UNBRIDLED ACHIEVEMENT

CAMPAIGN FINAL REPORT

Spring 2016

SMU Unbridled℠
THE SECOND CENTURY CAMPAIGN

FINAL REPORT TO THE SMU BOARD OF TRUSTEES
SMU UNBRIDLED: THE SECOND CENTURY CAMPAIGN

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Additional information regarding campaign guidelines, procedures and Board resolutions is available in the Campaign Plan of Action (dated May, 2006, updated July, 2009).

SMU

Office of the Vice President for Development and External Affairs

MEMORANDUM

To: Members of the SMU Board of Trustees

From: Brad E. Cheves, Vice President for Development and External Affairs

Re: Final Report on *SMU Unbridled: The Second Century Campaign*

Date: February 25, 2016

On behalf of SMU's Development and External Affairs team, it is my honor to present an executive summary of our final report on the results of *SMU Unbridled: The Second Century Campaign.*

By nearly every measure SMU has succeeded in conducting a comprehensive and inclusive major gifts campaign resulting in significant financial support, increased visibility for the University and broader engagement among key University stakeholders. The entire SMU family joined together at a unique time in SMU history, leveraging the centennial commemorations of SMU's founding and opening as well as the establishment of the George W. Bush Presidential Center, to conduct a campaign of unprecedented success, the impact of which will benefit SMU and its students and faculty far into the future.

Special thanks are due the administrative and volunteer leadership of the University, especially SMU President Turner, the Campaign's six co-chairs and members of the Campaign Leadership Council. Through their vision, commitment and generosity inspiring unprecedented support for the University, SMU has entered the ranks of the nation's most prestigious institutions of higher education in terms of development success and has established a transformative base of support that secures its strength going forward.

It has been a distinct honor for the Development and External Affairs staff to have supported the Board, academic and administrative leadership, volunteer leadership and our generous donors as they banded together to accomplish this significant achievement. We look forward to offering continued service in support of our joint efforts to secure a second century of achievement for SMU.

Development and External Affairs
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THE SECOND CENTURY CAMPAIGN

A. Executive Summary

Context and Planning

The Campaign for SMU: A Time to Lead concluded in April 2002, having secured a record-breaking $542 million from over 41,000 donors worldwide. Under the leadership of SMU president R. Gerald Turner and Campaign Co-chairs Ruth Altshuler, Robert Dedman, Sr., W. R. Howell, Ray Hunt and Caren Prothro, SMU successfully launched and conducted a campaign which far exceeded its original goal of $300 million. Immediately following the Campaign's conclusion, the SMU Board of Trustees established an **Ad-Hoc Committee on Development**, charged with ensuring that the new donor base engaged by the Campaign did not dissipate, and emerging needs from SMU's newest Strategic Plan were defined and promoted to potential lead and major gift donors.

In 2004 the SMU Board of Trustees, upon recommendation of the Ad-Hoc Committee, established 2005-2006 as a **Planning Year** for a new comprehensive major gifts campaign. This directive was followed by others related to campaign volunteer and staff structures, campaign financing, funding priorities, giving levels, marketing and promotion strategies, accounting guidelines, and others items related to the establishment of a new campaign organization. The Board also appointed **co-chairs of the Campaign**: Ruth Altshuler, convening co-chair Gerald Ford, Ray Hunt, Caren Prothro and Carl Sewell (Michael Boone was subsequently added upon his election as chairman of the SMU Board of Trustees).

Timeline

The Board authorized the initiation of a campaign **Quiet Phase** in 2006, and the launch of a campaign **Public Phase** in 2008, with three public goals: total commitments of $750 million; total alumni participation in the Campaign of 50%; and yearly undergraduate alumni participation of 25%. At the time of the Campaign's public launch, over $317 million had been committed. The Campaign was scheduled to conclude in December 2013.

During the Quiet Phase, over **500 volunteers** across the nation were recruited to serve on 21 school, unit and city/regional Campaign Steering Committees, all led by a 15-person Campaign Executive Council (subsequently expanded to 19). Later in the Campaign, Steering Committees were added for Alumni and Faculty & Staff. These volunteers were enthusiastically joined by hundreds of alumni around the globe supporting the Campaign through reunions, regional chapter activities and other alumni programs, as well as representatives of the Parent's Leadership Council, the Planned Giving Council and the Mustang Club, among other support groups. Importantly, DEA staff structures were aligned to support these volunteer efforts, perhaps most notably for the first time in support of **regional and national efforts**. A volunteer meeting schedule was established, including quarterly gatherings of the **Co-Chairs** and **Campaign Leadership Council**; bi-annual meetings of the **Campaign Executive Council** (chairs of Campaign Steering Committees); and periodic meetings of **Campaign Steering Committees**.

As part of the pre-campaign planning process, the Director of Leadership Gifts position was created within the Office of the Vice President to coordinate solicitations of $1 million or more, supported by a Leadership Gifts workgroup consisting of the Vice President for Development and DEA leadership from Development and Prospect Research/Management. A goal was established of securing 150 leadership-level gifts by the Campaign's conclusion. Through the Campaign timeframe, hundreds of names were researched, cultivated and solicited; efforts included coordination with University administrators, the development of a quarterly presidential communication, and special engagement efforts personalized for each prospect. As part of this initiative, personalized donor recognition opportunities were created including, but not limited to: special events, publications and scrapbooks, press releases, and premiums such as certificates and chairs. Ultimately 183 leadership gift donors were secured by the Campaign's conclusion.

Also during the Campaign Planning, Quiet and Public phases, significant marketing efforts were established in support of the Campaign as well as the University's **overall reputation and visibility**. These included the Campaign theme and graphic template, new print and online publications, expanded web presence and use of e-marketing, a branding initiative, advertising, videos, media outreach and new strategies and tactics related to social media.

Following the Campaign's September 2008 public launch, the U.S. economy faltered, causing the Campaign's leadership to move ahead general alumni appeals planned for later in the Campaign. The resulting tactic of a five-year **Centennial Reunions** cycle, engaging all alumni over that time period, would run from 2011 through 2015, aligning with the centennials of SMU's founding in 1911 and its opening in 1915. In addition, repetitive donors at lower "participatory" levels would be highlighted in publications, such as the yearly *Annual Report*. Finally, a strategy was adopted to create a five-year promotional effort, **The Second Century Celebration**, to leverage excitement and to provide visibility for goals related to alumni participation as well as key campaign funding priorities. Among the notable new opportunities for support were Centennial Endowments, available only during the Celebration timeframe, which included operational start-up funding in addition to endowment resources. The Campaign end-date was reset to coincide with the Celebration end-date of December 2015, hoping it would follow a rebound in the U.S. economy.

Even with this conservative stance in place, the Campaign performed ahead of projections. The dedication of the **George W. Bush Presidential Center** in spring 2013 provided much-welcomed prestige and visibility for the University. Remarkably, the Bush Center also concluded a successful $500 million-plus campaign, separate from the SMU campaign, during this period.

In September 2013, with the Campaign having exceeded its financial target of $750 million, the SMU Board held a special session at which it raised the Campaign's financial goal to **$1 billion** and established new goals related to endowed scholarships, endowed faculty positions and key capital projects.

All public goals were achieved well ahead of the Campaign's conclusion date, including the significant goal of **25% annual participation** by undergraduate alumni, achieved on May 31, 2015, the end of the final full fiscal year of the Campaign. This notable achievement affecting

SMU's national rankings joined other achievements supported by Campaign resources, including a rise in SAT scores, national recognition for SMU schools and departments and success in Division I athletics, among others.

At special ceremonies held September 24, 2015, the day marking the centennial of SMU's opening on September 24, 1915, SMU President Turner was able to announce to those assembled in McFarlin Auditorium, as well as those watching worldwide over the web, that SMU had exceeded all of the Campaign's goals, with 98 days remaining. And in December, at a historic gathering of the SMU Board of Trustees in the Rotunda of Dallas Hall, overlooking celebratory tree lighting extending down Bishop Boulevard to Mockingbird Lane, Dr. Turner reminded Board members of the University's significant achievements under their watch as well as the enduring responsibility of preparing for new generations of students and faculty. At that event he quoted SMU's first president, Robert S. Hyer: "Universities do not grow old but live from age to age in immortal youth."

In April 2016 SMU plans to unveil a Campaign monument acknowledging the lead and major donors to the Campaign, as well as a website recognizing the over **65,000 contributors** to the Campaign. In addition, two tangible gifts to the campus will be dedicated that day: the Fondren Foundation Centennial Reading Room in historic Fondren Library, symbolizing the centrality of SMU's history, values and academic achievement to the University's ongoing mission; and the Crain Family Centennial Promenade, celebrating the donations of over 10,000 individuals to SMU's centennial commemoration and symbolizing the collective nature of the Campaign's success, made possible only by the joining together of SMU Mustangs from across generations and geographic boundaries. Finally, on that day SMU will lower the centennial flag, which has flown over the main quad since the launch of the centennial commemoration in 2011, marking the end of one celebration and the beginning of another: a new century of SMU progress and development.

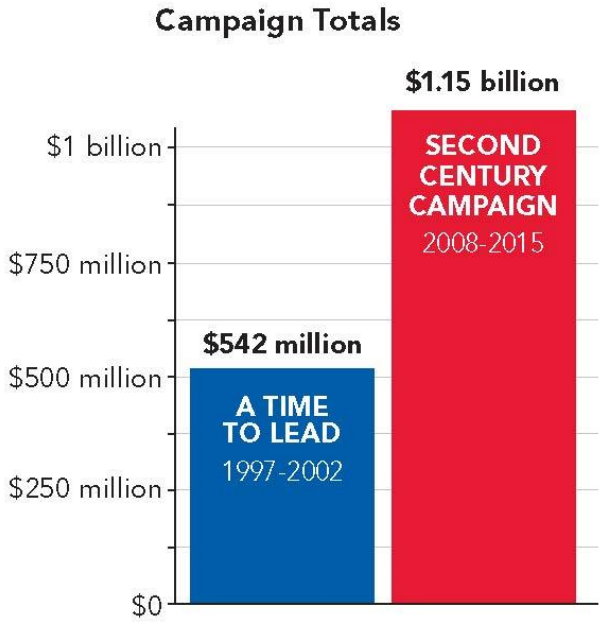
Conclusion and Observations

Through two successive campaigns, SMU has received well **over $1.6 billion** in commitments in support of institutional priorities. The success of these campaigns can be traced to three key factors among many: the generosity of donors, the leadership of the Board of Trustees and Dr. Turner and the quality of the institution's offerings. A significant factor ensuring the most recent Campaign's viability was the decision to fund the Campaign through an **endowment assessment**, ensuring continuity in staff and operations, all in support of a **robust volunteer organization**. As well, early **leadership gifts** ensured that the Campaign would launch with vigor and momentum, as did the persuasive strength of the **Centennial Strategic Plan**. Paramount, however, was the vision and sustained leadership of the **president and Board**, demonstrating to the SMU family the important nature of this shared enterprise. Going forward, opportunities for continued expansion of SMU's outreach programs have been made possible, and in many cases accelerated by the Campaign's success, among them expanding SMU's **national outreach** and visibility, growing support for the **operational budgets** of the University and increasing the numbers of **alumni and parents donors**.

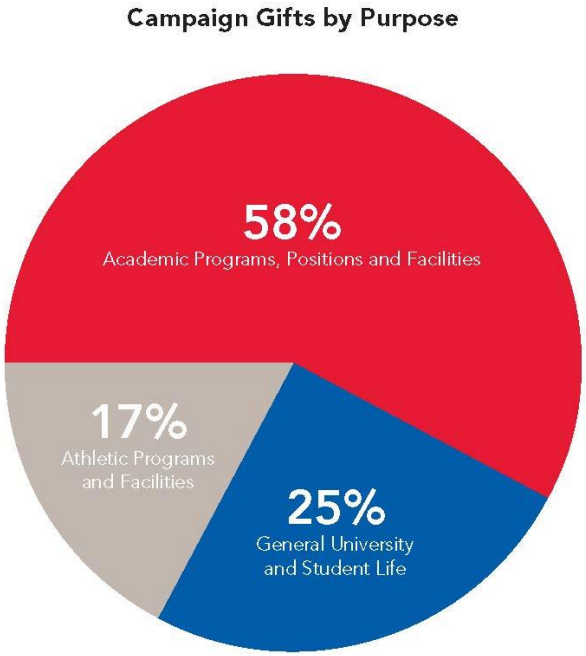
Even as we witness significant enhancements made possible by the Campaign, much of its impact will be felt far in the future in ways yet to be appreciated. By achieving record-breaking success on a number of fronts, the Campaign has positioned SMU most prominently among civic institutions in North Texas and private educational institutions across the entire state. Nationally, SMU's reputation is rising in specific areas – academic, athletic, cultural – and collectively as a whole. As *SMU Unbridled: The Second Century Campaign* concludes, it places SMU on strong footing for the University's next phase of development, with leadership continuity, experienced volunteers and staff and the broadest base of support in its history. Also equipped with a compelling and forward-looking new Strategic Plan, SMU is now poised to achieve even greater impact and success through its next major gifts campaign.

Summary Results

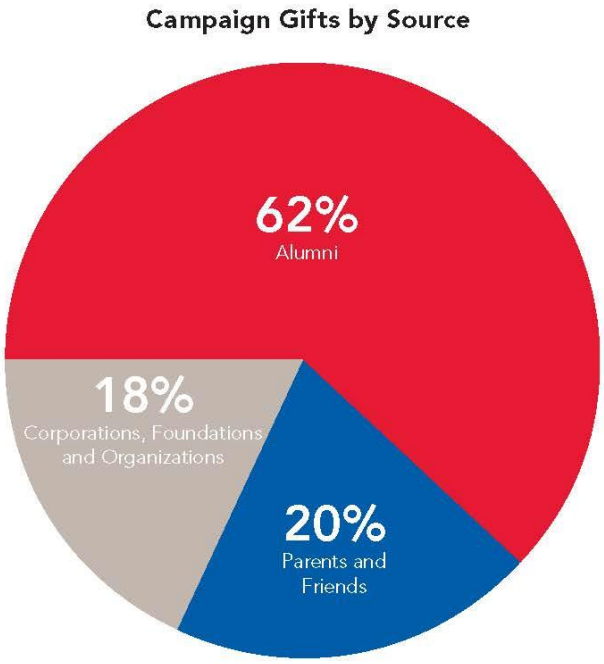
- Over $1.15 billion in commitments were received, the largest campaign receipts in the history of Texas private colleges and universities.



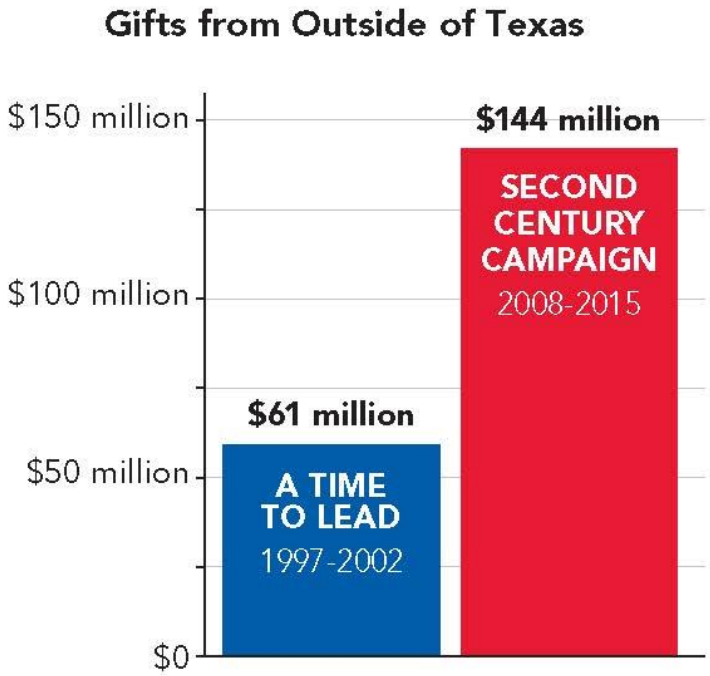
- Of that amount 58% percent was given for academic programs, positions and facilities; 25% for general campus improvements and student life programs; and 17% for athletics programs and facilities.



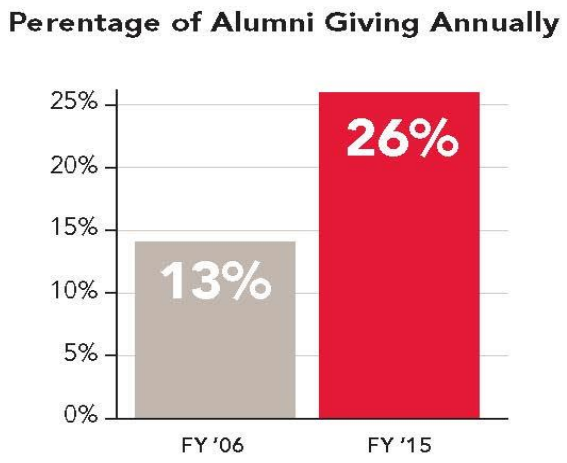
- Alumni giving represented 62% of the campaign total of $1.15 billion.



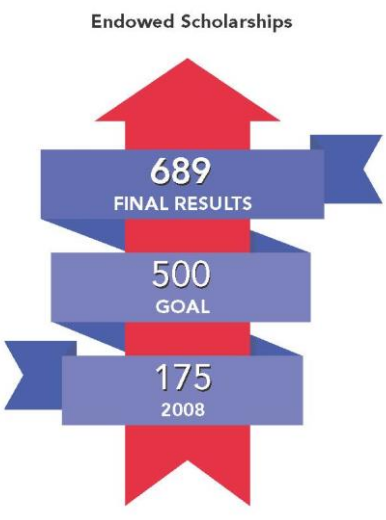
- An increase of 135% in gifts from outside Texas was achieved as compared to SMU's last campaign.

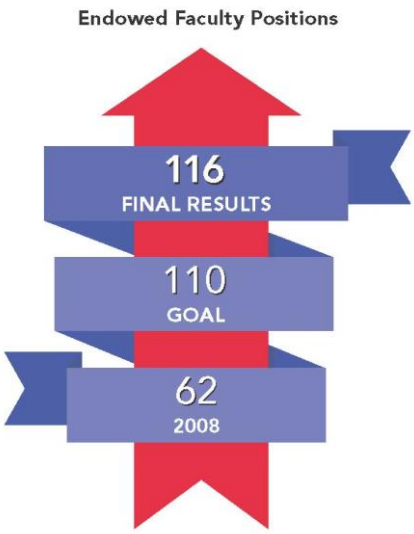


- 26% of undergraduate alumni gave in the final fiscal year of the Campaign, double pre-campaign levels and notable nationally. 59.3% of all alumni gave to the Campaign over its complete timeframe.

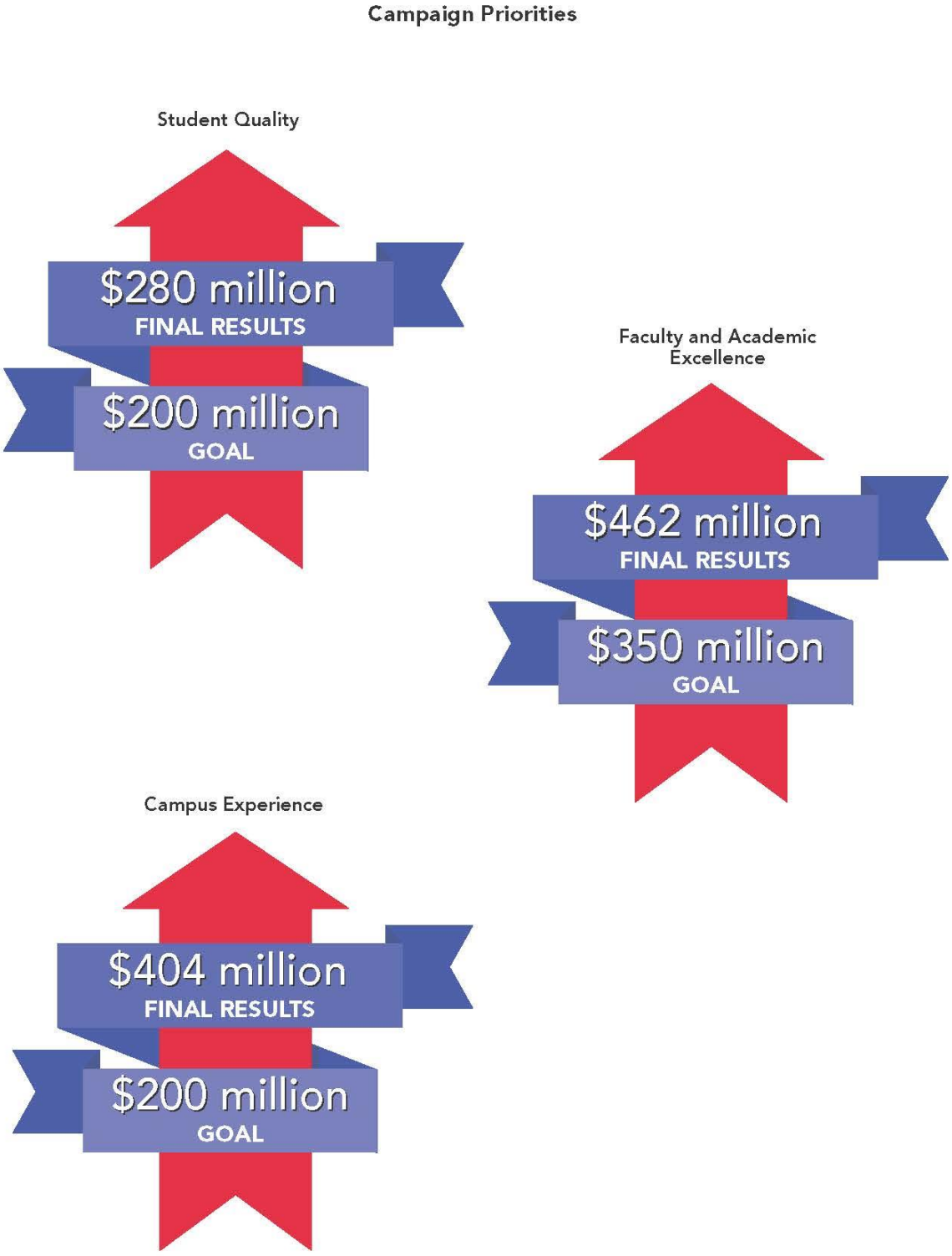


- 689 new endowed scholarships were created, in addition to hundreds of new scholarships funded yearly. 54 new endowed faculty positions were created, bringing the total at SMU to 116. 24 major new facilities or major renovations were significantly funded – adding measurably to SMU's academic, residential and campus space. Additionally, 68 major academic initiatives were supported by the Campaign.

