

LAUNCHING
SMU'S SECOND CENTURY
Shaping Leaders for a Changing World

2016 – 2025

PROGRESS REPORT

2020–2021

EXECUTIVE SUMMARY

SMU[®]

Executive Summary

Introduction

This executive summary provides a means to telegraph the status of progress made on each item in the 2020-2021 Progress Report on the SMU strategic plan titled *Launching SMU's Second Century: Shaping Leaders for a Changing World 2016–2025*. The 2020-2021 Progress Report is a separate 75-page document.

SMU's strategic plan sets forth goals and objectives and, initially in an accompanying implementation plan, the metrics or means by which to measure progress toward each goal and objective. The Board of Trustees first approved the strategic plan in December 2015 and the implementation plan in May 2016. Each September, starting in 2017, reports on progress have been presented to the Board. This report is being presented to the Board of Trustees at its September 17, 2021 meeting.

This annual progress report covers six goals, 35 objectives, and 137 metrics. Progress reported for 2020-21 is contrasted with progress reported for 2019-20 in the previous annual progress report. The executive summary conveys the status of progress on each item measured –

- ✓ for achieved,
- ↑ for progress,
- ↔ for neither progress nor slippage (“no progress”), and
- ↓ for slippage.

The executive summary is organized as follows:

- Summary by goals (counts and percentages), pages 2-3
- Summary by goals and objectives (counts and percentages), pages 4-7
- Status of individual metrics and subcategories, pages 8-15

Since metrics may contain more than one item, metrics can have subcategories with progress indicated on each. Thus, 137 metrics contain 167 items reported on here.

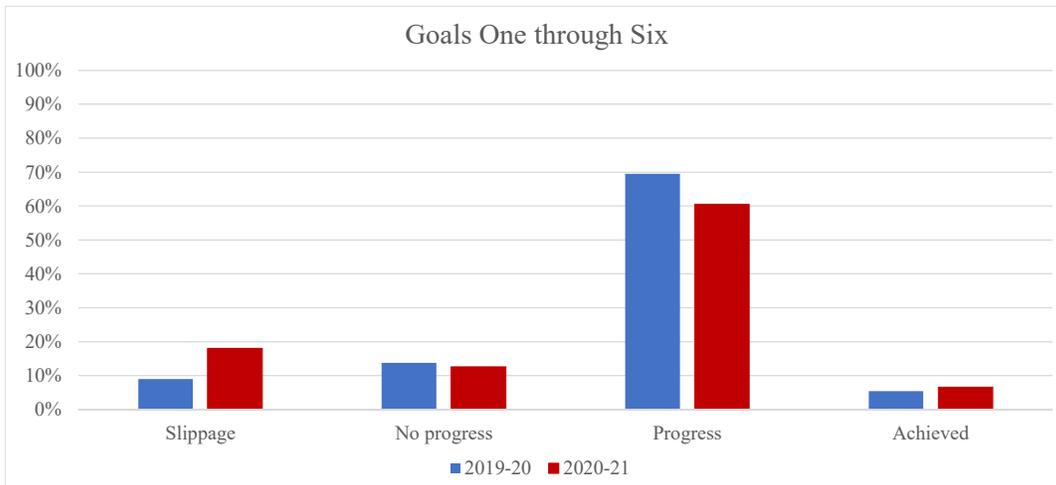
SMU Strategic Plan

Annual Progress Reports, 2019-2020 and 2020-2021, Summary by Goals

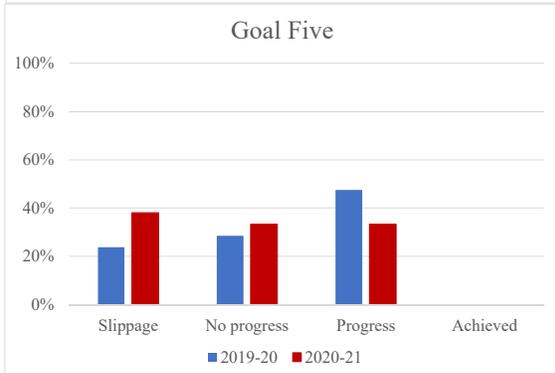
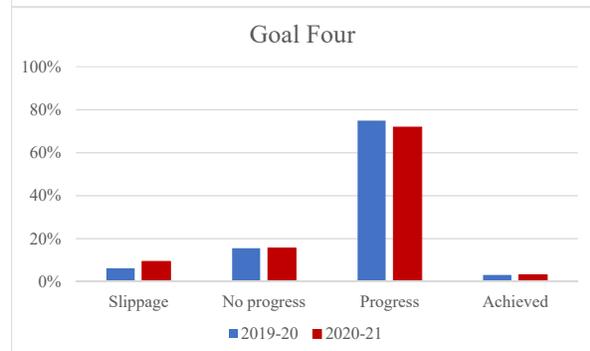
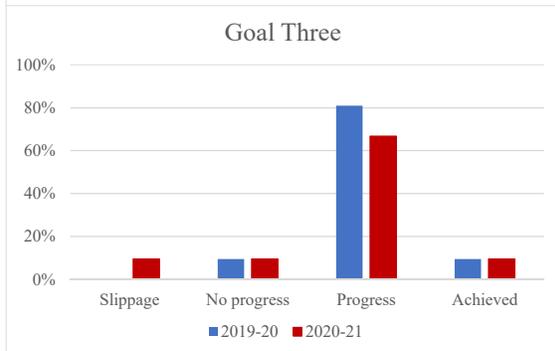
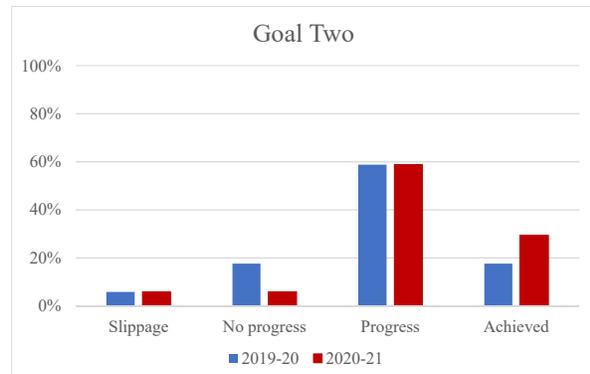
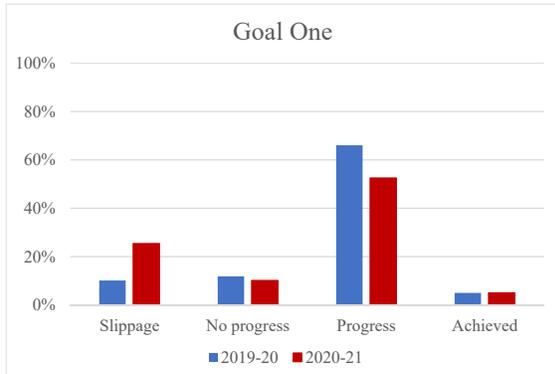
Goal	2019-2020 compared to 2018-2019*				2020-2021 compared to 2019-2020*			
	Achieved ✓	Progress ↑	No progress ⇔	Slippage ↓	Achieved ✓	Progress ↑	No progress ⇔	Slippage ↓
Goal One: To Enhance the Academic Quality and Stature of the University	3	40	10	6	3	32	9	15
Goal Two: To Improve Teaching and Learning	3	10	3	1	1	11	4	1
Goal Three: Strengthen Scholarly Research, Creative Achievement, and Opportunities for Innovation	2	15	2	1	2	14	2	2
Goal Four: To Expand Opportunities for Student Development through an Engaging and Supportive Campus Experience	1	24	5	2	1	23	5	3
Goal Five: To Broaden Global Perspectives		11	6	5		7	7	8
Goal Six: To Increase Revenue Generation and Promote Responsible Stewardship of Resources		16		1		16		1
Total for Goals One through Six	9	116	26	16	7	103	27	30

