

PRESIDENT'S
REPORT

2021

SOUTHWESTERN
UNIVERSITY



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Dear friends of Southwestern,

When I began my tenure as the 16th president of Southwestern University in July 2020, I knew the upcoming academic year was going to be tough. We were in the midst of a global pandemic, and every single day brought new and unexpected challenges. But I was ready. I also knew that I was coming to a highly regarded university with passionate, talented faculty and staff committed to providing students with a world-class liberal arts education. Together, we hit the ground running, and during what could have been a devastating year, Southwestern did far more than survive—we thrived, ending the year with near-record enrollment, a modest budget surplus, and a bold and exciting roadmap for the future.

When I look back on the past year, I marvel at everything we accomplished together. Here are three accomplishments in particular:

First, we delivered the vast majority of our classes and programs live and in person on campus. Through the dedicated work of our faculty and staff and in partnership with our students, we redesigned our classrooms, common spaces, dining facilities, air handling units, and other key components of our campus so that students and faculty could safely gather and engage. In the end, 70% of our classes were delivered in person, with our innovative faculty finding new ways to provide the engaging, small-group education for which Southwestern has long been known and celebrated in the remaining classes. In the current academic year, close to 99% of our classes are being delivered in person—safely and effectively!

Second, we set new fundraising records. Southwestern Giving Day 2021 set a record high for both the number of donors (1,231) and dollars raised (\$325,332) in a 24-hour period. Donors also eagerly contributed to the SU Emergency Fund, which provides direct support for students needing emergency help for unexpected expenses such as food, housing, and medical care. This year, 1,136 donors contributed nearly \$40,000 to the emergency fund, and alumni participation in giving rebounded to nearly 25.5%.

Finally, we were not content with just surviving the year; we actively planned for our future. To that end, our Tactical Planning Task Force, which included representatives from all our constituency groups, reviewed over 200 proposed initiatives to develop our new 2021–2026 Tactical Plan, ultimately identifying 36 that will be implemented over the next five years. You can read the full plan and learn about the progress that has already been made at www.southwestern.edu/tacticalplan.



I invite you to read about many of these accomplishments and more in the 2021 President's Report. As challenging as the past 12 months have been, I am grateful to have experienced them as a member of the Southwestern community. I cannot predict what may happen in the years to come—and 2020 has taught me that it would be foolish to try—but I do know Southwestern will continue to offer a high-quality, high-value educational experience, just as we have since 1840.

Warmly,

Laura Skandera Trombley
President Laura Skandera Trombley



On May 8, 2021, Southwestern University celebrated both the class of 2020 and the class of 2021 in dual commencement ceremonies at Birkelbach Field in Georgetown.



A Diverse and Accomplished Incoming Class

Southwestern warmly welcomes students from all backgrounds, contributing to a living and learning environment that supports and nurtures different perspectives, values, and experiences. As our student body profile continues to evolve, our students continue to demonstrate a commitment to academic excellence. For the past several years, the University has welcomed increasingly diverse incoming classes, including students of different races and ethnicities as well as students from outside Texas. Fall 2021 was no exception, with 37% of first year students identifying as underrepresented and 15% arriving from outside of Texas. For the second year in a row, over 25% of the student population identifies as Latino/Latina or Hispanic.



FALL 2021 INCOMING CLASS //////////////////////////////////////, 2021-2022 STUDENT BODY PROFILE

4,757

First Year Applications

355

First Year Students

49

Transfer Students

28%

from the top 10% of their high school class

1,504

Total Student Body

54%

Female

46%

Male

93%

from the top half of their high school class

27.9

Average ACT

1243

Average SAT

35%

Underrepresented

5%

Black or African American

26%

Latina/Latino or Hispanic

10%

Black or African American

27%

Latina/Latino or Hispanic

17%

First Generation

15%

Outside of Texas from 24 states and 5 countries

17%

First Generation

13%

Outside of Texas from 24 states and 5 countries



Rising to the Challenge

The Southwestern community has always come together in support of the University. Never has that support been more apparent—or more important—than during the 2020–2021 academic year, when the COVID-19 pandemic upended traditional educational practices and forced institutions to adapt faster than ever before.

