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 156 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 decorated floats, marching bands, special guests and appearances by SMU mascot Peruna.
- **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

THANKS TO SUPPLEMENT SPONSOR
Allie Beth Allman & Associates

World Changers Shaped Here

IMPACT and PROMINENCE
SMU Unbilled. SMU at 100
A Founding Vision Made Real

CIVIC LEADERS RALLY TO BRING SMU TO DALLAS

THEN

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 region, it would need to develop a new university in the Southwest. "Somebody somewhere will build a university in Dallas," they 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 eagerly 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 "tounting 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, urban area.

Robert S. Hyer was president of Southeastern University in Georgetown, Texas, when he agreed to apply his talents to SMU. A distinguished researcher, 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 teaching 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."

NOW

SMU opened in 1915 with Dallas Hall, named to honor the city, as the centerpiece of its 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.

FROM SMU’S PRESIDENT

Dear members of the community:

Whether you are 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 are strengthening the University as a leading contributor to the vitality of our region.

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

1911

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

1951

School of Engineering established with support of inventor and educator, Robert S. Hyer.

1960

SMU established Department of Computer Science by the General Education Board.

1975

SMU opens Farish School of Arts and Sciences.

1985

SMU signs April 17.

1991

SMU ranked 18th in U.S. News & World Report’s annual survey of America’s Best Colleges.

2011

SMU: Unbridled Vision (2011)
A RISING PROFILE FOR THE SECOND CENTURY

Campaign Supports Scholarships, Faculty, Academic Programs and Facilities

Michael W. 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. “As we honor our great past and prepare to celebrate our second century, we are looking forward to the vibrant future that lies ahead for SMU and the Dallas-Fort Worth region. The SMU community has demonstrated its passion and commitment to the university and our city through significant donations and volunteer efforts,” said Boone.

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

$1.5 BILLION: SMU endowment, number 65 in the nation

$7 BILLION: SMU’s economic impact in the DFW region

300,000: Visitors SMU attracts yearly to its academic and cultural events

$390 MILLION: Annual amount now being spent on SMU for renovation and construction

200,000 HOURS: Estimated public service work performed by SMU students in DFW

$104 million raised for scholarships, academic programs and positions, facilities and other campaign projects.

$5.8 billion raised in more than 2,500 campaign gifts.

31,200 students enrolled.

42,270 total enrollment: 23,540 undergraduates, 18,730 graduate and professional school students.

$1.5 billion in new gifts.

$1.5 billion in new funds.

$1.5 billion in new endowment.

18 additional buildings.

15 additional degree programs.

14 endowed endowment and capital projects.

13 percent minority students.

13 percent international students.

13 percent female students.

25 percent Catholic, 16 percent Jewish.

25 percent giving.

25 percent alumni giving.

25 percent commitment.

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SMU School of Education

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M U created its School of Education in 1882, the first such institution in the republic. Today, the school is led by David J. Chard as dean, and set out to raise funds for facilities. In 2001, SMU created a second building, Harold C. Simmons Hall, under the vision of benefactor Algur H. Meadows. The school is under construction, funded by an additional Simmons gift of $25 million in 2011. Simmons is a young school open to new ideas from those working to improve people’s lives.

Education School Delivers Research and Results

Professors Honored for Outstanding Research

SMU Seismologist Brian Stump was elected to the American Association for the Advancement of Science in 2010. He is one of the world’s leading seismologists and scholars in Christian ethics and moral theology, having written more than 15 books on the subject. A recent commentary on paper issues has been named “The New York Times” Book of the Week. The professor in SMU’s Department of Earth Sciences says he is honored to have been elected to the National Academy of Sciences.

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

SMU seismologists and other scientists have linked many of the earthquakes occurring in the North Texas study of the earthquakes to the rapid injection of large volumes of wastewater. This practice is a growing challenge, one that will take complex and coordinated efforts to address. The SMU group has become adept at quickly deploying temporary seismic monitors to find earthquake triggers.

SMU’s meningia project currently includes the Cox School of Business and Perkins School of Theology. It is a priority. The Budd Center for Involving Students in Community Engagement, and SMU’s Center for Family Counseling, Simmons’ renowned scholars in education worldwide.

SMU students serve in the region, and community partners. The Budd Center formed in 1974 to bridge between SMU and the community, is a priority.

seismologists have linked many of the small earthquakes occurring in the Reno-Azle area in Texas to the rapid injection of large volumes of wastewater. This practice is a growing challenge, one that will take complex and coordinated efforts to address. The SMU group has become adept at quickly deploying temporary seismic monitors to find earthquake triggers.
Today’s SMU students—talented, innovative,-insightful—are the most accomplished in SMU history. They are the most diverse, and each year’s candidates bring higher average SAT scores, up nearly 100 points over the past 30 years. The average SAT for the 2013 fall entering class is 1500 (on the 200-800 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 traditions of outstanding academic and service experiences outside the classroom,” says Wes Waggoner, vice president for enrollment management. “Like any proud parent, universities are prone to brag about their students. But in the total analysis, it is the total campus experience that increasingly makes SMU the right choice for bright, talented, and committed students.”