Goal	2019-2020 compared to 2018-2019*				2020-2021 compared to 2019-2020*			
	Achieved ✓	Progress ↑	No progress ⇔	Slippage ↓	Achieved ✓	Progress ↑	No progress ⇔	Slippage ↓
Goal One: To Enhance the Academic Quality and Stature of the University	5.1%	67.8%	16.9%	10.2%	5.1%	54.2%	15.3%	25.4%
Goal Two: To Improve Teaching and Learning	17.6%	58.8%	17.6%	5.9%	5.9%	64.7%	23.5%	5.9%
Goal Three: Strengthen Scholarly Research, Creative Achievement, and Opportunities for Innovation	10.0%	75.0%	10.0%	5.0%	10.0%	70.0%	10.0%	10.0%
Goal Four: To Expand Opportunities for Student Development through an Engaging and Supportive Campus Experience	3.1%	75.0%	15.6%	6.3%	3.1%	71.9%	15.6%	9.4%
Goal Five: To Broaden Global Perspectives		50.0%	27.3%	22.7%		31.8%	31.8%	36.4%
Goal Six: To Increase Revenue Generation and Promote Responsible Stewardship of Resources		94.1%		5.9%		94.1%		5.9%
Total for Goals One through Six	5.4%	69.5%	15.6%	9.6%	4.2%	61.7%	16.2%	18.0%

Note: "*" Except when the latest available data is for earlier years.



SMU Strategic Plan
Annual Progress Reports, 2019-2020 and 2020-2021, Summary by Goals



SMU Strategic Plan

Annual Progress Reports, 2019-2020 and 2020-2021 -- Summary by Goals and Objectives, Counts

Goal/Objective		2019-2020 compared to 2018-2019*				2020-2021 compared to 2019-2020*			
		Achieved	Progress	No progress	Slippage	Achieved	Progress	No progress	Slippage
		✓	↑	⇔	↓	✓	↑	⇔	↓
1.0	GOAL ONE: TO ENHANCE THE ACADEMIC QUALITY AND STATURE OF THE UNIVERSITY	3	40	10	6	3	32	9	15
1.1	Strengthen the University's ability to recruit, promote, and retain a distinguished, gifted, and diverse faculty.	1	7	2		1	3	2	4
1.2	Enhance the University's ability to recruit, retain, and graduate academically and creatively gifted undergraduate and graduate students from diverse backgrounds.	1	16	1	5	1	10	3	9
1.3	Improve the effectiveness of the recruitment, admission, and enrollment processes of transfer students and remove unnecessary barriers to transferring academic credits.		3				2		1
1.4	Attract and retain a skilled, diverse, and professional staff to support, efficiently and effectively, the academic units as centers of research, teaching, and learning.		5		1		5		1
1.5	Invest strategically in instruction, research, and creative interdisciplinary initiatives where SMU can be a world leader, such as high-performance computing; data science; ethics, leadership, and human development; and innovation, creativity, and entrepreneurship.	1	3	4		1	6	1	
1.6	Strengthen the Meadows Museum and University library system by expanding collections, enhancing the digital research infrastructure, and engaging with the undergraduate curriculum.		5				5		
1.7	Continue to develop distinctive educational opportunities for the SMU-in-Taos campus.		1	3			1	3	
2.0	GOAL TWO: TO IMPROVE TEACHING AND LEARNING	3	10	3	1	1	11	4	1
2.1	Enhance teaching and learning through innovative curricula and pedagogies that lead to critical and creative thinking and problem solving, informed by research and the use of advanced technologies.	1	4	1		1	4	1	
2.2	Design, implement, and evaluate interdisciplinary programs, combining fields generally considered distinct, to reflect the interdisciplinarity of the world today.		1	1			2		
2.3	Review programs to ensure excellence and alignment with the University's strategic objectives, discontinuing programs where appropriate while accommodating new educational ventures.	2					2		
2.4	Engage the community for lifelong learning through professional training and continuing education.		2				2		
2.5	Increase involvement of students in internships and practical, field-based experiential learning on campus (including SMU-in-Taos), in the local community, and around the world.		1		1		1		1
2.6	Enhance the exposure of students to ethical thinking and behavior at the undergraduate and graduate levels.		2	1				3	
3.0	GOAL THREE: TO STRENGTHEN SCHOLARLY RESEARCH, CREATIVE ACHIEVEMENT, AND OPPORTUNITIES FOR INNOVATION	2	15	2	1	2	14	2	2
3.1	Encourage widespread development of campuswide interdisciplinary research projects.	1	2		1	1	3		
3.2	Improve infrastructure and administrative support for faculty applying for external funding to enable expanded collaborative research with corporations, foundations, governments, and educational institutions.	1	4			1	4		
3.3	Ensure the capability of high-performance computing to support research computing and utilize it as a basis for faculty recruitment and research investment.		2				2		
3.4	Increase financial support of doctoral programs and graduate student fellowships to encourage research and creative achievement.		4				2		2
3.5	Implement an updated technology transfer program.		3	2			3	2	
4.0	GOAL FOUR: TO EXPAND OPPORTUNITIES FOR STUDENT DEVELOPMENT THROUGH AN ENGAGING AND SUPPORTIVE CAMPUS EXPERIENCE	1	24	5	2	1	23	5	3
4.1	Enhance critical student life programs related to student performance and retention.		6				5	1	
4.2	Assess critical student life programs to ensure that they provide for intellectual and social engagement and leadership opportunities.		2				1	1	
4.3	Assess critical student life programs to ensure that they provide for understanding of personal responsibility, respect for others, and diversity.		4				4		
4.4	Enhance career services for all students by expanding partnerships with businesses, cultural and charitable organizations, and alumni.		4				4		
4.5	Increase academic success for student-athletes, and strengthen intercollegiate programs to increase our national competitiveness.	1	3	5	2	1	4	3	3

