

CHARGING AHEAD

VOLUNTEER SUMMIT

Friday, October 25, 2013



CHARGING AHEAD

VOLUNTEER SUMMIT

Friday, October 25, 2013

ORIENTATION

10 A.M. WELCOME

Centennial Hall

CAMPAIGN IMPACT EXPERIENCES

10:30 A.M. – NOON

Various Campus Locations

LUNCH AND A SPECIAL CALLED MEETING OF
THE SECOND CENTURY CAMPAIGN VOLUNTEERS

NOON

Historic Main Quad





SMU®

Office of the President

October 25, 2013

Dear volunteers of The Second Century Campaign:

Welcome to this important milestone event in the life of the Second Century Campaign, a gathering of the leaders who are making progress possible throughout the University. The entire SMU community is tremendously grateful for your support and guidance. Your role as an SMU ambassador has never been more important or impactful than at this unique time in our history.

Reflecting on the first years of the Campaign, we can all be proud of the many advancements resulting from your work – the accomplishments of faculty and students, the creation of new and innovative academic programs, the construction of handsome new facilities, and the creation of new partnerships, such as scholarly collaborations and programming with the George W. Bush Presidential Center, which opened in April.

Looking ahead, we know that, with you, we have built the foundation for SMU students, faculty and alumni to have an even greater impact on our region, nation and world. This influence carries out SMU's brand statement: "World Changers Shaped Here."

We hope that through today's experiences on campus, you will be further inspired to shape the progress of SMU's second century of achievement. We hope to stoke your Mustang pride in all that has been accomplished, with a commitment to make the final years of the Campaign a resounding success. Finally, we look forward to your continued leadership in charting the course of SMU's future.

Thank you again for all you do for SMU.

Sincerely,

R. Gerald Turner
President

C: Campaign Co-chairs

CHARGING AHEAD

VOLUNTEER SUMMIT

**The Second Century Campaign
Campaign Volunteer Summit
October 25, 2013**

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“The notable investment made in SMU through the campaign demonstrates the University’s positive trajectory and unprecedented momentum. Raising and achieving the campaign goal is the next logical step for SMU as it expands its national and global impact.”

— GERALD J. FORD '66, '69
TRUSTEE AND CONVENING CO-CHAIR



October 25, 2013

Dear Campaign volunteers:

Welcome to the Volunteer Summit, the first gathering of the entire volunteer organization since the public launch of The Second Century Campaign on September 12, 2008. The objectives of the Summit are:

- To highlight campaign accomplishments and success to-date, through interactive experiences that showcase examples of impact
- To rally, re-energize and re-focus the SMU community and volunteers on strategic initiatives, leveraging the excitement and activities of Homecoming Weekend
- To announce goals and priority initiatives for the remainder of the Campaign, while shaping the longer horizon for the University.

SMU has been very fortunate to have strong volunteer leadership, many of whom are in attendance today: members of the SMU Board of Trustees, Campaign Leadership Council, Campaign Executive Committee, Campaign Steering Committees, Development and External Affairs Committee of the SMU Board of Trustees, Alumni Board, Young Alumni Board and Alumni Chapter Presidents. Each of you has made your mark on our success to-date.

The Volunteer Summit will provide a variety of options for you to experience the momentum and impact of the Campaign first-hand, and to learn more about the achievements and aspirations that are leading SMU into its second century. We look forward to working together and charging ahead!

Thank you for your commitment and for your important service to SMU.

Sincerely,

A handwritten signature in black ink that reads "Brad Cheves".

Brad E. Cheves
Vice President for Development
and External Affairs

C: Campaign Co-chairs



OFFICE OF THE VICE PRESIDENT FOR DEVELOPMENT AND EXTERNAL AFFAIRS

Southern Methodist University PO Box 750281 Dallas TX 75275-0281 214-768-2666 Fax 214-768-2181 smu.edu/unbridled

CHARGING AHEAD

VOLUNTEER SUMMIT

Morning Session of the Campaign Volunteer Summit

The Second Century Campaign
October 25, 2013, Centennial Hall

Agenda

- | | | |
|-------------|---|--|
| I. | Introduction and Overview | Mr. Brad E. Cheves
<i>Vice President, SMU</i>
<i>Development and External Affairs</i> |
| II. | Welcome | Dr. R. Gerald Turner
<i>President, SMU</i> |
| III. | Experience SMU | Ms. Caren Prothro
<i>Chair, SMU Board of Trustees</i>
<i>Campaign Co-Chair</i> |
| IV. | Concluding Remarks | Mr. Cheves |
| V. | Attendees Depart for Campaign Impact Experiences | All Volunteers |

The Dallas Morning News

Monday, September 29, 2013

EDITORIAL

SMU tomorrow

Fundraising effort can help school further diversify

The 1,400 freshmen at Southern Methodist University now have been in class long enough for first-year anxieties to calm down some. This year's freshmen actually may have less reason for the jitters, given that their average SAT score is 1302.

That's up — noticeably — from the 1144 SAT average for the 2000 freshman class.

The uptick is part of SMU's sometimes-overlooked academic rise. The school also now has 96 endowed professorships, which represents about 13 percent of tenured faculty. Those 96 chairs are up from 62 endowed positions only five years ago. SMU wants to soon have 100 or more such chairs.

Of course, the campus also is home to the new George W. Bush Presidential Center, which includes a museum, library and policy institute. The center has hosted several recent forums, including events involving SMU faculty.

The school, however, faces challenges in making sure students stay connected with one another and graduate on time. So SMU's response includes making the campus a more vibrant place, and as part of that effort, it will debut 11 residential commons next fall. SMU President Gerald Turn-

er envisions the commons becoming part of each student's identity. Freshmen and sophomores must live in a commons dorm. Some faculty will reside there, too. In short, they will live and learn together.

Each of these areas — student achievement, faculty development and the campus experience — are central to the school's Second Century fundraising campaign. SMU officials recently increased the goal from \$750 million to \$1 billion, making the school one of only 34 private universities ever to undertake a billion-dollar campaign.

Dallas will benefit if the school raises the entire amount. Partnerships with the city can increase as SMU expands its faculty and research. A good template is how SMU's Simmons School of Education and Human Development has worked with the Dallas school district to improve education in West Dallas.

Dallas high school students also could benefit from the scholarship dollars the school wants to raise. SMU has brought in \$180 million in scholarships, but that is short of the \$200 million goal.

Scholarship funds can be hard to secure, especially when contributors

By the numbers

1302 Average SAT score for this year's freshman class

11,000 Number of undergraduate and graduate students

25 Percentage of students from minority families

96 Number of endowed professorships

\$180 million Amount SMU recently has raised for scholarships

\$200 million Total SMU scholarship goal

want to donate in such a way that they can put their name on a building. But scholarship funds are critical as SMU actively diversifies its enrollment. The campus has been seen as an outpost of well-heeled, well-connected families. But the truth is, SMU's enrollment today is 25 percent minority, up sharply from even a decade ago. Financial aid will let SMU keep broadening its reach.

SMU wants to continue evolving into, as its motto proclaims, a school of world changers. Funds for scholarships can help make that a reality.

THE CHRONICLE

of Higher Education

October 21, 2013



BOTTOM LINE

Following the money in higher education.

By LEE GARDNER

Southern Methodist University recently joined the growing ranks of institutions engaged in billion-dollar fund-raising campaigns. After raising \$780-million during its Second Century campaign, trouncing its initial goal of \$750-million with two years left to go, SMU's Board of Trustees voted last month to raise the official goal of the campaign to \$1-billion by its end, in 2015.

A billion dollars is a staggering sum in almost any context. Yet it is becoming more and more common in higher-education fund raising.

In June, Rice University announced that it had surpassed its \$1-billion campaign goal. In May the University of Virginia announced that it had surpassed its \$3-billion target. The Johns Hopkins University is in the midst of a \$4.5-billion campaign. The University of Southern California's precedent-setting \$6-billion campaign, announced in 2011, has since been outstripped for ambition by Harvard University's recently announced \$6.5-billion campaign.

New York University announced last week that it had launched a campaign to raise \$1-billion for financial aid alone.

The Chronicle of Philanthropy on Monday released its annual Philanthropy 400 survey, tracking the most successful fund-raising organizations in the United States. Among its revelations: Stanford University raised more than \$1-billion in the most recent fiscal year (\$1,034,848,797, to be exact), a 46-percent increase over its 2012 total, making it the seventh-most-successful fund-raising entity in the survey. (Harvard, the next-most-successful university, raised more than \$650-million, a 7-percent decrease from last year, putting it at 21st. There's a full, sortable table here.)

A billion-dollar-a-year pace shouldn't be a surprise, given the recent success of Stanford's five-year, \$6.2-billion Stanford Campaign, which concluded in 2012. Still, clearly the stakes are rising for ambitious universities, and the fund raisers who help them meet their goals.

“Scholarships bring outstanding students to Dallas and help keep our top local students in our region, all of which enriches the talent pool here.”

