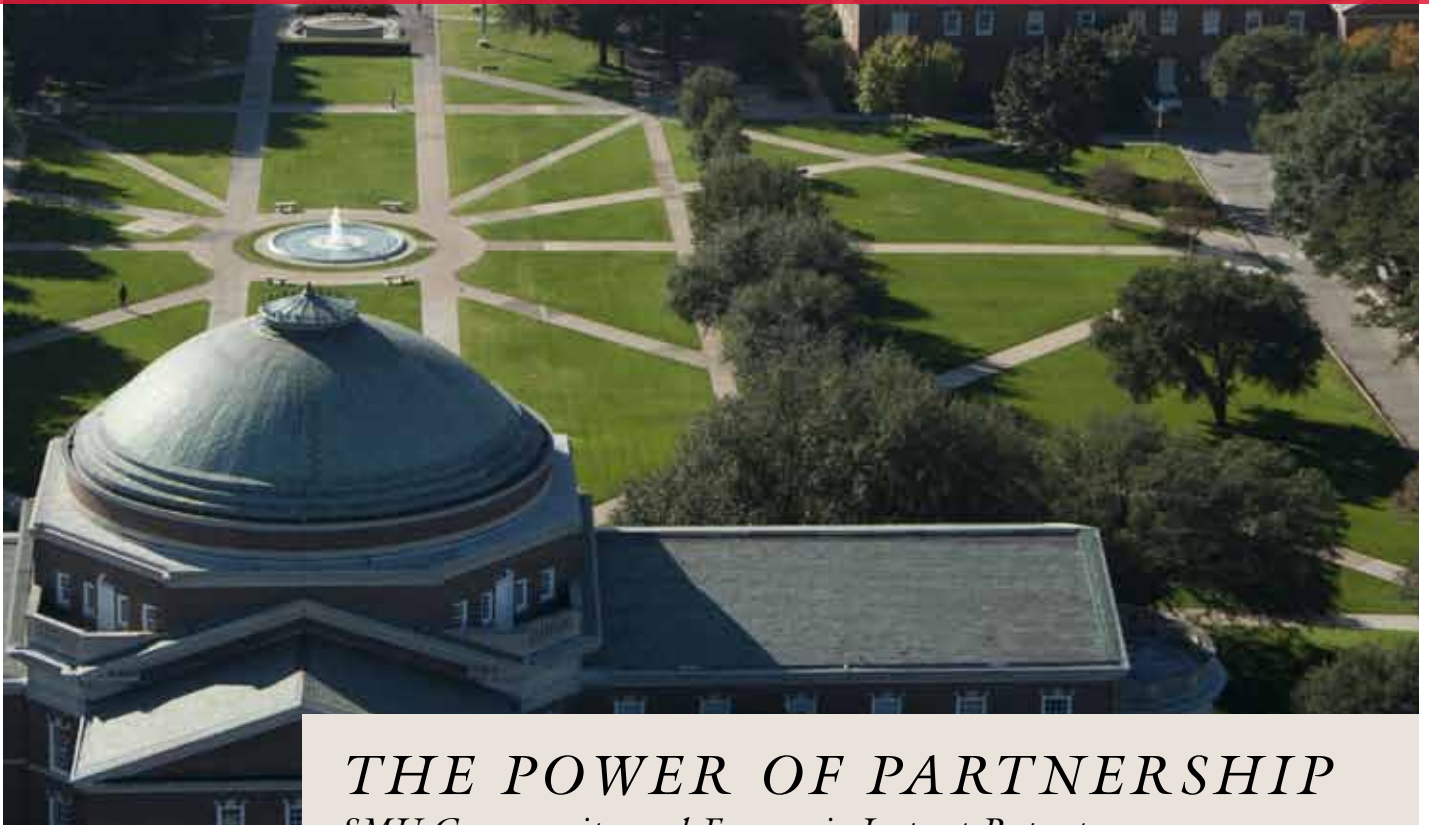




# DALLAS & SMU



*THE POWER OF PARTNERSHIP*  
*SMU Community and Economic Impact Report*

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*“Great deeds are almost inevitably the achievement of many working together for common aims.”*

*– Former Dallas Mayor J. Erik Jonsson*



*Thanks to the strength and support of DFW, SMU at 100 is making unique contributions to the educational mix of our region.*

**TO OUR COMMUNITY PARTNERS:**

As we celebrate the 100th anniversaries of SMU’s founding in 1911 and opening in 1915, it is fitting to reflect on our century of progress. But in keeping with the forward thinking of SMU’s founders and current supporters, it’s an opportune time for us to report on our partnership with Dallas – our hometown and continuing source of strength.

Toward this end, we commissioned an economic impact study and surveyed programs throughout the University. Although this report does not itemize all of our many programs with community impact, we hope that it provides a meaningful snapshot of our contributions – and the return on investment for Dallas – measured not only in financial terms but also in intellectual capital. Our ongoing goal is to give back to the region that supported SMU’s founding and has nurtured the University in so many ways through the years. We hope you will see the breadth of SMU’s commitment interwoven throughout our programs and progress.

Thanks to the strength and support of DFW, SMU at 100 is making unique contributions to the educational mix of our region. We are pleased to be advancing as a premier national university that provides students and the community with the opportunity to explore and learn in a distinctive collegiate setting. In this environment, we offer a balance of strong undergraduate education, distinguished graduate and professional programs, growing research, service learning, global outreach and unique resources, preparing students for real-world success and leadership. Innovative and creative, energetic and optimistic, impactful and forward-looking – all are words that describe SMU today and will guide its future. The same words apply to Dallas. So, the partnership continues.

R. Gerald Turner, President



# SHARED SUCCESS

## DALLAS AND SMU: A History of Shared Success

### BEGINNINGS

SMU began as a bold vision shared by Dallas civic leaders and the Methodist Church. The community had high aspirations for the success and prominence of the city, and the Church had a lofty mission of bringing higher education to Dallas, setting the stage for a **synergistic partnership with historic results**.

By the early 1900s, city leaders knew that with a population of 92,000 and growth on the horizon, **Dallas would need a great university** to meet its potential. At the same time, Methodist officials, seeking to expand the Church's mission of education, saw a need for a new university in the Southwest.

Dallas competed vigorously to be the new university's hometown, and, in keeping with its can-do spirit, the city won. The prominent Caruth, Armstrong and Daniel families offered land for the campus, and city leaders raised \$300,000 to strengthen Dallas' bid. On April 17, 1911, the charter was signed establishing SMU in Dallas. Four years later, in fall 1915, **SMU opened as Dallas' university**, with 456 students and 37 faculty members. The curriculum focused on liberal arts, theology and music, and the campus consisted of two permanent buildings, including Dallas Hall, named in honor of the city.

### MUTUALLY BENEFICIAL WORKING RELATIONSHIP

SMU's founding was a promising start of a flourishing **town-gown partnership**. Through the years, the University has taken strategic steps to help Dallas spur its economic and cultural development and become a thriving community for families and businesses. An early step was the genesis of SMU's business school, which opened in 1920 after Dallas leaders urged the University to expand its offerings in business and commerce. Similarly, SMU's establishment of an engineering school in 1925 came in response to a request of the Technical Club of Dallas.

Moreover, in the last decade, the University has opened what has become a highly successful evening law school program to meet a market demand in Dallas, as well as a new School of Education and Human Development to answer the request for research-based education reform in primary and secondary schools in DFW and beyond.

In turn, the constituents of Dallas and the region have stepped up repeatedly during the past century to help **SMU become a leading national university**. First, the community has been an essential source of financial support, enabling the University to improve the quality of its student body, faculty, academic programs and campus facilities. Moreover, many Dallasites have helped SMU in meaningful ways through their service on SMU boards, support of artistic and cultural events, mentoring



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

*The historic marker on SMU's first building symbolizes the campus-community partnership: the building is named in honor of Dallas.*





Image courtesy of Dana Dreitsky and The Trinity Trust

**SUPPORT FOR A GLOBAL CITY**  
*Dallas is the fourth largest metro area in the nation and home to 40,000 SMU alumni, many of whom lead the area's professional and civic development.*

students and providing networks for student career development. Just as importantly, the growth of Dallas and the region into a major global business and cultural center has enhanced the University's ability to attract and retain top faculty and students.

**A CENTURY LATER – NATIONAL PROMINENCE FOR DALLAS AND SMU**

The Dallas-SMU partnership has proven to be a successful venture for both partners, with a remarkable return on investment.

***Dallas and the Region***

The Dallas-Fort Worth region has become **the nation's fourth largest metropolitan area**. Home today to some 6.5 million people, DFW is projected to outpace Chicago and **become the third largest metropolitan area**, with a population of some 10 million residents by 2030. DFW International Airport is now the fourth busiest in the nation and the eighth busiest in the world. The Metroplex has become a mecca for commerce, serving as headquarters for 24 Fortune 500 companies. And the list of achievements goes on.

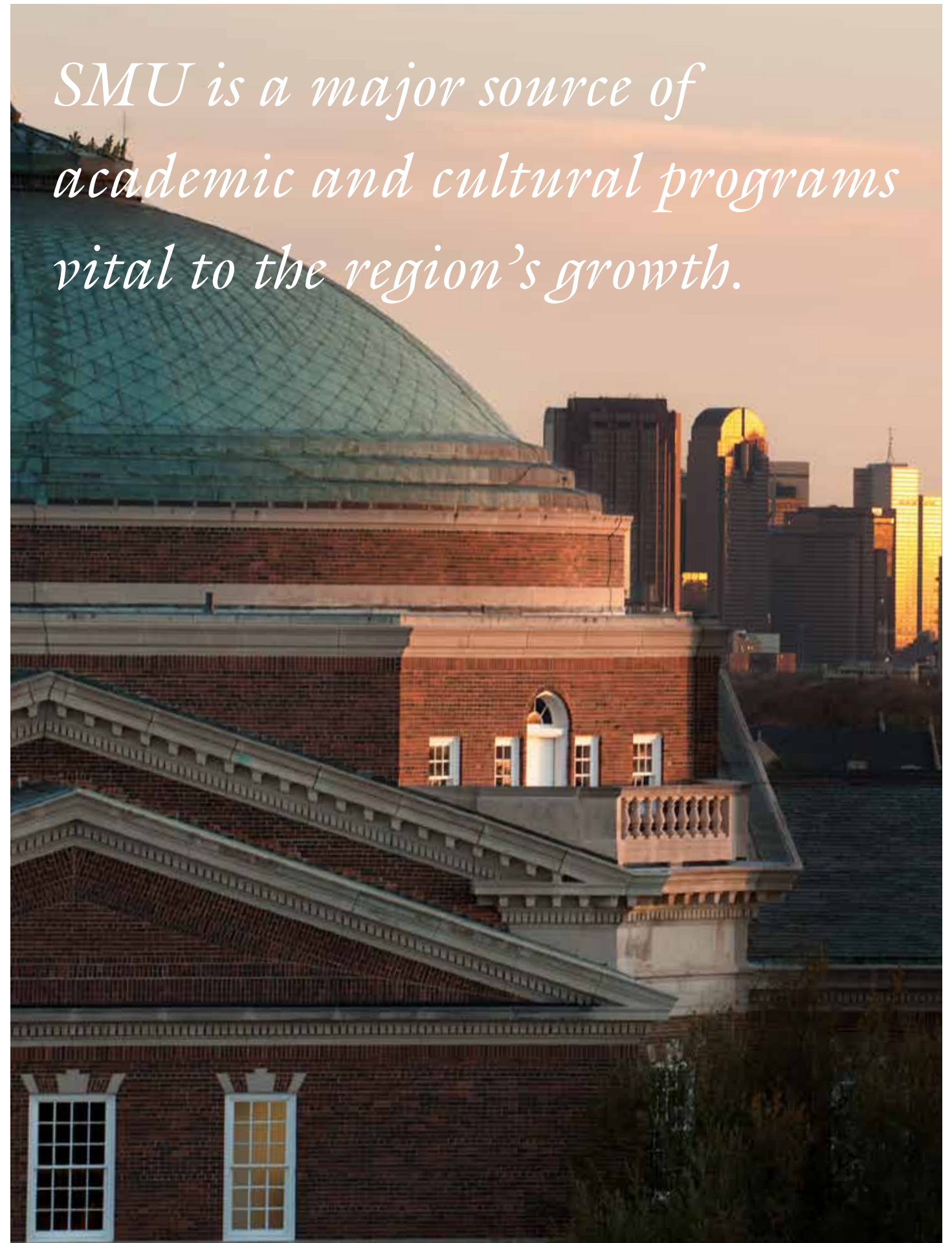
**SMU**

At the same time, SMU has become a **nationally prominent university with a global reach**. The quality of programs, students and faculty is evidenced by its strong ranking among national universities by *U.S. News & World Report* and other college guides. For instance, the Cox School of Business is one of the few business schools in the nation with **three MBA programs ranked in the top 12** by *Bloomberg Businessweek*.

**DALLAS AND SMU PARTNERSHIP TODAY**

The Dallas-SMU relationship continues to reflect the mind-set of its founders that the University and Dallas could **together build a great city and a great university**. Today, SMU is a major source of academic and cultural programs integral to the success of the Metroplex, attracting an estimated 300,000 visitors annually to campus. At the same time, the business vitality and global importance of the region add to SMU's strengths.

