

The Miller Champions Club is named in honor of David Miller by contributions of several friends. Early funding of a feasibility study and conceptual design

for this significant construction project was provided by Sylvie P. Crum and Gary T. Crum '69.

The subsequent leadership of the Moody Foundation and the Millers, as well as other generous donors, made the enhanced project a reality, including new features benefiting event audiences, sports fans and student-athletes. New seating has been added throughout the approximately 7,000-seat arena, including 12 courtside suites, 80 loge seats, club seats, courtside retractable seating for students and accessible seating.

### Make Your Mark on Moody Coliseum

Moody Coliseum – an SMU tradition since 1956 – has been a central gathering place for the University as well as the site of historic events for the broader community. Now you can add to Moody's storied tradition by supporting the Coliseum expansion and renovation project.

Donors who make a commitment of \$1,000 or more to the project will have their names added to the permanent project donor plaque.

This is your chance to help **Complete the Coliseum!**

To join your fellow Mustangs and support Moody Coliseum's next 50 years, please contact Kurt Pottkotter, senior associate athletic director for development, at **214-768-3639** or **kpottkotter@smu.edu**.

Provost Paul W. Ludden said that it was appropriate that the Moody ribbon-cutting ceremony took place as part of the University's December Commencement ceremony. "Our graduates and their families and friends helped us usher in a new era in this remarkable facility."

Several days later, on January 4, the Mustang men's basketball team played against then No. 17-ranked University of Connecticut and the women's team squared off against the University of South Florida, playing in the first home games in the renovated facility before a capacity audience. A victory by the men's team launched the Mustangs on a historic home-game winning streak that propelled them into the ranks of the top teams in the nation.

SMU continues to seek funding for the facility, with significant donor naming opportunities still available.

**Leslie Long Melson '77**

Leslie Long Melson is the chair of SMU's Alumni Board, having served as a member since 2011, and serves as chair of the Campaign Steering Committee for Alumni. She has volunteered in other capacities



at SMU, including serving on the reunion committee for the Class of 1977. She earned a Bachelor of Fine Arts in the Meadows School. Leslie also serves as president of the Board of Trustees for Highland Park Independent School District in Dallas, is an elder at Highland Park Presbyterian Church and has served on the boards of numerous philanthropic and nonprofit organizations.

**Campaign Update:** Tell us about your role as chair of the SMU Alumni Board.

**Melson:** The job of the chair is to help strengthen the alumni network so that former SMU students across the country and around the world stay connected to the University and also to one another. We want our alumni to continue to feel part of the SMU community no matter where they are. The chair of the Alumni Board also serves on the SMU Board of Trustees.

**CU:** SMU recently announced the addition of a Second Century Campaign Steering Committee for Alumni, which you also chair. Why is such a committee important?

**Melson:** The role of the committee is to spearhead the effort to achieve the campaign's alumni participation goals, and also ensure that the rate of giving by alumni continues to increase each and every year. We have to grow and sustain a culture of alumni giving for SMU to continue to progress. That's why the goals set by the leadership at the beginning of the campaign include alumni participation. The universities that SMU wants to be compared with have annual alumni giving levels of 25 percent to 30 percent, so the leadership set a 25 percent goal for SMU. In the past 10 years our rate has increased from 12 percent to 24 percent, which is terrific, but we need to reach 25 percent and beyond.

**CU:** Is the alumni giving rate important for other reasons also?

**Melson:** Absolutely. The alumni giving rate is one of the many factors taken into consideration in the *U.S. News & World Report* rankings of national universities. It is viewed as an indicator of the strength of the relationship between the school and its alumni. Because of the impact on these rankings, it is essential that every SMU alumnus provides a gift every year. The act of making a gift annually is just as important as the amount you give.

**CU:** What message would you like to deliver to every graduate of SMU?

**Melson:** Gifts to The Second Century Campaign are having a profound and transformative effect on your University. The campaign is providing vital support for scholarships and faculty positions, strengthening the endowment and enhancing campus facilities. I encourage all alumni to visit the Hilltop to see the dramatic transformation taking shape. I also encourage everyone to provide a campaign gift before the end of the fiscal year May 31 and to make a gift to SMU every year!



(L-R) R. Gerald Turner, SMU president; Bobby B. Lyle '67, SMU trustee; Marc P. Christensen, Lyle School dean; donor Darwin Deason; and Frederick R. Chang, Bobby B. Lyle Endowed Centennial Distinguished Chair in Cyber Security and head of the new Darwin Deason Institute for Cyber Security.

