

SMU AT 100

smu.edu/100

## SMU Celebrates 100th Birthday with Historic, High-Spirited Homecoming Weekend

SMU's opening on Sept. 24, 1915, was proclaimed a "day of jubilation." Though just two permanent buildings stood on its prairie campus, Southern Methodist University in the fall had attracted 456 students — the largest inaugural enrollment of any U.S. college at the time (other than the University of Chicago).

A hundred years later, with more than 100 buildings on 234 acres of its Dallas campus, SMU is again poised to make history. Its Second Century Campaign has raised \$1 billion to support academic excellence and the campus experience for its more than 11,000 students.

And this year's "Hundredth on the Hilltop" Homecoming celebration, Sept. 23-26, is expected to draw a record crowd to "Pony Up!" and party down at history-making events. Those include the new tradition of festively lighting Dallas Hall, pregame family fun, special exhibits for the entire community, alumni activities and a fireworks extravaganza

after the football game in Gerald J. Ford Stadium. Here are some highlights of the all-are-welcome weekend events:

### SATURDAY, SEPTEMBER 26

- **Game Day on The Boulevard** (most of day): Pregame festivities will feature food, beverages, activities for children, a reunion village and a host of festive tents. The **Homecoming Parade** (3 p.m.) will showcase decorative floats, musicians, special guests and appearances by SMU mascot Peruna. SMU.edu/Boulevard
- **SMU Mustangs vs. James Madison University** (6 p.m.): The "100th Birthday Salute to SMU" in Gerald J. Ford Stadium will feature the University's largest-ever halftime show. After the game, enjoy a fireworks extravaganza. SMUMustangs.com

For more details about activities, directions, parking and more: SMU.edu/Homecoming.



## Please join us at these Upcoming Events

### HOMECOMING | SEPTEMBER 26

HC Parade, Boulevard and game, including a special 100th birthday salute and fireworks display

### MEADOWS MUSEUM EXHIBIT

SEPTEMBER 11, 2015, TO JANUARY 3, 2016

Treasures from the House of Alba: 500 years of art and collecting never before seen in the United States

### BUSH CENTER EXHIBIT

Baseball: America's Presidents, America's Pastime open through October 4, 2015

### MEADOWS MUSEUM FESTIVAL DE ESPAÑA OCTOBER 10, 2015

Come celebrate Spain's rich culture and heritage.

### CELEBRATION OF LIGHTS | NOVEMBER 30

For more information please visit smu.edu/100

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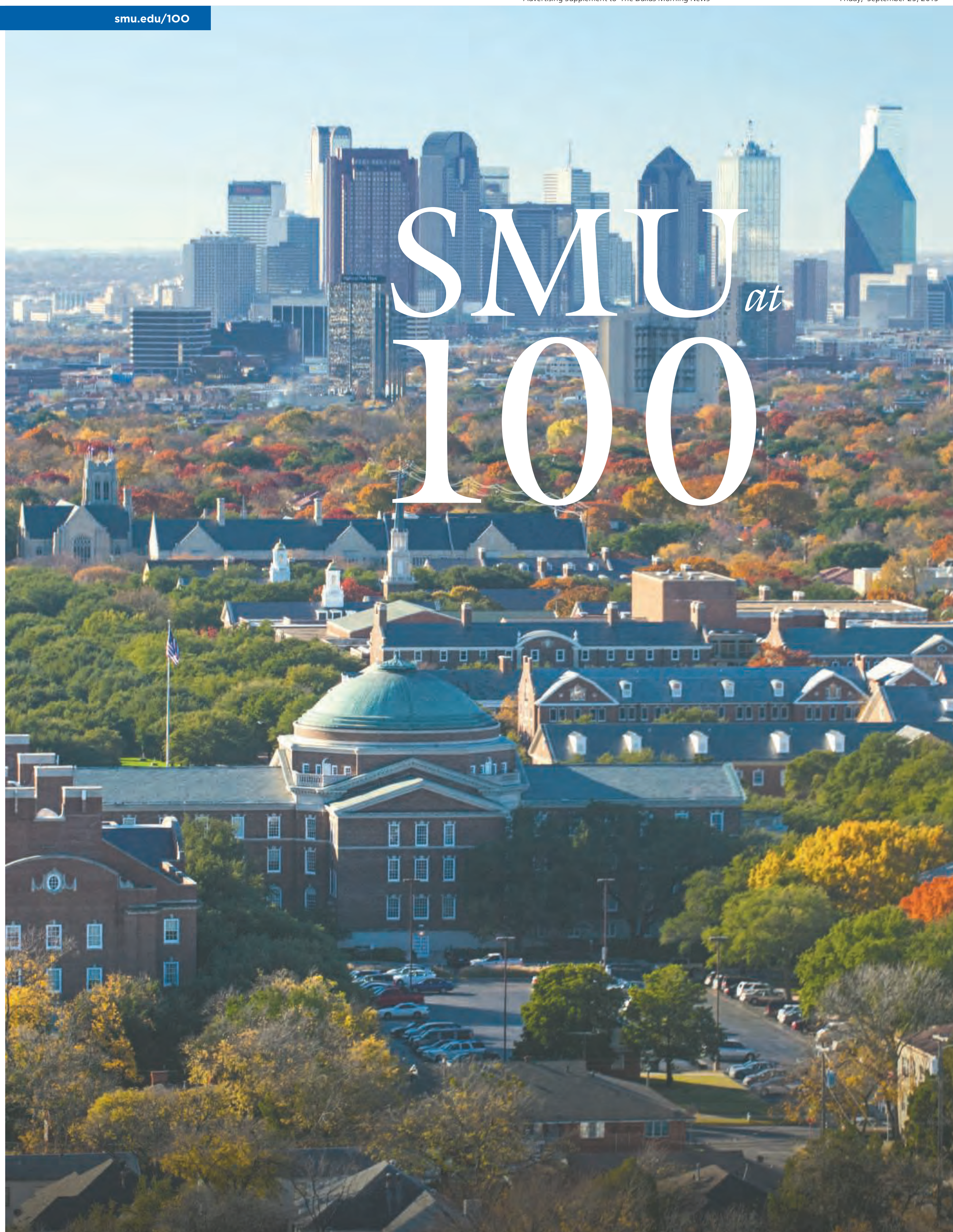
*Treasures from the*  
**HOUSE OF ALBA**