As in 1911, the constituents of Dallas and the region remain actively engaged in supporting the University. It is especially noteworthy that **of the 42,000 donors to SMU since 1995, 23,000 are not SMU alumni**. Likewise, each year more than 700 local corporate executives, entrepreneurs and civic leaders give of their time, visionary thinking and leadership skills by serving on SMU committees and boards, including the Board of Trustees. Additionally, about 1,000 organizations provide 4,400 internships and experiential learning opportunities to SMU students each year. The ongoing importance of the Dallas-SMU relationship can perhaps best be summed up by the fact that of the 40,000 SMU alumni in the DFW region, many have been and continue to be at the **forefront of the civic and business leadership of Dallas and the region**.



*SMU is a major source of academic and cultural programs vital to the region's growth.*

*SMU's main campus is five miles from downtown Dallas, a closeness that has generated historic results and great potential for the future.*



# NATIONAL LEADER

## SMU TODAY: A Leading National University

The University's national emergence has been largely driven by its increasing success in attracting top students and faculty and in improving its academic programs and the student learning experience.

### ACADEMICALLY TALENTED STUDENTS

SMU has 11,000 talented students – 6,200 undergraduate students and 4,800 students who are pursuing graduate and professional degrees.

#### *Nationally Competitive Student Recruitment*

SMU successfully competes with top tier universities throughout the nation for high-achieving students. SMU's academic reputation, small class sizes, student-faculty ratio of 11:1 and its location in the Metroplex have made it especially attractive to these students. As a result, SMU's undergraduate applications **have risen sharply from 8,600 in 2007 to 13,500 in 2012**. By the same token, admission into SMU has become increasingly more competitive over the last decade. The average SAT score for entering first-year students has **risen 129 points over the past 15 years – from 1140 to 1269**. In 2007, the University set a goal of having an SAT average of **1300 by 2015**.

The University recruits **top students from more than 3,000** public and private high schools located across the nation. Toward that end, SMU admission officers are focused on recruitment in key regions, including Southern California, Florida, the Midwest and Northeast. In addition, SMU works with area community colleges on the admission of their students, including providing scholarships to the best transfer students.

To become more competitive in attracting top students, SMU's current capital campaign has to date raised \$123 million toward a **goal of \$200 million for new scholarships**. The University has added **404 new endowed scholarships** since 1995.

### DIVERSE STUDENT PROFILE

As SMU's student academic quality has risen, so has the diversity of its enrollment, enhancing the learning experience for all.

#### *Ethnicity*

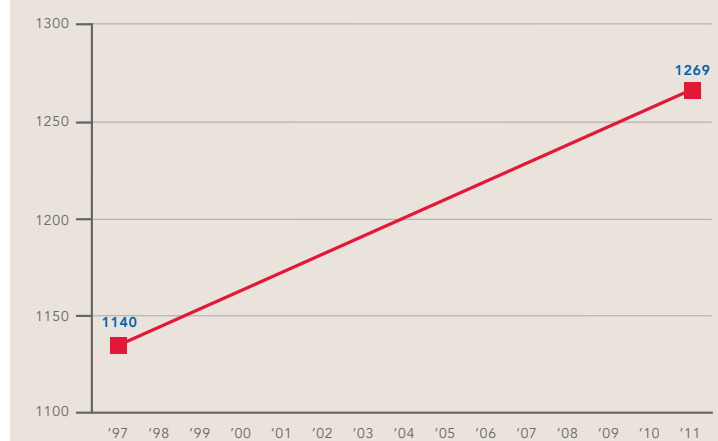
Minority undergraduate and graduate students constitute **25 percent** of SMU's student population.

#### *Socio-Economic*

Seventy percent of SMU students receive some form of financial assistance from the University, including merit- or need-based aid. Forty percent of students qualify for financial aid based on federal guidelines. Each year, approximately **1,000 undergraduates (17 percent) qualify to receive federal Pell Grants**, based on low family income.

### RISING SMU SAT SCORES

Average SAT scores for first-year students





## SMU FACTS

SMU is a private, comprehensive university located near the heart of Dallas. The University was founded in 1911 by what is now The United Methodist Church, in partnership with civic leaders. SMU is nonsectarian in its teaching and committed to academic freedom and open inquiry.

### Campus Locations

- University Park/Highland Park/Dallas
- Plano
- Taos, New Mexico

### Endowment

- \$1.2 billion
- Endowment ranked 61 among U.S. universities

### Enrollment

Total students	10,982
Undergraduate students	6,221
Graduate students	4,761

Minority enrollment 25%

### Undergraduates by gender

Female	52%
Male	48%

### Graduate students by gender

Female	43%
Male	57%

Students receiving merit- or need-based aid 70%

Students qualifying for Pell Grants 17%

### Degrees

103 undergraduate
104 masters
27 doctoral
2 professional

Student-faculty ratio 11:1

Students pursuing more than one area of study 50%

Study Abroad access to 150 programs in 50 countries

Named by Princeton Review as a top 10 university for accessible professors



**DIVERSE STUDENT BODY**  
Ethnic minorities make up 25 percent of SMU's enrollment. Half of SMU's students come from outside Texas.

### Geographic

Approximately **50 percent of SMU students come from outside Texas**. With students from all 50 states, the leading home states (after Texas) for first-year students are, in descending order: **California, Florida and Illinois**. In addition, SMU attracts talented students from throughout Texas – about two-thirds of each first-year class comes from outside the Dallas area. This movement of intellectual capital to DFW meaningfully contributes to the intellectual strength of the region.

### International

More than 1,100 SMU students (**10 percent of the student population**) come from **90 foreign countries**, with **China, India and Saudi Arabia** the largest sources of international students.

### Religious

Among students reporting a religious preference, 25 percent are Catholic and 17 percent are Methodist; 50 percent are from other Protestant denominations, and 8 percent represent other religious groups (including Judaism, Islam and Hinduism). SMU provides an opportunity for students to pursue their interests in religion and spirituality.

### Gender

Women comprise 52 percent and men 48 percent of SMU's full-time undergraduate students. As a result of the University's priority to achieve **gender equity in engineering enrollments**, the percentage of women undergraduate majors in engineering has increased to **36 percent**.

## DISTINGUISHED ACADEMIC PROGRAMS

### Seven Academic Schools

SMU's outstanding academic programs are housed in seven degree-granting schools. Five schools offer undergraduate programs as well as graduate programs, while two – Dedman School of Law and Perkins School of Theology – are dedicated exclusively to graduate study. The schools are:

- » **Humanities and Sciences (Dedman College)**
- » **Arts (Meadows)**
- » **Business (Cox)**
- » **Education and Human Development (Simmons)**
- » **Engineering (Lyle)**
- » **Law (Dedman)**
- » **Theology (Perkins)**

### Broad Array of Outstanding Degree Programs

Today SMU students choose from a broad-based curriculum enhanced by opportunities to learn outside the classroom through research, public service, study abroad and leadership activities. The University has **103 undergraduate degree programs in 91 fields**. At the graduate level, there are **104 Master's degrees in 101 fields**, two graduate professional degrees (**law and theology**) and **27 doctoral programs**.

### Specialized Academic Programs

The University also has established special programs that focus on pressing issues facing the DFW community and society. These include centers and institutes in areas such as **entrepreneurship, global markets and freedom, energy, dispute resolution, engineering leadership, human rights, religion and culture, and family issues**.

## DISTINGUISHED FACULTY

### Pre-eminent Scholars

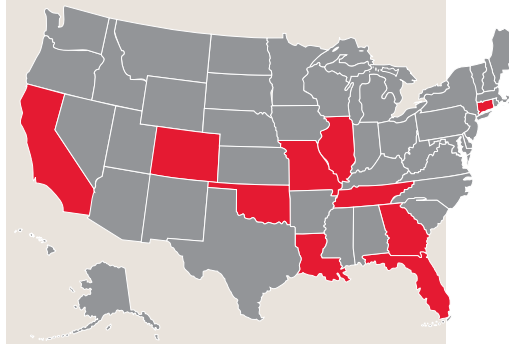
SMU's academic reputation and location

enable it to attract and retain distinguished faculty, currently numbering **705 scholar-teachers** from throughout the world. **SMU has 84 endowed faculty positions, with a goal of having more than 100 by 2015**. SMU faculty members have been recognized for their expertise and academic contributions by being elected to prestigious national organizations, such as the **National Academy of Sciences**, the **American Academy of Arts and Sciences** and the **National Academy of Engineering**, and by being the recipients of national and global honors such as the **Pulitzer Prize, Fulbright Award and Guggenheim Fellowships**.

### Adjunct Faculty from DFW Region

SMU is able to enhance the student learning experience by **tapping the expertise and experience of professionals in the DFW region** as classroom lecturers and instructors. Most instrumental performance faculty members serve as principals or associate principals with the Dallas Symphony Orchestra, and experts from the Federal Reserve Bank of Dallas are frequent classroom lecturers on economic issues.

## WHERE UNDERGRADUATE STUDENTS COME FROM



50 percent of entering undergraduates come from outside Texas

### Top 10 States

- California
- Florida
- Illinois
- Louisiana
- Oklahoma
- Missouri
- Georgia
- Tennessee
- Colorado
- Connecticut

Each year more than 1,100 students come to SMU from other countries

### Top 10 Countries

- China
- India
- Saudi Arabia
- Mexico
- Republic of Korea
- Thailand
- Iran
- Taiwan (Province of China)
- Vietnam
- Russian Federation

As of Fall 2011



**TOP 12 MBA PROGRAMS**  
Bloomberg Businessweek ranks SMU's three MBA programs in the nation's top 12 among full-time and part-time programs.



## SELECTED CENTERS & INSTITUTES

To meet emerging needs and opportunities of special interest to the DFW region, SMU remains nimble in creating centers and institutes for research and programming on key issues. Of more than 65 such centers, examples follow:

### All-University

Maguire Center for Ethics & Public Responsibility

### Dedman College of Humanities and Sciences

Center for Academic-Community Engagement  
Center for Drug Discovery, Design and Delivery  
Center for Interdisciplinary Studies  
Clements Center for Southwest Studies  
Institute for the Study of Earth and Man  
John Goodwin Tower Center for Political Studies

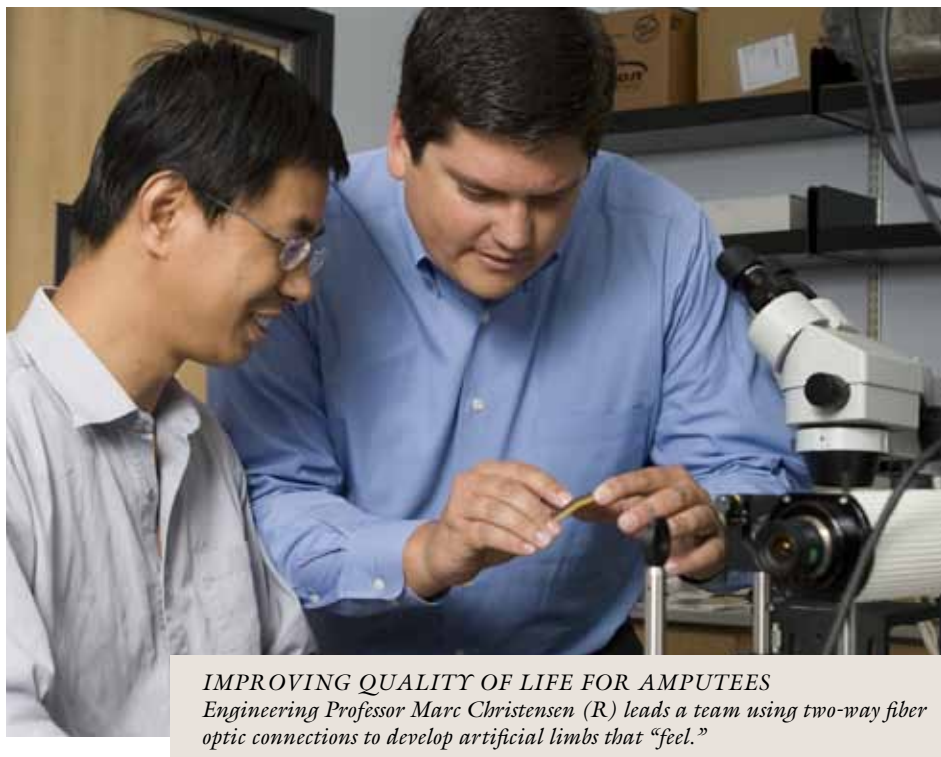
### Meadows School of the Arts

Belo Journalism Center  
Center for Arts Markets and Arts Management Research  
Center for Instructional Technology in the Arts  
Center of Creative Computation  
Temerlin Advertising Institute

### Cox School of Business

Caruth Institute for Entrepreneurship  
Center for Research in Real Estate and Land Use Economics  
Edwin L. Cox Business BBA Leadership Institute and Business Leadership Center  
Don Jackson Center for Financial Studies  
EnCap Investments & LCM Group Alternative Asset Management Center  
JCPenney Center for Retail Excellence  
Kitt Investing and Trading Center

(continued on the following page)



**IMPROVING QUALITY OF LIFE FOR AMPUTEES**  
Engineering Professor Marc Christensen (R) leads a team using two-way fiber optic connections to develop artificial limbs that “feel.”

