SMU CAMPAIGN UPDATE

SMU UNBRIDLED: THE SECOND CENTURY CAMPAIGN
AUGUST 2015

PRESIDENT’S MESSAGE

Thank you to the many donors who helped us achieve one of our key Second Century Campaign goals: 25 percent alumni giving in a single fiscal year.

Reaching this new University record for giving had previously eluded us. This year, because of the extra efforts of committed volunteers, we were proud to be able to tell donors in a recent message of appreciation, “You did it!”

Thanks are owed to the thousands of alumni who provided contributions as well as other supporters and the volunteers who played a key role in helping us reach and exceed our goal. (Read more about the donors and volunteers who helped make Join the Stampede such a success in the adjacent story.)

National ranking organizations such as U.S. News & World Report use alumni giving to measure graduates’ satisfaction with their universities. These organizations want to know if alumni value their education enough to invest in making that education available to others. It was gratifying this year to see tens of thousands of both undergraduate and graduate alumni express their commitment to the University through their gifts.

This is a special time in SMU History. On Thursday, September 24, as part of Homecoming Weekend, we will commemorate the 100th birthday of SMU’s opening with a special program for alumni, parents, students, friends, the campus community and civic leaders. We will acknowledge the accomplishments of SMU’s first 100 years and look ahead to our plans for the University’s second century.

The next day, Second Century Campaign donors and volunteers from around the globe will gather for a meeting to review and celebrate campaign progress and achievements. On Saturday, September 26, there will be additional celebratory surprises at the Homecoming parade and football game. (Read more about this special weekend on page 3.)

The Second Century Campaign concludes December 31, 2015. Even though we will note our progress in September, we will continue to raise funds for the University’s priorities through the end of the year. Visit smu.edu/SecondCentury to learn about how you can keep our momentum going.

Thank you again for your many contributions to SMU and the positive ways you are shaping our next years. Visit smu.edu/SecondCentury to learn more about this special weekend on page 3.)

Sincerely,

R. GERALD TURNER

SMU Unbridled 100

The Second Century Campaign

• Student Quality
• Faculty and Academic Excellence
• Campus Experience

STAMPEDE SUCCEEDS
13,980 undergraduate alumni give in 2014–15

Facing the final opportunity to reach a key goal of The Second Century Campaign, SMU donors came through with record-setting generosity.

During the 2014–15 school year, 13,980 undergraduate alumni made a gift to SMU, which represents 26 percent of all undergraduate alumni – both records for the University. “Over the past decade, SMU undergraduate alumni have nearly doubled their participation rate in yearly giving,” said Leslie Long Melson ’77, 2013–15 chair of SMU’s Alumni Board.

“The extraordinary generosity of SMU alumni demonstrates their pride in SMU and their commitment to strengthening its future,” she added.

In addition, 18,525 graduate alumni, parents and friends made gifts during the year, also setting a record. The SMU campus community joined the effort: a record-breaking 1,404 members of the faculty and staff made gifts to SMU, as did 1,274 students.

“SMU is grateful to every person who made a donation during the 2014–15 school year,” said R. Gerald Turner, SMU president. “We’re proud that SMU now is part of an elite group of only 30 universities in the U.S. News & World Report rankings with a 25 percent alumni giving rate.”

To achieve the giving record, SMU employed the slogan Join the Stampede and under that banner organized mini-campaigns. During the year, SMU donors:

• Expressed pride in their favorite SMU groups by making a gift before Homecoming to show they were “All In for Homecoming.”
• Answered President Turner’s challenge to make a gift by mid-March. Deans of each of SMU’s schools also highlighted opportunities to invest in priority areas in the schools.
• Participated in SMU’s one-day Find Your Cause challenge on April 14, 2015, when donors set a record for the number of gifts received by SMU in a single day.
• Responded to the Horsepower Challenge in the final month of the school year with a flood of gifts.

