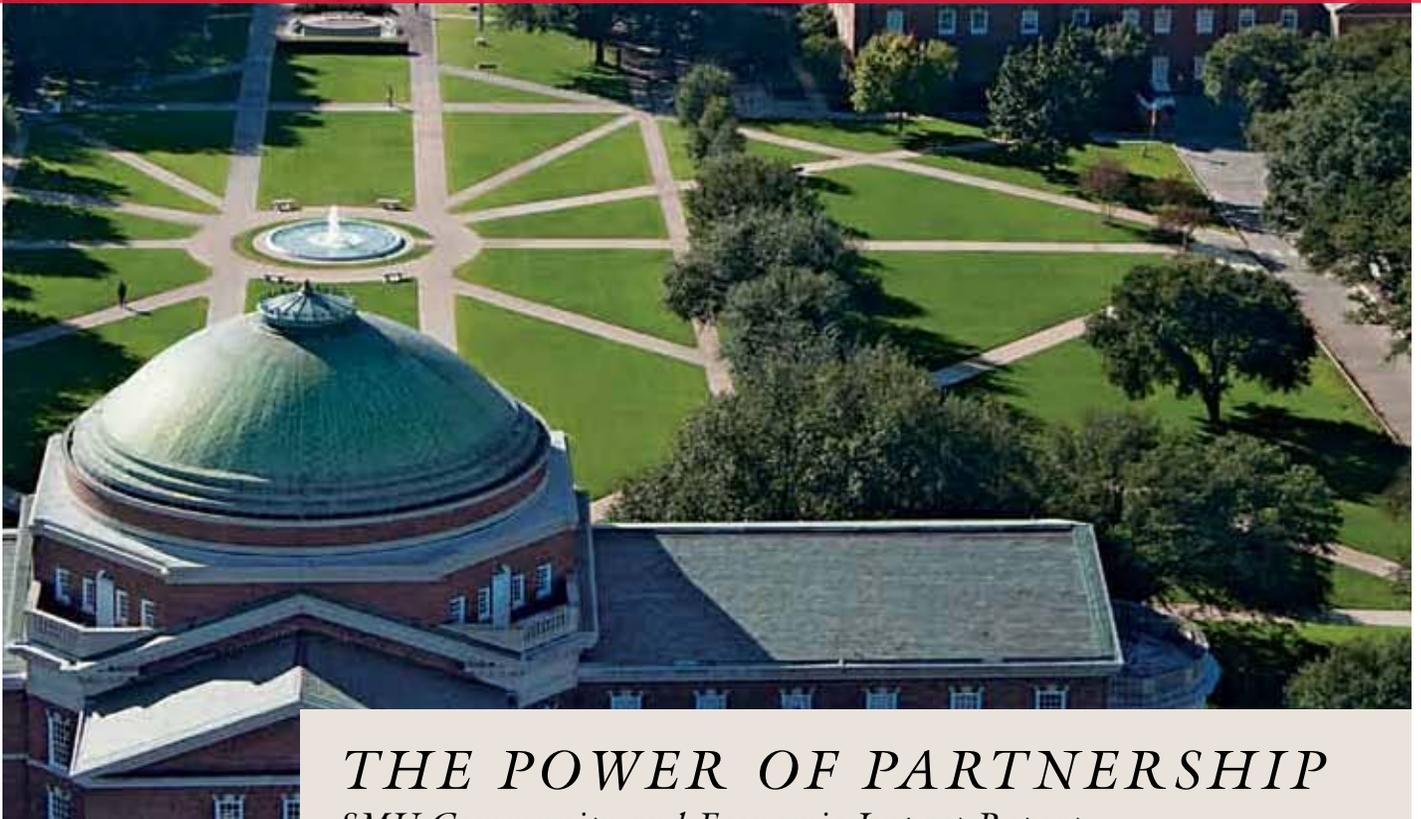




DALLAS & SMU



THE POWER OF PARTNERSHIP
SMU Community and Economic Impact Report

SMU'S IMPACT ON DALLAS AND THE REGION



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. Thanks to the strength and support of DFW, SMU at 100 is making unique contributions to the educational mix of our region. This is an opportune time to report on our partnership with Dallas, our hometown and continuing source of strength.

