

LAUNCHING  
SMU'S SECOND CENTURY





## **GOALS AND OBJECTIVES**

**GOAL ONE: TO ENHANCE THE ACADEMIC QUALITY AND  
STATURE OF THE UNIVERSITY**

### **GOAL ONE OBJECTIVES**

*SMU Unbridled: The Second Century Campaign*



*U.S. News & World Report*

**Aspirational Peers (2019 U.S. Newsrpsd Re**



**1.2 Objective Two: Enhance the University's ability to recruit, retain, and graduate academically and creatively gifted undergraduate and graduate students from diverse backgrounds.**

**Average ACT Score for SMU's Entering Fall Students**

*Year*      *ACT*







**SMU Graduate Student Quality – Average Graduate Record Exam (GRE)  
Scores, 2016-19**

*Year*

*GRE*

*Note*



**Undergraduate Applications, Admit Rates, and Yield Rates, 2015-19**

*2015*      *2016*      *2017*      *2018*      *2019*

*Note*





*smu.edu/referamustang*









**Graduate and Professional Applications by School, 2016-19**

<i>School</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>Fall 2019</i>
---------------	-------------	-------------	-------------	------------------

*Note*



*my.SMU*

**1.4 Objective Four: Attract and retain a competent, diverse, and professional staff to support, efficiently and effectively, the academic units as centers of teaching, learning, and research.**

**1.5 Objective Five: Invest strategically in instruction, research, and creative initiatives where SMU can be a world leader, such as interdisciplinary research; high-performance computing; data analyt**















*Continuing the Ascent: Recommendations  
for Enhancing the Academic Quality and Stature of Southern Methodist  
University.*

**1.7 Objective Seven: Continue to develop unique educational opportunities for the  
Plano and Taos campuses.**







## **GOAL TWO: TO IMPROVE TEACHING AND LEARNING**

### **GOAL TWO OBJECTIVES**

**2.1 Objective One: Enhance teaching and learning through innovative curricula, pedagogies, programs, and methodologies that lead to creative thinking and innovative problem solving and are informed by research using advanced technologies.**









**2.2 Objective Two: Design, implement, and evaluate interdisciplinary programs, combining fields generally considered distinct, to match needs of the modern city, state, nation, and world.**





**2.3 Objective Three: Critically review programs to ensure excellence and alignment with the University's strategic objectives while accommodating new educational ventures and implementing discontinuance procedures where appropriate.**





**2.6 Objective Six: Increase involvement of students in internships and practical, field-based experiential learning on campus, in the local community, and around the world.**

**Engaged Learning Programs and Projects Funded for Undergraduates,  
2016-19**

*Program*

*2016-19*











**GOAL THREE: TO STRENGTHEN SCHOLARLY RESEARCH,  
CREATIVE ACHIEVEMENT, AND OPPORTUNITIES FOR  
INNOVATION**





**3.2 Objective Two: Improve research infrastructure and administrative support for faculty applying for external funding to enable expanded collaborative programs with corporations, businesses, governments, educational institutions, and other partners.**











## High-Performance Computing: ManeFrame II Compared to ManeFrame I

<i>Characteristic</i>	<i>ManeFrame I (retired)</i>	<i>ManeFrame II (2017)</i>	<i>ManeFrame II (summer 2019)</i>
-----------------------	----------------------------------	--------------------------------	---------------------------------------

*Note*



*Continuing the Ascent: Recommendations for Enhancing the Academic Quality and Stature of Southern Methodist University,*

**3.5 Objective Five: Increase financial support of doctoral programs and graduate student fellowships to encourage research, interdisciplinary research, and creative achievement.**



**Six-Year Ph.D. Completion Rates by Matriculation Year, 2007-13**

<i>Matriculation year</i>	<i>Students matriculated</i>	<i>Completions within six years</i>	<i>Six-year completion rate</i>
-------------------------------	----------------------------------	---	-------------------------------------

**Number of Ph.D.'s and Doctorates Awarded, Fiscal Years 2013-19**

*Ph.D.'s awarded*

*Doctorates\* awarded*

*Year*

*Note*

**3.6 Objective Six: Implement an updated technology transfer program that could provide additional resources for scholarly research.**







