

SMU Unbridled

THE SECOND CENTURY CAMPAIGN



A New Season of Opportunity

“SMU Unbridled” was chosen as the theme for The Second Century Campaign to communicate the momentum the University has been experiencing in recent years. The push to keep moving forward stems from SMU’s ambitious founding in 1911 and has expressed itself in the century of achievement that began when SMU opened in 1915. Soon we will be 100!

Today that momentum continues, even during a time of economic uncertainty. You will see evidence of it highlighted throughout this newsletter. It includes the joyful fact that in September we exceeded the halfway mark toward our campaign goal of \$750 million, thanks to a successful quiet phase and an active first-year public phase.

Momentum is also making its mark in many ways this semester. Increased scholarship funding has helped us to attract talented students sought by other universities nationwide.

Funding for academic programs and faculty appointments has enabled us to recruit and retain distinguished professors. Our momentum is apparent in bricks and mortar. We dedicated Elizabeth Perkins Prothro Hall for Perkins School of Theology and we are preparing for the dedication of the new sculpture plaza for Meadows Museum.

This fall, you will find that our traditional events such as Homecoming and reunions have an extra spark of energy. Our alumni and other donors are responding to the promise and challenge of the “SMU Unbridled” theme.

And those who know us best – our faculty and staff – are taking the lead with their own campaign committee, aiming to match the alumni participation goals of 25 percent annual giving and 50 percent over the course of the campaign.

I hope you enjoy keeping up to date on the campaign through this newsletter and that you plan to participate in upcoming events. These updates and activities enable us to extend our deepest gratitude to you for making “unbridled” not just a theme but a reality, reaching every corner of the campus and into the community.

R. Gerald Turner
President

Full Speed Ahead

Momentum Propels Campaign into Year Two

SMU’s Second Century Campaign is galloping into its second year.

Building on the historic results of the first year of the campaign’s public phase, year two of the largest fundraising initiative in SMU’s history is set to launch with a flurry of events marking campaign accomplishments and progress.

Topping the list are dedications for a range of new facilities, the launch of the new Steering Committee for Faculty and Staff and campaign kickoffs in St. Louis and San Francisco, with more kickoff events to follow in the spring.

SMU dedicated new and renovated student casitas at **SMU-in-Taos** on July 24, which will allow the first fall semester of classes at the historic site of Fort Burgwin in Northern New Mexico.

Made possible in part by a \$4 million gift to SMU from former Texas Governor William P. Clements, Jr. ’39 and his wife, Rita C. Clements, this is the first phase of planned enhancements to the Taos campus. The newly completed work also includes improvements to the information technology infrastructure. The environmentally friendly housing is eligible for LEED Silver certification.

The new fall semester program will follow a schedule tailor-made for SMU-in-Taos. It will emphasize close faculty-student interaction and coursework structured in four intensive course modules taken in sequence, each lasting three weeks. A fifth course module will consist of an independent study project.

The SMU-in-Taos master plan also calls for the addition of a student center and new faculty housing.

Construction of **Elizabeth Perkins Prothro Hall** and renovations to Kirby and Selecman Halls, all part of Perkins School

of Theology, are complete, and a dedication was held on September 11.

Prothro Hall is located at the southern end of the Theology School quadrangle and houses facilities for education and a variety of community uses.

Prothro Hall will be eligible for LEED certification.

The Perkins-Prothro family of Wichita Falls, Texas, whose financial support of the school spans three generations, gave \$6 million to the school in January 2007.

On October 7, SMU will dedicate the renovated **entry plaza for the Meadows Museum**. The plaza features new green spaces, pathways and display areas for its collection of modern outdoor sculpture, as well as a new terrace overlooking “Wave,” a sculpture by Spanish artist/architect Santiago Calatrava.

Plaza additions include new stairs and overlooks, large planters and a lawn area, in addition to a new major sculpture by Spanish artist Jaume Plensa.

The project was generously funded by several donors, including Nancy and Jake Hamon; the Eugene McDermott Foundation; the Meadows Foundation; the Pollock Foundation; the family of Mr. and Mrs. Richard R. Pollock; the family of Mr. Lawrence S. Pollock, III; and Gwen and Richard Irwin.