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
- 85 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” by the Carnegie Foundation
- Research projects include 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)

High Achievers

- Average SAT score increased 134 points over last 16 years from 1140 to 1274, 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 more than doubled, from 6,678 in 2002 to 13,601 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 nondegree programs meeting regional needs.
- Campus museums include the world-renowned Meadows Museum, housing one of the most comprehensive collections of Spanish art outside Spain.
- 400-plus music, dance and theatre performances are presented each year to the public.
- The Willis M. Tate Distinguished Lecture Series is one of the nation's premier collegiate lecture programs.
- TEDxSMU attracts experts on technology and culture.
- Hart Global Leaders Forum and John Goodwin Tower Center for Political Studies bring leaders to Dallas.
- The Maguire Center for Ethics and Public Responsibility sponsors major conferences on societal issues.
- Nine libraries house the largest private research collections in the Southwest, including the archives of Stanley Marcus, JCPenney, Texas Instruments and Belo Corporation.
- 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.

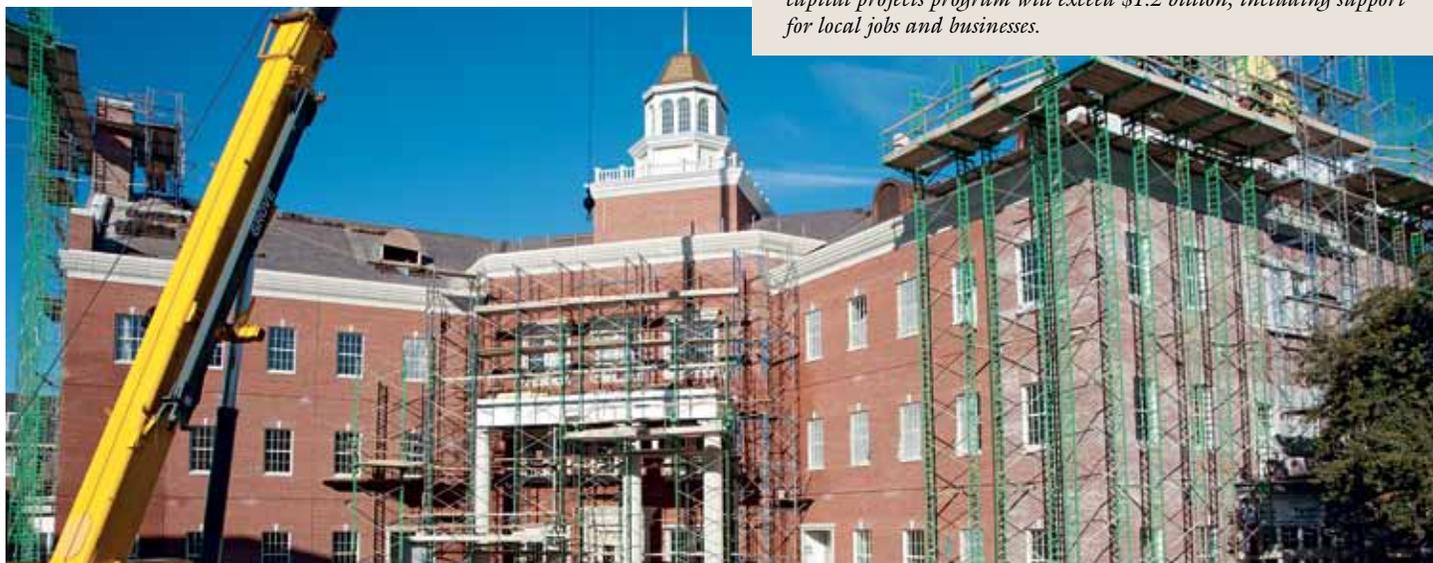
- 112,000 alumni worldwide, 40,000 in the Dallas region
- Recipients of Nobel and Pulitzer prizes, along with Academy, Tony, Grammy and Emmy awards, the Heisman Trophy and Olympic gold medals
- Renowned leaders ranging from CEOs of Fortune 500 companies and astronauts to government officials, among them ambassadors and First Lady of the United States, Supreme Court Justices in Japan, the 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 the first year alone.
- SMU will be among the few universities in the nation to house a presidential center on campus and part of a trio of presidential libraries in Texas.
- The Bush Presidential Center and SMU engage in joint programs and concurrent appointments of experts in education, the economy, global health and human freedom.

