Debra A. Clark
PRESIDENT’S MESSAGE
As we celebrate the holiday season and reflect upon the passing year, I want to express my gratitude to all of those who have done so much to support SMU’s exciting progress.

Much of this progress is the direct result of contributions to The Second Century Campaign, which have enabled SMU to continue to take major strides forward in all areas.

The quality of our student body has been measurably enhanced, our esteemed faculty includes more experts in a wider array of disciplines than ever before and we continue to add critical new facilities to our unique campus.

The adjacent story reports on three new gifts to create endowed faculty positions, the most recent examples of support fueling the drive toward achieving a University total of 110 such positions.

In conjunction with our commemoration of the Year of the Faculty in 2014, SMU hosted a centennial luncheon during Homecoming Weekend that honored the generous donors of endowed faculty positions throughout the University’s history.

This issue of Campaign Update also includes a report on the ongoing success of Join the Stampede, the donor challenge designed to encourage at least 25 percent of SMU’s alumni to provide a gift this year and every year. Yearly gifts are an essential source of support and play an important role in university rankings.

While we rightly celebrate what the campaign has helped SMU achieve thus far, it is important to remember that our work is not complete. The end of the holiday season brings a new year that is of special significance to the University – the final year of The Second Century Campaign.

At this crucial time, let us remember that important goals remain to be achieved, including reaching the campaign’s overall financial goal. The commitment of all who care deeply about SMU’s future will be required as we move forward in the coming 12 months.

Now is the time to redouble our efforts as we work to ensure a truly great second century on the Hilltop.

Sincerely,

R. GERALD TURNER

WORLD CHANGING
New endowments add to SMU faculty strength

As SMU’s continues its commemoration of the Year of the Faculty, three new gifts for endowed faculty positions have brought the total number of such positions at SMU to 102 en route to achieving a goal of 110.

A gift of $2.5 million, made through the Texas Methodist Foundation, will establish the Susanna Wesley Centennial Chair in Practical Theology at Perkins School of Theology. A $1.5 million gift from business leader and SMU alumnus Jack D. Knox ’60, ’63 will establish the Jack Knox Chair in the Rights and Protection of Children in Dedman School of Law. And a gift of $1 million from two SMU alumni will establish the Janet and Craig Duchossois Professor in Management and Organization in Cox School of Business.

“Increasing the number of endowed faculty positions at SMU is a major goal of The Second Century Campaign,” said President R. Gerald Turner. “We are grateful to all of the donors who have helped us by supporting this goal.”

During Homecoming Weekend, SMU hosted a historic gathering of donors whose gifts have provided endowed faculty positions since the University’s founding, and the faculty who currently hold those positions. The luncheon – part of SMU’s celebration of the Year of the Faculty – was held November 14.

“Donors of endowed chairs help SMU to attract and retain outstanding faculty who bring with them active research programs as well as a dedication to teaching,” said Paul W. Ludden, SMU provost and vice president for academic affairs. “Interacting with other distinguished faculty, they enable us to build a community of scholar-teachers who inspire our students and one another.”

The new theology chair honors Susanna Wesley, frequently referred to as “the mother of Methodism.” The special “Centennial” designation denotes an endowment that also includes operational funds to provide immediate impact while the endowment matures.

“Jack Knox’s gift will enable the law school to further its teaching and scholarship on children’s rights,” said SMU Judge James Noel Dean and Professor of Law Jennifer M. Collins. “Endowment gifts like this provide critical support for our commitment to excellence in the classroom and continued cutting-edge, impactful work by our faculty.”

The new Duchossois Professor in Management and Organization will strengthen the Cox School in an area of increasing importance to corporations and other types of institutions.

“The Department of Management and Organizations in the Cox School offers students tools to succeed in a globally competitive environment,” said Cox Dean Albert W. Niemi. “The increased faculty strength provided by this new professorship will enable more students to develop skills that help prepare them for future leadership in the business world.”