### Faculty Impact in the Marketplace of Ideas

More than 150 faculty members, because of their nationally recognized expertise in specialized fields, are regularly called on by the local, national and international media to give their perspectives on current events and complex issues. Most recently, topics have included the cause of earthquakes, immigration, political trends and global energy issues.

## UNIVERSITY RESEARCH

### U.S. Research Activities

SMU is one of 96 universities classified as High Research Activity Institutions by the Carnegie Foundation for the Advancement of Teaching. In the past five years, SMU has hired more than 30 new tenured or tenure-track faculty in research-intensive fields such as science and technology. To strengthen support for research, SMU has dramatically increased its supercomputing capability, supporting projects ranging from the sciences to

business, and has plans for continued growth. Some of SMU’s current U.S. research initiatives include:

#### » Developing New Medicines

Faculty in Dedman College’s Biological Sciences and Chemistry departments have formed SMU’s new **Center for Drug Discovery, Design and Delivery** to discover new drug therapies that can be developed into medicines.

#### » Developing Artificial Limbs That “Feel”

The Lyle School’s Neurophotonics Research Center, funded through the U.S. Defense Department, involves developing two-way fiber optic communication between the human brain and artificial limbs.

#### » Improving Primary and Secondary Education

This initiative in the Simmons School of Education and Human Development involves the development of **effective teaching methods**, school leadership protocols and instruction strategies that lead to improved school performance.

Additionally, several SMU professors recently have received important **National Science Foundation Early Career Development** grants to support their research. Among them is an engineering professor who received a grant for research on improving wireless network design and a physicist who received a grant for her work with an international team **searching for particles of dark matter.**

### Global Research Activities

SMU’s faculty members also are active in research initiatives taking place outside the U.S., such as:

#### » Locating Energy Resources

Research funded by Google is being conducted at SMU’s Geothermal Lab to identify new energy sources by mapping the world’s geothermal resources.

#### » Ensuring Water Quality

SMU’s study of the water quality at refugee camps in Africa and South Asia is supported by the United Nations High Commission for Refugees with the goal of building a global database and training workers to test the safety of water supplies.

#### » Monitoring the Earth’s Movement

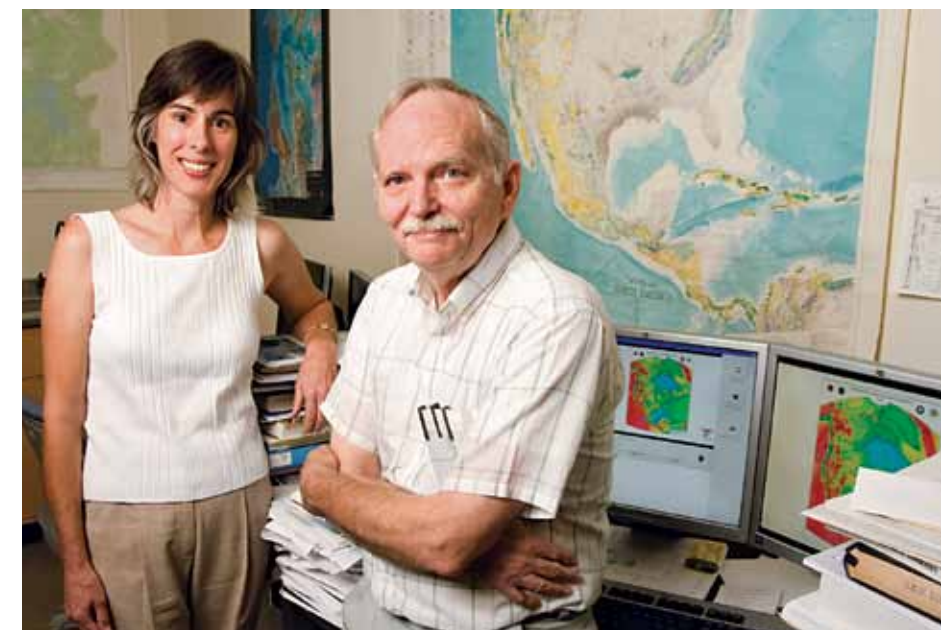
An SMU professor in the Huffington Department of Earth Sciences is working with the U.S. Geological Survey to create an infrasound monitoring network in the Northern Mariana Islands to detect signs of volcanic activity.

#### » Studying Partner Violence

An SMU anthropologist is studying the effects of violence in South America among related individuals and involving Spanish-speaking women immigrants in the United States. An SMU colleague is examining the impact of migration on family life in Mexico, while other SMU anthropologists study migration patterns in Europe.

#### » Exploring the Origin of the Universe

SMU faculty and students are participating in an initiative of the European Center for Nuclear Research (CERN) in Switzerland that involves experiments using the Large Hadron Collider to increase understanding of the basic forces that shape the universe. Additionally, SMU is one of 10



**LOCATING ENERGY SOURCES**  
SMU’s Geothermal Lab, headed by Geophysics Professor David Blackwell (pictured with lab coordinator Maria Richards) is mapping the earth’s geothermal resources.

## SELECTED CENTERS & INSTITUTES (cont.)

Maguire Energy Institute  
O’Neil Center for Global Markets and Freedom

### Simmons School of Education and Human Development

Center for Communities and Education  
Center for Dispute Resolution & Conflict Management  
Center for Family Counseling  
Diagnostic Center for Dyslexia and Related Disorders  
Institute for Evidence-Based Education  
Learning Therapy Center

### Lyle School of Engineering

Caruth Institute for Engineering Education  
Hart Center for Engineering Leadership  
Hunt Institute for Engineering and Humanity  
Neurophotonics Research Center  
Research Center for Advanced Manufacturing

### Dedman School of Law

Corporate Directors’ Institute  
Appellate Judges Education Institute and Certificate Program  
Rule of Law Forum

### Perkins School of Theology

Center for Missional Wisdom  
Center for Religious Leadership  
Center for the Study of Latino/a Christianity and Religions

### Office of the Provost

Center for Teaching Excellence  
Linda and Mitch Hart eCenter  
The Guildhall



**U.S. universities**, among them Yale, Dartmouth, Wake Forest and the University of Chicago, that is **receiving funding from the Richter Foundation for undergraduate research projects**, most of which are conducted abroad.

*Collaborative Research Initiatives with DFW Partners*

SMU is also an active research partner with other DFW institutions, such as UT Southwestern Medical Center, The University of Texas at Dallas and The University of Texas at Arlington. Current collaborative projects include:

» **Combating Parkinson’s Disease**

Research into the use of new synthetic compounds to **diminish the effects of nerve-degenerating diseases** is being conducted in partnership with **The University of Texas at Dallas.**

» **Assessing Medical Treatments**

Studies on surgical outcomes involve faculty in **SMU’s Departments of Statistical Science and Economics** in collaboration with scientists at **UT Southwestern, U.S. Department of**

**Veterans Affairs and The University of Texas at Arlington.**

**GLOBAL EDUCATION INITIATIVES**

The global reach and presence of SMU and DFW have helped each other become stronger in their impact. Recognizing the importance of **preparing students for the global marketplace**, the University has established numerous international academic programs. And, to enhance sensitivity to global affairs, the University’s governance policy provides that at least two members of the SMU Board of Trustees be residents of foreign countries. Currently, these two trustees are from **Hong Kong and Mexico.**

*Academic Programs Abroad*

SMU students have the opportunity to study abroad through **150 programs in 50 countries** located throughout Europe, Asia, Australia, Latin America and Africa. The University’s individual schools also sponsor studies abroad in their respective disciplines. For instance, the Cox School of Business was among the first business

schools in the nation to implement a global immersion program. The **American Airlines Global Leadership Program** is a yearlong experience for all full-time MBA students, culminating in a two-week trip to different regions of the world to meet with business and government leaders as part of their research. The Perkins School of Theology Global Theological Education Program supports cultural studies in areas ranging from Central America to South Africa.

*SMU’s International Students*

More than **1,100 students from other countries** come to Dallas each year to enroll in SMU degree programs. They become active members of the campus, adding their perspectives and helping others to understand their respective cultures. When they return to their homelands to become successful business executives, political leaders and change agents, they take **with them a greater understanding of our region and nation** and often remain connected to SMU and DFW.

Underscoring the importance of educating international students is the Master of Laws program for international law school graduates, which began in 1950 and has become one of the **nation’s leading programs in comparative and international law.**

The program has to date graduated more than **2,000 lawyers from 80 countries**, many of whom have become important business and government leaders in their nations. For instance, the Hon. S.M. Krishna ’59 is currently the External Affairs Minister of India, and Hideo Chikusa ’62 is a Justice in the Supreme Court of Japan. Another noteworthy global program in Dedman School of Law is the Sohmen Scholarship Program, funded by SMU alumnus and trustee Helmut Sohmen ’63. Started in 1998, this program provides scholarships for **top law school graduates in China**



*UNIQUE RESOURCES FOR INNOVATION  
Students solve engineering challenges at the Innovation Gym, location of Lockheed Martin’s Skunk Work® Lab at SMU, the only such facility at any college or university.*

to study in SMU’s international Master of Laws program. To date, **57 leading Chinese lawyers** have completed this program.

**STATE-OF-THE-ART CAMPUS FACILITIES**

SMU’s three campuses provide a first-class educational environment for students and faculty. Since 1995 the University has **acquired nearly 59 acres of land for expansion** on the main campus. More than 40 buildings and other facilities have been constructed or renovated since that time to provide additional first-rate facilities for academic and student life programs. New facilities have added more than 1.7 million square feet for academic and other uses.

*Park Cities-Dallas Campus*

SMU’s main campus consists of **237 acres located primarily in University Park** on the west side of North Central Expressway, five miles north of downtown Dallas. This campus provides a park-like setting, reflecting SMU’s Collegiate Georgian architectural tradition, and serves as a resource for the community as well as

students and faculty. Total acreage includes **19 acres with 11 buildings east of North Central Expressway in the city of Dallas.** This east campus has potential for future construction and renovation of low-rise and high-rise buildings.

*Plano Campus*

The SMU-in-Plano campus consists of **four buildings on 25 acres with capacity for future expansion.** This campus offers degree and non-degree programs in areas such as business, counseling, dispute resolution and video game development, as well as summer programs for children and youth.

*Taos, New Mexico, Campus*

The **423-acre SMU-in-Taos campus**, located at the site of historic Fort Burgwin near Taos, New Mexico, offers courses during summer and fall semesters ranging from archaeology and biology to music and business. SMU’s **nationally renowned archaeology field school** draws students from across the country for excavations at Fort Burgwin.



**GLOBAL STUDIES**

*SMU students have the opportunity to study abroad through 150 programs in 50 countries, including programs for graduate students in fields such as business and theology.*

**SMU CAMPUSES**

**Main Campus**  
Acres 237  
Buildings 101  
Building Square Footage 6.15 million

**University Park**  
Acres 216  
Buildings 90  
Building Square Footage 5.8 million

**Dallas**  
Acres 19  
Buildings 11  
Building Square Footage 350,000

**Highland Park**  
Acres 2

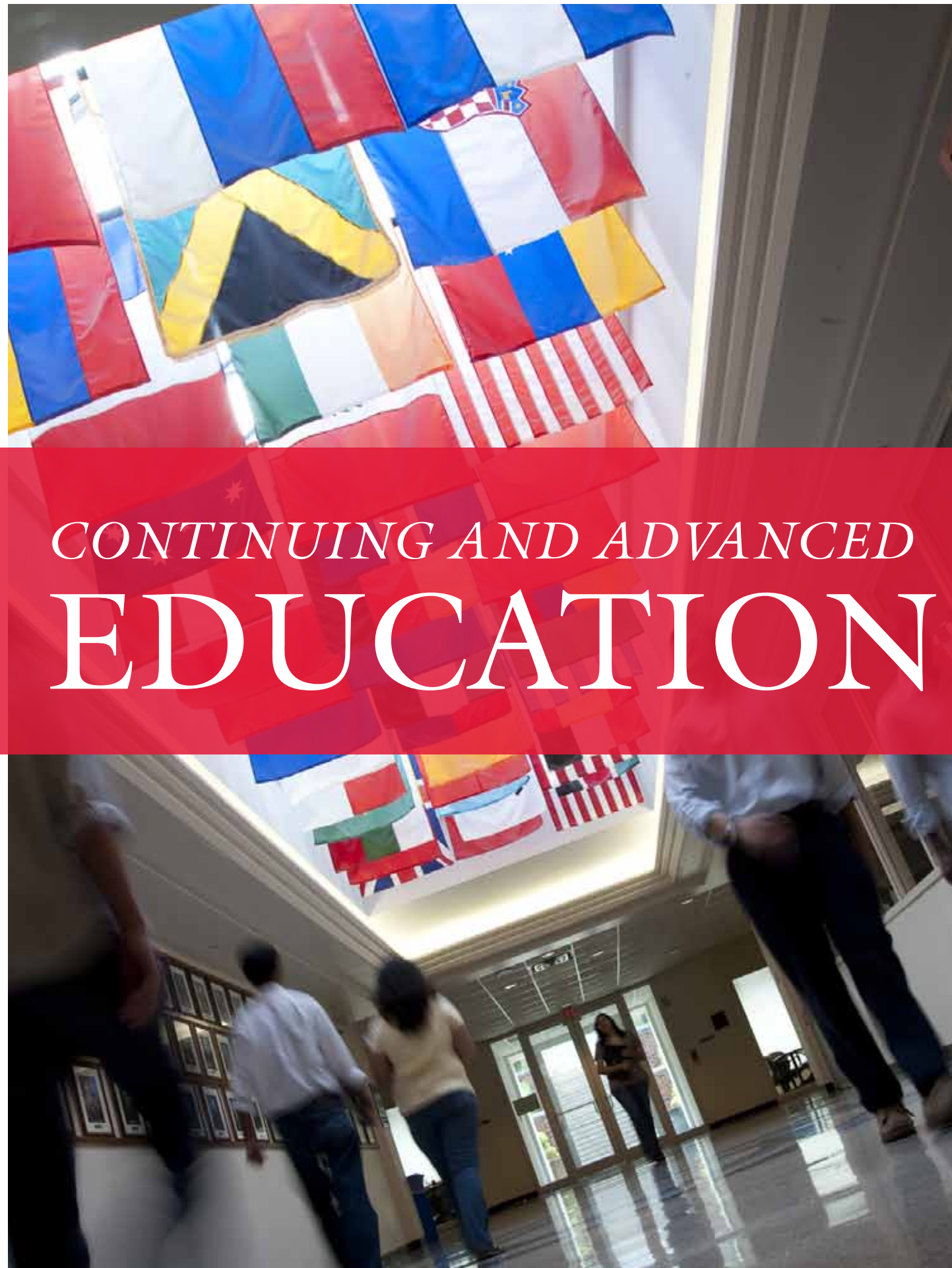
**Plano Campus**  
Acres 25  
Buildings 4  
Building Square Footage 206,912

