

## PRESIDENT'S MESSAGE

In this issue of *Campaign Update* we are very pleased to report that The Second Century Campaign has exceeded \$902 million in total commitments, on the way to reaching our \$1 billion goal.

The transformative impact of this inspiring level of commitment to SMU can be seen across the University.

The incoming Class of 2018 has the highest average SAT score – 1308 – of any class in SMU's history. This important mark of student quality is, at least in part, the result of support for scholarships that are enabling the University to attract and retain top students from throughout the United States.

SMU has thus far received commitments for 101 endowed faculty positions, on the way to achieving a University goal of 110. Gifts for faculty endowments ensure that our esteemed faculty includes nationally recognized experts in a diverse array of fields.

As you will read in this issue, SMU also continues to add new facilities so that students and faculty have the tools necessary for achievement in every area well into the future.

In September the University held a groundbreaking ceremony for the new Harold Clark Simmons Hall, the second building for the Annette Caldwell Simmons School of Education and Human Development. We also celebrated the opening of the new Mustang Band Hall in conjunction with a celebration of SMU spirit on Mustang Mall.

In addition, the new SMU Tennis Complex, a top-tier venue for intercollegiate as well as professional competitions, is nearing completion.

As reported in the adjacent story, alumni, parents and friends from throughout the United States have been energized by the *Join the Stampede* giving challenge. Using the idea of a stampede, the challenge emphasizes the importance of yearly giving by everyone who cares about the future of the University, and focuses on achieving an undergraduate alumni giving rate of 25 percent during the 2013–14 fiscal year and every year.

Gifts to SMU remain crucial as we count down the final 15 months of The Second Century Campaign, which runs through 2015. Thank you for helping the University to achieve so much. We continue to need your vision and commitment as we strive to reach even greater heights.

Sincerely,



R. GERALD TURNER  
President



The cupola of Armstrong Commons is lit as part of the Friday Night Stampede. During the September 19 festivities, SMU announced that donors had exceeded the first yearly giving challenge milestone.

## STAMPEDING FORWARD

*SMU exceeds first yearly giving milestone*

A total of 4,236 undergraduate alumni provided gifts to SMU before September 20, exceeding the goal of 4,000 and surpassing the first milestone in the *Join the Stampede* alumni yearly giving challenge.

The milestone is one of several toward the goal of 13,625 undergraduate alumni donors – the number required to achieve a 25 percent yearly giving rate in 2014–15, the final fiscal year of The Second Century Campaign. Mini-campaigns for each milestone are designed to prompt giving throughout the year en route to the final goal (please see the progress chart at the bottom of the page).

Yearly alumni participation rates affect rankings by *U.S. News & World Report* and other ranking services, raise SMU's stature and increase the value of a University degree.

Top national universities typically have annual alumni giving rates between 25 percent and 30 percent. Achieving a similar rate would put SMU in the elite company of only 25 schools that have both a top-60 *U.S. News* ranking and an undergraduate alumni giving rate higher than 25 percent.

Exceeding the first *Join the Stampede* milestone was celebrated September 19 at the Friday Night Stampede, the night before the Mustangs' first home football game of the season. Festivities included dedication of the new Mustang Band Hall, a pep rally and the lighting of the cupolas of the Blanton Student Services Building and Armstrong Commons.

"Surpassing our initial *Join the Stampede* milestone is a great achievement and an important first step toward setting a new record for yearly giving," said President R. Gerald Turner. "It should encourage us to redouble our efforts to ensure that we reach this important campaign goal."

The *Join the Stampede* initiative is employing an expanded and integrated system of direct mail, telemarketing, email and social media solicitations to encourage giving to SMU. Peer solicitations by alumni volunteers also are being greatly increased.

### Up Next: All In for Homecoming

*Join the Stampede* continues with the next mini-campaign of the yearly alumni giving challenge. *All In for Homecoming* runs through November 13, the Thursday before Homecoming Weekend. To exceed the goal of 6,000 undergraduate alumni donors by Homecoming, SMU invites alumni, parents, friends, staff and students to make a gift while they demonstrate their affiliation with one of the many campus groups that make the University great.