— CARL SEWELL '66
TRUSTEE AND CAMPAIGN CO-CHAIR

CHARGING AHEAD

VOLUNTEER SUMMIT

Campaign Impact Experiences

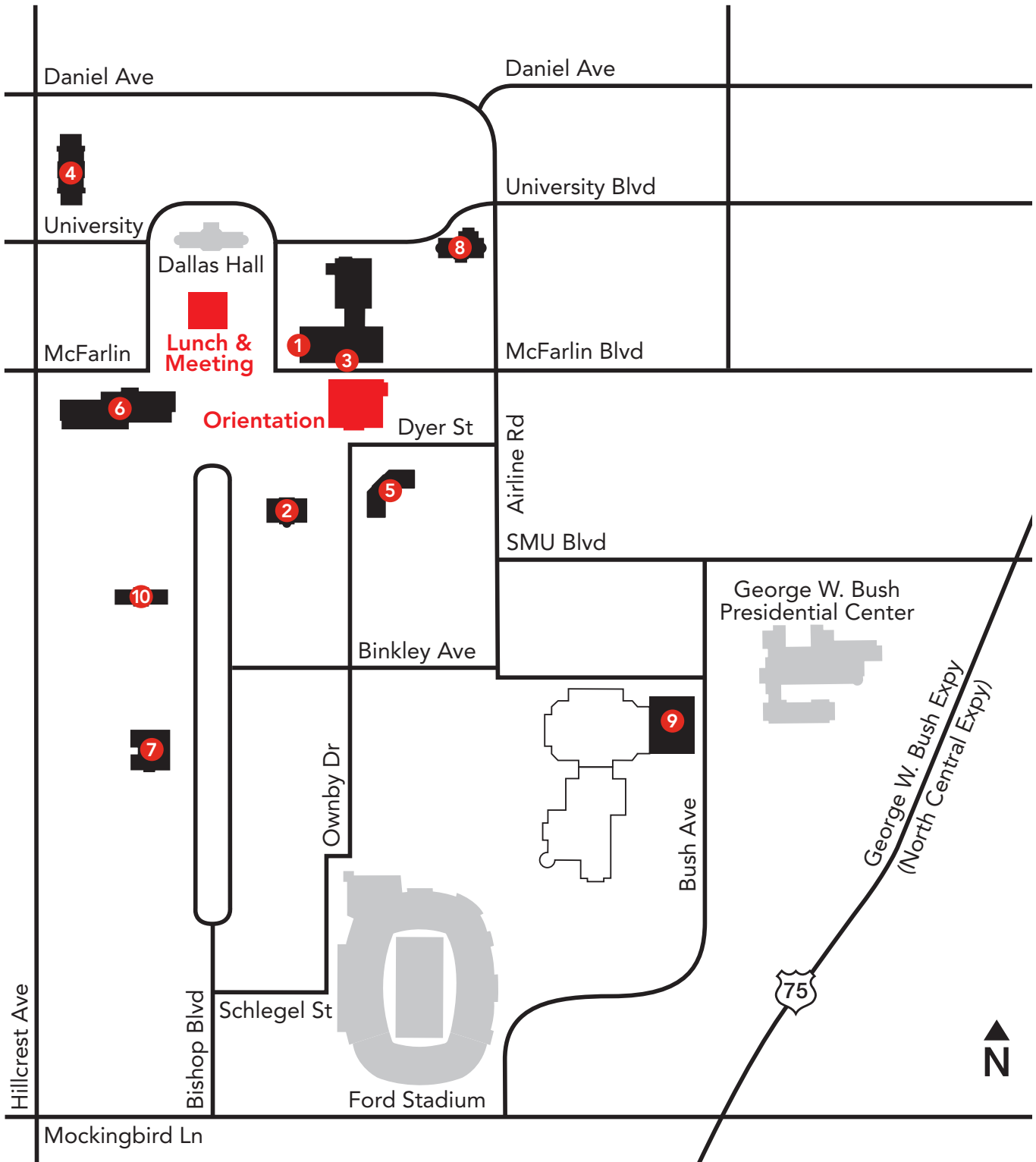
- Overview
- Map of Impact Experience Locations
- Campaign Impact Experience Descriptions

Campaign Impact Experiences Overview

The Second Century Campaign's extraordinary impact includes support for faculty positions, academic programs, student scholarships and fellowships, and construction or renovation of essential academic and campus facilities. The experiences designed for today's Volunteer Summit will offer a small sampling of the Campaign's wide-reaching impact on SMU.

1. Central University Libraries
Opening the Vault
Hosted by Ms. Gillian M. McCombs
2. Cox School of Business
Bear or Bull
Hosted by Dr. Albert W. Niemi, Jr.
3. Dedman College of Humanities and Sciences
Who's Watching You?
Hosted by Dr. William M. Tsutsui
4. Dedman School of Law
Public Service is Not a Fairy Tale
Hosted by Dr. Julie P. Forrester
5. Lyle School of Engineering
Think with Your Hands
Hosted by Mr. Mickey Saloma
6. Meadows School of the Arts
Campaign News in Hi-Def
Hosted by Dr. José A. Bowen
7. Perkins School of Theology
Ancient and Rare Scriptures
Hosted by Ms. Roberta A. Schaafsma
8. Simmons School of Education and Human Development
Human Physiology: Science to Practice
Hosted by Dr. David J. Chard
9. Athletics
Larry Brown Holding Court
Hosted by Mr. Rick Hart
10. Campus and Student Life
Uncommon Living
Hosted by Dr. Lori White

Volunteer Summit Experience Locations



Campaign Impact Experiences

1. Central University Libraries

Opening the Vault

DeGolyer Library, Fondren Library Center

Hosted by Gillian M. McCombs, Dean and Director

Led by exhibition co-curators Pamalla Anderson, Public Services and Reference for DeGolyer Library, and Russell L. Martin, III, Director and Librarian for DeGolyer Library

View *Treasures of the DeGolyer Library: 100 Years of Collecting*, which features the 1493 Christopher Columbus letter on the success of his transatlantic voyage; Martin Waldseemüller's 1513 *Tabula Terre Nova* map of the New World; a 1605 first edition of Sir Francis Bacon's first published work, *The Advancement of Learning*; and the 1814 history of the Lewis and Clark Expedition. This rare behind-the-scenes tour will showcase the impressive special collection gems of the DeGolyer Library.

2. Cox School of Business

Bear or Bull

Don Jackson Center for Financial Studies, Kitt Investing and Trading Center and EnCap Investments and LCM Group Alternative Asset Management Program

Hosted by Albert W. Niemi, Jr., Dean and Tolleson Chair in Business Leadership

Led by Don Shelly, Director, Kitt Investing and Trading Center Director, and Bill Maxwell, Rauscher Chair in Financial Investment and Director, Don Jackson Center for Financial Studies and EnCap Investment & LCM Group Alternative Asset Management Center

Participate in a mock Bloomberg trading session and see how SMU's finance students – Jackson Fellows and those pursuing an alternative asset management concentration or finance practicum – are benefitting from experiential learning through the distinctive resources of the Kitt Investing and Trading Center. The Kitt Center, EnCap Investment & LCM Group Alternative Asset Management Center, and Jackson Center for Financial Studies, all created during The Second Century Campaign, offer a rare opportunity for undergraduate business students to combine trading technology with financial investment instruction to be better prepared for their careers after graduation.

3. Dedman College

Who's Watching You?

Fondren Lab 103C

Hosted by William M. Tsutsui, Dean

Led by Tim Salmon, Professor of Economics, and Danila Serra, Assistant Professor of Economics, Dedman College of Humanities and Sciences

Does social observation make people alter their behavior? Faculty members from the Department of Economics are researching different forms of antisocial behavior – corruption, stealing and embezzlement – and will lead participants in an interactive session that demonstrates interesting research outcomes. Dedman College's new Interdisciplinary Institute promotes and enhances collaboration, bringing students and scholars from different academic disciplines together to discover solutions to challenging problems.

4. Dedman School of Law

Public Service is Not a Fairy Tale

Hillcrest Classroom, Underwood Law Library

Hosted by Julie P. Forrester, Dean ad interim and Professor of Law

Led by Rebecca Greenan, Director of Public Service Program, Dedman School of Law

Take a seat for an up-close look at Dedman School of Law public service in action, while court is in session for *Aladdin v. Cinderella's Slipper Shop*. Dedman Law students help fifth-graders from the Dallas Independent School District learn more about how to be a lawyer by having them conduct fairytale-themed mock trials in a Law School classroom – the schoolchildren serve as lawyers and witnesses while Law students act as judges and mentors. These community service opportunities expand the Campaign's impact beyond the Hilltop.

5. Lyle School of Engineering

Think with Your Hands

Caruth Hall, Innovation Gym

*Hosted by Mickey Saloma, Director of Undergraduate Recruitment at SMU-LYLE
Led by Greg Needel, Director of the Innovation Gym, and Kate Canales, Director of Design and Innovation Programs, Lyle School of Engineering*

Participate in creative exercises and programs offered by the Lyle School of Engineering's Innovation Gym, located in the new Caruth Hall, to understand novel ways to teach innovation. Sample the original research that engineering students undertake, including industry-proposed projects such as Immersion Design Experiences and the Innovation Competition.