SMU also announced the members of the new **Campaign Steering Committee for Faculty and Staff** (listed on page 3). The committee comprises representatives from every school and administrative area, and is chaired by Harold W. Stanley, Guerin-Pettus Distinguished Chair in American Politics and Political Economy in Dedman College, and Julie A. Wiksten ’78, ’92, executive director of SMU Auxiliary Services.

The committee kicked off its participation on September 3.

Stanley said faculty and staff could have a positive impact on the University by matching the alumni goals of 25 percent participation annually and 50 percent participation during the campaign.

The University is also set to launch the campaign in two new cities, **St. Louis** and **San Francisco**, adding them to the list of other cities around the U.S. and internationally where regional committees are spreading word of The Second Century Campaign. (See box for kickoff dates.)

On September 4, SMU dedicated the new **Mustang Plaza and Mall** linking Moody Coliseum with Dedman Center for Lifetime Sports. At the ceremony, the University thanked the Dedman family, Robert Schlegel and Myrna Schlegel, and Mr. John W. Carpenter, III, and Cele Slaughter Briscoe Carpenter ’78 for their support of the project.

Fall 2009 Campaign Highlights

- **September 3: Launch of participation drive for SMU faculty and staff**
- **September 11: Dedication of Elizabeth Perkins Prothro Hall and renovations to Kirby and Selecman Halls**
- **October 7: Dedication of the new Meadows Museum Sculpture Plaza**
- **September 29: St. Louis campaign kickoff**
- **November 10: San Francisco campaign kickoff**

Above photo: “The Mustangs” near Moody Coliseum now stand at the entrance to Mustang Plaza and Mall, dedicated September 4, 2009.

Year One Highlights



A Year of Progress

Campaign Kickoff Announcement
September 2008

Campaign Makes History

On September 12, 2008, SMU launched The Second Century Campaign, the largest fundraising initiative in the University's history. A year later, the results are clear.

Thanks to the hard work of campaign volunteers and others committed to ensuring a bright future for SMU, the campaign has achieved a number of significant milestones despite the economic downturn. And the University continues to make important progress in every area.

This month, SMU exceeded the halfway mark toward The Second Century Campaign's goal of \$750 million.

Cash receipts for the fiscal year, including gifts and payments, exceeded \$100 million, representing the highest level of giving in the history of SMU. The total includes several large pledge payments, as well as gifts of all sizes, from \$1 to more than \$1 million.

That total also includes the largest athletics annual fund results in history.

In addition, the total number of donors giving \$1 million or more has reached 55. By way of comparison, SMU received 113 gifts of that size during the entirety of SMU's last campaign, "A Time to Lead."

Stated another way, after the campaign's first public phase year, the University has already received 48 percent of the number of leadership gifts received during the previous campaign.

The complex economic environment has had an impact on the campaign, with the average size of gifts having decreased in spring 2009 as compared to spring 2008.

However, the total number of donors increased, confirming that the excitement generated by the campaign and by volunteer efforts has had a positive impact on broadening the campaign's base of support.

Most importantly, the campaign has had an impact on every area of the University.

Making an Impact: Campaign Achievements So Far

- Two newly named schools: Annette Caldwell Simmons School of Education and Human Development and Bobby B. Lyle School of Engineering
- One newly endowed department: Roy M. Huffington Department of Earth Sciences
- 11 newly endowed academic institutes, centers and initiatives
- 11 newly endowed faculty positions
- 185 newly endowed scholarships
- 11 new or renovated facilities



President R. Gerald Turner congratulates the late Roy M. Huffington '38 on the naming of the Roy M. Huffington Department of Earth Sciences.

Campaign Milestones: 2008-09 Timeline

The first year of The Second Century Campaign's public phase was filled with events and celebrations marking campaign progress in Dallas, around the U.S. and internationally. Here is a timeline featuring some of the year's most significant developments.

July 18 | Taos groundbreaking

Construction and renovation of student housing at SMU-in-Taos begins, funded in part by a \$4 million gift to SMU from former Texas Governor William P. Clements, Jr. '39 and his wife, Rita C. Clements.