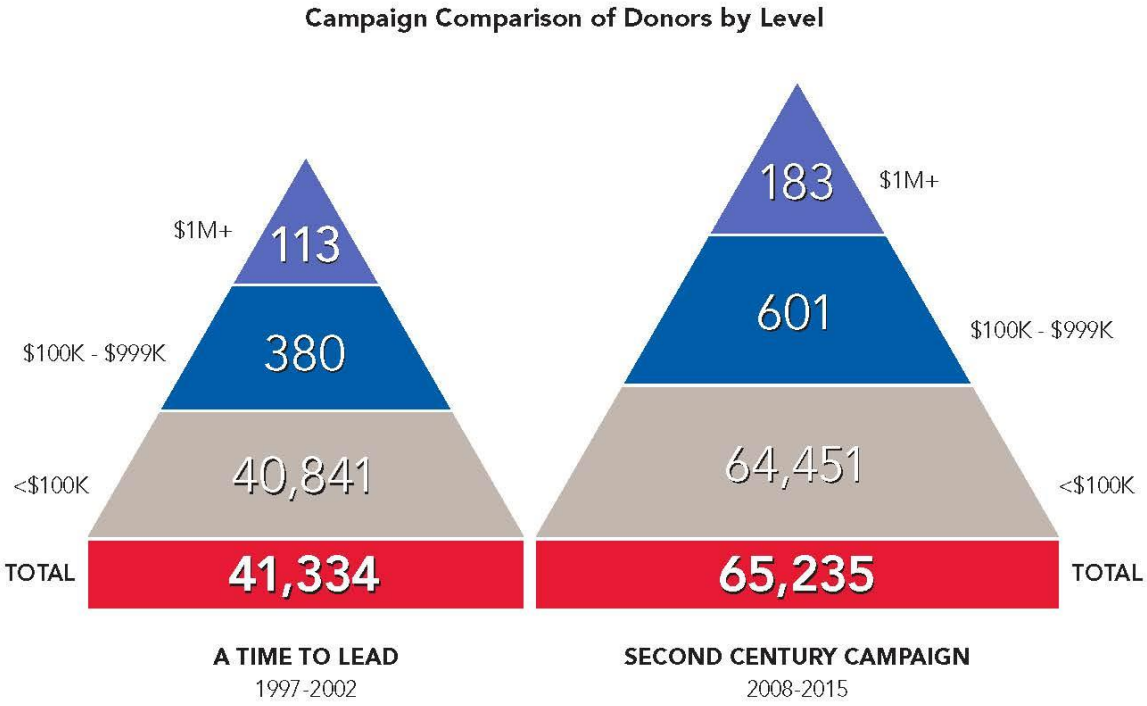




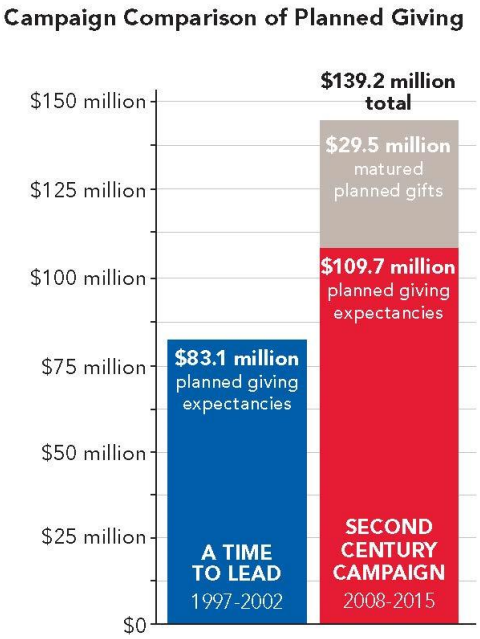
- SMU's goals for Student Support, Faculty and Academic Excellence and Campus Experience were all exceeded.



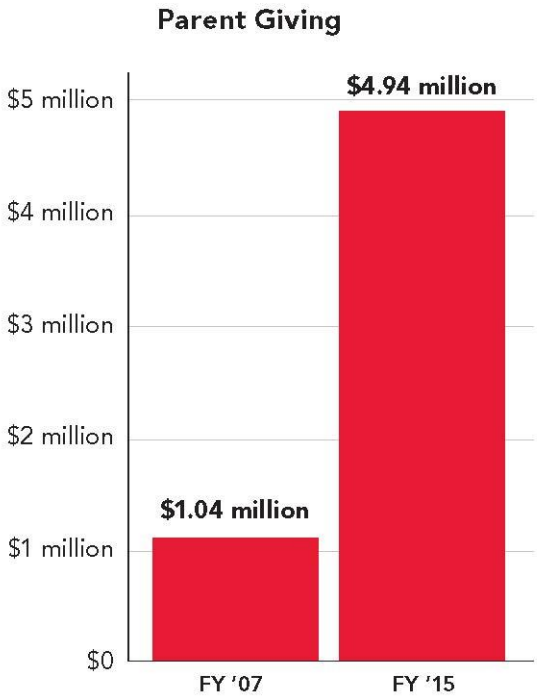
- Over 65,000 donors made a campaign commitment, an increase of 58% as compared to SMU's last campaign. The Campaign achieved an increase of 62% in the number of donors of $1 million or more; an increase of 87% in the number of donors of $500K – $999K; and an increase of 54% in the number of donors of $100K - $499K as compared to SMU's last campaign.



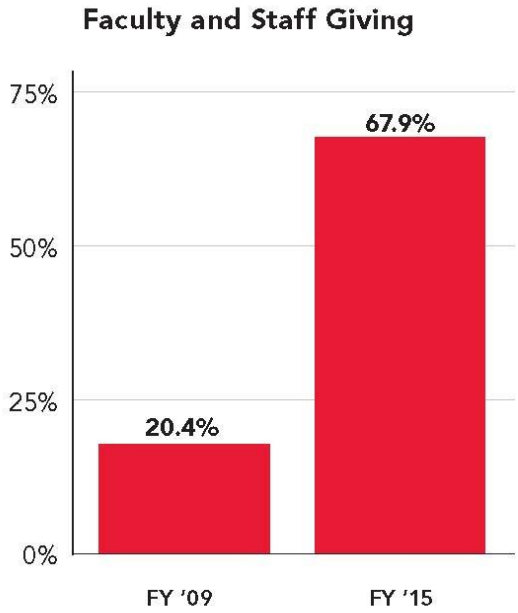
- Planned Giving expectancies grew 32% from the last campaign, to over $100 million. Combined with maturities, Planned Giving contributed over $139 million to the campaign total.



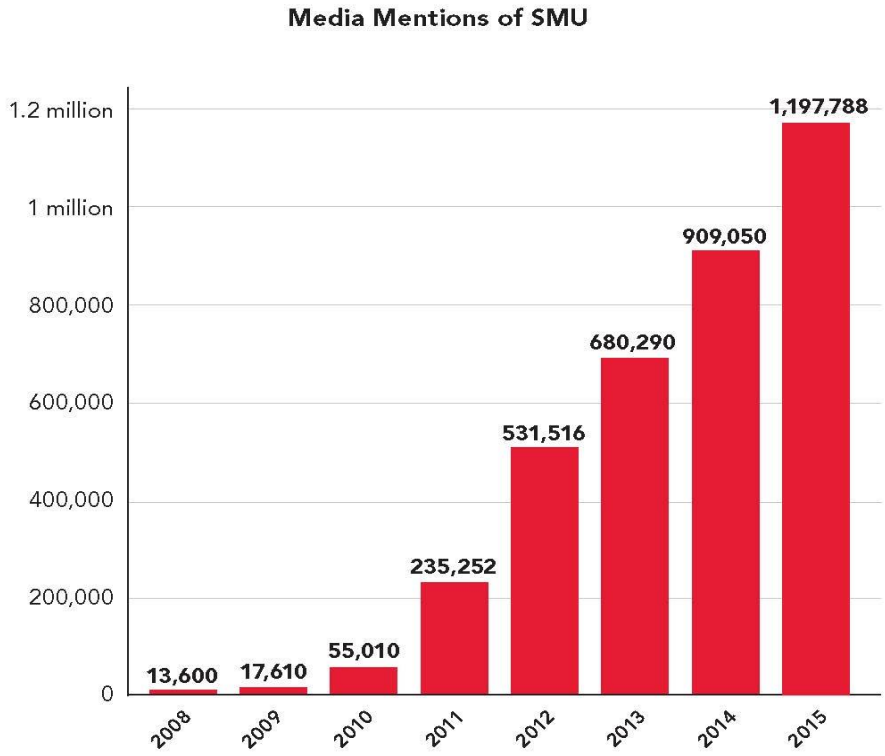
- Parent giving annually increased 374% over the life of the Campaign.



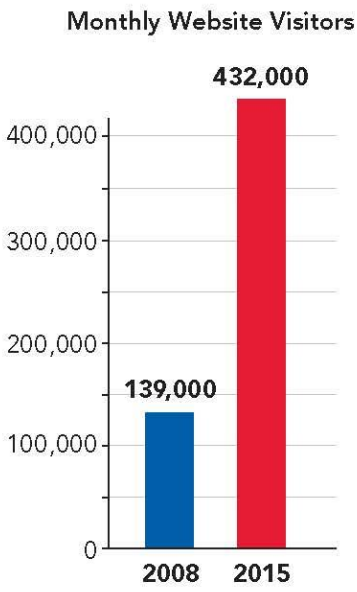
- 68% of SMU faculty and staff made gifts to SMU during the final year of the Campaign, up from 20% in the Public Phase first year.

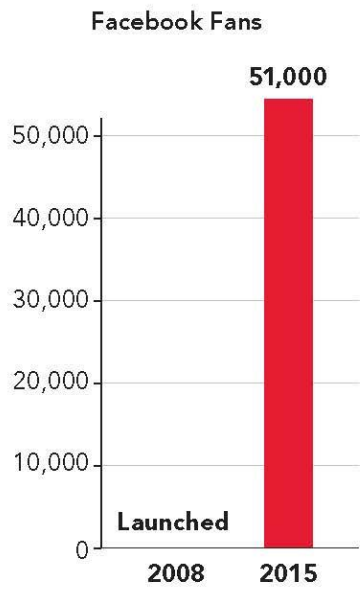


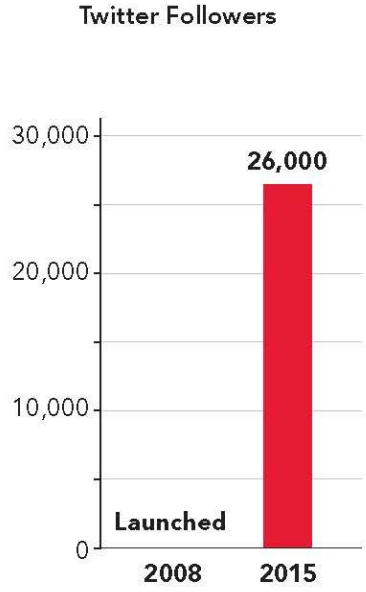
- SMU visibility reached 1.2 million media mentions in 2015 highlighting campaign success, along with student quality, faculty expertise, campus life, academic programs and athletics.



- From the start to the end of the Campaign, the number of monthly visitors to the SMU website tripled. Additionally, during the course of the Campaign, SMU created online communities on Facebook and Twitter through which the University can now directly reach more than 77,000 alumni, students, faculty and staff and other friends.







Comparisons to Previous Campaign

Financial Results	**Time to Lead**	**Second Century**	**Change**
Operating Gifts	$128,433,157	$327,301,130	155%
Planned Gift Expectancies	$83,061,683	$109,724,027	32%
Capital & Endowment	$330,005,190	$709,176,583	115%
Total Commitments	$541,500,030	$1,146,201,740	112%
School & Unit Steering Committees	**Time to Lead**	**Second Century**	**Change**
Cox Business	$36,595,444	$102,377,048	180%
Central University Libraries		$16,917,749	
Dedman College	$61,970,758	$82,684,692	33%
Dedman Law	$50,426,047	$87,466,313	73%
Lyle Engineering	$21,536,987	$106,116,218	393%
Meadows Arts (including Museum)	$71,119,024	$149,568,033	110%
Perkins Theology	$47,918,182	$64,666,881	35%
Simmons Education & Human Dev.		$59,754,922	
Athletics	$81,649,589	$191,098,868	134%
Campus & Student Life	$12,240,345	$73,432,544	500%
General University	$158,043,654	$212,118,479	34%
Total	$541,500,030	$1,146,201,747	112%
Gift Source	**Time to Lead**	**Second Century**	**Change**
Alumni	$280,485,272	$711,359,950	154%
Corporations, Foundations, Orgs.	137,245,410	210,312,159	53%
Friends	$109,388,819	$171,355,258	57%
Parents	$14,380,529	$53,174,380	270%
Total	$541,500,030	$1,146,201,747	112%
Programmatic Results	**Time to Lead**	**Second Century**	**Change**
New Endowed Scholarships	171	689	303%
New Faculty Positions	16	54	238%
New/Renovated Facilities	14	24	71%
Priority Results	**Goal**	**Results**	**% Achieved**
Student Quality	$200,000,000	$279,725,351	140%
Faculty and Academic Excellence	$350,000,000	$462,181,933	132%
Campus Experience	$200,000,000	$404,294,463	202%
Total	$750,000,000	$1,146,201,747	153%
Gift Size	**Time to Lead**	**Second Century**	**Change**
$1 Million +	113	183	62%
$500K - $999K	45	84	87%
$100K - $499K	335	517	54%
$50K - $99K	231	447	94%
$25K - $49K	303	685	126%
$10K - 24K	543	1,596	194%
< $10K	39,764	61,723	55%
Total	41,334	65,235	58%

Regional Steering Committees	**Time to Lead**	**Second Century**	**Change**
Dallas	$333,300,214	$768,674,118	131%
Texas (Non-Dallas)	$146,343,767	$233,470,602	60%
Midwest	$11,741,188	$28,761,201	145%
Northeast	$8,794,114	$31,298,823	256%
Southeast	$23,726,139	$41,662,628	76%
West	$13,951,715	$36,137,719	159%
International	$2,988,010	$6,196,657	107%
Total	$540,845,147	$1,146,201,748	112%
City Steering Committees	**Time to Lead**	**Second Century**	
Atlanta	$820,090	$4,655,119	468%
Chicago	$1,450,620	$5,936,964	309%
Denver	$1,646,487	$8,577,059	421%
Fort Worth	$4,276,178	$12,333,679	188%
Houston	$38,514,272	$124,449,813	223%
Los Angeles	$1,144,035	$14,996,184	1211%
New York	$4,608,128	$17,418,859	278%
San Francisco	$4,871,656	$7,504,885	54%
St. Louis	$1,866,836	$1,575,864	
Washington D.C.	$1,154,867	$14,425,042	1149%
Parent Giving	**FY07**	**FY15**	**Change**
Yearly Giving from Parents	$1,042,195	$4,944,593	374%
Faculty and Staff Giving	**FY09**	**FY15**	**Change**
Yearly Participation	20%	68%	233%

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THE SECOND CENTURY CAMPAIGN

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B. University Development

The University Development team was established during the quiet phase of *The Second Century Campaign* to help reach and exceed the campaign financial goal by focusing on cultivation, solicitation and closure of major gifts of $50,000 or more, as well as seven-figure commitments. Efforts to achieve these goals were successful due to strong working relationships with colleagues in all areas of DEA, and across the University.

In support of this goal staff was aligned by schools and campus units, national regions, and organization giving. The number of fundraisers for each team was determined through review of the constituent and major gift prospect pool and the funding priorities of the *Campaign*. Strategic goals and initiatives were identified by the schools and units and approved by the Board of Trustees. Fundraising teams worked with leadership to create the "case for giving." Processes and guidelines were developed to chart clear expectations for the *Campaign*.

Fundraising efforts encouraged support of operational, endowment and capital initiatives. Performance metrics were established for major gift fundraisers based on the identified fundraising priorities for each area and the associated pool of prospects. Metrics included number of visits, solicitations, and dollar amount of gift closures. These metrics were documented in the new constituent relationship management database, Blackbaud Enterprise (BBEC), which was implemented in 2009.

An expanded volunteer infrastructure was also created to support the campaign goals. Led by the Campaign Leadership Council, more than 400 individuals, serving in 500 specific roles, were members of twenty-three Campaign Steering Committees that supported seven schools, three campus units, ten leadership cities, an international effort and two key constituency groups – alumni and faculty/staff. Leadership cities were identified based on locations of large alumni populations and student recruitment interest. Working with fundraising staff, these volunteers were instrumental in sharing campaign information and priorities with other SMU alumni, parents and friends, assisting with major giving efforts, participating in steering committee meetings, hosting events for the University and financially supporting SMU.

The new organizational structure achieved a broader comprehensive national and international campaign effort, elevating the visibility of SMU. When the public phase of the Campaign launched in 2008, volunteer committees were recruited for Cox School of Business, Dedman College of Humanities and Sciences, Dedman School of Law, Lyle School of Engineering, Meadows School of the Arts, Perkins School of Theology, Simmons School of Education and Human Development, Athletics, Central University Libraries, Campus and Student Life, as well as Atlanta, Chicago, Denver, Fort Worth, Houston, Los Angeles, New York, San Francisco, St. Louis, Washington D.C. and an International effort. During the 2011-2015 centennial period of the Campaign, two additional steering committees were established for Faculty/Staff and Alumni. Strategies were developed and executed for semester meetings of each Steering Committee, contributing to the Campaign's three primary areas of focus: Student Quality, Faculty and Academic Excellence and Campus Experience. The leadership of these Campaign Steering Committees met with the Campaign Leadership Council twice yearly, in May and

December, during the Campaign Executive Committee meetings, where they reported on fundraising progress and success in their areas.

To communicate fundraising priorities and share stories about the impact of Campaign gifts, *Campaign Update* newsletters were produced quarterly in collaboration with Integrated Marketing colleagues. In addition to marketing collateral was developed to promote specific funding initiatives and was effective in attracting new donor support.

Schools and Campus Units

Major gift development officers were assigned to and located in each of the seven schools and three departmental units (Athletics, Central University Libraries and Student Affairs). Each school or unit had a lead Director of Development who was responsible for the overarching fundraising strategy and higher-level major gifts of $100,000 or more for that constituency; some schools had an Assistant Director of Development who was responsible for major gifts of $25,000 - $100,000. The fundraisers worked with academic and administrative leadership and colleagues to develop strategies and major gift fundraising plans that facilitated closure of identified endowment, capital and annual funding priorities, and they assisted with or led strategy for celebration of seven-figure commitments and capital projects.

With the national economic downturn during the early days of the Campaign's public phase, strategy adjusted to focus on multi-year annual gifts. The early success of the BBA Scholars Program in the Cox School, created in 2000, led to the launch of similar undergraduate scholars programs in the Meadows School, Dedman College and the Lyle School, and also to the endowment and naming of the Edwin L. Cox BBA Scholars Program. Graduate scholarship opportunities were successfully launched in Dedman Law, Cox School, Simmons School and Perkins School. These fundraising opportunities advanced the conversation about the importance of scholarships to support our undergraduate and graduate students, led to many new endowed scholarships in support of these areas, and contributed to the increase in average SAT scores and interest in graduate programs during the Campaign. Annual fundraising was also helpful for scholarship and student programming initiatives in Student Affairs, as well as program support for Central University Libraries. Through FY15, Athletics had six consecutive record-setting years of annual giving success for student-athletes, coaches and program support, due to strong Mustang Club and Circle of Champions contributions.

Collectively, a total of 54 endowed faculty and programmatic leadership positions were established. Centennial positions that provided operational and endowment support were a successful addition to the funding opportunities available to constituents. Significant support for academic programs and initiatives included the naming of two schools, the Annette Caldwell Simmons School for Education and Human Development and the Bobby B. Lyle School of Engineering; the naming of an academic department, the Huffington Department of Earth Sciences; and funding for many new and existing centers, institutes and programs.

Twenty-four key capital projects substantially funded during *The Second Century Campaign*, included five academic buildings; five residence halls and a dining facility; a new health center;

new band hall; athletics facilities for basketball, tennis and golf; and several projects that enhanced the beauty of the SMU campus.

Regions and Cities

In preparation for the launch of the Campaign, locations of large alumni populations and student recruitment interest were reviewed and identified to expand opportunities for engagement and giving. Dallas constituents, as expected, were very supportive of SMU during the Campaign. To share the Campaign message with more constituents outside of Dallas and Texas, and to focus on cultivation, solicitation and stewardship of major gifts in these areas, a new National Major Giving staff unit was created. Five national regions were defined and ten key cities within these regions were designated as Campaign Leadership Cities. The regions included Texas, West, Midwest, Northeast and Southeast. Leadership Cities included Atlanta, Chicago, Denver, Fort Worth, Houston, Los Angeles, New York, San Francisco, St. Louis and Washington D.C. An international effort was launched and well-supported by over forty volunteers in fourteen countries.