Faculty World Changes
During the Year of the Faculty, SMU salutes the contributions of its esteemed faculty as educators, researchers and University citizens. A significant contributor to faculty accomplishment is the creation of endowed faculty positions made possible by generous and far-sighted donors. Please see page three for a list of faculty members appointed to endowed positions established during The Second Century Campaign.

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Joanne Hope
The Second Century Campaign
• Student Quality
• Faculty and Academic Excellence
• Campus Experience

Top L-R: Kathryn Hedges Arata ’87, ’91, Jeremy duQueanway Adams and Stephen L. Arata ’88 were among the guests at a November 14 luncheon honoring donors of SMU endowed faculty positions. The event was part of the University’s commemoration of the Year of the Faculty. The Arata’s Second Century Campaign gift established the Jeremy duQueanway Adams Centennial Professorship in Western European Medieval History in honor of the longtime SMU professor.
I updated my will, all I had to do was notify the simplest way to accomplish my goals of Grant:

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Grant: Planned giving is for everyone. A common mistake is the belief that planned giving is only for wealthy people. In reality, every individual and family can make a difference to SMU through planned giving. Unlike cash donations, planned gifts are typically made from assets rather than with disposable income during your lifetime. They can even be made with portions of life insurance proceeds or retirement accounts at your death. Many types of planned giving vehicles also offer income benefits to donors and their families, sometimes with considerable tax savings.

Grant: In your career as a financial advisor, how have you seen families benefit from incorporating planned gifts into their estate and tax planning?

CU: Philanthropic planning is an integral part of meaningful giving. Not only am I looking for ways to help my clients be more tax efficient with their planning, but I am also helping guide them to establish commitments to the charities that mean the most to them. Making annual gifts is critical, but I would be remiss if I didn't remind my clients that those annual gifts will stop after their death. I ask them how they can continue to support their charity of choice long after they are gone, and how they can let their families know which charities they would want them to continue to support. Often the answer is through a planned gift.

CU: You are a member of the Dallas Hall Society, which was established to recognize the generosity and foresight of those who have provided future gifts for SMU. Why did you decide to make a planned gift to SMU and join the Dallas Hall Society?

Grant: I included SMU in my estate plans through a bequest in my will. For me, this was the simplest way to accomplish my goals of thanking SMU for all the great opportunities it has provided and giving something back. Once I updated my will, all I had to do was notify SMU in writing of my planned gift. It is easy, and something that many people can do.

Gifts provided to the University through estates and trusts have played a critical role throughout SMU’s history, helping ensure long-term support for a range of University priorities. Such gifts also have had a significant impact on the success of The Second Century Campaign: expectations and matured gifts have accounted for more than $112 million of the campaign’s total to date.

Because these gifts are important to SMU’s future and allow donors great flexibility, planned giving will receive special emphasis in the final year of the campaign. The University has set a goal of securing an additional $30 million in planned gift commitments by December 31, 2015.

Planned gifts make it possible for donors to impact the lives of generations of students and faculty while

GIVING CHALLENGE STAMPEDE

The Join the Stampede giving challenge picked up momentum as much as 7,500 SMU undergraduate alumni made a gift to SMU between June 1, 2014, and Homecoming Weekend. The total significantly surpassed not only the original goal of 6,000 donors by Homecoming but also the goal of 7,000 donors by December 31, 2014 – key milestones on the path to setting a new record for giving in a single school year.

“This year, 7,514 SMU alumni have established a new record for giving in the first six months of the year,” said Leslie Long Nelson ’77, SMU Alumni Board chair. “Because of the extraordinary response, we’ve extended our goal for the holidays to 8,500 donors. We hope the generosity of the more than 7,500 alumni who have given will inspire other Mustangs to join them.”

In addition to the undergraduate alumni, thousands of graduate alumni, parents, faculty and staff, and friends also have given during this school year.

Join the Stampede was launched to encourage alumni giving and help SMU achieve one of the key goals in The Second Century Campaign: having at least 25 percent of undergraduate alumni make a gift to the University every year. In each of the past three fiscal years, 24 percent of SMU alumni made a gift. The 12-month period from June 1, 2014, through May 31, 2015, is the last fiscal year of the campaign and the last chance to reach the 25 percent total. A total of 13,625 undergraduate alumni donors is needed by May 31, 2015, to achieve the 25 percent giving percentage.