SMU Strategic Plan

Annual Progress Reports, 2019-2020 and 2020-2021 -- Summary by Goals and Objectives, Counts

Goal/Objective		2019-2020 compared to 2018-2019*				2020-2021 compared to 2019-2020*			
		Achieved	Progress	No progress	Slippage	Achieved	Progress	No progress	Slippage
		✓	↑	⇔	↓	✓	↑	⇔	↓
4.6	Continue to implement programs that increase awareness and understanding within the SMU community of the various forms of diversity such as cultural, ethnic, gender, racial, religious, sexual orientation, and socioeconomic status of North Texas.		3				3		
4.7	Evaluate options for providing enhanced child development, child care, and family services for faculty, staff, and students.		2				2		
5.0	GOAL FIVE: TO BROADEN GLOBAL PERSPECTIVES		11	6	5		7	7	8
5.1	Continue the development of new international consortial agreements at the faculty, graduate, and undergraduate levels.		1					1	
5.2	Expand the emphasis on global content in curricula across the University, and strengthen international studies within the overall curriculum.		4	3	1		2	4	2
5.3	Increase the international representation of students and faculty.		5	3	4		4	2	6
5.4	Share research and best practices throughout the country and worldwide through interdisciplinary programs to raise SMU's visibility and reputation to the nation and the world.		1				1		
6.0	GOAL SIX: TO INCREASE REVENUE GENERATION AND PROMOTE RESPONSIBLE STEWARDSHIP OF RESOURCES		16		1		16		1
6.1	Develop, as appropriate, initiatives to improve the efficiency and effectiveness of University functions.		1				1		
6.2	Develop an inclusive, transparent budgeting process that recognizes strategic priorities while lowering expenses.		2				2		
6.3	Increase levels of future private support, building on the success of past campaigns.		6		1		6		1
6.4	Elevate SMU's national profile to raise rankings and garner additional support for the University's strategic priorities, building on the accomplishments of SMU programs and its people.		3				3		
6.5	Employ investment best practices to balance potential rewards and risks to grow a diversified endowment to increase support to the University's academic priorities.		2				2		
6.6	Promote a shared sense of community at SMU to conserve resources, establish sustainable practices, and contribute to the community's livability.		2				2		
	Total for Goals One through Six	9	116	26	16	7	103	27	30

Note: "*" Except when the latest available data is for earlier years.

SMU Strategic Plan

Annual Progress Reports, 2019-2020 and 2020-2021 -- Summary by Goals and Objectives, Percentages

Goal/Objective		2019-2020 compared to 2018-2019*				2020-2021 compared to 2019-2020*			
		Achieved	Progress	No progress	Slippage	Achieved	Progress	No progress	Slippage
		✓	↑	⇔	↓	✓	↑	⇔	↓
1.0	GOAL ONE: TO ENHANCE THE ACADEMIC QUALITY AND STATURE OF THE UNIVERSITY	5.1%	67.8%	16.9%	10.2%	5.1%	54.2%	15.3%	25.4%
1.1	Strengthen the University's ability to recruit, promote, and retain a distinguished, gifted, and diverse faculty.	10.0%	70.0%	20.0%		10.0%	30.0%	20.0%	40.0%
1.2	Enhance the University's ability to recruit, retain, and graduate academically and creatively gifted undergraduate and graduate students from diverse backgrounds.	4.3%	69.6%	4.3%	21.7%	4.3%	43.5%	13.0%	39.1%
1.3	Improve the effectiveness of the recruitment, admission, and enrollment processes of transfer students and remove unnecessary barriers to transferring academic credits.		100.0%				66.7%		33.3%
1.4	Attract and retain a skilled, diverse, and professional staff to support, efficiently and effectively, the academic units as centers of research, teaching, and learning.		83.3%		16.7%		83.3%		16.7%
1.5	Invest strategically in instruction, research, and creative interdisciplinary initiatives where SMU can be a world leader, such as high-performance computing; data science; ethics, leadership, and human development; and innovation, creativity, and entrepreneurship.	12.5%	37.5%	50.0%		12.5%	75.0%	12.5%	
1.6	Strengthen the Meadows Museum and University library system by expanding collections, enhancing the digital research infrastructure, and engaging with the undergraduate curriculum.		100.0%				100.0%		
1.7	Continue to develop distinctive educational opportunities for the SMU-in-Taos campus.		25.0%	75.0%			25.0%	75.0%	
2.0	GOAL TWO: TO IMPROVE TEACHING AND LEARNING	17.6%	58.8%	17.6%	5.9%	5.9%	64.7%	23.5%	5.9%
2.1	Enhance teaching and learning through innovative curricula and pedagogies that lead to critical and creative thinking and problem solving, informed by research and the use of advanced technologies.	16.7%	66.7%	16.7%		16.7%	66.7%	16.7%	
2.2	Design, implement, and evaluate interdisciplinary programs, combining fields generally considered distinct, to reflect the interdisciplinarity of the world today.		50.0%	50.0%			100.0%		
2.3	Review programs to ensure excellence and alignment with the University's strategic objectives, discontinuing programs where appropriate while accommodating new educational ventures.	100.0%					100.0%		
2.4	Engage the community for lifelong learning through professional training and continuing education.		100.0%				100.0%		
2.5	Increase involvement of students in internships and practical, field-based experiential learning on campus (including SMU-in-Taos), in the local community, and around the world.		50.0%		50.0%		50.0%		50.0%
2.6	Enhance the exposure of students to ethical thinking and behavior at the undergraduate and graduate levels.		66.7%	33.3%				100.0%	
3.0	GOAL THREE: TO STRENGTHEN SCHOLARLY RESEARCH, CREATIVE ACHIEVEMENT, AND OPPORTUNITIES FOR INNOVATION	10.0%	75.0%	10.0%	5.0%	10.0%	70.0%	10.0%	10.0%
3.1	Encourage widespread development of campuswide interdisciplinary research projects.	25.0%	50.0%		25.0%	25.0%	75.0%		
3.2	Improve infrastructure and administrative support for faculty applying for external funding to enable expanded collaborative research with corporations, foundations, governments, and educational institutions.	20.0%	80.0%			20.0%	80.0%		
3.3	Ensure the capability of high-performance computing to support research computing and utilize it as a basis for faculty recruitment and research investment.		100.0%				100.0%		
3.4	Increase financial support of doctoral programs and graduate student fellowships to encourage research and creative achievement.		100.0%				50.0%		50.0%
3.5	Implement an updated technology transfer program.		60.0%	40.0%			60.0%	40.0%	
4.0	GOAL FOUR: TO EXPAND OPPORTUNITIES FOR STUDENT DEVELOPMENT THROUGH AN ENGAGING AND SUPPORTIVE CAMPUS EXPERIENCE	3.1%	75.0%	15.6%	6.3%	3.1%	71.9%	15.6%	9.4%
4.1	Enhance critical student life programs related to student performance and retention.		100.0%				83.3%	16.7%	
4.2	Assess critical student life programs to ensure that they provide for intellectual and social engagement and leadership opportunities.		100.0%				50.0%	50.0%	
4.3	Assess critical student life programs to ensure that they provide for understanding of personal responsibility, respect for others, and diversity.		100.0%				100.0%		
4.4	Enhance career services for all students by expanding partnerships with businesses, cultural and charitable organizations, and alumni.		100.0%				100.0%		
4.5	Increase academic success for student-athletes, and strengthen intercollegiate programs to increase our national competitiveness.	9.1%	27.3%	45.5%	18.2%	9.1%	36.4%	27.3%	27.3%

