Dear Friends of SMU,

Today I delivered to the University’s Board of Trustees the final totals for SMU’s Second Century Campaign. The campaign has generated a total of $1.15 billion, surpassing the goal of $1 billion set by the University’s Board of Trustees two years ago and far outpacing the original campaign goal of $750 million.

SMU is one of only 34 private universities that have undertaken campaigns of $1 billion or more. The total makes The Second Century Campaign the largest private university campaign in Texas history.

Thanks to the campaign’s impact, SMU is now poised to take an extraordinary step forward, one that portends increasing visibility, prominence and influence, and that puts SMU in a position to achieve even greater success in the University’s next century.

This special issue of Campaign Update highlights some of the campaign’s extraordinary impact, organized around our campaign goals of enhancing student quality, faculty and academic excellence and the campus experience. (The complete campaign report is available at smu.edu/secondcentury.)

One of the most remarkable successes achieved by the campaign has come in support for scholarships. Access to financial assistance is crucial at a time when colleges and universities are competing vigorously to attract and also retain top students. The campaign raised support for 689 new student scholarships, far greater than the original goal of 500 (see Student Quality page).

SMU has added 54 new endowed faculty positions, contributing to a University total of 116. The University also received funding for 68 new or significantly enhanced academic programs and initiatives, including endowments for two schools, Annette Caldwell Simmons School of Education and Human Development and Bobby B. Lyle School of Engineering. The increase in faculty endowments is helping make it possible for SMU to bring to campus leading scholars in diverse fields and retain outstanding faculty. Funding for both faculty and programs ensures that resources are available for new and other important areas of academic inquiry (see Faculty and Academic Excellence page).

The campaign has substantially funded 24 capital projects, including new and renovated facilities for academic programs, student housing and athletics. The new Residential Commons system, to take one example, has had a profound effect, bringing to SMU a vibrant new model of campus living. Renovations to Moody Coliseum have contributed to the fun and excitement of SMU graduation and home basketball and volleyball games, imbuing competitions with a spirit we now know as “Moody Magic” (see The Campus Experience page).

Reaching these goals could not have been accomplished without the support, commitment and efforts of many people. SMU is extremely grateful to more than 65,000 donors who supported the campaign, including more than 780 who provided major gifts of $100,000 or more. Everyone who made a gift at any level deserves our appreciation for their generosity and commitment to the University’s goals. (A complete list of donors will be released in conjunction with Founders’ Day Weekend in April.)

Our campaign volunteers, beginning with members of the Campaign Leadership Council and chairs and members of campaign steering committees, and including everyone who spread the word about the good things happening at SMU, all deserve great credit for what ultimately was accomplished.

While the statistics cited above tell a story of success, it is exciting to realize that the campaign’s full effect on SMU will continue to unfold for years to come. What we can say today is that all who contributed to The Second Century Campaign have put in place a strong foundation for future achievement, success and progress at SMU. And they have ensured that future generations of SMU students and faculty will be equipped to embrace their roles as leaders, innovators and world changers.

Today marks an extraordinary moment in the history of SMU. Thank you for helping shape the future of your University.

R. GERALD TURNER

President

The Second Century Campaign, the largest and most successful fundraising initiative in SMU’s history, raised $1.15 billion for the enhancement of the University’s student quality, faculty and academic excellence and the campus experience. While the campaign officially ended December 31, 2015, it continues to have an impact on every department and area as well as on each of SMU’s three campuses, in Dallas, Plano and Taos, New Mexico. The campaign also strengthened SMU’s national presence, drawing increased focus on the University’s progress and growth and generating gifts from alumni, family and friends across the country and also internationally. For a campaign timeline, please visit smu.edu/secondcentury.

National Reach
For the first time in SMU history, The Second Century Campaign extended volunteer and donor activity through five campaign regions across the United States and also internationally, involving hundreds of volunteers and a remarkable 65,000 donors at all levels. Campaign progress was spearheaded by volunteers in campaign cities and in cities with SMU alumni chapters, indicated below. Campaign cities also are the site of major SMU alumni chapters.