## SECURING THE FUTURE

*Leadership gift for cyber security institute, innovation gym*

A \$7.75 million gift from Darwin Deason, founder of Affiliated Computer Services, will launch the Darwin Deason Institute for Cyber Security and support the Deason Innovation Gym in SMU's Lyle School of Engineering.

Deason's gift provides a \$5 million endowment, as well as \$1.25 million in operational funding, for the new Institute, headed by renowned cyber security expert Frederick R. Chang. Formerly research director at the National Security Agency (NSA), Chang joined SMU in fall 2013 as the inaugural Bobby B. Lyle Endowed Centennial Distinguished Chair in Cyber Security with the goal of creating the Institute that now bears Deason's name.

The gift provides another \$1.5 million to support the operation of the Deason Innovation Gym, also named in honor of the Deason family. The Innovation Gym is a facility in which students are immersed in a fast-paced environment to solve engineering problems.

"This support immediately positions the Lyle School to make significant contributions to the science of cyber security," said SMU President R. Gerald Turner. "Darwin Deason's generous gift of operational funding, in addition to the endowment, allows the Institute to begin addressing critical cyber security issues from day one."

"Darwin Deason's gift will support important research and education across a broad spectrum of student involvement," said Lyle School Dean Marc P. Christensen. "The Institute will attract the best minds to address the threats of cyber crime and cyber terrorism. The Innovation Gym helps develop young minds, turning students loose to solve real-world problems under tight deadlines."

Deason was born in Rogers, Arkansas. He and his wife, Katerina Panos Deason, divide their time between their home in Dallas and their other residences. Several members of Deason's family have SMU connections: Deason's son, Doug, is married to Holly, who is an alumna. Doug's son, Preston, and Holly's daughter, Fallon, both currently attend SMU.

### Darwin Deason Institute for Cyber Security

The Lyle School's cyber security program has been one of the University's centers of academic excellence for 15 years. The program, supported by a core of highly regarded faculty engaged in advanced research, has garnered attention from the NSA and the U.S. Department of Defense.

The Deason Institute will expand SMU's work in this area, incorporating a broad, interdisciplinary approach to problem solving and building relationships ranging from campus-wide to worldwide.

### Deason Innovation Gym

The Deason Innovation Gym in the Caruth Institute for Engineering Education is where engineering students, as well as those in other SMU disciplines, come together to work on immersion design projects and competitions.

Located on the ground floor of Caruth Hall, the large physical space incorporates computerized design equipment as well as access to traditional mechanical tools and 3-D fabrication equipment, allowing students to take a project from the idea stage to rapid prototyping in the same space.

## SMU HAPPENINGS



### Campaign Event in Panama

Panamanian President Ricardo Martinelli Berrocal and First Lady Marta Linares de Martinelli, parents of Luis Enrique Martinelli Linares '04, hosted an SMU alumni, parents and friends dinner at the Presidential Palace in Panama City on February 13. Attendees included (L-R) William Vanderstraaten '82, former chair of the SMU Alumni Board and former SMU trustee; his wife, Mimi Vanderstraaten; Mrs. Linares de Martinelli; President Martinelli; and Michael Clarke, SMU director of International Development and Relations.



### National Visibility for the Mustangs

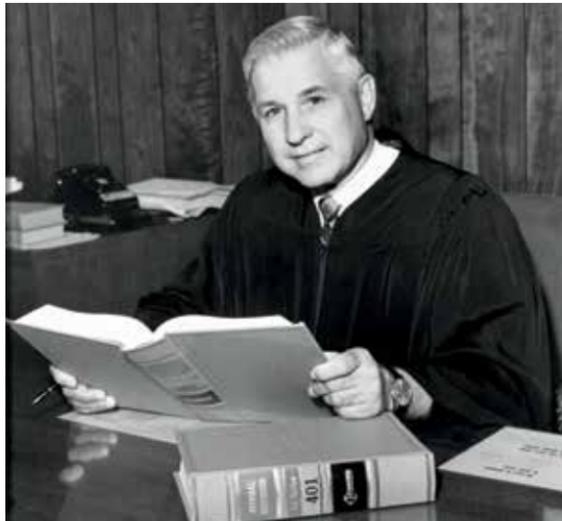
Alumni, family and friends around the country have gathered to watch the Mustang men's basketball team throughout this exciting and historic season. (Above) San Antonio alumni and their families watched the February 23 broadcast of the Mustangs' victory over the University of Connecticut Huskies.

