

# CHARGING AHEAD



ACTION AND INNOVATION  
AT SMU

*World Changers Shaped Here*



SMU®



In founding SMU in 1911, visionary leaders foresaw that the University would be essential to the growing prominence of Dallas. Today's donors are the founders of SMU's second century of achievement.



DEAR MEMBERS OF THE DALLAS COMMUNITY,

Because we enjoy a historic partnership with the city, we like to share news about achievements that strengthen both our university and our region. This special insert offers a glimpse of that progress.

We are proud and grateful to announce that the final total contributed to SMU's Second Century Campaign has reached \$1.15 billion in gifts and pledges for student scholarships, endowed faculty positions, new academic programs and enhancements to campus life. This is the largest amount raised by any private university in Texas history. We express our deepest gratitude to 65,000 SMU donors around the world.

The impact of this accomplishment extends beyond SMU. New resources for student scholarships and additional faculty will have an obvious positive economic impact on the region.

Over the past several years, new campaign-funded construction has contributed \$390 million to the regional economy. Between 2011 and 2015, our more than 350 projects have engaged an estimated 270 service providers, including architects, engineers and contractors. And construction continues as we build our future.

In new and renovated facilities, distinguished academic programs and centers, focusing on issues such as cyber-security, are attracting noted scholars to work with students and existing faculty on research collaborations. New endowed chairs and professorships are bringing additional renowned faculty to campus and Dallas. Currently, several SMU faculty are interacting with city officials to learn more about challenges faced by Dallas, seeking answers that are transportable to other great cities. This effort, among others, is being aided by new interdisciplinary programs, cross-disciplinary research and super-computing resources empowering solutions to tough and complex issues.

New resources for student scholarships and additional faculty will have an obvious positive economic impact on the region.

Our Second Century Campaign is meaningful to Dallas in other ways. Many of our new academic centers serve the community. SMU legal clinics for low-income clients have expanded. Faculty in programs focusing on entrepreneurship are fortifying the innovative spirit of our region. Students given opportunities for community service are preparing for a lifetime of leadership.

We hope you will enjoy this sampling of what's new and exciting at SMU, and by extension, for Dallas. Visit [smu.edu](http://smu.edu) for more information. I invite you to visit campus to enjoy some of the 400 lectures, performances and exhibits we present each year to enrich our community. Thank you for your interest and support.

R. Gerald Turner  
President, SMU

# New Resources Position SMU and Dallas for Greater Impact

"A stronger SMU means a stronger North Texas," a *Dallas Morning News* editorial stated on Feb. 27. It was one day after SMU announced that its Second Century Campaign had raised \$1.15 billion in commitments, the largest campaign amount for any private institution in Texas. The vote of confidence resonated in particular with the campaign's leaders. Throughout the campaign they had been reminding donors and prospective supporters that SMU is *the* University founded to strengthen Dallas and help it attain national and global prominence.

"These gifts, in many ways, are gifts to the greater Dallas area," said SMU President R. Gerald Turner in announcing the campaign's total. "All major metropolitan areas have at least one nationally competitive university that not only helps educate the area's workforce, but also serves as the educational and intellectual hub for many of the city's needs and cultural assets," he said. "SMU is proud to be that university for Dallas."

Donors provided 689 new student scholarships; raised the previous number of 62 endowed faculty positions to a new total of 116; and provided for 68 new or significantly enhanced academic programs and initiatives, including endowments for two schools. Twenty-four capital projects have been substantially funded, including new facilities for academic programs, student housing and athletics. Other gifts for campus enhancements support expanded career services and leadership programs.

SMU joins 34 private universities nationwide to have undertaken campaigns of \$1 billion or more. The institutions include Columbia University, the University of Notre Dame, and Emory and Vanderbilt universities.

**Attracting the best students**

Another benefit for Dallas is that SMU will provide more scholarship funding for high-quality students, helping to ensure that Dallas attracts and retains talented students and graduates.

"What this campaign will do for the next generation of leaders, researchers, innovators, artists and entrepreneurs is impossible to measure at this time, but the impact will be unprecedented," said Gerald J. Ford, trustee and convening co-chair of The Second Century Campaign.

The 689 new endowed scholarships include support for undergraduates and graduate students in all seven schools of the University. New support also is being provided for SMU's top two merit scholarship programs – the Nancy Ann and Ray L. Hunt Leadership Scholars and the SMU President's Scholars.

**Supporting faculty**

Campaign support for The Second Century Campaign enabled SMU to add \$4 endowed faculty positions, reaching a University total of 116. Endowments for new faculty positions enable SMU to broaden the subjects researched and taught at the University. Faculty endowments provide support for research projects in addition to salaries.

Programs in emerging fields

Among academic program enhancements, campaign resources enabled SMU to endow the Bobby B. Lyle School of Engineering and SMU's newest and seventh degree-granting school – the Annette Caldwell Simmons School

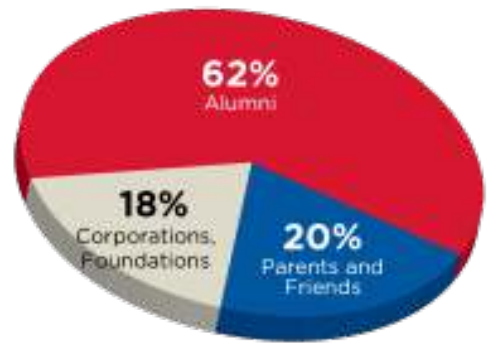
of Education and Human Development. The Simmons School was established at the request of area school officials. (See story page 6.)

Also endowed during the campaign was the Judge Elmo B. Hunter Legal Center for Victims of Crimes Against Women at the Dedman School of Law.

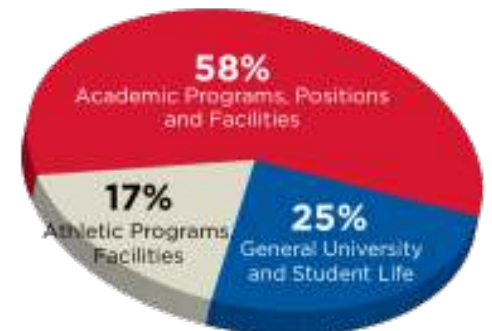
**Living-and-learning facilities**

New campaign-funded facilities include buildings for the Simmons School of Education and Human Development, Perkins School of Theology and Lyle School of Engineering, as well as a new Mustang Band Hall, a tennis center, and renovation and expansion of Moody Coliseum for athletics and academic ceremonies. Under construction are the Dr. Bob Smith Health Center and Fondren Library Center renovation; upcoming construction projects include the Gerald J. Ford Research

**Broad Support**  
The Second Century Campaign received strong support from alumni as well as a variety of other donors.



