

SMU[®]

Ignited

Boldly Shaping Tomorrow

As the premier private university in

North Texas, SMU exists to shape future leaders who transform communities and organizations through ingenuity and thoughtful problem-solving.

Building on our history of excellence, we now embark on ***SMU Ignited: Boldly Shaping Tomorrow*** – our multiyear, \$1.5 billion campaign to attract and support outstanding students and faculty, to explore new fields and cutting-edge technologies, and to positively impact Dallas and the world beyond.

We invite you to join us and empower the bold, the curious and the creative to better their professions and their communities.



***Your support has brought us here, and you
will usher us into our future.***

Building on excellence

For more than 100 years, SMU has stood as an institution of national excellence and international renown, a University where the previously impossible becomes possible through daring research and courageous purpose. Our Mustang family – students, families, alumni, faculty, staff and supporters – has propelled us forward, fueling our goal of shaping world changers. You have galvanized us, enabling SMU to attract high-achieving students and innovative faculty, and to adapt to a changing landscape. SMU has sparked a transformation in North Texas, kindling it to become a more vibrant place by improving its business, culture and community. **Energized by creative students, ambitious faculty research and partnerships with outside organizations, SMU has helped create a special place whose influence can be felt across the country and beyond.** We are proud of what we have accomplished, and we expect the best is yet to come.

We have a vision for what's next for our University, our city, our region and our world. We know that SMU, as the premier private university in North Texas, is making an impact far beyond what the University's founders first imagined. In these pages, you will read about our bold plan

for the future and how we will build on our strengths to develop pioneering solutions to the world's grand challenges by:

- **Empowering outstanding students.**
- **Enriching teaching and research.**
- **Enhancing campus and community.**

With your support, we can continue doing what we do best: driving groundbreaking change through our students, faculty and partners.

Your support has brought us here, and you will usher us into our future. You are the author of what SMU has become. You have written greatness and you will chart our next path. We invite you to join us in this, our next bold adventure, and do what Mustangs always do: come together to seize opportunities to make the world a better place.

R. GERALD TURNER

President

Leading bold change

Dallas' continued strength and growth depend on founding and strengthening vital institutions that create opportunities for personal and professional enrichment, community outreach and enhanced quality of life. **Since its creation more than a century ago, SMU has become a central figure in our city's development, representing bold change, groundbreaking innovation and advancements in learning.**

SMU is exemplary within the realm of higher education, combining the focus and drive of a private institution with impactful faculty research, meaningful community outreach and extensive academic programs for students at every stage of their educational journeys.

With a bold vision for the future and dedication to meaningful positive impact, SMU's past campaigns drew significant investments and dedicated commitments from Mustangs around the globe. Alumni, families and friends of the Hilltop continue to inspire greatness by banding together to meet the needs of current and future generations of students, faculty and the broader community.

As representatives of SMU's Board of Trustees, we are proud to endorse this bold campaign and enthusiastic about what it will mean for the Hilltop, Dallas and beyond. **On the following pages, you will read about SMU's inspiring vision for its future.** We invite you to join this drive and to create your own SMU legacy through *SMU Ignited: Boldly Shaping Tomorrow*.

Sincerely,
CAMPAIGN LEADERSHIP COUNCIL

***Since its creation more than a century ago,
SMU has become a central figure in our
city's development, representing bold change,
groundbreaking innovation and
advancements in learning.***

CAMPAIGN LEADERSHIP COUNCIL



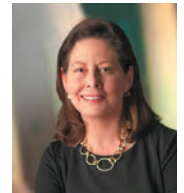
Michael M. Boone '63, '67



Gerald J. Ford '66, '69
Convening Chair



Ray L. Hunt '65



Kelly Hoglund Compton '79



Robert H. Dedman, Jr. '80, '84



David B. Miller '72, '73



Caren H. Prothro



Carl Sewell '66



R. Gerald Turner
President



Brad E. Cheves
*Vice President For
Development
And External Affairs*

Fueling our *strengths*

In launching *SMU Ignited: Boldly Shaping Tomorrow*, the University is seizing the opportunities in front of us to change countless lives. The campaign will shape the future in three significant ways.