500 YEARS OF ART AND COLLECTING

SEPTEMBER 11, 2015 - JANUARY 3, 2016

VELÁZQUEZ | GOYA  
RUBENS | RENOIR  
COLUMBUS | NAPOLEON III

MEADOWS MUSEUM • SMU • DALLAS



IMPACT *and* PROMINENCE

World Changers Shaped Here



**SMU**

SMU  
*Unbridled.*  
100

# A Founding Vision Made Real

## CIVIC LEADERS RALLY TO BRING SMU TO DALLAS

THEN



DALLAS HALL IN 1915 AND 2015

Southern Methodist University began as a bold vision shared by church, civic and education leaders – a vision made real by unbridled determination.

By the 1900s, Methodist officials knew that if the church were to play a significant role in its mission of education, it would need to develop a new university in the Southwest. “Someday someone will build a university in Dallas,” they were advised, “and you Methodists are the people who should do it.”

The educational commission of the Methodist Episcopal Church, South, took note, as did civic leaders in Fort Worth, who competed vigorously to be the university’s hometown. But Dallas leaders and citizens – among them the Caruth, Armstrong and Daniel families – provided land and funds to strengthen their bid, beginning a “town-

gown” partnership that has flourished through the years. On April 17, 1911, the charter was signed establishing SMU in Dallas.

This was to be a new breed of university – centrally located in a city, with strong support from the region. It would be a university in which scholars would be devoted not only to teaching, but also to developing new knowledge. And it would follow the European standard of hosting a central school of arts and sciences surrounded by professional schools, a model well-suited to an economically ambitious, vibrant city.

Robert S. Hyer was president of Southwestern University in Georgetown, Texas, when he agreed to apply his talents to SMU. A distinguished research physicist,

inventor and educator, he understood the importance of a broad-based education. With church leaders, he immediately set forth a principle that has guided the University since its founding: SMU would be nonsectarian in its teaching, while it would cherish the spiritual and moral values of the church. He said, “Religious denominations may properly establish institutions of higher learning, but any institution which is dedicated solely to the perpetuation of a narrow, sectarian point of view falls far short of the standards of higher learning.”

Church and city founders agreed: SMU would be dedicated to academic freedom and excellence. Faith and intellect would reside in mutual commitment. Accordingly, Hyer chose the University motto of *veritas liberabit vos* – “the truth shall make you free.”

SMU opened in 1915 with Dallas Hall, named to honor the city, as the centerpiece of the campus. Dallas Hall was built to face downtown so that those walking through its rotunda could see a dynamic city evolving hand-in-hand with its university. “We have only thus far laid the foundation for a university,” Hyer said. “We are not impatient over results thus far – the things most enduring require time for their accomplishment.”

Through the years, SMU has honored its commitment to Dallas by initiating programs that strengthen Dallas as a global center of commerce and culture.

Now, SMU moves with confidence into a second century of enduring achievement.

EXCERPTED FROM *SMU: UNBRIDLED VISION (2011)*

FROM SMU’S PRESIDENT

## Celebrating 100 Years of Achievement

Dear members of the community:

Whether you’re already part of the SMU family or are just now developing an interest in the University, I invite you to learn more about us through this special insert. It’s part of our celebration of two important milestones for SMU. This week we are celebrating the 100th anniversary of our opening. And we have announced that generous donors are providing over \$1 billion in new resources, fueling unprecedented academic progress for SMU at 100 and into our second century. We’re strengthening the University as a leading contributor to the vitality of our region.

We kicked off our centennial celebration era in 2011, the 100-year mark of SMU’s founding, and we will

complete it on December 31, 2015. That date also marks the official end of SMU Unbridled: The Second Century Campaign, though fundraising will continue for ongoing needs. Occurring in tandem, the centennial and campaign have enabled us to express thanks for the visionary leaders who founded SMU, while boldly heading into our future. We are grateful to Methodist Church leaders who founded the University and Dallas residents who supported it with everything from money and land to bales of cotton.

The result of their collaboration can be seen in the classrooms, labs and studios of SMU. There, increasingly talented students and faculty are inspiring each other to higher achievement and

service to society. Scholarship resources support students of all backgrounds. Academic experts and programs, timely and timeless, are preparing students for changing their world. And top-quality facilities are providing a campus experience second to none.

We hope that you enjoy learning more about SMU at 100 through this special insert. We invite you to help us celebrate at special activities this weekend – the Homecoming parade, Boulevard, football game and the festive 100th birthday salute that will follow. Even if you did not attend SMU, please consider the University a home for your participation. Visit [smu.edu/homecoming](http://smu.edu/homecoming) for more information, and join the celebration.