“Driving the success of Join the Stampede were the more than 550 alumni who volunteered to pick up the phone or reach out in person to their friends and classmates,” said Marianne B. Piepenburg ’81, assistant vice president for alumni and constituent giving.

In addition to achieving the goal of 25 percent of alumni giving in a single year, SMU donors have already surpassed The Second Century Campaign goals of more than 50 percent of alumni donating at least once during the campaign (currently at 57 percent and growing) and more than 500 new endowed scholarships (currently at $60).

As the University seeks to join the elite company of private universities that have raised $1 billion in a single campaign, it also is nearing its goals for the total number of endowed faculty positions and new major capital projects. Commitments to SMU through December 31, 2015, count toward The Second Century Campaign.

THE STAMPEDE EXCEEDS GOAL
2014–15 Yearly Undergraduate Alumni Giving Challenge

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<tr>
<th>Fiscal Year-end</th>
<th>May 31, 2015</th>
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<td>Goal</td>
<td>13,980</td>
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<td>Goal Reached</td>
<td>13,980</td>
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<td>Race begins</td>
<td>June 1, 2014</td>
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<td>First Home Game</td>
<td>Sept. 20, 2014</td>
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<td>Homecoming</td>
<td>Nov. 15, 2014</td>
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<td>Year-end</td>
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<td>AAC Basketball Championship</td>
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<td>Founders’ Day</td>
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A former chair of the SMU Board of Trustees, and a trustee since 1976, Mr. Hunt is co-chair of the Second Century Campaign. He has served on numerous other SMU boards and committees, and he has received the University’s Outstanding Alumnus Award in 1977. Mr. Hunt is currently the executive chair of Hunt Consolidated, Inc. (the parent of Hunt Oil Company). This Campaign Q&A is the third of six interviews with campaign co-chairs appearing in the final editions of Campaign Update. (This version of Mr. Hunt’s remarks was shortened for reasons of space. For the complete transcript, please visit smu.edu/HuntInterviewAug2015)

Campaign Update: As a co-chair of two SMU campaigns, how do you compare A Time to Lead with The Second Century Campaign?

Hunt: Through the first campaign, Gerard Hunt had a strong desire to re-establish a special relationship with the greater Dallas community and SMU alumni across the country, and the campaign was tremendously successful in achieving that. The Second Century Campaign has had an objective of taking SMU from being merely a very good higher-learning institution to one that is genuinely world-class. Both campaigns were focused on enhancing academic excellence.

CU: Having led the drive to bring the George W. Bush Presidential Center to campus, can you describe its impact thus far?

Hunt: The impact of the Bush Presidential Center has been multifaceted and truly incalculable. SMU's Second Century Campaign and the campaign to fund the Bush Center occurred separately and both have been tremendously successful. Numerous media events regularly occur there, all of which and even being so active complement SMU’s activities and image. There is also the human impact.

When then-World Bank President Bob Zoellick attended a conference at the Bush Center a couple of years ago, he asked to drop in on an SMU finance class. I can imagine the reaction when the professor turns to his students and said something to the effect of, “I had prepared a great lecture for today—but instead, I would like to introduce the president of the World Bank.” There are many interactions of that nature, and I honestly believe that their value to the University, and SMU’s student body, cannot be measured in financial terms.

CU: And you and your wife, Nancy Ann, have supported many programs at SMU, including the Hunt Leadership Scholars Program and the Judge Elmo B. Hunter Legal Center for Victims of Crimes Against Women. Why have these been important to you?

Hunt: The Judge Elmo B. Hunter Legal Center is named after my father-in-law, who became a federal judge. He was a natural leader, had a great sense of ethics, an extraordinary sense of justice. He was a man of high integrity, and the Center is a reflection of all of that. And the Center for Victims of Crimes Against Women, would be something that he would be very proud of. Our objective with the Hunt Leadership Scholars Program is to provide our scholars with opportunities to be leaders in their communities.

