

SHAPING SMU

Sparkling a brighter tomorrow SMU ANNOUNCES LAUNCH OF THIRD COMPREHENSIVE CAMPAIGN

We are excited to announce that SMU's Board of Trustees has decided to launch in September 2021 the University's latest comprehensive fundraising campaign. This landmark fundraising initiative will expand on SMU's existing excellence with comprehensive programmatic goals that bolster student learning and development; enrich faculty teaching and research; and impact our community, locally and globally.

This past year has brought unforeseen difficulties for all of us, and yet our Mustang community has risen to meet SMU's challenges head-on and to invest in the long-term impact that only this world-class University can achieve. Over the last several years, SMU supporters have invested in the University at record levels, seeking to fortify their home on the Hilltop.

You, our loyal donors, have inspired us to undertake this campaign. Your gifts during the quiet phase, both big and small, have pushed us to achieve more and empower our community in bold ways. Your belief in SMU's ability

to shape world changers motivates us to take historic action.

As stewards who take seriously our responsibility to the University, SMU's Board has been deliberate, enthusiastic and careful as it charts the course for the future. We know that campaigns build up our University. They allow us to strengthen our financial position; launch new programs; conduct groundbreaking research; attract top-tier faculty, staff and students; and raise SMU's visibility as one of the nation's best and most respected universities.

We also know campaigns require time and energy from you, our readers. We ask for your advocacy, passion, positivity and support. This is the right time to build on the landmark gifts recently provided by our generous donors and amplify SMU's impact in Dallas and beyond.

As we prepare to launch the campaign this fall, know that the wonderful work on the Hilltop

continues. We are planning for a primarily in-person 2021–2022 academic year and preparing to celebrate our graduating Mustangs with an outdoor May Commencement. Our Hilltop community continues to provide the outstanding educational and campus experiences for which SMU is known.

In this issue of *Shaping SMU*, you will read more about what compels us to launch the next campaign and why now is the right time to do so. We are thrilled to see what SMU's future holds, and know that with you, our supporters, beside us, great things are ahead.



Robert H. Dedman Jr.

Robert H. Dedman, Jr. '80, '84
Chair, Board of Trustees

R. Gerald Turner

R. Gerald Turner
President

A foundation for the future

SMU's past comprehensive campaigns have built on the University's unique strengths, establishing new academic programs, funding scholarships, supporting pioneering research and enriching campus life. On that foundation, SMU will launch its third campaign this September to further elevate the University's stature as a leading institution of higher education.

SMU's donors are pushing us to be bold, just as they have in the past. From 1995 to 2002, *The Campaign for SMU: A Time to Lead* secured \$541 million from over 41,000 donors worldwide. During *SMU Unbridled: The Second Century Campaign*, starting in 2006 and ending in 2015, over 65,000 contributors committed \$1.15 billion. SMU's third campaign will set new ambitious targets, inspired by the loyal generosity of our Mustang community.

Since our planning phase began, donors have made several landmark commitments and have invested in SMU at record-breaking levels. These pages feature examples of significant investments in our students, faculty and programs. A key component has been *Pony Power*, our annual drive for current-use gifts, which has contributed over \$200 million toward the new campaign.

Our supporters push SMU to plan boldly for its future, and we are excited for you to join us in this new adventure.

CAMPAIGNS HELP SMU BOLSTER ITS REPUTATION AND NATIONAL STANDING.

Gifts toward new and existing schools and programs expand the University's prominence and impact.

The Moody Foundation committed \$100 million – the largest gift in SMU history – to launch the Moody School of Graduate and Advanced Studies. The University's eighth degree-granting



school greatly enhances our strong research ecosystem.

Carolyn L. and David B. Miller '72, '73 made the largest alumni gift in SMU history with a \$50 million investment in Cox School of Business to drive innovative business education for generations to come.