**University-wide Impact**  
Campaign gifts provided critical support for each of the University's priorities.



SMU's Second Century Campaign succeeded with the participation of hundreds of volunteers worldwide and the leadership of six co-chairs who are members of SMU's Board of Trustees. They are (left to right seated): Michael M. Boone, chair of SMU's Board of Trustees, and Ruth Altshuler; (left to right back row): Brad E. Cheves, vice president for Development and External Affairs; Caren H. Prothro; Carl Sewell; R. Gerald Turner, SMU president; Gerald J. Ford, convening co-chair; and Ray L. Hunt.

## TOP 10 ACCOMPLISHMENTS of SMU Unbridled: The Second Century Campaign Achieved Through Donor Generosity

- > Raised \$1.15 billion in gifts and pledges, the largest campaign amount by a private university in Texas history. SMU is among only 34 private universities in the nation to conduct campaigns of \$1 billion or more.
- > Created 689 new endowed scholarships to attract and retain top students.
- > Nearly doubled the number of endowed faculty positions, reaching a total of 116 University-wide.
- > Generated new funding for 68 academic programs and centers, including two new schools.
- > Built or renovated 24 capital projects to support academics and student life.
- > Received gifts from 65,000 donors from every part of the nation and internationally.
- > Alumni donated 62 percent of the gifts to the campaign.
- > Received gifts from 59 percent of alumni over the course of the campaign.
- > Received 183 gifts of \$1 million or more.
- > Charted a course for SMU's second century of achievement.



With their wide-ranging expertise, professors inspire students, address complex problems and help solve societal issues.

## Scholars Collaborate on Security Issues and Solutions

SMU's expertise in cyber and national security is an example of how scholars in different disciplines are sharing their knowledge to solve global problems.

"SMU has a special culture that enables students to have extraordinary access to our faculty members who are advancing the latest innovations in global security, cybersecurity, geopolitics and domestic policy studies," said Steven Currall, SMU provost and vice president for Academic Affairs. "Students and faculty members work in close collaboration to address many of the world's crucial challenges through new research discoveries and by engaging in service projects for technology companies, policy makers and the diplomatic community."

SMU's cybersecurity experts include **Frederick R. Chang**, director of the Darwin Deason Institute for Cyber Security, the Bobby B. Lyle Centennial Distinguished Chair in Cyber Security and professor of computer science and engineering in the Lyle School of Engineering. He also is a senior fellow in the John Goodwin Tower Center for Political Studies in SMU's Dedman College and a distinguished scholar in the Robert S. Strauss Center for International Security and Law at the University of Texas at Austin. His career spans positions in the private sector and in government, including his service as former director of research at the National Security Agency. For his achievements, he has been named a member of the prestigious National Academy of Engineering.



Chris Jenks, expert on the law of armed conflict and on counterterrorism, is one of several SMU faculty members collaborating and teaching on security issues.

**Christopher Jenks**, director of SMU's Criminal Justice Clinic and assistant professor at Dedman School of Law, is a Fulbright

Scholar who teaches and writes on the law of armed conflict and criminal justice. Before joining SMU, he worked at the Pentagon. He

was a judge advocate, serving as chief of the international law branch of the U.S. Army, from which he retired after a 20-year career. As a military prosecutor he was lead counsel on the Army's first counterterrorism case. He is co-author of the textbook, *The Law of Armed Conflict*, and co-editor of a forthcoming war crimes casebook.

**Robert Jordan** is Diplomat in Residence and adjunct professor in the Tower Center for Political Studies. Serving as U.S. ambassador to Saudi Arabia from 2001 to 2003, he took charge of his mission in the wake of the attacks of Sept. 11, 2001, at a critical time in U.S.-Saudi relations. He was a partner in the international law firm Baker Botts LLP for many years and headed the firm's Middle East practice based in Dubai. He is the author of *Desert Diplomat: Inside Saudi Arabia Following 9/11*.

**Joshua Rovner** is Distinguished Professor of International Politics and National Security, associate professor of political science and director of studies at the Tower Center for Political Studies. He writes extensively on strategy and security. His recent book, *Fixing the Facts: National Security and the Politics of Intelligence*, is a wide-ranging study about how leaders use and misuse intelligence.

Recent programs have included a Tower Center panel discussion with Jenks and Rovner on the ethical and legal questions of employing autonomous weapons systems, or "killer robots."

## Programs Promote Dialogue on Latino Issues, Texas-Mexico Relations

Two new SMU programs are providing the academic analyses needed to understand issues related to Latino voting patterns, immigration, education and the economy.

The new initiatives join the successful SMU Cox School of Business Latino Leadership Institute and the long-standing Mexican American and Hispanic-Latino/a Church Ministry Program in the SMU Perkins School of Theology in addressing a broad spectrum of Latino issues.

Among the new programs, SMU's Tower Center for Political Studies has established the Texas-Mexico Program, a unique research initiative for policy-based analysis. The program is designed to elevate dialogue and create a platform for examining shared issues through a policy lens. The new program will become a hub of teaching and research on cross-border politics, along with economic, social and cultural relations.

"Texas and Mexico are deeply connected not only economically, but also culturally," said Jesus Cañas, a Dallas Federal Reserve

Bank business economist who serves with Tarleton State University Associate Professor Jesus Velasco as co-director of the Texas-Mexico Program. "Texas has the second largest concentration of Mexican immigrants only after California, and we notice that [connection] as Mexican investment flows to the state to service the Hispanic markets."

The Tower Center also has formed an academic partnership with the Latino Center for Leadership Development, a privately funded foundation, to develop policy-focused solutions for Latino community concerns.