**GOAL FOUR: TO EXPAND OPPORTUNITIES FOR STUDENT  
DEVELOPMENT AND FOSTER AN ENGAGING AND SUPPORTIVE  
CAMPUS EXPERIENCE**

**Retention and Graduation Rates for Rotunda Scholars, 2010-18**

<i>Admit year</i>	<i>First-year retention</i>	<i>Four-year graduation rate</i>	<i>Six-year graduation rate</i>
-----------------------	---------------------------------	--------------------------------------	-------------------------------------

-

-

-

*Note*

**Retention Rates for Students in CONNECT, 2014-19**

<i>Year</i>	<i>First to second semester</i>	<i>First to second year</i>
-------------	-------------------------------------	---------------------------------

*Note*

*World Report,*

*U.S. News &*







**4.2 Objective Two: Assess annually the Residential Commons living/learning environment to ensure that it provides for personal growth, intellectual and social engagement, understanding of personal responsibility, respect for others, and leadership opportunities.**





**4.3 Objective Three: Expand and strengthen student leadership development opportunities on and off campus.**

---

---









**4.5 Objective Five: Expand and enhance career services for all students, including student intern programs, throughout the University, city, country, and world, by expanding partnerships with businesses, cultural and charitable organizations, and alumni for internships and job opportunities.**











**4.7 Objective Seven: Among the faculty, staff, and students, increase awareness and understanding of the cultural, ethnic, racial, religious, and identity diversity of North Texas, and implement programs that will serve this objective.**





**4.8 Objective Eight: Evaluate options for providing enhanced child development and child care services for faculty, staff, and students.**

## **GOAL FIVE: TO BROADEN GLOBAL PERSPECTIVES**

### **GOAL FIVE OBJECTIVES**

**5.1 Objective One: Continue the development of new international consortial agreements at the faculty, graduate, and undergraduate levels.**





**5.2 Objective Two: Expand the emphasis on global content in curricula across the University, and strengthen international studies within the overall curriculum.**









**Travel Abroad by SMU Faculty, Staff, and Graduate Students, Fiscal Years  
2017-18 and 2018-19**

*2017-18*

*2018-19*

*Note*

**Travel Abroad by SMU Faculty, Staff, and Graduate Students, by Region,  
2017-19 Combined**

<i>Region</i>	<i>Faculty</i>	<i>Staff</i>	<i>Graduate students</i>	<i>Total</i>
---------------	----------------	--------------	------------------------------	--------------

**5.3 Objective Three: Increase the international representation of students and faculty through strategic program development.**







**International Applications to SMU, 2016-19**

<i>International Applications</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>
-----------------------------------	-------------	-------------	-------------	-------------

*Note*







**5.4 Objective Four: Share research and best practices with metropolitan areas throughout the country and worldwide through interdisciplinary programs to raise SMU's visibility and reputation to the nation and the world.**

**GOAL SIX: TO INCREASE REVENUE GENERATION AND  
PROMOTE RESPONSIBLE STEWARDSHIP OF RESOURCES**

**GOAL SIX OBJECTIVES**

**6.1 Objective One: Improve the efficiency and effectiveness of administrative functions through initiatives of the Operational Excellence program.**

**6.2 Objective Two: Develop an inclusive, transparent budgeting process that recognizes strategic priorities while lowering administrative expenses.**







*SMU Unbridled: The Second Century Campaign*

**6.4 Objective Four: Elevate SMU's national profile to raise rankings and garner additional support for the University's strategic priorities, building on the accomplishments of SMU programs and its people.**

*U.S. News & World Report*

*Latino Leaders Magazine*

*Condé Nast Traveler*

*Princeton Review*

*National Law Journal*

*U.S. News & World Report*

*Poets & Quants for Undergrads*

*Report*

*U.S. News & World*

*Bloomberg Businessweek*

*Economist*

*U.S. News & World Report*

*The Financial Times*

*The Economist*

*Perkins Perspective Online*

**6.5 Objective Five: Employ investment best practices to balance potential rewards and risks to grow a diversified endowment to increase support to the University's academic priorities.**







## CONCLUSION

*Launching SMU's Second Century:  
2016-2025*                      *Leaders for a Changing World*

*SMU Unbridled: The Second Century Campaign*

*Implementing the Strategic Plan 2016 2017*                      *Launching*  
*SMU's Second Century*

---

-