Key achievements included:

- Almost 11,000 personal visits with constituents outside of Dallas.
- Activity and giving results from donors outside of Texas increased
    - Number of donors – 21,469 vs. 13,322 donors in last campaign, an increase of 161%.
    - Dollar value of commitments – $144 million vs. $61.2 million in last campaign, an increase 235%.
- In the ten leadership cities, thirty-seven donors made commitments of $1 million or more and an additional 270 donors made commitments of $50,000-$999,999. These gifts were instrumental in funding new faculty positions, endowed scholarships, capital projects and operational support for areas across campus. Several of these gifts are included in the Results and Achievements by School, Campus Unit section of this report, below.
- More than 400 volunteers in major U.S. cities and abroad, including more than forty internationally, expanded the base of engagement and major gift support.
- International activity and giving results increased
    - Twenty-five events were held in fourteen countries on three continents.
    - Number of donors – 320 vs. 122 donors in last campaign, an increase of 381%.
    - Dollar value of commitments – more than $6 million vs. almost $3 million.

While these volunteers worked tirelessly in this Campaign, they also forged a new frontier for SMU in terms of volunteer involvement. With the time, talent and resources these volunteers invested, SMU was able to connect with thousands of alumni, parents and friends. A strong SMU community has developed in these ten leadership cities and five regions, where our constituents feel they can make a difference in the future of SMU.

Organization Giving

During the Campaign, cultivation and solicitation of foundations and corporations was achieved by fundraisers and leadership across campus, working in coordination with a centrally-based staff. Commitments from foundations, corporations and all other organizations reached $210,312,159, an increase of 53% over the total in *A Time to Lead* campaign ($137,245,410). Of this *Second Century Campaign* total, foundation commitments were 70% of the dollar value, reflecting continued generosity from many who have supported the University prior to the Campaign, in addition to gifts from new foundation donors. Corporate philanthropy was aided through strong alumni and community member connections; opportunities for increased support are promising.

Of the many gifts secured from organizations, several multi-million dollar commitments were received from significant local and regional foundations, including: The Meadows Foundation, The Moody Foundation, Communities Foundation of Texas, The Embrey Family Foundation, Texas Instruments Foundation, The Fondren Foundation, Hillcrest Foundation, Hoblitzelle Foundation, and the J.E. and L.E. Mabee Foundation. National foundations such as Andrew W. Mellon Foundation, Doris Duke Charitable Fund, Kresge Foundation, Lilly Endowment, Inc. and the Robert A. Welch Foundation were also recognized donors of the Campaign. In addition, corporate relationships were enhanced with AT&T, IBM and Texas Instruments to include philanthropic and research support, mentorships, internships, executive engagement and other connections with the University. National firms and companies such as Exxon Mobil, Jones Day, Bank of America, Wells Fargo and Ernst & Young saw significant involvement through corporate philanthropy, alumni participation and in many cases service on SMU's school executive boards.

Results and Achievements by School, Campus Unit

Cox School of Business

During *The Second Century Campaign*, the Cox School received more than $102 million in commitments, for annual and endowed undergraduate and graduate scholarships, endowed faculty and academic leadership positions, and annual and endowment support for academic programs. More than $35 million was committed for the BBA Scholarship Program and more than $19 million for graduate scholarships, accounting for almost 50% of the Cox total during the Campaign.

- Total Commitments: $102,377,048 ($36,595,444 in *A Time to Lead* campaign)
- 262 major gifts received ($50,000 or more)
    - 30 gifts of $1 million or more
    - 22 gifts of $500,000-$999,999
    - 121 gifts of $100,000-$499,999
    - 89 gifts of $50,000-$99,999
- New Scholarships:
    - Edwin L. Cox endowed and named the BBA Scholars Program, included in a total of more than $35 million for additional undergraduate scholarships
    - $19 million secured for MBA and Masters of Science scholarship support
    - 53 new endowed scholarships and significant additions to existing endowments

- Nine new endowed Faculty and Academic Leadership Positions:
    - Jane and Pat Bolin Endowed Director of the Maguire Energy Institute
    - Centennial Professor in Finance
    - Janet and Craig Duchossois Endowed Professor in Management and Organizations
    - Endowed Professor in American Capitalism
    - Fabacher Endowed Professor of Alternative Asset Management
    - Jerome M. Fullinwider Centennial Chair in Economic Freedom
    - Bobby B. Lyle Endowed Professor of Entrepreneurial Studies
    - David B. Miller Endowed Professor in Business
    - Linda A. and Kenneth R. Morris Endowed Director of the Caruth Institute for Entrepreneurship
- Four new endowed Teaching Awards:
    - Boghetich Family Distinguished Teaching Award
    - Eugene T. Byrne Faculty Innovation Award
    - C. Jackson Grayson, Jr. Faculty Innovation Award
    - Barbara and James Mangum Award for Teaching Excellence
- New Centers, Institutes, Academic Programs:
    - EnCap Investments & LCM Group Alternative Asset Management Center
    - Don Jackson Center for Financial Studies
    - Kitt Investing and Trading Center
    - Albert W. Niemi Center for American Capitalism
    - Liberty and Markets Reading Group Program
    - Student Managed Energy Investment Fund Program
    - Additional funding for William J. O'Neil Center for Global Markets and Freedom
- Capital Projects/Enhancements:
    - Business Library renovation
    - Scott Sheffield Energy Investment Lab in the Maguire Energy Institute

<u>Dedman College of Humanities and Sciences</u>

During The Second Century Campaign, Dedman College received more than $82 million in commitments for scholarships, endowed faculty positions, and annual and endowment support for academic program. The Huffington Department of Earth Sciences was named, the only department naming during the Campaign. Almost $11 million was committed for the Embrey Human Rights Program and the new Dedman Interdisciplinary Institute.

- Total commitments: $82,684,692 ($61,970,758 in *A Time to Lead* campaign)
- 196 major gifts received ($50,000 or more)
    - 20 gifts of $1 million or more
    - 16 gifts of $500,000-$999,999
    - 72 gifts of $100,000-$499,999
    - 88 gifts of $50K-$99,999
- Nine new endowed Faculty Positions:
    - Ruth and Kenneth Altshuler Centennial Interdisciplinary Professor in Cities, Regions and Globalization
    - Ruth Collins Altshuler Professor and Director of the Interdisciplinary Institute

    - The Jeremy duQuesnay Adams Centennial Professor in Western European Medieval History
    - Henry L. and Rebecca A. Gray Chair in Statistical Science
    - Glenn Linden Professor
    - G. Dale McKissick Professor in Psychology
    - Laurence and Catherine Perrine Chair in English
    - C. Vincent Prothro Distinguished Chair of Biological Sciences
    - Bonnie Wheeler Centennial Professor in Medieval Culture and Literature
- New scholarships: Dedman College Scholars Program established, in addition to many new and multi-year annual scholarships
- Twelve new or substantially funded Centers, Institutes, Academic Programs:
    - Huffington Department of Earth Sciences named
    - Dean's Research Council
    - Dedman Interdisciplinary Institute
    - Embrey Human Rights Program
    - Jake L. Hamon Endowed Internship Program in the Tower Scholars Program
    - Highland Capital Management Tower Scholars Program
    - Tower Scholars Program in the John Goodwin Tower Center for Political Studies
    - Tower Center Texas-Mexico Research Center Program
    - Latino Center for Leadership Development and SMU Tower Center Research Partnership
    - Hegi Family Endowed Internship Program
    - Jewish Studies Program
    - The Women's Gender Studies Endowment Fund

<u>Dedman School of Law</u>

During the Campaign, Dedman School of Law secured seven endowed faculty positions, including a significant $4 million from the Noel family to endow the Dean's position. In addition to strong scholarship support, the School established several new centers and institutes that will provide advocacy for families, businesses and justice reform, engaging constituents and new segments of the legal community. A new Inns of Court program launched in Fall 2015 to enhance the experience of first-year law students. Although centers, institutes, faculty positions, and scholarships will remain priorities for the School, capital improvements will become a more urgent priority. New interest from younger alumni will also provide an opportunity to develop a board of emerging leaders to prepare for the future.

- Total Commitments: $87,466,313 ($50,426,047 in *A Time to Lead* campaign)
- 94 major gifts received ($50,000 or more)
    - 20 gifts of $1 million or more
    - 14 gifts of $500,000-$999,999
    - 33 gifts of $100,000-$499,999
    - 27 gifts of $50,000-$99,999
- New and substantially funded scholarships:
    - Significant $12 million planned gift from alumnus Tog Rogers
    - Thomas W. Luce, III Centennial Dedman Law Scholars Program
    - The Sohmen Chinese Scholars Program
    - 34 new endowed scholarships

    - Multi-year annual Dedman Law scholarships
- Seven new endowed faculty positions:
    - Judge James Noel Dean and Professor of Law
    - Anonymous Endowed Chair
    - Richard Arnold Endowed Professor Fund
    - Alan R. Bromberg Centennial Chair in Corporate, Partnership and Securities Law
    - Jack Knox Chair in the Rights and Protection of Children
    - Ellen Solender Endowed Chair in Women and the Law
    - Amy Abboud Ware Centennial Professor in Criminal Law
- Five new or substantially funded Centers, Institutes, Academic Programs:
    - W.W. Caruth, Jr. Child Advocacy Legal Clinic
    - Deason Family Criminal Justice Reform Center
    - Judge Elmo B. Hunter Legal Center for Victims of Crimes Against Women
    - Tsai Endowed Center for Law, Science & Innovation Fund
    - VanSickle Family Law Clinic

<u>Lyle School of Engineering</u>

Significant achievements of the Lyle School of Engineering included the naming of the School for alumnus and SMU Trustee, Bobby B. Lyle. A new, larger Caruth Hall was constructed on the site of the original facility, providing new collaborative space for students to use leadership and innovation skills in developing solutions to challenges. Over $106 million in commitments was secured, including eleven endowed faculty positions, four centers and institutes and more than 100 annual and endowed scholarships.

- Total Commitments: $106,116,218 ($21,536,987 in *A Time to Lead* campaign)
- 173 major gifts received ($50,000 or more)
    - 25 gifts of $1 million or more
    - 16 gifts of $500,000-$999,999
    - 75 gifts of $100,000-$499,999
    - 57 gifts of $50,000-$99,999
- Many new Scholarships:
    - Lyle Scholars Program established
    - 18 new endowed scholarships established
    - 92 multi-year annual scholarships secured
- 11 new endowed Faculty Positions:
    - Addy Family Centennial Chair in Engineering
    - Cruse C. and Marjorie F. Calahan Centennial Chair in Engineering
    - Bobby B. Lyle Centennial Chair in Engineering Entrepreneurship
    - Bobby B. Lyle Centennial Distinguished Chair in Cyber Security
    - Bobby B. Lyle Endowed Professor of Engineering Innovation
    - Bobby B. Lyle Endowed Professor of Leadership and Global Entrepreneurship
    - James H. McIntosh Endowed Chair in Engineering
    - The William T. and Gay F. Solomon Endowed Professor in Engineering and Global Development
    - Mary and Richard Templeton Centennial Chair of Electrical Engineering
    - Texas Instruments Foundation Distinguished Chair in Engineering Education and Director of the Caruth Institute for Engineering

    - The Robert C. Womack Endowed Chair in Engineering
- New Centers, Institutes, Academic Programs:
    - School named for Bobby B. Lyle
    - W. W. Caruth, Jr. Institute for Engineering Education
    - Darwin Deason Institute for Cyber Security
    - Hart Center for Engineering Leadership
    - Hunter and Stephanie Hunt Institute for Engineering and Humanity
- Capital Projects/Enhancements: Caruth Hall funded and constructed

Meadows School of the Arts

During The Second Century Campaign, the Meadows School raised more than $149 million in gifts and pledges, more than doubling the amount committed during *A Time to Lead*. The Meadows Foundation, Inc. committed more than $80 million, including a $45 million grant that was the largest single commitment in SMU's history. Campaign achievements include: eight new endowed faculty positions; a new Ph.D. program in Art History; the creation of the merit-based Meadows Scholars Program; the launch of the National Center for Arts Research; the yearly percentage of Meadows School alumni who made gifts to SMU increased to a record high of 20% in FY15.

- Total commitments: $149,568,033 ($71,119,024 in *A Time to Lead* campaign)
- 230 major gifts received ($50,000 or more)
    - 31 gifts of $1 million or more
    - 16 gifts of $500,000-$999,999
    - 108 gifts of $100,000-$499,999
    - 75 gifts of $50,000-$99,999
- New Scholarships:
    - Meadows Scholars Program established
    - More than 40 endowed undergraduate scholarships and graduate fellowships established
- Eight new endowed Faculty and Academic Leadership Positions:
    - The Endowed Distinguished Research Chair in Art History
    - Linda P. and William A. Custard Director of the Meadows Museum and Centennial Chair in the Meadows School
    - Leah Young Fullinwider Centennial Chair in Music Performance
    - Karl Kilinski, II Endowed Chair in Hellenic Visual Culture
    - Kleinheinz Family Endowment for the Arts and Education Endowed Chair in Art History
    - Marriott Family Endowed Professor
    - Martha Raley Peak Centennial Chair and Director of the Meadows Symphony Orchestra
    - Emily Rich Summers Endowed Professor in Art History
- New Centers, Institutes, Academic Programs
    - Art History Ph.D. Program
    - National Center for Arts Research
    - Ignite Arts Dallas
- Capital Projects/Enhancements
    - Meadows Museum Plaza

- Journalism Digital Studio
- Music Department Practice Rooms

Perkins School of Theology

During The Second Century Campaign, the Perkins School secured more than $64 million in support of key initiatives, 35% more than the total in the last Campaign. Four key faculty positions were endowed and significant funding was received for graduate student education, primarily from the UMC General Board of Higher Education & Ministry. Significant enhancements were made to the academic facilities of the Perkins School of Theology, including construction of Elizabeth Perkins Prothro Hall, renovations to Kirby and Selecman Halls, and construction of the Habito Labyrinth.

- Total Commitments: $64,666,881 ($47,918,182 in *A Time to Lead* campaign)
- 212 major gifts received ($50,000 or more)
  - 8 gifts of $1 million or more
  - 17 gifts of $500,000-$999,999
  - 99 gifts of $100,000-$499,999
  - 88 gifts of $50,000-$99,999
  - 153 gifts received from UMC General Board of Higher Education & Ministry (30% of gifts $10K+)
- New Scholarships:
  - More than $13 million received for the School's Ministerial Education Fund
  - More than $1 million secured for the Lloyd Graduate Fellowship Fund
  - Many new endowed and annual scholarships were contributed
- Four new endowed Faculty Positions:
  - Wendland-Cook Professor of Constructive Theology
  - Susanna Wesley Centennial Chair in Practical Theology
  - Leighton K. Farrell Centennial Chair of New Testament
  - Umphrey Lee Professor of Methodist History
- Capital Projects/Enhancements:
  - Elizabeth Perkins Prothro Hall constructed
  - Kirby and Selecman Halls renovated
  - Habito Labyrinth constructed
  - Commitment to support renovations to Bridwell Library
- Centers, Institutes, Academic Programs:
  - Center for the Study of Latino/a Christianity and Religions
  - Center for Preaching Excellence

Simmons School of Education and Human Development

The School of Education and Human Development was created by SMU in 2005 and named for Annette Caldwell Simmons in 2007 in recognition of a landmark $20 million gift from Harold and Annette Simmons to establish an endowment for the School and a lead gift for a new building to house the School. An additional $25 million gift from the Simmons' funded a second building and new endowed faculty positions, bringing their giving total to $45 million. During the Campaign, almost $60 million in commitments was received. Key programs established include The Budd Center: Involving Communities and Education and the Leadership Impact

Institute. A new annual Luminary Award and on-campus Sampling Simmons events broadened engagement of volunteers and supporters locally, regionally and nationally.

- Total Commitments: $59,754,922
- New Scholarships:
    - Fairess Simmons Graduate Fellowship endowed
    - Simmons Scholars Program established for graduate students
    - 2 new endowed scholarships
    - 15 new multi-year annual
- Four new endowed Faculty Positions
    - The Leon Simmons Deanship endowed
    - Annette and Harold Simmons Centennial Chair
    - Patsy and Ray Caldwell Centennial Chair
    - Glenn Simmons Endowed Professor
- New Centers, Institutes, Academic Programs
    - School established and named
    - Budd Center: Involving Communities in Education
    - The Nancy Ann and Ray Hunt Residency-in-Teaching Master of Education
    - Institute for Leadership Impact operational support
    - Research in Mathematics Education
- Capital Projects/Enhancements:
    - Annette Caldwell Simmons Hall constructed
    - Harold Clark Simmons Hall constructed

Athletics

During the Second Century Campaign, SMU Athletics secured more than $191 million in commitments, more than double the total received in the last Campaign. Record yearly giving for operational priorities of the athletics program, student-athletes and coaches was received consistently during the Campaign's public phase, due to strong Mustang Club and Circle of Champions support, with $13.3 million received in revenue in FY15. Several key facility projects were completed, including the renovation and expansion of Moody Coliseum and construction of new facilities for basketball, tennis and golf. In addition, lead funding was received at the end of the Campaign for a new aquatics center. Strong support established during the Campaign is anticipated to continue positive momentum for future operational and capital initiatives.

- Total Commitments: $191,098,868 ($81,649,589 in *A Time to Lead* campaign)
- Capital Projects/Enhancements
    - Crum Basketball Center constructed
    - Ford Stadium renovated
    - Golf Facilities: DAC short course and training room and Trinity Forest course constructed
    - Moody Coliseum renovated and Miller Events Center constructed
    - SMU Tennis Center constructed

Central University Libraries

During the Second Century Campaign, almost $17 million was raised in support of special collection acquisitions, library programs, an archivist position and significant renovations to Fondren Library that will provide a facility that serves the students, faculty and the community well into the future. The largest gifts received were from The Fondren Foundation, Hillcrest Foundation and Hoblitzelle Foundation, all organizations who continued their generous long-time support of SMU priorities. Additionally, annual gifts during the Campaign were steady, expanding the base of donors and advocates for library initiatives.

- Total Commitments: $16,917,749
- Archivist Position:
    - Archives of Women of the Southwest endowment reached $1 million funding goal
- Academic Programs, Acquisitions and Endowments
    - 49 gifts of new collections and acquisitions valued from $10,000 to $1.5 million
    - Three new endowments established with values of $1 million or more
- Capital Projects/Enhancements:
    - Fondren Library Center renovations

Campus and Student Life

During the Second Century Campaign, more than $73 million in commitments was raised in support of leadership positions and new facilities that enhance the SMU campus experience. Gifts supported study abroad and internship experiences, programs and facilities for student activities, campus beautification enhancements, and facilities that provide a campus residency available to more SMU students.

- Total Commitments: $73,432,544 ($12,240,345 for Student Affairs in *A Time to Lead*)
- New endowed Leadership Position
    - William P. Clements, Jr. Executive Director of SMU-in-Taos
- Capital Projects
    - Five new Residential Commons buildings and one Dining Commons
    - New Mustang Band Hall constructed
    - Crum Lacrosse and Sports Field constructed
    - Dr. Bob Smith Memorial Health Center constructed
    - Faculty and student casitas on SMU-in-Taos campus constructed
    - Carolyn and David Miller Campus Center on SMU-in-Taos campus constructed
- Campus Enhancement Initiatives
    - Martha Proctor Mack Grand Ballroom renovated
    - Val Late Fountain constructed
    - Cooper Centennial Fountain constructed
    - R. Gerald Turner Centennial Quadrangle constructed
    - Crain Centennial Promenade constructed

Summary

The Second Century Campaign generated tremendous enthusiasm and financial support for SMU students, faculty, academic excellence and the campus experience. Continued collaboration throughout all areas of Development and External Affairs with other areas of the University is

critical to build upon the momentum produced by activity in SMU's schools, units, Campaign leadership cities and regions, and to broaden engagement opportunities for philanthropic and research funding from all constituents.

SMU

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THE SECOND CENTURY CAMPAIGN

C. Alumni and Constituent Giving and Alumni Relations

As the SMU Board of Trustees and campaign leadership reviewed the accomplishments of *A Time to Lead: The Campaign for SMU*, they concluded that a key to SMU's long-term fundraising success lay in expanding the base of financial support. In order to focus on this need, leadership established two campaign goals centered on giving by alumni. In addition to a goal of 50% of all alumni making a gift to the campaign at some point during the campaign, campaign leadership also established a goal to increase SMU's annual giving participation rate from 12%, where it was before the campaign, to 25%. Reaching such a goal required a paradigm shift among alumni in their view of yearly support for the university.

The SMU Alumni Board took a leadership role in building a level of cultural awareness of, and belief in, a new message: an expanded alumni donor base will generate consistent support from alumni donors at all levels, leading to an increase in the value of their giving and building more support at the mid-levels and upper levels of annual giving. While all alumni giving is important to the University's mission, giving by undergraduate alumni is reported to ranking authorities and has an impact on SMU's reputation, informing decisions by prospective students and faculty to join the SMU community.

Building a culture of giving would require a highly coordinated program of frequent high-quality events; rewarding, hands-on volunteer opportunities; sophisticated and consistent direct marketing activity; engaging reunion programming, and active volunteer leadership boards and committees.

Events

Alumni Chapters were identified as the best avenue for increasing the frequency of events. While chapters had existed for some time, a more formal set of expectations were implemented requiring a minimum number of events each year. 18 alumni chapters prior to the campaign were increased to 52 chapters across the country and around the globe by the conclusion of the campaign. Chapters were charged with spreading the new message of annual support, they embraced this charge with a level of commitment never before seen. Chapters became the clearinghouse for local volunteers who would help recruit future students, serve as mentors and host externships, and celebrate class milestones through their reunion committees. Over the course of the campaign from 2008 to 2016, alumni chapter volunteers hosted thousands of alumni, parents, students and friends at more than 750 events.

