Fireworks lit the sky in honor of the Meadows Museum’s 50th birthday. Catherine B. “Kitty” Wilson ’45 leafed through a Rotunda during the Golden Mustangs Reunion on April 16. President R. Gerald Turner delivered a briefing on University progress at the President’s Associates reception the evening of April 17. A ribbon cutting officially opened The Abelló Collection: A Modern Taste for European Masters during the Meadows Museum 50th Anniversary Commemoration on April 17. Flamenco dancers and children’s activities at the Meadows Museum were featured as part of Community Day on April 18. Mustang players took part in the SMU Football Spring Game on Community Day. Members of the crowd recorded the proceedings during the Meadows Museum anniversary celebration. Sing Song, a musical theatre student competition held on April 17, celebrated the 100th anniversary of SMU’s first students. Students enjoyed games, rides, activities and carnival-inspired food at Perunapalooza, celebrating the birthday of SMU mascot Peruna on April 17. Mustang fans of all ages eyed the action at the SMU Football Spring Game.
Save the Date: SMU Centennial Commemoration

A potted history of events over four days, including an SMU community gathering at the McFarlin Auditorium on September 24, will mark the 100th anniversary of the University’s opening this fall during Homecoming.

Events will kick off with a student Centennial Countdown on Wednesday, September 23. Thursday will feature a morning and an evening of celebratory gatherings, followed by a historic ceremony. In the evening, the Distinguished Alumni Awards banquet concludes with a special lighting of Dallas Hall.

Friday has been deemed a Centennial Day of Community Service, to be performed by members of the SMU community at locations throughout North Texas. Finally, Saturday will feature a centennial parade, a Mustang football game against James Madison University and an SMU birthday celebration at Ford Stadium.

Horsepower Challenge
Support the Horsepower Challenge by making a gift to SMU before May 31. Your donation is vital in helping SMU achieve a new yearly alumni giving record. Giving also affects national rankings, so your donation will have a real impact. Make your yearly gift to SMU today! Visit smu.edu/challenge.
The entire Second Century Campaign has been filled with historic moments, and this spring featured two of the most significant.

In this Campaign Update you will read about The Meadows Foundation’s extraordinary Second Century Campaign gift in support of Meadows School of the Arts and the Meadows Museum.

The Foundation’s gift, the largest in SMU history, represents a profound vote of confidence in the University’s future. It stems from a unique partnership between the Foundation and SMU that has been a defining feature of the University for more than five decades.

As part of our annual Founders’ Day Weekend festivities in April, the SMU community also marked the 50th anniversary of the opening of the Meadows Museum, celebrating the past, present and future of a beloved and world-renowned arts institution.

These and other striking examples of campaign progress have energized all of us throughout the final spring semester of The Second Century Campaign.

As we celebrate the campaign’s transformational impact thus far, we also turn our attention to the final months of the initiative. It is essential to keep in mind that important goals remain to be achieved before the campaign’s end date of December 31, 2015.

In addition to our financial goal of $1 billion, another crucial goal not yet achieved is reaching a total of 110 endowed faculty positions. Faculty endowments are vital because they allow the University to recruit and retain experts of great distinction and are regarded as a key indicator of an educational institution’s quality. While new generous gifts for endowments have enabled SMU to move ahead, we remain short of our target.

As The Second Century Campaign’s final countdown begins, I want to thank everyone whose support and hard work have enabled SMU to take such dramatic steps forward in recent years.

With just months remaining on a journey that we began together, I urge all who care about SMU’s future to come together to ensure that we meet the challenges we have set and put SMU on a course for a bold and exciting future.

Sincerely,

R. GERALD TURNER

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**A HISTORIC GIFT**

Meadows Foundation extends support with record contribution

The Meadows Foundation, Inc. has pledged $45 million to Meadows School of the Arts and the Meadows Museum, the largest single gift in SMU history. With this commitment, The Meadows Foundation has provided more than $100 million to the University since 1995.