**Taos Campus**  
Acres 423  
Buildings 27  
Building Square Footage 74,197



*SMU’s Plano campus provides classes and services in Collin County.*





# CONTINUING AND ADVANCED EDUCATION

*SMU TODAY:*

## Major Resource of Continuing and Advanced Education

SMU provides continuing and advanced education programs to **serve professionals with changing career goals**, adult learners who desire ongoing enrichment, and college graduates seeking Master's and doctoral degrees to become the next generation of experts **adding research and knowledge to a variety of fields**. Offerings range from part-time evening degree programs to non-credit courses to full-time graduate and professional degree programs.

### FULL-TIME ADVANCED DEGREE PROGRAMS

While Dedman School of Law and Perkins School of Theology offer graduate professional degrees exclusively, Dedman College and all other SMU schools offer advanced degree programs as well as undergraduate programs in their areas of focus.

#### » New Master's and Doctoral Programs

Since 1995 SMU has added doctoral programs in areas ranging from civil and software engineering to chemistry, bringing the **total of doctoral offerings to 27**.

Master's programs have grown to a total of 104. New Master's programs include those in urban education, sustainability and development, dispute resolution and interactive technology/video game development through The Guildhall at SMU.

#### » Joint Degree Programs

A number of degree programs are **sponsored jointly by SMU schools**, among them the JD/MBA offered by Dedman School of Law and Cox School of Business, and the MA/MBA degree in arts management offered by Cox and Meadows School of the Arts. Perkins School of Theology and Dedman College jointly offer the Ph.D. in religious studies.

### PART-TIME ADVANCED DEGREE PROGRAMS

With a population of 6.5 million people, the DFW region needs academic programs that **enable part-time learners** to obtain

advanced degrees and to gain new skills and knowledge. With that in mind, SMU offers many outstanding part-time programs.

#### » Advanced Business Degrees

Executive education programs in Cox School of Business target working professionals who want the knowledge and skills that will help them advance. The Professional MBA program (PMBA) offers part-time classes for working professionals, while the Executive MBA program (EMBA) is geared for senior professionals, with **classes offered during evenings and weekends** to meet the demands of their schedules. A total of more than 500 students are currently enrolled in both programs.

### CENTER FOR PROFESSIONAL EDUCATION

SMU constructed the James M. Collins Executive Education Center specifically to serve the educational needs of the DFW region. The building houses SMU's top-ranked Executive MBA and Professional MBA programs and hosts corporate board meetings and other events, representing SMU's commitment to provide ongoing opportunities for professionals and their businesses.

Facilities include classrooms with varied seating arrangements, a conference room, a boardroom, 15 seminar rooms and the 297-seat Crum Auditorium. The Collins Center is the site of symposia sponsored by the George W. Bush Institute while the Presidential Center is under construction.

#### » Law Degrees

Through evening classes of the Dedman School of Law, more than 300 students **ranging from engineers to medical doctors** pursue a law degree with the same curriculum and faculty as the full-time program.



## DOCTORAL PROGRAMS AT SMU

### Dedman College of Humanities and Sciences

Anthropology  
Chemistry  
Clinical Psychology  
Computational Mathematics  
Economics  
English  
Geology/Earth Science  
Geophysics  
History  
Molecular and Cell Biology  
Physics  
Religious Studies (joint degree with Perkins School of Theology)  
Statistics

### Meadows School of the Arts

Art History

### Lyle School of Engineering

Applied Science  
Civil and Environmental Engineering  
Computer Engineering  
Computer Science  
Electrical Engineering  
Engineering Management  
Mechanical Engineering  
Operations Research  
Software Engineering  
Systems Engineering

### Simmons School of Education and Human Development

Education

### Dedman School of Law

Juridical Science

### Perkins School of Theology

Religious Studies (joint degree with Dedman College)  
Theology



**STOCK EXCHANGE EVENT**  
SMU students, faculty and officials symbolically rang the New York Stock Exchange (NYSE) closing bell as part of NYSE Insight, a Cox forum featuring managers of the Exchange.

#### » Master of Liberal Studies Degree

Through the popular Master of Liberal Studies program (formerly Master of Liberal Arts) started in 1968, students focus on particular subjects like art history or take a broader range of courses.

#### PART-TIME NON-DEGREE PROGRAMS

SMU offers Metroplex residents an array of non-degree education programs.

#### » Specialized Business Training

Cox School of Business offers professional development programs that enable area professionals to gain specialized knowledge **immediately applicable in a wide range of business settings**. Professional certificate programs in subjects such as accounting and finance, marketing, leadership and management and entrepreneurship, among others, benefit both students seeking career advancement and companies who need the best-trained managers and executives.

#### » Other Specialized Training

SMU provides certificate programs designed to benefit professionals in fields including theology, engineering, the arts and education. In addition to general

teacher certification, Annette Caldwell Simmons School of Education and Human Development offers **certificate programs in specialized areas** of primary and secondary education, such as bilingual education and gifted student education.

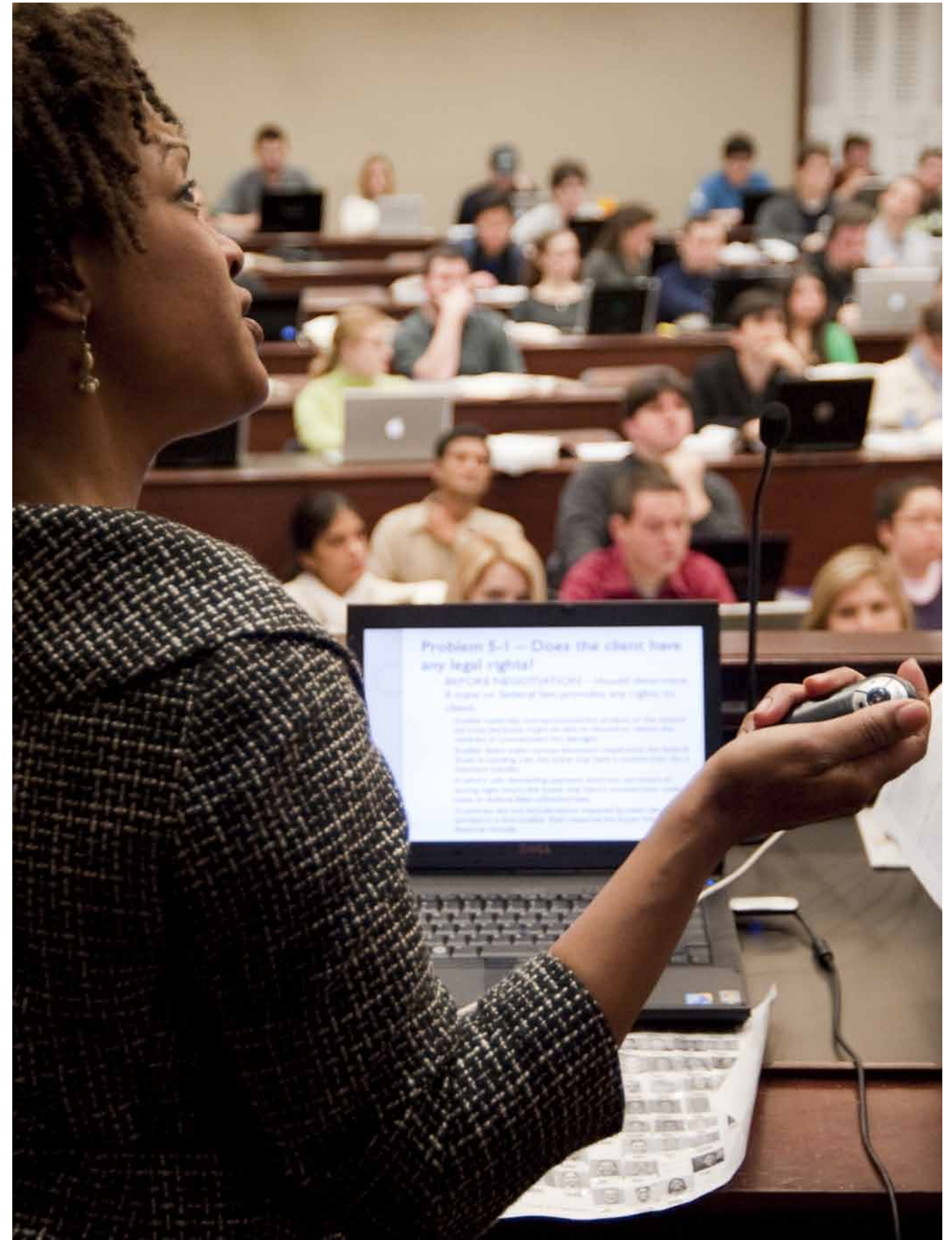
Perkins School of Theology, in addition to its graduate programs, offers nine certificate programs and a Course of Study School for local pastors.

#### » Customized Training

SMU works with many Metroplex companies and civic nonprofit organizations to **tailor academic courses to meet the particular needs of the organization**. In the 2010-11 academic year alone, more than 1,500 executives, managers and working professionals took part in more than 50 such programs, taught either on campus or at companies' offices.

#### » Informal Education

The University offers more than 50 informal education courses on subjects ranging from personal finance to foreign languages. More than 5,000 participants from Dallas and the region enroll each year in these popular courses.



More than 300 students annually pursue law degrees through the evening program at Dedman School of Law, featuring the same curricula and faculty as the day program.





# PUBLIC SERVICE

## SMU TODAY:

# Major Resource of Public Service Programs

### PUBLIC SERVICE

SMU's commitment to public service learning and engagement for its students is reflected in academic courses with a required service learning component and in the student volunteer projects of campus organizations. Service programs are an important dimension of SMU's mission to develop leadership and civic responsibility among students. **More than 2,500 students are engaged in community service each year, amounting to over 200,000 hours of public service, most of which benefits Dallas and the region.** Through the University's new curriculum starting in fall 2012, service learning opportunities will be significantly increased.

#### Student Service Learning Programs

The University's service learning experiences include these kinds of programs:

##### » Center for Academic-Community Engagement

As part of the curriculum of urban studies classes, students are required to provide service, such as tutoring disadvantaged school children in low-income areas of Dallas. Each year four students live in an SMU house located in one of these neighborhoods so they can be daily mentors for the neighborhood children.

##### » Legal Aid Clinics

Each year more than 170 law students provide low-cost legal aid to Dallas residents who cannot otherwise afford legal representation. These services involve six clinics in areas such as tax, small business and child advocacy. The clinics handle more than 360 cases each year.

##### » Pro Bono Law Program

Through the Dedman School of Law's Public Service Program, law students must complete a minimum of 30 hours of law-related public service in Dallas and the region. From 1996-

2011, more than 4,049 students have provided more than 161,000 volunteer hours through this program.

##### » Ethics Internships

Maguire and Irby Foundation Family Public Service Internships provide service learning experiences for six graduate and undergraduate students through the **Maguire Center for Ethics & Public Responsibility**. Each student completes 200 hours of public service.

##### » Service to Churches

Perkins School of Theology students serve nine-month internships at **more than 40 area churches and ministries**.

Many other individual courses and programs throughout SMU's seven academic schools have a public service component. Among other examples, human rights courses include student service at **Dallas shelters for victims of domestic violence** as well as at **the Dallas Holocaust Museum**.