Atlanta, Chicago, Denver, Fort Worth, Houston, Los Angeles, New York, San Francisco, Saint Louis, and Washington, D.C. were identified as target areas based on alumni population, concentration of wealth, and residency of current and prospective students. Campaign Steering Committees in each of these cities led major giving efforts and SMU hosted annual events in each city bringing a campaign update from university leadership and highlighting faculty members and academic programs. These events were open to area alumni, current parents, friends, as well as prospective students and their parents. Alumni chapters in each of these cities hosted events throughout the year to connect alumni with one another and to provide leadership encouraging annual giving in their regions.

Concurrent with the focus on chapters came a focus on young alumni. Graduates of the last decade had been identified as an anchor weight contributing to the low levels of giving participation. In the early stages of the Campaign 75% of the youngest alumni lived in Dallas so SMU established the Dallas Young Alumni (DYA) committee, working closely with the Young Alumni Board to engage the youngest alumni through a coordinated program of events and volunteer activities that would build relationships among these alumni and with the University, leading to a consistent level of yearly support.

In moving from a campaign environment, it will be essential for SMU to maintain and build on the momentum that has been generated in these campaign cities, as well as in other areas identified through the Campaign where alumni chapter activity is strong and supported by growing base of alumni and parent support. Working with school/unit Directors of Development to extend these efforts will allow SMU to deepen its relationships across the country and around the world, identifying and cultivating leadership for the next campaign.

Volunteerism and Engagement

Hands-on volunteer opportunities became the next focus of strategy as SMU observed higher giving rates among its most engaged alumni. Reunion committees, Local Alumni Student Recruiters (LASR), and the Hispanic (HA) and Black Alumni (BA) Boards were four programs that leveraged alumni volunteers prior to the Campaign. These existing programs were rebranded and introduced to attract and absorb greater numbers of volunteers. In addition to planning reunion activities and parties, Reunion Committees were charged with giving participation goals. During the course of the Campaign, the culture around reunion celebrations shifted from one focused on planning Homecoming reunion parties to one in which giving during reunion years was viewed as a natural part of the reunion experience.

Student Recruitment Volunteers (SeRVe) was launched to engage our alumni and parents in close partnership with the Office of Admissions to build a volunteer corps assisting staff members in recruiting the best and brightest prospective students. Hispanic and Black Alumni funded scholarships to reward and retain members of the Hispanic and Black student organizations, respectively, while also volunteering through SeRVe to recruit minority students.

SMU Connection was created as a means for connecting students with the power of the SMU Alumni Network. During the Campaign *SMU Connection* built opportunities for alumni-to-alumni mentorships; alumni-to-student mentorships; alumni hosting one-day externships; alumni serving as resume counselors at Resumania events; alumni serving as career advisors in Speed Networking events; and alumni serving as ongoing sources of career advice through an online program called "Ask an Alum."

The Office of Alumni Relations and Engagement continues to identify alumni volunteer opportunities across campus that aid the University in accomplishing its objectives while providing alumni with meaningful experiences that will ensure their ongoing financial support. Over the course of the Campaign, 10,500 alumni have volunteered in 25 programs supporting students, alumni and prospective students. The success of this strategy is demonstrated by the

annual giving participation among these involved alumni as 76% of these alumni volunteers made gifts to SMU during the final year of the Campaign, nearly doubling the rate of pre-campaign giving.

Giving

As a key strategy to develop a culture of giving among the broadest base of SMU alumni, the University invested resources into a consistent program of focused solicitations utilizing mail, phone, email and social media channels. This investment was urgently needed at the beginning of the Campaign and became critical to the ultimate success of the annual participation goal. The value proposition was carried out through letter three letter campaigns in the fall and three in the spring. Fall mailings typically focused on solicitations the SMU Fund and the SMU Scholarship Fund. Spring mailings from deans focused on fund raising for specific schools. Each of these campaigns included a series of email reminders following each letter. Scripts used by SMU student callers would reference the same priorities as the letters and email, as well. The long term effects of this integrated strategy became apparent as the messages leveraged existing events and well-known volunteers as ambassadors for giving to SMU.

The short-term value of the merger became apparent through giving challenges. "Fry the Frogs," perhaps the most notable giving challenge of the Campaign, was a brief, two-week period of intensely frequent solicitations among young alumni. In addition to various events to focus on the Campaign, the Young Alumni Board recruited Class Ambassadors who reached out to their classmates with personal solicitations. Email and social media were the primary means of solicitations and were sent at least daily and sometimes twice daily – often using Class Ambassadors as the signers and senders. Implementing this annual challenge initiated and continued a shift in the giving behavior among SMU's young alumni, as they took pride in being a leading force in increasing the participation rate among all SMU alumni.

This strategy of setting a participation goal, leveraging exciting events, and utilizing volunteers for personalized solicitations has set a model for giving challenges that appeal to a broader audience. In addition to Fry the Frogs, SMU executed four challenges, or "mini-campaigns" in the final year of the Campaign: Join the Stampede, President's Challenge, Homecoming Challenge and the final, campaign concluding Horsepower Challenge. These resulted in incremental increases in the giving activity throughout the year which led to the highest annual participation on record.

In conjunction with its direct marketing efforts, the focus on a participation goal during *The Second Century Campaign* also caused a change in the way alumni reunions were orchestrated. As referenced above, giving to SMU became an expected component of the reunion experience and less resistance to this notion was seen as the Campaign continued. Serving on reunion committees was embraced by volunteers at every level, so that members of Campaign Steering Committees, Alumni and Young Alumni Board and the SMU Board of Trustees assumed leadership of their reunion committees and class giving goals. Two reunion giving cycles occurred during the course of the Campaign. In every instance, giving in the second reunion exceed that of the reunion held 5 years previously. Reunions continue to offer undergraduate alumni the opportunity to reconnect with SMU and with classmates. Moving forward, it is

critical that we see the reunion gift as the first in a series, structured to continue through the next reunion cycle. Continued coordination among staff members and appropriate stewardship will allow personalized cultivation and solicitation of reunion alumni identified as major gift prospects to increase their giving between reunions. This will lead to a more consistent level of giving each year and will increase revenue supporting the University's operational needs, as well.

Building a strong, sustainable giving program among all members of the SMU community was seen as important to building a base of alumni support. In *The Second Century Campaign*, SMU launched a giving campaign among its faculty & staff, which had not been done in *A Time to Lead*. The Campaign Steering Committee for Faculty & Staff included faculty and administrative volunteers from every school and unit across campus who, knowing and understanding of each unit's culture and needs, led the giving effort in each of their areas. The results were impressive as giving by faculty & staff increased from 20.4% at the beginning of the Campaign to 67.9% in the final year. While giving by this constituency is not regularly reported by universities, a review of SMU's cohort and aspirational schools yields none with such a high level of giving over a period of years.

As we continue to build a culture of giving among the SMU family, it was important to educate our students about the role of giving in a university setting. During the Campaign, the message of giving was shared with students at Mustang Corral and during Homecoming Challenges among student organizations. In the latter part of the Campaign, student leaders and the Campaign Steering Committee for Faculty & Staff initiated "STOP Day" (Starting Today Others Pay) during the spring as a way to educate students about how much of their educational experience is made possible by gifts from supporters. Students sign "thank you" cards addressed to scholarship donors and hear about the impact of giving on their SMU experience. Seniors are encouraged to make their gift to the University and all graduating seniors who are donors are honored by the president at a brunch before graduation. This event has become very popular and has increased giving among those who are about to become our youngest alumni.

Parents were included as a significant donor constituency in *The Second Century Campaign*. The Parent Leadership Council was established to recognize those parents giving at a minimum level of $2,500. In addition to giving, these parents also assist in recruiting prospective students and hosting new student "send off" parties in their hometowns. Membership in the PLC increased from 55 members to 289 members in the final year of the Campaign. Additionally, parents served on Campaign Steering Committees across the country and made major contributions to the campaign. Giving among parents increased from $1,040,000 before the Campaign to $6,510,000 in the final year of the Campaign. The impressive support provided by parents during *The Second Century Campaign* demonstrates the potential for giving by this constituency that must be cultivated more fully in the future. As we prepare for the next campaign, dedicating greater effort to the identification of these prospects along with a cohesive stewardship plan to recognize their generosity will be important to expanding the base of support among parents.

Providing its supporters with every opportunity to participate in the Campaign, SMU's Office of Planned and Endowment Giving provides counsel in using assets other than cash to make contributions to SMU. This includes gifts that have immediate impact as well as those that will

benefit the university in the future. Gifts of securities as well as real and personal property, along with beneficiary interests in retirement and insurance plans, bequests and trust designations provide current and future support for SMU. During *A Time to Lead*, deferred gifts benefitting SMU accounted for $82,000,000 of the total received while expectancies account for $110,000,000 in *The Second Century Campaign*. These, together with planned gifts that matured during the Campaign provided nearly $140,000,000 in dedicated support. The potential for giving among SMU's donor community can be enhanced greatly by extending these opportunities to all major gift prospects, using non-cash assets in creative, tax efficient ways to expand their ability to benefit SMU.

The exceptional growth in endowment support has been recited in this report. In the earliest stages of *The Second Century Campaign*, the Office of Endowment Giving was established to coordinate the needs related to solicitation, documentation and stewardship of gifts to endowment. Working closely with the treasurer and general counsel, as well as with directors of development, a consistently applied system for establishing, stewarding and building endowments was instituted. Donors receive annual reports on endowed funds promptly each year and, increasingly, this office is leading efforts to provide annual reports to those supporting annual scholarships, as well. Maintaining this highly coordinated and effective strategy is essential to secure continued support for endowed giving at SMU.

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D. Development Services

Development Services' mission is to support the efficiency and effectiveness of our fundraising teams and to provide an excellent giving experience to our generous donors. *The Second Century Campaign* demanded a significant step up in systems and process to support a larger fundraising team, dramatic growth in number of donors, and an equivalent expansion in events and donor recognition services. This exciting potential made it clear that SMU needed to take advantage of next generation constituent relationship management technology to improve Services, and maximize the impact of our entire fundraising operation. SMU was the first university in North America to implement Blackbaud's constituent relationship management solution (CRM) which now has become the system of choice for many of the leading universities in America, Canada, and the UK. This dynamic system supports the continued growth and coordination of fundraising activities across SMU while providing a central information view which allows us to be more donor-centric in all of our outreach. This strong base also provides a platform to more easily integrate other donor-facing services as we continue to expand donor stewardship and donor engagement opportunities in preparation for future fundraising initiatives.

The Services teams consist of four units: Records and Gifts Administration, Donor Relations, Research and Prospect Management, and Systems. Each of these units is intensely involved in testing and implementing regular updates to our Blackbaud CRM as well as working with our fundraising colleagues to define system and process changes that will support future growth. In addition to their role with our CRM they bring a high level of expertise to the unique aspects of their profession.

Records and Gifts Administration

This team accomplished the end-to-end gift processing (including the intake, deposit, designation, booking, documentation imaging) of approximately 311,900 campaign commitments. They work closely with university Finance in the gift accounting process and support monthly, quarterly, and annual reporting; ensuring IRS, CASE, & PCI compliance. They manage the record creation and maintenance of approximately our 1.3 million entity constituent database, the student/parent/alumni record lifecycle, and myriad defined record groups which support fundraising efforts. They manage a continuous pipeline of university and external data updates from contracted sources.

This unit will continue to explore opportunities for systematic automation of processes in support of ever larger throughput, faster turnaround, and increased cost-effectiveness.

Donor Relations

Core to the mission of Donor Relations is ensuring that SMU's generous donors are appropriately acknowledged for their contributions, that donors receive an accurate and timely tax receipt for each gift, and that ongoing stewardship highlights the impact of our donors' generosity. Additionally, this unit handles all permanent donor recognition, including plaques and portraits related to capital projects and they have managed the Centennial Promenade paver project. The SMU community's enthusiastic response resulted in one of the largest university

paver projects in the United States with almost 11,000 engraved pavers being installed. In support of our participation goal, this unit rolled out a special package for first time donors to help communicate the importance of regular annual gifts. Two of the most visible projects involved new giving societies: Hilltop Society recognizing those who make consecutive annual gifts, and President's Associates recognizing those giving annually at a higher level. Special coupon books highlighted some of each year's special campaign opportunities across the University. This unit also worked closely with other DEA colleagues to ensure the quality of donor recognition lists in SMU's Annual Report as well as a variety of other special publications.

Donor Relations supported the recognition of SMU's largest campaign commitments with keepsake reminders of the university celebration events associated with those gifts. SMU's largest lifetime donors were also celebrated during the Campaign through Mustang Award recognition events, overseen by the Office of Leadership Gifts.

Going forward Donor Relations will continue its emphasis on sharing information about the ongoing impact of donors' gifts to the university. The SMU board resolution centralizing the leadership of Donor Relations initiatives guides this unit in collaborating with a range of campus partners. System tools will help us customize relevant messages for all donors while other initiatives will enable unique programming appropriate to those donors giving at the highest levels. The unit will also explore the creation of a new giving society as an opportunity to more fully recognize the lifetime giving impact of our most generous donors.

Development Research and Prospect Management

Using new Blackbaud CRM capabilities, this team worked closely with fundraising colleagues and their managers to implement SMU's first comprehensive prospect management system. Such a system helps ensure strong coordination of our fundraising relationships even as the organization continues to expand in scope and number. Blackbaud offers a systematic process for the planning, recording, and reporting of significant moments in the relationship between prospective donors and the organization which lead to a new gift commitment. Using the resulting data, this unit partnered with the Assistant VP of University Development to track fundraising performance and progress. Research includes daily news alerts about prominent SMU constituents, and an annual review of every first year student family in support of the Parents Leadership Council invitation process. Building a library of research resources, training materials, and documentation with digital resources available on the SMU intranet also led to increased support of Corporate and Foundation research.

Important next steps will be to further capitalize on Blackbaud CRM capabilities including an emphasis mobile technology for prospect management and donor information "on the go." Additionally, new technology and information services will improve our ability to support appropriate, timely, relevant, and cost-effective approaches to our many involved donors.

Development Management Systems

This unit is focused on our continuing realization of the potential of Blackbaud CRM as well as a range of systems that interact with the CRM in the service of our staff and donors. This team of

development systems specialists handles our CRM upgrades and staffs our campus user help desk. They partner with Development colleagues to design, build, test, and implement enhancements to extend the capabilities of our fundraising team. This team also handles a wide range of custom data requests including a large number of segmented mailing lists.

The unit is focused on a number of high-potential initiatives to increase the efficiency and effectiveness of our fundraising process. End-user reporting will expand information access to our fundraising team and reduce overhead. Tools that integrate database information with marketing and communications messaging in donor-facing online tools hold substantial promise for leveraging existing resources. Increasing our alumni engagement with improved event capabilities as well as functionality for peer to peer referrals are also in the team's short-term aspirations. Analytical tools including build-out of our data warehouse and initiatives with big data will refine our ability to align resources where opportunities are greatest.

In summary, as SMU aspires to larger goals we will see commensurate growth within the fundraising infrastructure and increasing complexity throughout the organization. Dynamic information systems, integrated tools, and highly-skilled staff will continue to be critical for achieving excellence in coordinating increasingly ambitious university-wide activities and initiatives. Data-driven decision making will highlight timely opportunities and inform the strategic allocation and management of these resources. Services is excited to play our part in helping realize SMU's incredible potential in the years to come.

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E. Public Affairs

The Office of Public Affairs was an active and strategic partner in the success of SMU Unbridled: *The Second Century Campaign*, especially during the public phase, 2008-15. A summary follows:

Coordination

Following the successful model developed for *A Time to Lead: The Campaign for SMU*, marketing and media relations supporting *The Second Century Campaign* were integrated into the duties of the Office of Public Affairs, avoiding fragmentation, duplication and proliferation of mixed messages. In this way, DEA avoided the necessity of hiring several additional communications staff, though a few more staff members would have helped meet growing responsibilities, especially in the final years of the Campaign, coinciding with the Centennial. Public Affairs produced communications specifically for the Campaign's solicitations and donor recognition, but also wove campaign promotions into all its communications to provide breadth, repetition and consistency.

Media Relations

Sections of this report will outline some of the materials and projects that supported SMU Unbridled. One strength provided by Public Affairs was a close relationship with the philanthropy columnist of *The Dallas Morning News*, Bob Miller. He agreed to announce every gift of $1 million or more in his column, if he could be the first to do so. Gift announcements thus were timed so that every two or three weeks an SMU gift story would appear, providing Mr. Miller with ample copy for his column and giving SMU the repetition needed to communicate ongoing progress. His column was a "must read" for much of the Dallas elite who make up the generous donor community supporting area institutions.

In addition, when SMU planned a major announcement beyond the scope of a Bob Miller column, such as the announcement of the $1 billion achieved, Public Affairs worked with the editor of *The Dallas Morning News* to provide an advance exclusive, often resulting in highly visible placements. Public Affairs also reached out to the Editorial Board of *The Dallas Morning News*, resulting in several supportive editorials, including the front page. Regular lunches with Bob Miller nourished the professional relationship.

Reputation and Credibility

Although promoting the Campaign in tandem with duties such as student recruitment marketing and research promotion was sometimes a challenge to coordinate, Public Affairs was committed to putting campaign support at the center of its responsibilities. In addition, it was widely understood in Public Affairs that donors respond not only to direct communications soliciting specific gifts, but also to the stature and reputation of the institution asking for support. Respect and reputation provide the platform for cultivating support. As Dr. Turner frequently commented, donors want to support a winner.

Toward this end, Public Affairs was active in clarifying issues and telling SMU's story when controversies erupted that could cause donors to question the worthiness of the University. Examples included sexual assaults and related policies, Title IX investigations, public misbehavior on the part of two deans, the impact of Ebola on campus, NCAA sanctions, staff cutbacks via OE2C, racial tensions and other issues covered aggressively by local and often national media. Public Affairs aimed to protect SMU's reputation so that donors — and prospective students who might invest their futures with us — would want to be associated with SMU.

Likewise, the campaign itself bolstered SMU's reputation. The regularity of campaign stories provided a much-needed counterpoint to some of the negative issues outlined above. Gift announcements were guaranteed positive stories and helped to provide balance.

Campaign Visibility

During the public phase of the Campaign, SMU News and Communications helped earn more than 3 million media mentions of SMU (including social media), many of those in direct or indirect support of the Campaign.

In addition to traditional media, the News and Communications staff used the SMU website and social media channels to amplify campaign news to thousands of Twitter, Facebook, YouTube and Instagram users — many of them SMU alumni.

As noted, the foundational piece of the department's campaign support came in the form of gift announcements as well as related feature stories. SMU news staff wrote and distributed nearly 200 gift and related campaign announcements and features. And approximately 300 videos were created in support of the Campaign — highlighting impact through student and faculty accomplishments and the campus experience, made possible by campaign funding. In addition, News and Communications reached out to media in key campaign cities/regions to yield media placements beyond Dallas.

A key message regarding campaign impact and reputation-building was that additional faculty endowments would attract and retain professors who would be outstanding teachers and prolific researchers, joining an already strong corps of scholars. News and Communications promoted this message by aggressively offering faculty experts to the external media to comment on societal developments, drawing from their research expertise. In a typical year during the Campaign, News and Communications scored 148,232 traditional print placements in such venues as *The New York Times, Forbes* and *National Geographic.* The Public Affairs team also earned 739,011 social media mentions each year for SMU and placed stories with traditional non-print media such as CNN, BBC World Radio and ABC News. Subjects ranged from Cox business expertise on the Federal Reserve to research on earthquakes in Texas to Guild Hall evolutions in cyber space.

In addition, as new campaign-funded initiatives came online, Public Affairs became active in promoting the benefits and impact of these SMU advancements. Examples include an entire new school — The Annette Caldwell Simmons School of Education and Human Development — as

well as programs such as the Embrey Human Rights Program and other specialized centers.

News and Communications also supported media outreach for the Meadows Museum's 50th anniversary and the Meadows Foundation's major gift commitment. The staff produced an eight-page insert in *The Dallas Morning News* on the Meadows 50th and another in spring 2015 on overall campaign impact. A third is planned for Founders' Day in April 2016.

A major development drawing international attention was the 2013 opening of The George W. Bush Presidential Center. Although the opening was organized by staff and contract employees of the Center, SMU played a major role in preparing for and welcoming more than 10,000 visitors and more than 700 media from around the world. This event had SMU campaign implications because the University and the Center share many of the same donors. In years preceding the opening, while coinciding with SMU's campaign, Public Affairs also navigated ongoing national visibility based on objections to the project by some faculty and members of The United Methodist Church. The way SMU managed this controversy could have had a major negative impact on its reputation and credibility among constituents — with campaign fallout. Literally, the world was watching SMU during those years.

Marketing Support

After working with The Richards Group on a suggested campaign title, Integrated Marketing in Public Affairs designed the Unbridled logotype, communicating momentum, energy and a forward focus. Public Affairs also designed an elegant and consistent template for all campaign communications, as well as consistent and compelling messaging.

Integrated Marketing in Public Affairs provided an overarching brand framework for campaign materials and centennial communications — requiring coordination because both efforts were occurring simultaneously in the latter years (2011-15). These communications were executed consistently to support efforts across Development and External Affairs. Although a retrospective survey would be too time-consuming to undertake at this time, the Integrated Marketing staff estimates that over the course of the Campaign and centennial, more than 3,000 projects were completed in support of both. As examples, Integrated Marketing:

- Created a campaign brand — logo, visual vocabulary and messaging used in presentations, videos, website pages and postings, and campaign materials such as stationery, invitations, proposals and programs, used for numerous events.
- Launched first brand guidelines in more than a decade.
- Conceptualized and produced messaging and content for Centennial Hall, working with DEA colleagues and Freeman Associates on technical and design support.
- Conceived and produced several books:
    - *Unbridled Vision*, the first SMU picture book in 25 years
    - *Campus at 100* book
    - *Libraries at 100* book
- Developed merchandise such as Peruna bobblehead, puzzle, campus tour and map.
- Coordinated development of SMU's first master brand, "World Changers Shaped Here," which highlights the transformation and impact achieved through the Campaign.