September 12-14 | Campaign kickoff

The University launches The Second Century Campaign with a series of events that brings volunteers from around the country to celebrate the historic and ambitious effort. Later events around the U.S. and in Mexico also mark the campaign launch and spread word of campaign goals. Kickoff events include:

- Black tie preview gala



- First meeting of the Campaign Executive Committee



- Campuswide campaign kickoff announcement and lunch



- Community kickoff at halftime during the SMU vs. TCU football game in Ford Stadium



September 28 | Mexico City kickoff

October 8 | Atlanta regional kickoff

October 14 | Los Angeles regional kickoff



October 17 | Naming of Bobby B. Lyle School of Engineering



SMU recognizes Bobby B. Lyle, Dallas entrepreneur and industry leader, for his leadership and generosity.

October 20 | New York regional kickoff



October 23 | Chicago regional kickoff

November 3-8 | Homecoming

Reunion class giving to The Second Century Campaign for the year tops \$4 million.

January 5 | Groundbreaking for Simmons Hall



A year after celebrating a \$20 million gift from Harold and Annette Caldwell Simmons, SMU breaks ground on the building that will house the Annette Caldwell Simmons School of Education and Human Development.

January 5 | Noel Family Endows SMU Law School Deanship

Dedman School of Law becomes one of the few law schools in the country with an endowed deanship, through a \$4 million gift from the Noel family of Houston in honor of the late Judge James L. Noel, Jr.

January 28 | Houston regional kickoff

The campaign is celebrated in Houston, four months after Hurricane Ike forced postponement of the original launch party event.

April 19 | Remember the Ladies!

A celebration featuring prominent Texas women marks the halfway point on the way to raising \$1 million for the Archives of Women of the Southwest, housed in DeGolyer Library.

April 24 | Cox Endowment Hall of Donors unveiled



Cox School of Business unveils 113 plaques placed in the Fincher Building main hall honoring donors who have established endowments to strengthen faculty and academic excellence and student recruitment.

April 24 | President's Associates and Hilltop Society formed

Donor recognition societies are established to encourage the broadest possible yearly participation in The Second Century Campaign by alumni, parents and friends.

April 24 | President's Briefing inaugurated

President R. Gerald Turner delivers the first annual report on SMU's fiscal year, highlighting campaign progress in advancing student quality, faculty and academic achievement and the campus experience.

April 1 - May 31 | Horsepower Challenge

Alumni, parents and friends answer the Horsepower Challenge to help SMU finish the fiscal year with the University's largest giving total ever.

June 15 | Golf Center groundbreaking

University breaks ground on new SMU Payne Stewart Golf Learning Center at the Dallas Athletic Club.

July 24 | Taos Dedication

The University dedicates new student housing at SMU-in-Taos, making possible the first fall semester of classes at the University's Northern New Mexico campus.

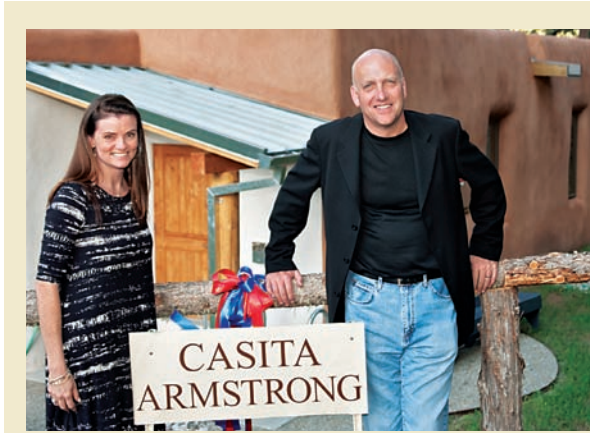
September 2009

SMU celebrates the anniversary of The Second Century Campaign kickoff and announces that the University has exceeded the halfway mark toward its \$750 million campaign goal.