When selecting a university, prospective students are often asked: What makes a university different from others? It is not the academic reputation, the traditional hallmark of an education at the University. Nor is it the real-world experience gained through experiential learning. To serve these needs, SMU has initiated several programs that foster student research and service off campus. Among the newest is Engaged Learning, in which student projects focused on Dallas. Examples of student innovators follow:

Micro-Lending, Macro Impact

SMU’s Secure Futures program, launched in fall 2013, helps students pay for their education by combining multiple academic majors and minors. One female student is working on a Master’s degree in anthropology and women’s studies with a minor in public health. She is currently serving as president and executive director of Bridge the Gap, a non-profit that provides education and training and operates youth leadership development programs for underserved youth. When Harriet Sarah Israel graduates from SMU next year, she will have lined up not only her interest in musical performance, but also her skills of empathy through music in order to provide opportunities for students with special needs. In her senior year, Israel will work with students at the Institute for Social Policy and Understanding.

When her master’s thesis landing in Dallas, with plans to pursue a career in teaching and education policy. When devising a budget, our top priority is to participate in Teach for America.

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SMU AT 100: ENHANCING THE CAMPUS EXPERIENCE

A Living-Learning Community

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 4-H 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 Annise Gabbard Simmons School of Education and Human Development, the Cox Business School and 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. 5 among all graduate degree programs of its kind by the Princeton Review.

The University has recently expanded facilities at SMU-in-Taos, a 425-acre campus in the Sangre de Cristo Mountains, site of the historic pre-Civil War Fort Burgwin, one of the few remaining pre-Civil War fortifications in the Southwest. The University in 2014 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.

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, named after President George W. Bush, who is part of the community. 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 SMU Athletics Events. “We’re also working with the student group 1911 and Coach Morris to get students more involved in building up the student section from where it was in the season’s end. We will see a bigger fan base in year two, student support will be there.”

In other words, The Boulevard is “playing with house,” said Morris. “It’s a great day to choosing to be a Mustang.”

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

When SMU launched its basketball student support organization, the Mustangs, a name inspired by the Australian term for a group of dingo puppies — conditions were similar. Basketball attendance wasn’t what the University wanted it to be, and the program had become a struggle to win games.

But SMU had recently hired a popular and engaging coach in Larry Brown.

When Brown took over the team from a 13-17 record his first season to a 27-10 record in season two, student support took off. SMU fans hung banners for a winner, enlisted in the Mustangs at a wild pace, driving membership to 600 students by the season’s end.

After Morris, who brought to SMU a reputation for creating an atmosphere of excitement, can make a similar turnaround and increase his student support? Fans have not given up on the team that took root in 2003. Yes, it is a long way back from 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.

Coaching Marks

2011 George W. Bush Presidential Center, Distinguished University Speaker,Transforming higher education through research, service and leadership.

2013 The Mustangs honored as the University’s outstanding student group and bystander natives.

2014 SLC’s celebrates national opening of opening of Duck Pond and Homecoming Field.

TAKE THE SMU Alumni Quiz

The DFW area is home to more than 35,000 SMU alumni. Known generally as “Mustangs,” whose contributions impact the economic, civic, cultural and philanthropic sectors of the region. From active to humanitarianism to charitable organizations, Mustangs have taken the lead in numerous ways. Here’s how much you know about Mustang standards: take pride and present by taking the SMU Alumni Quiz.

1. Which SMU Alumni Award is named for a “Mummy” whose contributions impact the economic, civic, cultural and philanthropic sectors of the region?
2. Which SMU alumnus became a film and TV producer known for hit series such as “Charlie’s Angels,” “Dynasty,” “Westside Hills” and “Melrose Place”?
3. Which SMU varsity graduate won the 1988 Nobel Prize in physics?
4. What SMU engineering grad received the Distinguished Alumni Award every year in which every team in the conference earned a victory in the season?
5. Which SMU graduate majored as first Lady of the United States after serving as First Lady of Fort Worth?
6. Who served as the first Republican U.S. senator from Texas during Reconstruction?
7. Which alumna co-founded PeopleSoft?
8. Which alumna helped launch Tinder and recently launched the dating app Hinge?
9. Who founded the American Football League, later the West Texas Mustangs, and the Dallas Dallians?
10. Who received the Human Dignity Award in 1968?

For more information visit smu.edu/100.

SMU Invites You to Take the SMU Alumni Quiz! Why?!

Which alumnus co-founded PeopleSoft?
Which SMU alumna won the Academy Award for her role in “Misery”?
Which SMU cheerleader became a film standouts, both past and present, how much you know about Mustang standards: take pride and present by taking the SMU Alumni Quiz.

SMU Alumni standouts, both past and present, have contributed to the University and community in nearly every way.

C-level executives, SMU alumni have co-founded Tinder and recently launched the dating app Hinge.

1969; Doctor of Arts, honoris causa
James Cronin, B.S. in physics, 1951
Robert Dennard, B.S. in electrical engineering, 1954; M.S. in engineering, 1956
Laura Welch Bush, B.A. in elementary education, 1968
Tower, M.A. in political science, 1953
Kenneth R. Morris, B.B.A. in finance, 1972
interna:"tional studies, 2011
Lamar Hunt, B.S. in geology, 1956
Doak Walker, B.S. in physical education, 1951
10.