

PRESIDENT'S MESSAGE

With the beginning of 2015, we have reached the final year of The Second Century Celebration, commemorating the centennials of SMU's founding in 1911 and its opening in 1915. I am delighted to report that on its 100th anniversary your University has never been stronger, more influential or more highly regarded.

We will celebrate this success on September 24, 2015, and I hope you will make plans to join the entire SMU family on the Hilltop at events commemorating the centennial of SMU's opening ceremonies.

I hope you take great pride in your connection to SMU. It is an honor for SMU's leadership to be stewards of your University at this important and historic moment.

The Second Century Celebration has given us the opportunity to express our profound gratitude for the inspiring generosity of generations who have worked and sacrificed on SMU's behalf and to celebrate the accomplishments of our current SMU family.

"I challenge all alumni, family and friends to expand your current involvements with the University and to provide a gift this year and every year to SMU."

Even as we celebrate, we also must recommit ourselves to ensuring SMU's bright future as an institution dedicated to shaping new generations of students who will excel in their professions and contribute to their communities, and faculty members whose research will continue to spur progress and innovation.

The *Join the Stampede* giving challenge is emphasizing the importance of yearly giving during 2014-15, the final fiscal year of the campaign. (Please see story on page 3.) As part of that effort, I am issuing a challenge to all alumni, family and friends to expand your current involvements with the University and to provide a gift this year and every year to SMU.

The University's first president, Robert S. Hyer, noted, "Universities do not grow old but live from age to age in immortal youth." In this final campaign year, let us continue our efforts to propel SMU to new heights as an institution dedicated to benefiting the lives of generations of students and faculty to come.

Sincerely,



R. GERALD TURNER



The Second Century Campaign

- Student Quality
- Faculty and Academic Excellence
- Campus Experience



FINAL YEAR COUNTDOWN

Major gifts add momentum as last campaign year begins

SMU began the final year of the \$1 billion Second Century Campaign with six new leadership commitments that accelerated campaign momentum. (Please see page 2 for a list of the new gifts.)

As SMU moves closer to reaching the campaign's overall financial goal, campaign volunteers also continue efforts to achieve the important goal of a 25 percent alumni yearly participation rate by May 31, 2015, the end of SMU's current fiscal year.

"We are delighted that the campaign's momentum continues to build," says SMU President R. Gerald Turner. "In just the past few months we launched the *Join the Stampede* participation drive, announced new planned giving options for the final year of the campaign and celebrated new commitments supporting students, faculty and programs. We are grateful for this support and eager to exceed our goals."

The Second Century Campaign launched publicly in 2008 with goals of attracting \$750 million in financial support and achieving 25 percent yearly alumni giving and 50 percent cumulative alumni giving over the entirety of the campaign. After the campaign achieved its financial goal ahead of schedule, the SMU Board of Trustees raised the goal to \$1 billion in September 2013. To date, SMU's yearly alumni participation has reached 24 percent, while cumulative alumni participation has skyrocketed past the original goal to 56 percent.

"SMU is known for the breadth of the educational experience it provides, and the campaign is strengthening every critical component of the campus environment," says Gerald J. Ford '66, '69, convening co-chair of The Second Century Campaign.

Two schools (Annette Caldwell Simmons School of Education and Human Development and Lyle School of Engineering) and an academic department (Roy M. Huffington Department of Earth Sciences) have been named during the campaign through the generosity of donors. In addition, new centers and institutes and new academic programs have enriched the University's academic offerings and created new partnerships with other institutions.

The number of substantially endowed faculty positions has risen from 62 to 104 since the beginning of the campaign, en route to reaching a goal of 110.

Scholarship support drives SMU's ability to attract and retain outstanding students, and the equivalent of 552 endowed scholarships (at an average of \$100,000 each) have been created during the campaign.

Visitors are amazed by the physical transformation that has taken place on campus during the campaign time frame. A range of new and renovated facilities are now integral parts of the campus. These include five new Residential Commons and a new dining commons; new facilities for Lyle School of Engineering, Perkins School of Theology, Annette Caldwell Simmons School of Education and Human Development and SMU-in-Taos; Crum Basketball Center; Moody Coliseum and Miller Event Center; Mustang Band Hall; the SMU Tennis Complex and the new data center. Facilities still to be built include Ford Research Center and the Dr. Bob Smith Health Center as well as others to come.