Alumni Giving
The Second Century Campaign set records for two key areas of alumni giving. The University exceeded its goal to receive gifts from 50 percent of alumni over the course of the campaign, achieving 59 percent. It also surpassed its goal to achieve 25 percent of alumni giving in a single year, reaching 28 percent in 2014–15, doubling the percentage before the campaign.

SMU has joined an elite group of universities in U.S. News & World Report rankings with a 25 percent annual giving rate.

Rankings organizations use alumni giving to measure graduates’ satisfaction with their alma maters.

Diverse Sources
The Second Century Campaign received strong support from alumni as well as a variety of other donors.

University-wide Impact
Campaign gifts provided critical support for each of the University’s priorities.

Rising Reputation
SMU’s rise in rank represents the sixth highest increase among the top 70 national universities. The impact of the campaign will continue to strengthen the University’s reputation in the years to come.

CAMPAIGN Q&A
Caren H. Prothro
Caren H. Prothro was a co-chair of The Second Century Campaign and served two terms as chair of SMU’s Board of Trustees. Her late husband, C. Vincent Prothro ’68, served as co-chair of the Perkins School of Theology committee during SMU’s previous campaign, A Time to Lead, and was the son of Elizabeth Perkins Prothro ’39 and the grandson of Perkins School benefactors Joe J. and Lois Perkins. This Q&A is the fifth of six interviews with campaign co-chairs appearing in Campaign Update in conjunction with the end of the campaign.

Campaign Update: How would you characterize The Second Century Campaign’s success?
Prothro: It is a huge achievement. Surpassing our original goal two years ahead of schedule and then exceeding the $1 billion goal says something remarkable about the University and the high regard in which it is held, not only in Texas, but also around the country. The campaign donors believe that the University is poised for even greater things in the future, and they’ve invested generously in SMU to make great things happen.

CU: Whom would you credit for the campaign’s remarkable achievement?
Prothro: There are so many people who contributed to the campaign’s success that it is virtually impossible to list them. However, any such list certainly would begin with President R. Gerald Turner, who had both the vision of what could be accomplished and the understanding of how such an undertaking could be executed successfully.

The role of donors is central, of course, and everyone who provided a campaign gift deserves thanks for their generosity and commitment to SMU’s vital work. More than 65,000 people, including donors in every state and many foreign countries, contributed to the campaign. The University’s level of support never has been greater, and our influence continues to grow.

The campaign volunteers, including my colleagues on the Campaign Leadership Council and those who served on the various campaign steering committees, were absolutely central to the campaign’s success. Many gave a great deal of time, effort and essential guidance. They are owed an enormous debt of gratitude.

We also extend our sincere thanks to the hundreds of volunteers who made phone calls, organized events and shared stories about the exciting things happening at SMU.

CU: How would you characterize The Second Century Campaign’s impact on SMU?
Prothro: The funds raised are financing more scholarships for top students and more endowed professorships. They are also supporting the Residential Commons system – and improved research facilities at SMU-in-Taos, among other examples.

The support generated by the campaign represents a vote of confidence in SMU’s mission today and a commitment to ensuring that SMU is an even stronger institution in the future, one able to provide tomorrow’s students and faculty with even greater opportunities for learning and research.

What was accomplished through the campaign truly is inspiring. And thanks to that accomplishment, the future of SMU is very bright.
STUDENT QUALITY

Scholarship support is crucial in helping SMU attract and retain top undergraduate and graduate students, and can be life changing for student recipients. Thanks to support for The Second Century Campaign, SMU donors gave annually to hundreds of scholarships and created 689 endowed scholarships. The number greatly exceeds the University’s original goal of creating 500 endowed scholarships during the campaign. The range of academic scholarships offered by SMU has broadened to include general University scholarships as well as those that support specific studies, majors and interests. Together, they make SMU more accessible to students from diverse backgrounds, including many with substantial economic need.

New Endowed Scholarships

Increasing the number of endowed scholarships enables SMU to attract and retain the best students nationally and will continue to help the University compete for top students well into the future.