Those new initiatives offered their first public programs in March. The Latino CLD Policy Partnership hosted "Immigration in the News: How the Media Covers the Issue, and How the Public Responds." Also in March, the Texas-Mexico Program sponsored a public discussion, "Texas-Mexico Relations and the 2016 Election."

The highly regarded Latino Leadership Institute, which is part of the SMU Cox Executive Education program, has since 2013

helped participating companies recruit, develop and retain high-performing Latino executives. The program, formed with the support of 10 founding sponsors, directly addresses the underrepresentation of Latinos in company management and executive positions.

The Perkins School of Theology's Mexican American and Hispanic-Latino/a Church Ministry Program prepares church leaders for ministry in Spanish-speaking contexts and cultures. To celebrate its 40th anniversary in 2014, the program introduced a Cultural Sensitivity and Hispanic Ministry Training program, made possible by a grant from The United Methodist Church's General Commission on Religion and Race Action Fund.

The Perkins School also is home to the Center for the Study of Latino/a Christianity and Religions, which recently received a \$500,000 Luce Grant to expand its work "in promoting an understanding of the religious expressions within the Latino/a communities in the U.S. and in Latin America."



Jeffrey Engel

## SMU Becomes Hub for Presidential History

Award-winning historian Jeffrey Engel joined SMU in 2012 with ambitious plans for an SMU Center for Presidential History. Today the center is home to thought-provoking programs frequently featured on C-SPAN. It also houses the Collective Memory Project, an ongoing oral history project enhancing the historical and archival record of various presidential administrations.

"Our job is to shine a light on our nation's past in order to help guide its future," said Engel, the center's director.

With the location of the George W. Bush Presidential Center on campus, SMU decided to expand academic opportunities in presidential history. SMU has, indeed, become a hub for the subject. Engel and the Center for Presidential History frequently collaborate on programming with the George W. Bush Presidential Library and Museum and the SMU Tower Center for Political Studies.

SMU's Center for Presidential History has published two books: *The Four Freedoms: Franklin D. Roosevelt and the Evolution of an American Idea*, edited by Engel; and *Faith in the New Millennium: The Future of American Religion and Politics*, edited by Darren Dochuk and Matthew Sutton. Oxford University Press is publishing *When Life Strikes the White House: Death, Scandal, Illness, and the Responsibilities of a President*, edited by Engel and SMU history professor Tom Knock.

Engel came to SMU from Texas A&M University, where he served as director of programming for the Scowcroft Institute of International Affairs. He honed his experience tapping the resources of a presidential library at A&M, working with documents from the George H.W. Bush Presidential Library and with "Bush 41" himself in producing *The China Diary of George H.W. Bush: The Making of a Global President* (Princeton University Press, 2008). Engel is the author or editor of nine books on U.S. foreign policy.

"SMU was already renowned as a place to study history when we arrived," he said. "We intend to make this University a true center for the study of American politics and the presidency."

## Creative Programs Support Innovation

Professors at the Bobby B. Lyle School of Engineering say the real business of engineering is to make a positive difference in the world, which often means bringing new products to market. For an engineer, that means turning innovative technology into business opportunities.

Student Tyler Nelson is an example: He developed a prototype for an inflatable, portable bike carrier for cars through the Lyle School's Deason Innovation Gym (DIG). Called TrunkMonkey, his young company currently is distributing his invention nationwide via retail stores and online sales.

That's the kind of success story that energizes Duncan MacFarlane. A pioneering photonics engineer with a passion for ideas that become business opportunities, MacFarlane was named in February as the first Lyle Centennial Chair in Engineering Entrepreneurship. That brings to three the number of entrepreneurial positions that Bobby Lyle has endowed in the engineering school, including one in Engineering Innovation, held by Lyle School Dean Mare Christensen. In addition, Lyle has endowed a professorship and an MBA scholarship fund in entrepreneurial studies in the Cox School of Business.

When designing the school's new Caruth Hall, planners were determined to build spaces that encouraged thinking beyond boundaries. The Deason Innovation Gym is home to challenging student-led engineering projects for real clients, such as directing small robots to work together to provide defensive protection during disarmament of an IED (improvised explosive device). A facility that combines a design studio, a machine shop and a garage, the DIG is 1,200 feet of "makerspace" filled with power tools, 3-D printers, laser-cutters and computers.

The road from innovation to entrepreneurship gets an assist through the Lyle School's Immersion Design Challenge (IDC) program, where students work on a problem submitted by a business or organization that must be solved in

less than 10 days. Teams design, build and test a prototype, and then present their solution to a panel of faculty and industry representatives. "IDC students frequently work 18-hour days with no breaks and love every minute of it," said Kate Canales, research professor and director of design and innovation in the Lyle School.

Katie Krummeck, director of the DIG, is committed to the hands-on learning that is the heart of the "makerspace" movement. She embraces the freedom to fail (followed by quickly starting over and succeeding).

In fall 2015, the Lyle School added to its offerings a Master of Arts in Design and Innovation, grounded in the concept of human-

centered design. It means learning to develop solutions that specifically meet what people need, which is the key to finding a market for an engineering product, as well as to finding solutions to global challenges like clean water and safe housing in developing countries. Canales leads the program. A Stanford University mechanical engineer, she spent her early professional years with global design and innovation firm IDEO.

"SMU and the Lyle School aim to have an impact in Dallas and across the region by engaging our students and our community in the study and practice of entrepreneurship," Christensen said. "We start with innovation and give it wings."



The Deason Innovation Gym in the Lyle School of Engineering provides a creative environment for hands-on learning and round-the-clock exploration of solutions to real-world problems.



# MAPPING PROGRESS

In reshaping the physical profile of the campus with new facilities for living and learning, SMU also has elevated its academic profile and enriched the campus experience. A tour of what goes on within the bricks and mortar appears below.

1

**Elizabeth Perkins Prothro Hall** is the centerpiece of SMU's renovated quad for Perkins School of Theology. The hall features gathering spaces, seminar and conference rooms, a lounge, and computer and preaching labs.



2

The new **Dr. Bob Smith Health Center** will provide comprehensive outpatient care to more than 11,000 SMU students each academic year. It will provide medical and mental health care with a focus on wellness and sound health decision-making.