"SMU has made great strides in improving its academic standing nationally, its value to the DFW region and the state, and its global reputation," says Michael M. Boone '63, '67, SMU board chair and a co-chair of The Second Century Campaign. "Much of that progress stems directly from support for The Second Century Campaign, which has been truly transformative."

More than 400 volunteers have played instrumental roles in the campaign, spending hours strategizing and cultivating prospects. The campaign has raised \$942 million to date.

"SMU is indebted to the many alumni, parents and friends who have worked so hard to enable the University to achieve such progress as an institution of higher education and a resource for North Texas and the nation," says Brad E. Cheves, SMU vice president for Development and External Affairs. "As we begin the campaign's final year, we must all redouble our efforts to ensure that we finish strong and surpass our goals."

**Ruth Collins Sharp
Altshuler '48**

Dallas civic leader Ruth Altshuler serves as co-chair of The Second Century Campaign Leadership Council, co-chair of The Second Century Celebration Organizing Committee and as an SMU trustee. She served as chair of the Board of Trustees from 2000–02. She has served on numerous other SMU boards and committees and is a recipient of the University's Distinguished Alumni Award. This Campaign Q&A with Mrs. Altshuler marks the first of six interviews with campaign co-chairs, including those in upcoming issues of *Campaign Update*, leading to the campaign's conclusion.



Campaign Update: As a longstanding SMU trustee, an alumni leader and a donor, what is your perspective on the impact of The Second Century Campaign to date?

Altshuler: I think this campaign will go down as the most exciting and meaningful period of development ever experienced by the University. The campaign's sustained leadership, the unparalleled level of support it has generated and the accomplishments of students and faculty – aided at least in part by campaign success – all mark this era as a special time. The campaign is helping us to step into the big league and join the ranks of universities with national and international reputations and impact.

CU: How has the centennial commemoration aided the campaign?

Altshuler: The Second Century Celebration has provided SMU with a high level of visibility at the time that we are working toward achieving our campaign goals. Alumni also are focused on this milestone and want to be a part of the activity surrounding the commemoration. And having the dedication of the George W. Bush Presidential Center in the middle of this period helped draw national and international attention to the University and the amazing progress that is taking place on the SMU campus.

CU: What is important for us to focus on during the last year of the campaign?

Altshuler: There are four basic areas. First, we need to meet the key campaign goal of having 110 endowed faculty positions. A distinguished faculty lies at the heart of our efforts to be one of the nation's finest universities, and resources for faculty help ensure that we can attract and retain the nation's best teachers and scholars. Second, we must continue to fund the remaining capital projects currently on our list of needed facilities. Third, we need to meet our yearly alumni participation goal by May 2015 to demonstrate the support of alumni for their institution. Finally, we must meet the \$1 billion financial goal by the end of the campaign, through which we will gain support for critical academic programs and student scholarships.

It's now time for the final push in this marathon, and we need everyone to be ambassadors for the campaign in the final months. If we all pull together we'll meet every goal and secure SMU's future. I'd like to thank everyone for coming this far with us. It's going to be an exciting year!



EXPANDING CARE

Construction begins on new health center

SMU broke ground in December on the new Dr. Bob Smith Health Center, a 33,000-square-foot facility designed to provide comprehensive outpatient health care to more than 11,000 SMU students on an ongoing basis throughout each school year.

A \$5 million gift from the Dr. Bob and Jean Smith Foundation funded the new building named for Dr. Charles Robert Smith '44, '46, longtime Dallas pediatrician and SMU alumnus. The funding will enable center staff to increase promotion of student wellness through health education, medical services and counseling and psychiatric services.

"From caring for some of Dallas's youngest patients to establishing medical care facilities for patients of all ages, Dr. Bob Smith demonstrated his devotion to health care in Dallas his entire life," said SMU President R. Gerald Turner. "This gift to name the health center honors Dr. Smith's love of his alma mater and supports good health for all SMU students."

The Dr. Bob Smith Health Center is scheduled for completion in the spring of 2016.

The new two-story building is designed to provide outpatient medical care for students, including laboratory, radiology and pharmacy services. Students will receive care from the center's full- and part-time physicians as well as from part-time specialists in dermatology, gynecology and sports medicine in 10 newly equipped exam rooms with private waiting areas. The medical care area of the facility also will include two new consultation rooms for physician-patient meetings, two rooms for patient observation and a treatment room. In addition, the expanded space includes offices for the addition of dental services at the center, as well as space for extended evening and weekend hours for student care.

