SMU CAMPAIGN UPDATE

SMU UNBRIDLED: THE SECOND CENTURY CAMPAIGN

JUNE 2014

PRESIDENT’S MESSAGE

The countdown has begun on the final 18 months of The Second Century Campaign. As we enter this important phase, I want to express deepest appreciation to Caren Prothro as she completes two terms of service as chair of SMU’s Board of Trustees, and to welcome Mike Boone ’63, ’67 as our incoming Board chair. SMU is especially fortunate to have such farsighted and committed leaders during this exciting time for the University.

For much of the campaign, the emphasis has been on reaching — and exceeding — our overall financial goal. That focus remains crucial as the campaign continues the march to the $1 billion mark by the end of 2015.

Resources from annual giving make an immediate impact on campus quality and the student experience, by supporting priorities such as scholarships, faculty salaries, library resources, enhanced technology and more.

Of equal importance, however, is achieving the key campaign goal of having at least 25 percent of all undergraduate alumni provide a gift each and every fiscal year — a major milestone, an important indicator of alumni engagement and a factor in our national ranking. We also continue to seek gifts from everyone who is part of SMU’s family.

The adjacent article details why yearly gifts make such a difference and outlines the campaign strategy for reaching the 25 percent annual alumni participation goal in 2014–15.

The importance of receiving broad support has been evident since SMU’s founding, when the citizens of Dallas came together to provide the financial resources necessary to create a new university on the North Texas prairie. It has remained important throughout SMU’s history, such as when donors supported the annual fundraising effort called Stuttardation.

Ultimately, however, yearly giving is about more than reaching a goal during a single year or even a single campaign. It is about alumni and friends demonstrating their ongoing commitment to an institution that continues to play a vital role in their lives, in the lives of family members and in the life of our community and our nation. And it is about maintaining a lifelong connection to SMU.

Thank you for your continued support in this exciting time. And thank you for your commitment as we move forward together.

Sincerely,

R. GERALD TURNER
President

The Second Century Campaign will emphasize the importance of yearly gifts in 2014–15, the last fiscal year of the largest fundraising initiative in SMU history.

The effort will focus, in part, on achieving the key campaign goal of having at least 25 percent of all undergraduate alumni provide a contribution to SMU in each fiscal year. That translates to gifts from at least 13,625 undergraduate alumni donors in fiscal year 2015, which runs from June 1, 2014, through May 31, 2015. Yearly gifts from other donors also remain essential.

The yearly undergraduate alumni participation rates affect university rankings by U.S. News & World Report and other services. 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.

For that reason, even donors who have made significant contributions for particular projects also should contribute to SMU on an annual basis.

“Yearly alumni giving is seen as a key measure of quality,” says President R. Gerald Turner. “Increasing the percentage of alumni who give each year is essential if SMU is to continue making progress in the future.

“It also is important for each member of the SMU family — graduate alumni, parents, friends, faculty and others — to give consistently, as each gift is an important measure of our overall strength.”

Organized under the motto Join the Stampede, the yearlong focus will include special events and solicitations organized around particular themes.

JOINTHE STAMPEDE!

Focus on yearly giving in 2014–15

SMU also is increasing its focus on peer-to-peer solicitations by alumni volunteers and school and regional Campaign Steering Committee members as well as Alumni Board members, Parent Leadership Council members, Class Ambassadors and chapter leaders.

“These person-to-person contacts are an essential part of making sure our alumni continue to feel part of the SMU community,” says Leslie Long Melson ’77, chair of SMU’s Alumni Board. “Ultimately it is that connection — and understanding the impact of yearly gifts — that will translate into increased alumni participation levels.

“Meeting this yearly giving goal is important enough that we all should work to achieve it,” she adds.

“Let’s show that Mustangs finish strong.”

WHY 13,625?

SMU needs to receive gifts from 13,625 undergraduate degree holders between June 1, 2014, and May 31, 2015. This number is critical in helping SMU rise in national rankings such as those by U.S. News & World Report, which counts the percentage of undergraduates who give annually as a measure of institutional quality.