Joining the Millers, other supporters are fueling the future of Cox School by supporting its renovation and expansion. Donors have contributed over \$49 million to date, including: \$15 million from Sharoll and Bryan S. Sheffield '01 to create Bryan S. Sheffield Hall; \$7.5 million from Jane R. and Pat S.

Bolin '73 and \$7.5 million from Gina L. and Tucker S. Bridwell '73, '74 to construct the new Bolin-Bridwell Hall; \$7.5 million from the Bridwells to launch the new Bridwell Institute for Economic Freedom; and \$11.5 million from Aurelia and Brad Heppner '88 and family to establish the Heppner Family Commons and support Cox faculty research.

Toyota Foundation partnered with Dallas ISD, SMU's Simmons School of Education and Human Development and the West Dallas community to establish the West Dallas STEM School. Additionally, Carter Creech '60, '63 invested \$5 million to strengthen the school, which opens in fall 2021.

An anonymous Dedman School of Law alumnus generously provided more than \$5 million to establish and support SMU's Tsai Center for Law, Science and Innovation.

GRUMA-Mission Foods gave \$4 million to establish the SMU Mission Foods Texas-Mexico Center in Dedman College of Humanities and Sciences, a center that operates in partnership with Cox School and explores the political, cultural, economic and business relationships between Texas and Mexico.

Bobby B. Lyle '67 designated a portion of his gift that named SMU's Bobby B. Lyle School of Engineering to support the school's new strategic plan and encourage other donors to invest in the school.

CAMPAIGNS ATTRACT AND RETAIN TOP-TIER FACULTY AND FUEL THEIR RESEARCH.

Donors create endowed chairs, support pioneering research and establish academic centers and institutes – all of which fuels faculty inquiries and investigations, creating meaningful change in the world and enhancing the student experience.

Diane and Harold (Hal) Brierley donated a total of \$15 million to establish the Brierley Institute for Customer Engagement in Cox School, the first academic institute of its kind in the U.S.

The Deason Foundation committed \$3.5 million to create the Deason Criminal Justice Reform Center housed in SMU's Dedman School of Law.



AT&T created the SMU AT&T Center for Virtualization in Lyle School of Engineering with a gift of \$2.5 million. The center supports Dallas' emergence as a global information technology hub.

A \$2 million gift from SMU professor *emeritus* Andrew H. Chen and his wife, Elaine T. Chen, established The Andrew H. Chen Endowed Chair in Financial Investments Fund in Cox School.



Gerald J. Ford '66, '69; his wife, Kelli O. Ford; and The Gerald J. Ford Family Foundation provided the lead gift for Ford Hall for Research and Innovation. Dedicated this fall, this research hub will attract students and faculty and fuel pioneering research.

Linda Wertheimer Hart '65 and Milledge (Mitch) A. Hart, III established the Linda and Mitch Hart Institute for Technology, Innovation and Entrepreneurship at SMU, which combines the innovative forces of the Cox and Lyle schools. They also provided a significant gift for Ford Hall, which created a home for Guildhall, SMU's highly ranked graduate school for game design.

CAMPAIGNS SUPPORT OUTSTANDING STUDENTS, CREATING AN INCLUSIVE, HIGH-ACHIEVING ENVIRONMENT.

Donors to scholarships and other student support enable SMU to attract and retain diverse and competitive classes. Merit- and need-based scholarships, combined with other resources, have elevated the average ACT score of the first-year class from 25.8 in 2005–2006 to 30.6 in 2020–2021 – an increase from the 86th percentile to the 93rd.

The Nancy Ann Hunt Foundation gave \$15 million to endow the University's signature Hunt Leadership Scholars Program, which attracts academically gifted, service-driven student leaders from across the country.

Mary and Rich Templeton committed a total of \$10 million to Lyle School to support engineering research, sustain

undergraduate excellence through scholarships and fund graduate fellowships.

More than \$5 million from the estate of Jeanne Roach Johnson '54 created need-based scholarships for women in Cox School and supported programs in Meadows School of the Arts.