"The Dr. Bob Smith Health Center will provide medical and mental health care with a focus on promoting wellness and sound health decision-making," said Lori White, SMU vice president for Student Affairs.

"Research shows that there is an important link between a student's wellness and the ability to thrive academically. Encouraging students to make healthy lifestyle decisions while in college will provide them with a firm foundation for enjoying a healthy life postcollege."

A classroom in the new center will enable health educators to expand student health education to include more prevention, wellness and peer-education programs such as fitness classes, health screenings and programs aimed at substance abuse prevention. The new health center also will include additional space for a counseling and psychiatric services program.



Above Jean Smith and Dr. Bob Smith '44, '46

Top of page (L-R) SMU Vice President for Development and External Affairs Brad E. Cheves; SMU Vice President for Student Affairs Lori S. White; SMU President R. Gerald Turner; Dr. Bob and Jean Smith Foundation President Sally Smith Mashburn '77; Foundation Directors Scott Smith '79 and Marty Smith Kelley '81; Katie Thompson '16, president of Mustangs Who Care; and SMU Board Chair Michael M. Boone '63, '67.

LEADERSHIP GIFTS LAUNCH FINAL CAMPAIGN YEAR

SMU began the final year of The Second Century Campaign with six new leadership commitments for a range of University priorities. Here is a list of those gifts and the generous donors who provided them:

- \$1.5 million from *Investor's Business Daily* founder William J. O'Neil '55 and his wife, Fay C. O'Neil '55, in operational funds for the William J. O'Neil Center for Global Markets and Freedom, the center they established at SMU in 2008 to study the impact of competitive market forces on freedom and prosperity in the global economy. The center offers training for individuals who recognize the importance of globalization in a changing business environment.
- \$1 million from SMU Trustee David B. Miller '72, '73 and his wife, Carolyn L. Miller, committed for MBA Scholarships. In his new role as Cox School of Business Executive Board chair, Mr. Miller is supporting the School's efforts to raise \$20 million in MBA Scholarships during the campaign.
- \$1 million from Richard H. Collins '69 to establish the Institute for Leadership Impact in Annette Caldwell Simmons School of Education and Human Development. The institute will support the preparation of leaders in private education systems.
- \$1 million planned gift from an anonymous donor to establish an endowed fund in Annette Caldwell Simmons School of Education and Human Development. The fund will support undergraduate and graduate scholarships for students preparing to become teachers.
- \$1 million from Charles A. Mangum '86 and his wife, Elaine Scheffer Mangum '89, for the Barbara and James Mangum Endowed Teaching Excellence Fund, honoring Charles' parents. The fund will present annual awards to outstanding accounting faculty in Cox School of Business and economics faculty in Dedman College of Humanities and Sciences.
- \$800,000 in new funds raising to \$1 million the total commitment from Jennifer D. Flanagan '82 and Martin L. Flanagan '82, co-chairs of the Campaign Steering Committee for Atlanta, for the Jennifer and Marty Flanagan Endowed Master of Arts/Master of Business Administration Scholarship. It supports graduate students pursuing careers in arts management through a dual degree program offered jointly by Meadows School of the Arts and Cox School of Business.

SOLVING COMPLEX LEGAL ISSUES

A \$3.125 million gift will launch the Tsai Center for Law, Science and Innovation in Dedman School of Law. The combined \$2.5 million endowment and \$625,000 in operational funding for the first five years provides a platform for collaboration among legal, science, engineering and business students, scholars and professionals.

“The creation of this new academic center within Dedman Law is a prime example of how expertise, scholarly need and philanthropic resources come together at SMU in remarkable ways,” said SMU President R. Gerald Turner. “We know that solving complex issues requires application of knowledge from several disciplines, and this center will be a model of scholarly interaction.”

Scheduled to begin operating in 2015, the center will focus on the intersection of innovation, intellectual property law and entrepreneurship by exploring the relationship between innovation policies, scientific research and the development and commercialization of new technologies.

“The Tsai Center for Law, Science and Innovation will enhance our academic programming for students and support our faculty’s groundbreaking research and

scholarship in the areas of science and technology,” said Jennifer M. Collins, Judge James Noel Dean and Professor of Law in Dedman Law. “The center also provides the opportunity to develop innovative collaborations with SMU’s Lyle School of Engineering and Cox School of Business. We are so grateful for this extraordinary gift.”