Faculty came together to implement radical course redesigns to meet the constraints posed by COVID-19. Staff came together to provide a safe campus by implementing new safety measures, such as spacing out desks, installing plexiglass barriers, and adapting dining services. Students came together to take the Pirate Pledge and prioritize the health of themselves and everyone around them. Ultimately, thanks to these combined efforts, the University was able to hold 70% of its classes in person while maintaining an extremely low COVID-19 positivity rate.



Alumni, parents, and friends also demonstrated their support of Southwestern by donating more than \$46,000 to the SU Emergency Fund, which provides funds to students who have been negatively affected by an unexpected crisis. During the pandemic, some students had their hours at work reduced or lost their jobs altogether; others struggled to acquire the technology needed for remote learning. The SU Emergency Fund helped many of these students through this stressful time.

Throughout it all, the Southwestern community stayed connected through virtual events. The Virtual Travel Program allowed participants to explore China, Spain, London, and Disney World

online, and the Let’s Talk About It series within the SU Book Club addressed topics of social justice through online panel discussions featuring alumni and faculty experts. Other virtual events offered opportunities to learn about everything from favorite wines for the holidays to buying a home for the first time. Even old traditions carried on in new formats: Southwestern’s Virtual Homecoming was attended by 859 alumni and community members representing 20 states and eight countries, and the Virtual Candlelight Service featured a handbell performance by the SU Chorale. Many of these events are available to watch at www.southwestern.edu/alumni-streaming.



A Future Full of Promise

In the summer of 2021, Southwestern unveiled its 2021–2026 Tactical Plan, an exciting vision of the institution’s priorities: offering an unparalleled, holistic liberal arts education while embracing and valuing all community members and envisioning an exceptional living and learning environment. The Southwestern Board of Trustees unanimously approved the plan.

The plan was developed by the Tactical Planning Task Force, led by cochairs President Laura Skandera Trombley and Professor of Communication Studies Bob Bednar '89. The task force included members of the Strategic Planning Committee as well as representatives from the faculty, staff, administration, students, trustees, and alumni. Between September 2020 and April 2021, the group met remotely 23 times, including two half day retreats. Members solicited suggestions from Southwestern community members; a total of 236 recommended priorities were submitted, evidencing campus wide enthusiasm for the plan.

In developing the Tactical Plan, task force members considered which critical initiatives were of central importance for the quality, affordability, growth, and inclusiveness of Southwestern. They developed financial models that included projections about student body size, student and faculty retention, and costs of programs and capital projects.

The final version of the Tactical Plan prioritizes the following four principal goals:

- (1) supporting student success through expanded academic and financial support;
- (2) expanding programs that educate the whole person, including high impact learning experiences; (3) enhancing the University’s physical and technological infrastructure; and
- (4) fostering diversity, inclusion, belonging, and equity throughout the Southwestern community.

High Impact Experiences

Through high impact experiences, Southwestern students develop 21st century career readiness skills, such as the ability to think effectively, tackle complex problems, and view problems from multiple viewpoints. The COVID-19 pandemic may have changed the format of some of these immersive, life changing experiences, but it did not diminish their value.



More than **\$727,300** was given last year to fund High Impact Experiences.

COMMUNITY ENGAGED LEARNING

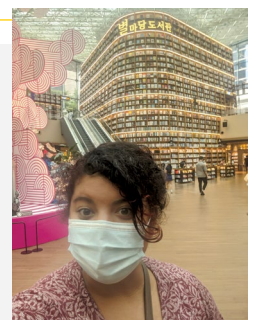
Mariana Quetzeri '21 served as a community engaged learning associate for The Georgetown Project. During the pandemic, she helped facilitate the curbside pickup of arts and crafts supplies for children who could not be cared for at the children’s center while their parents attended language classes as they normally would. “We would make a video of what they would be doing that week and include all the materials inside a bag,” she explains.

INTERNSHIPS

Karlton Covington '22 interned with Level Equity Management in New York, where he was responsible for identifying, qualifying, and analyzing new investment opportunities. He managed a pipeline of potential deal prospects, researched technology sectors, and supported investment due diligence. “Client interaction was stimulating,” he reflects. “I learned about many exciting products within the software industry and had the opportunity to evaluate them as potential investments. I was always learning and using technical skills.”