A consortium of donors honored energy industry leader Kyle D. Miller '01 by giving over \$5 million to establish the Kyle D. Miller Energy Management Program and the Kyle D. Miller Energy Scholarship Fund in Cox School.

Kathryne Bishop directed \$2.5 million, initially committed to SMU by her late husband, Gene Bishop, to establish an endowed scholarship for Dallas ISD teachers as they pursue their master's degrees in SMU's Simmons School.

CAMPAIGNS HELP CULTIVATE A VIBRANT CAMPUS COMMUNITY.

Investments in a rich campus experience nurtured by the arts, athletics and many other facets of campus life help attract top students, foster collaboration and lifelong relationships and enrich our communities.

Gifts including \$10 million from The Meadows Foundation Inc., \$5 million from Gene and Jerry Jones, \$5 million from Nancy C and Richard R. Rogers and \$5 million from G. Marlyne Sexton, launched the renovation of Owen Arts Center at Meadows School, the center of arts education at SMU and an incubator for the North Texas arts community.

As another sign of the importance of competitive athletics program to campus

vibrancy, Heather and Ray W. Washburne '84 and family gave \$5 million to establish the Washburne Soccer and Track Stadium.

SMU alumni Josh '94, '99 and Lisa Oren '98 pledged \$1 million to renovate the Hughes-Trigg Student Center, home to many student organizations and activities, and name its auditorium.

A \$1 million gift from Gay and William (Bill) T. Solomon '65 will restore a historic organ and bring it to Texas to be installed in Perkins Chapel, making it the only one of its kind in the state. The Caren and Vin Prothro Organ, named in honor of the Solomons' good friends, will enhance the Master of Sacred Music degree program and community worship.

Bridwell Library in Perkins School of Theology will receive the entire collections of the World Methodist Council Museum, a significant acquisition for the library. Along with its many other priceless collections, Bridwell serves as a center of theological teaching, research and community programs.



With significant donations from several individuals, SMU dedicated the Indoor Performance Center, featuring Armstrong Fieldhouse, a multipurpose facility that supports the University's commitment to competitive, high-performance athletics, including football, which draws tens of thousands of fans to campus each season. The center was made possible by several donors, including Bill Armstrong '82, Liz Armstrong '82 and The Armstrong Foundation.

Energizing business education

Sharoll and Bryan S. Sheffield '01 commit \$15 million to Cox School of Business

A \$15 million gift from Sharoll and Bryan S. Sheffield '01 to SMU's Edwin L. Cox School of Business

will empower future entrepreneurs by creating the new Bryan S. Sheffield Hall, part of the future Cox School renovation and expansion project, which will provide students with innovative learning environments, enabling Mustangs to develop critical skills that are vital to success in today's evolving workplace.

Located on the southwest corner of the renovated business school quad, Sheffield Hall will feature Collegiate Georgian style construction with

“Bryan is a wonderful example of how SMU shapes world changers. His forward-thinking leadership in the energy industry is a testament to his entrepreneurial spirit and the financial acumen he developed as a business major in the Cox School.”

– R. Gerald Turner, SMU president

up-to-date classrooms designed for collaboration and data-focused problem-solving. Sheffield Hall will serve as the new hub for the Cox School's Bachelor of Business Administration program and also provide a home for the Brierley Institute for Customer Engagement. The unique academic institute brings together students, marketing faculty and corporate leaders to examine and explore why customers engage with brands, and how that engagement drives loyalty and value.

“The Cox School, and its BBA program in particular, taught me to anticipate future business landscapes. Energy is undergoing a huge transition. Data and innovation are starting to take center stage in environmentally responsible energy production. This facility will give our next-generation CEOs experience in a data-driven, collaborative environment – and the skills to build trust with customers. Combined, technology and public trust are critical to supporting our future energy landscapes,” says Bryan Sheffield, founder and managing partner of Formentera Partners. “Sharoll and

I are thrilled to give back to SMU and to help educate the next generation of entrepreneurs on the Hilltop.”