Yearly 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.

“Much of the success of Join the Stampede to this point is the result of hard work by SMU alumni who have volunteered to contact their friends and classmate,” said Marianne B. Piepenburg ’81, assistant vice president for alumni and constituent giving. “In addition to the generous gifts of our classmates, we saw incredible success in the Dallas-area neighborhoods and regional alumni chapters across the country that set specific giving targets – and activated volunteers to make personal calls to achieve those targets.”

PLANNING FOR THE NEXT CENTURY

$30 million goal for planned giving established

DONORS MAINTAIN CONTROL OF THEIR ASSETS. When properly designed, planned gifts take into consideration donors’ personal circumstances and the needs of heirs, even as they secure much-needed financial resources for SMU in its second century. Donors are honored during The Second Century Campaign for their generosity as they leave a meaningful legacy of support.

The income and estate tax advantages of such planning can be substantial, especially on appreciated securities and properties. In many cases, a donor can continue to receive income for life.

The focus in 2015 will encourage SMU supporters to consider using both current and deferred gifts to participate in The Second Century Campaign at the fullest level possible.

SMU HAPPENINGS

President’s Associates Reception

SMU President R. Gerald Turner greets attendees at the annual President’s Associates Reception. The event was held September 26 at the George W. Bush Presidential Center during the exhibition Oscar de la Renta: Five Decades of Style. President’s Associates honors donors who have made pledges or gift payments of $1,000 or more in SMU in a calendar year.

Denver campaign celebration

Alumni, parents and friends of SMU from the Denver area have made commitments of more than $7.6 million toward The Second Century Campaign. The Denver Campaign Co-chairs, Liz Martin Armstrong ’82, who chairs the Dedman College of Humanities and Sciences executive board and serves as co-chair of the campaign’s West region, and Bill Armstrong ’82, a member of the SMU Board of Trustees, both graduated with degrees in geology.

CAMPAIGN Q&A

Kal Grant ’88, ’00

Kal Grant serves as the chair of SMU’s Planned Giving Advisory Council, as a member of the SMU Board of Trustees’ Development and External Affairs Committee and as a member of the Campaign Steering Committee for Cox School of Business. She graduated from SMU with a B.A. in Accounting and an LL.M. in Taxation. She serves as Managing Director with Tolleson Wealth Management. Campaign Update spoke with Ms. Grant about SMU’s upcoming focus on planned giving and the advantages of such gifts.

Campaign Update: SMU will highlight the importance of planned giving throughout 2015, the final year of The Second Century Campaign. Why are planned gifts important right now?

Grant: All written commitments to The Second Century Campaign are recognized in the campaign total, including planned gifts that enable a donor to participate in the campaign at a higher level without additional outlays of cash this year or next year. Most important, planned gifts help ensure SMU’s success in the future!

CU: What would you like donors to know about planned gifts?

Grant: Planned giving is for everyone. A common mistake is the belief that planned giving is only for wealthy people. In reality, every individual and family can make a difference to SMU through planned giving. Unlike cash donations, planned gifts are typically made from assets rather than with disposable income during your lifetime. They can even be made with portions of life insurance proceeds or retirement accounts at your death. Many types of planned giving vehicles also offer income benefits to donors and their families, sometimes with considerable tax savings.

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Emerging Leader Award winner Alexandra Dillard Lucie ’05.

Harper ’68; Frank M. Dunlevy ’71 and Mary Brinegar ’69 with a campus ceremony November 13. (L-R) Recipients John F.

Above Right The Distinguished Alumni Awards, the highest. more information, please visit

Above The Abelló Collection includes works by such Spanish masters as El Greco, José de Ribera, Francisco Goya, Salvador Dalí and Pablo Picasso, as well as by other European artists including Georges Braque, Canaletto, Edgar Degas, Francis Bacon (see illustration), Henri Matisse and Amedeo Modigliani, among others.