Inside this issue of Campaign Update is a pledge card that allows donors to provide recurring annual gifts for three years or more. Donors who pledge over multiple years greatly help SMU sustain and raise its yearly giving percentage. Those who do so also are automatically eligible for membership in the Hilltop Society, which recognises donors who give in successive years. You may also give at smu.edu/stampede.

JOIN THE STAMPEDE

2014–15 Yearly Undergraduate Alumni Giving Challenge

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SMU's mission and its future impact on the broader community. This is why we should care about SMU's mission and its future impact on the broader community.

Prothro: The four years of my service as chair have been the most amazing opportunity of my life. I have been privileged to serve during one of the most exciting and productive times in SMU's history. Many have made this unprecedented success possible, starting with President R. Gerald Turner. The commitment of dedicated trustees, faculty, students, alumni and staff is truly remarkable. There is a culture of caring that permeates every aspect of the University, from campus groundkeepers to the professors who teach and mentor students.

Prothro: Without question, exceeding the campaign goal of $750 million two years ahead of schedule was a huge achievement. The decision of the Board to raise the goal to $1 billion was historic and sends a strong message that SMU is on the rise. Another important milestone was achieving our goal of 1,300 average SAT score, thanks, in part, to support for scholarships. Centenial Faculty Endowments are bringing scholars of great distinction to campus, and I am confident that with only 14 more positions remaining, we will meet our ambitious goal of 110 endowed faculty positions by the end of the campaign. And new construction projects here and on the SMU-in-Taos campus have enhanced the reputation of Dallas as an international intellectual capital.

SMU graduates have generated at SMU. SMU graduates have generated at SMU.

As we look forward, we are embarking on a new campus-wide initiative to enhance student living and learning, which will serve most meals made to order from seven stations.

Prothro: Dallas needs the intellectual capital generated at SMU. SMU graduates have helped shape our city, the region and certainly our state. They have provided civic leadership, established and run major companies and led major cultural arts projects, elevating the reputation of Dallas as an international destination. SMU will continue to be integral to the strength and growing global reputation of Dallas and the region. This is why we should care about SMU as it moves into its second century of opportunity!

Campaign Q&A

Caren H. Prothro

Caren H. Prothro completed two terms of service as chair of SMU’s Board of Trustees May 31. She continues to serve as co-chair of The Second Century Campaign. Her late husband, C. Vincent Prothro ’68, served as co-chair of the Perkins School of Theology capital campaign and was the son of Elizabeth Perkins Prothro ’39. Campaign Update asked Mrs. Prothro to share a few thoughts as she prepared to complete her service.

Campagne Update: How would you describe the experience of serving as chair of SMU’s Board of Trustees for two terms?

Prothro: The First Second Century Campaign launched a new era of caring that permeates every aspect of the University, from campus groundkeepers to the professors who teach and mentor students. The commitment of dedicated trustees, faculty, students, alumni and staff is truly remarkable. There is a culture of caring that permeates every aspect of the University, from campus groundkeepers to the professors who teach and mentor students.

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SMU’s annual Founders’ Day Weekend celebration took place April 10–12. The event occurred during the centennial celebration of the Year of the Faculty and featured a number of ways to engage with SMU’s outstanding scholars as well as other events and gatherings.

**Founders’ Day Weekend**

SMU celebrated the 20th anniversary of the Nancy Ann and Ray L. Hunt Leadership Scholars Program during Founders’ Day Weekend. The scholarship program enables outstanding student leaders from all walks of life to attend SMU. Above left: President R. Gerald Turner greets Hunt Scholars Olivia Buerkle ’17 and Kaleb Lee ’17 at the Hunt Leadership Scholars reception April 10.

**Inside SMU Powered by TEDxSMU**

Dennis E. Murphree ’69 discussed “The Importance of Persistence” during Inside SMU, hosted by the SMU Alumni Board, April 11. The event followed the format of TEDxSMU and featured presentations by 17 SMU faculty members, alumni and students.

**President’s Briefing and Centennial Faculty Salute**

Members of SMU’s esteemed faculty gathered for the Official Centennial Faculty Group Photograph prior to the annual President’s Briefing April 11. For more details, please visit smu.edu/facultyphoto.

**Reception Honors President’s Associates**

President R. Gerald Turner spoke during a reception honoring members of President’s Associates April 11. President’s Associates recognizes donors who make gifts and pledge payments of $1,000 or more during a fiscal year.