Bryan S. Sheffield was awarded his BBA from SMU's Cox School in 2001. Sheffield is founder and managing partner of Formentera Partners, an energy-focused investment firm based in Austin. Prior to Formentera, Sheffield founded Parsley Energy, an independent oil and gas company where he served in various roles including CEO, chairman of the board and executive chairman. Credited with leading the second-most successful exploration and production IPO in history, Sheffield was recognized among *Forbes'* 40 Under 40 and as *Austin Business Journal's* CEO of the Year. He serves on the boards of the governor's Texas Economic Development Corporation and the Greater Austin Crime Commission and is a member of the Texas Business Leadership Council.

At SMU, Sheffield was honored with the Cox Outstanding Young Alumni Award in 2016.

He serves on the Maguire Energy Institute Advisory Board. In 2014, the Sheffields committed to creating the Scott Sheffield Energy Investment

Lab in the Maguire Energy Institute in honor of Bryan's father, veteran energy industry leader Scott Sheffield.

Sharoll Sheffield serves as principal at Marbella Interests, where she advises the Sheffield family's personal interests and philanthropic giving. Under her leadership, the Sheffields have become generous advocates for the millions of neglected and abandoned animals in Texas. Sharoll Sheffield's efforts have saved hundreds of lives and strengthened Texas' pursuit of no-kill animal shelters through work with the Midland Animal Shelter and New Hope Animal Rescue in Austin. She is a native of Spain.

Sharoll and Bryan have two children.



Conceptual rendering



Conceptual rendering

Launching learning innovations

After three years of development and planning, the West Dallas STEM School will open in August 2021, bringing world-class partnerships and real-world learning to Dallas’ next generation of innovative thinkers.

The Toyota USA Foundation, SMU’s Annette Caldwell Simmons School of Education and Human Development, Dallas ISD and the West Dallas community came together to create this groundbreaking PreK–8 school that will serve as a global model for preparing students for college and the workforce.

Empowered by the Toyota USA Foundation’s initial grant of \$2 million and its recently announced gift of \$3 million, the school’s project-based curriculum will connect the classroom to the community across the learning landscape. Through hands-on activities such as robotics and computer coding, students

will use knowledge gained in science, technology, engineering, mathematics and other classes to develop critical thinking and problem-solving skills.

Six local and national nonprofits will provide additional academic and social services. Among the offerings will be after-school programming tied to curricula, mental health support, workforce development and essential needs assistance. These community services will help prepare students for their future by safeguarding their present.

The school, according to Principal Marion Jackson, is crucial to closing the educational gap and meeting the needs of Dallas’ students. “The West Dallas STEM School is an incredibly vital addition to the Dallas school district,” Jackson says. “Offering dynamic learning opportunities and much-needed services to our students not only strengthens our community but brightens our collective future. Our faculty and staff are incredibly excited to welcome our students this fall to celebrate this new chapter together.”

Empowering STEM education

Carter Creech '60, '63 has recently committed an additional \$3.5 million to the West Dallas STEM School, which will promote the sustainability and replicability of the model school for students in pre-K through eighth grade. Creech, a longtime supporter of SMU and advocate for education, previously gifted \$1.5 million to establish a new middle school career and college readiness pilot program within the West Dallas STEM School when it launches in the fall.

Pony Power: A Look Back

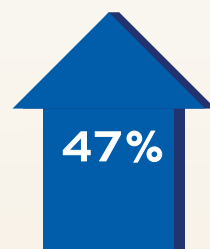
Since 2017, the *Pony Power* drive and its 2020–21 extension, *Pony Power Plus*, have raised over \$194 million for SMU, including \$38 million to support students during the COVID-19 pandemic. Through initiatives like these, our community is strengthened, our students are supported and our future is made brighter.