As part of *All In for Homecoming*, alumni who have not yet given will receive solicitation letters from regional co-chairs of The Second Century Campaign. Included will be signs for donors to fill in with the name of their favorite campus affiliation. Donors are encouraged to post photos of themselves holding their signs on social media using the hashtag #SMUstampede. Download your sign and look for photos at [smu.edu/stampede](http://smu.edu/stampede).

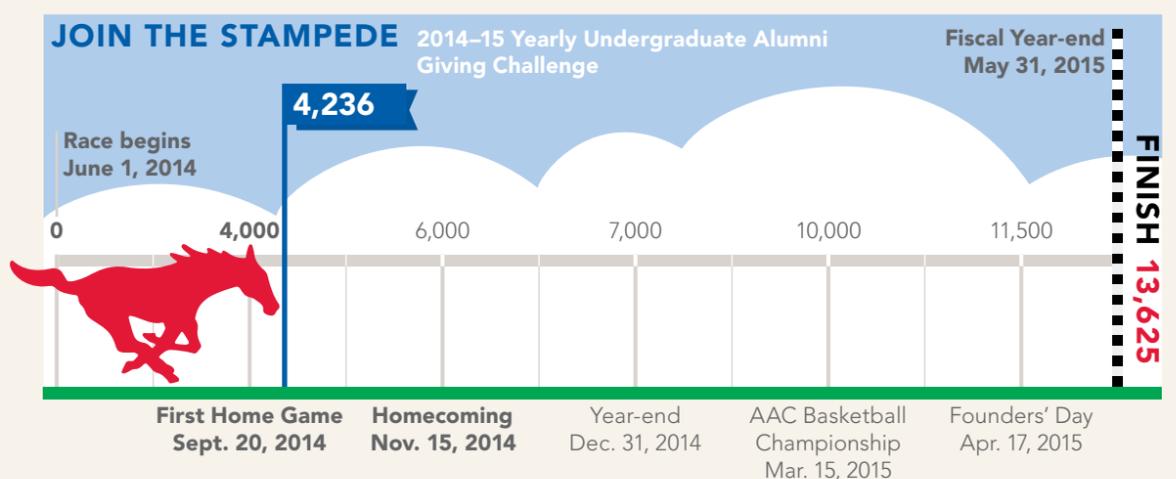
Additionally, more than 110 alumni events to be held around the country throughout the year are designed to engage alumni with the University and to connect alumni with one another so that they are more likely to support SMU with their gift.

"We're getting the message out that this is the last chance to set an alumni giving record during The Second Century Campaign," said Leslie Long Melson '77, chair of SMU's Alumni Board. "Even if you gave earlier in the campaign, it is essential to make a gift this year and every year."



### The Second Century Campaign

- Student Quality
- Faculty and Academic Excellence
- Campus Experience



**Michael M. Boone '63, '67**

Michael M. Boone became chair of SMU's Board of Trustees June 1. In that capacity he also is the sixth co-chair of The Second Century Campaign. He is a member of The Second Century Celebration Organizing Committee and the executive boards of Dedman School of Law and Dedman College. He also spearheaded the creation of the *SMU Community and Economic Impact Report*, released in 2012. Mr. Boone is a recipient of SMU's Distinguished Alumni Award. After earning both his undergraduate and law degrees from SMU, he co-founded the law firm Haynes and Boone LLP. *Campaign Update* spoke to Mr. Boone about his history of commitment to SMU and his vision for the University's future.



**Campaign Update:** You have served SMU in a variety of ways over many years and now have begun your tenure as board chair. Why have you chosen to remain so involved in the life of the University?

**Boone:** I had an extraordinary education both as an undergraduate and as a law student at SMU, and I have felt an obligation to give back to an institution from which I received so much. More important, I understand SMU's unique role as a resource. The University's impact as a provider of educational opportunities, cultural enrichment and public service in Dallas and the North Texas region is unmatched, and its alumni have been leaders in Dallas since the University's beginning. I also believe that SMU's importance as a national and global resource will only continue to grow.

**CU:** How would you compare SMU today with the University when you attended?

**Boone:** SMU today is better than when I was a student. There are more faculty members with national reputations than ever before, the quality of the student body has been enhanced and the University has built or renovated a large number of critical facilities. That includes the addition of the new high-performance computer, which is essential if the University is to attract additional external research funding. Much of that progress stems from support provided by SMU's two most recent campaigns, including The Second Century Campaign, which continues to be truly transformative.