### DEDMAN SCHOOL OF LAW LEGAL CLINICS

- Civil Clinic
- Criminal Defense Clinic
- Criminal Prosecution Clinic
- Federal Taxpayers Clinic
- Small Business Clinic
- W. W. Caruth, Jr. Child Advocacy Clinic

#### Student Volunteer Programs

» Through student life programs and campus organizations, SMU students volunteer in a **wide range of community service programs**. Examples include:





**VOLUNTEERING IN THE COMMUNITY**  
*Students living in the SMU Service House are committed to providing volunteer support on a regular basis, working with area agencies and organizations.*

» **Alternative Spring Break**

Established in 1987, this is the **second oldest program of its kind in the United States**. Students choose from among 20 social service projects located in DFW and other parts of the nation. Similar student service projects are undertaken during winter school breaks.

» **SMU Service House**

This on-campus residence hall houses SMU students who will provide at least 30 hours of volunteer service each semester. The projects range from cleaning up the shores of White Rock Lake to assisting with after-school children's programs in the Dallas Independent School District.

» **Hunt Leadership Scholars**

Students volunteer for service projects

that benefit either the SMU campus or the broader DFW community, such as working with Girls Inc. and Heart House.

» **Big iDeas**

This new program awards grants to **interdisciplinary teams of students to research real-world problems facing DFW**. One Big iDeas team recently investigated the ability of medical patients to understand and correctly use medical information. This led to the establishment of a not-for-profit organization, "Health Literacy Dallas," which focuses on improving communication between providers and patients.

» **Work-Study**

SMU students receiving financial aid under this program are engaged in

community service through 20 local social agencies.

**K-12 Educational Initiatives for DFW Region**

SMU shares in the commitment of major DFW civic organizations **to help improve K-12 education** in the region. This commitment was a major force behind SMU's establishment of the Annette Caldwell Simmons School of Education and Human Development. Today, the Simmons School has **partnerships with DFW-area school districts** to introduce research-based innovations into the classroom.

Simmons also serves as a resource for education programs of the George W. Bush Institute, such as the Alliance to Reform Education Leadership.

Simmons School examples include:

» **Reading Initiative**

The Institute for Evidence-based Education provides reading interventions for at-risk children.

» **Children's Garden Program**

The Simmons School is the University partner of the Rory Meyers Children's Discovery Garden at the Dallas Arboretum. Simmons faculty will evaluate its effectiveness on children's science learning.

» **Teach For America Program**

Through a partnership with Teach For America (TFA), graduate-level coursework is provided to TFA teachers working in the Dallas Independent School District and other local districts.

» **Physics Program**

The Physics Department offers the QuarkNet program, which brings together teachers for a one-week physics workshop. Assistant Professor Jodi Cooley, as part of a recent grant from the National Science Foundation, will host an area secondary school teacher in her laboratory. They will work on a project related to Cooley's research on the particles that make up dark matter,

the mysterious "glue" that represents 80 percent of the matter in the Universe but which has never been seen.

» **West Dallas Program**

The SMU Center for Communities and Education, in collaboration with the Dallas Faith Communities Coalition, promotes education reform in West Dallas, working with 10 public schools and 20 nonprofit agencies.

In addition, Meadows School of the Arts is **active in West Dallas**. Students mentor young people and have worked with neighborhood groups to help preserve the history of the barrios. SMU journalism students are exploring West Dallas as a focus of reporting to develop stories revealing key issues for the area. SMU sponsored several activities to engage young people in the opening of the Margaret Hunt Hill Bridge, including a hands-on exercise to help them understand bridge design and construction.

The Lyle School of Engineering has made a major commitment to **improve K-12 math, science, technology, engineering and math (STEM) initiatives**. They include **SMU's Infinity Project, a national award-winning**

**curriculum** for middle school, high school and early college students developed in **partnership with Texas Instruments and school districts throughout the country**.

SMU's partnerships with area educational organizations also include collaborations with local museums. For instance, SMU's Institute for the Study of Earth and Man works with the museums of nature and science in Dallas and Fort Worth on exhibits and educational programs. SMU will loan specimens of dinosaur and plant fossils for exhibits in the **new Perot Museum of Nature and Science**.

*Specialized Programs for Primary and Secondary School Students*

SMU offers dozens of on-campus classes, summer camps and learning experiences for primary and secondary students and their teachers such as:

» **Physician Scientist Training Program**

**In partnership with UT Southwestern Medical Center**, seventh- and eighth-graders from around the United States spend a summer at SMU studying chemistry, microbiology and anatomy. The program particularly focuses on **increasing the number of minority students in biomedical research fields**.



**BRINGING ARTS TO UNDERSERVED NEIGHBORHOODS**  
*SMU's "Art as Social Practice" brings Meadows School undergraduates to West Dallas to work with school children and is one of several SMU initiatives in this area of the city.*

» **Beal Bank Dallas Regional Science and Engineering Fair**

Headed by the Department of Physics, this event annually attracts nearly 900 middle school and high school students from the Dallas area and offers \$100,000 in cash prizes and scholarships.

» **Creative Solutions for At-Risk Teens**

This program provides training in the visual and performing arts to area at-risk students to give them a positive outlet for self-expression. It is sponsored by **Big Thought** and hosted by the **Meadows School of the Arts**, in partnership with the **Dallas County Juvenile Department**.

» **DISD American Indian Education Program**

American Indian students in the 9th through 12th grades are mentored by SMU American Indian students, and the area's first Native American Youth Education Conference was held at SMU.

» **Upward Bound**

SMU provides tutoring, test preparation classes, career workshops and cultural enrichment for high school students.

» **Lego Technology Camps**

SMU-in-Plano offers Lego Technology camps to help K-12 students learn basic engineering skills, along with more than 60 other workshops in areas ranging from creative arts and literature to mathematics and CSI forensics.

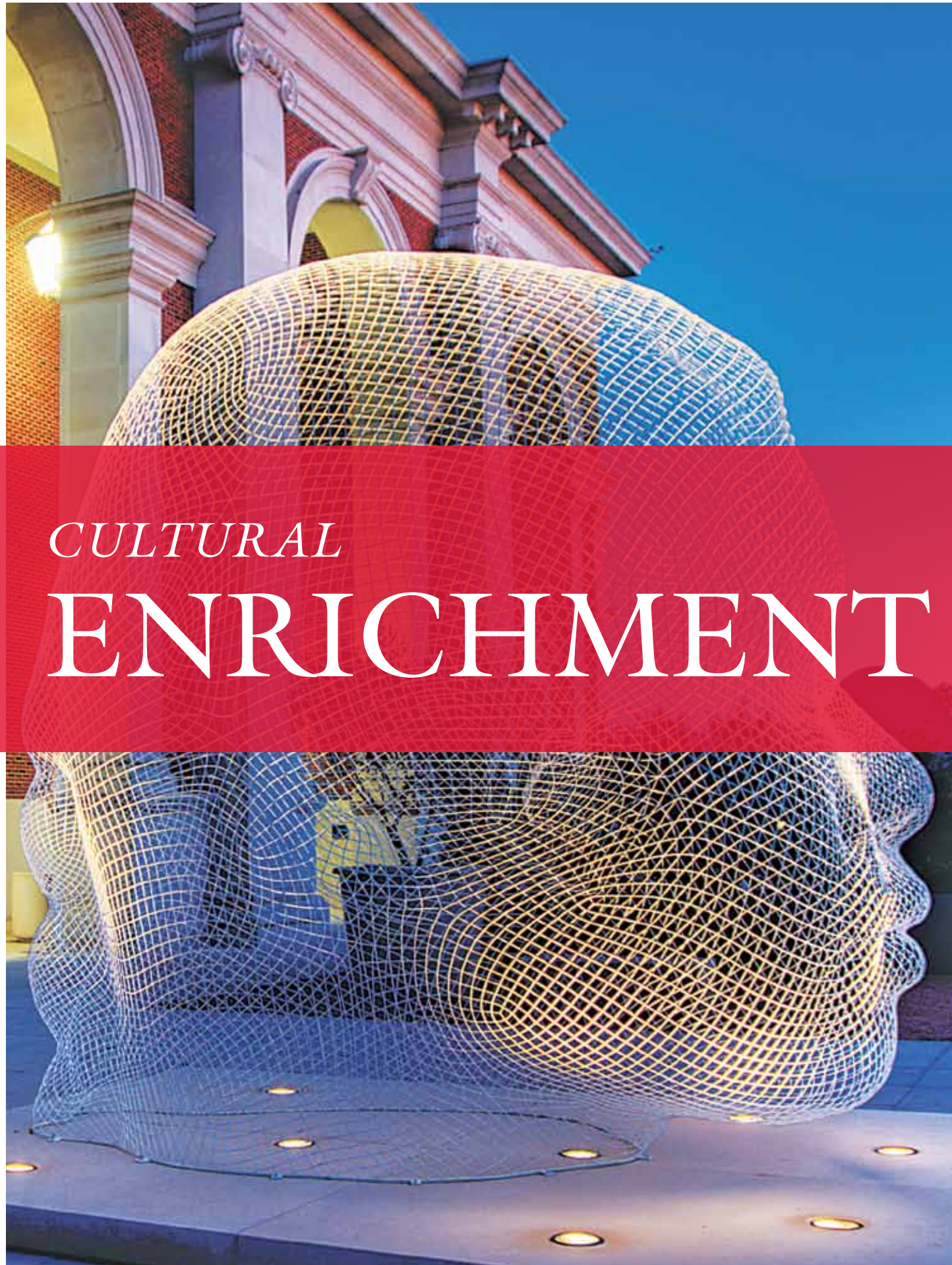
» **Spirit Camps**

Each summer more than 4,500 middle school and high school students from DFW and across the nation come to SMU for training in cheerleading, in collaboration with the National Cheerleaders Association.

» **Visioneering**

Each year 1,000 DFW middle school students come to the SMU campus to learn about engineering from SMU students, working engineers and innovators in a variety of industries.





# CULTURAL ENRICHMENT

Visitors to SMU's Meadows Museum – more than 60,000 annually – are greeted by the sculpture, “Sho,” by Catalán artist Jaume Plensa. Visitors include 7,000 elementary and high school students.

## SMU TODAY: A Major Resource of Cultural Enrichment

Vibrant cultural and intellectual resources are crucial to a great city. In recent years DFW has seen extraordinary growth as a center for the arts, with new facilities throughout the region and in the expanding Dallas Arts District. Supporting this emphasis on the arts, **SMU provides programs, performances and exhibitions** that contribute to DFW's cultural vitality. SMU also provides expertise on arts development. Meadows School of the Arts engaged consultants to study the cultural landscape of Dallas and recommend steps for future progress. The University also provides **facilities for community events** and activities.

### CULTURAL ENRICHMENT FOR THE COMMUNITY

#### *Museums and Galleries*

SMU facilities for art exhibitions enable Dallasites and other visitors to enjoy both permanent collections and traveling exhibitions from throughout the world:

- » **The Meadows Museum** houses one of the **finest and most comprehensive collections of Spanish art outside of Spain**. Meadows is the only museum in the world to enjoy a **partnership with the Prado Museum in Madrid**, which includes the loan of major paintings and an internship exchange program. Each year the Meadows Museum attracts approximately 60,000 visitors, including about 7,000 under age 18.
- » **The Pollock Gallery** provides a wide range of exhibitions representing diverse artists, time periods and cultures.
- » **The Elizabeth Perkins Prothro Galleries** display special collections of rare books and manuscripts related to Church history.
- » **DeGolyer Library** mounts exhibitions of books and artifacts drawing from its extensive collections, including historical maps, regional business archives and literary resources such as its Horton Foote collection.



*ENRICHING THE ARTS AND CULTURE OF DFW  
SMU provides programs, performances and exhibitions that  
contribute to DFW's cultural and artistic vitality.*

#### *Performances and Exhibitions*

Annually, SMU's Meadows School of the Arts presents more than 400 student and professional arts performances at the **Greer Garson Theatre, Bob Hope Theatre and Margo Jones Theatre, and other campus venues**. These also involve internationally known artists-in-residence who receive the Meadows Prize. They perform and interact with students and arts organizations to leave an impact on the arts in Dallas. Performances include **theatre productions, dance concerts and music concerts**, with performances by the Meadows Symphony Orchestra, Chamber Orchestra, Wind Ensemble, Opera Theatre, Jazz Orchestra and Concert Choir and Chorale. **Visual arts exhibitions** also are presented in campus museums and galleries.



**SELECTED TATE LECTURE SERIES SPEAKERS**

For three decades the Willis M. Tate Distinguished Lecture Series has invited leading voices from the United States and around the world to address the Dallas community. Here is a partial list of Tate lecturers from throughout the program's history.

- Madeleine Albright
- Julie Andrews
- Maya Angelou
- Tony Blair
- Tom Brokaw
- Ken Burns
- George H.W. Bush
- Anderson Cooper
- Walter Cronkite
- Gerald R. Ford
- Michael J. Fox
- Ruth Bader Ginsburg
- Rudolph W. Giuliani
- Malcolm Gladwell
- Mikhail Gorbachev
- Stephen Hawking
- Walter Isaacson
- Diane Keaton
- Henry Kissinger
- Michael Lewis
- Sandra Day O'Connor
- Clarence Thomas



CNN's Anderson Cooper, speaking at a Q&A forum for high school and college students before his Tate Lecture.