R. GERALD TURNER,  
SMU PRESIDENT

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As SMU celebrates the 100th anniversary of its opening, here’s a look at highlights on the Hilltop:



1911

Dallas beats Fort Worth to be home of SMU. The SMU charter is signed April 17.



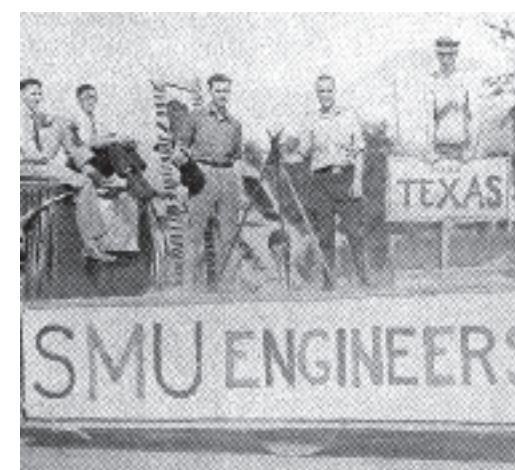
1915

Dallas Hall opens, housing library, classrooms, offices, chapel, bookstore and soda fountain.



1920

SMU establishes Department of Commerce to offer business classes at urging of Dallas Chamber of Commerce. It becomes a school in 1921.



1925

School of Engineering established with support of Technical Club of Dallas, providing expertise to the areas of growth in technology professions.

## A RISING PROFILE FOR THE SECOND CENTURY

## ACADEMICS

- Seven schools: Dedman College of Humanities and Sciences, Meadows School of the Arts, Cox School of Business, Lyle School of Engineering, Annette Caldwell Simmons School of Education and Human Development, Dedman School of Law, Perkins School of Theology.
- 104 bachelor's degrees, 113 master's degrees, 27 doctoral-research degrees, one doctoral-professional degree.
- Student-faculty ratio: 11:1.

## STUDENTS

- Average SAT scores have risen more than 100 points in past 10 years.
- 11,272 total enrollment: 6,391 undergraduates, 4,881 graduate and professional school students; 25 percent minority students; 13 percent international students.
- From all 50 states, District of Columbia and more than 90 foreign countries.
- Students reporting a religious preference: 25 percent Catholic, 16 percent Methodist, 39 percent other Protestant denominations, 13 percent other religions.

- 70 percent of undergraduates receive some form of financial assistance.

## RANKINGS AND RECOGNITION

- SMU ranked as "high research university" by Carnegie Foundation for the Advancement of Teaching.
- In top one-fourth of "best national universities" by *U.S. News & World Report*.
- Dedman School of Law 42nd by *U.S. News & World Report*.
- Cox School of Business among top worldwide by *Bloomberg Businessweek*.

*The Economist* and *Forbes*.

- Music program of Meadows School of the Arts No. 1 among comprehensive U.S. universities by College Factual.
- No. 13 nationally for best career services by *Princeton Review*.
- No. 14 among U.S. Most Entrepreneurial Universities; only Texas institution in Top 20, by *Forbes*.

## ATHLETICS

- Member of American Athletic Conference.

# Donors Invest \$1 BILLION In Excellence

*Campaign Supports Scholarships, Faculty, Academic Programs and Facilities*

SMU Unbridled: The Second Century Campaign has met its \$1 billion goal ahead of schedule, raising funds for scholarships, academic programs and positions, facilities and other enhancements to campus life. The campaign's official end date is December 31, 2015, and campaign gifts will continue counting to that date.

The announcement was made Thursday, September 24, at a campus gathering of more than 2,500 campaign volunteers, donors, alumni, civic leaders and other members of the community. The gathering in McFarlin Auditorium was the official celebration of the 100th anniversary of SMU's opening in September 1915 – and a rally for its future.

"This is a doubly historic day for SMU," said SMU President R. Gerald Turner. "As we celebrate the 100th anniversary of SMU's opening, we are pleased to announce unprecedented new support for our future. Our founders were forward-looking leaders, and they'd be pleased to see that today's supporters are generously investing in our next century of achievement. These donors are truly the founders of our second century."

SMU is now one of 35 private universities nationwide that have raised \$1 billion or more through major gifts campaigns. They range from Columbia University and the University of Notre Dame to Emory and Vanderbilt universities.

"By raising \$1 billion to support academic excellence, SMU joins distinguished company within the higher education community," said SMU trustee and convening campaign co-chair Gerald J. Ford. "This stature underscores the reality of our growth in quality and reputation. SMU is proving to be a wise and worthy investment, not only among donors, but among the young people who will invest their futures with us as students."



Campaign leaders announce raising of goal to \$1 billion, building on early success.

Michael M. Boone, chair of SMU's Board of Trustees and a campaign co-chair, said the campaign's success "reflects great confidence in SMU's progress under the leadership of President Turner. This support for our people and programs will strengthen Dallas as our home city. And it will elevate the contributions of both Dallas and SMU to our nation and our global society. It has been said that a great city needs a great university, and with Dallas and SMU, we have both."

The campaign has raised support for 582 new scholarships; 49 new endowed faculty positions for a total of 111; more than 65 new academic programs and

centers; and 18 substantially funded capital projects. Campaign resources have endowed two schools – the Bobby B. Lyle School of Engineering and the Annette Caldwell Simmons School of Education and Human Development, SMU's seventh and newest school.