SMU Strategic Plan

Annual Progress Reports, 2019-2020 and 2020-2021 -- Summary by Goals and Objectives, Percentages

Goal/Objective		2019-2020 compared to 2018-2019*				2020-2021 compared to 2019-2020*			
		Achieved	Progress	No progress	Slippage	Achieved	Progress	No progress	Slippage
		✓	↑	⇔	↓	✓	↑	⇔	↓
4.6	Continue to implement programs that increase awareness and understanding within the SMU community of the various forms of diversity such as cultural, ethnic, gender, racial, religious, sexual orientation, and socioeconomic status of North Texas.		100.0%				100.0%		
4.7	Evaluate options for providing enhanced child development, child care, and family services for faculty, staff, and students.		100.0%				100.0%		
5.0	GOAL FIVE: TO BROADEN GLOBAL PERSPECTIVES		50.0%	27.3%	22.7%		31.8%	31.8%	36.4%
5.1	Continue the development of new international consortial agreements at the faculty, graduate, and undergraduate levels.		100.0%				100.0%		
5.2	Expand the emphasis on global content in curricula across the University, and strengthen international studies within the overall curriculum.		50.0%	37.5%	12.5%		25.0%	50.0%	25.0%
5.3	Increase the international representation of students and faculty.		41.7%	25.0%	33.3%		33.3%	16.7%	50.0%
5.4	Share research and best practices throughout the country and worldwide through interdisciplinary programs to raise SMU's visibility and reputation to the nation and the world.		100.0%				100.0%		
6.0	GOAL SIX: TO INCREASE REVENUE GENERATION AND PROMOTE RESPONSIBLE STEWARDSHIP OF RESOURCES		94.1%		5.9%		94.1%		5.9%
6.1	Develop, as appropriate, initiatives to improve the efficiency and effectiveness of University functions.		100.0%				100.0%		
6.2	Develop an inclusive, transparent budgeting process that recognizes strategic priorities while lowering expenses.		100.0%				100.0%		
6.3	Increase levels of future private support, building on the success of past campaigns.		85.7%		14.3%		85.7%		14.3%
6.4	Elevate SMU's national profile to raise rankings and garner additional support for the University's strategic priorities, building on the accomplishments of SMU programs and its people.		100.0%				100.0%		
6.5	Employ investment best practices to balance potential rewards and risks to grow a diversified endowment to increase support to the University's academic priorities.		100.0%				100.0%		
6.6	Promote a shared sense of community at SMU to conserve resources, establish sustainable practices, and contribute to the community's livability.		100.0%				100.0%		
	Total for Goals One through Six		5.4%	69.5%	15.6%	9.6%	4.2%	61.7%	16.2%

Note: "*" Except when the latest available data is for earlier years.