Inside SMU Powered by TEDxSMU

President’s Briefing and Centennial Faculty Salute

Reception Honors President’s Associates

The new Residential Commons complex – five new Residential Commons, a Dining Commons and Mustang Parking Center (all pictured above) – are part of SMU’s new Residential Commons model of campus living, consisting of 11 Residential Commons created from new and existing buildings.

Students, faculty and staff have been essential in planning for the new model since it was first proposed in the 1990s, from testing furniture, to visiting other schools with similar programs, to selecting Faculty in Residence, to designing individual crests for each commons. Living in campus housing, particularly in a living-learning community, has a significant positive effect on students’ learning outcomes, according to a report from the National Symposium on Postsecondary Student Success.

“Research shows that living-learning university communities increase student retention and create an extension of the learning continuum,” said Paul Ludden, SMU provost and vice president for academic affairs. “Faculty in Residence will expand students’ opportunities for informal interactions and mentoring.”

The Anita and Truman Arnold Dining Commons will open for summer conferences and camps May 27, and the Armstrong, Kathy Crow, Crum, Loyd and Ware Commons will open August 22, 2014, along with all campus Residential Commons.

“The dedication of the Residential Commons complex represents an important milestone for SMU as we celebrate the centennial of the University’s founding and opening,” said Brad E. Cheves, SMU vice president for development and external affairs. “The generosity of the Armstrong, Arnold, Crow, Crum, Loyd and Ware families has played an important part in making this possible.”

Guests touring the new Residential Commons complex May 9 took in the facilities’ architecture, new walkways and landscaping. Also open for viewing were a faculty residence in Armstrong Commons, a Commons director’s residence in Crum Commons, a living room in Ware Commons, a classroom and mediation room in Kathy Crow Commons, single and double occupancy rooms in Loyd Commons, and the Anita and Truman Arnold Dining Commons.

**Hunt Leadership Scholars 20th Anniversary**

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**Corner left photo above** A luncheon honoring donors to the Residential Commons complex project was held as part of the dedication festivities.

**the student years but continues into their lives as alumni, said Lori White, SMU vice president for student affairs.**

“The Residential Commons model supports a strong residential community, one enabling students to make friends more easily, transition more smoothly to campus life, enhance personal exploration and growth and benefit from new leadership opportunities,” she said. “The model also promotes a sense of identity and belonging.”

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Endowed Faculty Positions

Goal by 2015: 25 percent

Yearly Alumni Participation

Cumulative Alumni Participation

Goal by 2015: 50 percent

Goal by 2015: 100 percent

Data as of May 2014.

Endowed Scholarships

501

2014

500

GOAL

175

2000

Endowed Faculty Positions

110

GOAL

96

2014

62

2008

Major Capital Projects

16

GOAL

7

2014

1

2008

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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.

Carolyn and David Miller Campus Center Groundbreaking at SMU-in-Taos

AUGUST 20, 22

Move-in Days

SEPTEMBER 19

A Centennial Celebration

Light the Way to 2015, including Mustang Band Hall Dedication and Concert

SEPTEMBER 20

Mustang Football Home Opener vs. Texas A&M

OCTOBER 24-25

Family Weekend

NOVEMBER 13-16

Homecoming Weekend

Gift Aims to Improve Education in West Dallas

A $2.5 million gift from Russell Budd and Dorothy Budd ’06 will endow the newly named Budd Center: Improving Communities in Education in Annette Caldwell Simmons School of Education and Human Development.

The Budd Center will focus on a strategic and holistic approach to fighting poverty by transforming education, centering on West Dallas as a model that can eventually be utilized by other urban areas. The Center, in partnership with other areas of SMU, numerous nonprofits and DISD, will help families succeed by recognizing, assisting with and tracking success in overcoming myriad issues that affect struggling communities such as health-care, education, legal services, safety and nutrition.

The Budd Center is the backbone organization for The School Zone, which supports collaboration between 16 West Dallas public schools and 29 nonprofit agencies.

“The Budd Center is a radical concept that looks at every factor that influences success – and ultimately helps communities improve their lives, their schools and their children’s futures,” said Russell Budd.