Taos Dedication



Taos Dedication The University dedicated new and renovated student housing at SMU-in-Taos July 24. Participating in the ribbon cutting ceremony were (L-R) Jo Ann Geurin Thetford '69, William Ware '01, Richard Ware '68, SMU President R. Gerald Turner, William P. Clements, Jr. '39, Rita C. Clements, Liz Martin Armstrong '82, Bill Armstrong '82, Richard Mullen '61, SMU-in-Taos Director Michael Adler '83 and SMU Vice President for Development and External Affairs Brad E. Cheves.



Taos Liz Martin Armstrong '82 and Bill Armstrong '82 met at SMU-in-Taos when both were undergraduates at SMU. This summer they returned as members of a group of donors who provided support for new and renovated casitas on the campus. The casitas, which will make possible the first fall semester of classes at the historic site, were dedicated July 24. The dedication marks completion of Phase I of the master plan for the Taos campus. SMU is a family affair for the Armstrongs, who also serve as chairs of the Parent Leadership Council. Their daughter, Leigh Armstrong '11, is the tenth Mustang in the family.

Campaign Endowments at Work

Endowments created in The Second Century Campaign by alumni, parents and friends provide permanent funding for scholarships, faculty positions, research opportunities and academic programs. SMU aims to increase dramatically these vital, long-term supports across the University. Here are three examples of faculty and scholarship programs supported by endowment.



Delores M. Etter

TI Distinguished Chair in Engineering Education and Director of the Caruth Institute for Engineering Education

Delores M. Etter is committed to two distinct but related missions. As head of the new SMU/ Lockheed Martin Skunk Works® Program, Etter is teaching young

engineers to be innovators and problem solvers in a work environment that cultivates students' abilities to make good decisions quickly and work outside normal business hierarchies. The program is the first partnership between the iconic research lab and a university. As director of the Caruth Institute, Etter is helping prepare the next generation of engineers through a program to educate teachers about ways to make advanced math and science courses relevant and exciting for high school students. Etter joined the Bobby B. Lyle School of Engineering after serving as both assistant secretary of the Navy for research, development and acquisition and as deputy undersecretary of defense for science and technology.



Santiago Nuñez '09

Edwin L. Cox BBA Scholars

The Edwin L. Cox BBA Scholars program has had a measurable impact on the University's ability to attract and retain talented students. The program admits students with exceptional academic credentials to Cox

School of Business as first-year undergraduates. These students have very high grades and, in 2009, an average combined (math and critical reading) SAT score of 1400 - more than 100 points higher than six years ago. It's also clear that the BBA Scholars program is successfully preparing students for top positions in business. As an example, BBA scholar Santiago Nuñez '09 began work as an investment-banking analyst with the prestigious investment firm Lazard Freres & Co. LLC in New York in June. Nuñez received an early job offer after working as a summer intern the previous year. "As a Cox student, I discovered I could do as well or better than people from all of the best business programs," he says.



John B. Attanasio

Judge James Noel Dean and Professor of Law

Dedman School of Law became one of the few law schools in the country with an endowed deanship through a \$4 million gift from the Noel family of Houston in honor of the late Judge James L. Noel, Jr. The Noel gift was matched with \$1 million from the Dallas family of school namesake Robert H. Dedman, for a total endowment of \$5 million. Judge Noel's five children and their spouses, all of whom live in Houston, joined together in making the gift to SMU. Four of the five children have SMU degrees. The Judge James Noel Deanship and Professorship of Law is held by John B. Attanasio, dean of the Dedman School since 1998. "This is a wonderful way to honor Judge Noel," said Dean Attanasio. "Only a small number of law schools in the country have endowed deanships, and even fewer are endowed at the \$5 million level." Judge Noel earned three degrees from SMU. He was appointed to the federal bench in Houston by President John F. Kennedy in 1961.

Campaign Steering Committee for Faculty and Staff



The faculty and staff of the University are kicking off the second year of the campaign with their own participation effort. On September 3, the steering committee (pictured above), representing every school and administrative unit, held launch parties. The day concluded with a campuswide rally. Lyle School of Engineering was recognized for the highest rate of participation among SMU's schools in the campaign this fiscal year. Within the administration, the Office of the President and the Office of Legal Affairs tied for first place.

