

SMU'S IMPACT ON DALLAS AND THE REGION

INTELLECTUAL IMPACT

As a leading national university, SMU is integral to the strength and growing global reputation of the region.

Academic Profile

Outstanding Programs

- College of Humanities and Sciences; Schools of Business, Arts, Engineering, Education and Human Development, Law and Theology
- Highly ranked as a national university by *U.S. News & World Report* and other guides
- 103 undergraduate degree programs in 91 fields
- 104 Master's degree programs in 101 fields
- 27 doctoral degree programs
- Law and theology degree programs
- 150 study abroad programs in 50 countries
- Academic centers in global markets and freedom, energy, engineering leadership and international politics

Distinguished Faculty

- 705 scholar-teachers from throughout the world
- 84 endowed faculty positions, with goal of 100
- Faculty are members of prestigious national academies, including National Academy of Sciences, American Academy of Arts and Sciences, and National Academy of Engineering

Research

- One of 96 universities classified as having "high research activity"
- Faculty engaged in cutting-edge research projects such as identifying new geothermal energy formations and combating Parkinson's disease
- Joint research programs with UT Southwestern, UTD, UTA and others

Student Profile

- 11,000 students (6,200 undergraduate; 4,800 graduate students)

High Achievers

- Average SAT score increased 129 points over last 15 years from 1140 to 1269, with goal of achieving 1300 average by 2015
- SMU competes with top universities for the best students from 3,000 high schools nationally
- Applications have risen from 8,600 in 2007 to 13,800 in 2012
- 404 new endowed scholarships added since 1997 with a \$200 million goal for new scholarships

Diversity

- 25% minority students
- 50% students from outside Texas
- 10% foreign students from 90 countries
- 70% students receiving merit- or need-based aid
- 17% students qualifying for Federal Pell grants based on low family income
- 52% women, 48% men among undergraduates

PUBLIC SERVICE IMPACT

SMU gives back to the community through public service.

- Heavily engaged in public service in the region through classes that include service-learning and through volunteer service projects of campus organizations
- 2,500-plus students provide each year more than 200,000 hours of public service in region
- K-12 programs and other education initiatives, counseling services, legal aid clinics and partnerships with area agencies

CULTURAL IMPACT

SMU is a major cultural resource for the community.

- More than 300,000 visitors come annually to SMU for cultural events, lectures, athletics events and other programs.
- SMU offers numerous part-time degree and non-degree programs meeting regional needs.
- Campus museums include the world-renowned Meadows Museum, housing one of the most comprehensive collections of Spanish art outside of Spain.
- 400-plus music, dance and theater performances are presented each year to the public.
- Willis M. Tate Distinguished Lecture Series is one of the nation's premier collegiate lecture programs.
- TEDxSMU brings together experts on technology and culture.
- Hart Global Leaders Forum and John Goodwin Tower Center for Political Studies bring leaders to Dallas to address international issues.
- The Maguire Center for Ethics and Public Responsibility sponsors major conferences on societal issues.

- Nine libraries house largest private collection of research materials in the Southwest, including the archives of Stanley Marcus, JCPenney, Texas Instruments, Belo Corporation and others.
- SMU offers the only Division I athletics program in Dallas, to be strengthened by its move to the BIG EAST in 2013.

ALUMNI IMPACT

SMU produces great leaders who make a positive difference in the world.

- 112,000 alumni worldwide, 40,000 in the Dallas region
- Recipients of Nobel and Pulitzer prizes, along with Academy, Tony, Grammy and Emmy awards, the Heisman Trophy and Olympic gold medals
- Renowned leaders ranging from CEOs of Fortune 500 companies and astronauts to government officials, among them ambassadors and First Lady of the U.S., Supreme Court Justices in Japan, Philippines and Thailand
- Leaders of humanitarian programs such as those that provide shoes to poor children globally and develop clean water supplies in 27 countries
- Key business and civic leaders of Dallas and the region

BUSH PRESIDENTIAL CENTER IMPACT

SMU's hosting of the Bush Presidential Center will enrich the community and attract visitors from around the globe.