Increased Expenditures for Scholarship Support

Support for The Second Century Campaign has enabled SMU to significantly increase scholarship support, crucial for recruiting and retaining top students.

Comparison of Average SAT Scores

As the test scores and other measures of student quality at SMU have increased, the University also has become more ethnically and regionally diverse. From 2010 to 2014, the percentage of ethnically diverse and international students increased more than 7 percent.

Prestigious National Awards

One reflection of SMU’s student quality is the increasing number of students who each year are recognized with highly competitive national awards. In the most recent year, students won a record five Fulbright grants, and were multiple finalists for Rhodes, Marshall and Truman scholarships.

Growing Scholarship Programs

New academic scholarships include those offered by schools for students who express advance interest in schools’ major programs – Cox BBA Scholars, Meadows Scholars, Dedman College Scholars, Lyle Scholars (above), Simmons Scholars and Dedman Law Scholars. Annual gifts for multi-year scholarships also provide essential support. President’s Scholarships, the highest academic awards given by the University, and Hunt Leadership Scholarships, which provide support for students with a combination of academic and leadership abilities, have continued to be crucial for attracting and retaining top students.

CAMPAIGN IN ACTION

These examples are from among the broad range of endowed scholarships and graduate fellowships created through the campaign. For a complete list, please visit smu.edu/secondcentury.

Thomas W. Luce, III Centennial Dedman Law Scholars Program

A gift from Sarah Fullinwider Perot ’83 and Ross Perot, Jr., endowed the Thomas W. Luce, III Centennial Dedman Law Scholars Program at SMU, honoring Luce’s dedication to law and community while helping infuse scholarship students with his integrity and commitment to public service. In addition to financial support, students will have both formal and informal opportunities to learn directly from Luce, who was a founding partner in the Dallas-based legal firm of Hughes & Luce LLP. (Above L-R) Sarah Fullinwider Perot ’83, Ross Perot, Jr, Ross Perot, Thomas W. Luce, III, Margot Perot.

Study Abroad Scholarships

Scholarships for international study established during The Second Century Campaign enable students without the necessary financial resources to benefit from the extraordinary educational experience of immersion in a foreign culture. A commitment from Kathryn H. Arata ‘87, ’91 and Stephen L. Arata ’88 established the Arata Centennial Study Abroad Scholarship Fund. Commitments from The Kelly Compton (’79) Family Endowment Fund for Global Education and Billie Ida Williamson ’74 each provide annual support for students who choose to participate in Study Abroad. A gift by Michael Drapkin ’64 and his wife, Cherri, also supports students with financial need wishing to take part in SMU Study Abroad or the Embrey Human Rights Program trip to Poland.
FACULTY AND ACADEMIC EXCELLENCE

The extraordinary quality of SMU's faculty is a defining feature of the University. Support for The Second Century Campaign enabled SMU to add 54 endowed faculty positions, reaching a University total of 116, and to provide funding for 68 new or significantly enhanced academic programs and initiatives, including endowments for two schools. Endowments for new faculty positions enable SMU to broaden significantly the subjects researched and taught at the University. Thanks to campaign support, SMU will be able to provide faculty expertise on society's most pressing issues well into the future.

Increased Endowed Faculty Positions
Faculty experts enhance the overall quality and academic reputation of a University. Through donor support, SMU achieved and surpassed the goal of having a total of 110 endowed faculty positions, reaching 116. The University also surpassed the goal of having 25 percent of tenured faculty in endowed chairs or professorships, reaching 29.6 percent in fall 2015, a percentage that places SMU among a select group of peer institutions.

New Endowed Faculty Positions
Endowments for faculty positions add to the University's academic offerings and ensure that particular disciplines will continue to be part of the SMU curriculum. Below is a partial list of subject areas with positions endowed through the campaign. For the complete list, please visit smu.edu/secondcentury.