**CU:** What would you identify as priorities moving forward?

**Boone:** SMU must ensure that students continue to receive the education they need to be leaders and that faculty continue to have the tools necessary to create new knowledge that drives societal progress and economic growth. I also would like to see the University increase its partnerships with other educational institutions and organizations as a way of tackling major challenges and expanding its national and global profile.

**CU:** What message would you like to send to those who care about SMU and its future progress?

**Boone:** It's so important that support for SMU remain strong throughout the final phase of The Second Century Campaign, which runs through the end of 2015. That support is crucial if the University is to continue its rise as a global educational and research institution. Building on the progress so far, we can help propel SMU to even greater prominence and influence.



SMU broke ground Sept. 12 on Harold Clark Simmons Hall. (L-R) R. Gerald Turner, SMU president; Annette Caldwell Simmons '57; David J. Chard, Simmons School dean; and Michael M. Boone '63, '67, SMU board chair.

## CELEBRATING LEADERSHIP

### *Harold Clark Simmons Hall second building for Simmons School*

SMU broke ground Sept. 12 on Harold Clark Simmons Hall, the second building for the Annette Caldwell Simmons School of Education and Human Development. The ceremony follows a gift of \$25 million from Harold C. and Annette Caldwell Simmons '57 in February 2013 to fund the new building and support three new endowed academic positions. The new facility will be named in honor of Mr. Simmons at Mrs. Simmons' request, in recognition of his lifelong commitment to education.

"This new building will support the growing impact and leadership of the Annette Caldwell Simmons School of Education and Human Development," said SMU President R. Gerald Turner. "The generosity of Harold and Annette Simmons reflects their wisdom and foresight in supporting programs that expand human potential and achievement. This facility is a fitting tribute from Annette in memory and honor of Harold's many achievements and his devotion to education."

Situated on the SMU campus along Airline Road, Harold Clark Simmons Hall will be a three-story, 40,000-square-foot academic building that will be home to The Budd Center for Involving Communities in Education, the Teacher Development Studio and the Department of Teaching and Learning. The facility also will include classrooms, labs, faculty and administrative offices and conference rooms.

"Harold Clark Simmons Hall represents a generous commitment to the teachers and children of our region," said David J. Chard, Leon Simmons Endowed Dean of the Simmons School. "It will enable the Simmons School to help teachers optimize their impact on children's education. It also will serve as the hub of our community-based programs, allowing us to expand

our understanding of the relationship between schools and the communities they serve."

"The innovative programs of the Simmons School, including those to be housed in the new Harold Clark Simmons Hall, have the potential to influence the direction of American education," said Paul W. Ludden, SMU provost and vice president for Academic Affairs.



An architectural rendering of Harold Clark Simmons Hall

In 2007 Harold and Annette Simmons made a historic \$20 million gift to SMU, which established endowments for the School and provided funding for the School's first new building, Annette Caldwell Simmons Hall. The gift created an endowed graduate fellowship fund and an endowed deanship and faculty recruitment fund.

Their combined gifts of \$45 million to the School make the commitment from Harold and Annette Simmons among the largest to SMU's Second Century Campaign, also making them among the most generous donors in SMU's 100-year history. Previous gifts include the endowment of four President's Scholars and the creation of the Simmons Distinguished Professorship in Marketing in the Cox School of Business.

## SMU HAPPENINGS



### Steering Committee meets in San Francisco

Members of the Campaign Steering Committee for San Francisco were joined by SMU officials in a meeting and alumni event at the City Club May 19. (L-R) Angela Steffen Meyer '83, '85, '87; Michael C. McWhorter '96; Karin Clark Ott '82; R. Gerald Turner, SMU president; C. David Cush '82, '83, committee co-chair; Stephen A. Corley '90; Brad E. Cheves, SMU vice president for Development and External Affairs; Brian Russell '00; and Andrea Zafer Evans '88, '06.



### SMU Tennis Complex nears completion

Construction continues on the new SMU Tennis Complex (pictured in an architectural rendering), slated for completion in late 2014. The Tennis Complex will be a preeminent, top-tier facility that serves as the home of SMU tennis as well as host to major international competitions. Naming opportunities are still available. For more information, please contact Kurt Pottkotter, associate athletic director for development, at 214-768-3639 or kpottkotter@smu.edu.