- The George W. Bush Presidential Center at SMU will be an invaluable asset to Dallas and the region.
- The center will attract about 450,000 visitors and scholars in first year alone.
- SMU will be among only seven universities in the nation to house a presidential center and part of a trio of presidential libraries in Texas.
- Bush Presidential Center and SMU engage in joint programs and concurrent appointments of experts in education, the economy, global health and human freedom.

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ECONOMIC IMPACT

SMU contributes to the economic strength of Dallas and the region.

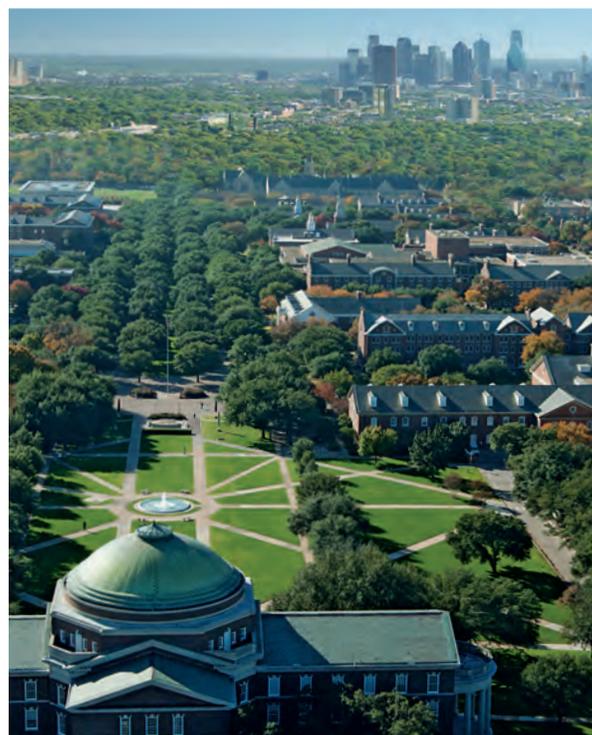
Annual Impact of Expenditures
on Regional Economy \$7 billion

(Includes impact of SMU spending for operations, capital projects and scholarships plus impact of spending by students, visitors and SMU alumni in the region.)

Total Assets \$4 billion

(Includes \$1.2 billion endowment, real estate market value, buildings, equipment, art, special collections, cash, receivables and pledges.)

Campus Property	
University Park	216 acres
Dallas	19 acres
Highland Park	2 acres
Plano	25 acres
Taos, New Mexico	423 acres



FUTURE IMPACT

SMU enters its second century with great excitement and confidence because of its core strengths:

- Powerful legacy of achievement now ingrained as an unrelenting desire to succeed
- Proven access to private financial resources enabling it to meet its goals
- Strategic geographic location – DFW region – for executing its plans
- Strong focus on implementing high-impact initiatives, including new interdisciplinary studies, service learning, global programs and research, along with major faculty hires
- Dedicated, forward-looking leadership that will ensure that the University achieves its goals

SMU will continue to:

- Play its special role in helping Dallas and the region succeed
- Rise into the top levels of premier universities in the nation
- Capitalize on its balance of strong undergraduate education and distinguished graduate and professional programs
- Remain as innovative and emboldened by new ideas as is the region we serve

SMU says thank you to Dallas and the region:

- For its continued generous support, wise guidance and strategic opportunities to grow and flourish together

In 1915, at the opening of SMU, founding President Robert Stewart Hyer was asked when the University would be completed. Hyer replied, “After the city of Dallas is completed.”

EXECUTIVE SUMMARY

SMU Community and Economic Impact Report

SMU TODAY:

A LEADING NATIONAL UNIVERSITY

SMU is the result of the bold vision of farsighted leaders in Dallas who in 1911 competed for and won a new university through an investment of the region’s resources. The University has returned – and continues to return – significant dividends on that investment. SMU’s national emergence as a leading university has been largely driven by the increasing reputation and strength of its academic programs, its faculty and its students. At the same time, the DFW region has contributed to the strength of SMU.

View the full report at smu.edu/impact.

