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SPARKFORGE**CRUSH**

World Changers Shaped Here



SMU.

SPARK It's that breakthrough moment when the germ of an idea takes root and drives you to pursue its potential.

FORGE You know what it takes to succeed – when others give up, you persevere.

CRUSH You love the rush of accomplishment when you triumph over your goal.

You're ready to become a world changer.

Call us enablers.

As a comprehensive research university with a liberal arts tradition, SMU is ready to support you as you pursue your passion. If you're a **bold, creative thinker**, SMU is for you. Our students don't rest on being bright and accomplished. They work hard, question what they don't know and lead by thinking about how they can do a world of good. And our faculty are their greatest champions – in and out of the classroom.

TOP 10%
SMU placed among the top 10% of all U.S. colleges and universities ranked by *The Wall Street Journal/Times Higher Education*

#1 The Dallas area ranked No. 1 among the best big cities for jobs by *Forbes* 2018

In our **11 Residential Commons**, you could meet your best friend for life, move minds through passionate discussions and make lasting connections with faculty – like the professor living down the hall who bakes the world's best cookies. Surrounded by smart peers, you'll learn from, build and lead a **solid network of support where you live**. Our campus is a hub of **world-changing research** and innovative solutions in an incredible city with a can-do spirit. You will **accomplish more at SMU** in Dallas because of the big opportunities here than you could anywhere else in the world.

11:1 student-to-faculty ratio

100+ majors, 85+ minors through 5 undergraduate schools

- Cox School of Business • Dedman College of Humanities and Sciences
- Lyle School of Engineering • Meadows School of the Arts
- Simmons School of Education and Human Development



BRING THREE THINGS TO SMU: your ideas, passion and persistence. When you get here, you'll find community that celebrates the spark of innovation. Whether you're creating success for yourself or to change the world, you'll be supported by resources across the campus.



Spark

TOP 1% SMU ranks among the top 1% of highest-paid psychology, education and music graduates, according to College Factual 2018

Marissa Lopez '16 B.A. Advertising, Meadows School of the Arts

From Big D to the Big Apple

Marissa Lopez credits her incredible internship opportunities through SMU and the skills she picked up to preparing her to work as junior art director at the New York location of global advertising agency BBDO. Lopez developed an impressive résumé during her time on the Hilltop – interning at both large and small agencies as well as at Southwest Airlines. She also participated in the American Advertising Federation's Most Promising Multicultural Students Program, which opened the door to a summer internship at BBDO, where she knew right away that she wanted to get hired on full time. She embraced every opportunity at the agency and, after a five-month internship, landed her full-time position.



BRINGING FRESH WATER Mechanical engineering and math double major Spencer Meyer '19 recently applied his engineering experience at SMU to help solve real-world problems, a continent away. Meyer and other members of SMU's Engineers Without Borders continued work on a multiyear effort to provide a reliable source of clean water to the high-altitude Bolivian village of Llojlla Grande, where people haul buckets of water out of easily contaminated shallow wells. The SMU team spent 10 days building a well house and footings for a water tower as part of a clean water system that will make life easier in the village.

#1 The Dallas Arts District is the largest contiguous urban arts district in the country

#3 OnStage Blog ranks SMU No. 3 among the top 10 B.F.A. dance programs in the U.S. for 2017–18

INNOVATION
CREATIVITY

TOP 10

Two of the 10 best global CEOs for servant leadership are SMU alums, according to *Inc.*

MAKE THINGS THAT CHANGE THE WORLD.

Start a company. Lead change in your world – big or small. SMU is your place to learn by doing and make your idea real. Because of our enterprising spirit, entrepreneurship isn't a department or buzzword; it's long been a part of the University's DNA.

Crush



94%

94% of May 2017 Cox School of Business graduates were off the job market within three months of graduation at a starting salary of \$63K per year

Photo by Kristen Kilpatrick

Creative disruptor

Forbes calls SMU alumna Whitney Wolfe Herd the \$1 billion queen bee of dating apps. As founder and CEO of Bumble, a social connection app that empowers women to make the first move, Wolfe Herd has grown her female-centric business to more than 35 million users in 160 countries in just four years.

Wolfe Herd believes that her SMU experience helped her become the person strong and confident enough to reinvent the dating space with Bumble, America's fastest-growing dating app. The young entrepreneur majored in international studies at SMU, which she says provided a solid marketing foundation that has been pivotal to her career. "I think SMU has this remarkable way for charting people on the right course. People will work with you to make sure you're taking the right classes to achieve your 'big picture' dreams."

Whitney Wolfe Herd '11 B.A. International Studies, Dedman College of Humanities and Sciences



CHANGE AGENT

As the son of Kurdish refugees who fled Iraq, Kovan Barzani '17 saw through his mother's struggles with English how the language barrier limited opportunities. With SMU's Engaged Learning funding for student-driven community initiatives, the triple major (economics, public policy and management) taught English to refugees in Dallas. He developed a network of donors to buy laptops, install ESL software and train dozens of families. His SMU connections also helped Barzani land an internship at Capital One, which he parlayed into a full-time job as a business analyst before graduation.