## GROUNDBREAKING AND DEDICATION AT SMU-IN-TAOS



A groundbreaking ceremony was held July 18 for the new Carolyn and David Miller Campus Center at SMU-in-Taos. (L-R) Brad E. Cheves, SMU vice president for Development and External Affairs; Rev. Stephen Rankin, SMU chaplain; Michael Adler, executive director, SMU-in-Taos; David B. Miller '72, '73, SMU trustee; Carolyn Miller, SMU-in-Taos Executive Board member; R. Gerald Turner, SMU president; Roy C. Coffee, Jr., SMU trustee and SMU-in-Taos Executive Board member; Michael M. Boone '63, '67, SMU board chair; Paul W. Ludden, SMU provost; and Harold W. Stanley, SMU associate provost.

SMU-in-Taos celebrated new facilities and other improvements at the campus in Northern New Mexico in July. Ground was broken July 18 for the Carolyn and David Miller Campus Center. The Chapel at Fort Burgwin, named for the pre-Civil War fort on the property, was dedicated July 16.

“SMU-in-Taos offers students and others unique learning experiences and enrichment opportunities in a setting endowed with extraordinary natural resources

and cultural traditions,” said SMU President R. Gerald Turner. “We are grateful to the donors who share our vision for the continued development and enhancement of this campus surrounded by the mountains of Northern New Mexico.”

### The Carolyn and David Miller Campus Center

The Carolyn and David Miller Campus Center will provide a centrally located facility for gatherings

of students, faculty and guests at the Taos campus. It includes a great hall accommodating up to 100, classroom and seminar rooms, a media room and a fitness center. Carolyn Miller, SMU trustee David B. Miller '72, '73 and the David B. Miller Family Foundation provided \$2.5 million as the lead gift for the Center, scheduled for completion in May 2015.

The Clements Foundation provided \$1 million for the project. The Center also has received support from other donors, all of whom are members of the SMU-in-Taos Executive Board.

### The Chapel at Fort Burgwin

The Chapel at Fort Burgwin, which was consecrated as a United Methodist chapel, includes special features such as handcrafted doors, stained glass window, cross and courtyard gate, all fabricated by local Northern New Mexican artisans. The chapel was provided by gifts from Patsy Pinson Hutchison '54 and William L. Hutchison '54 in memory of their mothers, Ima Leete Hutchison and Flora Hedleston Pinson.

### Other Taos Campus Enhancements

The late former Texas governor William P. Clements '39 bequeathed to the University his personal home as well as other property adjacent to the SMU-in-Taos campus. Recent renovations and improvements to the Clements residence have been made through gifts from The Clements Foundation and other generous donors.

Funding for additional improvements to the Taos campus include enhancement of the Rio Grande del Rancho river to preserve its pristine environment and a new bridge over the river on the Clements property.

## FAMILY LAW CLINIC CREATED

An anonymous gift of \$4 million to SMU's Dedman School of Law will endow the new VanSickle Family Law Clinic to provide free legal help for Dallas-area residents as well as essential skills training for Dedman Law students.

The clinic, expected to open in fall 2015, will provide legal assistance for low-income North Texas residents in

matters such as divorce, annulment, paternity actions, custody and visitation, and child and spousal support.

“Our clinical education program at the Dedman School of Law is central to our mission of providing outstanding legal education as well as service to the community,” said Julie P. Forrester, who served as Dedman Law Dean *ad interim* at the time of the gift.

“Beginning in 1947, the Clinical Program at the Dedman School of Law was among the country's first to sponsor a community legal clinic. The VanSickle Family Law Clinic will be a significant enhancement to the School's clinical program, providing outstanding service to its clients while also providing our students with practical experience and instilling in them a commitment to public service.”

## GIFT ESTABLISHES ELECTRICAL ENGINEERING CHAIR

A gift of \$2 million from Mary and Richard Templeton to create a new endowed faculty position in electrical engineering in Bobby B. Lyle School of Engineering will support an outstanding faculty member in an academic discipline dedicated to designing the most sophisticated technology of the 21st century.

Their gift establishing the Mary and Richard Templeton Centennial Chair of Electrical Engineering provides for a \$1.5 million endowment and \$500,000 in operational support. The special “centennial” designation underscores the foresight of donors who recognize the need for operational funds to allow immediate impact while the endowment matures.