Campaign-funded facilities include additional buildings for the Simmons School, Perkins School of Theology and Lyle School of Engineering. Also completed were a new tennis center and renovated and expanded Moody Coliseum for athletics and academic ceremonies. In progress are the Dr. Bob Smith Health Center and Fondren Library renovation; soon to be constructed

are the Gerald J. Ford Research Center and a new aquatics center.

Among the largest and most visible campaign projects is the addition of five residence halls and a dining center as part of SMU's new Residential Commons system, including on-site classrooms and faculty in residence. Six other residence halls have been retrofitted as Commons, enabling all first- and second-year students to live on campus.

The largest gift to the campaign was \$45 million in March 2015 from The Meadows Foundation to support the Meadows Museum and the Meadows School of the Arts, celebrating the 50th anniversary of the Museum's founding.

The campaign exceeded its goal to receive gifts from more than 50 percent of alumni over the course of the campaign, reaching 58 percent, and surpassed its goal to achieve 25 percent in undergraduate alumni giving in a single year, culminating at 26 percent.

"The campaign's success would not have been possible without a network of dedicated volunteers working to advance every level of giving," said Brad E. Cheves, vice president for development and external affairs. "Our alumni rallied to elevate their giving to the highest level in our history, showing that they are proud of SMU's progress and embrace its direction for the second century. From the start we said that gifts of every size would count and make a difference, and our results show that to be true."

The campaign enlisted more than 400 volunteers throughout the world led by six co-chairs: SMU trustees Ruth Collins Sharp Altshuler, Michael M. Boone, Gerald J. Ford, Ray L. Hunt, Caren H. Prothro and Carl Sewell.

SMU Unbridled: The Second Century Campaign was launched in 2008.

**SMU**  
and  
**DFW:**  
IMPACT BY  
THE NUMBERS

**\$1.5 BILLION**  
SMU endowment, number  
65 in the nation

**4,400**  
number of internships and other off-campus experiences  
provided to SMU students by DFW companies and organizations



**200,000 HOURS**  
estimated public service  
hours provided by SMU  
students to DFW

**\$7 BILLION**  
SMU's economic  
impact on the  
DFW region

**300,000**  
visitors SMU attracts  
yearly to its academic  
and cultural events

**\$390 MILLION**  
amount now being  
spent by SMU for renovation  
and construction



1932

A feisty miniature horse becomes SMU mascot and is named "Peruna."



1945

Perkins School of Theology named in honor of benefactors Joe and Lois Perkins of Wichita Falls, Texas.



1947

World War II veterans swell enrollment to 11,126. Campus "trailerville" provides overflow housing for the students and their families.



1961

Doak Walker, three-time All-American running back, wins the Heisman Trophy.



1952

Five African-American students, the first at SMU, enroll in Perkins School of Theology and graduate in 1955.

SMU AT 100: ADVANCING ACADEMIC IMPACT

smu.edu/100

**SMU BRINGS HIGH PERFORMANCE COMPUTING TO DALLAS**  
SMU's ManeFrame is one of the fastest academic supercomputers in the nation.

**HOUSES A CLUSTER OF MORE THAN 1,000 DELL SERVERS**

**MORE THAN 1.5 PETABYTES OF STORAGE**  
(1 PETABYTE EQUALS A QUADRILLION BYTES)

**40 TERABYTES OF MEMORY**  
(1 TERABYTE EQUALS A TRILLION BYTES)

ITS THEORETICAL PEAK IS **120 TERAFLIPS OR 120 TRILLION MATHEMATICAL OPERATIONS A SECOND**

**NEARLY 11,000 CENTRAL PROCESSING UNIT CORES**

SMU'S MANEFRAHE IS HELPING RESEARCHERS ANALYZE **BIG DATA**



Scientific discoveries at the Large Hadron Collider in Geneva, Switzerland — the world's largest, most high-profile physics experiment — may change the way we view the Universe and lead to life-saving medical technologies. The individual experiments being conducted involve thousands of scientists from institutions around the world, including a large team of faculty and students at SMU. The University's ManeFrame high performance supercomputer enables SMU scientists to play a significant role in related data analyses.

## Education School Delivers Research and Results

SMU created its School of Education and Human Development 10 years ago after K-12 officials expressed the need for evidence-based collegiate research and training for teachers and principals. Previously, SMU had some education programs spread throughout campus, and it had offered teacher certification programs for decades. But to bring it all together, SMU created the new school, recruited a nationally distinguished dean and set out to raise funds for facilities. In 2007 SMU received a gift of \$20 million from Harold C. and Annette Caldwell Simmons to endow the school and construct a building. A second building, Harold Clark Simmons Hall, is under construction, funded by an additional Simmons family gift of \$25 million in 2013.

Simmons is SMU's seventh degree-granting

*Simmons is a young school open to fresh ideas from those seeking to improve people's lives.*

and includes five departments: Teaching and Learning, Education Policy and Leadership, Applied Physiology and Wellness, Dispute Resolution and Counseling, and Graduate Liberal Studies.

Enlisting diverse community partners is a priority. The Budd Center for Involving Communities in Education and the Center on Research and Evaluation (CORE) are just two of Simmons' centers that engage with community partners. The Budd Center formed The School Zone, a group of 29 nonprofits and 16 public, private and charter schools, to support academic learning in West Dallas' low-income neighborhoods. CORE's priority is to collect, analyze and share data to measure students' progress.

Equipping college students to meet the highest professional standards includes coming face-to-face with people that the professions serve. Under faculty supervision, students completing the Master of Science in counseling meet with clients for 20 weeks at the Center for Family Counseling, Simmons' clinic at SMU-in-Plano, and at its satellite clinics at the Resource Center in Dallas and at Frisco ISD. All operate on a sliding fee for the public. Students then intern with community mental health organizations.