SMU Strategic Plan - Annual Progress Reports, 2019-2020 and 2020-2021

Summary by Metrics and Subcategories

Goal, Objective, Metric		2019-2020 compared to 2018-2019*	2020-2021 compared to 2019-2020*	Subcategory of metric
1.0	GOAL ONE: TO ENHANCE THE ACADEMIC QUALITY AND STATURE OF THE UNIVERSITY	--	--	
1.1	<i>Strengthen the University's ability to recruit, promote, and retain a distinguished, gifted, and diverse faculty.</i>	--	--	
1.1.1	Increase the number of substantially funded endowed chairs and academic positions to 160 by 2025.	↑	↔	
1.1.2	Create a recurring budgetary fund of \$1 million to provide for the start-up costs required for recruitment of endowed distinguished senior faculty and exceptional junior faculty.	↑	↑	
1.1.3	Reconfigure current faculty positions to develop new joint appointments and create additional joint degree programs.	↑	↑	
1.1.4	Make promotion and tenure procedures for University faculty more uniform across all schools and departments; develop college- and school-based applications of terms in the University Policy promotion standards.	↑	↑	
1.1.5	Review determinations of cohort aspirational peer institutions for continued use as guidelines for salaries, benefits, faculty support, and student support. Seek to keep SMU competitive in each area with the midpoint of cohort and aspirational averages as the minimal standard.	✓	✓	
1.1.6	Strengthen efforts to add women and minorities to the faculty at all ranks with the goal to exceed the average percentages for each at cohort and aspirational institutions. Continue progress toward gender parity at the full professor rank.	↑	↓	minorities, aspirational
		↔	↓	minorities, cohort
		↑	↓	women, aspirational
		↑	↓	women, cohort
1.1.7	Develop University policies to facilitate spousal and partner hires.	↔	↔	
1.2	<i>Enhance the University's ability to recruit, retain, and graduate academically and creatively gifted undergraduate and graduate students from diverse backgrounds.</i>	--	--	
1.2.1	Continue to support, as a top priority, the recruiting, admission, and enrollment of high-achieving undergraduate first-year and transfer students who contribute to the intellectual life of the University.	↑	↑	
1.2.2	Demonstrate ongoing improvements in the academic quality of students in undergraduate and graduate programs through measurable metrics such as national testing, external fellowships, publications, post-docs, and graduate placements with research doctorates in tenure-track academic positions.	↑	↑	Fulbrights
		↓	↔	GRE
		↓	↑	GMAT
		↑	↑	LSAT
		↑	↑	job placement
1.2.3	Increase the number of undergraduate applications to 20,000 by 2025, maintain an admit rate below 50% of total applications, and improve the yield rate.	↑	↑	applications
		↓	↓	admit rate
		↓	↓	yield rate
1.2.4	Exceed the average percentages, as reported by cohort and aspirational peer institutions, of total enrollment of individual racial and ethnic undergraduate minorities by 2025.	↓	↓	aspirational
		↑	↓	cohort
1.2.5	Engage in strategic relationships with community, educational, and religious organizations that foster access to college for racially, ethnically, and socioeconomically diverse high-achieving students.	↑	↑	
1.2.6	Leverage the number, scope, and influence of alumni to promote SMU to prospective students in the United States and around the world.	↑	↔	
1.2.7	Increase marketing and relationship-building with high school counselors, higher education colleagues, and other publics to strengthen the local and national reputation of SMU.	↔	↔	
1.2.8	Increase the retention rate from first to second year for undergraduate students to 94% by 2025.	↑	↓	

Goal, Objective, Metric		2019-2020 compared to 2018-2019*	2020-2021 compared to 2019-2020*	Subcategory of metric
1.2.9	Increase the four-year and six-year graduation rates for undergraduate students to 74% and 84%, respectively, by 2025.	✓	✓	4-year rate
		↑	↓	6-year rate
1.2.10	Enhance recruitment, scholarship support, and retention initiatives designed to increase the racial, ethnic, and socioeconomic diversity of the student body as well as the retention and four- and six-year graduation rates of diverse students.	↑	↑	recruitment
		↑	↑	scholarships
		↑	↓	retention
		↑	↑	4-year rate
		↑	↓	6-year rate
1.2.11	Increase applications for graduate admission, and improve operational processes by continuing to centralize graduate admission operations in each school to the extent permitted by school accreditors.	↑	↓	
1.3	<i>Improve the effectiveness of the recruitment, admission, and enrollment processes of transfer students and remove unnecessary barriers to transferring academic credits.</i>	--	--	
1.3.1	Increase the annual number of new transfer students to 600 by 2025.	↑	↓	
1.3.2	Enhance recruitment, scholarship support, and retention initiatives for transfer students to increase the racial, ethnic, and socioeconomic diversity of the student body.	↑	↑	
1.3.3	Enhance support for Student Affairs, Residence Life, and faculty to integrate transfer students into the SMU community, strengthening retention of transfer students and timely completion to graduation.	↑	↑	
1.4	<i>Attract and retain a skilled, diverse, and professional staff to support, efficiently and effectively, the academic units as centers of research, teaching, and learning.</i>	--	--	
1.4.1	Continue market-based compensation programs for staff that facilitate competitive talent choices while remaining fiscally responsible.	↑	↑	
1.4.2	Support awards and processes to recognize high-achieving staff and promote professional development of staff through training and certification.	↑	↑	
1.4.3	Reflect the average percentages, as reported by cohort and aspirational institutions, of total diversity among the staff, including in the managerial ranks.	↑	↑	managerial, aspirational
		↑	↑	managerial, cohort
		↑	↓	staff, aspirational
		↓	↑	staff, cohort
1.5	<i>Invest strategically in instruction, research, and creative interdisciplinary initiatives where SMU can be a world leader, such as high-performance computing; data science; ethics, leadership, and human development; and innovation, creativity, and entrepreneurship.</i>	--	--	
1.5.1	Leverage the new Moody School of Graduate and Advanced Studies to strengthen collaborations with other universities, major corporations and others to produce high-impact, interdisciplinary research; increase research grant funding, and boost the University's reputation for research excellence.	↔	↑	
1.5.2	Complete design and construction of Frances Anne Moody Hall to house the Moody School and engage in fundraising to further enhance the \$100 million gift of the Moody Foundation.	↔	↑	
1.5.3	Develop foundational documents for the Moody School, outlining roles, responsibilities and interconnections with SMU's other degree-granting schools.	✓	✓	
1.5.4	Through the Moody School, provide increased services and support to graduate students and post-doctoral scholars and create a forum for the interaction of faculty, students and visiting scholars.	↔	↑	
1.5.5	Initiate, monitor, evaluate, and fine-tune as necessary the Moody Fellowship Program to attract and support the best and brightest new PhD students.	↔	↑	