6. Meadows School of the Arts

Campaign News in Hi-Def

Pederson HD Studio, Umphrey Lee Center

*Hosted by José Antonio Bowen, Dean and Algur H. Meadows Chair
Led by Tony Pederson, The Belo Foundation Endowed Distinguished Chair in Journalism, Meadows School of the Arts*

The newly renovated high-definition Tony Pederson Broadcast Studio is the set for this special behind-the-scenes look at the Meadows School of the Arts, showcasing a live broadcast written, produced, filmed and presented entirely by SMU Journalism students. Students and Dean José Bowen will provide an exciting backstage sneak peak at how the Second Century Campaign is creating a new national model for arts and communication curricula focused on entrepreneurship, innovation and community impact. The experience will include an opportunity to view students in action, meet nationally recognized faculty as well as recent graduates whose lives have been transformed by their time on the Hilltop.

7. Perkins School of Theology

Ancient and Rare Scriptures

Bridwell Library Benefactor's Room

Hosted by Roberta Schaafsma, Director and J.S. Bridwell Foundation Endowed Librarian

Led by Eric White, Curator of Special Collections, Bridwell Library, Perkins School of Theology

Explore the Elizabeth Perkins Prothro Bible Collection containing several Bibles of great beauty, rarity and historical importance to learn what makes rare books so important for teaching and research. The 485-volume collection, which includes Bibles in nearly 100 languages and spans eight centuries, began with six rare Bibles acquired in the 1960s by Charles Prothro of Wichita Falls, Texas, as an anniversary gift for his wife, Elizabeth Perkins Prothro '39. The collection is housed in the Bridwell Library, which is a funding priority of the Perkins School of Theology.

8. Simmons School of Education and Human Development

Human Physiology; Science to Practice

Applied Physiology Lab, First Floor, Annette Caldwell Simmons Hall

Hosted by David J. Chard, Leon Simmons Endowed Dean

Led by Scott Davis, Director of the Applied Physiology Laboratory, Kelyn Rola, Lab Coordinator, and Megan Murphy, Clinical Assistant Professor, Annette Caldwell Simmons School of Education and Human Development

Observe demonstrations of experiments studying human physiology to understand how Simmons students actively participate in medical and fitness research and benefit from the Applied Physiology Laboratory and high-tech equipment, located in the new Annette Caldwell Simmons Hall. Learn more about Professor Davis' current research on multiple sclerosis to understand what makes the lab one of the best of its kind in the country.

9. Athletics

Larry Brown Holding Court

Crum Basketball Center

Hosted by Rick Hart, Director of Athletics

Led by Larry Brown, Head Men's Basketball Coach, SMU Athletics

Get the inside “hoop scoop” and leadership principles from Hall of Fame Basketball Coach Larry Brown, the only head coach to have won both an NCAA title and an NBA Championship, as he prepares for the Mustangs’ inaugural season in the American Athletic Conference. Then, get a construction view of the Moody Coliseum renovation and new Miller Event Center before the facility opens in January 2014 as home to the Mustangs and their first conference games.

10. Campus and Student Life

Uncommon Living

Mary Hay Common Room

Hosted by Lori S. White, Vice President for Student Affairs

Led by Faculty in Residence, Ann Batenburg, Student Housing and Residential Commons Leadership Corps Students and Dr. Troy Behrens, Assistant Vice President for Student Affairs and Dean of Residence Life and Student Housing

Visit one of SMU’s Residential Commons, which fosters an academically focused living-learning experience to create a strong sense of belonging among students. Faculty members will live in each Commons to encourage a continuous environment for learning. Following a presentation by students, faculty and staff, who will share their comments and plans about how the Residential Commons will transform the on-campus experience at SMU, session participants will enjoy a tour of Mary Hay Hall’s faculty residence and common study areas.

To accommodate SMU’s new two-year on-campus residency requirement for undergraduate students, SMU is building five new facilities and renovating six existing residence halls. The Residential Commons concept was implemented with the entering Class of 2017. The new and renovated Commons buildings will open in the Fall of 2014.

“We want to establish and support new academic programs that will prepare students for leadership in their professions and communities. And we must provide the best facilities for these endeavors in a living-and-learning environment that is second to none.”

— CAREN H. PROTHRO
BOARD OF TRUSTEES CHAIR AND CAMPAIGN CO-CHAIR



CHARGING AHEAD

VOLUNTEER SUMMIT

Meeting of the Campaign Volunteer Organization

The Second Century Campaign
October 25, 2013, SMU Main Quad

Agenda

I. Call to Order

Mr. Gerald J. Ford
*Campaign Convening Co-Chair
SMU Trustee*

II. Purpose of Volunteer Meeting

Ms. Caren Prothro
*Chair, SMU Board of Trustees
Campaign Co-Chair*

III. Campaign Overview

Mr. Ford

- Campaign Impact
- Campaign Plan
- Campaign Opportunities

Mr. Ray Hunt
*Campaign Co-Chair
SMU Trustee*

Mr. Carl Sewell
*Campaign Co-Chair
SMU Trustee*

Dr. R. Gerald Turner
President, SMU

IV. Responses

Mr. Ford

- Student Perspective
- Faculty Perspective
- Volunteer Leadership Perspective

Mr. Ramón Trespalacios
President, SMU Student Body

Dr. Santanu Roy
President, SMU Faculty Senate

Ms. Ruth Altshuler
*Campaign Co-Chair
SMU Trustee*

V. Concluding Remarks

Dr. Turner

VI. Adjournment

Mr. Ford

Volunteer Summit Attendees

SMU Board of Trustees

Campaign Leadership Council

Campaign Executive Committee

Campaign Steering Committees

Development and External Affairs Committee of the SMU Board of Trustees

Alumni Board

Young Alumni Board

Alumni Chapter Presidents

University Administration

SMU Staff Liaisons

“The concept of a billion dollars may seem overwhelming, but the fact is that it will take gifts of all sizes for us to meet our new goal. So we’re asking alumni and friends to take part at any level they can afford. It all counts, and it all makes a difference.”

— RUTH COLLINS SHARP ALTSHULER '48
TRUSTEE AND CAMPAIGN CO-CHAIR

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VOLUNTEER SUMMIT

Campaign Achievements

- New Endowed Faculty Positions
- New Academic Programs and Initiatives
- New Student Scholarship and Fellowship Examples
- Campus Improvement Examples
- Campaign Highlights through FY13

NEW ENDOWED FACULTY POSITIONS

Deanships:

- The Judge James Noel Dean and Professor of Law
- The Leon Simmons Endowed Deanship

Distinguished Centennial Chairs:

- The Bobby B. Lyle Endowed Centennial Distinguished Chair in Cyber Security

Centennial Chairs:

- The Jerome M. Fullinwider Endowed Centennial Chair in Economic Freedom
- The Leah Young Fullinwider Endowed Centennial Chair in Music Performance
- The Linda P. and William A. Custard Director of the Meadows Museum and Centennial Chair in the Meadows School of the Arts
- The Martha Raley Peak Endowed Centennial Chair and Director of the Meadows Symphony Orchestra
- The Annette and Harold Simmons Centennial Chair in Education Policy and Leadership in the Annette Caldwell Simmons School of Education and Human Development
- The Patsy and Ray Caldwell Centennial Chair in Teaching and Learning in the Annette Caldwell Simmons School of Education and Human Development

Centennial Professorships:

- The Jeremy duQuesnay Adams Centennial Professorship in Western European Medieval History
- The Ruth and Kenneth Altshuler Centennial Interdisciplinary Professorship in Cities, Regions and Globalization

Distinguished Chairs:

- The C. Vincent Prothro Distinguished Chair of Biological Sciences
- The Texas Instruments Distinguished Chair in Engineering Education and Director of The Caruth Institute for Engineering Education
- The Endowed Distinguished Research Chair in Art History

Chairs:

- The Laurence and Catherine Perrine Endowed Chair in English
- Endowed Chair in Bankruptcy and Commercial Law
- The Robert C. Womack Endowed Chair in Engineering
- The Karl Kilinski, II Endowed Chair in Hellenic Visual Culture
- The Kleinheinz Family Endowment for the Arts and Education Endowed Chair in Art History
- Endowed Chair in New Testament in Perkins School of Theology

Professorships:

- The Bobby B. Lyle Endowed Professorship of Entrepreneurial Studies
- Endowed Professorship of Finance
- The Fabacher Endowed Professor of Alternative Asset Management
- The David B. Miller Endowed Professor in Business
- The Glenn Linden Endowed Professorship
- The Ruth Collins Altshuler Endowed Professor and Director of the Interdisciplinary Institute at SMU
- The Richard Arnold Endowed Professor
- The Les and Amy Ware Endowed Professorship in Dedman School of Law
- The Bobby B. Lyle Endowed Professorship of Engineering Innovation
- The Bobby B. Lyle Endowed Professorship of Leadership and Global Entrepreneurship
- The William T. and Gay F. Solomon Endowed Professorship in Engineering and Global Development
- The Marriott Family Endowed Professor
- The Wendland-Cook Endowed Professorship in Constructive Theology
- The Glenn Simmons Professor of Applied Physiology and Human Development in the Annette Caldwell Simmons School of Education and Human Development