Harold W. Stanley
Co-chair
Julie A. Wiksten '78, '92
Co-chair

Athletics
Tom Buning
Lee A. Meredith

Business and Finance
Kathleen B. Hodges '73
Patricia A. Mehis

Central University Libraries
Amy Kathryn Carver '94
William J. Dworaczyk

Cox School of Business
Roger A. Kerin
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Dedman College
Caroline B. Brettell
Pamela C. Hogan '09

Dedman School of Law
Martin L. Camp '79
Christopher H. Hanna

Development and External Affairs
Sharon Gambulos
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Legal Affairs
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Lyle School of Engineering
Marc P. Christensen
Stephanie L. Murray

Meadows School of the Arts
Jay Hengst
Robert E. Krout

Perkins School of Theology
William J. Abraham
Judith B. Gibbons

Office of the President
Rosemary Hachtman
Mary Jane Johnson

Office of the Provost
L. Marc Peterson '70
Kathy Rowe

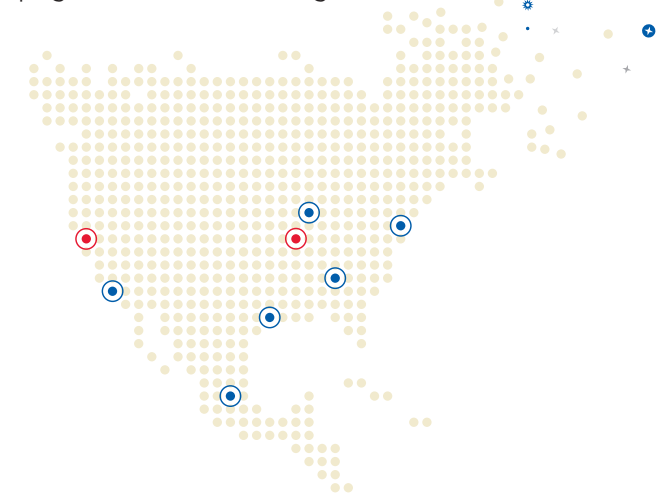
Annette Caldwell Simmons School of Education and Human Development
Amy Claire Heitzman '08
Lynn R. Jacobs '74

Student Affairs
Carol M. Harder
Judy Henneberger '03

ex officio
R. Gerald Turner
Brad E. Cheves

Campaign Expands to New Cities

The Second Century Campaign had national and international reach during the first year of its public phase. Campaign steering committees kicked off in Atlanta, Chicago, Houston, Los Angeles, New York and Mexico City. This fall, those cities will be joined by steering committees in St. Louis and San Francisco as the campaign's reach continues to grow.

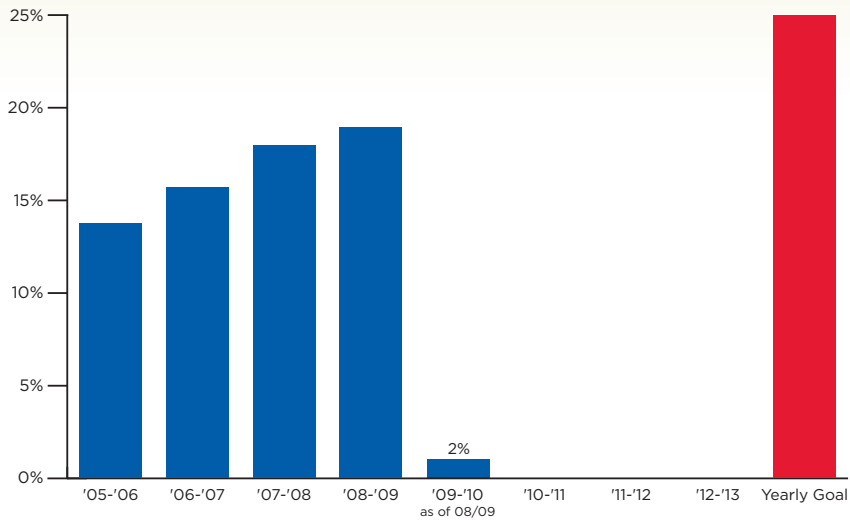


📍 St. Louis and San Francisco will join The Second Century Campaign this fall. Look for other new cities to be added in the spring.