3

Listed on the National Register of Historic Places, **McFarlin Memorial Auditorium** seats 2,386 patrons on three levels. A multimillion-dollar restoration includes original architectural features returned to their former glory. Available to the community, the Auditorium hosts celebrated artists, lecturers and performance groups from Dallas and around the world, including SMU's popular Willis M. Tate Distinguished Lecture Series.



6

The Lyle School's **Caruth Hall** houses the Caruth Institute for Engineering Education; the Engineering Management, Information and Systems Department; and Computer Science and Engineering Department; as well as the Deason Innovation Gym, Hillcrest Foundation Amphitheater, Vester Hughes Auditorium and Hunter and Stephanie Hunt Institute for Engineering and Humanity.



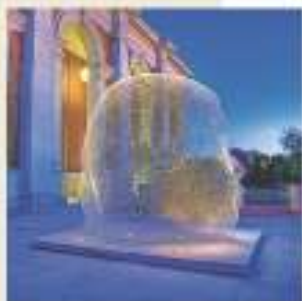
7

SMU's **Fondren Library Center** is being updated with new study spaces, technology upgrades, restored historic areas and a cafe. It includes the Fondren Foundation Centennial Reading Room, Hillcrest Foundation Exhibit Hall and Prothro Learning Commons.



4

A redesigned **Meadows Museum Plaza** and sculpture garden welcome visitors to a crown jewel of culture: SMU's Meadows Museum, which features *Sho*, a monumental sculpture by Jaume Plensa. It joins Santiago Calatrava's *Wave*, which now can be viewed from above, as Calatrava intended, from a terrace.



5

The **Crain Family Centennial Promenade** is a new north-south walkway linking SMU's Hughes-Trigg Student Center with the Residential Commons. The Promenade adds a convenient passageway to sites including the George W. Bush Presidential Center, Moody Coliseum and Blanton Student Services Building. Personalized etched pavers recognize donors who contributed to the Promenade.



10

**Gerald J. Ford Stadium's** upgrades include a new playing surface, improvements to the locker room and meeting rooms, and a new team lounge. Enhancements for guests include a 233-seat Hall of Champions Club and seven new suites with indoor/outdoor sections.



11

The **Residential Commons** complex includes six new facilities, adding 1,250 students to on-campus housing. The complex includes the Anita and Truman Arnold Dining Commons, and residence halls:

- Armstrong Commons
- Kathy Crow Commons
- Crum Commons
- Loyd Commons
- Ware Commons

Other halls have been renovated as Commons, which include faculty in residence.



12

The **Mustang Band Hall** and **Van Meter Plaza** serve the 88-member band, known as "the best dressed band in the land." The hall features the Van Meter Performance Plaza, which showcases the band's jazz-swing style in open-air performances for the community.



14

The renovation of **Moody Coliseum** and the construction of adjacent **Miller Event Center** set the stage for "Moody Magic," accommodating deafening crowd support for exciting Mustang basketball. Moody also hosts graduation for SMU and area high schools.



15

The **Crum Basketball Center** includes separate full-size practice courts for men's and women's basketball as well as training and rehabilitation areas. SMU volleyball also uses the facilities.



16

SMU's **Data Center** houses **ManeFrame**, named via a student contest. It is one of the fastest academic supercomputers in the nation, capable of processing 120 trillion mathematical operations per second. It supports big data research on topics ranging from particle physics to human behavior, water quality and drug discovery.



17

The **SMU Tennis Complex** is a new home for the Mustang men's and women's tennis teams. Facilities include Turpin Stadium, with six outdoor courts, the Stylsinger Family Grand Viewing Terrace and the Ann and Brad Brookshire Family Pavilion, with six indoor courts, the Edwin L. Cox Club Suite and a patron balcony.



18

The newly constructed **Crum Lacrosse and Sports Field** hosts a variety of sport clubs: women's and men's lacrosse, rugby, women's and men's soccer, Ultimate Frisbee and baseball.



19

SMU is home to the **George W. Bush Presidential Center**, which houses the Archives, Museum and Institute. The Bush Center has welcomed more than 930,000 visitors since opening in 2013. All five living U.S. presidents attended the dedication ceremony.



20

Under construction is the 42,000-square-foot **Robson-Lindley Aquatics Center** including the Barr-McMillan Natatorium on SMU Boulevard east of U.S. Highway 75. The Center will feature an Olympic-size indoor pool, among other amenities. It will be available for community use and swimming lessons.



9

Soon to be constructed, the **Gerald J. Ford Research Center** will support SMU's growing research profile, taking advantage of the University's high-performance computing and enabling researchers and students to interact for interdisciplinary studies.



13

**Mustang Mall** is a pedestrian mall linking Moody Coliseum, Dedman Center for Lifetime Sports, the Residential Commons complex and Doak Walker Plaza. It also is the setting for two iconic SMU symbols — the Mustangs sculpture and Doak Walker statue. Mustang Mall is a much-loved outdoor gathering spot and a visible reminder of SMU's commitment to preserving open spaces on campus.





SMU's academic and creative programs strengthen the community, whether providing legal assistance to low-income clients or developing information helping North Texas businesses to succeed.

# Dedman Law Expands Public-Service Clinics

To meet the growing need for legal assistance, Dedman School of Law has greatly increased the number of law clinics since 2014. The clinics not only aid residents and nonprofit groups of limited means, but they also provide real-world training for law students under the close supervision of faculty.

The law school's newest clinics include the Innocence Clinic, whose first student participants helped in the effort to free a wrongfully imprisoned man; the Judge Elmo B. Hunter Legal Center for Victims of Crimes Against Women; the VanSickle Family Law Clinic; the Patent Law Clinic; and the Small Business and Trademark Clinic. These clinics join the Civil Clinic, Consumer Advocacy Project, Criminal Justice Clinic, Federal Taxpayers Clinic and the W.W. Caruth Jr. Child Advocacy Clinic.

In 1947, SMU's law school became one of the country's first to sponsor a community legal clinic to serve low-income individuals. In 1996, Dedman Law became the first law school in Texas to implement a mandatory public service graduation requirement. The clinics have served approximately 20,000 citizens.

The Texas Access to Justice Commission called SMU's legal assistance to the poor "truly extraordinary" when honoring Dedman Law with its Commitment to Service Award in 2014.