\$194M+
Combined total



\$156M+
Pony Power total

\$38M+
Pony Power Plus total (\$50M goal)



increase in average current-use giving – was \$35.6M/year during the *Second Century Campaign*, has been \$52.2M/year during *Pony Power*



29,411
Number of unique donors



97,762
Number of total gifts for both drives



1,783
Number of funds/programs supported



THANK YOU
*for changing lives
 that change the world*

SMU Giving Day

SMU celebrated the return of Giving Day this year, uniting every member of the Mustang community.

The one-day challenge took place on April 13 and raised over \$2.5 million for more than 200 vital causes. These pursuits are largely dependent on external funding for their operations, making Giving Day support crucial to their work and potential impact.

Gifts of every size build a stronger Mustang community. To make your mark on the Hilltop, visit smu.edu/giving.

5,200+ donors
 up **63%** over 2019

8,100+ gifts

\$2.5 million given
 up **81%** over 2019

Modernizing the heart of the Hilltop

Since its opening in 1987, the Hughes-Trigg Student Center has served as a central meeting space on SMU's campus. Built on the spot where its namesakes Kitty Hughes Trigg '31 and Charles Trigg '29 met nearly 100 years ago, the Center has become the heart of SMU's student community, mirroring the love story that inspired its development.

Now, over 30 years later, the Hughes-Trigg Student Center has begun a new chapter in its story. In 2019, the center undertook the first step in a multiphase renovation project to refresh and update the space for current needs and future growth. Phase 1 renovations include expansions to the in-house dining facilities and the addition of new dining options. Updates to the first-level dining and socializing space, the Varsity, feature new audio/video equipment, a freshly renovated interior, an accessible gaming



area and viewing screens throughout. Phase 2 includes updates to the center's third floor, which houses the student commons and some of the University's most vital student services centers and student-led organizations, including the Dean of Students, the Women and LGBT Center, the Veterans Center and the headquarters of the Student Senate. SMU's efforts to improve and update these spaces are crucial to promoting student success, and they are made possible by the University's generous donors.

Taking part in the historic transformation are Joshua E. Oren '94, '98 and Lisa Harmon Oren '98, who, in January, committed \$1 million toward the center's improvements. Supporting the center's vital role in academic and social growth, their commitment will help transform the spaces that they once occupied as students. The Orens' pledge will rename the center's auditorium, a central space designed for faculty, staff, students and visitors to come together.

When completed, the Hughes-Trigg Student Center will showcase its Mustang pride through vibrant design, modernized spaces for collaboration, improved accessibility and an open and airy environment to welcome newcomers and embrace students as they shape their futures on the Hilltop.

Navy calls on SMU's virtualization expertise

SMU's AT&T Center for Virtualization will lead research and development while the Navy will provide its technical data through an agreement with the Naval Information Warfare Center Pacific. The research facility in San Diego delivers essential capabilities in the areas of command and control, communications, computers, intelligence, surveillance, reconnaissance, cyber security and space.

As a result of the agreement, SMU students trained in data science, statistical science, computer science, software

engineering, cyber security and systems engineering will be well positioned for recruitment opportunities in careers supporting U.S. Department of Defense initiatives.



Unbridled generosity

We thank these generous donors who made gifts and commitments of \$100,000 or more from January 1, 2021, through March 31, 2021.

Anonymous (4)

Cox School Renovation and Expansion Fund

General University Support

SMU Fund for Lyle Engineering

Vision 2025 Football Support Fund

Eula Mae and John Baugh Foundation

Perkins Baptist House of Studies Program

M. Christopher Bolen '81, '85 and Nancy Coudriet Bolen '83*

Lyle School Endowed Scholarship Support

Gina L. Bridwell and Tucker S. Bridwell '73, '74

Circle of Champions

Courtney Wiley Caldwell '00 and Tye Caldwell

Washburne Soccer and Track Stadium

Stephen and Carol Cassiani Family Foundation

Cassiani Family Foundation Scholarship in Urban Education

Carter Creech '60, '63

West Dallas STEM School

Herbert DuPont and Peggy DuPont

The DuPont Family Endowed World Language Academic Fund – Endowment and Current-use Support