“SMU has enjoyed a long and productive partnership with The Meadows Foundation, one initiated by Algur H. Meadows himself through the endowment of the Meadows School and the creation of the Meadows Museum,” said SMU President R. Gerald Turner.

“The resulting collaboration has enhanced the lives of thousands of students, faculty and members of the local, regional and international communities. This year, as we celebrate both the 50th anniversary of the Meadows Museum and the centennial of SMU’s opening, we are honored to accept a gift that will continue this extraordinary partnership.”

The $45 million gift, the largest in The Meadows Foundation’s history, includes $25 million to support goals and programs at the Meadows Museum, which houses one of the largest and most comprehensive collections of Spanish art outside Spain. The gift designates $13 million for exhibitions, education programs and initiatives; $6 million for acquisitions; and $6 million for an acquisition challenge grant. In addition, the gift will help the Museum expand relationships with international cultural institutions and enhance its reputation as the center for Spanish art in the United States.

The Meadows Foundation gift also designates $20 million to the Meadows School to support its goal to lead the nation in arts education. The funding will be used to attract and retain top faculty and students, create and maintain innovative programs of national importance and provide enhanced studio, gallery and state-of-the-art classroom spaces. The gift designates $12 million for faculty enhancements, including a $10 million challenge grant, and $8 million for student and faculty recruitment and retention, as well as new strategic initiatives.

*Continued on page 2*
A HISTORIC GIFT Continued from page 1

“Algor H. Meadows’ vision of an innovative school of the arts and a museum of international distinction has been realized in the Meadows School of the Arts and the Meadows Museum,” said Linda P. Evans, president and CEO of The Meadows Foundation. “This historic gift recognizes their remarkable transformations over the past two decades, as well as the talented leadership in place at SMU. It also serves as a strategic investment in the dynamic futures of the Meadows School of the Arts and the Meadows Museum, serving diverse audiences around the globe.”

The Meadows School was named in 1969 in honor of Algor H. Meadows, its primary benefactor. The School offers undergraduate and graduate degrees in advertising, art, art history, arts management, communication studies, creative computing, dance, film and media arts, journalism, music and theatre.

“This generous gift will help the Meadows School to maintain and continue its historic journey as a national model for arts education,” said Sam Holland, Algor H. Meadows dean. “We are honored to reflect Algor Meadows’ legacy with a School that continues to create and maintain important programs and initiatives in the arts.”

FONDREN CENTENNIAL READING ROOM

As SMU concludes its centennial celebration and begins a second century of achievement, the University is restoring the grand reading room in historic Fondren Library Center to its original grandeur. Made possible by the generosity of The Fondren Foundation, the Fondren Centennial Reading Room will be dedicated on Founders’ Day, April 15, 2016, as a culminating centennial gift to the SMU family and to future generations of students and faculty. The restoration will create an inspiring setting that evokes the room’s rich history and tradition, encourages scholarly pursuit and serves as a gracious venue for community gatherings.

Original architectural details will be integrated with custom finishes, furnishings and lighting specially designed for the Fondren Centennial Reading Room by iconic American craftsman Thomas Moser.

LEAVE A LEGACY

Thos. Moser furniture can be found in distinguished university, presidential and civic libraries across the nation. In honor of SMU’s centennial celebration, the University has commissioned custom-designed, handcrafted Moser tables and chairs to re-establish Fondren Centennial Reading Room as one of the campus’ signature spaces.

You can be a part of this final project of The Second Century Celebration by naming a furniture piece in the Fondren Centennial Reading Room. A plaque mounted on each named table or chair will recognize the donor or honor a current or a former student, an influential faculty member or an SMU family.

NAMING OPPORTUNITIES

Reading Chair (96 available) $500
Lounge Chair (16 available) $1,500
Table (12 available) $2,500
Large Table (18 available) $5,000

For additional information or to learn more about opportunities for support, please contact Paulette Mulry, director of Development at Central University Libraries, at 214-768-1741 or pmulry@smu.edu.
A ribbon-cutting ceremony marked the opening of the new SMU Tennis Complex on February 20.