“This commitment is meaningful because it comes from a family of engineers who understand the reach of science and technology,” said President R. Gerald

Turner. “The Templetons know better than most how their gift will help SMU attract outstanding faculty in this important engineering discipline, and how it will influence students and prepare them to contribute to the engineering profession.”

Richard Templeton is president and CEO of Texas Instruments and an SMU trustee, and Mary Templeton is a computer scientist and community volunteer. Their son, Jim Templeton '14, received his own bachelor's degree in electrical engineering.

The search to fill the Mary and Richard Templeton Centennial Chair of Electrical Engineering is under way.

“An outstanding faculty member can spark creative ideas in a student who goes on to change the world with an invention, or lead research that reveals a different way

of looking at an old problem,” said Mr. Templeton. “It means a great deal to us to be able to help support that kind of educator.”



SMU Trustee Richard Templeton and Mary Templeton (seated) are joined by (L-R) nephew William Templeton, son Jim Templeton '14 and daughter Stephanie Templeton.

## TOWER SCHOLARS PROGRAM ENDOWED

Gifts totaling more than \$4 million will endow and provide operational support for the new Tower Scholars Program – a unique immersion experience for undergraduates in public policymaking through SMU's John Goodwin Tower Center for Political Studies.

A gift of \$2 million, made possible through the generosity of Highland Capital Management L.P., will endow the Highland Capital Management Endowed Tower Scholars Program Fund. The participating students will be recognized as Highland Capital Management Tower Scholars.

A gift of \$1 million from the Hamon Charitable Foundation will endow the Jake L. Hamon Endowed Internship Program in the Tower Scholars Program Fund. A \$1 million gift from The Berry R. Cox Family Foundation will support endowment and provide operational support.

The University has received additional contributions totaling more than \$400,000 toward operation of the Tower Scholars Program fund – important to the implementation of the program until the endowments mature.

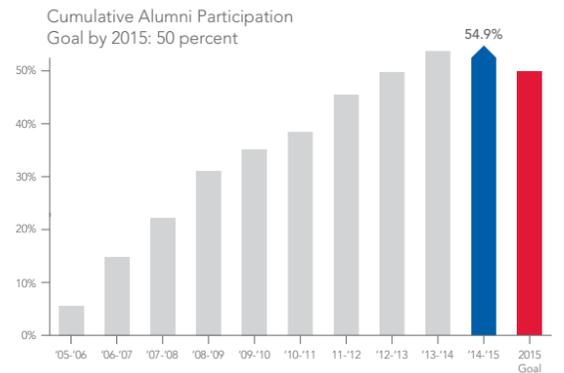
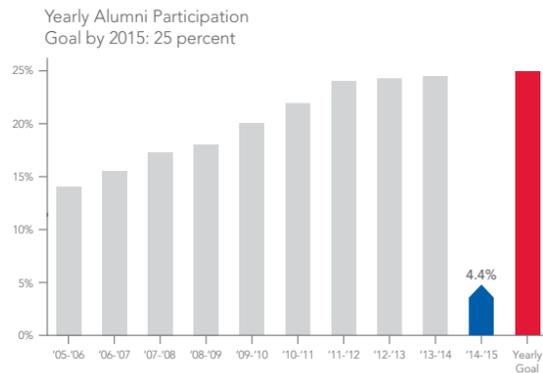
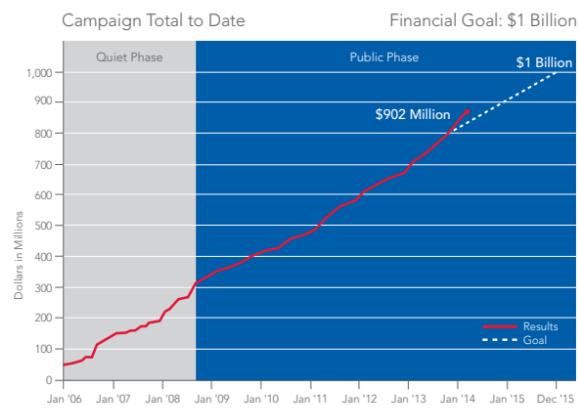
Ten sophomore students will be selected as Highland Capital Management Tower Scholars every year. Students may apply to the program during the fall term of their sophomore year; the first applications are being accepted in fall 2014. The first scholars will begin their studies in spring 2015, leading to a minor in Public Policy and International Affairs.