NEW ACADEMIC PROGRAMS AND INITIATIVES

Schools:

- Annette Caldwell Simmons School of Education and Human Development
- Bobby B. Lyle School of Engineering

Departments:

- Art History Department support and new Ph.D. degree program
- Chemistry Department Research
- Roy M. Huffington Department of Earth Sciences
- C. Vincent Prothro Biological Sciences Initiative

Centers and Institutes:

- The Caruth Institute for Engineering Education
- Center for Presidential History
- Center for Teaching Excellence
- Dedman College Interdisciplinary Institute
- EnCap Investments & LCM Group Alternative Asset Management Center
- Hart Institute for Engineering Leadership
- Hunter and Stephanie Hunt Institute for Engineering and Humanity
- Institute for Evidence-Based Education
- The Don Jackson Center for Financial Studies
- The Kitt Investing and Trading Center
- Penny and Paul Loyd Center for the Academic Development of Student-Athletes
- O'Neil Center for Global Markets and Freedom

Programs:

- The W. W. Caruth, Jr. Child Advocacy Clinic in Dedman School of Law
- Embrey Human Rights Program and new Bachelor of Arts degree program
- Hamon Arts Library Special Collections endowment
- The Jeanne R. Johnson Piano Guest Artist Endowment
- Research in Mathematics Education
- Tower Scholars Program in the John Goodwin Tower Center for Political Studies

NEW STUDENT SCHOLARSHIP AND FELLOWSHIP EXAMPLES

- AIM Foundation Scholarships
- Art History Graduate Fellowships
- Barachel Foundation Scholarships for Chinese Students
- William P. Clements Endowed Fellowship Fund
- Edwin L. Cox BBA Scholars Program
- Dedman College Scholars
- Dunlevy Leadership Scholarships
- Brady P. Gentry Endowed Scholarship Fund
- Hankinson Endowed Scholarships for Dedman School of Law
- Peggy Harrison Scholarship Fund
- Hunt Leadership Scholars Program – additional funding
- Irsay Scholars Program
- Lyle Engineering Scholars
- MBA – Military Student Scholarships
- Meadows Scholars
- David and Carolyn Miller Scholarships
- Taylor Nance Endowed Scholarship Fund
- Pre-Law Scholars
- President’s Scholarships – additional funding:
 - The Custard and Pitts Family Endowed President’s Scholarships
 - Huffington Bicentennial Scholarship Endowment Fund
 - Edward R. and Mary Ann Hyde Endowed President’s Scholarship
 - The Lawrence and Catherine Perrine Endowed President’s Scholarships
 - The Carl and Peggy Sewell Endowed and Annual President’s Scholarships
 - SMU Alumni Board President’s Scholarships
- Vincent Prothro Graduate Fellowship Fund in Biological Sciences
- Vincent Prothro Undergraduate Scholarship Fund in Biological Sciences
- Yandell “Tog” Rogers, Jr. Endowed Scholarship Fund in Dedman School of Law
- Sewell Provost Student Recruitment Scholarships
- Fairess Simmons Graduate Fellowship Fund
- Sohmen Chinese Scholars Program in Dedman School of Law

CAMPUS IMPROVEMENT EXAMPLES

Completed to Date

- Caruth Hall
- Crum Basketball Center
- Elizabeth Perkins Prothro Hall (including Kirby Hall and Selecman Hall renovations)
- Annette Caldwell Simmons Hall
- SMU-in-Taos Faculty and Student Housing

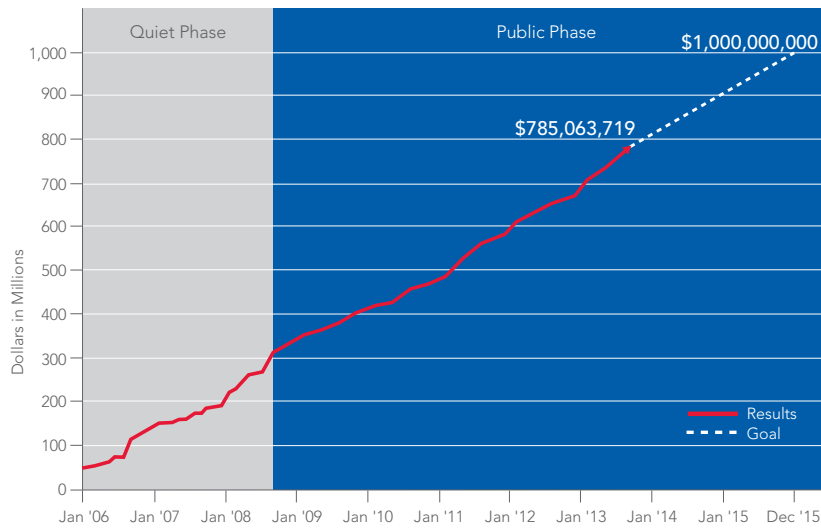
To be Completed

- Bridwell Library renovation and expansion
- Fondren Library Center renovation
- Moody Coliseum and Miller Event Center
- Mustang Band Hall
- Residential Commons Complex
- Harold Clark Simmons Hall
- Dr. Bob Smith Health Center
- SMU-in-Taos Campus Center
- Tennis Complex
- Trinity Forest Golf Complex

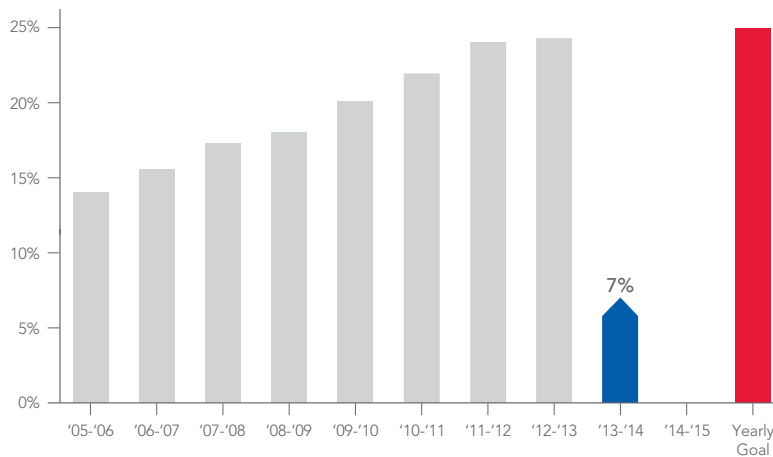
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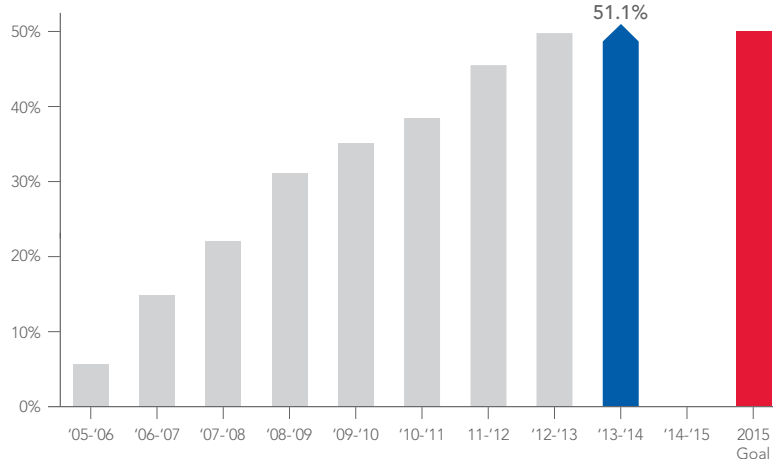
Campaign Total to Date
Financial Goal: \$1 Billion



Yearly Alumni Participation
Goal by 2015: 25 percent



Cumulative Alumni Participation
Goal by 2015: 50 percent



CAMPAIGN HIGHLIGHTS THROUGH FY13

2008

September 12	Second Century Campaign kickoff
September 28	Mexico City kickoff
October 14	Los Angeles kickoff
October 15	Atlanta kickoff
October 17	Bobby B. Lyle School of Engineering naming
October 20	New York City kickoff
October 23	Chicago kickoff
November 6–8	Reunion celebrations during Homecoming
December 4	Campaign Executive Committee meeting
December 5	Annette Caldwell Simmons Hall groundbreaking