**SPECIAL RESOURCES**  
SMU's libraries combine online resources with special collections of rare books and historic materials, including those that chronicle the commercial development of DFW.

**INTELLECTUAL ENRICHMENT FOR THE COMMUNITY**

**SMU Research Libraries**

The University's nine libraries house the largest private collection of research materials in the Southwest, with more than three million volumes. DFW community members are able to consult the resources at any of SMU's libraries.

- » **General Research**  
SMU's largest library, **Fondren Library**, has a general collection of **nearly two million volumes** covering the humanities, social sciences, business, education, science and engineering.
- » **Religious Research**  
One of the nation's finest research collections in theology and religious studies is housed in the **Bridwell Library** of Perkins School of Theology.
- » **Legal Research**  
**Underwood Law Library** is the largest private law library in the Southwest.
- » **Western Americana and Dallas History Research**  
One of the nation's **top collections in Western Americana** is housed in **DeGolyer Library**. Special collections include the **Stanley Marcus Collection**, **JCPenney Archives**, **Texas Instruments Historical Archives**, **Belo**

**Corporate Archives and Archives of Women of the Southwest.**

- » **Fine Arts Research**  
Visual, performing and communication arts materials are housed in **Hamon Arts Library** of the Meadows School.
- » **Business Research**  
Resources and information technology solutions, as well as the Kitt Investing and Trading Center, are included in the Cox School's **Business Information Center**.

**Lectures and Symposia**

The University brings renowned **regional, national and global speakers to Dallas** for lectures and seminars also open to **area high school students**. Moreover, virtually every academic department and center at SMU sponsors programs open to the public.

- SMU's major lecture series include:
- » **The Willis M. Tate Distinguished Lecture Series** is one of the nation's premier collegiate lecture programs, enabling Dallas audiences to hear leaders and experts in diverse fields. Preceding the lectures, speakers participate in informal Q&A sessions for SMU students and more than **250 students from area high schools**.

- » **TEDxSMU**, an annual conference bringing together local and international experts in technology, science and culture, draws more than 600 members of the DFW community.
- » **The Hart Global Leaders Forum** brings to Dallas individuals who have **influenced the world** for sessions with high school and SMU students and the community.
- » **The John Goodwin Tower Center for Political Studies** sponsors visits by leading figures on national security and international affairs. The Tower Center collaborates with other organizations such as the **World Affairs Council of Dallas/Fort Worth**.
- » **The Maguire Center for Ethics & Public Responsibility** sponsors conferences on topics ranging from the ethics of health care to issues of trust in government.
- » **Law seminars** hosted by Dedman School of Law include the Tax Policy Colloquium Series, the Corporate Counsel Symposium, Intellectual Property Symposium, Air Law Symposium and the Callejo Roundtable.



**TEDxSMU**  
Held in downtown Dallas, the annual TEDxSMU gathering brings internationally recognized speakers who are pushing the boundaries of science and culture.

- » **The William P. Clements Center for Southwest Studies** in Dedman College sponsors research, publications and symposia on the people and issues that have shaped the Southwest.
- » **The Cox School of Business** offers dozens of forums open to the public. Among these are the annual Economic Forecast to the Community, the Southwest Venture Forum, the Collins Economic Forum and programs of the O'Neil Center for Global Markets and Freedom and Maguire Energy Institute.
- » **Women's Issues Symposium**  
Established in 1966, the Symposium for the Education of Women for Social and Political Leadership is the **longest continuously running program of its kind in the nation**. It is advancing the women's movement in Dallas.
- » **Lecture Series in the Humanities**  
These Dedman College programs include the **Levine Lectures in Jewish Studies** and the **Stanton Sharp Series in History**.
- » **The Forum for Art and Urban Engagement** of the Meadows School brings artists and scholars in residence to Dallas to hold seminars with arts and community leaders.

**HART GLOBAL LEADERS**

The Hart Global Leaders Program brings distinguished speakers to campus for seminars with area high school students and teachers and a public lecture. Speakers have included:

- 1999  
Gerald R. Ford  
U.S. President, 1974-77
- 2000  
Story Musgrave  
NASA Astronaut
- 2001  
Madeleine Albright  
Secretary of State, 1997-2001
- 2002  
Rudy Giuliani  
Mayor of New York City, 1994-2001
- 2003  
General Tommy R. Franks (Ret.)  
Commander-in-Chief, U.S. Central Command Operation Iraqi Freedom, 2000-03
- 2005  
General Colin L. Powell (Ret.)  
Secretary of State, 2001-05, and Chairman of the Joint Chiefs of Staff, 1989-93
- 2006  
Tom Brokaw  
NBC News Anchor, 1982-2004, and Author
- 2008  
Tony Blair  
British Prime Minister, 1997-2007
- 2009  
Fareed Zakaria  
Editor-at-large of TIME and host of CNN's "Fareed Zakaria GPS"
- 2011  
Tenzin Gyatso  
His Holiness the 14th Dalai Lama
- 2011  
Robert M. Gates  
U.S. Secretary of Defense, 2006-11



## MEDAL OF FREEDOM RECIPIENTS

The Medal of Freedom, presented by SMU's John Goodwin Tower Center for Political Studies in Dedman College, recognizes individuals who have contributed to the advancement of democratic ideals and humanity. Recipients include:

1997

General Colin L. Powell (Ret.)  
Secretary of State, 2001-05, and  
Chairman of the Joint Chiefs of Staff,  
1989-93

1999

Margaret Thatcher  
British Prime Minister, 1979-90

2001

George H.W. Bush  
President of the United States,  
1989-93

2003

General Tommy R. Franks (Ret.)  
Commander-in-Chief, U.S. Central  
Command Operation Iraqi Freedom,  
2000-03

2005

John McCain  
U.S. Senator

2008

Tony Blair  
British Prime Minister, 1997-2007

2010

George W. Bush and  
Laura Welch Bush '68  
President and First Lady of the  
United States, 2001-09



## SMU VENUES ACCESSIBLE FOR COMMUNITY PROGRAMS

As a service to the region, SMU facilities are available to DFW constituents for programs and events. SMU facilities are often counted on by the city when it bids on major events. For instance, SMU's football facilities were secured by the 2011 **DFW Super Bowl Host Committee** for the Green Bay Packers' practices. The most-used facilities for non-SMU-sponsored events include:

- » **Moody Coliseum**, a basketball facility used by the community for athletic events, high school commencements and professional concerts.
- » **Ford Stadium**, a football facility available for outdoor competitions.
- » **McFarlin Auditorium**, a facility used for nationally televised productions, touring shows and community events.
- » **Collins Executive Education Center**, a structure designed to **serve the DFW business community** with graduate and continuing education courses and events. It often hosts corporate board meetings and training programs. The George W. Bush Institute has used the center to host events while its own facilities are under construction.
- » **Dedman Center for Lifetime Sports**, an SMU community recreational center that offers memberships to Dallas residents.
- » **Perkins Chapel**, the setting for campus worship services and a popular venue for more than 100 community weddings a year.

## DIVISION I ATHLETICS

SMU's athletics programs complement the variety of professional sports teams in the Dallas area with affordable, collegiate competitions that contribute to a **shared sense of community between SMU and the region**. SMU's intercollegiate athletics program enables the University to provide a well-rounded campus experience

that can unite students around a common goal, no matter what their fields of study. **SMU hosts the only Division I athletics program in Dallas**, which consists of 17 sports programs.

The football team's impressive victory over the University of Pittsburgh in the 2012 BBVA Compass Bowl – the Mustangs' third bowl appearance in as many years – symbolizes the progress made by SMU athletics in recent years. Ten Mustang teams advanced to the postseason in 2010-11. The women's volleyball team ended the year with a program-best 25-6 record, finishing in second place in Conference USA. **Affirming the importance of academic achievement** among SMU student-athletes, 31 were named C-USA Academic medal winners, and 210 student-athletes were named to the C-USA Commissioner's Honor Roll.

## IMPACT OF BIG EAST

SMU joins the BIG EAST Conference in 2013, aided by SMU's resurgence in football. New audiences will be drawn to the Metroplex, and the **national visibility of SMU and the region** will increase.

The estimated commercial value of the anticipated television exposure in the conference during football season alone is **more than \$8 million and nearly 9 million impressions**.

With the addition of new schools, the BIG EAST will have the largest footprint of any college football conference in the nation, with a coast-to-coast presence **spanning five regions of the country**.

BIG EAST institutions reside in nine of the nation's top 35 media markets, including New York, Chicago, Philadelphia, Washington, D.C., Tampa, Pittsburgh and Hartford. BIG EAST markets contain almost one-fourth of all television households in the United States.



The BIG EAST welcomed SMU to the athletic conference with a special display in New York's Times Square.





# ECONOMIC IMPACT



SMU has built or renovated more than 40 facilities since 1995, contributing to the University's economic impact on the region.

## SMU TODAY: A Significant Economic Enterprise

As a comprehensive national university, SMU is also a business enterprise with significant economic impact on DFW.

### ASSETS

- » **Endowment:** SMU's endowment has more than doubled since 1995. It surpassed the \$1 billion mark in 1995 and was valued at **\$1.2 billion** as of February 2012. The endowment ranks 61 in the United States among colleges and universities.
- » **Buildings and real estate:** SMU owns buildings and facilities valued at \$1.1 billion (estimated replacement cost). In addition, the University owns land in University Park, Highland Park, Dallas, Plano and Taos, New Mexico, valued at \$666 million (estimated market value).
- » **Other holdings:** Facility contents owned by the University, including equipment, art, special collections, furniture and other items, are valued at \$566 million. The value of other assets, such as cash, accounts receivable, pledges receivable and miscellaneous other categories, total approximately \$500 million.
- » **Total assets: \$4 billion.**

### TOTAL ECONOMIC IMPACT

The regional economic impact of local spending by SMU combined with spending by SMU alumni living in the DFW region totals more than **\$7 billion**.

### IMPACT OF SMU ANNUAL EXPENDITURES

The impact of SMU spending totaled approximately **\$861 million** in fiscal year 2011, about \$300 million more than the estimated economic impact of hosting a Super Bowl.

SMU's spending is broken into three categories: 1) operations; 2) scholarships and financial aid; and 3) capital projects. SMU has a further recurring impact in the form of spending by students and visitors drawn to DFW because of the University.

### ANNUAL SPENDING IMPACT IN DFW

Operations (Local)	\$486 million
Scholarships and Need-based Aid	\$123 million
Capital Projects	\$110 million
<b>Total</b>	<b>\$719 million</b>
Student/Visitor Spending	\$142 million
<b>Total Impact of SMU Local Spending Plus Student/Visitor Spending</b>	<b>\$861 million</b>
Impact of Annual Spending by SMU Graduates	\$6.2 billion
<b>Total SMU Combined Annual Spending Impact</b>	<b>\$7 billion</b>

### IMPACT OF LOCAL SPENDING FOR OPERATIONS

#### Annual Spending: Two Types

- » (1) Salaries, wages and benefits paid to University faculty and staff: \$243 million. This expenditure supported more than 2,200 full-time jobs.
- » (2) Annual local general and administrative expenditures and local vendor contracting to support the functioning of the University: \$137 million. This expenditure included purchases of materials and supplies, non-capital furnishings, utilities, professional services and other expenses. FY 2011 total regional operations spending: \$381 million.

#### Annual Spending: Impact

The economic impact of SMU's regional operations spending for FY 2011 was approximately **\$486 million**.

#### SMU Spending: 10-Year Impact

- » For fiscal years 2002 through 2011, SMU's local expenditures for operations exceeded \$3.2 billion in inflation-adjusted 2010 dollars. Economic impact totaled an estimated \$6.9 billion.



- » SMU's expenditures supported 63,442 person years of employment over the 10-year period, **supporting an average of about 6,300 jobs a year.** (This includes both direct support for jobs at SMU plus indirect support for additional jobs in the community.) The jobs paid a total of **more than \$2.6 billion in salaries, wages and benefits.**
- » Property income increased during the period by \$914 million.
- » Even though SMU is a tax-exempt organization, University operations generate substantial revenue for local and state governments. Total tax revenues were approximately \$236.7 million.



**BUILDING THE FUTURE**  
Construction of facilities such as Caruth Hall, one of three new buildings for engineering, injects millions of dollars into the local economy.

### IMPACT OF SMU SPENDING: SCHOLARSHIPS/FINANCIAL AID

SMU spends approximately \$123 million annually on financial aid and scholarships for undergraduate and graduate students. The University raises significant contributions for scholarships and also acts as a conduit for federal and state spending on financial aid and scholarships.

### IMPACT OF SMU SPENDING: CAPITAL PROJECTS

The 20-year period from 1995, when the University adopted the Centennial Strategic Plan, through 2015, the centennial of SMU's opening, constitutes a period of unprecedented campus construction.

- » Over two decades, the **University's capital program will include approximately \$1.2 billion in local spending** for facility construction, renovation and furnishings and equipment.
- » From 1995 through spring 2012, SMU has added or renovated more than 40 buildings and other facilities, acquired additional real estate, modernized infrastructure and undertaken numerous other campus projects at a total cost of approximately \$833 million.