Paul W. Ludden, SMU provost and vice president for academic affairs, noted that the various campus competitions that challenge students to develop and implement business plans and solutions to community programs will benefit from the resources of the Tsai Center. “Students competing in our Big iDeas program, for example, will really appreciate guidance they will be able to get on their own campus.” Ludden said.

The Dedman Law alumnus whose generous gift is funding the Tsai Center for Law, Science and Innovation has requested anonymity.

“We are very thankful for this gift,” said Brad E. Cheves, SMU vice president for Development and External Affairs. “The donor knows how well-used the Tsai Center will be in an entrepreneurial city like Dallas.”

EXCLUSIVE OPTIONS FOR PLANNED GIFTS IN SMU CENTENNIAL YEAR

Gifts provided to SMU through estates and trusts help ensure long-term support for a range of University priorities. SMU has placed special emphasis on planned giving during 2015, the centennial of the University’s opening and the final year of The Second Century Campaign. As part of that initiative, the SMU Board of Trustees has authorized special new opportunities for donors to participate in the campaign through planned gifts available only for the duration of 2015. The new opportunities for support are:

- **Second Century Endowed Chair**, to support the recruitment and retention of a distinguished faculty expert (\$5 million).
- **Second Century Endowed Scholarship**, to provide financial support for the University’s most highly qualified students (\$2.5 million).
- **Second Century Endowed Campus Fund**, to enrich the SMU experience by funding enhancements to SMU’s nationally recognized facilities and grounds (\$1 million).

Throughout SMU’s history, planned gifts have provided critical financial support for SMU. Planned gifts offer donors tremendous flexibility in their giving options. Through planned giving, donors are able to participate in The Second Century Campaign at significant levels without immediate outlays of cash.

“Just as planned gifts have helped build the foundation for SMU’s progress, planned gifts will help ensure that the University has a strong foundation upon which to continue growing,” said SMU President R. Gerald Turner. “The new giving designations enable donors to receive additional recognition for their generous support during this special year in the life of SMU.”

For more information, please contact Amy Albritton Eaker at 214-768-1911 or aeaker@smu.edu.

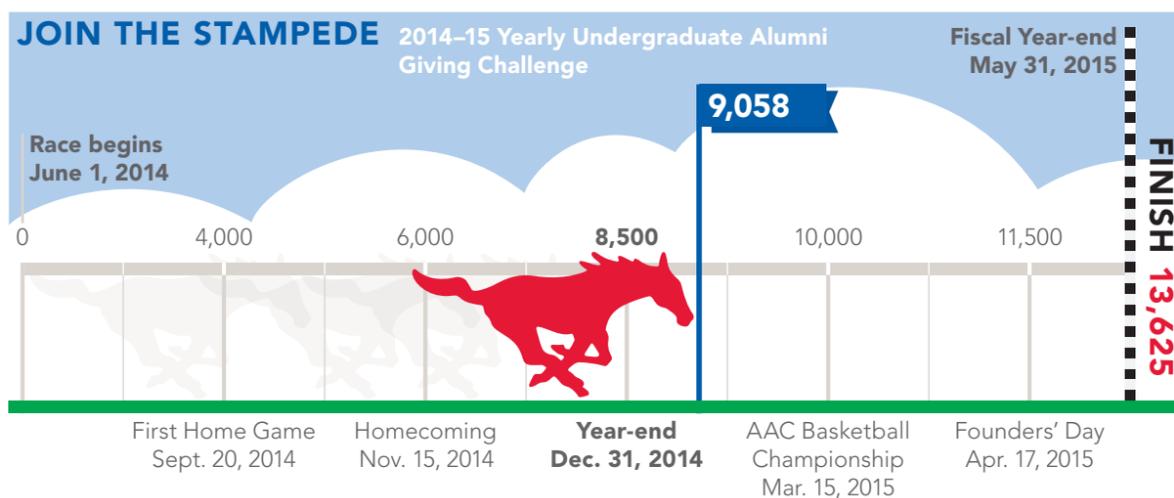
YEARLY GIVING CHALLENGE GAINS MOMENTUM

A total of 9,058 undergraduate alumni provided gifts to SMU as part of the University’s *Join the Stampede* giving challenge during the period from June 1 through December 31, 2014, ending the year strongly and exceeding the set goal of 8,500 for that time period.