2009

January 5	Noel family endows Dedman School of Law Deanship
January 28	Houston kickoff
April 19	Archives of Women of the Southwest fundraising milestone
April 24	President's Associates and Hilltop Society donor stewardship programs
April 24	President's Briefing
May 7	Campaign Executive Committee meeting
May 31	Campaign reaches \$367 million en route to \$750 million goal; 19% yearly alumni participation; 32% total campaign alumni participation
June 15	SMU Payne Stewart Golf Learning Center groundbreaking
July 24	SMU-in-Taos dedication of new and renovated student housing
September 3	Faculty and Staff campaign participation kickoff
September 4	Mustang Plaza and Mall dedication
September 11	Elizabeth Perkins Prothro Hall dedication
September 14	The Second Century Campaign passes halfway point to \$750 million goal - \$385 million
September 29	St. Louis kickoff
October 7	Meadows Museum Plaza dedication
November 10	San Francisco kickoff
December 3	Campaign Executive Committee meeting

2010

March 4–8	Campaign events in Asia
March 23	New Orleans event
April 7	Denver kickoff
April 9	Inside SMU: classes for alumni taught by SMU professors
April 9	President's Briefing and President's Associates Reception
April 16	Caruth Hall dedication
April 21	Medal of Freedom presentation
May 6	Campaign Executive Committee meeting
May 31	Campaign reaches \$438 million en route to \$750 million goal; 21% yearly alumni participation; 36.5% total campaign alumni participation

July 23 SMU-in-Taos faculty casita groundbreaking
September 9 Martha Proctor Mack Grand Ballroom dedication
September 24 Annette Caldwell Simmons Hall dedication
October 13 Hart Center for Engineering Leadership opened
November 16 George W. Bush Presidential Center groundbreaking
December 2 Campaign Executive Committee meeting

2011

February 25 SMU Board of Trustees authorizes new Centennial Endowment opportunities for donors to fund faculty positions and scholarships
April 15-17 Inaugural Founders' Day Weekend
April 20, 28 Historic commitments for Moody Coliseum announced, from Moody Foundation and SMU Trustee David Miller '72, '73 and Carolyn Miller Fort Worth kickoff
April 28 Fort Worth kickoff
May 4 First Endowed Centennial Chair announced, through gifts from SMU Trustee Sarah Perot '83 and Ross Perot, Jr., Leah and Jerome Fullinwider '51, in the Cox School of Business
May 5 Campaign Executive Committee meeting
May 13 First leadership gift for the Residential Commons complex announced, from Liz Martin Armstrong '82 and SMU Trustee Bill Armstrong '82
May 31 Campaign reaches \$538 million en route to \$750 million goal; 22% yearly alumni participation; 38.4% total campaign alumni participation
June 1 Washington, D.C. kickoff
August 21 Centennial Class of 2015 welcomed at Convocation
September 9 Board of Trustees announces gift and dedication naming the R. Gerald Turner Centennial Quadrangle and Gail O. and R. Gerald Turner Centennial Pavilion
September 9 Cooper Centennial Fountain dedicated
September 9 Leadership gift received to name the Crain Family Centennial Promenade
September 9 Centennial Hall, located in Hughes-Trigg Student Center, opens to the public
September 28 Kitt Investing and Trading Center in Cox School of Business dedicated
October 1 SMU young alumni beat TCU young alumni in "Fry the Frogs" annual giving challenge
October 2 George W. Bush Presidential Center "topping out" ceremony
November 3 SMU History Makers recognized at SMU Distinguished Alumni Awards
November 10-11 SMU hosts Centennial Academic Symposium, "The University and the City: Higher Education and the Common Good"
December 2 Campaign Executive Committee meeting

2012

January 7 Mustangs win BBVA Compass Bowl, SMU's third consecutive bowl game
January 19 SMU celebrates move to BIG EAST athletic conference
February 24 Lead gift received from the Dr. Bob and Jean Smith Foundation supporting renovation and construction of the SMU Health Center
April 9 Second Endowed Centennial faculty position announced, from Stephen L. Arata '88 and Kathryn Hedges Arata '87, '91, the first in Dedman College

Campaign Highlights Continued

- April 17** *The Power of Partnership: SMU Community and Economic Impact Report* published
- April 20-22** Second annual Founders' Day Weekend includes groundbreaking for campus construction and renovation projects, and other activities
- April 20** Leadership gift received from Penny Requa Loyd and Paul B. Loyd, Jr. '68 for the second Residential Commons facility
- April 22** Leadership gift from the Dedman Family and The Dedman Foundation establishes the Dedman College Interdisciplinary Institute
- May 4** Campaign Executive Committee meeting
- May 31** SMU announces Second Century Campaign continuing momentum: \$631 million total commitments toward \$750 million goal; 24% yearly alumni participation; 46.2% total campaign alumni participation
- September 17** Significant Meadows Museum exhibit displays portraits of Phillip IV's court from Prado Museum in Madrid
- October 10** Tip-Off event at Moody welcomes Coach Larry Brown and recognizes new leadership gifts to Moody Coliseum project
- October 17** Hon. James A. Baker, III, receives the Tower Medal of Freedom Award
- October 25** Distinguished Alumni and History Makers honored at Homecoming event on SMU's main quadrangle
- October 26** Centennial luncheon celebrates major donors to SMU capital projects
- November 1** Leadership gift from W. Yandell "Tog" Rogers, Jr. '61 establishes an endowed scholarship fund to support Dedman School of Law
- November 1** Second Century Campaign commitments from Houston donors surpass \$100 million
- November 28** SMU celebrates the 100th birthday of Dallas Hall
- November 30** SMU partners with the city of Dallas and AT&T to develop a championship golf complex in South Dallas
- December 4** Leadership gift from SMU Trustee and former Board Chair Ruth Collins Sharp Altshuler '48 establishes endowed position of Professor and Director of the Interdisciplinary Institute
- December 7** Leadership gift from the Kleinheinz Family Endowment of the Arts and Education establishes an endowed chair in Art History at Meadows School of the Arts
- December 21** Leadership gift from Les Ware '89, '92 and Amy Abboud Ware '87, '90 establishes an endowed professorship at Dedman School of Law
- December 24** Mustangs victorious in the Sheraton Hawaii Bowl, SMU's fourth consecutive bowl game
- 2013**
- February 4** Hamon Arts Library receives a gift of personal materials from the estate of Nancy Hamon, as well as funding to endow the collections. In addition, film historian and collector Jeff Gordon commits a planned estate gift of movie archives.

- February 6** SMU announces third endowed Centennial position, and the first in Meadows School of the Arts, established with gift from SMU Trustee Sarah Fullinwider Perot '83 and former Trustee Ross Perot, Jr.
- February 8** SMU's first endowed Centennial scholarship established in memory of Bill Ware '70, in support of BBA students in the Cox School of Business
- February 21** \$25 million gift announced from Harold C. and Annette Caldwell Simmons '57 to the Annette Caldwell Simmons School of Education and Human Development to fund a new building and three endowed academic positions
- March 26** New York-area donors honored for Second Century Campaign gifts totaling more than \$7.5 million
- April 4** SMU honors Washington, D.C.-area donors for their \$5 million in gifts and commitments
- April 16** Leadership gifts from Linda Pitts Custard '60, '99 and William A. Custard '57 and the Meadows Foundation establish endowed position of Director of the Meadows Museum and Centennial Chair in the Meadows School of the Arts
- April 16** Leadership gift from The Vin and Caren Prothro Foundation establishes the Ruth and Kenneth Altshuler Centennial Interdisciplinary Professorship in Cities, Regions and Globalization in Dedman College of Humanities and Sciences
- April 18** SMU celebrates third annual Founders' Day and officially welcomes the George W. Bush Presidential Center to campus
- April 25** George W. Bush Presidential Center is dedicated, with five living U.S. presidents and 12,000 guests in attendance
- May 1** George W. Bush Presidential Library and Museum opens to public
- May 10** During its Year of the Library, SMU announces leadership gifts from the J.S. Bridwell Foundation and the Fondren Foundation to support renovation of Bridwell and Fondren libraries
- September 3** Leadership gift from Anita and Truman Arnold to support construction of the Dining Commons in the Residential Commons Complex
- September 13** New endowed Centennial Distinguished Chair in Cyber Security established in the Lyle School of Engineering through financial commitment from SMU Trustee Bobby B. Lyle '67
- September 26** Leadership gift from Martha Raley Peak '50 establishes endowed position of Centennial Chair and Director of the Meadows Symphony Orchestra

“Academic resources enable SMU to be nimble in creating new programs in emerging fields. Access to these programs will help our graduates to compete and lead in key areas where new expertise and perspectives are needed and will increase their contributions to critical areas for our nation and the world.”