For the 20-year period 1995-2015, the economic impact of SMU's capital projects program will exceed \$1.2 billion, including support for local jobs and businesses.



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 |



DALLAS' UNIVERSITY
*Dallas competed vigorously to be the site of SMU.
Above: An aerial view of the campus today.*

FUTURE IMPACT

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

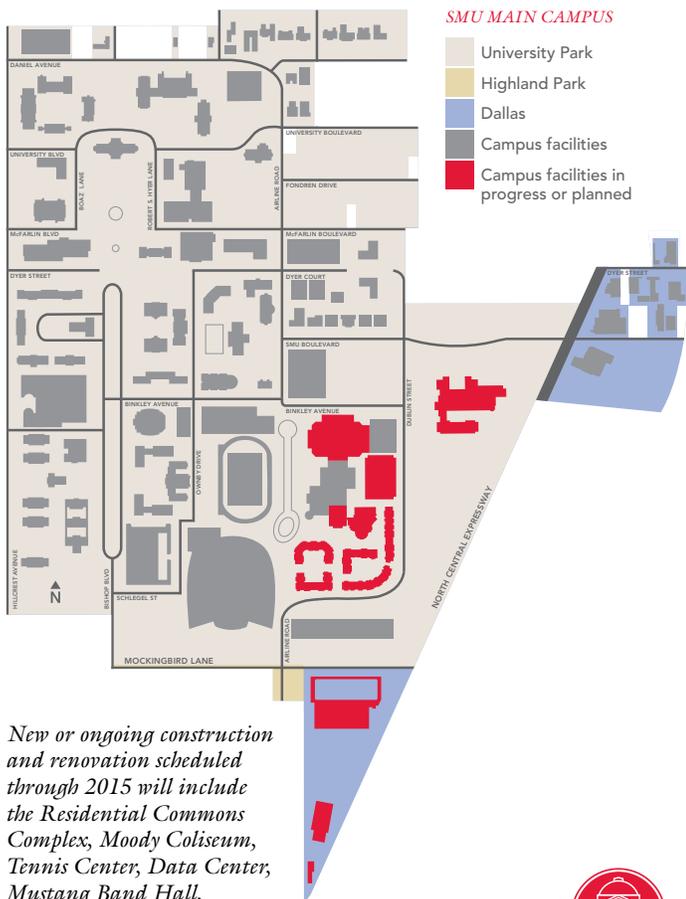
- Powerful legacy of achievement now ingrained as an unrelenting desire to succeed
- Proven access to private financial resources enabling it to meet its goals
- Strategic geographic location – DFW region – for executing its plans
- Strong focus on implementing high-impact initiatives, including new 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



New or ongoing construction and renovation scheduled through 2015 will include the Residential Commons Complex, Moody Coliseum, Tennis Center, Data Center, Mustang Band Hall, Fondren Library Center and Dr. Bob Smith Health Center.



PO BOX 750281 • DALLAS, TEXAS 75275-0281 • 214-768-4525

VIEW THE FULL REPORT AT SMU.EDU/IMPACT

SEPTEMBER 2012