- Launched brand ads across print, television and website.
- Incorporated "World Changers Shaped Here" messages and visuals into materials ranging from admission outreach and athletics events to the Mustang Express shuttle.
- Aligned school and area marketing efforts with master brand through development of printed materials and websites.
- Coordinated ads on SMU-owned billboard along Central Expressway used for DEA marketing, undergraduate admission and other units such as Meadows Museum.
- Created new 30-second television ad that extended "World Changers Shaped Here" message and highlighted campaign impact.
- Provided marketing support for 50th anniversary of the Meadows Museum, with close involvement of the highest-level donors.

Alumni and Donor Outreach

Integrated Marketing created new communications vehicles for audiences consisting of high-priority prospects and donors:

- Launched *Vision* newsletter to support campaign quiet phase and produced quarterly *Campaign Update* newsletter.
- Created comprehensive annual reports and endowment reports, highlighting campaign-enabled achievements.
- Produced several high-end multimedia and hundreds of print proposals on such projects as Residential Commons, Ford Research Center, Moody Coliseum renovations and gifts to every school. Supported relaunch of campaign when $1 billion goal was announced, including new/revised articulation, branding, video and website.
- Developed advertising celebrating the $1 billion announcement that appeared in print ads with a total circulation of more than 4 million, in airport ads that were shown to as many as 6 million passengers and on the SMU-owned billboard along Central Expressway.
- Created content and materials to support Founders' Days, including Inside SMU, the President's Briefing and the President's Associates.
- Drove attendance to campaign and centennial events that created positive experiences for visitors witnessing progress in person.
- Created template for "red envelope" projects and events.
- Executed communications, photography and staging for dozens of gift announcements, dedications and groundbreakings, as well as larger events, including:
    - Dedications included those for Annette Simmons and Harold Clark Simmons Hall (forthcoming); Residential Commons; Mustang Band Hall; tennis complex; Moody Coliseum enhancements; and Miller Center at SMU-in-Taos;
    - Luncheons celebrating the 100th anniversary of the campus master plan; honoring donors of endowed faculty positions and student support;
    - Meadows Foundation gift announcement and Museum anniversary celebration;
    - Centennial Commemorations and Homecoming weekends.
- Partnered with George W. Bush Presidential Center to support the "Hail to the Chief" exhibit and produced materials for all SMU events related to the Center's opening.

- Supported marketing for the designated centennial years, celebrating the libraries, master plan, faculty, and students.

Integrated Marketing helped alumni giving and relations strengthen reunions, annual giving and ongoing outreach, with the aim of increasing alumni giving.

- Upgraded websites and expanded use of streaming video, blogs and other technologies; launched comprehensive mobile website.
- Supported annual solicitations, including Horsepower Challenge, Fry the Frogs and Mustang Club drive every year, culminating in the extensive work around *Join the Stampede* that was a key component in finally reaching a 25 percent participation goal:
    - Created *Join the Stampede* theme, message, graphics and launch video.
    - Executed online and print experiences in conjunction with each milestone and mini campaign: Friday Night Stampede, All in for Homecoming, President's Centennial Challenge and Find Your Cause one-day giving challenge.
    - Expanded content that increased pride and a sense of impact, including monthly feel-good emails and videos that told compelling SMU stories.
    - Integrated "Give Now" buttons onto every page of website and into email template for all emails sent throughout the year.
- Contributed to increase in reunion attendance through online registration.
- Updated alumni and campaign regional event presentations.
- Strengthened open rates and click rates for e-newsletter — first quarterly *SMU Connections*, later monthly *SMU Update*, with nine regional segments.
- Grew Facebook account from fewer than 3,500 fans to more than 50,000.
- Launched Instagram account and grew it to nearly 4,000 followers.
- Enhanced 2012 bowl game marketing and blogging for record social media metrics.
- Leveraged expanded social media presence to reach more than 550,000 people during Centennial Homecoming week and communicate the $1 billion impact of the Campaign.
- Supported Centennial alumni census and directory.
- Supported implementation of expanded online tools integrated with Blackbaud, such as alumni website, recurring giving, e-mail marketing and online directory.

As noted, campaign visibility also supported reputation enhancement with an impact on student recruitment, as prospective students witness donor support that will enrich their student experience.

In addition, parallel with the Campaign, Integrated Marketing supported undergraduate student recruitment efforts, working with the Office of Admission. These collaborative efforts doubled the number of applicants, substantially increased incoming students' admission test scores and diversified the student body ethnically and geographically — all of which were critical to demonstrate campaign impact on student quality. Although not itemized here, these initiatives included updated materials and e-marketing, a revised website, geo-targeting, increased high school counselor outreach, and creation of Spanish- and Mandarin-language microsites.

SMU Magazine **Coverage**

As the University's flagship publication for more than 100,000 alumni, donors and friends, *SMU Magazine* actively promoted *SMU Unbridled: The Second Century Campaign*, both in print and online, beginning with the fall/winter 2008 issue, though the magazine had a strong history of reporting fund-raising results as part of campus news. A total of 15 magazine issues (two per year) promoted the Campaign in various ways, with more than 60 articles, including:

- Renamed the Hilltop Giving section to the Campaign Update section.
- Devoted highly visible front and back covers to campaign achievements.
- Revitalized its alumni news section with more alumni programming information and human interest content to help bond readers with the University.
- Published frequent campaign ads – promoting bricks for the centennial promenade, Horsepower Challenge, Join the Stampede, centennial merchandise and others.

In determining content that was not directly related to the Campaign, *SMU Magazine* editors chose feature topics highlighting the many ways in which the Campaign is transforming the educational experience. Examples include endowed faculty research and outstanding students attending SMU through scholarships. Because the main audience for *SMU Magazine* is composed of alumni and donors, such coverage helped to instill pride and show tangible progress.

Community Outreach

Community outreach promoted the Campaign and centennial by providing opportunities for SMU to connect with the surrounding area, a major source of alumni and other donor support. Part of the Campaign's goal has been to elevate SMU as a thought leader and partner in supporting the national and global impact of Dallas-Fort Worth. One objective is to solidify connections with the community, with its historic ties to SMU. Another is to build bridges with other areas such as South and West Dallas. Community Outreach:

- Created new initiatives, such as SMU participation in local parades and enhanced Homecoming parade participation by the community.
- Collaborated with campus colleagues on visitor amenities, such as highway signage.
- Worked with local businesses to have them light their buildings to show support for signature SMU events and major athletics victories.
- Engaged more than 250 businesses along Hillcrest and in six shopping centers to hang posters for Centennial Homecoming events.
- Supported the Mayor's Summer Reading Club (now three years going).
- Positioned SMU as a community partner via the Dallas Heart Walk.
- Expanded diversity outreach by participating in MLK parade and facilitated meetings with the MLK center and SMU Offices of Community Engagement and Multicultural Affairs.
- Implemented outreach to Dallas ISD and Richardson ISD schools, hosting five tours on campus, serving 300+ students, with two more tours scheduled in 2016.
- Established SMU's Community Common Reading, inviting community members to read the SMU "common reading" book and hear the author's presentation on campus.

- Initiated an SMU-branded toll tag, resulting in a sponsorship for athletics.
- Participated in University Crossing Public Improvement District.
- Expanded "Neighborhood News" website and increased Twitter follower base.
- Worked with Centennial University Committee and Centennial Host Committee.

Summary

In support of the Campaign and centennial, Public Affairs planned and created communications implemented campus-wide. This visibility helped to build a platform of credibility from which SMU could promulgate its key messages, cultivate and recognize donors, strengthen relationships with external influencers and, in all, create a climate for DEA and SMU to do their best work.

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F. Program Services

The Program Services team served as the primary events arm of *The Second Century Campaign*. With 11 extremely talented staff members, the team executed an average of 64 unique events each year of the Campaign (with many of those events consisting of several smaller sub-events). Until 2011, a second events department existed within DEA which was responsible for additional events. At the end of 2011, with the retirement of a senior staff member, the two departments merged, thus the number of events directly managed by Program Services grew, averaging 78 unique events each year since that time.

Strategically, events were used as key markers in the Campaign. As guests walked into a transformed Moody Coliseum on the evening of September 11, 2008, they were reminded of SMU's rich history; as the evening continued, and as the launch of *The Second Century Campaign* was celebrated publicly on the morning of September 12, guests were challenged to look ahead to the unbridled future of SMU… "and leap." From that point forward, it was evident that campaign events would be deliberate, appropriate, celebratory and high quality.

In order to be more thoughtful, DEA improved remarkably in collaboration and cross-functional coordination and communication for these events. This new emphasis on collaboration allowed the team to be more focused on donor relations, messaging and the guest experience for events. There were many types of campaign events including large celebrations, gift announcements, groundbreakings, building openings and donor receptions and luncheons. As often as possible, events were tied to signature SMU events: Homecoming, the centennial-related Founders' Day and Board of Trustee meetings, to capitalize on guests being at SMU for those purposes.

With SMU's centennial celebration came an influx of events that allowed SMU to continue to celebrate the past, and to merge the past with the present and future of SMU. There were many opportunities throughout the centennial to bring new guests to events and either remind them of the SMU they forgot or introduce them to SMU for the first time. Many campaign events now had an opportunity to "be centennialized" with messaging and moments.

The opening of the George W. Bush Presidential Center also brought on an influx of events. SMU and DEA partnered with the Bush Center all along the way for signature events – from the moment the Center was announced, to the groundbreaking, when the Bush Center still had limited events staff, to the facility topping-off ceremony, and ultimately to the dedication in 2013. SMU celebrated the partnership during Founders' Day that year and created a Block Party for approximately 12,000 guests – both friends of SMU and the Bush Center from across the world. Program Services has continued to work closely with the Bush Center and President and Mrs. Bush's staff, meeting regularly, and involved at some level most times when either of them attend an event on campus.

Some of SMU's most high-profile events during this time were those that existed regardless of the Campaign, but through fundraising became extremely significant to the Campaign. Sponsorships for the Tate Lecture Series were counted in campaign totals, and patrons had an opportunity throughout the Campaign to give directly to an endowment to benefit the President's Scholars Program. Sponsorships for the PwC SMU Athletic Forum including title and luncheon

sponsors as well as season table sponsors also were counted in campaign totals. Campaign and centennial messages were prevalent throughout both programs, as the audience members ranged from some of SMU's closest friends and leadership donors to those whose only connection to SMU is at these events. Program Services also worked closely with the Tower Center to create several Medal of Freedom events as well as with the Maguire Center for Ethics and Public Responsibility to create the J. Erik Jonsson Ethics Award each year.

Program Services worked with key departments in DEA and on campus to produce signature events such as the Distinguished Alumni Award and major campus events hosted by the Office of the President. Throughout the Campaign, Program Services also became a resource to many campus departments as they were producing events – from large events like Commencement to intimate affairs such as a dinner for 20 guests. The team encouraged best practices, focusing on setting a University standard for events and consulted with many while they managed their own events. Program Services also contributed to SMU's new focus on community outreach and DEA's improved partnership with SMU admissions. Tate Lecture Series student forums and the Hart Global Leaders Forum brought high school students to campus, and for many, it was the first time those students were on a college campus; so in addition to exposing them to SMU, they were also introduced to a diverse group of speakers. The Tate student forum moderator and student representative to the Board of Trustees in 2014-15 both attended Tate student forums all throughout high school and the forums played a significant role in both students' interest in SMU. Athletic Forum luncheon sponsorships were structured to allow sponsors to connect the featured speaker with a local school or community organization.

As the primary events arm of *The Second Century Campaign*, the Program Services team was proud to create many public moments for SMU and looks forward to celebrating the conclusion of the Campaign with several signature events on Founders' Day in April 2016.

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Exhibit 1. Board Resolutions

A. Resolution Modifying Charge of the Ad Hoc Committee on Development

B. Resolution to Approve a Plan for Funding the Centennial Campaign

C. Resolution to Approve Guiding Principles for Marketing and Communication of the Centennial Campaign

D. Resolution establishing the Campaign Leadership Council for the Centennial Campaign

E. Resolution Adopting Centennial Campaign Operational Guidelines

F. Resolution Officially Launching the Quiet Phase of the Centennial Campaign

G. Resolution Adopting Endowed Scholarship and Student Support Endowment Levels for the Centennial Campaign

H. Resolution Adopting Endowed Faculty Position and Support Endowment Levels for the Centennial Campaign

J. Resolution Adopting Endowed Academic Program Endowment Levels for the Centennial Campaign

K. Resolution Establishing Steering Committees for the Centennial Campaign

L. Resolution to Launch the Public Phase of *The Second Century Campaign*

M. Resolution Establishing Financial and Participation Goals for *The Second Century Campaign*

N. Resolution Authorizing Coordination of Yearly Donor Solicitations

O. Resolution Establishing Authority to Modify Minimum Endowment Giving Levels in *The Second Century Campaign*

P. Resolution Approving Goal for *The Second Century Campaign*

Q. Resolution Authorizing Coordination of Campaign Donor Recognition

Exhibit 2. Campaign Volunteer Organization Chart

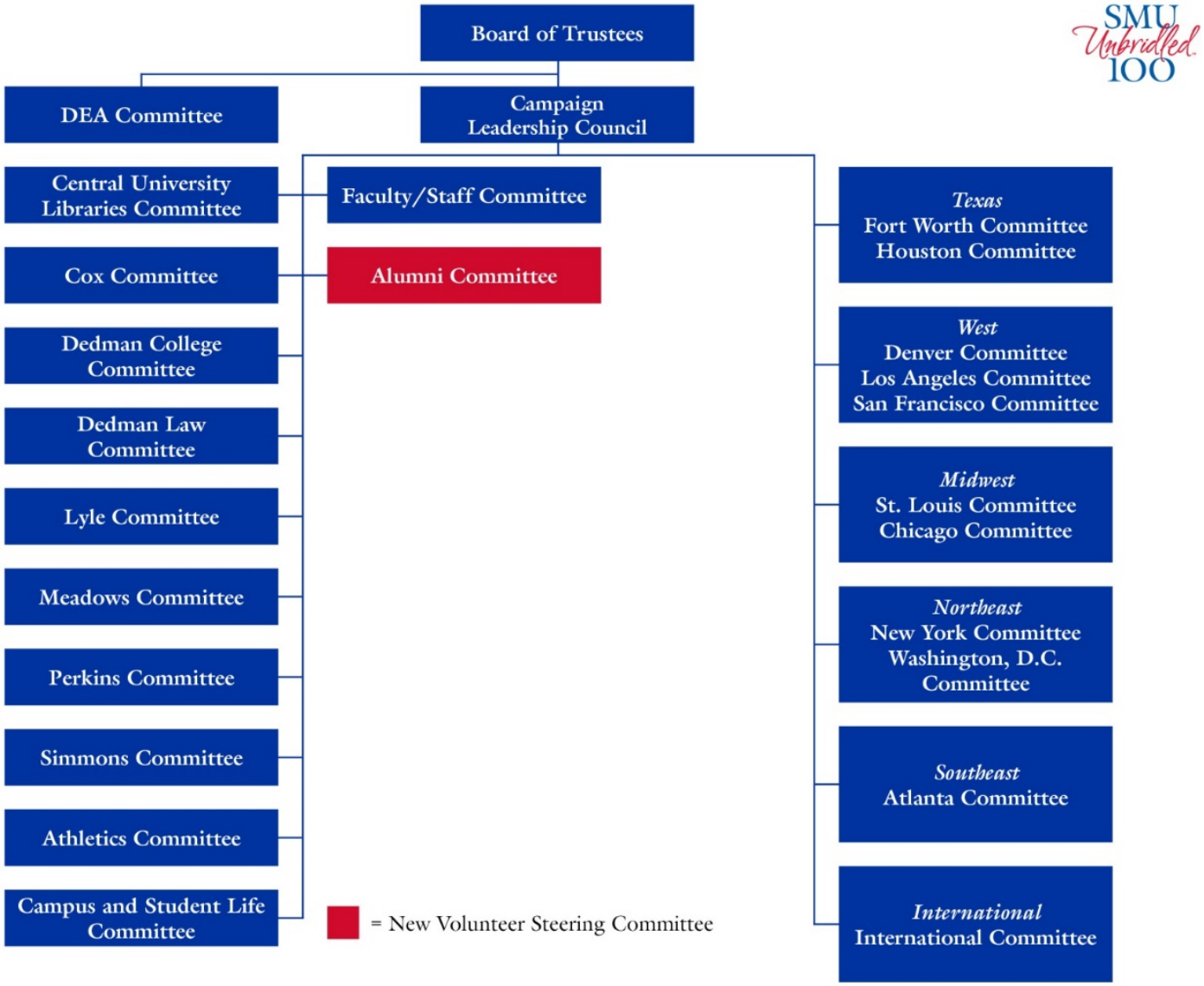

Exhibit 3. National/Regional Map

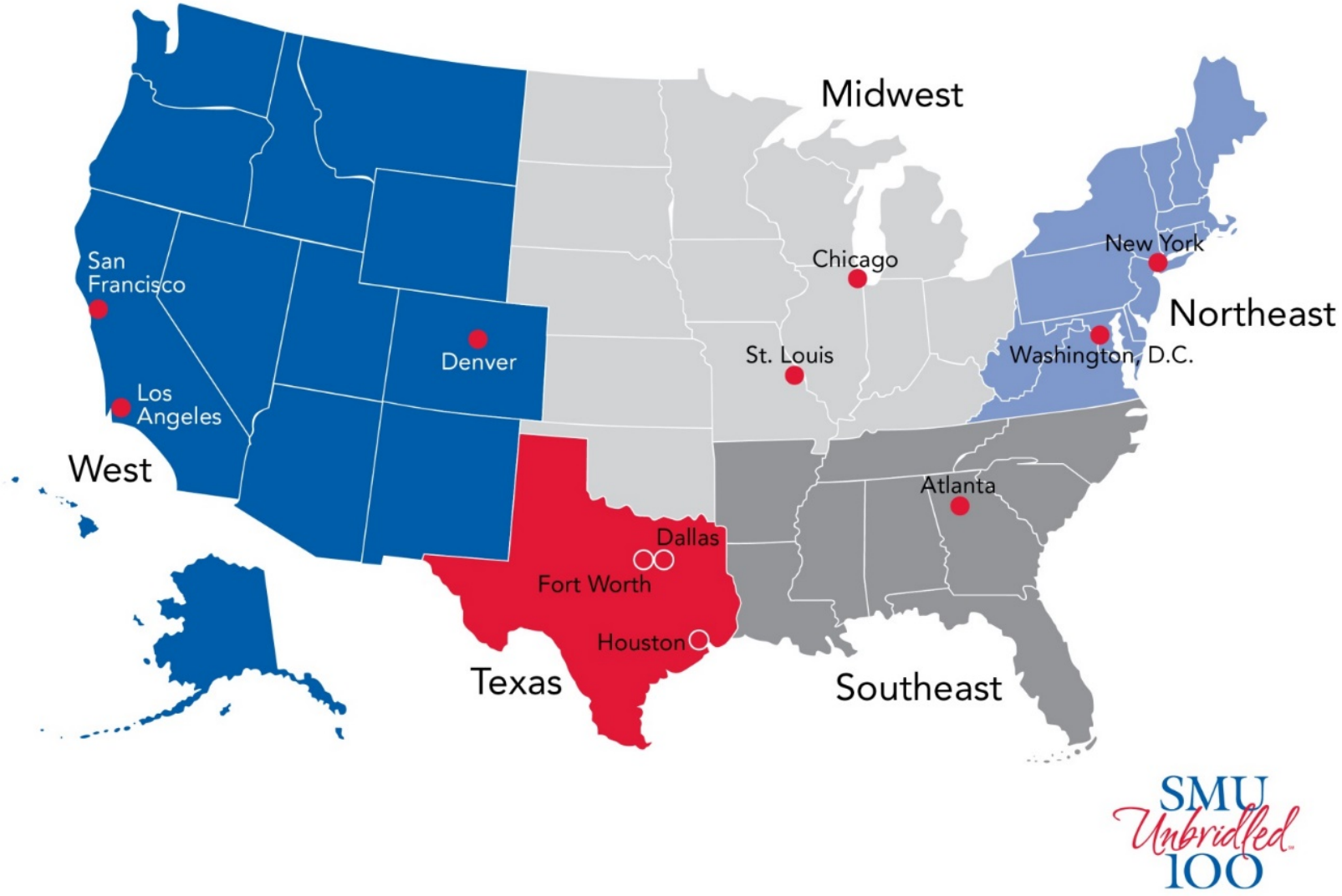

Exhibit 4. Campaign Volunteer Rosters

As of December 31, 2015

Board of Trustees
Michael M. Boone '63, '67, *Chair*
Robert H. Dedman, Jr. '80, '84, *Vice Chair*
Michael M. Boone '63, '67, *Chair-Elect*
David B. Miller '72, '73, *Secretary*
Ruth Collins Sharp Altshuler '48
William D. Armstrong '82
Bradley W. Brookshire '76
Laura Welch Bush '68
Pastor Richie L. Butler '93
Kelly Hoglund Compton '79
Jeanne Tower Cox '78
The Reverend Mark Craig
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Archava Smuthranond '90 (Bangkok)
CJ Steadman '10 (Tampa)
Sheeba Suhaskumar '03 (Portland)
Faith Suzuki '10 (Beijing)
Brooke Truesdale '07 (San Diego)
Cynthia Villanueva '00 (Hispanic Alumni)
Heather Vise '89 (Jackson)
Megan Voss '08 (Tulsa)
Jingya Wang '15 (Beijing)
Dan Whitaker '93 (Shanghai)
Laurie-Leigh White '07 (Houston)
Ali White '11 (Los Angeles)
Bradley Wilson '05 (President's Scholars Alumni)
Rickie Wright '77 (Black Alumni)
Lisa Wynn '03 (Portland)
Pat Yack '74 (Anchorage)
Marc Young '96 (Black Alumni)
Jim Yuan '02 (Shanghai)
Craig Zieminski '05 (President's Scholars Alumni)
Kasi Zieminski '06 (President's Scholars Alumni)