Goal, Objective, Metric		2019-2020 compared to 2018-2019*	2020-2021 compared to 2019-2020*	Subcategory of metric
1.5.6	Recruit faculty where appropriate through interdisciplinary search committees that reflect more than one discipline.	↑	↔	
1.5.7	Develop SMU's Data Science Institute (DSI) to coordinate and facilitate interdisciplinary programs in data science, connect with other institutes and centers on campus, and encourage faculty expertise and interdisciplinary research that are based on data science and the use of big data.	↑	↑	
1.5.8	Strengthen programming linkages for students and faculty in partnership with the George W. Bush Presidential Center.	↑	↑	
1.6	<i>Strengthen the Meadows Museum and University library system by expanding collections, enhancing the digital research infrastructure, and engaging with the undergraduate curriculum.</i>	--	--	
1.6.1	Carry out the strategic vision for libraries to support SMU as a global research university with a liberal arts tradition.	↑	↑	
1.6.2	Expand the information environment by increasing library holdings to support scholarly research and teaching at the highest level.	↑	↑	
1.6.3	Position librarians as active participants in the creative research process, including, but not limited to, digitization for primary resources, information retrieval, and curation of big data.	↑	↑	
1.6.4	Measure progress on the criteria for ranking among the top 100 academic libraries in North America.	↑	↑	
1.6.5	Present exhibitions to attract robust numbers of museum visitors, including students, and increase the number of courses taking advantage of museum holdings.	↑	↑	
1.7	<i>Continue to develop distinctive educational opportunities for the SMU-in-Taos campus.</i>	--	--	
1.7.1	Implement recommendations of the 2020 master plan for SMU-in-Taos.	↔	↔	
1.7.2	Develop or maintain near-capacity enrollments at SMU-in-Taos for January, May, June, and August terms and connect with other universities to expand year-round educational usage of the campus.	↑	↑	enrollments
		↔	↔	other universities
1.7.3	Increase collaboration and partnerships between SMU-in-Taos and the surrounding community.	↔	↔	
2.0	GOAL TWO: TO IMPROVE TEACHING AND LEARNING	--	--	
2.1	<i>Enhance teaching and learning through innovative curricula and pedagogies that lead to critical and creative thinking and problem solving, informed by research and the use of advanced technologies.</i>	--	--	
2.1.1	Gauge the effectiveness of the peer review of teaching offered by the Center for Teaching Excellence (CTE).	↔	↔	
2.1.2	Increase the annual percentage of faculty using the CTE to 33%.	✓	✓	
2.1.3	Evaluate, using Quality Matters and other appropriate processes, the quality of online teaching and make recommendations for the continued improvement of online teaching.	↑	↑	
2.1.4	Expand faculty training for alternative course delivery methods, including, where appropriate, online and hybrid approaches in order to foster curricular innovation.	↑	↑	
2.1.5	Manage degree pathways and course offerings, including intersession, for timely degree completion as measured by four- and six-year graduation rates.	↑	↑	
2.1.6	Expand online courses during intersession to reach non-SMU students.	↑	↑	
2.2	<i>Design, implement, and evaluate interdisciplinary programs, combining fields generally considered distinct, to reflect the interdisciplinarity of the world today.</i>	--	--	
2.2.1	Encourage students to take multiple majors and minors that span disciplines rather than "double-down" in an area, increasing the percentage of students completing interdisciplinary programs.	↑	↑	

Goal, Objective, Metric		2019-2020 compared to 2018-2019*	2020-2021 compared to 2019-2020*	Subcategory of metric
2.2.2	Complete the integration of SMU Guildhall into Lyle School of Engineering and Meadows School of the Arts and promote connections of Guildhall with other academic units.	↔	↑	
2.3	<i>Review programs to ensure excellence and alignment with the University's strategic objectives, discontinuing programs where appropriate while accommodating new educational ventures.</i>	--	--	
2.3.1	Report annually on internal and external departmental reviews.	✓	✓	
2.3.2	Report annually on new educational programs and discontinued programs in light of the University's strategic priorities.	✓	✓	
2.4	<i>Engage the community for lifelong learning through professional training and continuing education.</i>	--	--	
2.4.1	Review best practices in continuing education, examine market studies for continuing education in North Texas, and enhance SMU's academic mission through continuing education offerings that resemble the rewarding robustness found in our aspirational peer institutions.	↑	↑	
2.4.2	Develop new continuing education offerings, including innovative professional master's degrees and certificate programs, to serve alumni as well as new populations of learners.	↑	↑	
2.5	<i>Increase involvement of students in internships and practical, field-based experiential learning on campus (including SMU-in-Taos), in the local community, and around the world.</i>	--	--	
2.5.1	Foster programs that use Dallas, SMU-in-Taos, the nation, and the world as a laboratory and a classroom.	↑	↑	
2.5.2	Increase the number of students engaged in internship programs.	↓	↓	
2.6	<i>Enhance the exposure of students to ethical thinking and behavior at the undergraduate and graduate levels.</i>	--	--	
2.6.1	Increase the number of courses fulfilling the Common Curriculum ethics requirement.	↑	↑	
2.6.2	Leverage the Maguire Center to help faculty incorporate more ethics as content in courses.	↑	↑	
2.6.3	Implement required training in Responsible Conduct of Research for all PhD students.	↔	↑	
3.0	GOAL THREE: TO STRENGTHEN SCHOLARLY RESEARCH, CREATIVE ACHIEVEMENT, AND OPPORTUNITIES FOR INNOVATION	--	--	
3.1	<i>Encourage widespread development of campuswide interdisciplinary research projects.</i>	--	--	
3.1.1	Review and act on recommendations of the task force on scholarly research and creative impact.	✓	✓	
3.1.2	Develop a policy to enhance the effectiveness of centers and institutes in research, particularly interdisciplinary work.	↑	↑	
3.1.3	Increase internal and external support for interdisciplinary research that positions SMU as a world leader in addressing global challenges.	↓	↑	
3.1.4	Initiate and evaluate the seed grant program for enhancing research.	↑	↑	
3.2	<i>Improve infrastructure and administrative support for faculty applying for external funding to enable expanded collaborative research with corporations, foundations, governments, and educational institutions.</i>	--	--	
3.2.1	Increase annual research expenditures to \$60 million by 2025.	↑	↑	
3.2.2	Complete funding and construction of the Gerald J. Ford Hall for Research and Innovation.	↑	↑	
3.2.3	Increase restricted and unrestricted funding for instrumentation, maintenance, and upgraded labs.	↑	↑	
3.2.4	Revise the overhead recovery model of the University so that the support for research infrastructure increases with the growth of research grants.	✓	✓	