“The Tower Center is a signature program within SMU's Dedman College of Humanities and Sciences, and I'm delighted with the opportunity these gifts present for all of our SMU students,” said Dedman College Dean Thomas DiPiero.

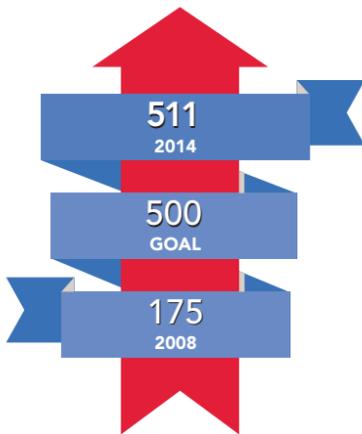
**SAVE THE DATE: HOMECOMING**

Return to the Hilltop for Homecoming Weekend, November 13–16, 2014. Participate in exciting events around campus, enjoy the Boulevard and cheer for the Mustang football team as it takes on the University of South Florida. For information, please visit [smu.edu/homecoming](http://smu.edu/homecoming).

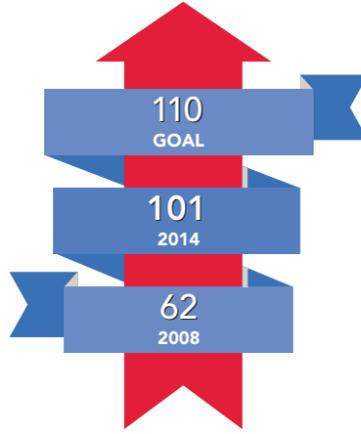
**CAMPAIGN QUARTERLY REPORT**



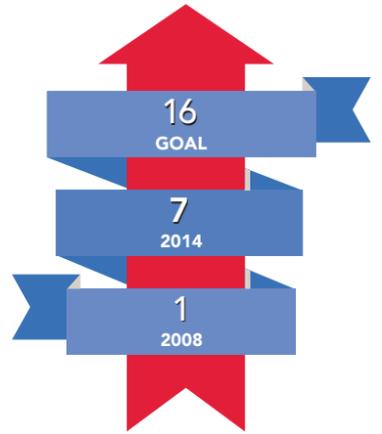
Endowed Scholarships



Endowed Faculty Positions



Major Capital Projects



Data as of September 2014

**SMU CALENDAR**

**OCTOBER 24–26**

Family Weekend  
Parent Donor Reception  
Mustangs vs. University of Memphis

**OCTOBER 27**

Houston alumni, parents and friends event

**NOVEMBER 6**

Los Angeles alumni, parents and friends event

**NOVEMBER 13–16**

Homecoming Weekend  
Pigskin Revue  
Homecoming Parade  
The Boulevard  
Mustangs vs. University of South Florida  
Reunion Parties for Classes of 1969, 1974, 1979, 1984, 1989, 1994, 1999, 2004, 2009

**DECEMBER 5**

Dr. Bob Smith Health Center groundbreaking



**Mustang Band Hall dedicated**

With a blast of horns and a rolling drumbeat, SMU dedicated the new Mustang Band Hall September 19. Five times larger than its previous space, the new facility features an expanded rehearsal hall, enhanced practice rooms and an outdoor performance plaza.

More than 1,250 band alumni, supporters and friends contributed funds to build the \$3 million, 11,000-square-foot Mustang Band Hall, located at the Dedman Center for Lifetime Sports on the southeast edge of campus near Gerald J. Ford Stadium, Moody Coliseum and the new Residential Commons complex.

The new rehearsal hall accommodates a 150-member band, enabling the current 88-member band to expand its membership. New individual and ensemble practice rooms, instrument storage areas and offices create spaces for band members and leaders to hone the Mustang Band's unique jazz sound.

Audiences can still expect band classics such as "Peruna" and "Pony Battle Cry," but they should listen for improved sound thanks to the acoustics in the new Directors' Rehearsal Hall, says Don Hopkins, Mustang Band director and 1977–82 band member.



**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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