STUDY ABROAD

Sarah Shearin '21 originally wanted to use her Benjamin A. Gilman International Scholarship funding to study in Amsterdam, but after that program was canceled because of the pandemic, she participated in the Hanyang University International Summer School program in Seoul, South Korea. Like many other students who study abroad, Shearin found the experience to be personally transformative. “I think I feel the same about the world, but it definitely changed my perspective about myself,” she says.



UNDERGRADUATE RESEARCH

The pandemic forced Southwestern’s Summer Collaborative Opportunities and Experiences (SCOPE) program to transition away from its traditional in person cohort model to a remote format. Research groups video chatted multiple times a week, and faculty mentors hosted a virtual panel discussion to answer questions about graduate school, finding purpose in work, and working in academia. Virtual trivia nights gave participants a chance to interact with other research groups in a less structured, more informal way.



Dialogues and Discussions

Throughout the academic year, tensions about the pandemic, police brutality, and the presidential election ran high. Southwestern continued its rich tradition of engaging students, faculty, staff, and community members in thought-provoking political and philosophical discussions through a series of events, including a vice presidential debate watch party and a Brave Spaces activity in which participants spoke anonymously through a curtain so they could focus on the conversation rather than the biases developed through physical identification.



JASON
RILEY

For the last five years, a generous and thoughtful couple from Houston have committed to funding an annual speaker series focused on free speech and civil discourse. This year's guest speakers discussed hot button topics virtually. Jason Riley, a senior fellow at the Manhattan Institute and a columnist for the *Wall Street Journal*, gave a virtual presentation titled "Are Cops Picking on Black People?" Mikki Kendall, author and diversity consultant, led a virtual discussion on intersectionality, policing, gender, sexual assault, and other issues. John Baugh, professor of anthropology and linguistics and director of the African and African American Studies Program at Washington University in St. Louis, hosted a virtual Q&A on linguistics discrimination.



MIKKI
KENDALL



JOHN
BAUGH

Additionally, President Laura Skandera Trombley sat down with students to discuss why it's important for undergraduates to engage in civil discourse and the benefits it provides within the Southwestern community.

Supporting Civic Engagement



In 2021, Southwestern was named a Voter Friendly Campus for the third time. The goal of the designation program, which is led by the Fair Elections Center's Campus Vote Project and the National Association of Student Personnel Administrators, is to bolster efforts that help students overcome barriers to participating in the political process and develop a culture of democratic engagement on campus.

Southwestern was evaluated on its ability to complete a three step process: writing a campus plan for engaging student voters in 2020, facilitating voter education and engagement efforts on campus, and writing a final analysis on its efforts in the face of the upheaval caused by a global pandemic. The designation is valid through December 2022.

In earning this designation, Southwestern has demonstrated its commitment to preparing students to be informed and engaged participants in American democracy. The University's long-term goals focus on promoting civil public discourse around elections and politics, improving the voter turnout of underrepresented groups, and increasing students' self efficacy. These goals align with Southwestern's core values of encouraging activism in the pursuit of justice and the common good and promoting lifelong learning and a passion for intellectual and personal growth.





The winter storm of February 2021 temporarily closed campus and disrupted learning, but it also blanketed the region with a beautiful layer of snow.

Tennis Teams Earn Top 10 Rankings

When it comes to tennis, Southwestern is a double threat. Both the men's and the women's teams finished the season ranked No. 10 in the country, according to the Intercollegiate Tennis Association's final Division III rankings. This was the first time either team has broken into the top 10.

The women's team finished the season with a 17–5 record, going undefeated against Division III opponents through the regular season and conference tournament to win the first Southern Collegiate Athletic Conference (SCAC) championship in program history. By winning the SCAC championship, the Pirates earned their first NCAA Tournament bid, advancing to the Elite 8, where they fell to eventual national champion Emory University. Southwestern's Nina Mitrofanova '23 finished the season ranked the No. 20 singles player in the nation, qualifying for the NCAA Individual Championships and becoming the program's first two-time singles All-American.



“It was a historic season for our women's team. They were able to overcome a lot of odds and accomplish goals we'd set for a long time,” says Billy Porter, head coach of both the men's and the women's tennis teams. “Earning a top 10 ranking validates their commitment and work ethic.”

The men's team finished the season with a 15–3 record and also earned a bid to the NCAA Tournament for the first time, advancing to the Sweet 16. Southwestern's Hunter Bajoit '22 ended the season as the No. 17 singles player in the nation, earning the SCAC Co-Player of the Year Award and qualifying for the NCAA Individual Championships.