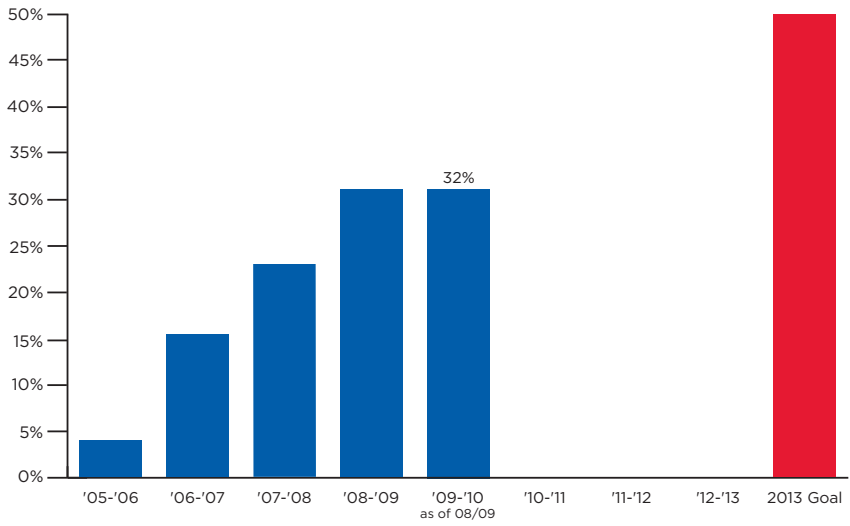
📍 Regional campaign kickoff events took place in Atlanta, Chicago, Houston, Los Angeles, New York and Mexico City last year.

Campaign Quarterly Report

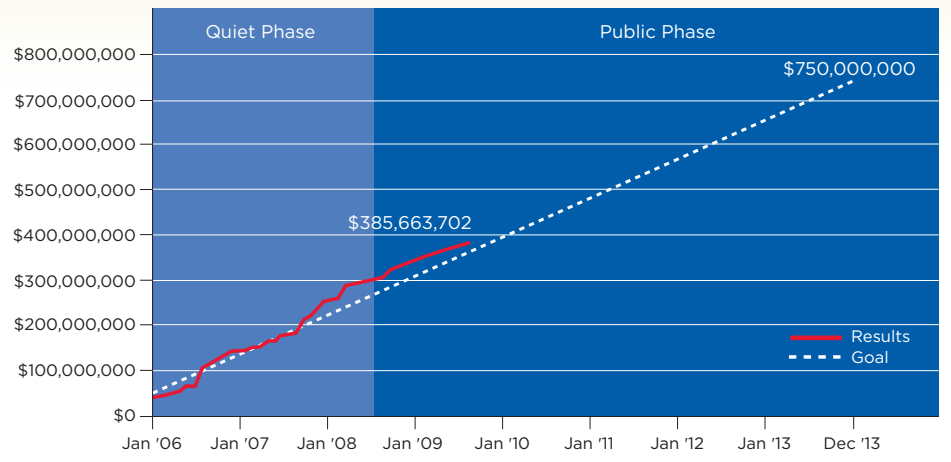
CAMPAIGN YEARLY ALUMNI PARTICIPATION GOAL: 25% PER YEAR



CAMPAIGN CUMULATIVE ALUMNI PARTICIPATION GOAL: 50% BY 2013



CAMPAIGN FINANCIAL GOAL: \$750 MILLION



Data as of August 31, 2009. This information is provided quarterly for The Second Century Campaign's volunteer leadership by the Office of the Vice President for Development and External Affairs. For the complete report, visit smu.edu/unbridled.

CAMPAIGN UPDATE

Vol. 2, No. 2 September 2009

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.

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Gene C. Jones
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 John C. Tolleson '70
 Richard Ware '68
 R. Gerald Turner, President*

Division of Development and External Affairs
 Brad E. Cheves, Vice President

*ex officio



10256.909

This fall the University community celebrates the opening of Elizabeth Perkins Prothro Hall and the renovation of Kirby and Seelman halls at Perkins School of Theology.



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