The SMU Tennis Complex will be home to the University’s top-ranked men’s and women’s tennis teams and will provide a premiere venue for tennis fans.

Completion of the tennis complex represents the 10th of 16 capital projects initiated during The Second Century Campaign.

“SMU is committed to creating opportunities for student success in all of their pursuits,” said SMU President R. Gerald Turner. “The new tennis complex will enable us to recruit top-ranked student-athletes and develop programs that perform at the highest levels, building on SMU’s legacy as home to world-class tennis events.”

The complex, located on the southwest corner of Mockingbird Lane and North Central Expressway, includes the Turpin Stadium, with six outdoor courts and the Styslinger Family Grand Viewing Terrace, and the Brookshire Pavilion, with six indoor courts and a patron balcony. Court surfaces are covered with Plexipave, optimum for practice and top-level competition, and the same surface used at the home of the U.S. Open, the USTA National Tennis Center in New York.

Multilevel outdoor seating for 300 enables spectators to watch six matches simultaneously on the side-by-side courts. More than 280 can view matches on the six indoor courts. In addition to spectator seating, the Styslinger Family Grand Viewing Terrace includes space designed for special events or temporary seating.

The third-floor Edwin L. Cox Club Suite includes both outdoor and indoor court viewing areas, an entertainment area and a catering kitchen.

The SMU Tennis Complex also features a training center that houses locker rooms for home and visiting teams, classrooms, team meeting rooms and coaches’ offices. In addition, the training center includes a fitness room and a training room for student-athlete treatment, injury prevention and rehabilitation with hot and cool hydrotherapy tubs.

SMU tennis has a long history of success and is consistently ranked among the top collegiate tennis programs in the United States for both men and women.

“The practice and training facilities in the new SMU Tennis Complex will play a key role in helping Mustang tennis players meet their athletic potential,” said Rick Hart, director of athletics. “In turn, SMU and Dallas tennis fans will enjoy the highest levels of competitive tennis in this outstanding facility.”

Leadership donors to the SMU Tennis Complex include the Altec/Styslinger Foundation, the family of Ann Warmack Brookshire ’77 and Brad Brookshire ’76, Edwin L. Cox, Sr. ’42 and the Jack A. Turpin family.


Additional naming opportunities are still available for interested donors. For more information, please contact Kurt Potkotter at 214-768-3639 or kpottkotter@smu.edu.

**SMU Tennis Complex dedicated**

SMU dedicated its new 45,000-square-foot tennis complex February 20, opening a competition-level facility for practice, training and tournament play. The SMU Tennis Complex will be home to the University’s top-ranked men’s and women’s tennis teams and will provide a premiere venue for tennis fans.

Gifts for a faculty directorship in Cox School of Business and an endowed chair in Dedman School of Law have propelled SMU closer to achieving The Second Century Campaign goal of 110 endowed faculty positions.

A gift of $2 million from Linda and Ken Morris ’72 will endow the Linda A. and Kenneth R. Morris Endowed Director of the Caruth Institute for Entrepreneurship in the Cox School in honor of Jerry F. White, who has served as director since 1988. A $2 million gift from Ellen K. Solender ’71, SMU law alumna and emeritus faculty member, will fund the Ellen K. Solender Endowed Chair in Women and the Law.

The Morris endowment provides for the continued professional leadership of the Caruth Institute, which promotes the spirit of entrepreneurship through credit and noncredit courses as well as through numerous business community outreach programs. The Morris family has provided significant support to SMU over the years, including a recent gift supporting the Meadows Scholars Program. (Please see Meadows at the Meyerson story on page 4.)

“Endowments such as this are vital because they allow us to retain individuals of great distinction at the University,” said SMU President R. Gerald Turner. “This farsighted gift provides permanent funding for faculty, and we are proud that it comes from an SMU alumni family.”

“It is very important that we meet our ambitious goal for endowed faculty positions by the end of The Second Century Campaign,” said Caren Prothro, campaign co-chair. “Creating new permanent funding sources for faculty positions is vital in driving the University’s exciting rise among the best private universities in the nation.”