- Alternative Asset Management
- American Capitalism
- Art History
- Biological Sciences
- Corporate, Partnership and Securities Law
- Cyber Security
- Economic Freedom
- Education and Human Development
- Engineering and Global Development
- Engineering Innovation
- Entrepreneurial Studies
- European Medieval History
- Interdisciplinary Studies
- Jurisprudence and Constitutional Law
- Meadows Museum
- Meadows Symphony Orchestra
- Methodist History
- Music Performance
- SMU-in-Texas
- Statistical Science
- University Studies

Increased Support for Faculty and Academics
Gifts to The Second Century Campaign have enabled SMU to increase support for academic instruction as well as library, advising and technology resources.

<table>
<thead>
<tr>
<th>FACULTY SUPPORT</th>
<th>ACADEMIC SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>$175,000,000</td>
<td>$70,000,000</td>
</tr>
<tr>
<td>$150,000,000</td>
<td></td>
</tr>
<tr>
<td>$125,000,000</td>
<td></td>
</tr>
<tr>
<td>$100,000,000</td>
<td></td>
</tr>
</tbody>
</table>

Support for Academic Programs, Centers and Initiatives
In addition to the naming of two schools, The Second Century Campaign provided new funding for 66 academic programs and centers. Below is a partial list. For the complete list, please visit smu.edu/secondcentury.

- Cox School of Business
- EnCap Investments & LCM Group Alternative Asset Management Center
- Don Jackson Center for Financial Studies
- Kitt Investing and Trading Center
- Dedman College of Humanities and Sciences
- Embrey Human Rights Program
- Roy M. Huffington Department of Earth Sciences
- Texas-Mexico Research Program in the John Goodwin Tower Center for Political Studies
- Dedman School of Law
- Dawson Family Criminal Justice Reform Center
- Judge Elmo B. Hunter Legal Center for Victims of Crimes Against Women
- Taub Center for Law, Science and Innovation
- Lyle School of Engineering
- W.W. Caruth, Jr Institute for Engineering Education
- Darwin Dawson Institute for Cyber Security
- Hunter and Stephanie Hunt Institute for Engineering and Humanity

- Meadows School of the Arts
- Art History Ph.D. program
- Journalism Digital Studio
- National Center for Arts Research
- Perkins School of Theology
- Center for Preaching Excellence
- Center for Religious Leadership
- Center for the Study of Latino/a Christianity and Religions
- Annette Caldwell Simmons School of Education and Human Development
- The Budd Center: Involving Communities in Education
- Institute for Leadership Impact
- Research in Mathematics Education
- Engineering Innovation
- Engineering and Global Development
- Education and Human Development
- Economic Freedom
- Cyber Security
- Biological Sciences
- American Capitalism
- Art History
- Statistical Science

CAMPAIGN IN ACTION

These examples are from among the broad range of endowed faculty positions and endowed academic programs established through the campaign. For a complete list, please visit smu.edu/secondcentury.

Innovative Human Rights Program
The Embrey Human Rights Program introduces students to the study of universally recognized civil, political, economic, social and cultural human rights and organizes travel to destinations where human rights abuses have occurred. Beginning with an initial gift from the Embrey Family Foundation, human rights has become one of the fastest growing programs on the SMU campus. The program grew from a $1 million gift in 2008 from the Embrey Family Foundation, prompted by the participation of Lauren Embrey ‘80, ‘83 in an SMU human rights program trip to Poland. With continued funding from the foundation and other donors, and with increased interest from students, the Embrey Human Rights Program expanded and SMU established a minor in human rights in 2007 and a major in 2011. The Foundation provided a gift toward the creation of a permanent endowment for the program in 2015.

Naming of Annette Caldwell Simmons School of Education and Human Development
In 2007 Harold C. and Annette Caldwell Simmons ’57 made a historic $20 million gift to SMU, which established endowments for the school of education and provided funding for its first building. Annette Caldwell Simmons Hall. In recognition of their commitment, SMU named the school the Annette Caldwell Simmons School of Education and Human Development. A 2013 gift from Mr. and Mrs. Simmons funded three new endowed academic positions in the School, as well as a second building for expanding programs. Mrs. Simmons wished to recognize her husband and his lifelong commitment to education by naming the building Harold Clark Simmons Hall (above left).