- » New or ongoing projects scheduled through 2015 will result in additional spending of \$331 million, for a total capital expenditure of approximately \$1.2 billion over the 20-year span.
- » The **total regional economic impact of that expenditure is approximately \$2.2 billion**, or an average of \$110 million annually.
- » SMU capital spending will have **supported more than 13,700 person years of employment paying \$759 million in salaries, wages and benefits.** In addition, property income in the form of rents, royalties, dividends and corporate profits in the Dallas-Fort Worth area will have been boosted by \$226 million.
- » The economic activity generated by SMU's capital spending also will have generated an additional \$61 million in state and local taxes.

### IMPACT OF SPENDING: STUDENTS AND VISITORS

SMU also boosts its value by attracting visitors to the region. SMU generates spending by students who choose to come

to SMU from outside the region and non-local visitors to campus drawn by meetings, performances, exhibits and events such as Homecoming, reunions and graduation ceremonies. These visitors stay at hotels, frequent restaurants and generally bring new spending to the region.

- » Based upon surveys of college students and visitor spending, it is estimated that non-local SMU students and campus visitors bring more than \$140 million in new annual spending to the region, creating a total economic impact of almost \$156 million each year.
- » This spending **supports more than 1,100 permanent jobs paying more than \$47 million in salaries, wages and benefits annually.** Property income is increased by \$37 million, and an additional \$17.8 million is generated annually in sales taxes, hotel occupancy property taxes and fees.

### IMPACT OF SPENDING BY SMU GRADUATES

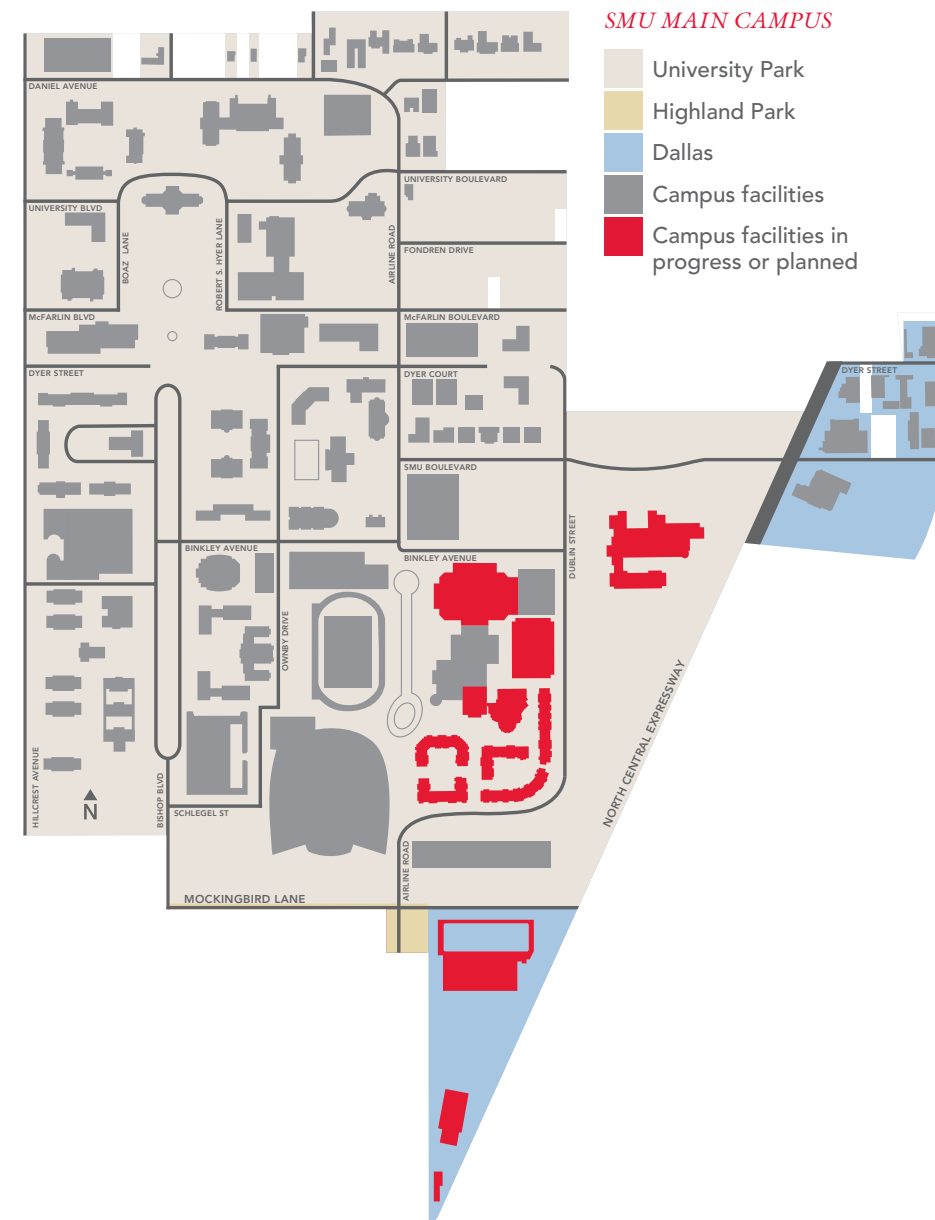
About 40,000 SMU graduates live and work in the DFW metropolitan region. Not only do their skills help make North Texas

a desirable place to live and work, their recurring spending has significant impacts on total economic activity in the region.

- » Using an estimated median income of \$150,000 for SMU graduates living in North Texas, it is possible to calculate that spending by SMU graduates generates about **\$6.18 billion** in local economic activity. This spending supports more than **46,000 jobs** across the region while generating about **\$362 million** and state and local tax revenue.

### COMBINED ANNUAL IMPACT OF SMU AND ALUMNI SPENDING

The combined economic impact of SMU's annual spending for operations, scholarships and capital projects, added to the total impact of spending by visitors, totals approximately \$861 million. Adding the economic impact of spending by SMU's graduates to University spending yields a total annual impact of approximately \$7 billion. These expenditures directly and indirectly support approximately 45,000 permanent jobs that pay about \$2 billion



### NEW AND RENOVATED FACILITIES

*In the past several years SMU has built or renovated more than 40 campus facilities, including many used by members of the DFW community. A partial list of new and future facilities includes:*

#### Buildings

- Laura Lee Blanton Student Services Building
- Caruth Hall (engineering)
- James M. Collins Executive Education Center
- Crum Basketball Center
- Data Center\*
- Dedman Life Sciences Building
- J. Lindsay Embrey Engineering Building
- Gerald J. Ford Stadium
- Jerry Junkins Engineering Building
- Paul B. Loyd, Jr. All-Sports Center
- Meadows Museum
- Elizabeth Perkins Prothro Hall
- Residential Commons Complex\*
- Annette Caldwell Simmons Hall
- Tennis Complex\*

#### Renovations

- Fondren Library Center\*
- McFarlin Auditorium
- Moody Coliseum\*
- Mustang Band Hall\*
- Perkins Chapel
- Perkins School of Theology Quadrangle
- Residence Halls\*
- Dr. Bob Smith Health Center\*



*The Collins Executive Education Center in Cox School of Business was built specifically to serve area professionals with courses and other programs.*

\* In progress or planned



in salaries, wages and benefits.

This economic activity **boosts property income by about \$1.3 billion.** And though the University is tax-exempt, business activities and spending associated with SMU are responsible for more than \$39 million in annual revenues for state and local taxing jurisdictions.

Combined with taxes generated by SMU graduates, the total fiscal impact of the University is almost \$401 million annually.



**RETAIL SPENDING IMPACT**  
*SMU student and visitor spending contributes to the University's economic impact on DFW.*

### **CALCULATING ECONOMIC IMPACT**

The economic impact estimates in this report were calculated by Bernard L. Weinstein, Ph.D., and Terry L. Clower, Ph.D.

Weinstein is adjunct professor of Business Economics and associate director of the Maguire Energy Institute, both at SMU's Cox School of Business. From 1989 to 2009 he served as director of the Center for Economic Development and Research at the University of North Texas.

Clower is the current director of the Center for Economic Development and Research at the University of North Texas. He has served as associate director, project manager, staff researcher and statistical analyst on numerous projects reflecting experience in labor relations, economic and community development, public utility issues, transportation and economic impact analyses.

#### **Explaining the Multiplier Effect**

The economic impact estimates provided in this report were calculated based on the IMPLAN economic input/output model developed by the Minnesota IMPLAN Group (MIG, Inc.), a leading provider of economic

planning services whose clients include the Federal Reserve and Stanford University.

Input-output models track how spending flows through a regional, state or national economy, thereby creating additional economic impact sometimes referred to as "the multiplier effect." For example, departments within SMU purchase office supplies from local vendors. These vendors, in turn, hire employees, purchase shopping bags, use inventory-counting services and engage other professional service providers such as accountants. The impact totals in this report refer, therefore, to the combination of direct spending plus the multiplier effect. (The total reported for SMU spending on scholarships represents the actual expenditure, since the economic impact of out-of-town student spending is calculated as part of student/visitor spending.)

Importantly, the impacts in this report account for the effects of spending by the University as well as its employees and its vendors spending a portion of their earnings for goods and services in the local economy. That is, each of these impacts is adjusted to

account only for purchases from local entities. For example, some specialty lab equipment is available only from out-of-area vendors. These purchases thus have little effect on the local economy, and the value of their impact is adjusted accordingly.

In this section of the report, the terms "economic impact" and "impact" are used interchangeably.

#### **Calculating Fiscal Impact**

While recognizing that SMU is a tax-exempt institution, this report includes estimates of the tax revenue generated by SMU spending. University expenditures generate tax revenue for local and state governments in the form of sales and use taxes, property taxes and government revenue from permit fees and licenses. Tax revenue totals also include estimates of the value of consumption taxes from spending by employees of the University and its vendors and suppliers.



*SMU events such as reunions, family weekends and home football games attract out-of-town visitors to Dallas and stimulate spending.*





# SMU DISTINGUISHED ALUMNI



SMU alumni have won Nobel and Pulitzer prizes, along with Academy, Tony, Grammy and Emmy awards, the Heisman Trophy and Olympic gold medals.

## SMU TODAY:

# Alumni Making a Difference

### ALUMNI IMPACT ON DFW AND ABROAD

The true measure of a university's impact is the quality of the people associated with it, especially those who have benefited from its educational offerings and resources. SMU's alumni have leveraged the advantages of their education to become **leaders in their professions and communities**. In this way, they **extend the impact of their alma mater** into the highest realms of endeavor and achievement. SMU's alumni number nearly 112,000, with 40,000 in the DFW region.

*In law and public service*, SMU alumni serve as distinguished jurists on the **highest courts of Japan, Thailand and the Philippines**. In the United States, they have held titles of **ambassador, First Lady** and members of Congress, including the chair of the U.S. House Judiciary Committee. At the state level, they have served as **governor, Supreme Court justices and legislators**, including as chair of the Texas House Committee on Higher Education and chair of the Texas House Appropriations Committee. An SMU law graduate pioneered and expanded legal rights for women in Texas. Alumni also serve as Peace Corps officials and **leaders of humanitarian organizations** providing goods and potable water to villages worldwide.

*In science and technology*, SMU alumni have led innovations winning the **Nobel Prize in Physics** and national recognition for the invention of modern computer memory and advancements in digital signaling technology. Others are physicians responsible for **pioneering achievements** in the treatment of breast cancer, diabetes and Gulf War Syndrome, and have led distinguished medical and research centers. Another is a NASA astronaut.

*As entrepreneurs and corporate leaders*, they develop and lead national and **multinational companies** in the fields of energy, investments, banking, health care and shipping. The owner of a shoe company donating shoes to children in 28 countries is an SMU alumnus. An SMU alumnus business leader literally **wrote**

**the book on customer service**, translated into 19 languages. Another became the largest property developer in the country. Three law school alumni **run Fortune 50 companies**.

*In athletics*, SMU alumni include winners of **Olympic medals, NBA players, Heisman Trophy winners and five members of the Pro Football Hall of Fame**. An alumnus has played in each of the past three NFL championships. The owners of two NFL teams are SMU alumni. A Mustang even **coined the term "Super Bowl."**

*In the arts*, alumni have been recognized for their gifts as performers, artists and playwrights, winning the **Oscar, Tony, Grammy and Emmy awards**, as well as the **Pulitzer Prize**. Another alumnus became a legendary television producer. SMU-educated artists have works displayed in the Metropolitan Museum of Art in New York.

*As philanthropists*, SMU alumni number among the most generous and farsighted of givers to a variety of organizations. One alumna has won all three of the **top national awards for philanthropy**. The names of SMU alumni appear on structures and donor lists throughout the city as supporters of schools, hospitals, universities and arts institutions.

*In education*, SMU alumni have served as president of a major state system of higher education, as academic deans at distinguished universities, **as assistant U.S. Secretary of Education**, as chair of a national math and science initiative and as heads of major museums.