Training through partnerships also is essential for the departments of Teaching and Learning and of Education Policy and Leadership, working, for example, with the Dallas Independent School District and Teach For America. Simmons' renowned scholars in reading, mathematics education and bilingual education work with surrounding school districts, too. And developing leadership for urban schools is advanced in cooperation with the Teaching Trust in Dallas.

"Simmons is a young school open to fresh ideas from those seeking to improve people's lives," Chard says. "For a glimpse of possibilities, simply enter one of our four front doors."

school, and it is but one example of the many new academic initiatives being funded by SMU Unbridled: The Second Century Campaign. The school is led by David J. Chard as dean, a known reformer. He notes that the school is designed for community impact, reflected even in the placement of its two buildings. "We needed to look out to the community rather than inward," Chard says. "And today we have four front doors opening each of our buildings."

Seeking solutions for complex social and educational problems is a focus for Simmons faculty, students and research centers. Since 2007 the school has attracted nearly \$30 million in external research grants. The school comprises mostly graduate programs offering master's degrees and doctorates



## New Institute Focuses on Cyber Security



Cyber security expert Fred Chang helps students analyze threats to data security and develop possible protections.

As information of every kind increasingly travels through digital highways, cyber security is a growing challenge, one that will take complex and coordinated efforts to address.

At SMU a new interdisciplinary program is advancing the science, policy, application and teaching of cyber security.

The Darwin Deason Institute for Cyber Security aims to develop and deliver solutions to the nation's most challenging cyber security problems, says Frederick Chang, leader of the Institute in the Lyle School of Engineering. Chang, a former research director at the National Security Agency, is also the Bobby B. Lyle Centennial Distinguished Chair in Cyber Security and professor in the Department of Computer Science and Engineering.

One focus is to close the "skills gap" that exists today — a critical shortage of trained professionals in the field of cyber

security. Darwin Deason, founder of Dallas-based Affiliated Computer Services Inc., provided \$7.75 million to support the Institute and the Lyle School's Innovation Gym. Because cyber security issues are a complex mix of technical, social, legal, economic and policy issues, the Institute includes faculty, researchers and students from many disciplines within the University. For that reason, Chang also serves as a Fellow of the John Goodwin Tower Center for Political Studies in the Dedman College of Humanities and Sciences. And a Tower Center expert works closely with the Deason Institute.

The Darwin Deason Institute will bring together experts in law, international relations, public policy, national security, psychology, biology, computer science and engineering to address the entirety of the challenge.

## Professors Honored for Outstanding Research

Five SMU faculty members have been elected to national academic societies that recognize outstanding research worldwide.

In 2013 SMU anthropologist David Meltzer joined more than 250 Nobel laureates and more than 60 Pulitzer Prize winners as a member of the American Academy of Arts and Sciences. He was elected to the National Academy of Sciences in 2009 and is also a Fellow of the American Association for the Advancement of Science. Meltzer researches the origins, antiquity and adaptations of the first Americans, Paleoindians, who colonized the North American continent at the end of the Ice Age, requiring adaptations during a time of great climate change.

Charles Curran, SMU's Elizabeth

Scurlock Professor of Human Values, was elected to the American Academy of Arts and Sciences in 2010. He is one of the world's leading teachers and scholars in Christian ethics and moral theology, having written more than 50 books on the subject. A frequent commentator on papal issues, he has been named "The New York Times Man in the News" and ABC-TV Person of the Week.

Two professors in SMU's Huffington Department of Earth Sciences are Fellows of the American Association for the Advancement of Science. James E. Quick was honored in 2013 for his contributions to geologic science and volcano risk assessment, including service to governments on that topic. He also serves as SMU's associate vice president for research and dean of graduate studies.

Seismologist Brian Stump was elected to the American Association for the Advancement of Science in 2014. Well known recently for his continuing research on the small earthquakes occurring in North Texas, he has for more than 20 years developed advancements in detecting ground motion from explosions, helping to monitor underground nuclear testing.

Delores Etter, Texas Instruments Distinguished Chair in Engineering Education, is a member of the National Academy of Engineering. A Distinguished Fellow in SMU's Darwin Deason Institute for Cyber Security, she is a former Assistant Secretary of the Navy for Research, Development and Acquisition. The U.S. Navy's highest award for engineers and scientists was named in her honor in 2008.



David Meltzer is a member of the National Academy of Sciences and other honorary societies.

Several faculty members who are now retired also won membership to academic societies during their careers.

## SEISMIC TEAM EXAMINES EARTHQUAKE TRIGGERS

As earthquakes continue to rattle North Texas, a team of SMU scientists is leading the way in investigating possible sources.

The earthquakes that began occurring near DFW Airport in 2008 were the first in 150 years that were strong enough to be felt (and reported) by people in North Texas. SMU seismologists have since monitored five sequences or "swarms" of earthquakes in the region, including Cleburne, Azle, along the Dallas/Irving line near the old Cowboys Stadium site and, most recently, near Venus in Johnson County.

Over the last seven years, spurred by a commitment to the surrounding community, SMU scientists have become

a seismic "rapid response team." Using instruments loaned by the United States Geological Survey and Incorporated Research Institutions for Seismology, the SMU group has become adept at quickly deploying temporary seismic monitors to identify geologic faults to help explain why the earthquakes are occurring.