Centennial Faculty Positions
During SMU’s centennial commemoration period from 2011 through 2015, donors established 19 centennial faculty positions (as well as nine centennial scholarships). Centennial endowments include funding to support the immediate needs of the position while the principal of the endowment matures. An example of a centennial chair, the Mary and Richard Templeton Centennial Chair of Electrical Engineering will support an outstanding faculty member in an academic discipline dedicated to designing the most sophisticated technology of the 21st century. (Above L-R, seated) Richard Templeton, president and CEO of Texas Instruments, and Mary Templeton. (L-R, standing) nephew William Templeton ’16, son Jim Templeton ’14 and daughter Stephanie Templeton.
A vital part of an SMU education is the campus experience, which supports academic achievement and provides diverse opportunities for personal growth. The Second Century Campaign has made a significant impact on campus life, providing resources for programs that complement the classroom education and encourage leadership development. The campaign also supported the creation of a new living-and-learning model of campus life, as well as facilities for student services and athletic competition. Construction and renovation of crucial campus facilities is ongoing.

**The Campus Experience**

In addition to academic scholarships and fellowships, many gifts were received to fund a range of awards that offer experiences to enhance the classroom education and help prepare students for leadership. Examples include:

- The Dr. Jim Caswell Endowment for Leadership Development and Training
- The Getz Family Lacrosse Endowment
- The Hegi Family Internship Program
- The Herrscher Family Student Leadership and Education Endowment
- The Deborah Brames Michal Student Senate Scholarship

**Student Experience**

During The Second Century Campaign, contributions to the Mustang Club and to other restricted athletics operations designations grew dramatically, thanks to generous donors. Examples include:

- Mustang Club
- Other

**Increasing Support for Athletics**

**George W. Bush Presidential Center**

The presence of the George W. Bush Presidential Center on the SMU campus has heightened the University’s national and international visibility as a center of research and programs. SMU’s partnership with the Bush Center includes joint programs that attract global participants, concurrent appointments with SMU faculty and Bush Institute fellows, internships and research opportunities for students, campus visits by scholars and dignitaries, and class visits by President Bush. The Bush Center was dedicated on April 25, 2013 (left).

**Moody Coliseum and Miller Event Center**

The eye-catching renovation of iconic Moody Coliseum, which re-opened in December 2013, features new seating, entertainment areas, court improvements and infrastructure, while retaining Moody’s original ambiance. The 167,000-square-foot complex and Dallas landmark is home to SMU men’s and women’s basketball, women’s volleyball and the pageantry of SMU academic ceremonies, as well as numerous community events. A gift from The Moody Foundation provided the impetus for the project, and the Miller Event Center, an addition on the north side of Moody Coliseum, was named in honor of David B. Miller ‘72, ‘73 and his wife, Carolyn, in recognition of their leadership gift to the project.

**Residential Commons**

SMU’s Residential Commons complex, dedicated in May 2014, is the largest capital project in SMU’s history. The nine-acre Commons complex includes five residence halls – Armstrong Commons, Kathy Crow Commons, Crum Commons, Loyd Commons and Ware Commons – as well as the Anita and Truman Arnold Dining Commons and the 800-space Mustang Parking Center. The complex provides campus housing for an additional 1,250 students and is part of the campus-wide Residential Commons system, which also includes six commons created from existing buildings.

**Mustang Band Hall**

Dedicated in September 2014, the new Mustang Band Hall is five times larger than its previous space and features an expanded rehearsal hall, enhanced practice rooms and an outdoor performance plaza designed to showcase SMU’s traditional hub of campus spirit, the Mustang Band. More than 1,250 band alumni, supporters and friends contributed funds to build the 11,000-square-foot facility, located at the Dedman Center for Lifetime Sports on the southeast edge of campus.