Law students participating in SMU's first Innocence Clinic class provided research and analysis that helped secure the October release of Steven Mark Chaney (above), who had served 25 years for a murder conviction based on faulty evidence. At left is SMU Dedman Law graduate Julie Lesser, exoneration attorney with the Dallas County Public Defender's Office and adjunct clinical professor who serves as adviser to SMU's Innocence Clinic.

## Meadows Shares National Research

Faculty and students at Meadows School of the Arts bring award-winning coaching, free performances, challenging competitions and other inspiring opportunities to Dallas inner-city young people year-round. Whether hosting a citywide debate tournament involving students from 30 DISD schools or performing concerts through Bridge the Gap and South Dallas Strings, a program developed by SMU students, Meadows is vital to the city's arts mix. For the broader community, Meadows sponsors more than 400 performances, events and exhibits each year, including offerings through its Ignite/Arts Dallas initiative and annual Meadows Prize.

At the same time, Meadows is contributing research to help arts organizations remain viable. Its National Center for Arts Research (NCAR) employs the largest database of arts research ever assembled. Since 2012, NCAR's reports have provided vital information about performance attendance, managerial decisions and fiscal trends. Its initiatives include research on selected topics, such as the gender gap in art museum directorships nationwide and the distinguishing characteristics of minority arts organizations.

NCAR is led by Dr. Zannie Voss, chair and professor of arts management and arts entrepreneurship in the Meadows School of the Arts, and Dr. Glenn Voss, the Marilyn and Leo Corrigan Endowed Professor of Marketing at the Cox School of Business.

To learn more, visit the NCAR website at [smu.edu/artsresearch](http://smu.edu/artsresearch).

## New Education Building is Headquarters for Impact

SMU's new Harold Clark Simmons Hall houses programs that have the potential to transform education in underserved communities and that enable teachers to inspire their students to achieve measurable results.

The new hall is the second building for the Annette Caldwell Simmons School of Education and Human Development. The hall also houses The Budd Center: Involving Communities in Education, which focuses on breaking the cycle of poverty by transforming education. Endowed in 2014 by Russell and Dorothy Budd, the Center leads The School Zone, a West Dallas partnership of 32 social service agencies and 16 public, private and charter schools.

The Center aims to help families succeed by overcoming myriad issues that afflict struggling communities, such as health care, education, legal services, safety and nutrition. Dallas Mayor Mike Rawlings hailed the Budd Center's work with students and teachers in West Dallas schools as an example of "great leadership all around you on this campus" during his 2014 SMU Commencement address.

Trinity River Mission, a School Zone nonprofit partner, used the data it received from the Budd Center and SMU's Center on Research and Evaluation to launch H2O (Homework Help to Onward Thinking), a program to help students who score below 75 in a subject area to improve

their academic performance.

"The new Simmons building will serve as the hub of our community-based programs, enabling us to expand our understanding of the relationship between schools and the communities they serve," said David J. Chard, Leon Simmons Endowed Dean of the Simmons School.

Also in the new Simmons Building, the Teacher Development Studio contains high-tech laboratories, including the Teaching Performance Lab. It simulates pre-K–12 classroom environments with computer avatars standing in for students. New tools include video games, 3-D printers, 70-inch touch screens and large format printers.

In addition, the Department of Teaching and Learning prepares educators to be scholars and leaders through several programs. The Simmons School offers doctoral and master's degrees, graduate-level certifications, undergraduate programs and enrichment courses, and includes research institutes and community service centers.

"Programs in this new building expand the critical national and international role that the Simmons School plays in research, development of innovative programs and leadership in the field of education," said SMU President R. Gerald Turner.

Annette Caldwell Simmons and her husband, the late Harold C. Simmons, gave \$25 million in February 2013 to fund the new structure and three new endowed academic positions. In 2007, a historic \$20 million gift by Mr. and Mrs. Simmons established endowments for the school and provided funding for the school's first new building, Annette Caldwell Simmons Hall. The gift also created an endowed graduate fellowship fund and an endowed deanship and faculty recruitment fund, both of which honored Mr. Simmons' parents, who were educators in Golden, Texas.

### Partnering with the Mayor's Summer Reading Club

SMU partners with Dallas Mayor Mike Rawlings and the Dallas Public Library to spread the joy of reading. Through the Mayor's Summer Reading Club, readers of all ages can earn prizes by reporting what they read via Dallas Public Library branches or website. SMU yard signs featuring the Mustang mascot, Peruna, will be among prizes given to young readers, along with tickets to the Meadows Museum and SMU soccer.



SMU alumna Lisa Dickerson, program director for the Readers 2 Leaders (R2L) literacy program based in West Dallas, reads to neighborhood schoolchildren. R2L is one of 32 nonprofits in The School Zone, a partnership led by SMU's Budd Center: Involving Communities in Education.

### New SMU Common Reading Focuses on Justice

*Just Mercy: A Story of Justice and Redemption* by civil rights attorney Bryan Stevenson is SMU's 2016 Common Reading, designed to introduce entering students to the academic processes of reading, analysis and lively debate. Faculty, students and staff participate in small-group conversations about the book, and writing professors use the book as part of the fall curriculum. A community event with the author is being planned.

The book illustrates the author's drive to challenge racial bias and economic inequities.

## Students Build Connections Through Community Service

On Martin Luther King Jr. Day, SMU student Jayce Miller volunteered to build a wheelchair ramp for a Dallas homeowner. He was one of more than 150 students, faculty and staff who served area organizations, among them the Dallas Ramp Project, as part of SMU's annual MLK Day of Service.

"We saw that just a few hours of work had a direct impact on someone's life," said Miller, a senior majoring in math and accounting from Allen, Texas.

Every year, nearly 3,000 SMU undergraduate students serve more than 100 nonprofit agencies in the region and beyond. Community engagement is an important part of SMU's curriculum, which requires undergraduates to participate in a service learning course or experience. It is also part of the University's mission to develop leadership and civic responsibility among students.

Stephanie Howeth is the director of the SMU Community Engagement and Leadership Center, which connects students, faculty and staff members with volunteer opportunities and coordinates campus-wide community

service days. "SMU has strong partnerships with nonprofit organizations throughout North Texas. They identify for us priorities and projects that they may not otherwise have the time or resources to do," she said.