— RAY L. HUNT '65
TRUSTEE AND CAMPAIGN CO-CHAIR

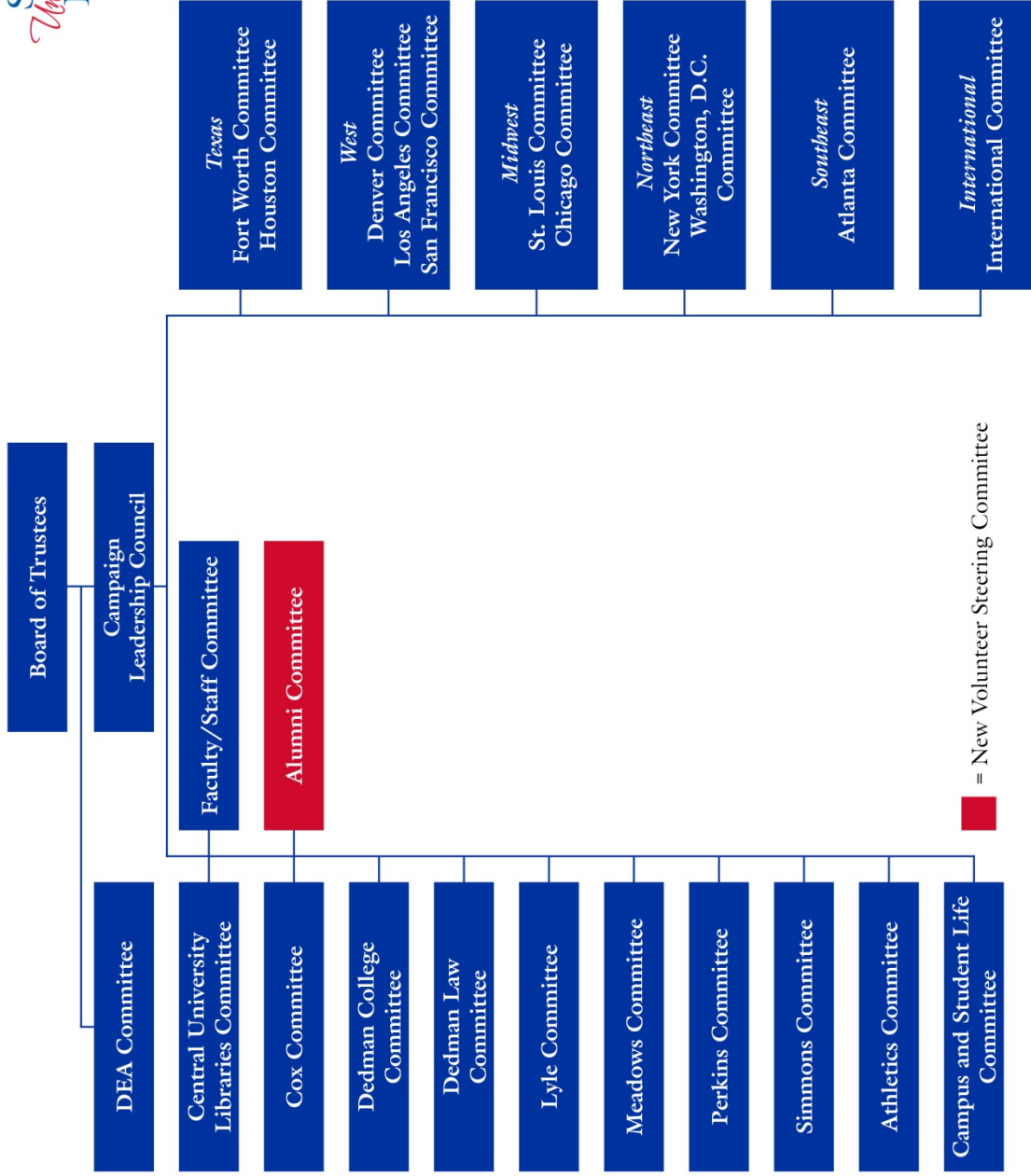
CHARGING AHEAD


VOLUNTEER SUMMIT

Campaign Volunteer Organization

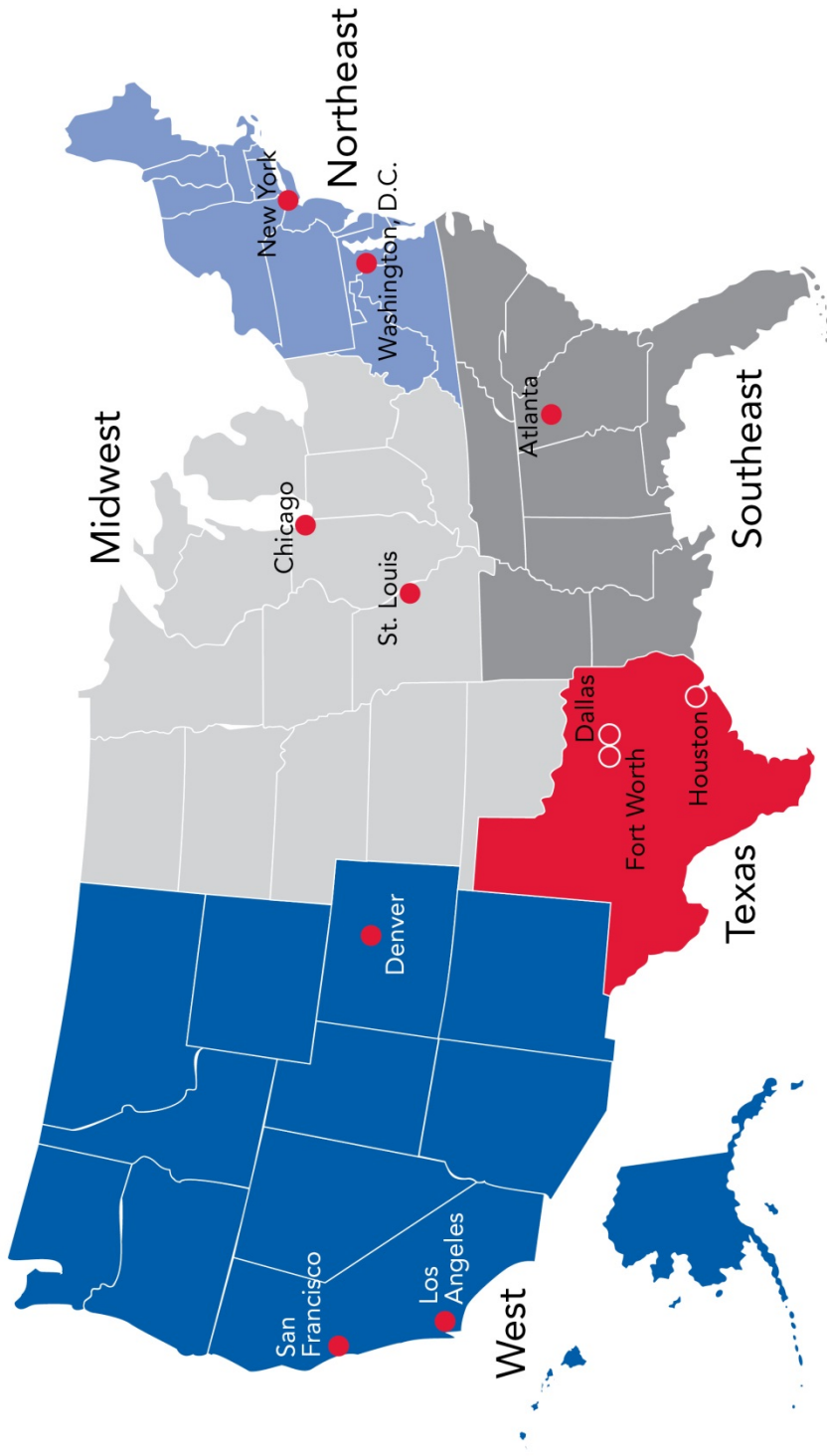
- Volunteer Organization Chart
- Regional Map
- Roster: New Campaign Volunteers
- Roster: The Second Century Campaign Volunteers
- Roster: SMU Staff Contacts

SMU Unbridled: The Second Century Campaign Volunteer Organization Chart



 = New Volunteer Steering Committee

**SMU Unbridled: The Second Century Campaign
Regional Map**



New Volunteers

Campaign Leadership Council

Paul B. Loyd '68
Bobby B. Lyle '67
David B. Miller '72, '73
Sarah Fullinwider Perot '83

Region Co-chairs

Michael M. Boone '63, '67
Scott J. McLean '78
Richard Ware '68
Tim P. Moen '74
Jim White, Jr. '82
Jim H. MacNaughton '72, '73
Martin L Flanagan '82
Liz Martin Armstrong '82
Royce E. (Ed) Wilson

Region

Texas
Texas
Texas
Midwest
Midwest
Northeast
Southeast
West
West

Campaign Steering Committee Co-chairs

Leslie Long Melson '77
Paulette McConachie Moen '75
Tim P. Moen '74
Royce E. (Ed) Wilson
Leslie Zahn Wilson '81

Committee

Alumni
Chicago
Chicago
Los Angeles
Los Angeles

Campaign Steering Committee Membership

Katy J. Blakey '06
Aaron de los Santos '11
E. Larry Delzell '72
Robert W. Fowler '00
Andrew R. Galloway '08
Doyle D. Glass '84, '88
Ashley V. Hamilton '03
Elizabeth L. Healy '07
Jacqueline Negrete '12
William H. Vanderstraaten '82
Michael W. Waters '02, '06, '12
Susan Frey Woodall '73
Kal X. Grant '88, '00
Kate Shearer Flume '04
Angela Lockhart Raitzin '00

