



March 15, 2024

Dear SMU Community,

Each year, SMU attracts the most academically curious and engaged students for our entering first-year class.

Earlier this week, we finalized the remaining offers of admission to a cohort of accomplished scholars. Our vibrant community – which works hard to create and sustain a rich diversity of ideas, backgrounds and identities – celebrates our newest Mustangs. The next few weeks are critical as these students and families make their final college choice by May 1, the National Candidates Reply Date.

As you know, our community will welcome these students and their families to campus through admission events and daily visits. From my interactions with our newly admitted students, they and their families are clearly enthusiastic about the promise of an SMU education. Many students return to campus multiple times as they finalize this important decision.

We all play a significant role in recruiting and retaining the best students from various backgrounds, and you make a difference! I encourage you to please take a moment to wave, say hello or hold a door open when you encounter visitors on campus. These future Mustangs and their families are easy to identify since they often carry the red and blue SMU drawstring packs distributed by the Office of Undergraduate Admission. I would particularly like to thank the faculty and staff who participate in the admission events each year.

Our remarkable campus and the collegiate experience you help to create are central to our recruitment success. Every point of contact influences a student's decision to choose SMU.

Each of us is the face of SMU to prospective students and their families. Thank you for your role in supporting our recruitment effort. Together, we will continue to elevate the University's stature as we enrich our educational environment with outstanding students.

Sincerely,

A handwritten signature in black ink, reading "R. Gerald Turner". The signature is written in a cursive style with a large, prominent initial "R" and a long, sweeping underline.

R. Gerald Turner
SMU President