Academic programs focused on community involvement include Engaged Learning, through which students develop their own research, creative and service projects. This year's 120 projects include research on issues faced by immigrants' children, resources to support incarcerated women and Spanish-language outreach regarding Dallas water conservation efforts. Through SMU's Big iDeas program, undergraduate teams pitch and develop plans for businesses that address local challenges. One of this year's five winning teams created a clean-energy alternative called "Fiddler," a consumer wind turbine that was named a top student startup by *Forbes*.

The Maguire Center for Ethics and Public Responsibility provides summer fellowships to students for public service and ethics research. Fellows have worked to reduce human trafficking in the region and conducted research on the effects of substance abuse on Dallas families.

Student service organizations include Mustang Heroes, whose members volunteer weekly at 15 area nonprofits, and Alternative Breaks, which sends students, faculty and staff on service trips around the country and abroad during academic breaks. At the residential community called the SMU Service House, students learn about social issues and complete service requirements each semester.

Sophomore Uroob Haris was one of 100 students who participated in the Centennial Stampede of Service as part of SMU's second century celebration. Her group volunteered at a Dallas Public Library branch, where they sorted books and cleaned shelves.

"It felt good to see the results of what we did, with the dust flying off the shelves, and it opened our eyes to all of the services the libraries provide," said Haris, a business management and chemistry major from Karachi, Pakistan. "We reflected with the librarian on what the community really needs rather than what we might think it needs. Service is about so much more than the act of volunteering. It's about building relationships."



Community service is an integral part of an SMU education, whether providing needed fix-ups to area facilities or conducting research on local issues.



SMU graduates become world changers through innovation and creativity in a variety of ways, from online to *on pointe*.



## Prized Moves

One of the hottest tickets on the Dallas dance scene is to any performance created by Dark Circles Contemporary Dance. It was founded in 2010 by artistic director Joshua L. Peugh, who graduated from SMU in 2006 with degrees in dance and English. *Dance* magazine named Peugh as one of its “25 to Watch” in 2015.

Dark Circles’ latest accolades include winning the Grand Prize at the 18th annual McCallum Theatre Choreography Festival in Palm Desert, Calif., last November. So impressed was the Dance Council of North Texas with Dark Circles that it selected the company to participate in the first Dallas DanceFest last August.

In March, Dark Circles premiered Peugh’s reimagined take on Igor Stravinsky’s *The Rite of Spring* at the Dallas City Performance Hall. Peugh set the pagan rite in a gymnasium at a 1950s senior prom with a man in drag dancing the role of the sacrificial “chosen one.”

“Dallas has provided so many opportunities; it has been a great base that has allowed us to travel both nationally and internationally in the past three years,” Peugh said.

Dark Circles reflects Peugh’s SMU roots. More than half of the organization comprises SMU alumni or current students. “SMU provides a very distinctive training – the values we were taught are values that I continue to look for in my dancers and in my administrators,” Peugh said.

The following profiles of SMU alumni are excerpted from articles that appeared online at Dallas Innovates, an online collaboration of the Dallas Regional Chamber and *D Magazine* at [www.dallasinnovates.com](http://www.dallasinnovates.com).



## Serving Up Tabletop Technology

There are two kinds of patrons at casual dining restaurants: those who enjoy the interactive tablets now found on tables at such eateries nationwide and those who can’t stand them. No matter which type you are — whether you eagerly use such devices or you place them on the floor until your meal is finished — you may be interested to know that they originated in Dallas, specifically in a class at SMU.

Jack Baum, a serial restaurant entrepreneur, was teaching a class as part of the professional MBA program at SMU, and he issued a challenge to his students. How do you solve the problem of paying your check when you can’t find your server? Baum and three of his students — Viren Balar, Shawn Gentry and Raymond Howard — came up with a solution that led to the founding of Ziosk, a Dallas-based company whose tablets are now in almost all Chili’s, Olive Garden and Red Robin restaurants in the United States. — *Dan Koller*

**Read the full story:**

<http://www.dallasinnovates.com/ziosks-tabletop-tablets-were-cooked-up-in-a-class-at-smu/>



## Football’s Science Advocate

When NFL tackle Kelvin Beachum talks about education issues, people listen.

He serves as an ambassador for initiatives that spark interest in science, technology, engineering and math among underserved youth, a volunteer effort that has garnered national attention. Drawing on his experiences, he spoke at a recent education summit at SMU about the importance of mentoring in helping students of color reach their full potential.

For Beachum, who played for the Pittsburgh Steelers before signing with the Jacksonville Jaguars in March, success in the classroom and the playing field go hand-in-hand. The 52-game Mustang football starter earned a bachelor’s degree in economics in 2011 from Dedman College of Humanities and Sciences and, 16 months later, a master of liberal studies degree from the Annette Caldwell Simmons School of Education and Human Development. In his commencement address to fellow 2012 graduates of the Simmons School, he said earning a master’s degree in such a short period while also training for the NFL had been an exacting, and exhilarating, journey. “I love testing my will, I love challenges, and I love being a positive example.”



## Launching Online Bottle Rocket

In the span of roughly six years, SMU graduate Calvin Carter evolved from early adopter of the first generation iPhone, to self-taught app developer, to founder and CEO of Bottle Rocket — an award-winning mobile strategy, design and development company — and then to the businessman who sailed his company into a squall-like acquisition by WPP, the world’s largest communications services group.

The secret to the Dallas-Fort Worth entrepreneur’s fast-paced journey toward landing one of the biggest acquisitions to date for the city’s startup scene: “Don’t let anything prevent you from doing the thing you love every day,” Carter said.

Carter was named Ernst & Young Entrepreneur of the Year in 2013. He has since grown his company to more than 180 Rocketeers (Bottle Rocket’s name for its employees), who have completed more than 180 iOS and Android apps. Bottle Rocket has won four Apple Hall of Fame awards for its apps, been named Entertainment App Developer of the Year by *Variety*, and has been listed twice on Inc.’s 500. — *Patrick Kohler*

**Read the full story:**

<http://www.dallasinnovates.com/journeys-to-exit-calvin-carter-brings-bottle-rocket-to-apples-new-moon/>



## Patent Office Leader Pushes Innovation

Hope Shimabuku is leading the federal effort to connect inventors and entrepreneurs with the U.S. Patent and Trademark Office.