Goal, Objective, Metric		2019-2020 compared to 2018-2019*	2020-2021 compared to 2019-2020*	Subcategory of metric
3.2.5	Strengthen partnerships and collaborative development and research programs with other universities and external businesses and organizations.	↑	↑	
3.3	<i>Ensure the capability of high-performance computing to support research computing and utilize it as a basis for faculty recruitment and research investment.</i>	--	--	
3.3.1	Construct metrics for software and hardware for use in helping to keep SMU competitive in high-performance computing	↑	↑	
3.3.2	Strengthen faculty involvement in high-performance computing through collaboration among the Office of Information Technology, the Institute for Data Science, and the Center for Research Computing.	↑	↑	
3.4	<i>Increase financial support of doctoral programs and graduate student fellowships to encourage research and creative achievement.</i>	--	--	
3.4.1	Improve graduate fellowship support in selected core areas to comparable averages (in amount and duration) of aspirational institutions.	↑	↑	
3.4.2	Increase the annual number of PhDs awarded to 80 by 2025, while increasing completion rate and reducing the time to completion.	↑	↑	
3.4.3	Increase the six-year completion rate for PhD degrees.	↑	↓	
3.4.4	Increase the number of post-docs supporting research in STEM fields.	↑	↓	
3.5	<i>Implement an updated technology transfer program.</i>	--	--	
3.5.1	Benchmark the technology transfer office against comparable offices at cohort and aspirational institutions.	↑	↑	
3.5.2	Partner with existing technology and innovation incubators with a goal toward forming University-run incubators.	↑	↑	
3.5.3	Seed efforts and support early stage development aimed at transitioning to funded start-ups.	↔	↔	
3.5.4	Develop an updated tech transfer program that is fully integrated with academic programs in the schools.	↔	↔	
3.5.5	Develop metrics to target specific numbers of applications, licensures, start-ups, etc., each year.	↑	↑	
4.0	GOAL FOUR: TO EXPAND OPPORTUNITIES FOR STUDENT DEVELOPMENT THROUGH AN ENGAGING AND SUPPORTIVE CAMPUS EXPERIENCE	--	--	
4.1	Enhance critical student life programs related to student performance and retention.	--	--	
4.1.1	Identify and implement best practices for programs and services that promote the retention and graduation of underrepresented minority populations.	↑	↑	
4.1.2	Support military veterans who are students at SMU by increasing Yellow Ribbon Program funds and other sources of support.	↑	↑	
4.1.3	Measure the implementation of bystander intervention and values programming to enhance response and knowledge of resources for emotional distress, substance abuse, and sexual assault	↑	↔	
4.1.4	Complete design, funding, and renovation of the Hughes-Trigg Student Center.	↑	↑	
4.1.5	Utilize the Dr. Bob Smith Health Center to improve physical and mental health services in support of SMU students' well-being.	↑	↑	
4.1.6	Develop formal transition programs and increase participation for graduate and transfer students to enhance their sense of belonging and connection to the University.	↑	↑	
4.2	<i>Assess critical student life programs to ensure that they provide for intellectual and social engagement and leadership opportunities.</i>	--	--	
4.2.1	Strengthen and assess programming that promotes social and civic engagement and community.	↑	↑	
4.2.2	Increase faculty and student engagement in co-curricular activities in each Residential Commons.	↑	↔	
4.3	<i>Assess critical student life programs to ensure that they provide for understanding of personal responsibility, respect for others, and diversity.</i>	--	--	

Goal, Objective, Metric		2019-2020 compared to 2018-2019*	2020-2021 compared to 2019-2020*	Subcategory of metric
4.3.1	Strengthen programs designed to develop student leadership and cultural competence through community service.	↑	↑	
4.3.2	Continue the development of CIQ@SMU and assess the reach of CIQ@SMU with student, staff, and faculty groups across campus.	↑	↑	
4.3.3	Develop values-based programming for students who are members of SMU fraternities and sororities and other student groups.	↑	↑	
4.3.4	Implement all-Greek programming to strengthen collaboration among the four governing councils.	↑	↑	
4.4	<i>Enhance career services for all students by expanding partnerships with businesses, cultural and charitable organizations, and alumni.</i>	--	--	
4.4.1	Enhance ongoing collaboration among the Hegi Family Career Development Center, other career centers, and the schools to provide students with more seamless career counseling as well as residential and cocurricular experiences that support their careers and life goals.	↑	↑	
4.4.2	Continue and improve tracking of the career placement of those awarded degrees, both undergraduate and graduate.	↑	↑	
4.4.3	Implement a career development program in collaboration with other SMU career centers to assist with post-graduation employment opportunities for SMU student-athletes.	↑	↑	
4.4.4	Increase the internship and career opportunities for undergraduates, and, where appropriate, graduate students.	↑	↑	
4.5	<i>Increase academic success for student-athletes, and strengthen intercollegiate programs to increase our national competitiveness.</i>	--	--	
4.5.1	Maintain satisfactory NCAA Academic Progress Rate (APR) standards with all eligible programs posting a multiyear score of 975 or better.	↔	↑	
4.5.2	Maintain average team GPA for each sport above 3.0.	↔	↔	
4.5.3	Win the most conference championships annually among member institutions.	↔	↔	
4.5.4	Enhance SMU's position in the National Association of Collegiate Directors of Athletics (NACDA) Directors' Cup rankings.	NA	↑	(canceled in 2019-20)
4.5.5	Establish the clear goal of postseason participation in all sports, including postseason bowls in football and NCAA tournaments in men's and women's basketball.	↑	↑	
4.5.6	Increase the annual Mustang Athletic Fund in Athletics by at least 3% each year.	↓	↓	
4.5.7	Increase ticket sales and average home attendance for football, women's basketball, and men's basketball.	↑	↓	football
		↓	↓	men's basketball
		↔	↔	women's basketball
4.5.8	Complete funding and construction of athletics facilities for tennis, swimming and diving, golf, soccer, and football.	✓	✓	IPC / Armstrong Fieldhouse
		✓	✓	other athletics facilities
4.6	<i>Continue to implement programs that increase awareness and understanding within the SMU community of the various forms of diversity such as cultural, ethnic, gender, racial, religious, sexual orientation, and socioeconomic status of North Texas.</i>	--	--	
4.6.1	Strengthen campus programs, services, and oversight of the student experience at SMU that foster respect for and inclusivity of all diverse identities, including ethnic, racial, religious, socioeconomic status, gender, and sexual orientation.	↑	↑	
4.6.2	Strengthen support services for international students.	↑	↑	
4.6.3	Expand the impact of CIQ@SMU across campus.	↑	↑	
4.7	<i>Goal Four, Objective Seven: Evaluate options for providing enhanced child development, child care, and family services for faculty, staff, and students.</i>	--	--	