"The seismology team at SMU has developed the expertise to deploy these instruments, analyze and share that data," said Brian Stump, SMU Albritton Chair of Geological Sciences in Dedman College of Humanities and Sciences. "We are committed to cooperate, as resources allow, with both state and federal agencies in addressing these issues."

SMU seismologists and other scientists have linked many of the North Texas earthquakes to processes connected to oil and gas activity in the geologic setting known as the Fort Worth Basin. The common denominator in many of these earthquakes, scientists believe, often is the rapid injection of large volumes of wastewater (byproducts of natural gas production) into the subsurface.

More recently, an SMU/United States Geological Survey/University of Texas study of the earthquakes occurring in the Reno-Azle area in 2013 and 2014 used sophisticated pore-pressure modeling to estimate the pressures exerted along both sides of a

*Spurred by a commitment to the surrounding community, SMU scientists have become a seismic "rapid response team."*

fault. They determined that the injection and removal of oil and gas fluids were the most likely causes of the earthquakes.

SMU scientists discussed their findings before the Texas House Committee on Energy Resources and in a technical meeting called by Texas Railroad Commissioner Ryan Sitton.



**1956** SMU launches informal noncredit courses for adults, now enrolling nearly 10,000 area residents each year.



**1964** SMU begins acquiring property at Fort Burgwin, N.M., for archaeological research. In 1974 summer classes begin at the site, now SMU-in-Taos.



**1965** SMU wide receiver Jerry LeVias becomes first African American to receive athletic scholarship in Southwest Conference.



**1969** Five years after opening, the School of the Arts named in honor of benefactor Algur H. Meadows of Dallas.



**1978** School of Business named in honor of benefactor Edwin L. Cox of Dallas and continues to grow in prominence.



**1980** University of Chicago physicist James Cronin, an SMU graduate, wins Nobel Prize.



**1981** College of Humanities and Sciences named in honor of benefactors Robert H. Dedman, Sr. and his wife, Nancy McMillan Dedman, of Dallas.



**1982** Distinguished Lecture Series established, later named in honor of former SMU President Willis M. Tate, a defender of academic freedom.



**1984** SMU swimmer Steve Lundquist wins two gold medals in 1984 Olympics.



**1995** R. Gerald Turner is named SMU's 10th president, beginning a new era of progress.

# TODAY'S STUDENTS, TOP ACHIEVERS

## Talented Students Elevate SMU's Academic Profile

When SMU opened in 1915, the University welcomed 456 students, 70 percent of them from homes within 100 miles of Dallas. Today, SMU celebrates its 100th anniversary with 11,000 students from throughout the United States and 92 foreign countries. They have transformed the SMU academic profile with higher academic credentials, greater diversity and broadening interests.

Like any proud parent, universities are prone to brag about their students. But in SMU's case, it's just fact that today's students are the most accomplished in SMU history.

"Admission to SMU is more competitive than ever before," says Wes Waggoner, SMU interim associate vice president for enrollment management. Applications are increasing, and each year's candidates bring higher average SAT scores, up nearly 100 points over the past 10 years. The average SAT for the 2015 fall entering class is 1309 (on the 1600-point scale) and the average ACT, 29.5. Academic indicators place current applicants among the top 10 percent of high school seniors nationwide.

"Members of our new entering class of 1,375 students are already living up to SMU's reputation for shaping world changers," Waggoner says. "Many have taken part in academic or service experiences outside the



U.S., studying or providing service in every country in Central America and on every continent in the world except Antarctica. Also in this class are U.S. Senate interns and House of Representatives pages, inventors, entrepreneurs and licensed pilots."

Increasingly, SMU's students are competitive for prestigious national fellowships such as the Fulbright, Truman, Goldwater and Marshall awards. SMU also is a top contributor of young educators selected to participate in Teach For America.

Today's students also are customizing their education by combining multiple academic majors and minors. One female student is double-majoring in dance with "engineering as a backup." Another woman graduated in May with dual degrees in mathematics and electrical engineering and earned a master's at the same time. These women represent another SMU trend – an increase in the number of women majoring in engineering, now at 33 percent, compared with the national average of 19 percent.

Today's SMU students also look beyond book learning for their education. They pursue campus activities through more than 180 student organizations and opportunities for leadership, service, research and study abroad. Representing the spirit of the city, SMU attracts its share of students with "intellectual entrepreneurship," Waggoner says. New SMU programs for research and service are facilitating students' desires for immediate impact. (See examples below.)

To attract and support the best students, SMU is increasing its investment in scholarships, "which open doors to students who might not otherwise have looked at SMU," Waggoner says. "But in the final analysis, it's the total campus experience that increasingly makes SMU the right choice for bright, talented and committed students."

## Off Campus, Into the World:

### LEARNING BEYOND BOUNDARIES

Today's SMU students expect more than distinguished teaching in small classes, the traditional hallmark of an education at the University. Increasingly, they want real-world experiences to complement classroom learning. To serve those needs, SMU has initiated several programs that fund student research and service off campus. Among the newest is Engaged Learning, in which students conduct research or provide service locally and around the world. SMU is currently supporting more than 100 Engaged Learning projects. Another program, Big iDeas, funds projects focused on Dallas. Examples of student innovators follow:

#### Micro-Lending, Macro Impact



As an SMU undergraduate, Rahfin Faruk learned that the realities of impoverished villages in Bangladesh could bring lessons to an underserved community in Dallas.