The engineer-turned-attorney, a 2005 cum laude graduate of SMU’s Dedman School of Law, serves as the first director of the new eight-state regional patent office in Dallas. In announcing the appointment, Michelle K. Lee, under secretary of commerce for intellectual property and director of the patent office, called the native Texan “a veteran of the innovative Texas ecosystem” and a “critical player” in the patent office’s mission.

Experts say proximity to the new regional resource will streamline the drawing board-to-marketplace process for many patent seekers. “Successful innovation, especially in the technical fields, benefits from proper and appropriate property rights protection,” said Duncan MacFarlane, the new Bobby B. Lyle Centennial Chair in Engineering Entrepreneurship at SMU. “The office has reached out impressively to the community, and that will help a lot of engineers in the region. I know, for example, that the office is already working with Dedman Law, and this will be of tremendous benefit to the technical innovators at SMU.”



Jake Edsell

## RSVP for Parking

When George Baker was 12 years old, he began his career in the parking industry by sweeping lots for his family’s business, Parking Companies of America. Two decades later, the Highland Park High School graduate is sweeping traditional parking operations into the digital age with ParkHub. Headquartered in Dallas’ Design District, ParkHub simplifies the process of finding a parking spot through its cutting-edge online reservation system and helps parking lot operators streamline efficiency and maximize profit through PRIME (Parking Revenue Inventory Management Enterprise), a mobile point-of-sale system.

“ParkHub was one of the original online parking reservation systems out there,” said Dallas native Jarrod Fresquez, who serves as ParkHub’s chief marketing officer.

As Dallas natives, Baker and his founding team were keen on growing ParkHub here. “It is home to a franchise from every major league (NFL, NBA, NHL, MLB), which makes it the perfect proving ground for our concept,” Fresquez said.

In addition, the team felt DFW harbored an environment that was encouraging for startups and small businesses in their early stages of development. “The tax structure here is extremely favorable for employees, and this creates a deep talent pool,” said SMU alum Jake Edsell, who returned to Dallas last year to serve as ParkHub’s chief operating officer. “After spending two years in San Francisco dealing with high prices and observing the way people live, it was an easy choice for me to return to Dallas.” — *Patrick Kohler*

**Read the full story:**

<http://www.dallasinnovates.com/dallas-natives-bring-parking-into-the-21st-century-through-parkhub/>

## SMU Cox Expertise Takes the Pulse of Business

Academic centers in SMU’s Cox School of Business provide research and insight into what makes North Texas businesses succeed. Their reports, shared online, make this expertise available for free.

The Cox School’s William J. O’Neil Center for Global Markets and Freedom publishes annual reports and essays on the nature of economic freedom and its relationship to global prosperity. The Center has undertaken a major new initiative, the Texas Economic Freedom project. It publishes *The Texas Economy*, a monthly report issued under the direction of Robert Lawson, the Jerome M. Fullinwider Endowed Centennial Chair in Economic Freedom and

director of the O’Neil Center, working with writer-in-residence Richard Alm.

In 2016 SMU will celebrate the 10th anniversary of a Cox School survey of business leaders assessing their economic outlook for the coming year. The SMU Cox CEO Sentiment Survey is conducted by Professors Miguel Quiñones, O. Paul Corley Distinguished Chair of Organizational Behavior, and Robert Rasberry, assistant professor of management and organizations.

Each year, the survey features about 40 questions on topics ranging from the outlook on the U.S. economy to the quality of the Dallas-Fort Worth workforce. Over

time, this annual survey will establish the SMU Cox CEO Sentiment Index, highlighting trends in leadership thinking and uncovering factors most critical to business success.

In 1990 SMU’s Caruth Institute for Entrepreneurship co-founded the Dallas 100™ Entrepreneur Awards, honoring the 100 fastest-growing privately held companies in the Dallas area. The institute is led by Jerry White, the Linda A. and Kenneth R. Morris Endowed Director. His certificate program, offered since 1970, is available to the community.



SMU INVITES MEMBERS OF THE COMMUNITY TO ENJOY UPCOMING CAMPUS EVENTS:

COMMUNITY DAY | Saturday, April 16



1. INSIDE SMU

An enriching morning with SMU faculty experts  
Elizabeth Perkins Prothro Hall, Perkins School of Theology  
8:30 a.m. | Registration and Continental Breakfast  
9 a.m. | "10 Stories You Should Know About SMU" — Darwin Payne, SMU centennial historian and professor emeritus of communications  
9:30 a.m. – Noon | Academic Sessions  
Parking available in Meadows Museum Parking Center  
Admission: \$25 per person. [smu.edu/foundersday](http://smu.edu/foundersday).



2. MEADOWS MUSEUM OPEN HOUSE

Explore the Salvador Dalí exhibit and view Dalí's *L'homme poisson* (1930), a new acquisition of the museum and the first painting by the artist to join the collection of a Texas museum. Guided tours of the museum's galleries are offered every hour. Younger visitors can join a drop-in art activity and pick up a fun scavenger hunt at the admission desk.  
10 a.m. – 1 p.m.  
Free admission



3. MUSTANG FAN FAIR

Featuring SMU football coach Chad Morris and the Mustangs  
Gerald J. Ford Stadium  
Noon | Activities  
1 p.m. | SMU Spring Football Game  
Free admission



CAMPUS EXHIBITS | 2016

4. Meadows Museum of Art

"Salvador Dalí: An Early Surrealist Masterpiece"  
Tuesday – Saturday, 10 a.m. – 5 p.m. (until 9 p.m., Thursday). Sunday, 1 – 5 p.m.  
Through June 19



5. Fondren Library Center

"Books, Buildings and Benefactors"  
Hillcrest Foundation Exhibition Hall  
Friday, 1 – 5 p.m., Saturday, Noon – 6 p.m.  
Through May 14

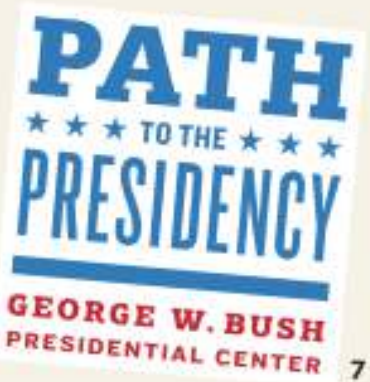


6. Bridwell Library

"Highlights from the Ruth and Lyle Sellers Medical Collection"  
Elizabeth Perkins Prothro Galleries  
Friday, 8 a.m. – 6 p.m. (2 p.m. Tour), Saturday, 10 a.m. – 6 p.m.  
Through July 1

7. George W. Bush Presidential Center

"Path to the Presidency"  
Monday – Saturday, 9 a.m. – 5 p.m., Sunday, Noon – 5 p.m.  
Through October 9



8. Hamon Arts Library

"Travels in Ithaca: New Paintings by Scott Gleeson"  
The exhibit explores the potential of art to promote individual and collective healing in the context of war and trauma.  
Through May 16



To learn more, please visit [smu.edu/foundersday](http://smu.edu/foundersday).