**Comparison of Percentage of Undergraduates Living in Campus Housing**

<table>
<thead>
<tr>
<th>Institution</th>
<th>2008</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>UT-Austin</td>
<td>19%</td>
<td>33%</td>
</tr>
<tr>
<td>USC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baylor</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Tulane</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>TCU</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>Emory</td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>Wake Forest</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>Vanderbilt</td>
<td>95%</td>
<td></td>
</tr>
</tbody>
</table>

Source: U.S. News & World Report

Note: The year reflects data from the fall term two years prior. For example, data in Issue Year 2016 is from fall 2014.
Donors provided significant support to The Second Century Campaign throughout its final months, ensuring a strong finish as the campaign progressed to its conclusion December 31, 2015, and pushing the total past the campaign’s goal.

The Second Century Campaign ultimately received contributions totaling $1.15 billion in support of student quality, faculty and academic excellence and the campus experience. (See story on the front cover.)

‘‘Those of us who care about the future of SMU are deeply grateful for all gifts, including those made late in the campaign,’’ said SMU President R. Gerald Turner. ‘‘In addition to providing funding for important University priorities, these gifts have helped ensure that SMU continues to have a strong sense of momentum moving forward.’’

Contributions included:
• Gifts totaling more than $5 million from the Embrey Family Foundation for operational and endowment support of the Embrey Human Rights Program in Dedman College of Humanities and Sciences.
• A gift of $3.5 million from the Deason family to create the Deason Family Criminal Justice Reform Center in Dedman School of Law.
• Gifts totaling more than $3 million from WJO Foundation and Charles Koch Foundation in support of the William J. O’Neil Center for Global Markets and Freedom in Cox School of Business.
• A gift of $2 million from Anne R. Bromberg to establish the Alan R. Bromberg Centennial Chair in Corporate, Partnership and Securities Law in Dedman Law in honor of her late husband, a renowned professor in the law school.
• A gift of $1.75 million from Sarah Fullinwider Perot ’83 and Ross Perot, Jr., to establish the Thomas W. Luce, III Centennial Dedman Law Scholars Program, honoring Luce’s dedication to law and community and helping infuse students with his integrity and commitment to public service.
• A gift of $1.5 million from Jane R. Bolin and Pat S. Bolin ’73 to establish the Jane and Pat Bolin Director of the Maguire Energy Institute in the Cox School.
• A planned gift of $1 million from Abha Singh Divine ’89 and James S. Divine ’89 that ultimately will establish an endowed President’s Scholarship and an endowed scholarship in electrical engineering in the Lyle School.
• A planned gift of $1 million from Robert C. S. Embree M.B.A. ’13 that ultimately will support the Robert C. S. Embree Endowed Scholarship in Cox School of Business, the Larry J. Embree Endowed Scholarship in Dedman College, the Donald J. Embree Endowed Scholarship in Meadows School of the Arts and the Mustang Club.
• A gift of $1 million from GRUMA-Mission Foods to the John Goodwin Tower Center for Political Studies in Dedman College to launch a new program to research and promote policy-focused solutions to the economic, political and social ties between Mexico and Texas.
• A gift of $900,000 from Jorge Baldor ’93 to the Tower Center in Dedman College to establish the new Latino Center for Leadership Development-SMU Tower Center Policy Institute, a strategic academic partnership to identify and implement policy-focused solutions to the Latino community’s most pressing concerns.
• A gift of $500,000 from The Belo Foundation to establish a new endowment in the Meadows School in support of the School’s Division of Journalism in recruiting students with diverse ethnic, racial and socioeconomic backgrounds.
• A gift of $500,000 from the Henry Luce Foundation in support of the Center for the Study of Latino/a Christianity and Religions in the Perkins School.
• A gift of $500,000 from Gina L. and Tucker S. Bridwell ’73, ’74 to establish the Tucker S. Bridwell Liberty and Markets Student Reading Group Endowment Fund in the Cox School.

Join the Celebration
Make plans to visit the Hilltop on April 15–16 for Founders’ Day Weekend. Join the campus community for the Campaign Finale – including the dedications of the Fondren Library Center renovations, Crain Family Centennial Promenade and campaign donor plaques – as well as Community Day, including Inside SMU. For more information and to register, please visit smu.edu/foundersday.

Gifts in final months push campaign past goal