Exhibit 5. Campaign Timeline

2008

September 12	*Second Century Campaign* kickoff
September 28	Mexico City kickoff
October 14	Los Angeles kickoff
October 15	Atlanta kickoff
October 17	Bobby B. Lyle School of Engineering naming
October 20	New York City kickoff
October 23	Chicago kickoff
November 6–8	Reunion celebrations during Homecoming
December 4	Campaign Executive Committee meeting
December 5	Annette Caldwell Simmons Hall groundbreaking

2009

January 5	Noel family endows Dedman School of Law Deanship
January 28	Houston kickoff
April 19	Archives of Women of the Southwest fundraising milestone
April 24	President's Associates and Hilltop Society donor stewardship programs
April 24	President's Briefing
May 7	Campaign Executive Committee meeting
May 31	Campaign reaches $367 million en route to $750 million goal; 19% yearly alumni participation; 32% total campaign alumni participation
June 15	SMU Payne Stewart Golf Learning Center groundbreaking
July 24	SMU-in-Taos dedication of new and renovated student housing
September 3	Faculty and Staff campaign participation kickoff
September 4	Mustang Plaza and Mall dedication
September 11	Elizabeth Perkins Prothro Hall dedication
September 14	*The Second Century Campaign* passes halfway point to $750 million goal - $385 million
September 29	St. Louis kickoff
October 7	Meadows Museum Plaza dedication
November 10	San Francisco kickoff
December 3	Campaign Executive Committee meeting

2010

March 4–8	Campaign events in Asia
March 23	New Orleans event
April 7	Denver kickoff
April 9	Inside SMU: classes for alumni taught by SMU professors
April 9	President's Briefing and President's Associates Reception
April 16	Caruth Hall dedication
April 21	Medal of Freedom presentation
May 6	Campaign Executive Committee meeting
May 31	Campaign reaches $438 million en route to $750 million goal; 21% yearly alumni participation; 36.5% total campaign alumni participation
July 23	SMU-in-Taos faculty casita groundbreaking
September 9	Martha Proctor Mack Grand Ballroom dedication
September 24	Annette Caldwell Simmons Hall dedication
October 13	Hart Center for Engineering Leadership opened
November 16	George W. Bush Presidential Center groundbreaking
December 2	Campaign Executive Committee meeting

2011

February 25	SMU Board of Trustees authorizes new Centennial Endowment opportunities for donors to fund faculty positions and scholarships
April 15-17	Inaugural Founders' Day Weekend

April 20, 28	Historic commitments for Moody Coliseum announced, from Moody Foundation and SMU Trustee David Miller ’72, ’73 and Carolyn Miller
April 28	Fort Worth kickoff
May 4	First Endowed Centennial Chair announced, through gifts from SMU Trustee Sarah Perot ’83 and Ross Perot, Jr., Leah and Jerome Fullinwider ’51, in the Cox School of Business
May 5	Campaign Executive Committee meeting
May 13	First leadership gift for the Residential Commons complex announced, from Liz Martin Armstrong ’82 and SMU Trustee Bill Armstrong ’82
May 31	Campaign reaches $538 million en route to $750 million goal; 22% yearly alumni participation; 38.4% total campaign alumni participation
June 1	Washington, D.C. kickoff
August 21	Centennial Class of 2015 welcomed at Convocation
September 9	Board of Trustees announces gift and dedication naming the R. Gerald Turner Centennial Quadrangle and Gail O. and R. Gerald Turner Centennial Pavilion
September 9	Cooper Centennial Fountain dedicated
September 9	Leadership gift received to name the Crain Family Centennial Promenade
September 9	Centennial Hall, located in Hughes-Trigg Student Center, opens to the public
September 28	Kitt Investing and Trading Center in Cox School of Business dedicated
October 1	SMU young alumni beat TCU young alumni in “Fry the Frogs” annual giving challenge
October 2	George W. Bush Presidential Center “topping out” ceremony
November 3	SMU History Makers recognized at SMU Distinguished Alumni Awards
November 10-11	SMU hosts Centennial Academic Symposium, “The University and the City: Higher Education and the Common Good”
December 2	Campaign Executive Committee meeting

2012

January 7	Mustangs win BBVA Compass Bowl, SMU’s third consecutive bowl game
January 19	SMU celebrates move to BIG EAST athletic conference
February 24	Lead gift received from the Dr. Bob and Jean Smith Foundation supporting renovation and construction of the SMU Health Center
April 9	Second Endowed Centennial faculty position announced, from Stephen L. Arata ’88 and Kathryn Hedges Arata ’87, ’91, the first in Dedman College
April 17	*The Power of Partnership: SMU Community and Economic Impact Report* published
April 20-22	Second annual Founders’ Day Weekend includes groundbreaking for campus construction and renovation projects, and other activities
April 20	Leadership gift received from Penny Requa Loyd and Paul B. Loyd, Jr. ’68 for the second Residential Commons facility
April 22	Leadership gift from the Dedman Family and The Dedman Foundation establishes the Dedman College Interdisciplinary Institute
May 4	Campaign Executive Committee meeting
May 31	SMU announces *Second Century Campaign* continuing momentum: $631 million total commitments toward $750 million goal; 24% yearly alumni participation; 46.2% total campaign alumni participation
September 17	Significant Meadows Museum exhibit displays portraits of Phillip IV’s court from Prado Museum in Madrid
October 10	Tip-Off event at Moody welcomes Coach Larry Brown and recognizes new leadership gifts to Moody Coliseum project
October 17	Hon**.** James A. Baker, III, receives the Tower Medal of Freedom Award
October 25	Distinguished Alumni and History Makers honored at Homecoming event on SMU’s main quadrangle
October 26	Centennial luncheon celebrates major donors to SMU projects
November 1	Leadership gift from W. Yandell “Tog” Rogers, Jr. ’61 establishes an endowed scholarship fund to support Dedman School of Law
November 1	*Second Century Campaign* commitments from Houston donors surpass $100 million
November 28	SMU celebrates the 100th birthday of Dallas Hall

November 30	SMU partners with the city of Dallas and AT&T to develop a championship golf complex in South Dallas
December 4	Leadership gift from SMU Trustee and former Board Chair Ruth Collins Sharp Altshuler ’48 establishes endowed position of Professor and Director of the Interdisciplinary Institute
December 7	Leadership gift from the Kleinheinz Family Endowment of the Arts and Education establishes an endowed chair in Art History at Meadows School of the Arts
December 21	Leadership gift from Les Ware ’89, ’92 and Amy Abboud Ware ’87, ’90 establishes an endowed professorship at Dedman School of Law
December 24	Mustangs victorious in the Sheraton Hawaii Bowl, SMU’s fourth consecutive bowl game

2013

February 4	Hamon Arts Library receives a gift of personal materials from the estate of Nancy Hamon, as well as funding to endow the collections. In addition, film historian and collector Jeff Gordon commits a planned estate gift of movie archives.
February 6	SMU announces third endowed Centennial position, and the first in Meadows School of the Arts, established with gift from SMU Trustee Sarah Fullinwider Perot ’83 and former Trustee Ross Perot, Jr.
February 8	SMU’s first endowed Centennial scholarship established in memory of Bill Ware ’70, in support of BBA students in the Cox School of Business
February 21	$25 million gift announced from Harold C. and Annette Caldwell Simmons ’57 to the Annette Caldwell Simmons School of Education and Human Development to fund a new building and three endowed academic positions
March 26	New York-area donors honored for *Second Century Campaign* gifts totaling more than $7.5 million
April 4	SMU honors Washington, D.C.-area donors for their $5 million in gifts and commitments
April 16	Leadership gifts from Linda Pitts Custard ’60, ’99 and William A. Custard ’57 and the Meadows Foundation establish endowed position of Director of the Meadows Museum and Centennial Chair in the Meadows School of the Arts
April 16	Leadership gift from The Vin and Caren Prothro Foundation establishes the Ruth and Kenneth Altshuler Centennial Interdisciplinary Professorship in Cities, Regions and Globalization in Dedman College of Humanities and Sciences
April 18	SMU celebrates third annual Founders’ Day and officially welcomes the George W. Bush Presidential Center to campus
April 25	George W. Bush Presidential Center is dedicated, with five living U.S. presidents and 12,000 guests in attendance
May 1	George W. Bush Presidential Library and Museum opens to public
May 10	During its Year of the Library, SMU announces leadership gifts from the J.S. Bridwell Foundation and the Fondren Foundation to support renovation of Bridwell and Fondren libraries
July 18-21	SMU-n-Taos Cultural Institute offers enriching weekend with faculty for alumni and others
July 27	Los Angeles event brings together alumni, parents and friends
September 3	Leadership gift from Anita and Truman Arnold to support construction of the Dining Commons in the Residential Commons Complex
September 13	*Second Century Campaign* goal raised to $1 billion
September 13	New endowed Centennial Distinguished Chair in Cyber Security established in the Lyle School of Engineering through financial commitment from SMU Trustee Bobby B. Lyle ’67
September 26	Leadership gift from Martha Raley Peak ’50 establishes endowed position of Centennial Chair and Director of the Meadows Symphony Orchestra
October 9	Chicago donors honored for more than $4 million in campaign commitments.
October 24-27	Homecoming Weekend
October 25	*Second Century Campaign* volunteer summit
October 25	Gerald J. Ford Research Center gift announced.
October 29	Houston alumni, parents and friends gather for presentation on new National Center for Arts Research at SMU.
November 21	Southern California donors honored for more than $8.8 million in campaign commitments.
December 21	Renovated and expanded Moody Coliseum and new Miller Event Center ribbon cutting at December Commencement

2014

January 4	First basketball games in renovated Moody Coliseum
January 23	Carolyn and David Miller Campus Center at SMU-in-Taos gift announced
January 25	Fort Worth donors honored for more than $9 million in campaign commitments
January 30	Darwin Deason Institute for Cyber Security established and Deason Innovation Gym named
February 21	Judge Elmo B. Hunter Legal Center for Victims of Crimes Against Women established
March 20	New York City alumni, parents and friends gather for presentation by Alan Lowe, director of George W. Bush Presidential Library and Museum
April 3	George W. Bush Presidential Library and Museum Director Alan Lowe shares Bush Center update with Washington, D.C. alumni, parents and friends
April 3	Men's basketball team plays in National Invitation Tournament final
April 11-12	Founders' Day Weekend, Centennial Faculty Salute and Photo
May 1	Atlanta donors honored for more than $2.1 million in campaign commitments
May 9	Residential Commons complex dedicated
May 9	*Join the Stampede* yearly giving initiative approved by Board of Trustees.
May 12	Budd Center: Involving Communities in Education established
May 19	San Francisco donors honored for more than $5 million in campaign commitments
May 31	Mary and Richard Templeton Centennial Chair of Electrical Engineering established
May 31	Alumni yearly giving rate reaches 24 percent. Cumulative alumni campaign giving reaches 53.9 percent
July 7	Launch of *Join the Stampede* campaign to reach 25% giving by alumni
July 17	The Chapel at Fort Burgwin Consecration
July 18	Carolyn and David Miller Campus Center Groundbreaking held during SMU-in-Taos Cultural Institute
July 26	Los Angeles event brings together alumni, parents and friends
September 5	New endowments for Tower Scholars Program in Dedman College exceed $4 million
September 12	Harold Clark Simmons Hall Groundbreaking
September 19	Mustang Band Hall Dedication
September 19	First lighting of Armstrong and Blanton building cupolas
October 2	St. Louis alumni, parents and friends honored for more than $800,000 in campaign commitments
October 5	San Francisco alumni, parents and friends gather for presentation on cyber security
October 9	Denver alumni, parents and friends honored for more than $7.6 million in campaign commitments
October 27	Houston alumni, parents and friends gather for presentation on the future of legal education
November 6	Los Angeles alumni, parents and friends gather for presentation on screenwriting and TV production
November 13-15	Homecoming Weekend; first lighting of Peruna on Expressway Tower
November 14	SMU Endowed Faculty Position Luncheon honoring donors; two additional faculty positions announced: Duchossois Professor in Management and Organizations, Wesley Centennial Chair in Practical Theology
December 5	Dr. Bob Smith Health Center Groundbreaking

2015

January 24	Fort Worth alumni, parents and friends gather for outing at Fort Worth Rodeo and Stock show
February 3	Chicago alumni, parents and friends gather for presentation on the impact of free markets
February 20	SMU Tennis Complex Dedication
March 3	Washington, D.C., alumni, parents and friends gather for presentation on Dedman College
March 4	New York City, alumni, parents and friends gather for presentation on Dedman College
March 15	Men's basketball team wins American Athletic Conference regular season and Tournament Championships and receives bid to NCAA Tournament
March 16	Morris Director of the Caruth Institute for Entrepreneurship endowed
March 23	Historic $45 million gift from The Meadows Foundation announced, largest single gift to SMU
April 17	Meadows Museum 50th Anniversary Celebration
April 17-18	Founders' Day Weekend

April 30	Atlanta alumni, parents and friends gather for presentation on cyber security
May 5	Solender Chair in Women and the Law faculty position endowed
May 31	Alumni yearly giving rate reaches 26 percent. Cumulative alumni campaign giving reaches 56.9 percent
July 15	Santa Fe event brings together alumni, parents and friends
July 17	Carolyn and David Miller Campus Center Groundbreaking held during SMU-in-Taos Cultural Institute
July 17	William P. Clements Jr. Executive Director of SMU-in-Taos position endowed
July 25	Los Angeles event brings together alumni, parents and friends
July 28	Chicago alumni, parents and friends gather for the dean's update on the Meadows School of the Arts
August 27	Bonnie Wheeler Centennial Professorship in Western Medieval Culture Literature position announced
September 22	Thomas W. Luce, III Centennial Dedman Law Scholars Program endowed
September 23-25	SMU Centennial Homecoming
September 24	Centennial Worship Service and Commemoration Ceremony honoring SMU's first 100 years
September 24	SMU reaches $1 billion Campaign goal ahead of schedule
September 24	Umphrey Lee Professor in Methodist History position endowed
September 25	*Second Century Campaign* volunteer meeting
October 21	Emily Rich Summers Professorship in Art History position endowed
November 5	Houston alumni, parents and friends event
November 17	SMU Student Scholarship Support Luncheon honoring donors
December 9	New York alumni, parents and friends gather to hear from head football coach Chad Morris
December 18	Alan R. Bromberg Centennial Chair in Corporate, Partnership and Securities Law position endowed

2016

January 27	Henry L. and Rebecca A. Gray Endowed Chair in Statistical Science position announced
February 2	Duncan MacFarlane named Bobby B. Lyle Centennial Chair in Engineering Entrepreneurship
February 17	Fort Worth alumni, parents and friends gather to hear from the Clements Center for Southwest Studies
February 24	Crum Lacrosse and Sports Field Dedication
February 25	Harold Clark Simmons Hall Dedication
February 26	Cruise C. and Marjorie F. Calahan Centennial Chair in Engineering established
February 26	Robson-Lindley Aquatics Center and Barr-McMillion Natatorium Groundbreaking
February 26	SMU sets record for Texas private university fundraising, announcing $1.15 billion campaign total

Exhibit 6. The Second Century Celebration

The Second Century Celebration Organizing Committee, 2015-16

CO-CHAIRS

- Ruth Collins Sharp Altshuler '48
- Carl Sewell '66

HONORARY CO-CHAIRS

- William P. Clements, Jr. '39 +
- Edwin L. Cox '42
- Nancy McMillan Dedman '50
- William L. Hutchison '54
- Bobby B. Lyle '67
- Cary M. Maguire
- Robert A. Meadows
- Annette Caldwell Simmons '57
- Kay Prothro Yeager '61

VICE CHAIRS

- Kelly Hoglund Compton '79, *Vice Chair, Academic Celebration*
- Rev. Mark Craig, *Vice Chair, Church Relations*
- Linda Pitts Custard '60, '99, *Vice Chair, Special Events*
- Antonio O. Garza, Jr. '83, *Vice Chair, International Celebration*
- Bishop Scott J. Jones '81, '92, *Vice Chair, Church Relations*
- Jeanne L. Phillips '76, *Vice Chair, Centennial Host Committees*
- Caren Prothro, *Vice Chair, Community Celebration*
- Richard Ware '68, *Vice Chair, Alumni Celebration*

AT-LARGE MEMBERS, 2015-16

- Kathryn H. Arata ’87, ’91, *Co-chair, Parent Leadership Council*
- Stephen L. Arata ’88, *Co-chair, Parent Leadership Council*
- Douglas A. Reinelt, *President, SMU Faculty Senate*
- Peter A. Lodwick ’77, ’80, *Chair, SMU Alumni Board*
- Carlton Adams ’16, *President, SMU Student Body*

EX OFFICIO

- Mike Boone, *Chair, SMU Board of Trustees*
- R. Gerald Turner, *President, SMU*
- Brad E. Cheves, *Vice President, Development and External Affairs, SMU*

STAFF LAISON

- Robert A. Bucker ‘81, *Celebration Managing Director, SMU*

+ Deceased

The Second Century Celebration University Committee

2015-2016 Roster

Co-Chairs
Harold Stanley
Brad Cheves

School and Academic Representatives
Carolyn Barta, Meadows School of the Arts
Lackland Bloom, Dedman School of Law
Bill Bryan, Perkins Theology
Amy Carver, Central University Libraries
John Hall, Registrar
Jim Hopkins, Dedman College
Lynn Jacobs, Simmons School of E&HD
Maribeth Kuenzi, Cox School of Business
David Matula, Lyle School of Engineering

DeGolyer Library/Archives Representatives
Joan Gosnell
Russell Martin
Darwin Payne

Faculty Senate Representative
Doug Reinelt

Staff Association Representative
Tim Norris

Student Representatives
Carlton Adams, Student Senate
Max Agadoni, DEA Committee, Board of Trustees
Hannah Claire Brimelow, Nineteen 11
Richmond Demond, Program Council, Student Concert
Laura Sullivan, Program Council
Jennifer Zotz, Student Foundation

Business and Finance Representatives
Alison Tweedy
Philip Jabour
Julie Wiksten

Student Affairs Representatives
Don Hopkins
Stephanie Howeth
Jorge Juarez
Dawn Norris

Athletics Representative
Brad Sutton

Development and External Affairs Representatives
Dana Wilcox Ayres
Martha Coniglio
Pam Conlin
Patti LaSalle
Suzanne Massey
Vicki Olvera
Marianne Piepenburg
Neil Robinson
Andrew Snow

Managing Director
Robert Bucker

Second Century Celebration Events and Deliverables

2011		
	1/20/2011	Opening of Café 100 (Hughes-Trigg Coffee Shop)
	4/15/2011	Inaugural Founders' Day Celebration – Centennial of Founding Ceremony
	4/15-25/2011	10-Day Celebratory Lighting of Dallas Hall
	4/16/2011	Centennial Easter Egg Hunt Community Event
	4/17/2011	Trustee and Leadership Donor Centennial Dinner
	8/21/2011	Centennial Convocation
	8/28/2011	First Annual HPUMC Centennial Lunch
	9/9/2011	Opening of Centennial Hall
	9/9/2011	Yearbook Digital Editions Launched (funded by Richard Ware)
	9/9/2011	Dedication of Turner Centennial Quadrangle and Cooper Centennial Fountain
	10/11/2011	*SMU: Unbridled Vision* Campus Picture Book Published (launch events at Neiman Marcus, Suzanne Roberts, etc.)
	11/3/2011	Centennial Reunions Launch
	11/10-11/2011	Centennial Academic Symposium (funded by Hoglund Foundation)
2012		
	4/17/2012	Economic Impact Report Presented at Federal Reserve
	4/20-21/2012	Founders' Day Weekend
	4/20/2012	Groundbreaking for Residential Commons and Dedication of Centennial Cornerstone
	9/29/2012	Centennial Walking Tour of Campus (including Centennial Touring Bikes and Centennial Campus Puzzle)
	10/26/2012	Capital Project Donors Centennial Luncheon, featuring Bush Center architect
	10/26/2012	Publication of *SMU Campus at 100*
	11/18/2012	Dallas Hall added to Trains at Northpark for five years, launch event
	11/28/2012	Dallas Hall Society dedication of Dallas Hall Centennial Cornerstone Plaque
	11/29/2012	*Telling Our Story: 100 Years of Women at SMU* booksigning event
2013		
	4/19-20/2013	Founders' Day Weekend, welcome ceremony for Bush Presidential Center
	4/19/2013	Bush Center Welcome Ceremony and presentation of 4 millionth library volume
	7/14/2013	*Hail to the Chief* exhibition opens, including Washington's Acts of Congress
	10/25/2013	Event honoring alumnus author and parade grand marshal Bill Joyce
	10/27/2013	Highland Park Centennial Event
	11/3/2013	*Treasures of the DeGolyer* Centennial Exhibition opens
2014		
	1/22/2014	Year of the Faculty launched with annual faculty meeting
	4/11-12/2014	Founders' Day Weekend
	4/13/2014	Centennial Retired and *Emeriti* Faculty Reception
	8/24/2014	100th Convocation
	9/19/2014	Centennial Lighting Projected Revealed (Expressway Pony, Armstrong and Blanton Cupolas)
	Fall 2014	100th Season of Athletics Competition Begins (including 100 Athletics Highlights Playing Cards)
	11/13/2014	Centennial Conclave of Faculty Chairs and Donors
	11/13/2014	Publication of Endowed Faculty Positions booklet
	Fall, 2014	Peruna Profs Announced/Centennial Faculty Achievement Awards created
2015		
	2/14/2014	Moody Madness Event
	3/4/2015	50th Annual Women's Symposium
	4/16/2015	Meadows Museum 50th Gala
	4/17-28/2015	Founders' Day Weekend