## LEGAL CENTER GIFT HONORS FATHER AND SERVES VICTIMS

A new legal center at SMU's Dedman School of Law will provide services for the victims of domestic violence, sex trafficking and other crimes against women.

Ray L. '65 and Nancy Ann Hunter Hunt '65 have committed \$5 million to provide a new resource for legal assistance to the community and opportunities for law students to gain practical experience. The gift will create the Judge Elmo B. Hunter Legal Center for Victims of Crimes Against Women, named in honor of Mrs. Hunt's father. The late Judge Hunter was a distinguished Missouri state and federal judge and longtime advocate of merit as the determining factor in the selection of judges.

"Ray and Nancy Ann have recognized the great need for free legal assistance to some of our community's most vulnerable members," said SMU President R. Gerald Turner. "As is typical of the Hunts, they have acted with generosity and insight to fill the need, while also



Dedman School of Law's new legal center is named in honor of Judge Elmo B. Hunter, a distinguished Missouri state and federal judge.

expanding educational opportunities for law students to make a difference in this important area of the law."

Under the supervision of law faculty, Dedman Law students working in the Hunter Legal Center will provide legal services such as protective orders; divorce, custody and child support agreements; and assistance with credit and housing issues. Using a holistic approach, students will gain experience with the myriad needs and complexity of issues that victims encounter and will see the human faces behind related legal issues.

"We are honored to name this Legal Center after my father, whose main interest as a judge was the well-being of individuals through fair treatment and protection under the law," said Nancy Ann Hunt. "As a result of this program, participating law students will enter the legal profession with a deeper understanding of the victims of exploitation, trafficking and abuse and what they need for their lives to be restored. Their suffering may be hidden from our sight and may be uncomfortable to acknowledge publicly. But through the availability of free legal services, we hope they will feel empowered to come forward and obtain help."

The Judge Elmo B. Hunter Legal Center for Victims of Crimes Against Women will expand Dedman Law's programs providing legal assistance to members of the community in several areas of the law. Existing programs include the W.W. Caruth Jr. Child Advocacy Clinic and clinics in civil law, criminal justice, federal taxpayer representation, small business issues and consumer advocacy. Dedman Law was one of the first in the country to provide such services to the community, dating to 1947. Dedman Law also was among the first law schools to implement a public service requirement for graduation.

## CREATING A TAOS CAMPUS CENTER

A \$2.5 million gift from trustee David B. Miller '72, '73 and Carolyn Miller will help fund a new \$4 million campus center at SMU-in-Taos in New Mexico. The Center will feature a large, open gathering space for students and faculty, additional classrooms and a design that maximizes the campus' mountain setting.

The Carolyn and David Miller Campus Center will be a valuable addition to the 423-acre SMU-in-Taos campus. Students may take classes in subjects including business, history, ethics, religious studies and art history. They may earn course credit during three summer terms and,



A rendering of the new Carolyn and David Miller Campus Center to be built at SMU-in-Taos.

new this year, a January term, at SMU-in-Taos. Courses ranging from archaeology to geology and painting take advantage of the natural setting and are complemented by outdoor activities, such as river rafting, hiking and fly-fishing.

This gift to SMU-in-Taos is the most recent example of David and Carolyn Miller's generous support of SMU in areas across the University. It follows their 2011 gift supporting the expansion and renovation of Moody Coliseum and construction of the Miller Event Center (see story on page one) and other gifts to the University.

"SMU-in-Taos is a gem that offers SMU students a unique learning experience in a setting conducive to discovery. This generous gift from Carolyn and David Miller will enhance our students' experiences by providing a central place to gather, learn and explore in a facility that embraces its natural setting," said SMU President R. Gerald Turner. Funding opportunities remain.

To learn more, contact Pam Conlin at 214-768-3738 or [pconlin@smu.edu](mailto:pconlin@smu.edu).

## ART HISTORY GIFTS BOOST FORT WORTH TOTAL

Alumni, parents and friends of SMU from the Fort Worth area have committed more than \$9 million toward SMU's Second Century Campaign, boosted by two leadership gifts for the Department of Art History in SMU's Meadows School of the Arts. They include a new \$1.5 million gift to establish an endowed chair in the Division of Art History from the Kleinheinz Family Endowment for the Arts and Education.

The Kleinheinz Family Endowment is a private charitable foundation supported through contributions from Marsha and John B. Kleinheinz of Fort Worth. Their daughter, Marguerite, graduated from Meadows School of the Arts in 2012 with a bachelor's degree in art history.