EMPOWER

OUTSTANDING STUDENTS

ENRICH

TEACHING AND RESEARCH

ENHANCE

CAMPUS AND COMMUNITY SUPPORT

EMPOWER OUTSTANDING STUDENTS

With your support, we will transform the lives of high-achieving students, enabling them to attend SMU regardless of financial means and apply what they gain on the Hilltop as they change the world.

EMPOWER

OUTSTANDING STUDENTS

GOAL: \$450 MILLION





SMU Ignited will enable us to **bring top-ranked students to our campus.**

With your support, we can help Mustangs thrive by offering more need- and merit-based scholarships.

Your *SMU Ignited* investments will help exceptional students persist through any challenges they encounter to **ensure Mustangs graduate on time and ready to succeed**, thanks to programs that make them feel welcome and equip them to achieve academic, personal and professional success.



I learned how to think critically and reflect on the information I was receiving, rather than just memorize and regurgitate facts. At SMU I was exposed to a world different from my working-class upbringing in East Austin.”

Pastor Richie Butler '93
Member of SMU Board of Trustees
and Former Scholarship Recipient

Donors to *SMU Ignited* will **equip all Mustangs, including members of diverse and underrepresented populations, to excel** by investing in programs targeted to meet their needs.

Your support of *SMU Ignited* will **provide a wide range of internships, stipends and international study support** to give all Mustangs real-world experiences that prepare them to succeed.



My education at SMU paved the way for me to graduate with two degrees, in chemistry and economics. My research experience and SMU programs like Engaged Learning enabled me to jump right into several impactful research projects soon after beginning medical school.”