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CU: What is your prediction for the University’s future, SMU financial class. I can imagine the reaction when the professor turns to his students and said something to the effect of, “I had prepared a great lecture for today—but instead, I would like to introduce the president of the World Bank.” There are many interactions of that nature, and I honestly believe that their value to the University, and SMU’s student body, cannot be measured in financial terms.

When friends and supporters of SMU-in-Taos gathered at a celebration and fundraising gala at the Bush Center to honor the 25th anniversary of the George W. Bush Presidential Center, then-World Bank President Bob Zoellick attended a conference at the Bush Center a couple of years ago, he asked to drop in on an SMU finance class. I can imagine the reaction when the professor turns to his students and said something to the effect of, “I had prepared a great lecture for today—but instead, I would like to introduce the president of the World Bank.” There are many interactions of that nature, and I honestly believe that their value to the University, and SMU’s student body, cannot be measured in financial terms.

SMU-in-Taos was started in 1991 with an objective of providing a unique and challenging education experience for students interested in the arts and sciences. Since then, the Program has grown to include a full-time faculty and over 200 students. The Program is named after the late Nancy Ann Hunt, a former chair of the SMU Board of Trustees and a passionate supporter of SMU-in-Taos. Her gift of over $5 million has been instrumental in the success of the Program.

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Preparations are under way for a once-in-a-lifetime celebration of SMU’s 100th anniversary throughout Homecoming Weekend, September 23–26, 2015.

“If you have been contemplating a return to your alma mater, the final Homecoming of The Second Century Celebration is one you don’t want to miss,” says Peter A. Lodwick ’77, ’80, chair of the SMU Alumni Board. “A range of special activities and gatherings will enable you to re-engage with the academic life of SMU, reconnect with friends and commemorate 100 years of our outstanding University.”

Centennial Commemoration of the Opening of SMU
On Thursday, September 24, the University community will gather for a special Worship Service at 8:30 a.m. in Perkins Chapel, followed by the Centennial Commemoration Ceremony in McFarlin Auditorium (seating begins at 9:30 a.m.) and, afterward, a Community Picnic.

Distinguished Alumni Awards
SMU will present the 2015 Distinguished Alumni Awards, the highest honor the University can bestow, on Thursday, September 24, at 7 p.m. on the historic main quadrangle. The award recognizes extraordinary achievement, outstanding character and good citizenship. Recipients will be Bess Fraser Enloe ’60, Donald F. Jackson ’63 and Billie Ida Williamson ’74. The Emerging Leader Award will be presented to Michael W. Waters ’02, ’06, ’12. Separate event tickets are required, and seating is limited.

Football Game and 100th Birthday Salute
On Saturday, September 26, following the Homecoming parade at 3 p.m. and The Boulevard, Coach Chad Morris will lead the SMU Mustangs in an exciting football contest against the James Madison University Dukes at 6 p.m. in Gerald J. Ford Stadium. Immediately after the game, the University will cap this special weekend with a celebratory extravaganza and fireworks display wishing SMU a happy 100th birthday.

For a full schedule of Homecoming Weekend events and to register, visit smu.edu/homecoming.

SMU Program Council invites alumni, parents, students, faculty and staff to count down to SMU’s 100th birthday in a fun-filled evening of music featuring Eli Young Band with special guest star Cam that starts Wednesday, September 23, at 9 p.m. in Moody Coliseum. Pre-registration and separate event tickets are required.

SMU-in-Taos hosts Cultural Institute
More than 180 participants attended the 2015 SMU-in-Taos Cultural Institute held July 16–19 for short classes by SMU professors offered through the University’s beautiful campus near Taos, New Mexico. Above

Participants listen to a lecture by Neil Foley (left), the Robert H. and Nancy Dedman Chair in History, who taught the course “Cultural Connections in New Mexico and the Southwest.”