“Supporting the spirit of entrepreneurship at SMU’s Cox School bolsters the University’s commitment to student learning both inside and outside the classroom,” said Albert W. Niemi, Jr., dean of the Cox School of Business and the Tolleson Chair in Business Leadership. “This is at the very heart of what puts Cox graduates head and shoulders above their peers.”

The Solender Chair will support a Dedman Law faculty member who will focus teaching, research and community service on gender-related issues, including advancing the cause of women in legal education and the legal profession. The gift provides $1.5 million for endowment and $500,000 for operational support until the endowment matures.

“As only the second woman to receive tenure at the law school, Professor Solender has been a trailblazer in legal education,” said Jennifer Collins, Dedman Law’s Judge James Noel Dean and professor of law. “She has dedicated her career to promoting equity and mentored countless women along the way. This gift will allow the law school to continue Professor Solender’s critically important work and continue the conversation about how best to achieve parity throughout the legal profession.”

“My mother worked for the passage of the 19th Amendment and thought she would see equality in her lifetime. I thought I would see it in mine,” said Solender. “Now I worry whether my granddaughter and my great-great nieces will see equality in their lifetimes. I now realize these were only milestones on a longer journey to equality. These issues are so important to me, it is my hope that this endowed chair could be a catalyst and hopefully speed up the journey to equality for women.”

**FACULTY GIFTS FOR COX AND DEDMAN LAW**

Two new endowed faculty positions move SMU closer to goal of 110

Gifts for a faculty directorship in Cox School of Business and an endowed chair in Dedman School of Law have propelled SMU closer to achieving The Second Century Campaign goal of 110 endowed faculty positions.

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YEARLY GIVING CHALLENGE GAINS MOMENTUM

Donors charged past two spring campaign participation goals as part of the Join the Stampede giving challenge, putting SMU within reach of achieving an overall goal of 25 percent alumni giving in 2014–15, the final fiscal year of The Second Century Campaign.

SMU needs to receive gifts from a total of 13,625 undergraduate alumni by May 31 to reach the 25 percent goal.

The President’s Centennial Challenge ended March 15 with a total of 11,055 alumni having provided gifts, blowing past the goal of 10,000 set for that date. Donors strongly responded to President R. Gerald Turner’s call for all alumni to give during 2014–15, as well as to appeals from the deans of all SMU schools.

More than 1,200 alumni who had already given made an additional gift during the President’s Centennial Challenge.

The giving total reached 12,018 following the April 14—one-day Find Your Cause challenge, focused on younger alumni.

The challenge set a record for the number of gifts received by SMU in a single day. Younger alumni were offered the opportunity to give to specific causes with very identifiable impact. SMU solicited donations to one of three causes that enhance the student experience:

- An Alternative Breaks fund that will enable more students to take part in the program by reducing the participation cost;
- A fund to purchase two new projectors for the Alshuler Learning Enhancement Center in the Paul R.loyd, Jr. All-Sports Center;
- A new Military Alumni of SMU scholarship fund supporting veterans attending SMU.

Currently underway is the final Join the Stampede initiative of the year, Horsepower Challenge. A corps of more than 550 volunteers from across the country have agreed to make personal appeals to their alumni classmates and neighbors as part of the final Horsepower Challenge, which also includes a robust set of solicitation mailings, emails and telephone calls from regional and city campaign co-chairs.

This unprecedented level of peer-to-peer fundraising is expected to be a key to SMU’s setting a new record for alumni giving by May 31.

“The alumni giving rate is one of the many factors taken into consideration in the U.S. News & World Report rankings of national universities,” said Leslie Long Melson ’77, 2013–15 chair of SMU’s Alumni Board.

“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 alumni make a gift every year. The act of making a gift annually is just as important as the amount you give.”

JOIN THE STAMPEDE

FINISH 13,625

CHALLENGE GRANT ANNOUNCED AT MEADOWS AT MEYERSON CONCERT

A $1.5 million challenge grant from the Morris Foundation to support the Meadows Scholars Program at Meadows School of the Arts was announced at the School’s annual Meadows at the Meyerson benefit concert March 31 in the Meyerson Symphony Center.