Goal, Objective, Metric		2019-2020 compared to 2018-2019*	2020-2021 compared to 2019-2020*	Subcategory of metric
4.7.1	Maintain the child care center and consider the feasibility of providing additional services for students, staff, and faculty with young children.	↑	↑	
4.7.2	Assess the feasibility of assisting members of the SMU community with access to elder care.	↑	↑	
5.0	GOAL FIVE: TO BROADEN GLOBAL PERSPECTIVES	--	--	
5.1	<i>Continue the development of new international consortial agreements at the faculty, graduate, and undergraduate levels.</i>	--	--	
5.1.1	Increase the number of signed agreements for academic and research collaboration with foreign universities, in particular Central American, South American, and Asian universities.	↑	↔	
5.2	<i>Expand the emphasis on global content in curricula across the University, and strengthen international studies within the overall curriculum.</i>	--	--	
5.2.1	Implement the University-wide plan for undergraduate study abroad.	↔	↔	
5.2.2	Increase the number of undergraduates from a variety of academic programs who study abroad and advise them on how to fit study abroad into their academic careers. Increase the number of graduating SMU seniors who have studied abroad to 50% by 2025.	↑	↓	
5.2.3	Develop sources of support for academically meritorious students with financial need to provide an international study opportunity.	↑	↔	
5.2.4	Develop study abroad programs for intersessions.	↔	↔	
5.2.5	Increase the number of courses that include an international experience during spring break.	↔	↔	
5.2.6	Increase the percentage of undergraduates who graduate having completed the third semester of a second language.	↓	↓	
5.2.7	Maintain the number of courses with a robust global focus or perspective.	↑	↑	
5.2.8	Expand the number of majors who encourage study abroad in their curricular requirements.	↑	↑	
5.3	<i>Increase the international representation of students and faculty.</i>	--	--	
5.3.1	Develop sources of support for scholarships for the most academically and creatively talented international students.	↔	↑	
5.3.2	Increase the number of faculty engagements with prospective students around the world through speaking opportunities, courses taught abroad, etc.	↑	↔	
5.3.3	Increase the number of strategic relationships with high schools and international educational organizations (not recruitment agents) that would promote SMU to international first-year and transfer students.	↔	↔	
5.3.4	Increase the number of international graduate and undergraduate student applications, admits, deposits, and enrollments resulting in 15% international students by 2025, with international undergraduates at a minimum of 7%.	↓	↓	undergraduate applications
		↔	↓	undergraduate admitted
		↓	↑	undergraduate enrollments
		↑	↓	graduate applications
		↑	↓	graduate admitted
		↓	↓	graduate enrollments
5.3.5	Enhance services for international undergraduate students that improve retention and graduation rates.	↓	↑	retention rate
		↑	↑	graduation rate, 4-year
		↑	↓	graduation rate, 6-year
5.4	<i>Goal Five, Objective Four: Share research and best practices throughout the country and worldwide through interdisciplinary programs to raise SMU's visibility and reputation to the nation and the world.</i>	--	--	

Goal, Objective, Metric		2019-2020 compared to 2018-2019*	2020-2021 compared to 2019-2020*	Subcategory of metric
6.0	GOAL SIX: TO INCREASE REVENUE GENERATION AND PROMOTE RESPONSIBLE STEWARDSHIP OF RESOURCES	--	--	
6.1	Develop, as appropriate, initiatives to improve the efficiency and effectiveness of University functions.	--	--	
6.1.1	Evaluate the measures identified for each initiative to ensure that processes are effective and efficient, and that the goal of the initiative is achieved. Show amounts of funding redirected to the academic sector.	↑	↑	
6.2	<i>Develop an inclusive, transparent budgeting process that recognizes strategic priorities while lowering expenses.</i>	--	--	
6.2.1	Limit the growth in positions funded through unrestricted means to those directly supporting strategic priorities.	↑	↑	
6.2.2	Evaluate the percentage of the budget that supports academic functions to ensure that emphasis remains on the academic mission.	↑	↑	
6.3	<i>Increase levels of future private support, building on the success of past campaigns.</i>	--	--	
6.3.1	Continue momentum from the previous campaign by focusing on targeted key priorities and preparing for the next campaign.	↑	↑	
6.3.2	Complete funding for existing capital projects.	↑	↑	
6.3.3	Continue processes and staffing structures to provide greater support for ongoing University operations, sustaining current-use giving at \$50 million annually.	↑	↑	
6.3.4	Develop new ways to cultivate and motivate major donors identified during the previous campaign, leading to new and larger future gifts; grow the number of \$1 million donors to SMU from the current 155 to 200 by 2025.	↑	↑	
6.3.5	Continue the upward trend in planned giving support, increasing the number and value of deferred gift expectancies and matured deferred gifts through 2025.	↑	↑	
6.3.6	<i>Continue the focus on scholarship and endowed faculty funding priorities, adding another 750 endowed scholarships by 2025 and raising the total number of endowed faculty positions to 160 by 2025.</i>	↑	↑	
6.3.7	Increase annually the number of volunteers involved in fundraising initiatives.	↓	↓	
6.4	Elevate SMU's national profile to raise rankings and garner additional support for the University's strategic priorities, building on the accomplishments of SMU programs and its people.	--	--	
6.4.1	Continue to support SMU branding efforts, centrally and through schools and units.	↑	↑	
6.4.2	Build external support for the goals of the SMU strategic plan.	↑	↑	
6.4.3	Annually expand social media use to reach new audiences, increase visibility of academic progress, and gain more financial support.	↑	↑	
6.5	<i>Employ investment best practices to balance potential rewards and risks to grow a diversified endowment to increase support to the University's academic priorities.</i>	--	--	
6.5.1	Outperform policy benchmarks while managing risk.	↑	↑	
6.5.2	Ensure a total return ranked in the top 50% cohort and aspirational universities over a business cycle.	↑	↑	
6.6	<i>Promote a shared sense of community at SMU to conserve resources, establish sustainable practices, and contribute to the community's livability.</i>	--	--	
6.6.1	Work to engage students, faculty, and staff in sustainability efforts that will benefit the campus and the environment.	↑	↑	
6.6.2	Continue to seek appropriate Leadership in Energy and Environmental Design (LEED) designations on all new construction and renovations.	↑	↑	

Note: "*" Except when the latest available data is for earlier years.