World Changers in Chicago
George P. Yedinak ’97 (left), a member of The Second Century Campaign Steering Committee for Chicago, and Jeff Cheatham ’95 show their Mustang spirit as they flank a cutout of Peruna during the World Changers Spotlight in Chicago on July 28. The gathering at the Gage Restaurant on Michigan Avenue featured a presentation by Samuel S. Hollind, the new Algor H. Meadows Dean of the Meadows School of the Arts.

SMU HAPPENINGS

Former president speaks at Commencement
George W. Bush, the 43rd president of the United States, delivered the principal address at SMU’s 100th May Commencement. “You are graduating from a great university,” Pres. Bush told the graduates, their families and friends gathered in Moody Coliseum and watching simulcasts. “Your SMU degree will open the door to a wide variety of career options. It has given you the tools to be productive citizens.” In May, SMU awarded more than 2,000 undergraduate, graduate and professional degrees.
DONORS USE CENTENNIAL OPPORTUNITIES TO HONOR OTHERS

On Founders’ Day, April 15, 2016, the SMU community will enjoy the dedication of two transformed spaces on the campus: the Crain Family Centennial Promenade and the Fondren Centennial Reading Room. Donors are taking advantage of the unique naming opportunities associated with these spaces to honor fellow Mustangs.

Making a mark on the Promenade

Nearly 90 percent of the pavers on the Crain Family Centennial Promenade have already been claimed by those making a special $100 gift. While the pavers will boast a variety of messages, many have been used to honor professors, parents or others deserving acknowledgment.

In an extraordinary recognition of SMU’s enhanced student quality, SMU alumnus Jack D. Knox ’60, ’63 made a $25,000 gift to donate 250 pavers for the University “to honor exceptional students” who have been enrolled at SMU during The Second Century Celebration. Previously Mr. Knox has provided financial support for Cox School of Business scholarships, the Richard B. Johnson Center for Economic Studies in Dedman College of Humanities and Sciences and to establish the Jack Knox Chair in the Rights and Protection of Children in Dedman School of Law.

Students whose names will be etched in the donated pavers include student body officers, student representatives to the Board of Trustees and its committees and recipients of significant awards such as Fulbright and Truman awards.

To donate a paver with the engraving of your choice, visit smu.edu/pavers.

Leaving a legacy in the Fondren Centennial Reading Room

Many donors are naming custom-designed, handcrafted Thomas Moser tables and chairs that will be part of the restoration of the Fondren Centennial Reading Room in the historic Fondren Library Center. A plaque mounted on each table or chair will recognize the donor or honor a current or former student, influential faculty member or other person in the SMU family.

Only about 100 opportunities – ranging from $500 to $5,000 – remain available.

SMU CALENDAR

SEPTMBER 23–26
Centennial Homecoming Weekend

pon the University’s East Campus and will serve as the future home of Mustang men’s and women’s swimming and diving. The new facility, which replaces historic Perkins Natatorium, will include a championship-caliber 50-meter indoor pool and diving well, locker rooms for the men’s and women’s teams and community, and seating for 800 spectators.

SMU supporters have committed more than $16 million toward the project, but the University seeks to secure $22 million by October 1, 2015.

If you are interested in making a commitment to help build the new Aquatics Center, please contact Kurt Pottkotter at 214-768-3639 or kpottkotter@smu.edu. All commitments received before December 31, 2015, will be counted toward SMU’s Second Century Campaign.

SMU CALENDAR

SEPTEMBER 23–26
Centennial Homecoming Weekend

Campaign Leadership Council

Brad E. Cheves, Vice President
R. Gerald Turner, President*
Jeanne L. Phillips ’76
Richard Ware ’68
Paul B. Loyd, Jr., ’68
Sarah Fullinwider Perot ’83
Richard B. Lyle ’67
Michael R. Lewis ’66, ’70
D. James Davis ’67
Samuel B. Johnson ’66
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*ex officio

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