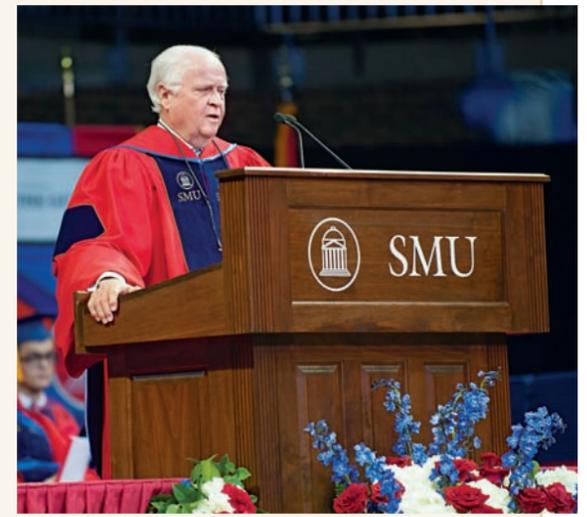
Join the Stampede continues to generate momentum and yearly gifts as SMU approaches a March 15 milestone, the end of the President’s Challenge mini-campaign. (Please see President’s Message on page 1.) SMU must reach a total of at least 10,000 gifts by the new deadline to stay on schedule to meet the overall giving challenge goal.

Join the Stampede was launched to encourage alumni giving and help SMU achieve at least a 25 percent undergraduate alumni yearly giving rate, a key goal of The Second Century Campaign. In each of the past three fiscal years, 24 percent of alumni provided gifts. The 2014–15 fiscal year is the final fiscal year of the campaign and the last chance to achieve the 25 percent goal.

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



SMU HAPPENINGS



December Commencement

SMU Trustee Gerald J. Ford '66, '69, convening co-chair of The Second Century Campaign and one of the nation’s most innovative and successful business leaders, addressed graduates at December Commencement at Moody Coliseum. Ford earned both a B.A. degree in economics and a J.D. degree on the Hilltop. He is a recipient of the Distinguished Alumni Award and the Mustang Award, recognizing significant philanthropic support of SMU. More than 600 students from SMU’s seven schools graduated.



New Football Coach Named

SMU named Chad Morris, who served as offensive coordinator at Clemson University and was also a Texas high school football coach, as the new Mustang Head Football Coach in December. During his four seasons at Clemson, Morris helped the Tigers achieve a 41-11 record and earn the 2011 ACC Championship and four bowl berths, including two BCS Orange Bowl appearances. Previously Morris served as a head coach at various Texas high schools for 16 years. (L-R) SMU President R. Gerald Turner, Chad Morris and SMU Athletic Director Rick Hart.



Fort Worth Alumni Gather

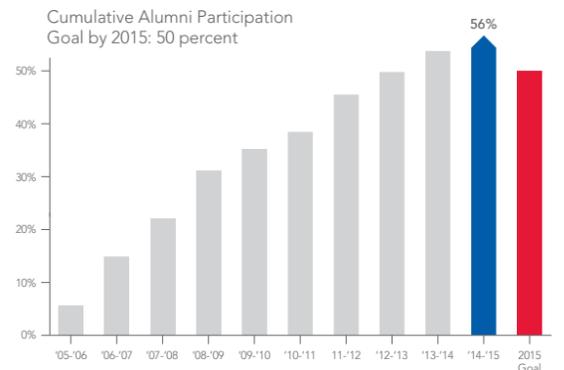
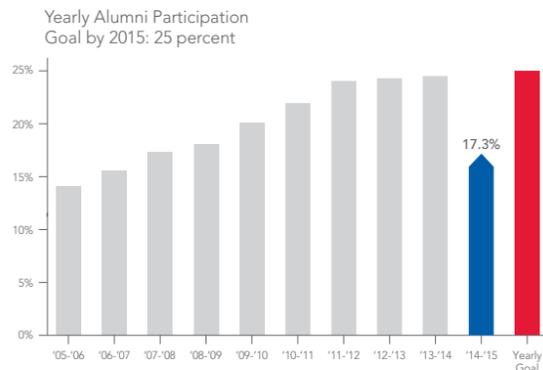
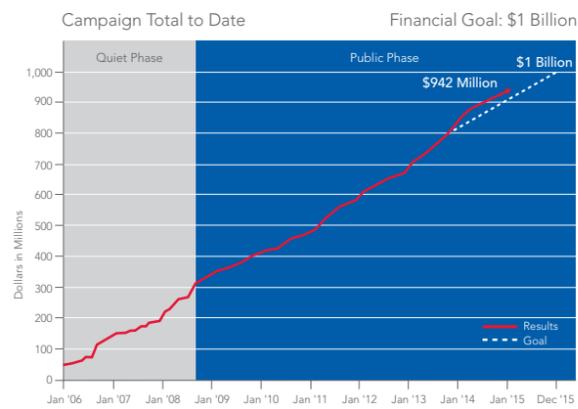
Albon O. Head Jr. '68, '71, co-chair of the Campaign Steering Committee for Fort Worth (right), son-in-law Bailey McGuire '07 and granddaughter Emma were among those in attendance at the Fort Worth Alumni, Parents and Friends outing at the Fort Worth Stock Show and Rodeo January 24. In addition to admiring the riding and roping skills of cowboy contestants, alumni enjoyed a barbecue lunch and received a briefing on SMU progress from Brad E. Cheves, vice president for Development and External Affairs.