Dylan DeMuth '17

MD Student, Long School of Medicine, UT Health San Antonio



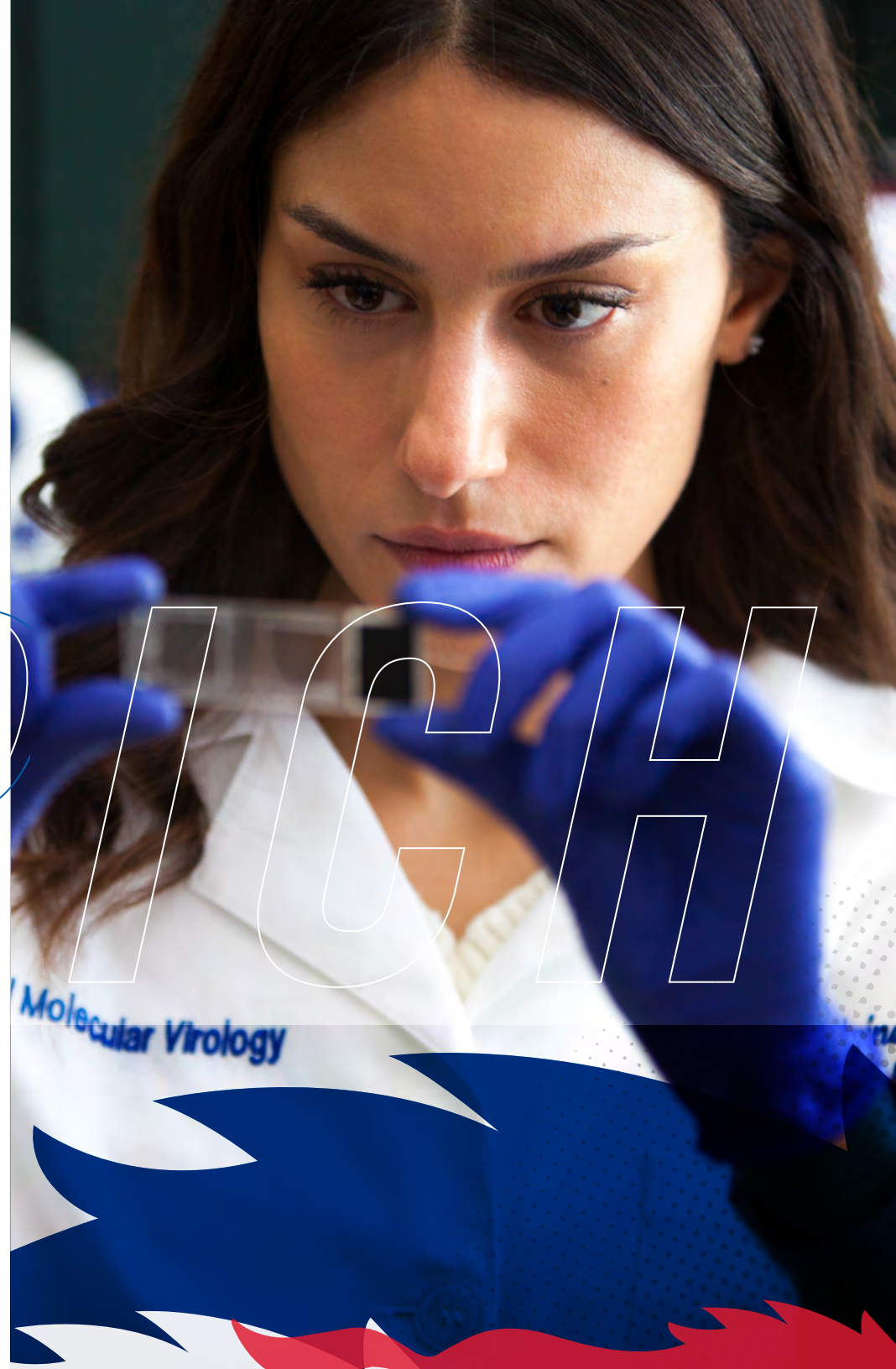
ENRICH TEACHING AND RESEARCH

This is our moment to join the highest rank of universities – to accelerate knowledge and tackle grand challenges.

ENRICH

TEACHING AND RESEARCH

GOAL: \$600 MILLION



SMU Ignited will **invest in faculty pursuits that have substantial societal impact and address important challenges**. With your support, we will move significantly toward the top research designation for U.S. universities, enrich teaching and enable students to benefit from enhanced classroom and laboratory experiences.

With your support for *SMU Ignited*, we will **expand graduate and doctoral fellowships** to encourage students to excel and develop into experts who are leaders in their fields.



Every day, I use SMU's incredibly powerful computers to explore open questions in biology and to discover molecules that may one day treat cancer. I've also enjoyed getting to collaborate with other talented researchers here at SMU."