Book Traces SMU's First 100 Years

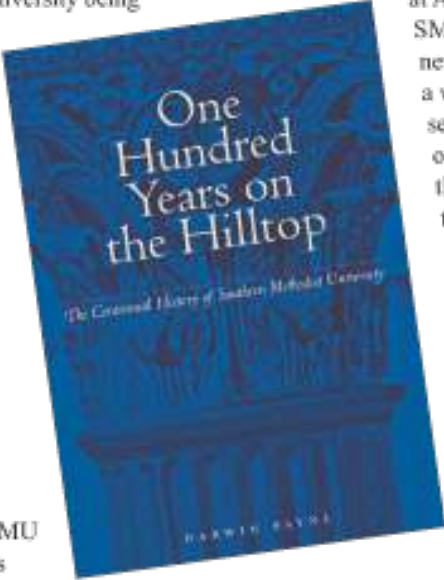
The first comprehensive history of SMU has been published as part of SMU's centennial celebration. Titled *One Hundred Years on the Hilltop: The Centennial History of Southern Methodist University*, the hardcover book was written by Darwin Payne, SMU professor emeritus of communications and official centennial historian.

The book has special relevance to Dallas readers. It describes the city's aggressive drive to obtain the new university being established by what is now The United Methodist Church, and the cooperative relationship between SMU and Dallas as the two have grown together. Many of the city's leaders also have provided leadership to the University as trustees and supporters through the years.

The book traces SMU's evolution from a fledgling regional institution into a university of national stature offering undergraduate and graduate degrees through seven schools, attracting top students from throughout the nation and world, and boasting a faculty of distinguished teachers and researchers on a wide range of subjects.

In his exhaustive research for the book, Payne had full access to all materials in the SMU Archives and minutes of all Board of Trustees meetings from 1911 to the present. He conducted extensive interviews with past and current University leaders and supporters.

"My ties to SMU extend for half of its 100 years, starting in the mid-1960s as a graduate student," Payne wrote in the book's preface. "I have a special affection for the institution. Researching and writing its history has been a genuine pleasure. As I

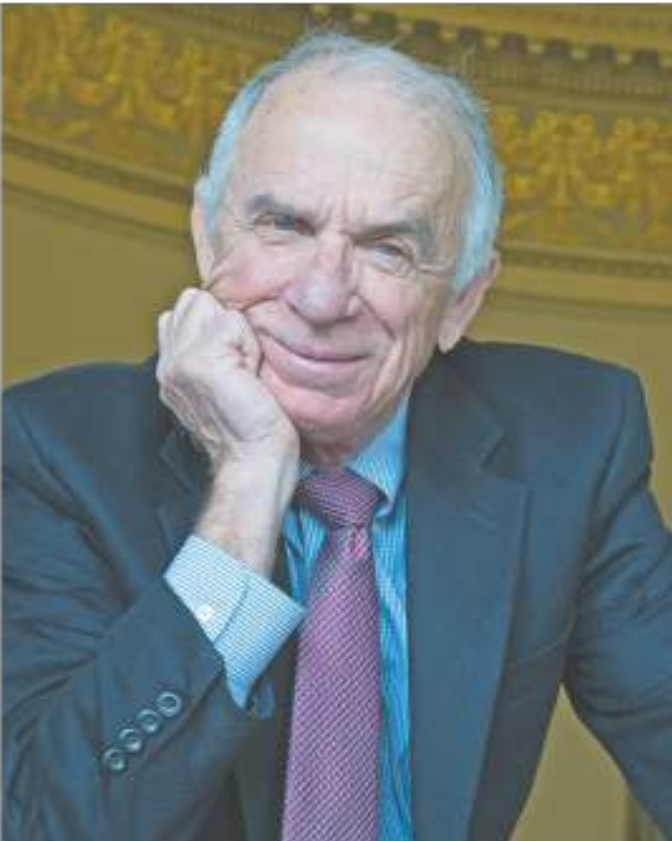


undertook this work, I believed it would be a far more interesting story than most casual observers might realize. And indeed, it proved to be even more interesting than I expected."

This is Payne's second book on SMU. In 2011 he wrote *In Honor of the Mustangs: A Centennial History of SMU Athletics*. Payne earned a Master of Arts degree in history from SMU and a Ph.D. in American civilization from the University of Texas at Austin. In addition to teaching journalism at SMU for 30 years, Payne's career has included newspaper and television reporting, publishing a weekly suburban newspaper, and writing several books on Dallas history and biographies of leading Dallas citizens. Payne helped cover the Kennedy assassination as a reporter for the *Dallas Times Herald* and co-edited the book *Reporting the Kennedy Assassination: Journalists Who Were There Recall Their Experiences*. His latest book, published in 2014, is titled *No Small Dreams: J. Erik Jonsson, Texas Visionary*. His book, *Indomitable Sarah: The Life of Judge Sarah T. Hughes*, won the Texas State Historical Association's Liz Carpenter Award in 2004 for the best book on the history of women.

*One Hundred Years on the Hilltop: The Centennial History of Southern Methodist University* is published by SMU's DeGolyer Library and was made possible by a grant from the Hoblitzelle Foundation. It can be ordered online for \$39.95 at [smu.edu/100/gifts](http://smu.edu/100/gifts).

Payne will be among the speakers at Inside SMU on Saturday, April 16 (see listing above).



SMU historian Darwin Payne chronicles the progress of the University and its relationship to Dallas.