TOP 3% DFW places at No. 13 among the world's 500 best cities for innovation ranked in the Innovation Cities Index 2018 by global data analysis firm 2thinknow



LEADERSHIP ENTREPRENEURSHIP

**EXCELLENCE
ISN'T AN
ACCIDENT.**

SMU students know that success is forged every day with purpose, confidence and grit. To make a difference in the world you have to put in the hard work. Whether in the lab or in the field, Mustangs are leaders who ask tough questions and deliver strong solutions.

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Flipping a switch, igniting success

Before graduating with engineering and math degrees, Aleena Taufiq landed her dream job as a data engineer working in artificial intelligence at Verizon, a career she had never imagined four years ago as a first-year student on the pre-med track. Taufiq fell in love with engineering during an immersive design challenge offered by the Lyle School of Engineering's Deason Innovation Gym. To encourage the next generation of students to find the academic direction that's right for them the way she did, Taufiq developed Gearing Up, an afterschool engineering enrichment program for middle school students. Recently, with funding from an SMU Engaged Learning Fellowship, Taufiq achieved her long-standing goal of expanding Gearing Up into a national program.

150+ programs in more than 50 countries ■ One out of three SMU students studies abroad



Left: **Aleena Taufiq '18**
B.S. Mechanical Engineering, Lyle School of Engineering
B.S. Mathematics, Dedman College of Humanities and Sciences
Master's degree candidate in the Lyle School's "4+1" program



Engaged Learning
research projects in
about 27 countries

GAME CHANGER

For chemistry major Patricia Nance '17, developing a new antibacterial coating in implants for women who have undergone breast cancer treatment was personal. Her grandmother's battle with the disease reminded Nance that her research could benefit millions of women. The Barry Goldwater Scholar who shaped her scientific quest into a project funded by SMU's Engaged Learning program is now pursuing a Ph.D. in molecular inorganic chemistry at the California Institute of Technology.

From 2013–17, SMU students' medical school admission rate was more than 10% higher than the national acceptance rate

of Lyle engineering students complete at least one internship; 3 out of 4 receive academic scholarships

of the Simmons School's Applied Physiology and Sport Management grads are employed or are pursuing/have completed grad school with APSM-related degree

10+%

90%

98%

ACADEMIC
RIGOR AND RESEARCH

You're resourceful.

So take advantage of all the great places and support networks on campus for you.

TOP 3%

The Center for World University Rankings recently placed SMU among the top 3% of 1,000 universities ranked worldwide for alumni employment

20+ FORTUNE 500

The Dallas area is home to more than 20 Fortune 500 headquarters

SMU ENTREPRENEURSHIP CLUB

Connecting enterprising students across campus regardless of their major or school

- Find help transforming your innovative idea into a sustainable enterprise.
- Get support for your student startup.

HEGI FAMILY CAREER DEVELOPMENT CENTER

Linking students with top employers and companies

- Craft an effective résumé, network effectively and connect with potential employers.
- Ace your interview and land an internship or job.

DEDMAN COLLEGE INTERDISCIPLINARY INSTITUTE

Opening minds to ideas from a variety of disciplines

- Talk with scholars who have diverse interests.
- Strengthen your critical thinking skills to tackle complex problems.

LOCOMOTOR PERFORMANCE LABORATORY

Addressing scientific questions on biomechanics

- Research the mechanics of movement, performance and more.
- Develop skills and proficiencies that employers and graduate programs want.

SMU-IN-TAOS

Offering academic journeys enhanced by the cultural and natural resources of Taos, N.M.

- Take your pick of credit courses in the arts, sciences and business.
- Dig into experiential learning and hands-on studies.

DEASON INNOVATION GYM

Inspiring creative confidence in a campus community of makers

- Build your design skills by working on real-world challenges.
- Engage in purpose-driven learning through interdisciplinary teamwork.

MANEFRAE II SUPERCOMPUTER

Solve problems on a large scale using the data-crunching power of one of the most powerful supercomputers in North American higher education.

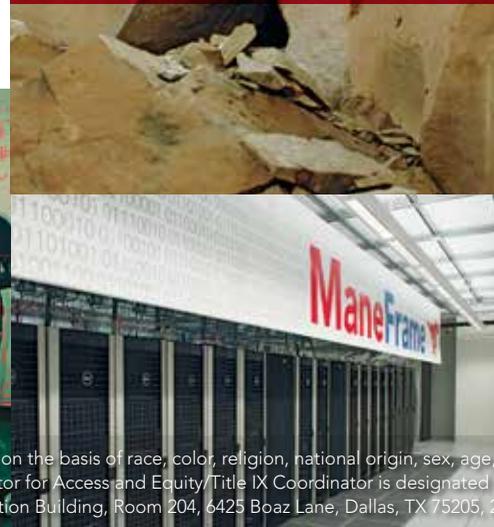


TOP 8%

College Factual 2018 ranked SMU among the top 8% of "Top Quality" colleges nationwide

TOP 21%

A 2017 PayScale report ranked SMU among the top 21% of universities by ROI



SMU will not discriminate in any program or activity on the basis of race, color, religion, national origin, sex, age, disability, genetic information, veteran status, sexual orientation or gender identity and expression. The Executive Director for Access and Equity/Title IX Coordinator is designated to handle inquiries regarding nondiscrimination policies and may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, accesssequity@smu.edu, 180515.918

Let's do this.

Spark an academic experience like no other. Begin with a visit to SMU today. We're available to show you around weekdays and selected Saturdays during the school year. Register at smu.edu/crush.

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SMU