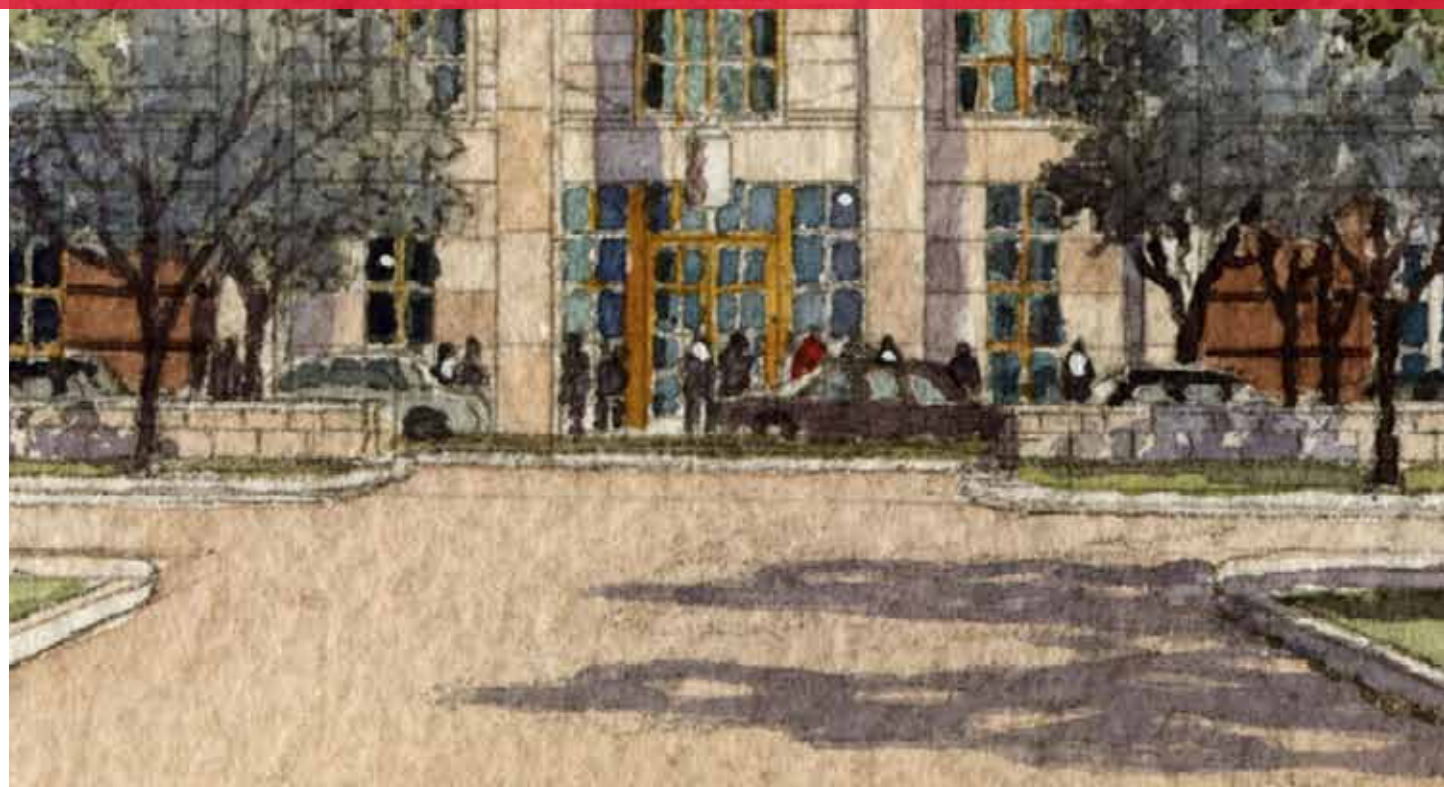
*As leaders in religious life*, SMU alumni serve churches and communities around the world, including one church that has become the largest social services provider in San Francisco. Theology graduates include the first Hispanic woman elected to the episcopacy of The United Methodist Church.

For a list of SMU alumni who have received the University's **Distinguished Alumni Award**, see page 49 or visit [smu.edu/impact](http://smu.edu/impact).





# HISTORIC RESOURCE



Artist's rendering of an entrance to the George W. Bush Presidential Center.

## SMU TODAY:

# Host to the George W. Bush Presidential Center

Just as the Methodist Church partnered with Dallas to bring the tremendous resource of a major university to the city, **so did SMU and DFW constituents in working together to bring the George W. Bush Presidential Center to Dallas.**

SMU successfully competed against six other proposed sites to host the center. A key factor in SMU's selection **was its convenient location near downtown Dallas** and its close relationship with the region's leadership. SMU is among only seven universities to house a presidential center and becomes part of a trio of presidential libraries in Texas – the Lyndon Baines Johnson Library at The University of Texas at Austin and the George H.W. Bush Library at Texas A&M University at College Station.

The center, which will enhance the visibility of SMU and Dallas on the world stage, will be an **invaluable new resource for research, dialogue and public programming.** The center will attract tourists, students, scholars, dignitaries and media – many of them experiencing the considerable attributes of DFW for the first time. It is projected that the center will attract more than 450,000 visitors – more than half from outside Texas – in its first year. **The economic, educational and cultural impact of the center will be substantial for Dallas and the region as well as for SMU.**

The center will consist of a library, a museum and an institute located on a 24-acre site on the SMU campus.

- » **The Library** will hold the historical records of the presidency – 27,000 cubic feet of textual materials (or more than 68 million pages), in addition to audiovisual materials, photographs, artifacts and electronic data.
- » **The Museum** will have 14,000 square feet of permanent exhibit space and 500 square feet for temporary exhibits. The museum will be organized according to four themes important to the Bushes: Compassion, Opportunity, Responsibility and Freedom. It will include a full-size replica of the Oval Office.
- » **The Institute** sponsors research and dialogue resulting in

action promoting global health, education, human freedom and economic growth. Even though the Presidential Center building is under construction, the **Bush Institute has been active for the past two years with symposia and other initiatives held at SMU** on topics ranging from education to energy.

Through joint programs and concurrent appointments of faculty and fellows between the University and the institute, **experts in areas such as global health, education and the economy** will enhance educational opportunities for SMU students, the entire DFW community and non-local visitors.



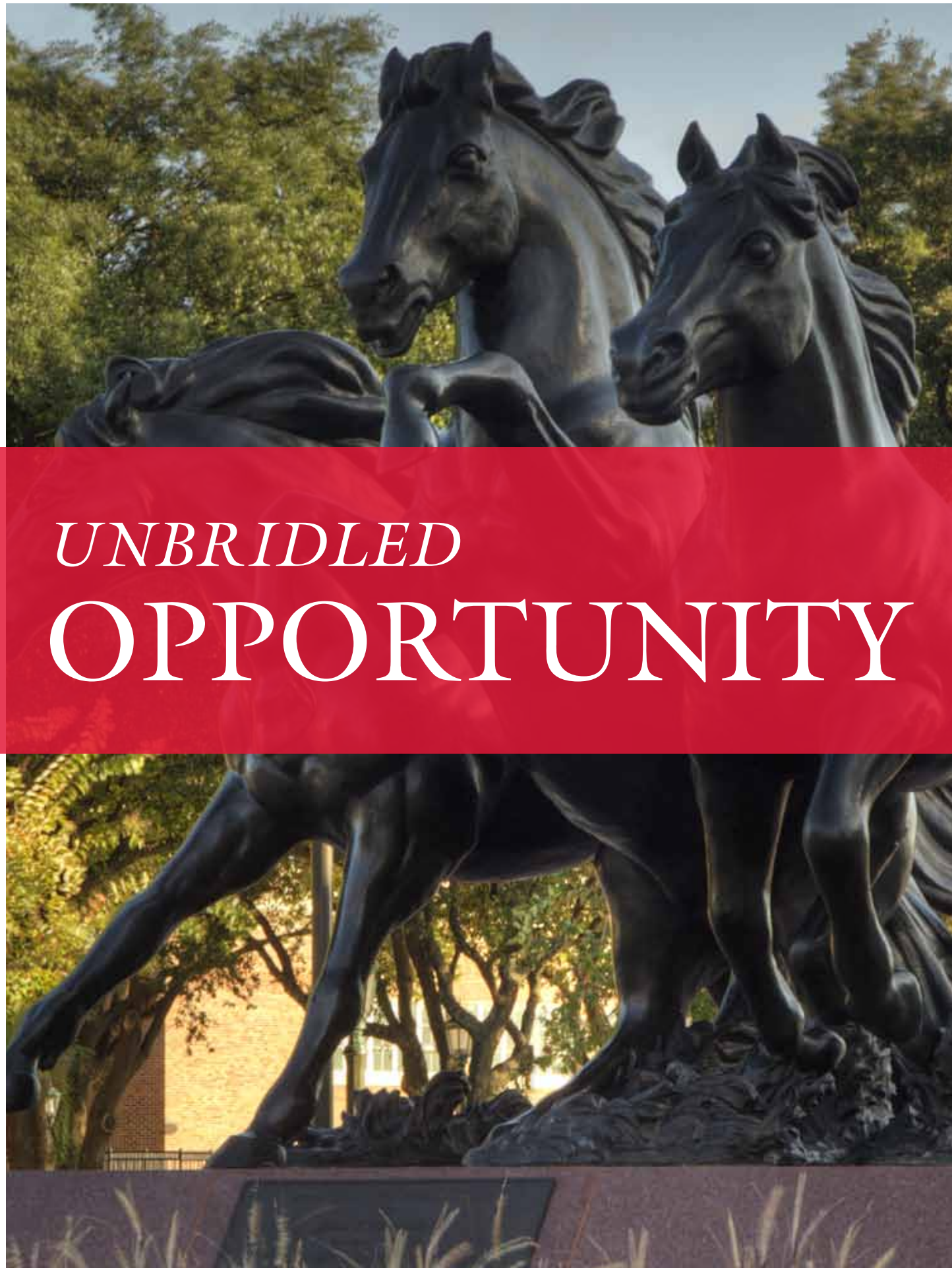
George W. Bush Presidential Center groundbreaking

### **BUSH INSTITUTE SYMPOSIA**

*The Bush Institute has hosted symposia on topics such as these with both local and global implications:*

- Education reform
- Natural gas development
- The economy and the 4 percent project
- Freedom in the Middle East
- The role of technology in advancing freedom
- Literacy and opportunity for the women of Afghanistan





# UNBRIDLED OPPORTUNITY

## SMU TOMORROW: Unbridled Opportunity

### A PROVEN PARTNER

SMU enters its second century with great excitement and confidence driven by its **historic and ongoing core strengths**:

- » The University has a **powerful legacy of achievement** that is ingrained in its culture as an unrelenting desire to succeed.
- » Unlike many other universities, SMU **has access to proven private financial resources** that will enable it to advance the University as a preeminent academic institution.
- » SMU is situated in a **strategic geographic location** for meeting its goals. The growing business and cultural prominence of the DFW region and Texas will provide even greater opportunities for enhancing SMU's progress.
- » SMU is committed to investing major financial resources in **high-impact educational initiatives** that will advance the University's position in higher education, including new interdisciplinary programs, new academic majors, public service learning opportunities, real-world research programs and new living-learning communities.
- » SMU has dedicated, **forward-looking leadership** that will ensure its ongoing success.

### COMMITMENT TO THE REGION

As this report shows, Dallas and SMU enjoy a shared history that has helped **raise both to national prominence**. For 100 years, SMU has provided intellectual capital, research and cultural resources that have helped to fuel a vibrant, ambitious city and region.

SMU will continue to play its special role in helping Dallas and the region succeed as a strong competitor in the global marketplace. We intend to continue our rise into the **top levels of premier universities in the nation**, offering a collegiate experience that is second to none and leveraging the Dallas

### FUNDRAISING IMPACT

*Since 1995, SMU has raised more than \$1.1 billion to enhance student quality, faculty and academic programs and the campus experience.*

- 404 endowed scholarships
- 38 endowed faculty positions
- 18 endowed schools, departments, centers and institutes
- 44 new or renovated facilities

advantage as an important part of that asset. We will capitalize **on our balance of strong undergraduate education, distinguished graduate and professional programs**, growing research, global outreach and unique resources in campus settings that are themselves unique among institutions in this region. And we will remain as innovative and emboldened by new ideas as is the region we serve.

### UNBRIDLED OPPORTUNITY

SMU's symbiotic relationship with the city and the region will **strengthen in the decades ahead**. Of the city, we ask for continued generous support, wise guidance and additional opportunities to develop and flourish together. As we say thank you for 100 years of progress, we look ahead to the **next century of shared achievement**. This commitment was and is central to SMU's founding vision, as expressed by its first president, Robert Stewart Hyer, in 1915. Asked when the University would be completed, he replied, **"After the city of Dallas is completed."**





# SMU LEADERSHIP

## Leaders Who Serve and Achieve

### SMU LEADERSHIP

SMU is built on the achievement of our alumni, parents, friends and community partners and their ongoing commitment to the University's mission. In the following pages, the University recognizes these individuals for their leadership, guidance and support as SMU begins its second century.

- » SMU Board of Trustees 2011-12
- » SMU Administration
- » Second Century Campaign Executive Committee
- » Second Century Campaign Organizing Committee
- » Second Century Campaign Leadership Donors
- » SMU Distinguished Alumni Award Recipients





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Brad E. Cheves  
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† *deceased*

*As of April 1, 2012*



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This honor roll recognizes donors to SMU Unbridled: The Second Century Campaign. Donors listed here have made cumulative campaign commitments of \$1,000,000 or more during the period January 1, 2006 – May 31, 2011. These generous commitments are essential to the achievement of the University’s campaign goals.

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As of May 31, 2011

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