In 2012 SMU received an estate gift from the late Karl Kilinski, II, an SMU professor who served 30 years in the Department of Art History, to establish an endowed chair in Hellenic Visual Culture.

SMU President R. Gerald Turner, University officials and members of the Campaign Steering Committee for Fort Worth acknowledged these and other donors from the area during a campaign celebration January 25.

"We are deeply grateful to the Kleinheinz family, to the estate of Karl Kilinski and to all of our generous friends and supporters in Fort Worth," said President Turner. The gifts from the Kleinheinz Family Endowment and Kilinski estate support a major goal of SMU's Second Century Campaign to endow 110 faculty positions.

Fort Worth is home to more than 6,200 SMU alumni. Fort Worth donors have given more than 8,000 gifts during SMU's Second Century Campaign.

"The success of The Second Century Campaign relies on the consistent support of our alumni each and every year, as well as major commitments from all of our

## MOODY COLISEUM AND MILLER EVENT CENTER OPENING EVENTS



### Cutting the Ribbon

A ribbon-cutting ceremony for the expanded and renovated Moody Coliseum and new Miller Event Center was held as part of SMU's December Commencement ceremony December 21. (L-R) Paul W. Ludden, SMU provost; Morgan Beckwith '13, student representative; Frances Moody-Dahlberg '92, of the Moody Foundation; Carolyn Miller; SMU Trustee David B. Miller '72, '73; R. Gerald Turner, SMU president; Caren H. Prothro, chair, SMU Board of Trustees; Brad E. Cheves, SMU vice president for Development and External Affairs; and Rick Hart, SMU director of Athletics.



### Moody Family and Moody Foundation

Moody Foundation trustees Frances Moody-Dahlberg '92 and Ross R. Moody (center) were joined by family members and other representatives of the Moody Foundation at the Leadership Donor Celebration for the expanded and renovated Moody Coliseum and new Miller Event Center on December 17.



### Miller Family Attends December 17 Celebration

Carolyn Lacy Miller and her husband, SMU Trustee David B. Miller '72, '73 (third and fourth from left), along with family members, attended the Leadership Donor Celebration for Moody Coliseum and the Miller Event Center on December 17.

constituents, throughout the country and right here in Fort Worth," said Albon Head '68, '71, co-chair of the Campaign Steering Committee for Fort Worth with Stephen Tatum '76.

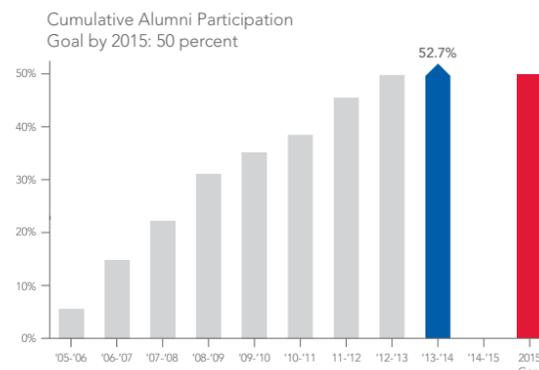
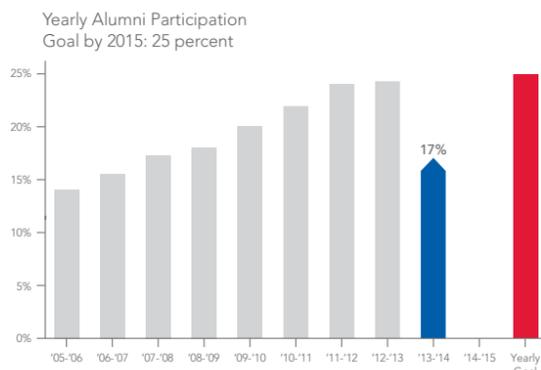
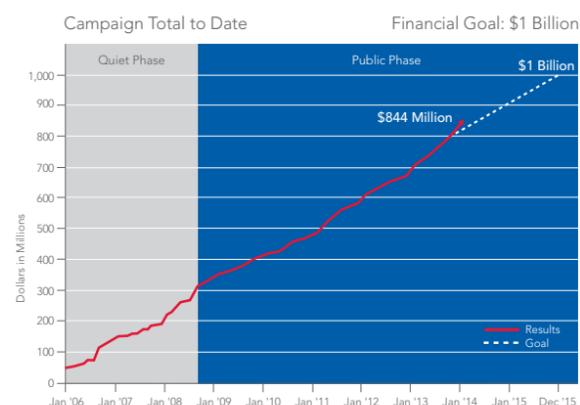


Some of the SMU alumni, parents and friends in Fort Worth who attended a Second Century Campaign celebration January 25.