Gerald J. Ford '66, '69 and Kelli O. Ford and The Gerald J. Ford Family Foundation

Gerald J. Ford Research Fellowship Program

Michelle and Houston Hall

Robson & Lindley Aquatics Center – Phase II

Hamon Charitable Foundation

Lyle School Hamon Summer Engineering Camp

Donald L. Harrison, Jr. and Patricia Buddendorf Harrison '85

The Donny and Tricia Buddendorf Harrison Endowed Scholarship Fund

Barry M. Kitt and Beth M. Kitt

Cox School Renovation and Expansion Fund

Chandler Klevana and Leighton A.C. Klevana

Simmons School Applied Physiology and Sport Management Undergraduate Degree Program

Jeremy M. Lacy '96*

Cox School Endowed Scholarship Support

Gabriel P. Loiczly

SMU Libraries Capital Assets

Fred McAlpin, III

SMU Libraries Capital Assets

Brad Olson

SMU Libraries Capital Assets

Joshua E. Oren '94, '99 and Lisa Harmon Oren '98

Hughes-Trigg Expansion and Renovation Fund

Virginia G. Piper Charitable Trust

SMU DataArts, The National Center for Arts Research

Carl Sewell '66 and Peggy Higgins Sewell '72

Circle of Champions

Bryan S. Sheffield '01 and Sharoll M. Sheffield

Cox School Renovation and Expansion Fund

SMU Mothers' Club

Student Affairs Endowed Scholarship Support

Jennifer Overstreet Styslinger '86 and Mark J. Styslinger '87

Mustang Excellence Fund for Men's Tennis

SMU Tennis Complex

Texas Instruments and Texas Instruments Foundation

Texas Instruments Fund for Rad-Hard GaN Research

United Methodist Church General Board of Higher Education and Ministry

Perkins School of Theology Ministerial Education Fund

James M. Warn and Kylie A. Warn

Athletics Capital Assets

Heather H. Washburne and Ray W. Washburne '84 and Family

Vision 2025 Football Support Fund

Kevin Willsey

SMU Libraries Capital Assets

Subramaniam V. Yammada

SMU Libraries Capital Assets

Barry Zekelman and Stephanie Zekelman

SMU Parent Fund

Amy W. Zisette and Matthew G. Zisette

Mustang Excellence Fund for Men's Tennis

* includes a planned gift



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SAVE THE DATE

Campaign kickoff

Friday, September 17, 2021

SMU's new comprehensive campaign is set to kick off in September, sparking change and growth across the University and showcasing the strength and spirit of our community. Mark your calendar now, and plan to be a part of the excitement as we make history on the Hilltop. Read more in the announcement on the cover of this edition, or visit smu.edu/giving to pledge your support.

10th annual Black Alumni Scholarship recipients named

Since 2011, the Black Alumni of SMU, in partnership with the Association of Black Students, has awarded the Black Alumni Scholarship to exceptional students to support their continued educations at SMU. Those chosen to receive this distinction must exhibit excellent academic performance, be a current member of the Association of Black Students, be a rising sophomore or graduate student and demonstrate a need for financial assistance in order to complete their degree.

In recognition of their achievements, seven SMU students were awarded scholarships this year. Each recipient boasts a wide variety of advanced skills, creative interests and professional passions.

This year's scholarship recipients include

(pictured clockwise from top) Perkins School of Theology student Keidra Carmichael '23, political science and philosophy double major Lexxi Clinton '21, political science major Kennedy Coleman '23, marketing and fashion media double major Allysann Jackson '22, mechanical engineering major Courtney Jackson '24, Meadows Symphony Orchestra bassist Titus McGowan '24 and M.B.A. student Stacy Tubonemi '16, '21.

The scholars were celebrated during this year's Black Excellence Awards on February 27, along with the Black Alumni of SMU's 2021 History Maker Award honorees – alumni who served on the front lines of the COVID-19 pandemic over the past year.