Lauren Ammerman '21
SMU Moody Fellow in Biology

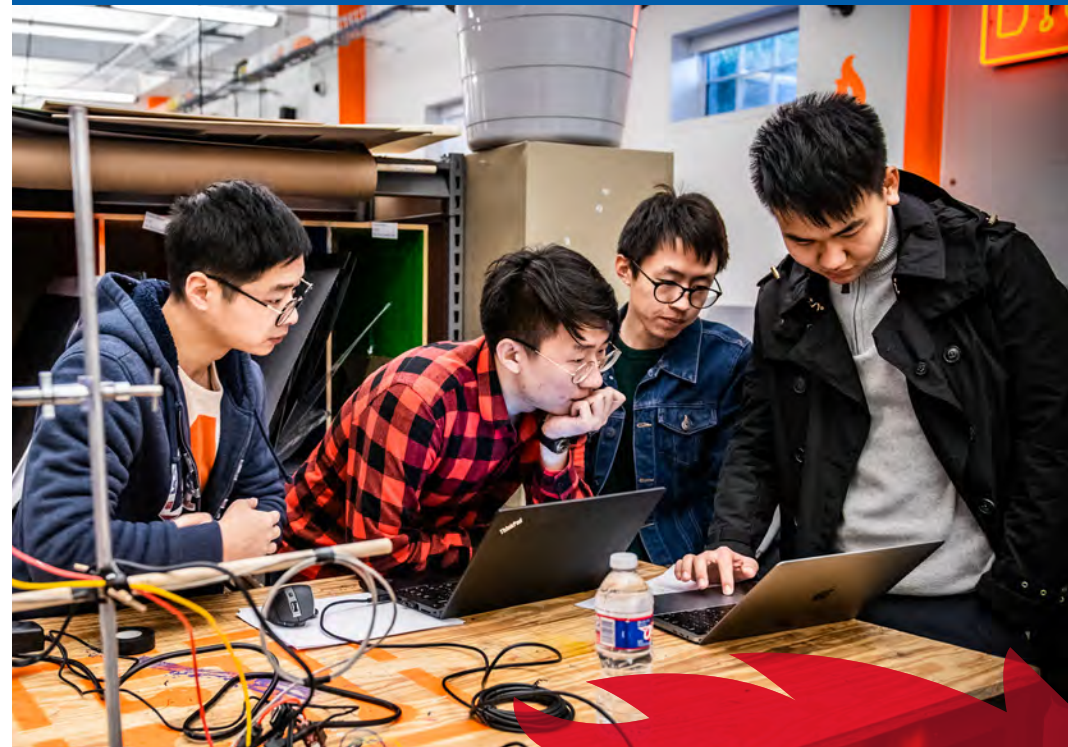
SMU Ignited investments will **expand endowed positions for both new and current faculty members and academic leaders** to help us recruit and retain leading educators. Resources for research, travel and graduate assistants sustain faculty members' groundbreaking research and dynamic instruction.

Your support of *SMU Ignited* will **create interdisciplinary programs that address the needs of our rapidly changing world**. These new programs will be built on our academic strengths, including library resources, new technologies and modernized facilities.



Major changes occurring in higher education require that universities work creatively and collaboratively, because innovation lies at the intersection of different disciplines and backgrounds. Making sure we work at those intersections will create real opportunities for SMU.”

Elizabeth G. Lobo
SMU Provost and Vice President for Academic Affairs



By continuing to strengthen our community engagement, nationally competitive athletics and diverse public programming, we will make a positive difference in Dallas and in communities far beyond the Hilltop.

ENHANCE

CAMPUS AND COMMUNITY SUPPORT

GOAL: \$450 MILLION





SMU Ignited donors will **enhance the quality of life and the global impact of Dallas** by partnering with corporations, civic entities and nonprofits such as through the model Pre-K–8 STEM school in West Dallas and legal clinics that help those in need.

Your support of *SMU Ignited* will help SMU **offer students unique internships, employment and volunteer experiences**, building on the vibrancy of North Texas.

Investments during *SMU Ignited* will **modernize and enhance campus facilities and student services** to support our students' personal, professional and academic ambitions.



“Around the world, Dallas is increasingly known as a global city, rich in business and in culture. SMU makes vital contributions to North Texas and to the impact the region makes throughout the world.”

The Hon. Jeanne L. Phillips '76
Member of SMU Board of Trustees
Senior Vice President of Corporate Engagement
and International Relations for Hunt Consolidated

With your support, *SMU Ignited* will **strengthen the University's competitiveness in Division I athletics** by investing in facilities, innovative programs, student-athlete success and community outreach efforts.

SMU Ignited donors will **meet the needs of the business and civic communities** by bolstering continuing and online learning programs that help people learn the skills to succeed in a rapidly changing world, and by creating centers and institutes that provide invaluable experts to businesses.



“

My most memorable experiences at SMU were the times spent with my teammates, either on the road or off the court. SMU has completely shaped my path. I don't think I would be in the situation I am in right now if I hadn't gone to SMU.”

Avery Acker '16

Emergency Medicine Resident, UT Southwestern Medical Center



Blazing a new path

To encourage SMU's grand vision for students, faculty, the campus and the greater community, many donors stepped up to provide early support for *SMU Ignited* – including landmark commitments at record-breaking levels. SMU received its first single-family gift of \$50 million to transform the future of business education through SMU's Cox School of Business. Soon after, our first-ever \$100 million gift created SMU's eighth degree-granting school, the Moody School of Graduate and Advanced Studies, which bolsters SMU's graduate programs and scholarly research for greater impact. And thousands more donors have given more than \$200 million in gifts for current use – meaning they have provided flexible support that SMU could use immediately to invest in our students, faculty and programs.