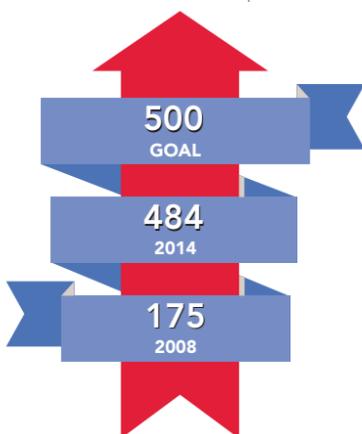
## YEAR OF THE FACULTY

SMU is commemorating the Year of the Faculty throughout 2014, highlighting the contributions of SMU's esteemed faculty members as researchers, teachers and University citizens. Visit the Year of the Faculty website to read about individual faculty members' achievements and share memories of favorite professors at [smu.edu/100/faculty](http://smu.edu/100/faculty).

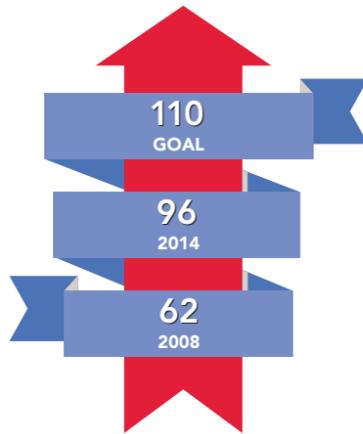
## CAMPAIGN QUARTERLY REPORT



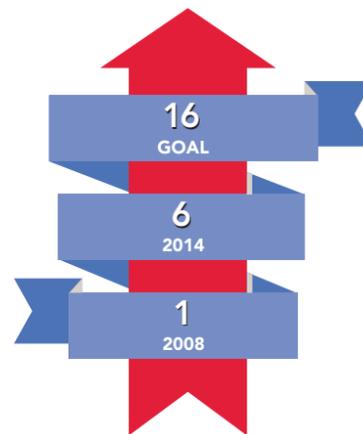
Endowed Scholarships



Endowed Faculty Positions



Major Capital Projects



Data as of February 20, 2014.

## SMU CALENDAR

### MARCH 20

New York City Alumni, Parents and Friends event

### APRIL 3

Washington, D.C., Alumni, Parents and Friends event

### APRIL 10-13

Founders' Day Weekend

#### Thursday

Golden Mustangs Reunion

#### Friday

Parent Leadership Council Meeting

Alumni Board Meeting

Inside SMU Powered by TEDxSMU

President's Briefing and Centennial Faculty Salute

President's Associates Reception

Sing Song

#### Saturday

George W. Bush Presidential Center and

Native Texas Park activities

Meadows Museum Open House

### MAY 1

Atlanta Campaign Celebration

### MAY 19

San Francisco Campaign Celebration

### JULY 17-20

SMU-in-Taos Cultural Institute

(Registration deadline: June 1) [smu.edu/ci](http://smu.edu/ci)

## Save the Date: Founders' Day Weekend

Join us for the 2014 Founders' Day Weekend, April 10-13, an opportunity to reconnect with professors, classmates and current students.

This year's event occurs during the centennial Year of the Faculty and features many ways to engage with SMU's outstanding scholars. Experience Inside SMU Powered by TEDxSMU – with esteemed faculty, alumni and students.

Get an insider's perspective on the University's remarkable progress from SMU President R. Gerald Turner. Join us for a historic Centennial Faculty Salute. Bring your family to enjoy the new exhibit, "The Art of Leadership: A President's Personal Diplomacy," at the George W. Bush Presidential Center and enjoy activities at its Native Texas Park. Visitors of all ages also will enjoy the multisensory activities and demonstrations during the open house at SMU's Meadows Museum, which complement the featured exhibition, *Sorolla and America*, and incorporate movement, sound, touch, taste and smell.

Make plans for all this and more.



## CAMPAIGN UPDATE

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The *Campaign Update* is published by the Division of Development and External Affairs for Second Century Campaign leaders and volunteers. Please direct inquiries to Office of Development and External Affairs, SMU Box 750281, Dallas TX 75275, [campaigninfo@smu.edu](mailto:campaigninfo@smu.edu) or 214-768-2666.

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