A special ceremony celebrating the anniversary will be held April 17, 2015, as part of Founders’ Day Weekend. The Abelló Collection includes works by such Spanish masters as El Greco, José de Ribera, Francisco Goya, Salvador Dalí and Pablo Picasso, as well as by other European artists including Georges Braque, Canaletto, Edgar Degas, Francis Bacon (see illustration), Henri Matisse and Amedeo Modigliani, among others.

A three-story running SMU Mustang on the west side of Epenway Tower was unveiled during Homecoming Weekend on November 13–16, part of a new tradition of lighting campus landmarks for celebratory occasions. For more information, please visit smu.edu/100light.

Above Right The Distinguished Alumni Awards, the highest honors SMU bestows upon its graduates, were presented in a campus ceremony November 13. (L-R) Recipients John F. Harper ’58, Frank M. Curley ’71 and Mary Brinegar ’69 with Emerging Leader Award winner Alexandra Dillard Lucie ’05.

Based in Madrid, Juan Abelló is one of Spain’s most prominent art collectors and has been internationally recognized as one of the top 200 collectors in the world since he began collecting more than three decades ago.

Above Frances Bacon (Irish, 1909–1992), Triptych detailing, 1983, Oil and pastel on canvas.

Treasures from the House of Alba features more than 100 European works – from paintings by Goya and Rubens to 16th-century tapestries by Willem de Pannemaker and 19th-century furniture created for Napoleon III as well as illuminated manuscripts, books, historic documents, miniatures, antiquities, prints, sculpture, drawings and other objects. Most of the art has never been seen outside Spain.

"Both of these landmark exhibitions are essential components of the Museum’s 50th-anniversary celebration," said Mark Reglán, Linda P. and William A. Custard Director of the Meadows Museum and Centennial Chair. Presenting The Abelló Collection and Treasures from the House of Alba back to back is a once-in-a-lifetime opportunity for the Meadows Museum and the audiences it serves."
SMU CALENDAR

DECEMBER 20
Winter Commencement

JANUARY 1
The Second Century Campaign begins final year

JANUARY 24
Fort Worth alumni event

FEBRUARY 20
SMU Tennis Complex dedication

MARCH 15
American Athletic Conference basketball championship

APRIL 17–18
Founders’ Day Weekend

MAY 31
Join the Stampede yearly giving deadline

July 16–19
SMU-in-Texas Cultural Institute (Registration begins in January at smu.edu/ci)

Leave Your Mark
When it opens in 2016 the Crain Family Centennial Promenade (rendering at left) will feature messages carved on pavers from thousands of donors. About two-thirds of the pavers have been accounted for. Did you give one? Visit smu.edu/pavers.

CAMPAIGN QUARTERLY REPORT

Endowed Scholarships

GOAL

Data as of December 2014.

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CAMPAIGN QUARTERLY REPORT

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Fund supports new Residential Commons model

SMU is seeking gifts to the Residential Commons Fund to offset capital expenses for the ambitious project that has transformed the living-and-learning experience on the Hilltop. Six existing residence halls were renovated to become Residential Commons as part of the new campus-wide Residential Commons model launched in 2014. Five new Residential Commons buildings, a dining commons and a parking center also were constructed as part of a nine-acre, $146 million capital project – the largest in SMU’s history.

Residential Commons provide an experience that integrates SMU’s extraordinary academic offerings with the University’s vibrant campus life. Each Residential Commons facility provides campus accommodations for first- and second-year students and also provides an apartment for Faculty in Residence.

Gifts to the Residential Commons Fund support these strong and engaged residential communities on campus. Major gift commitments to the Fund will be acknowledged with a named space within one of the Residential Commons facilities. For more information about Residential Commons naming opportunities, please contact Pam Conlin at 214-768-3738 or pconlin@smu.edu.

CAMPAIGN UPDATE

Vol. 7, No. 3 December 2014

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 75277, campaigninfo@smu.edu or 214-768-2666.

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