When you partner with SMU through *SMU Ignited*, your impact resonates far beyond the Hilltop, further elevating SMU among the preeminent U.S. universities and establishing a legacy benefiting generations to come.

Thanks to these gifts and many more, *SMU Ignited: Boldly Shaping Tomorrow* launches with tens of thousands of donors and commitments well beyond \$600 million.

To see the leading individuals and organizations who have propelled this campaign forward, please visit smu.edu/ignitedgifts.

Igniting the future

In 1911, our founders transformed their faith and vision into action, creating the basis of what we are today: innovative, optimistic, strategic and purposeful. With the vital support of our donors, SMU imparts these qualities to our students, empowering them as alumni to succeed in all aspects of their lives.

Mustangs dare to dream big about all the good we can do on the Hilltop and beyond. Our aspirations have always been, and remain, as big and unlimited as the Texas sky.

Today, we venture into the realm of what can be, and we invite you to join us at the forefront of this latest Mustang stampede.

SMU Ignited: Boldly Shaping Tomorrow.



Boldly Shaping Tomorrow

214-768-2666 | ignited@smu.edu | smu.edu/ignited

Ways to Get Involved
Leadership
Campaign Goals

SMU
Ignited

SMU
Ignited



Financial goals

With your support, SMU's future is limitless. We can continue to be pioneers in the field of education, drive research that meets head-on the challenges of a rapidly changing era, and improve the quality of life for those on the Hilltop, in Dallas and beyond. Our leadership has dared us to be ambitious, creative and purposeful as we plan to fuel the next generation of world changers.

SMU Ignited: Boldly Shaping Tomorrow has an overall financial goal of \$1.5 billion, including:

STUDENT SUPPORT \$450M+

- Undergraduate scholarships and graduate fellowships addressing merit and need.
- Programs supporting the recruitment, retention and graduation of diverse student populations.
- Internships, stipends and international study support.

FACULTY AND ACADEMIC SUPPORT \$600M+

- Support for faculty research and the achievement of the highest research designation.
- New and renovated academic facilities.
- Support for current and new academic programs, centers and institutes.
- New endowed faculty and academic positions.
- Technology and other academic resources.

CAMPUS AND COMMUNITY SUPPORT \$450M+

- Support for a competitive Division I athletics program.
- Community engagement programs.
- Student services and resources.
- Campuswide facility and technology achievements.

SMU IGNITED CAMPAIGN VOLUNTEER ORGANIZATION**Campaign Leadership Council**Michael M. Boone '63, '67, *Co-Chair*Kelly Hoglund Compton '79, *Co-Chair*Robert H. Dedman, Jr. '80, '84, *Co-Chair*Gerald J. Ford '66, '69, *Convening Co-Chair*Ray L. Hunt '65, *Co-Chair*David B. Miller '72, '73, *Co-Chair*Caren H. Prothro, *Co-Chair*Carl Sewell '66, *Co-Chair*R. Gerald Turner, *President, Ex Officio*Brad E. Cheves, *Vice President for
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Humanities and Sciences**Jon J. Altschuler '94, *Co-Chair*Liz Martin Armstrong '82, *Co-Chair*Thomas DiPiero, *Dean, Ex Officio*

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Suzanne Youngkin '89

**Ex officio members of all
Campaign Steering Committees**R. Gerald Turner, *President*Brad E. Cheves, *Vice President for
Development and External Affairs*

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Trustees emeriti

Linda Pitts Custard '60, '99
 Alan D. Feld '57, '60
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 Gene C. Jones

“SMU’s supporters are the lifeblood of the University. They are our donors, our friends, our biggest champions, and they spur us to reach for new heights as we empower our students and faculty to change the world.”