	4/17/2015	*Dallas Morning News* Museum insert
	4/17/2015	Meadows Golden Anniversary Commemoration
	4/17/2015	Centennial Perunapalooza
	Fall 2015	Centennial Cookbook Produced
	9/23/2015	Centennial Countdown Concert
	9/24-26/2015	Centennial Commemoration and Homecoming
	9/24/2015	*Dallas Morning News* centennial insert
	9/24/2015	Centennial Worship Service
	9/24/2015	Centennial Commemoration Ceremony
	9/24/2015	Centennial Lighting of Dallas Hall
	9/25/2015	Post-game Centennial Salute
	10/5/2015	*Southwest Review* Centennial Commemoration at DMA
	11/30/2015 – 1/3/2016	Centennial Celebration of Lights
	12/3/2015	Trustee Centennial Dinner
2016		
	4/15-17/2016	Founders' Day Weekend
	4/15/2016	Fondren Centennial Reading Room dedicated as part of Fondren renovation dedication
	4/15/2016	*Centennial History of SMU* published, funded by Hoblitzelle Foundation
	4/15/2016	Crain Centennial Promenade, campaign plaques, and Second Century Terrace dedication

Celebration Giving and Impact

Celebration Fundraising Results to Date

• Major Donors Commitments	$2,609,000
• Host Committee Commitments	$1,463,847
• Other Donors (outright gifts)	$94,246
• Merchandise Sales to date	$117,178
• Southwest Review Centennial Project	$272,414
• Paver Income (minimum level)	$1,100,000
• Centennial Lighting Project Donors	$581,301
• Centennial Reading Room Furniture	$50,500
• Total	$6,288,486

Centennial Endowments Received to Date

Jeremy duQuesnay Adams Centennial Professorship in Western European Medieval History
Addy Family Centennial Professorship in Engineering
Ruth and Kenneth Altshuler Centennial Interdisciplinary Professorship in Cities, Regions and Globalization
Arata Centennial Study Abroad Scholarship
Boniface Family Centennial Scholarship
Alan R. Bromberg Centennial Chair in Corporate, Partnership and Securities Law
Cruse C. and Marjorie F. Calahan Centennial Chair in Engineering
Patsy and Ray Caldwell Centennial Chair in the Annette Caldwell Simmons School of Education and Human Development
Centennial Professor in Finance
Linda P. and William A. Custard Director of the Meadows Museum and Centennial Chair in the Meadows School of the Arts
Leighton K. Farrell Centennial Chair in New Testament
Jerome M. Fullinwider Centennial Chair in Economic Freedom
Leah Young Fullinwider Centennial Chair in Music Performance
Thomas W. Luce, III Centennial Dedman Law Scholars Program
Bobby B. Lyle Centennial Chair in Engineering Entrepreneurship
Bobby B. Lyle Centennial Distinguished Chair in Cyber Security
Lauren Anne Lyngstad Centennial Scholarship
Maria and Albert Niemi Centennial BBA Scholars
Martha Raley Peak Centennial Chair and Director of the Meadows Symphony Orchestra
Regina P. and Charles H. Pistor Centennial Scholarship
Betsy and Rob Pitts Centennial Scholarship
Annette and Harold Simmons Centennial Chair in the Annette Caldwell Simmons School of Education and Human Development
Gayle and Paul Stoffel Centennial Graduate Fellowship in Art History
Mary and Richard Templeton Centennial Chair of Electrical Engineering
Amy Abboud Ware Centennial Professorship in Criminal Law
Bill Ware Memorial Centennial BBA Scholarship
Susanna Wesley Centennial Chair in Practical Theology
Bonnie Wheeler Centennial Professor in Medieval Culture and Literature

Centennial Capital Projects

Centennial Hall, 2011
Cooper Centennial Fountain, 2011
R. Gerald Turner Centennial Quadrangle and Gail O. and R. Gerald Turner Centennial Pavilion, 2011
Centennial Cornerstone, 2012
Dallas Hall Centennial Cornerstone, 2012
Centennial Lighting of Dallas Hall, The Laura Lee Blanton Student Services Building, and Armstrong Commons, 2015
Fondren Foundation Centennial Reading Room, 2016
Crain Family Centennial Promenade, 2016

Exhibit 7. New Endowed Faculty Positions

2006

1. Bobby B. Lyle Professor of Entrepreneurial Studies, Edwin L. Cox School of Business
2. David B. Miller Professor, Edwin L. Cox School of Business

2007

3. Laurence and Catherine Perrine Chair in English, Dedman College of Humanities and Sciences

2008

4. Judge James Noel Dean and Professor, Dedman School of Law
5. C. Vincent Prothro Distinguished Chair of Biological Sciences, Dedman College of Humanities and Sciences
6. Leon Simmons Dean, Annette Caldwell Simmons School of Education and Human Development
7. Texas Instruments Distinguished Chair in Engineering Education and Director of The Caruth Institute for Engineering Education, Bobby B. Lyle School of Engineering
8. Wendland-Cook Professor in Constructive Theology, Joe and Lois Perkins School of Theology
9. Robert C. Womack Chair in Engineering, Bobby B. Lyle School of Engineering

2009

10. Chair in Bankruptcy and Commercial Law, Dedman School of Law
11. Distinguished Research Chair in Art History, Algur H. Meadows School of the Arts
12. Professor in American Capitalism, Edwin L. Cox School of Business
13. Glenn Linden Professor, Dedman College of Humanities and Sciences
14. Fabacher Professor of Alternative Asset Management, Edwin L. Cox School of Business
15. Bobby B. Lyle Professor of Leadership and Global Entrepreneurship, Bobby B. Lyle School of Engineering
16. William T. and Gay F. Solomon Professor in Engineering and Global Development, Bobby B. Lyle School of Engineering

2010

17. Bobby B. Lyle Professor of Engineering Innovation, Bobby B. Lyle School of Engineering

2011

18. Jerome M. Fullinwider Centennial Chair in Economic Freedom, Edwin L. Cox School of Business
19. Deborah G. Hankinson Distinguished Chair, Dedman School of Law
20. Karl Kilinski, II Chair in Hellenic Visual Culture, Algur H. Meadows School of the Arts
21. Marriott Family Professor, Algur H. Meadows School of the Arts

2012

22. Jeremy duQuesnay Adams Centennial Professor in Western European Medieval History, Dedman College of Humanities and Sciences
23. Ruth Collins Altshuler Professor and Director of the Interdisciplinary Institute at SMU, Dedman College of Humanities and Sciences
24. Richard Arnold Professor, Dedman School of Law

2013

25. Ruth and Kenneth Altshuler Centennial Interdisciplinary Professor in Cities, Regions and Globalization, Dedman College of Humanities and Sciences
26. Patsy and Ray Caldwell Centennial Chair, Annette Caldwell Simmons School of Education and Human Development
27. Linda P. and William A. Custard Director of the Meadows Museum and Centennial Chair, Algur H. Meadows School of the Arts
28. Leah Young Fullinwider Centennial Chair in Music Performance, Algur H. Meadows School of

the Arts

29. Kleinheinz Family Endowment for the Arts and Education Chair in Art History, Algur H. Meadows School of the Arts
30. Bobby B. Lyle Centennial Distinguished Chair in Cyber Security, Bobby B. Lyle School of Engineering
31. Martha Raley Peak Centennial Chair and Director of the Meadows Symphony Orchestra, Algur H. Meadows School of the Arts
32. Annette and Harold Simmons Centennial Chair, Annette Caldwell Simmons School of Education and Human Development
33. Glenn Simmons Professor, Annette Caldwell Simmons School of Education and Human Development

2014

34. Janet and Craig Duchossois Professor in Management and Organization, Edwin L. Cox School of Business
35. Jack Knox Chair in the Rights and Protection of Children, Dedman School of Law
36. G. Dale McKissick Professor in Psychology Dedman College of Humanities and Sciences
37. Mary and Richard Templeton Centennial Chair of Electrical Engineering, Bobby B. Lyle School of Engineering
38. Susanna Wesley Centennial Chair in Practical Theology, Joe and Lois Perkins School of Theology

2015

39. Addy Family Centennial Professor in Engineering, Bobby B. Lyle School of Engineering
40. Jane and Pat Bolin Director of the Maguire Energy Institute, Edwin L. Cox School of Business
41. Alan R. Bromberg Centennial Chair in Corporate, Partnership and Securities Law, Dedman School of Law
42. Cruse C. and Marjorie F. Calahan Centennial Chair in Engineering, Bobby B. Lyle School of Engineering
43. Centennial Professor in Finance, Edwin L. Cox School of Business
44. William P. Clements, Jr. Executive Director of SMU-in-Taos
45. Leighton K. Farrell Centennial Chair in New Testament, Joe and Lois Perkins School of Theology
46. Henry L. and Rebecca A. Gray Chair in Statistical Science, Dedman College of Humanities and Sciences
47. Umphrey Lee Professor in Methodist History, Joe and Lois Perkins School of Theology
48. Bobby B. Lyle Centennial Chair in Engineering Entrepreneurship, Bobby B. Lyle School of Engineering
49. James H. McIntosh Chair in Engineering, Bobby B. Lyle School of Engineering
50. Linda A. and Kenneth R. Morris Director of the Caruth Institute for Entrepreneurship, Edwin L. Cox School of Business
51. Ellen Solender Chair in Women and the Law, Dedman School of Law
52. Emily Rich Summers Professor in Art History, Algur H. Meadows School of the Arts
53. Amy Abboud Ware Centennial Professor in Criminal Law, Dedman School of Law
54. Bonnie Wheeler Centennial Professor in Medieval Culture and Literature, Dedman College of Humanities and Sciences

Exhibit 8. Academic Programs and Initiatives

Schools:

1. Annette Caldwell Simmons School of Education and Human Development
2. Bobby B. Lyle School of Engineering

Departments:

3. Art History Department support and new Ph.D. degree program
4. Chemistry Department Research
5. Roy M. Huffington Department of Earth Sciences
6. C. Vincent Prothro Biological Sciences Initiative

Centers and Institutes:

7. Budd Center for Involving Communities in Education
8. W.W. Caruth, Jr. Institute for Engineering Education
9. Center for Presidential History
10. Center for Preaching Excellence
11. Center for Religious Leadership
12. Center for the Study of Latino/a Christianity and Religions
13. Center on Research and Evaluation
14. Deason Family Criminal Justice Reform Center in Dedman School of Law
15. Darwin Deason Institute for Cyber Security
16. Dedman College Interdisciplinary Institute
17. EnCap Investments & LCM Group Alternative Asset Management Center
18. Hart Center for Engineering Leadership and program support
19. Hunter and Stephanie Hunt Institute for Engineering and Humanity
20. Judge Elmo B. Hunter Legal Center for Victims of Crimes Against Women
21. Don Jackson Center for Financial Studies
22. Institute for Leadership Impact in Simmons School
23. Kitt Investing and Trading Center
24. Latino Center for Leadership Development and SMU Tower Center Research Partnership
25. Latino Leadership Institute in the Cox School
26. Penny and Paul Loyd Center for the Academic Development of Student-Athletes
27. National Center for Arts Research
28. Albert W. Niemi Center in American Capitalism
29. O'Neil Center for Global Markets and Freedom
30. Temerlin Advertising Institute support
31. Tsai Endowed Center for Law, Science and Innovation

Programs:

32. Bishop Alonzo Monk Bryan and Twila Stowe Bryan Methodist Studies Endowment
33. W.W. Caruth, Jr. Child Advocacy Clinic in Dedman School of Law
34. Civil and Environmental Engineering Department support
35. George Cook Collection Endowment, supporting DeGolyer Library
36. Deason Endowed Fund for Innovation
37. Dean's Research Council in Dedman College
38. Dedman Law faculty research support
39. Embrey Human Rights Program and new Bachelor of Arts degree program
40. English Department Program support
41. Faculty Awards for teaching and service in Cox School, Dedman College and Perkins School
42. Foreign Languages and Literature support
43. Graduate Certificate Program in Early Literacy
44. Graduate Ensemble-in-Residence Program in Music
45. Global Theological Education Program support

46. Kirby Gray Fund, in support of Central University Libraries
47. Nancy B. Hamon Special Collection Endowment
48. Ignite Arts Dallas
49. Jewish Studies Program in Dedman College
50. Jeanne R. Johnson Piano Guest Artist Endowment
51. Journalism Digital Studio and Department support
52. Robert Van Kemper Endowment Fund for Research in Social and Cultural Anthropology
53. Jackie McElhaney Archives of Women of the Southwest Acquisition Endowment
54. Meadows Museum BBVA Art and Education Program
55. Music Therapy program support
56. Pastoral Care and Counseling support
57. Piano Faculty Recruitment Fund
58. Louise Ballerstedt Raggio Women's Studies Program Endowment
59. Research in Mathematics Education
60. Serafy Foundation Endowed Engaged Learning Fund in Lyle School
61. Scott Sheffield Energy Investment Lab
62. SMU-in-Taos program support
63. Student-Managed Energy Investment Fund
64. Texas-Mexico Research Program in the Tower Center
65. Sarah Kahn Toplitz Violin Studio Endowment
66. Tower Scholars Program Endowment
67. VanSickle Family Law Clinic
68. Women's and Gender Studies Endowment

Exhibit 9. New Endowed Student Scholarships and Fellowships

2006
Osman A. Akhil Memorial Scholarship
Cruse C. and Marjorie F. Calahan Scholarship
Class of 1986 Teresa Jenkins Carson Memorial Scholarship
Custard and Pitts Family President's Scholarship
Dewan Family BBA Scholarship
Dunlevy Leadership Scholarship
Judge Dean Gandy Scholarship
C. Jackson Grayson, Jr. MBA Scholarship in Entrepreneurial Studies
Huffington Bicentennial Scholarship
Marantz Family Scholarship
Betty Janette Maynard Award
Mustang Leader Scholarship
Robert F. and Jeanette K. O'Meara President's Scholarship
Palmer Scholarship
Perkins School of Theology Executive Board Scholarship
Martin Samuelsohn Scholarship
Carl and Peggy Sewell President's Scholarship
Fred S. Stradley Memorial Scholarship
Marsh Terry Creative Writing Scholarship
Rosemary Haggar Vaughan Family Foundation Meadows Scholar
Katherine Sams Wiley Physics Scholarship
Leslie Z. Wilson Scholarship

2007
Marvin Collins Memorial BBA Scholar
Edwin L. Cox BBA Scholar
Jordan Crist Memorial Scholarship
Henry R. and Rose S. Feld and Morton H. and Hortense Sanger Scholarship
Edward I. Fry Anthropology Fellowship
Amy Meredith Grubbs Memorial Scholarship
John W. Hagey Scholarship
Karl V. Mendel Scholarship in History
Ed Noble MBA Scholarship
Laurence and Catherine Perrine Dedman College Scholar
Laurence and Catherine Perrine President's Scholarship
Dean Charles Shirley Potts Scholarship
Lynda L. Scurlock Scholarship
Michael G. Smith BBA Scholarship
Joe Chat Sumner, III Scholarship
Willis M. Tate Distinguished Lecture Series President's Scholarship
Joni Elaine Templeton Scholarship
Debbie and John C. Tolleson BBA Scholar

2008
Nelda Sánchez Adamson Scholarship
Elizabeth and Louis Altman Scholarship
BBA Scholars Pooled Scholarship
Pat and Jane Bolin BBA Scholar
Lois A. Bowers Memorial Scholarship
Tucker S. and Gina L. Bridwell BBA Scholar
Norman E. Brinker MBA Scholarship
Dedman College Memorial Scholarship
Gibbs Memorial Scholarship
Edward R. and Mary Ann Hyde President's Scholarship
Jeanne R. Johnson Meadows Scholar
Bassett Kilgore Graduate Fellowship
Maguire BBA Scholarship
W. Scott McDonald, Sr. Scholarship
Kenneth R. and Linda A. Morris BBA Scholar
C. Vincent Prothro Graduate Fellowship
C. Vincent Prothro Undergraduate Scholarship
Robert D. and Margaret J. Rogers BBA Scholar
Fairess Simmons Graduate Fellowship
Wm. Elliott and Mildred Smith Scholarship

2009
AIM Foundation Scholarship
Michael C. Barrett Scholarship
Don and Linda Carter Scholarship
Robert J. Hieronymus BBA Scholarship
Richard M. Hull Service Scholarship
Judy G. and Michael L. Johnson BBA Scholarship
Mary Anne Lindley BBA Scholarship
LSE Scholarship
J. Scott Mattei Scholarship
Deborah Brames Michel Scholarship
Alice and Erle Nye BBA Scholar
Oaklawn Foundation Scholarship
Sarah and Ross Perot, Jr. Meadows Scholar
Judge Randell C. Riley (1948) Scholarship
Rittenmeyer Family BBA Scholarship
Donald E. Savarese Memorial Scholarship
Scott Family Foundation BBA Scholar
Miguel Zaragoza Fuentes and Esther Carrillo Zaragoza Scholarship

2010
Dick and Sarah Arnett Scholarship
Ting L. and Shirley S. Chu Engineering Scholarship
William A. and Linda P. Custard Meadows Scholar
Jennifer and Marty Flanagan MA/MBA Scholarship
Dan and Debra Friedkin President's Scholarship
Marty Haag Scholarship
Nancy Ann and Ray Hunt Residency-in-Teaching Master of Education Scholarship

Edward R. and Mary Ann Hyde Meadows Scholar
Gene and Jerry Jones Meadows Scholar
Moen Family Dedman College Scholar
Jackie Garrett Morriss Scholarship
Nancy Moses BBA Scholarship
John and Amy Phelan Meadows Scholar
Master of Sacred Music Alumni Scholarship
Bascom Thomas Scholarship

2011
Edwin R. Buster IV Memorial Jeskey Scholarship
R.W. Calloway Scholarship
William A. Hunter Memorial Scholarship
Billie Ida – Ernst & Young Scholarship
William A. and Gail W. Landreth BBA Scholar
Sharon Ley Lietzow Piano Scholarship
Charles L. and Sandra C. Lloyd Religious Studies Graduate Fellowship
Renato Mazza Scholarship
Thomas D. McCloskey BBA Scholar
Clarence B. and L. Courtney McOwan Memorial Scholarship
Michael F. Miller Memorial Scholarship
Al Mouledous Scholarship
Maria and Albert Niemi Centennial BBA Scholar
Edith O'Donnell Scholarship
John C. Phelan Dedman College Scholar
Friends and Family of Merrill J. Reynolds BBA Scholar
Homer B. Reynolds III Memorial Scholarship
J. Cleo Thompson, Jr. Athletic Scholarship
Rev. Marion Wheat Scholarship
Charles M. Wood Fellowship

2012
Gina and Tucker Bridwell MBA Scholarship
William P. Clements Fellowship
Duda Family Foundation MBA Scholarship
Gloria and Jack Hammack Meadows Scholar
Hawn Family Lyle Scholar
Hines Family Scholarship
Juanita Isaacs Scholarship
James and Heather Madden BBA Scholar
Anne Spivey Paup and Henry B. Paup Meadows Scholar in Memory of Robbie Davis Johnson
Yandell "Tog" Rogers, Jr. Scholarship
Lynda L. Scurlock Teaching Scholarship

2013
Arroyo MBA Scholarship
Bauman Family Scholarship
Mary Francis Stell Chappell Scholarship
Paul William and Nettie Burtha Lemburg Eble Fellowship
Kim and Doyle Glass Meadows Scholar
Lenore Kirk Hall Educational Trust Scholarship
Lila Harlow Henry Meadows Scholarship
Ann and Lee Hobson Graduate Fellowship in Art History
KPMG MSA Scholarship
Rex Kurzius Community College Transfer Scholarship
Dr. N.H. Melbert Bible Class Scholarship for Ministerial Students
Paxson-Manning Family Scholarship
Regina P. and Charles H. Pistor Centennial Scholarship
Nancy Stephenson Plunkett Memorial Scholarship
Caren H. Prothro Graduate Fellowship in Art History
Trent D. Redden President's Scholarship
Dean John W. Riehm Memorial Scholarship
Blackie Sherrod Scholarship
Gayle and Paul Stoffel Centennial Graduate Fellowship in Art History
Delmer Ray Threadgill Memorial Scholarship
Waggoner Family BBA Scholarship
Bill Ware Memorial Centennial BBA Scholarship
Leland White Family Engineering Scholarship
Betrand and Julia Marie Whitehead Graduate Fellowship in Art History

2014
Baker Family Memorial Scholarship in Memory of Horace A. Baker, M.D., Janet Lybrand Baker, Horace Anson (Pat) Baker, Jr. and Shirley Ann Baker
Blanchette Family MBA Scholarship
Boniface Family Centennial Scholarship
Lauren Thomas Compton Scholarship
David M. Crowley Scholarship
Dixon Scholarship
Dunleavy Family BBA Scholarship
Graduate Fellowship in Art History
Bess Enloe Meadows Scholar
Mona Lee Goodell Scholarship in Music Education
Linda and Mitch Hart MBA Scholarship
Elizabeth Hildebrand Horwood Scholarship
Jaccar/Lodwick Teammates for Life Basketball Scholarship
Jason S. Lindgren Memorial Scholarship
Lauren Anne Lyngstad Centennial Scholarship
Cary M. Maguire MBA Scholarship
Evan Scott and Rubye Edith Morgan Scholarship
David N. Reed Memorial Scholarship
Rosine Smith Sammons Scholarship in Journalism
SMU Scholarship
Summit Dedman College Scholar
Jack and Libby Swindle Lyle Scholar
John Nay Thomas BBA Scholarship
Reverend Daniel A. Turner Scholarship
Bob West Scholarship in Real Estate
Royce E. Wilson, Jr. Scholarship