Committee

Alumni
Alumni
Alumni
Alumni
Alumni
Alumni
Alumni
Alumni
Alumni
Alumni
Cox
Cox
Cox

Campaign Steering Committee Membership

Liz Martin Armstrong '82
Thomas G. Kamp '83
Jennifer Burr Altabef '78, '81
Melissa F. Fetter
Alexandra Dillard Lucie '05
Craig Lucie '04
Clint Carmichael '10
Konrad Chan '98
Alex Rank '01
Kristin Wagner Henderson '82
Stewart R. Henderson '81
Bailey Reeves McGuire '07
Ryan Nagim '01
Andrew Rosell '98, '02
Heidi Burkholder Binet '88
Todd Binet '86
Laurie-Leigh White '07
Ali White '11
Michael McWhorter '96
Chip Hiemenz '06

Committee

Dedman College
Lyle Engineering
Meadows
Meadows
Atlanta
Atlanta
Chicago
Denver
Denver
Fort Worth
Fort Worth
Fort Worth
Fort Worth
Fort Worth
Houston
Houston
Houston
Los Angeles
San Francisco
St. Louis

As of October 22, 2013

The Second Century Campaign Volunteers

As of October 22, 2013

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Bobby B. Lyle '67
Bishop Michael McKee '78
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Gary T. Crum '69
Linda Pitts Custard '60, '99
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Milledge A. Hart, III
Gene C. Jones
Paul B. Loyd, Jr. '68
Bobby B. Lyle '67
David B. Miller '72, '73
Sarah Fullinwider Perot '83
Jeanne L. Phillips '76
John C. Tolleson '70
Richard Ware '68
R. Gerald Turner, *Ex Officio*

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Kal X. Grant '88, '00
Brad K. Heppner '88
Thomas W. Jasper '70
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Randel L. Perkins
Angela Lockhart Raitzin '00
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Carol Paris Seay '66, '71
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David J. Chard, *Ex Officio*
Brad E. Cheves, *Ex Officio*

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Joseph M. (Jody) Grant '60
Clark K. Hunt '87
David B. Miller '72, '73
Bruce A. Robson '74

Jack A. Turpin
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Robin Gilliland Weir '84
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Alumni**

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Aaron de los Santos '11
E. Larry Delzell '72
Robert W. Fowler '00
Andrew R. Galloway '08
Doyle D. Glass '84, '88
Ashley V. Hamilton '03
Elizabeth L. Healy '07
Jacqueline Negrete '12
William H. Vanderstraaten '82
Michael W. Waters '02, '06, '12
Susan Frey Woodall '73
R. Gerald Turner, *Ex Officio*
Brad E. Cheves, *Ex Officio*

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Faculty & Staff**

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Tom Buning (*Athletics*)
Martin L. Camp '79 (*Dedman Law*)
Amy Kathryn Carver '94 (*Central University Libraries*)

Christy C. Drenner '99 (*Athletics*)
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Kathleen B. Hodges '73 (*Business & Finance*)
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Robert E. Krout (*Meadows*)
Maribeth L. Kuenzi (*Cox*)
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L. Marc Peterson '70 (*Provost's Office*)
Kathy Rowe (*Provost's Office*)
Basil H. Thomson (*Legal Affairs*)
R. Gerald Turner, *Ex Officio*
Brad E. Cheves, *Ex Officio*

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Juan L. Elek, *Co-Chair (Mexico City, Mexico)*
Helmut Sohmen '66, *Co-Chair (Hong Kong SAR)*

**Campaign Steering Committee for
International**

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Juan L. Elek, *Co-Chair (Mexico City, Mexico)*
Helmut Sohmen '66, *Co-Chair (Hong Kong SAR)*
Pamela R. Butt, (*Monterrey, Mexico*)
Peter Gallo, (*Cape Town, South Africa*)
Dennis Head, (*Beijing, PRC*)
Lorenzo Ortiz Salinas, (*Monterrey, Mexico*)
Robert J. Routs, (*Brunnen, Switzerland*)
Satwant Singh, (*New Delhi, India*)
Arturo Tapia, (*Panama City, Panama*)
César C. Vidal, (*Madrid, Spain*)
Jimmy Z. Wang, (*Suzhou, PRC*)
Ahmed M. Y. Zakaria '03, (*Dubai, UAE*)
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Brad E. Cheves, *Ex Officio*

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Tim P. Moen '74, *Co-Chair*
Jim White, Jr. '82, *Co-Chair*

Campaign Steering Committee for Chicago

Paulette McConachie Moen '75, *Co-Chair*
Tim P. Moen '74, *Co-Chair*
Becky Ballard White '82, *Co-Chair*
Jim White, Jr. '82, *Co-Chair*
Clint C. Carmichael '10
Lindsay Yedinak Corby '00
Joseph M. Dooley, III '83
Paige Jacobi Dooley '84
Bert A. Getz, Jr. '89
Keith A. Hoogland
Susan Hoogland
Douglas A. Kiersey
Karen S. Kiersey
Paul Thomas Kilborn, II '81
Ashley Dean Killpack '86
David Killpack
P.G. (Jerry) Mavon, Jr. '66
Oma Jean Goode Mavon '66
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Eva S. Smith
Michael G. Smith '66 '71
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Steven M. Swanson '74
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Brad E. Cheves, *Ex Officio*

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Chip Hiemenz '06
A. Charles Hiemenz, III
Margaret H. Hiemenz
Jim Holbrook
Meredith Holbrook
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Nancy A. St. Eve
Anne Dressel Sutter '86
W. Scott Sutter '87
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Dianne Warren Green '70

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Erik N. Nikravan '06
John C. Phelan '86
Mark A. Robertson '85
John Sidney Trahan '83
R. Gerald Turner, *Ex Officio*
Brad E. Cheves, *Ex Officio*

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R. Gerald Turner, *Ex Officio*
Brad E. Cheves, *Ex Officio*

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Martin L. Flanagan '82, *Co-Chair*
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John Frederick Akers
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Mary Terry Benton '93
Jennifer L. Boettcher '92
Matthew E. Boettcher '92
Vivian Noble DuBose '77
William H. Grumbles, Jr. '71
David E. Harrison '61
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"The generosity of our donors, the strength of our campaign leadership and the hard work of volunteers around the globe have resulted in record-breaking support for SMU. The momentum among our alumni and friends is strong, the economy continues to improve and our leadership is motivated. We can reach this new goal and take SMU to a new level."

— R. GERALD TURNER
SMU PRESIDENT



CHARGING AHEAD

VOLUNTEER SUMMIT

New Campaign Goals

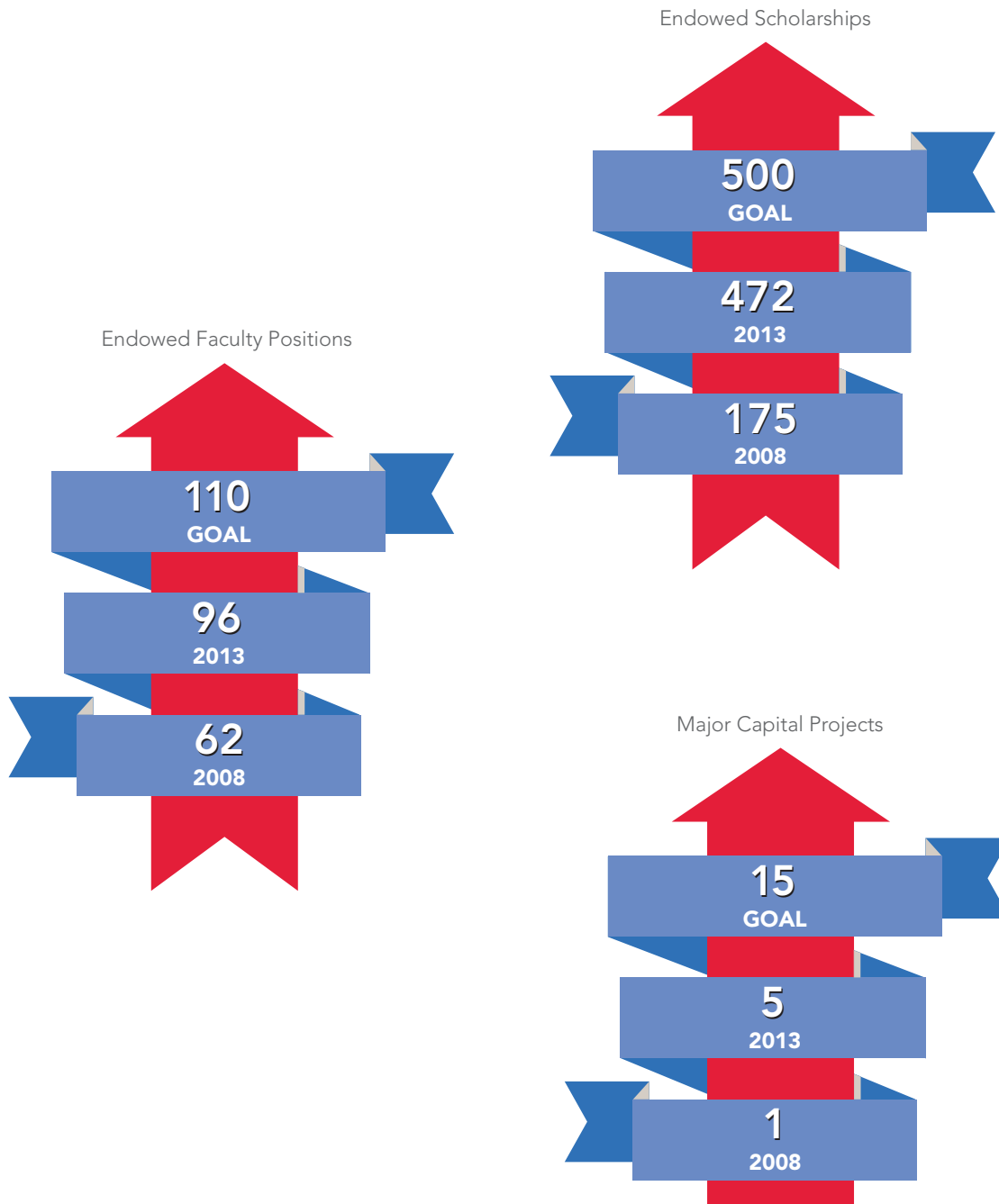
<u>Goals to be achieved by December 31, 2015</u>	<u>Current Status</u>
1. \$1 billion in total commitments	\$785,063,719
2. 25% yearly alumni participation	24%
3. 50% campaign alumni participation	51.1%
4. Increase the total number of endowed faculty positions to 110, representing 30% of the current number of tenured faculty members	96
5. Increase the number of newly endowed scholarships to 500	472
6. Increase the number of campaign funded major capital projects to 15	5