Brad E. Cheves

SMU Vice President for Development and External Affairs

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The Moody Foundation

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Liz Martin Armstrong '82

Michael M. Boone '63, '67

Tucker S. Bridwell '73, '74

Linda Pitts Custard '60, '99

Nancy McMillan Dedman '50

Kristin Wagner Henderson '82, *Chair,
Alumni Board*

William J. Howard '00, *Mustang Club
President*

Gene C. Jones

Scott J. McLean '78

Frances A. Moody-Dahlberg '92

Connie Blass O'Neill '77

Sarah Fullinwider Perot '83

Jeanne L. Phillips '76, *Chair*

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Chair, Board of Trustees

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Development and External Affairs*

† - deceased

***“SMU has been in our hearts for generations.
As an alumna, I have fond memories
and have always taken special pride in all
that SMU does. We know that investment in
SMU will have transformational impact for
generations to come.”***

Frances A. Moody-Dahlberg '92
Member of SMU Board of Trustees
Executive Director and Chairman of The Moody Foundation

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President's Executive Council

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Matthew B. Myers, *Edwin L. Cox School of Business*

James E. Quick, *Moody School of Graduate and Advanced Studies*

“Research is essential to SMU’s ability to make an impact through technology. Building a strong future for our community requires comprehensive education and robust research opportunities. Providing greater access for students and better support for PhD research makes an impact that goes far beyond the SMU campus.”

Rich Templeton

Member of SMU Board of Trustees
Chairman, President and CEO of Texas Instruments

Ways to get *involved*

When you give to SMU, you shape people and programs who will foster a better future and invest in Mustangs who will change the world. *SMU Ignited* donors will further elevate SMU among the preeminent U.S. universities and establish a legacy that will benefit generations to come. We invite you to join us as we make the previously impossible possible in the following ways:

Endowment giving

Provide support in perpetuity for future faculty, students and programs

- Named endowment giving opportunities begin at a minimum of \$100,000.
- SMU strongly encourages making a current-use supplemental gift at the time the endowment is created so that your impact on students and faculty starts immediately. (SMU policy is to allow endowment gifts to mature for five years before the University starts to spend proceeds from the investment.)
- To establish a new endowment fund, please contact the Office of Gift Planning at plannedgiving@smu.edu, or 214-768-1911.

Current-use giving

Make an immediate impact on current operations by giving to scholarships, programs and activities; known during the campaign's planning phase as Pony Power, current-use giving has already contributed more than \$200 million to support SMU's vital needs and evolving opportunities

- Multiyear pledges or recurring gifts at all giving levels are encouraged.
- There are many ways to make your gift to SMU. Visit smu.edu/ignited or call 800-768-9996 to make a credit card gift or learn more about mailing checks.

Capital giving

Invest in buildings, facilities and equipment that support SMU students, faculty and staff

- Opportunities are available at all giving levels; naming opportunities for selected projects begin at a minimum of \$25,000 (with select limited opportunities available at less than \$25,000).
- To inquire about giving to a capital project, contact the Office of Donor Relations at donorrelations@smu.edu or 214-768-4071.

Planned giving

Magnify your impact through arrangements that may also have tax and estate benefits

- By combining your philanthropic giving with tax and other financial gift planning strategies, you can play a critical role in creating an extraordinary future for SMU and the community it serves.
- To learn more, visit smu.edu/plannedgiving or contact the Office of Gift Planning at plannedgiving@smu.edu or 214-768-1911.

***“I attended SMU first on an athletic scholarship
and then on a graduate fellowship.
I vividly remember as I walked across the stage
at McFarlin to receive my MBA degree
how grateful I was to the people who had made
my education possible. And thinking that
I hope someday I’ll be able to give something
back to the University that had been so
instrumental in my life.”***

David B. Miller '72, '73

Vice Chair, SMU Board of Trustees

Co-founder and Managing Partner of EnCap Investments LP

SMU by the numbers

SMU's previous two comprehensive fundraising campaigns strengthened the University in clear and measurable ways. With the support of our donors, SMU was able to expand and build upon its strengths. **SMU has dramatically increased its endowment; greatly enhanced the strengths of its faculty, staff and students; attracted diverse, highly competitive students; and graduated more future world leaders.** *SMU Ignited* will build on these strengths to foster the success of Mustangs on the Hilltop and beyond.