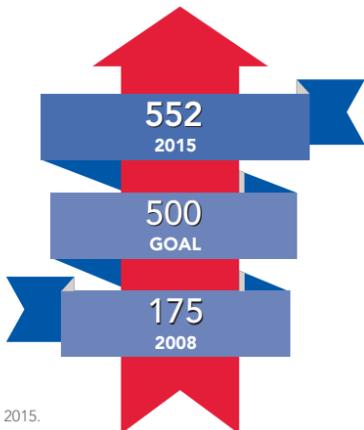
Meadows Museum 50th Birthday Party in April

Join the SMU community as we celebrate the 50th anniversary of the founding of the Meadows Museum. The special gathering will be held April 17 as part of the final Founders' Day Weekend festivities of SMU's Second Century Celebration.

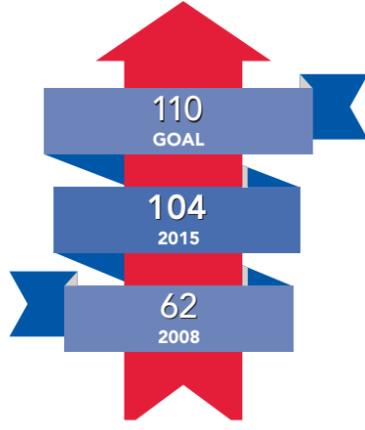
CAMPAIGN QUARTERLY REPORT



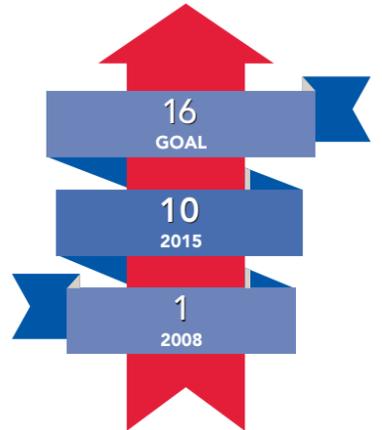
Endowed Scholarships



Endowed Faculty Positions



Major Capital Projects



Data as of February 2015.

SMU CALENDAR

MARCH 3
Washington, D.C., Alumni, Parents and Friends event

MARCH 4
New York City Alumni, Parents and Friends event

APRIL 16-18

Founders' Day Weekend

Thursday

Golden Mustangs Reunion

Friday

Parent Leadership Council Meeting

Meadows Museum 50th Anniversary Commemoration

Inside SMU Powered by TEDxSMU

President's Associates Reception

President's Briefing

Saturday (Community Day)

Meadows Museum Open House

Mustang Fan Fair – SMU Football Spring Game

APRIL 30

Atlanta Alumni, Parents and Friends event

MAY 31

End of *Join the Stampede* alumni giving challenge

JULY 16-19

Taos Cultural Institute

(smu.edu/alumni/culturalinstitute)

Carolyn and David Miller Campus Center dedication

SEPTEMBER 24-26

Centennial Commemoration of SMU's Opening and Homecoming Weekend



Next Issue:

SMU Tennis Complex Dedication

Look for coverage of the February 20 dedication of the new SMU Tennis Complex in the next issue of *Campaign Update*. The new complex, a preeminent, top-tier facility located prominently on the south side of Mockingbird Lane at the corner of North Central Expressway, features both indoor and outdoor courts, a training center for student-athletes and coaches and enhanced patron accommodations.

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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 or 214-768-2666.

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