By all measurements, the Campaign is excelling in changing the face of SMU. Many “historic” gifts and announcements have taken place, with financial and participation results meeting goals well ahead of schedule.

To reach and exceed the new Campaign goals, including a challenging and inspirational financial target of \$1 billion, the University must engage many constituents who have not yet made a major gift commitment, as well as those loyal and generous Campaign donors who may consider an additional gift during the Campaign. With the strong support of our volunteers, we are confident in our ability to reach the next level of achievement for SMU.

CHARGING AHEAD

VOLUNTEER SUMMIT



Strategic Funding Priorities

Central University Libraries

- Renovation of Fondren Library Center
- Endow academic and leadership positions: Dean and Director of Central University Libraries, Special Collections Director and University Archivist

Cox School of Business

- Endow faculty positions in Entrepreneurship, Management and directorship in one of the following: Maguire Energy Institute, Folsom Institute for Real Estate or O'Neil Center for Global Markets & Freedom
- Secure endowed funding for the Entrepreneurship program, Business Library and Maguire Energy Institute, Folsom Institute for Real Estate or O'Neil Center for Global Markets & Freedom
- Secure additional endowment support for M.B.A. and M.S.A. programs

Dedman College

- Endow faculty positions in Analytics; High Performance Computing; Drug Discovery and Design; Medicine and the Humanities and Biostatistics
- Secure operational funding for Interdisciplinary Institute
- Secure endowment and operational funding for Tower Center Scholars Program
- Endow Dedman Scholars Program

Dedman School of Law

- Secure annual and endowed funding for Dedman Law Scholars Program
- Endow two faculty positions: Business Law, Trial, Intellectual Property, or International Law

Lyle School of Engineering

- Secure endowment and annual support for Cyber Security Program
- Secure endowment and annual support for Lyle Scholars Program
- Secure endowment and annual support for Graduate Fellowships
- Complete funding for Caruth Hall

Meadows School of the Arts

- Endow faculty position and directorship in two of the following: Arts Management, National Center on Arts Research, and Art and Urbanism Initiative
- Secure endowment and annual support for the National Center on Arts Research and Art and Urbanism Initiative
- Secure endowment funding for Ph.D. Fellowship in Art History
- Endow Meadows Scholars Program

Perkins School of Theology

- Secure funding for Bridwell Library Renovation and Expansion
- Secure endowment and annual support for the Graduate Program in Religious Studies
- Endow faculty positions in Methodist History, Practical Theology, and Pentecostal Studies

Simmons School of Education and Human Development

- Secure endowment and operational support for the Center on Communities and Education
- Secure endowment and operational support for Dispute Resolution & Counseling program
- Secure operational support for Applied Physiology & Wellness program
- Secure endowment and annual support for undergraduate and graduate scholarships

Athletics

- Complete funding for the renovation and expansion of Moody Coliseum
- Complete funding for the new Tennis Complex
- Secure funding for the Trinity Forest Golf Complex, SMU's new competition home for men's and women's golf
- Increase operational support for SMU Athletics through the Mustang Club

Campus and Student Life

- Complete funding for 3 Residential Commons Complex buildings
- Complete funding for SMU-in-Taos Campus Center
- Complete funding for Mustang Band Hall construction
- Secure endowment and operational support for Hegi Family Career Development Center

Stay connected to The Second Century Campaign at smu.edu/unbridled

“As SMU changes with the impact of the campaign, the community will be better served and Dallas will have the distinguished university it deserves. Regional leaders know that as SMU rises as a center of ideas, knowledge and service, our region will be strengthened as a global center of commerce and culture. Campaign resources have strengthened not only the University, but also the economic vitality of the region. SMU is both an indicator and a predictor of success for Dallas and our region. We will continue to prosper together.”

— MICHAEL M. BOONE '63, '67
TRUSTEE



CHARGING AHEAD

VOLUNTEER SUMMIT

Timeline through Campaign Completion

October 25, 2013	Campaign Summit and Volunteer Meeting New Goals Announced
October 24-27, 2013	Homecoming
November 2013	Annual Report: New Campaign Donor List Distributed
November 21, 2013	Event: Los Angeles Campaign Celebration
December 2013	Quarterly Campaign Update
December 2013	Meeting: Campaign Leadership Council
December 21, 2013	Event: Opening of Moody Coliseum and Miller Event Center and December Commencement ceremony
January 4, 2013	Event: First home basketball games in Moody Coliseum and Miller Event Center
February 2014	Quarterly Campaign Update
February 2014	Meeting: Campaign Leadership Council
February 2014	Event: Fort Worth Campaign Celebration
March 2014	Event: Denver Campaign Celebration
April 11-13, 2014	Founders' Day Weekend
April 2014	Event: Atlanta Campaign Celebration
May 2014	Quarterly Campaign Update
May 8, 2014	Meeting: Campaign Executive Committee
June 2014	Event: San Francisco Campaign Celebration
September 2014	Quarterly Campaign Update
September 2014	Meeting: Campaign Leadership Council
October 2014	Event: St. Louis Campaign Celebration

October/November 2014	Homecoming
November 2014	Annual Report: New Campaign Donor List Distributed
December 2014	Quarterly Campaign Update
December 2014	Meeting: Campaign Executive Committee
February 2015	Quarterly Campaign Update
February 2015	Meeting: Campaign Leadership Council
April 2015	Event: Meadows Museum 50 th Anniversary Celebration
April 17-19, 2015	Founders' Day Weekend
May 2015	Quarterly Campaign Update
May 2015	Meeting: Campaign Executive Committee
September 2015	Quarterly Campaign Update
September 2015	Meeting: Campaign Leadership Council
September 23, 2015	100 Day Countdown to Campaign Conclusion
October/November 2015	Homecoming
November 2015	Annual Report – Campaign Donor List
December 2015	Quarterly Campaign Update
December 2015	Meeting: Campaign Executive Committee
December 2015	Campaign Accounting Concludes
February 2016	Meeting: Campaign Leadership Council
April 2016	Public Donor Recognition Publication Issued
April 15, 2016	Event: Centennial Promenade and Campaign Recognition Dedication
April 15-17, 2016	Founders' Day Weekend
May 2016	Final Report to the Board of Trustees

*Campaign Steering Committee meetings are held throughout the year.

“The Second Century Campaign’s new goal provides supporters, volunteers and our SMU team with motivation and new energy. We are excited about reaching this historic milestone, and we celebrate the tremendous impact it will have on the University.”

— BRAD E. CHEVES
SMU VICE PRESIDENT FOR DEVELOPMENT
AND EXTERNAL AFFAIRS

CHARGING AHEAD

VOLUNTEER SUMMIT

SMU Unbridled

SECOND CENTURY CAMPAIGN DONORS

This honor roll recognizes donors to SMU Unbridled: The Second Century Campaign. Donors listed here have made cumulative campaign commitments of \$100,000 or more during the period January 1, 2006 – May 31, 2013.

These generous commitments are essential to the achievement of the University's campaign goals.

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\$1 MILLION AND ABOVE

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