The summer before his sophomore year at SMU, Faruk worked for a bank in his native Bangladesh, conducting surveys in the field with agricultural cooperatives and developing criteria for micro-loans. Challenged at first by the lack of sanitation resources in the villages he visited, he realized after a few days that "I had been given an opportunity to grow."

Back home, his opportunity to grow was to establish Green Riba, a micro-lending organization serving West Dallas, providing low- or zero-interest loans to budding entrepreneurs using proceeds from a store front selling T-shirts and other products.

"Microfinance has changed the world," Faruk says. "Whether it is the lives of millions of women in rural Bangladesh or an artist in West Dallas, small loans can have huge impacts."

Faruk has drawn from his multiple academic majors to give him broad-based perspectives. A recipient of SMU's highest merit scholarship, he majored in economics, political science, public policy and religious studies, with a minor in mathematics. He started Green Riba with a grant from SMU's Big iDeas program, which supports student research and initiatives with a community impact.

For his academic achievements and commitment to public service, Faruk was named a national Truman Scholar and was a Rhodes and Marshall Scholarship finalist. He was one of only eight students nationally to participate in the Clinton Global Initiative America. At SMU he also was the voting student representative to the SMU Board of Trustees. Currently a Truman-Albright Scholar at the American Red Cross in Washington, D.C., he has been appointed an adviser to the Institute for Social Policy and Understanding.

Faruk advises students to "think about the need for what we learn here to matter out there."

#### Getting into the Swing of Physics



If SMU golfer Bryson DeChambeau swings for the moon, he probably knows how to calculate the ball's trajectory. The senior from Clovis, California, is majoring in physics so he can better understand the mechanics of his golf swing, how the ball moves in flight and the intricacies of putting a tiny orb into a hole 4.25 inches in diameter. Pursuing minors in mathematics and economics adds to his analytical skills. And his plan seems to be working. In June, the Mustangs' golf co-

captain became SMU's first student-athlete to win the men's NCAA title in collegiate golf. He qualified as an amateur for the U.S. Open this summer and was named to the U.S. Walker Cup Team as one of 10 amateur golfers to represent the U.S. in September's match against Great Britain and Ireland. And in August, he captured the U.S. Amateur title, becoming the fourth SMU golfer to do so. In addition to his dead-on swing, DeChambeau stands out with his signature berets sporting the running Mustang, reminiscent of another SMU golf great – the late Payne Stewart.

#### Providing Music and Sustenance



When harpist Sarah Israel graduates from SMU next year, she will have honed not only her talent in musical performance, but also her skills of empathy through majors in music and human rights, along with studies in nonprofit organizational management. She will enter the nonprofit sector after graduation, but she is not waiting until then to make an impact. A member of the SMU Meadows Symphony Orchestra, she serves as president and executive director of Bridge the Gap Chamber Players, SMU students who provide free performances to Dallas area schools and diverse local establishments. Bridge the Gap also provides training and performance opportunities for elementary and middle school students through the South Dallas Strings project. In addition to offering cultural enrichment, Israel helps direct fundraising efforts to provide food for the children who participate. "Since our target population is considered food insecure,

when devising a budget, our top priority is ensuring that we provide substantial food for the participants."

#### Healing Abuse with Creativity



In exploring the subject of human rights, SMU students soon learn that lessons will be gleaned not only from textbooks, but also from eyewitness accounts and hands-on service. For senior Asia Rodgers, that meant exploring ways to promote healing among victims of sexual exploitation and domestic violence. She established Art Healing, providing abused women with a venue for self-expression.

After consulting with faculty in SMU's Meadows School of the Arts, the Dallas native learned to lead classes with sensitivity and to confront her own feelings about domestic violence. "I wanted the women to know it affects us all," she said. "I wanted them to own the people God made each of us to be and to see art as an expression of liberation."

She taught the classes to women being helped by Dallas-based Mosaic Family Services and New Friends New Life, which equips trafficked women to leave the sex industry. The projects helped the women to transcend the "victim" label and "focus instead on the beauty in life," Rodgers said.

Since earning her B.A. in human rights from SMU's Dedman College of Humanities and Sciences, Rodgers has continued volunteering to help abused women. After M.B.A. studies she hopes to lead a nonprofit organization.

SMU is one of seven institutions nationwide – and the only one in the South – to offer an undergraduate degree in human rights.



1997 SMU-in-Plano opens in facilities provided by Electronic Data Systems.



2000 After many years off campus, football returns to SMU campus in new stadium named for lead benefactor Gerald J. Ford.



2001 School of Law named in honor of benefactors Robert H. Dedman, Sr., his wife, Nancy McMillan Dedman, and their family of Dallas.



2002 The Campaign for SMU: A Time to Lead ends, raising \$542 million, nearly double the original goal.



2007 Annette Caldwell Simmons School of Education and Human Development is endowed by Harold C. Simmons and his wife, Annette Caldwell Simmons, of Dallas.

# A Living-Learning Community



In 2014 SMU opened its Residential Commons, a living-learning community that includes classrooms and faculty in residence. Five new and six retrofitted residence halls enable all first-year and sophomore students to live on campus.

## SMU Offers Programs in Plano and Taos

SMU operates two satellite campuses that offer educational experiences for generations of learners.

SMU-in-Plano is the site of the University's Summer Youth Program. The K-12 classes range from academic boot camps and LEGO world-building activities to 3-D modeling and a popular video game design workshop.