Leslie Z. Wilson Journalism Scholarship
J. David and Virginia Wimberly Scholarship

2015
Northeast Texas Chapter of ACI International Lyle Scholar
Yvonne W. ("Pucci") and William G. Allen Scholarship
Arata Centennial Study Abroad Scholarship
Armstrong Family Dedman College Scholar
Bailey-Zeisler Lyle Scholar
C. Fred Ball, Jr. and Bank of Texas MBA Scholarship
Donald A. Berg Athletic Scholarship
Jack S. Blanton President's Scholarship
George and Pedie Bramblett Scholarship
Stephanie and Bennie Bray Meadows Scholar
Carolyn Fulgham Butcher and Preston Butcher Family Scholarship
Carty Family MBA Scholarship
Class of 1966 Scholarship
Laurie Hickman Cox Studio Art Scholarship
Carter Creech MBA Scholarship
Sylvie P. and Gary T. Crum MBA Scholarship
Cush Family Dedman College Scholar
Dallas Morning News Scholarship in Journalism
Dan and Nicole Doyle Scholarship
Esping Family Foundation Meadows Scholar
Favrot and Hartwell Scholarship
Elliott and LeNoir Fenton Student Scholarship
Gormly Family Scholarship
Louise and Tom Gresham BBA Scholars
Donny and Tricia Buddendorf Harrison Scholarship
Hegi Family Dedman College Scholar
Jim and Doris Hodges Scholarship
Mary Jane Johnson Scholarship
Jack M. and Carole V. Kinnebrew Scholarship
Kulas-Altschuler Dedman College Scholar
Stephen W. Ley Scholarship
Diana and Gregg Lowe Scholarship
Lyle School of Engineering Scholarship
Thomas W. Luce, III Centennial Dedman Law Scholarship
Bobby B. Lyle Scholarship
Peter J. and Laura Mace Scholarship
Donald J. Malouf Scholarship
Carmen and E.G. McMillan Dedman College Scholar
David B. Miller Athletic Scholarship
Shelley Roberts Montgomery Family Scholarship
Meadows School of the Arts Meadows Scholar
Linda A. and Kenneth R. Morris Meadows Scholar
Alice and Erle Nye Scholarship
Betsy and Rob Pitts Centennial Scholarship
Jerry and Gigi Glisson Poglitsch Scholarship
Caren H. Prothro Meadows Scholar
Santos Rodriguez Memorial Scholarship
Nancy Crow Sanders Dedman College Scholar
Grant Inverdale Small Scholarship
Gayle and Paul Stoffel Meadows Scholar
Student Leaders Scholarship
Mimi and William Vanderstraaten MBA Scholarship
Wayne and Billie Watts Scholarship

Exhibit 10. Campaign Capital Projects

Substantially Completed

1. Armstrong Residential Commons
2. Arnold Dining Commons
3. Caruth Hall
4. Cooper Centennial Pavilion
5. Crain Centennial Promenade
6. Kathy Crow Residential Commons
7. Crum Basketball Center
8. Crum Residential Commons
9. Fondren Library Center renovation
10. Val and Frank Late Fountain
11. Loyd Residential Commons
12. Martha Proctor Mack Ballroom
13. Carolyn and David Miller Campus Center at SMU-in-Taos
14. Moody Coliseum and Miller Event Center
15. Mustang Band Hall
16. Elizabeth Perkins Prothro Hall (including Kirby Hall, Selecman Hall renovations)
17. Annette Caldwell Simmons Hall
18. Harold Clark Simmons Hall
19. Dr. Bob Smith Health Center
20. SMU Tennis Complex
21. SMU-in-Taos Faculty and Student Housing
22. Trinity Forest Golf Complex
23. R. Gerald Turner Centennial Quadrangle and Gail O. and R. Gerald Turner Pavilion
24. Ware Residential Commons

Exhibit 11. Yearly Gift Receipts, 1978-2015

(Blue shaded years: *The Time to Lead Campaign;* Pink shaded years: *The Second Century Campaign)*

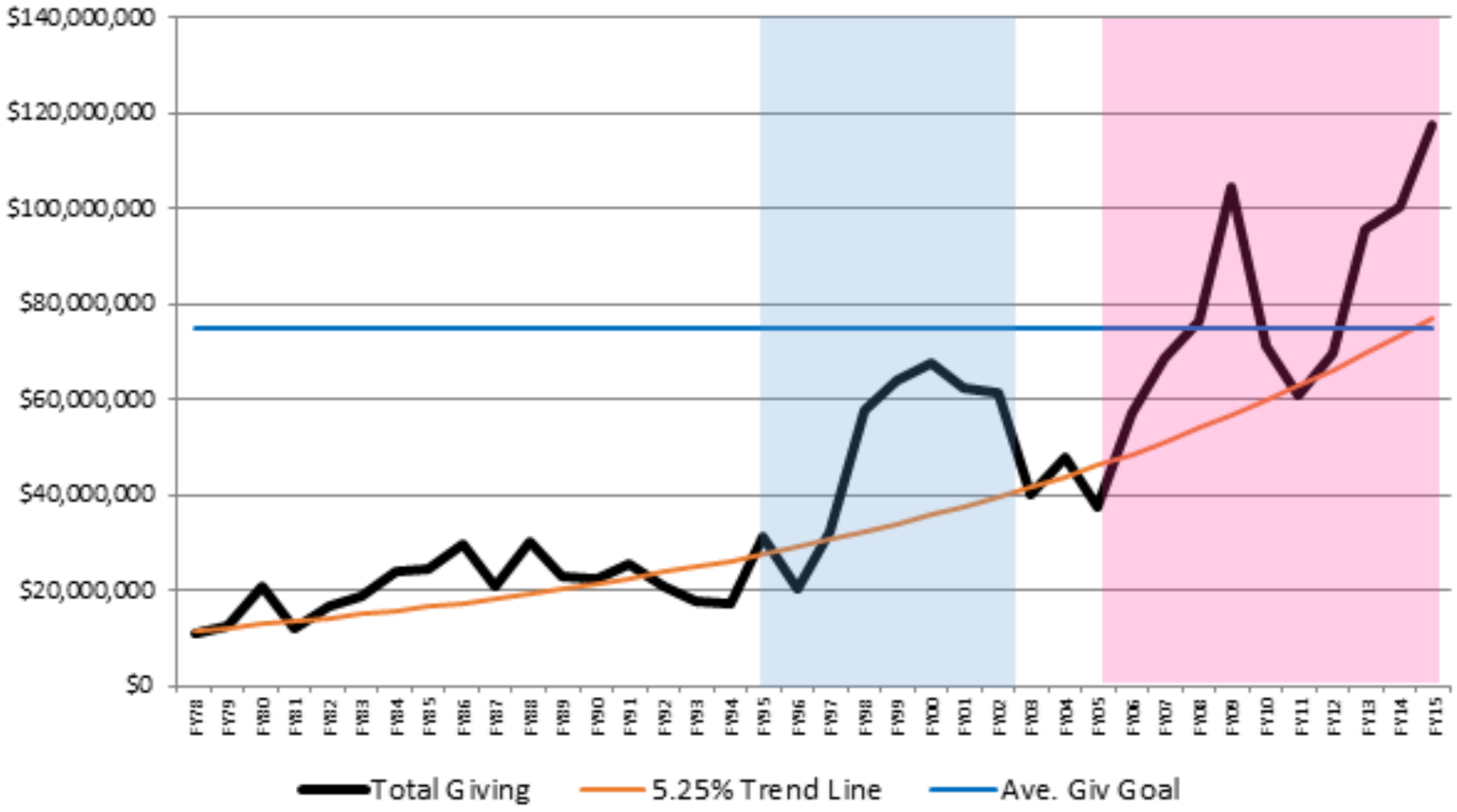

Exhibit 12. Seven-Year Gift Comparisons by Purpose, School, Source

SOUTHERN METHODIST UNIVERSITY
Seven Year Comparison Report By Purpose
Fiscal Year to date as of May 31, 2015
All Gifts

		Fiscal Year						
		2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015
	Purpose							
Current Operations	Unrestricted	1,516,483	1,464,408	1,491,730	1,519,886	2,040,346	3,893,710	2,759,971
	Property/Buildings	113,825	55,109	29,941	137,036	96,730	56,870	43,920
	Academic	2,742,266	3,827,266	4,394,298	4,621,762	4,362,962	5,526,099	8,546,189
	Faculty/Staff	1,521,015	2,495,052	1,590,575	1,046,502	3,217,881	4,400,648	4,032,657
	Athletics	5,834,628	5,449,303	6,624,836	8,355,170	8,369,539	10,780,739	12,881,717
	Research	311,580	344,004	675,048	662,478	682,206	416,136	1,254,386
	Public Service & Ext.	1,284,321	327,906	1,862,419	1,330,571	1,566,565	1,684,688	1,970,823
	Library	150,850	253,291	190,531	1,187,983	174,793	773,060	191,623
	Student Financial Aid	6,002,936	7,354,461	9,142,918	8,778,925	9,655,155	9,135,340	9,446,989
	Other Restricted Purposes	8,804,400	5,525,538	7,384,102	7,440,919	7,955,509	11,590,345	9,202,750
	Total	28,282,305	27,096,338	33,386,397	35,081,233	38,121,685	48,257,636	50,331,025
Capital	Purpose							
	Unrestricted	12,100	204,000	33,340	983,305	64,641	27,600	500
	Property/Buildings	48,089,596	16,449,810	10,668,320	18,234,555	20,577,775	22,513,721	26,485,476
	Academic	4,419,440	6,539,922	2,890,015	3,615,145	25,660,487	14,636,857	13,763,924
	Faculty/Staff	8,363,015	6,680,336	1,535,353	3,751,999	3,721,956	4,735,496	15,962,742
	Athletics	156,167	25,500	2,020,550	1,272,528	830,600	561,097	1,474,440
	Research	600,191	850	1,000,500	371,476	514,968	285,132	200,000
	Public Service & Ext.	3,901,750	525	10,950	100	0	500,200	800,000
	Library	101,387	83,841	85,452	164,446	173,445	600,562	37,030
	Physical Plant	1,076,257	119,000	43,350	847,122	0	81,800	250
	Student Financial Aid	9,264,120	13,213,254	8,686,176	4,143,186	4,375,520	8,060,432	7,894,996
	Other Restricted Purposes	492,203	175,790	317,760	263,962	497,829	172,131	371,507
	Loan Funds	0	215,292	0	650,000	1,000,000	71,656	0
	Total	76,476,227	43,708,120	27,291,765	34,297,824	57,417,222	52,165,702	66,990,865
Total		104,758,532	70,804,458	60,678,161	69,379,056	95,538,907	100,423,338	117,321,890

SOUTHERN METHODIST UNIVERSITY
Seven Year Comparison Report By School/Area
Fiscal Year to date as of May 31, 2015

		Fiscal Year						
		2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015
Current Operations	School/Area							
	General University	11,141,749	8,297,407	10,805,977	10,896,158	11,162,528	12,387,549	13,579,511
	Student Affairs	203,838	247,910	214,427	291,017	332,453	368,393	411,279
	Central University Libraries	113,167	210,111	169,280	1,160,742	148,977	743,773	163,118
	Dedman College	1,638,481	2,200,306	2,278,455	1,911,841	2,688,732	2,435,204	3,502,731
	Meadows School of the Arts	3,412,320	4,114,541	5,719,209	4,393,632	6,714,723	12,059,768	5,117,633
	Cox School of Business	1,391,314	2,404,438	1,814,343	2,724,569	2,701,832	3,026,856	5,136,164
	Lyle School of Engineering	1,203,511	663,860	1,759,878	1,044,276	1,337,671	1,722,229	2,573,813
	Dedman Law School	1,235,298	871,513	1,320,085	1,511,946	1,407,231	1,485,328	2,550,252
	Perkins School of Theology	2,064,894	2,607,742	2,305,072	2,334,681	2,474,232	2,349,185	2,340,059
	Athletics	5,834,528	5,446,128	6,624,376	8,338,935	8,369,539	10,775,839	12,881,717
	Simmons School of Education	43,204	32,381	375,294	473,435	783,768	903,513	2,074,749
	Total	28,282,305	27,096,338	33,386,397	35,081,233	38,121,685	48,257,636	50,331,025
Capital	School/Area							
	General University	30,263,981	8,941,316	4,265,639	16,632,695	40,864,292	25,238,955	21,921,027
	Student Affairs	348,688	310,285	169,319	603,403	1,187,082	1,183,932	1,165,584
	Central University Libraries	448,315	957,053	309,419	482,890	555,464	2,340,286	2,460,435
	Dedman College	1,448,939	2,110,222	641,798	1,409,865	2,612,976	2,909,822	3,827,276
	Meadows School of the Arts	289,182	4,346,455	3,425,606	3,428,673	3,506,275	6,745,318	2,773,513
	Cox School of Business	13,116,122	6,839,858	2,832,714	3,570,051	4,314,456	3,145,048	4,752,066
	Lyle School of Engineering	8,008,388	3,248,084	3,908,969	2,241,673	1,023,829	2,769,577	4,814,841
	Dedman Law School	10,805,449	2,943,828	1,588,556	1,605,385	1,172,125	1,748,775	6,684,590
	Perkins School of Theology	2,433,015	2,212,102	937,440	1,690,418	308,187	958,121	4,544,409
	Athletics	3,981,849	4,011,814	3,886,127	2,294,111	1,556,787	4,462,615	4,327,548
	Simmons School of Education	5,332,300	7,787,103	5,326,179	338,660	315,749	663,252	9,719,576
	Total	76,476,227	43,708,120	27,291,765	34,297,824	57,417,222	52,165,702	66,990,865
Total		104,758,532	70,804,458	60,678,161	69,379,056	95,538,907	100,423,338	117,321,890

SOUTHERN METHODIST UNIVERSITY

Seven Year Comparison Report By Source

Fiscal Year to date as of May 31, 2015

		Fiscal Year						
		2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015
	Source							
Current Operations	Alumni	7,786,140	8,804,831	10,862,430	10,826,835	10,866,692	13,409,150	16,350,930
	Parents	1,151,999	1,315,438	1,435,776	1,700,171	1,733,334	1,628,404	2,194,662
	Other Individuals	1,553,798	1,561,113	2,251,802	2,375,756	3,557,988	3,077,548	3,054,551
	Foundations	12,744,049	9,669,923	13,109,098	12,377,649	15,082,471	23,416,819	19,580,526
	Corporations	2,872,297	2,972,102	3,470,611	4,020,447	3,832,613	3,723,226	5,707,773
	Religious Organizations	1,549,409	1,505,022	1,685,633	1,598,971	1,872,503	1,790,608	1,948,841
	Other Organizations	624,613	1,267,910	571,048	2,181,406	1,176,084	1,211,881	1,493,743
	Total	28,282,305	27,096,338	33,386,397	35,081,233	38,121,685	48,257,636	50,331,025
Capital	Source							
	Alumni	9,667,178	11,328,635	5,349,188	5,681,878	6,401,675	5,792,504	24,044,034
	Parents	378,558	1,069,022	2,001,851	1,249,688	1,731,671	765,425	1,408,495
	Other Individuals	7,388,562	10,551,535	5,983,469	1,787,891	23,843,472	15,301,278	12,695,922
	Foundations	39,934,401	8,905,869	9,197,474	16,419,834	19,332,285	19,696,545	15,781,867
	Corporations	7,496,654	3,905,481	858,726	1,656,200	2,290,178	2,537,596	4,732,495
	Religious Organizations	216,065	534,521	174,333	382,573	574,826	174,132	2,168,168
	Other Organizations	11,394,809	7,413,057	3,726,724	7,119,759	3,243,115	7,898,223	6,159,884
	Total	76,476,227	43,708,120	27,291,765	34,297,824	57,417,222	52,165,702	66,990,865
Total		104,758,532	70,804,458	60,678,161	69,379,056	95,538,907	100,423,338	117,321,890

Exhibit 13. Final Results Coverage in *The Dallas Morning News*

The Dallas Morning News

Friday, February 26, 2016

SMU raises record $1.15B

Largest total for private Texas university to fund scholarships, buildings

By HOLLY K. HACKER
Staff Writer
hhacker@dallasnews.com

Southern Methodist University will announce Friday that it has raised $1.15 billion for student scholarships, new faculty positions, buildings and more in a campaign that ended in December.

It's the largest amount ever raised by a private university in Texas, and a feat few private schools around the country have accomplished, SMU leaders said.

"The future for SMU and Dallas is brighter because of the incredible generosity of donors to this campaign," said Gerald J. Ford, an SMU trustee and graduate who helped lead the campaign.

SMU started its Second Century Campaign in 2006, with the goal of raising $750 million. As donations poured in, campus leaders bumped that target up to $1 billion.

Many fruits of the fundraising are already visible: The school, which enrolls more than 11,000 students, has added five new dorms and a dining hall so sophomores can live on campus along with freshmen. The schools of education, theology and engineering all have new buildings. The Mustang band has a new hall for practicing and performing. There's a new tennis complex with a dozen courts, and a renovated basketball arena.

On Friday, SMU breaks ground for an aquatics center with an Olympic-size swimming pool.

Donations also are going to people and programs. The law school, for instance, now has a center that aids victims of domestic violence, sexual assault, sex trafficking and other crimes against women. The education school is working with nonprofit groups and public schools in West Dallas to help lift families there out of poverty.

And SMU is using the campaign money to nearly double the number of endowed faculty positions from 62 to 116. Endowed professorships tend to be more prestigious and pay higher salaries, so they're a powerful recruiting tool for colleges.

"It helps you get faculty that are more renowned for scholarship," President R. Gerald Turner said. Those professors do research and produce knowledge that can fuel economic development well beyond SMU's borders, he said.

From Northeastern University in Boston to the University of Miami, a growing number of colleges and universities are pursuing billion-dollar-plus campaigns as they try, like SMU, to elevate their national status and prestige.

Until now, only one private college in Texas had raised that much money — Rice University in Houston with $1.08 billion in a campaign that ended in 2013.

The University of Texas at Austin, which is public, raised $3.1 billion in a campaign that wrapped up in 2014. Just last November, Texas A&M upped the philanthropic ante and said it planned to raise $4 billion.

Some experts worry that the fundraising arms race could leave some students behind — especially those from low-income or working-class families.

SMU is one of only 95 colleges or college systems in the country with endowments worth more than $1 billion.

"They are part of a very elite group," said Danette Howard, a vice president at the nonprofit Lumina Foundation, which promotes equity and access in higher education. "I would say that with those kinds of resources — and the ability to raise

BY THE NUMBERS
The campaign

65,000
donors from across the world

183
gifts of $1 million or more

59 percent
of alumni contributing

26 percent
of undergraduates contributed in 2014-15

Southern Methodist University

Enrollment: 11,272 students

Sticker price: $63,985 (2014-15, living on campus)

Students receiving grants or scholarships: 72 percent*

Average aid amount received: $26,922*

Low-income students: 16 percent*

Endowment: $1.5 billion in fiscal year 2015

*in 2013-14

SOURCES: U.S. Department of Education; National Association of College and University Business Officers; Communfund Institute

those resources — does come responsibility."

At SMU, 12 percent of freshmen and 16 percent of all undergraduates are considered low-income. Most four-year colleges enroll a much greater share of poor or working-class families, Howard said.

"When you get to these very elite institutions, they're mostly enrolling students who are from higher-income families," she said. "That perpetuates this sense of stratification."

GERALD J. FORD
helped lead the drive.

SMU and other elite schools should devote more of their financial aid to bright, successful students who otherwise couldn't afford to attend, Howard suggested.

SMU leaders say they're doing just that. Donors gave money for 689 new student scholarships, including those

R. GERALD TURNER
is SMU's president.

for transfer students, veterans and those still in the military. While many scholarships are based on academic or leadership merits, they also help students with financial need, officials said.

"The idea that private universities are only elite and not accessible is an old stereotype that continues to get perpetuated," said Brad Cheves, SMU's vice president for development and external affairs. "We are seeking the best, brightest and most able regardless of background, and making this the kind of university that's reflective of society."

SMU's campaign is called the Second Century Campaign in honor of the college's 100th birthday. SMU was founded in 1911 and opened in 1915 after prominent families donated land

2014 File Photo/Staff Photo

With fruits from the Second Century Campaign, SMU has already added five new dorms and a dining hall. The schools of education, theology and engineering have new buildings, and the Mustang band has a new hall for practice and performances.

and Dallas leaders lobbied the Methodist church for it.

Turner said that while SMU is proud to have raised more than $1 billion, that's not the ultimate goal.

"The dollar amount is really only the means to an end," he said, "and the end is to do things that make your school better."

The Dallas Morning News

Saturday, February 27, 2016

EDITORIAL

SMU ends Second Century campaign with more than $1.1 billion raised

A billion bucks and change is a lot of money no matter how it adds up. But Southern Methodist University has special reason to crow about that gobsmacking total. Its just-completed Second Century fundraising campaign drew on support from nearly 60 percent of its alumni. That's a remarkable level of commitment from former students. The $1.15 billion total is the largest amount ever raised by a private university in Texas, and it puts SMU among a small class of universities nationwide to have done so. Some 54 new faculty positions have been endowed, along with nearly 700 scholarships, and construction projects across campus are underway or are already complete. Congratulations! A stronger SMU means a stronger North Texas.

World Changers Shaped Here SMU

Building on the vision of SMU's founders more than 100 years ago, the generous donors to The Second Century Campaign are enabling SMU to recruit the best students, support faculty and academic excellence and enhance the University's unique campus experience.