Led by Ken Morris ‘72 and his wife, Linda, the foundation will match gifts designated to the Meadows Scholars endowment by December 31, 2015. Education is a primary focus of the Morris Foundation, and the family has provided significant support to SMU over the years, including gifts for the Information Technology Center in Blanton Student Services Building, the Campus Technology Initiative, the Kenneth R. and Linda A. Morris BBA Scholars Endowment Fund, MBA Scholarships and, most recently, the Morris Endowed Director of the Caruth Institute for Entrepreneurship in the Cox School of Business. (Please see Faculty Gifts story on page 3.)

The Meadows Scholars Program was launched in 2008 and is targeted to applicants who meet both stringent academic and artistic criteria. The program has helped SMU successfully compete for the brightest and most talented students nationwide.

“We are deeply grateful to the Morris family for this generous commitment to enhance student quality at SMU,” said President R. Gerald Turner. “With this challenge grant, the Meadows School of the Arts will be able to continue to build this critical scholarship program and to successfully attract the nation’s top students in the arts and communications fields.”

Held each spring, the concert features the nationally acclaimed Meadows Symphony Orchestra and honors a community leader. This year’s honoree was noted arts and civic leader Caren H. Prothro, who formerly served as chair of SMU’s Board of Trustees. The 2015 event chair was Heather Furniss, and the honorary chairs were Sarah Perot ’83 and Rose Perot, Jr.

“The Meadows at the Meyerson is the embodiment of our university and is targeted to applicants who meet both stringent academic and artistic criteria. The program has helped SMU successfully compete for the brightest and most talented students nationwide.”

FINISH 13,625

ENGRAVED PLAQUES TO RECOGNIZE CAMPAIGN DONORS

The names of the most generous Second Century Campaign donors will be engraved for display on permanent plaques to be unveiled in spring 2016. The campaign, the most successful and transformative fundraising initiative in SMU history, is slated to end December 31, 2015.

The plaques will include the names of SMU alumni, parents and friends whose total giving entitles them to recognition either as leadership donors or major donors. The plaques will be placed in perpetuity between the R. Gerald Turner Centennial Quadrangle and the Cox Family Centennial Promenade, to be constructed.

Donors who wish to review the category in which they are recognized currently may consult the 2013–14 SMU Annual Report. To access the donor recognition lists online, please visit smu.edu/annualreport and click on Honor Roll. Updated donor lists will be included in the 2014–15 SMU Annual Report, to be published in fall 2015.

To inquire about your campaign giving level, please contact Emily Williamson, director of Donor Relations, at 214-768-4071 or erwilliamson@smu.edu.

PLANDED GIFTS HELP SMU AND ELEVATE INDIVIDUALS’ CAMPAIGN GIVING

Gifts to SMU through trusts and estates have provided a cornerstone of security for the University throughout its lifetime, contributing to SMU’s financial stability and ensuring ongoing support for a range of priorities.

Donors who notify SMU of a planned gift by December 31, 2015, also can elevate their participation in The Second Century Campaign without the need to tie up assets in the near term.

“Many people mistakenly believe planned giving is only for those who are wealthy,” said Kal Grant ’88, ’00, managing director of Tollison Wealth Management and SMU’s Planned Gifts Advisory Council Chair.

“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 in your estate, rather than with disposable income needed during your lifetime. They can even be made with portions of life insurance or retirement accounts,” said Grant.

SMU is placing special emphasis on planned giving in 2015, the centennial of the University’s opening and the campaign’s final year. SMU’s Dallas Hall Society, which recognizes those who have made arrangements to provide a planned gift, gained more new members in the period from June 1, 2014, through March 31, 2015, than in the entire previous fiscal year. To become a member, a donor must simply notify SMU in writing of the planned gift.

To learn more about planned giving, contact Amy Albritton Eaker ’99, director of Planned and Endowment Giving, at 214-768-1911 or aeaker@smu.edu.