ENDOWMENT – \$2 BILLION; since 1994 it has more than quadrupled.

ANNUAL GIFT REVENUE – MORE THAN \$145 MILLION for Fiscal Year 2021; since 1997 the amount has increased eightfold.

FISCAL YEAR 2021 OPERATING BUDGET – \$774 MILLION.

TOTAL FULL-TIME FACULTY – 822; since 1994 up 70%.



11:1

student-to-faculty ratio

• 85% of full-time faculty members hold doctorates or the highest degrees in their fields.

TOTAL ENROLLMENT – 12,373; since 1994 increased 37%.

- Undergraduate students – 6,827; up 30%.
- Graduate students – 5,546; up 45%.
- 54% of undergraduates come from outside Texas, with students from all 50 states and the District of Columbia; since 2004 the percentage of students from out of state has increased approximately 40%.
- International students – from 83 countries; 9% of total enrollment; since 1996 the percentage has increased more than sevenfold.
- Average high school GPA of admitted undergraduate students – 3.59.



54%

of undergraduates from outside Texas



9%

of all students from outside the U.S.

UNDERREPRESENTED ETHNIC GROUPS



31% of total enrollment; nearly doubled

FINANCIAL AID

- \$151 million in financial aid offered; since 1994 the amount has more than quadrupled.
- Merit- and need-based scholarships, combined with other resources, have increasingly attracted academically high-achieving students and elevated academic quality – the average ACT score of the first-year class from 25.8 in 2005–2006 to 30.6 in 2020–2021 – an increase from the 86th percentile to the 93rd.

NUMBER OF ACADEMIC SCHOOLS – Eight, including one college; two schools have been added since 2004.



3,827

**TOTAL DEGREES
CONFERRED IN 2019–20**

**an increase
of 66% over 1996**

DEGREES CONFERRED IN 2019–20

- Bachelor's – 1,853; up 45%.
- Master's – 1,659; more than doubled.
- Doctoral – professional (J.D.) – 215.
- Doctoral – research/scholarship – 100; nearly doubled.

CAMPUS SIZE – 234 acres (Dallas campus), 423 acres (Taos campus).

ECONOMIC AND COMMUNITY IMPACT

- More than 50 centers and institutes serve as resources to business, government and local community organizations.
- Hundreds of cultural offerings take place each year, many in conjunction with local institutions.
- 1,062 items in the Meadows Museum permanent collection, one of the largest and most comprehensive collections of Spanish art outside of Spain.
- Bush Presidential Center draws hundreds of thousands of visitors each year.



GREATER THAN \$7 BILLION

**Annual economic impact
on North Texas**



**3 out of 4 first-year students
RECEIVE FINANCIAL AID**

“Peggy and I sincerely believe that helping bright students through scholarships is an investment in a shared future – not just the University we love. Our support for scholarships to SMU is one of the most rewarding things we have ever done.”

Carl Sewell '66

Member of SMU Board of Trustees
Chairman of Sewell Automotive Companies

PREVIOUS FUNDRAISING CAMPAIGNS

- *SMU Unbridled: The Second Century Campaign* raised more than **\$1.15 BILLION** from more than 65,000 donors worldwide by its completion in 2015.
- *The Campaign for SMU: A Time to Lead* raised more than **\$542 MILLION** from over 41,000 donors worldwide by its completion in 2002.

143,317
Total living alumni



86,105
Alumni in Texas

RANKINGS

- SMU is No. 31 worldwide for alumni employment among 19,000+ institutions ranked by the Center for World University Rankings 2021–22.



TOP 20%

U.S. News & World Report's
"Best Colleges" 2021



Boldly Shaping Tomorrow

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