The Plano campus also is home to SMU's Counseling and Dispute Resolution graduate programs, offered by the Annette Caldwell Simmons School of Education and Human Development, the Cox

Business School Graduate Marketing Certificate program and noncredit Continuing and Professional Education (CAPE) classes through Simmons. SMU-in-Plano offers The Guildhall, whose Master of Interactive Technology in digital game development is ranked No. 3 among all graduate degree programs of its kind by *The Princeton Review*.

The University has recently expanded facilities at SMU-in-Taos, a 423-acre campus in the Sangre de Cristo Mountains, site of the historic pre-Civil War Fort Burgwin compound and the site of a 13th-century

Native American pueblo. Since 1973 the University has offered credit courses in the humanities, arts, sciences, business and other disciplines. In addition, the campus serves as home to the annual Taos Cultural Institute, which offers weekend courses for adult learners. The campus also hosts free public lectures every summer.

SMU-in-Taos recently added new or renovated student and faculty casitas receiving LEED Gold designation, the new Carolyn and David Miller Campus Center and The Chapel at Fort Burgwin, consecrated as a United Methodist chapel.

## TAKE THE SMU Alumni Quiz

The DFW area is home to more than 47,000 SMU alumni — known proudly as “Mustangs” — whose contributions invigorate the economic, civic, cultural and philanthropic sectors of the region. From artists to humanitarians to C-level executives, SMU alumni have taken the lead in numerous fields. See how much you know about Hilltop standouts, both past and present, by taking the SMU Alumni Quiz.

1. Which SMU alumna won the Academy Award for her role in “Misery”?
2. Which SMU cheerleader became a film and TV producer known for hit series such as “Charlie’s Angels,” “Dynasty,” “Beverly Hills 90210” and “Melrose Place”?
3. Which SMU science graduate won the 1980 Nobel Prize in physics?
4. What SMU engineering grad invented the DRAM cell found in virtually every computer, cellphone and tablet?
5. Which SMU education major served as First Lady of the United States after serving as First Lady of Texas?
6. Who served as the first Republican U.S. senator from Texas since Reconstruction?
7. Which alumnus co-founded PeopleSoft?
8. Which alumna co-founded Tinder and recently launched the dating app Bumble?
9. Who founded the American Football League, becoming the first Mustang inducted into the Football Hall of Fame?
10. Who received the Heisman Trophy in 1948?

**ANSWERS:** 1. Actress Kathy Bates, B.F.A. in theatre, 1969; Doctor of Arts, *honoris causa*, 2002 2. Aaron Spelling, B.S. in Journalism, 1949 3. James Cronin, B.S. in physics, 1951 4. Robert Dennard, B.S. in electrical engineering, 1954; M.S. in engineering, 1956 5. Laura Welch Bush, B.A. in elementary education, 1968 6. John Tower, M.A. in political science, 1953 7. Kenneth R. Wittneby, B.A. in finance, 1922 8. Whitney Wolfe, B.A. in international studies, 2011 9. Lamar Hunt, B.S. in geology, 1956 10. Doak Walker, B.S. in physical education, 1915

# Coach Pledges New Era for Football



When Chad Morris was introduced December 1 as SMU's new head football coach, he made a promise to the Mustang faithful: “You're about to see an exciting brand of football.”

He expects big crowds at Ford Stadium

to see it this fall. And SMU's Athletics Department is doing its part to make sure that happens.

Drawing on lessons learned from the success of the University's soaring basketball program, where courtside appearances by

Dallas Cowboys quarterback Tony Romo, three-time MLB Cy Young winner Clayton Kershaw and former president George W. Bush are par for the course, SMU drew up a plan to spread that level of attraction to other athletics events.

“We completely redid the student section,” said Katie Glunt, director of marketing for SMU Athletics. “We moved the student section from where it was in the north end zone to near the south end zone, where we have an open plaza in the back that's traditionally full of food trucks. We added a big tent with TVs so students can watch all the day's games. We won't sell beer directly in that area, but a cart will be nearby for those 21 and over,” Glunt added.

In other words, The Boulevard is coming to Ford Stadium.

“We're also working with the student group 1911 and Coach Morris to get students more involved in building up game day excitement, so there's more of a buy-in to establish some new traditions,” Glunt said. “We want to incorporate students into the game so there's that ownership of being here.”

Glunt has every reason to feel positive the changes will take root.

When SMU launched its basketball student support organization, the Mob — a name inspired by the Australian term for a group of wild mustangs — conditions were similar: Basketball attendance wasn't where the University wanted it to be, and the program had been struggling to win games. But SMU had recently hired a popular and engaging coach in Larry Brown.

When Brown turned the team from a 15-17 record his first season to a 27-10 record in season two, student support took off. SMU fans, hungry for a winner, enlisted in the Mob at a wild pace, driving membership to 600 students by the season's end.

If Morris can show signs of a similar turnaround in year one, the surge of school spirit that took root in Moody Coliseum might just break loose across the Hilltop. All of Dallas is invited to see what the new era of Mustang athletics is all about.

For tickets to all SMU athletics events, visit [smumustangs.com/tickets/](http://smumustangs.com/tickets/).



**2008** School of Engineering named in honor of benefactor Bobby B. Lyle of Dallas.



**2011** Carnegie Foundation raises SMU's classification to a “high research activity” institution.



**2013** George W. Bush Presidential Center, consisting of library, museum and independent institute, opens on SMU campus, attracting all five living U.S. presidents.



**2015** The Meadows Museum celebrates its 50th anniversary with festive events and blockbuster exhibits.

## SMU Unbridled 100

**2015** SMU celebrates centennial of opening with campus festivities during Homecoming Weekend.