“Being a top 10 team is a true honor and testament to the buy-in from our guys,” Porter says. “We graduated our most successful class in 2020. For us to graduate who we did and finish a year later at No. 10 is nothing less than incredible.”



New Athletics Branding


This summer, the Southwestern Pirates unveiled a new brand that boldly reaffirms Southwestern's history as the first institution of higher learning in Texas. The rebrand was a collaborative effort between Creative Director Matt Madsen and business major Mason Biggers '21, who was a captain on the 2020–2021 football team.


In designing the new primary logo, Madsen and Biggers leaned heavily on the Pirate identity and Southwestern's rich history. The Pirate skull, adorned in plunder black and doubloon gold, is a visually striking image. The menacing scowl with its jagged teeth pays homage to Southwestern's first athletics logo. The left eye's scar is a reminder that the Southwestern Pirates are battle-tested and no strangers to adversity, having competed in intercollegiate athletics for more than a century. The tattered tricorn hat evokes rogue waves in stormy waters—a reminder that a smooth sea never made a skilled Pirate. Displayed prominently on the cap is the star of Texas, showing Southwestern's pride in being the state's first university. Underneath the tricorn, a bandana falls to the southwestern side of the Pirate's face.


The secondary logo is a stylized Texas pirate flag in plunder black, siege white, and doubloon gold. In place of the Lone Star is the shape of Texas with Southwestern's founding year of 1840. The new Pirates wordmark again features the star of Texas prominently in the middle. The typefaces selected display a nautical quality, bringing to mind wind moving through sails.





Rankings and Recognition


 #1
National Liberal Arts College in Texas
U.S. News & World Report


 #1
Liberal Arts College in Texas
Washington Monthly

 #1
Top Liberal Arts College in Texas
Plexuss College Rankings

 #1
Best Liberal Arts College in Texas
Niche.com


 #2
Best Value National Liberal Arts College in Texas
U.S. News & World Report


 #2
Best Value Small, Private College in the Southwest
Money


 #1
Best Private School in Texas for Making an Impact
The Princeton Review


/////// EIGHT FACULTY RECEIVE SAM TAYLOR FELLOWSHIPS /////


The General Board of Higher Education and Ministry of the United Methodist Church awarded Sam Taylor Fellowships to eight Southwestern faculty members:



Steve Alexander
Physics



Cody Crosby
Physics



Saroj Dhital
Economics


Gabriela Flores
Business

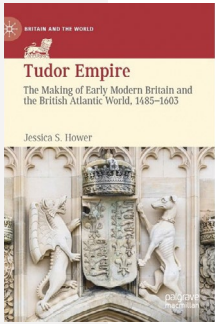

Ron Geibel
Art


Sara Massey
Chemistry

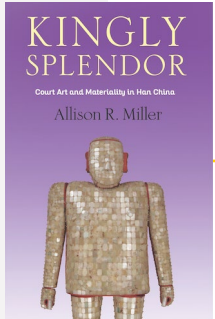

Aaron Prevots
French


Jennifer Stokes
Kinesiology

Every year, the General Board of Higher Education and Ministry awards faculty members at United Methodist-affiliated universities in Texas with research grants made possible through the Sam Taylor Fellowship Fund. The late Sam Taylor created a will that set aside funds specifically for furthering the education of faculty members at United Methodist-affiliated colleges and schools in Texas. The grants allow faculty to pursue graduate study or postgraduate research.

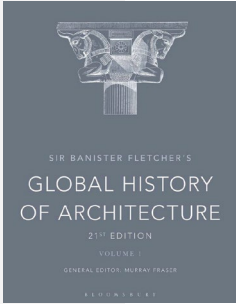


Associate Professor of History Jessica S. Hower published a book with Palgrave Macmillan’s scholarly monographs division. The book, titled *Tudor Empire: The Making of Britain and the British Atlantic World, 1485–1603*, is part of the *Britain and the World* series.



Associate Professor of Art History Allison Miller’s book *Kingly Splendor: Court Art and Materiality in Han China* was published by Columbia University Press. The book paints a new picture of elite art production by revealing the contributions of the kings to Western Han artistic culture.

Faculty Successes



Professor of Art and Art History Thomas Noble Howe contributed two chapters, “Hellenistic” and “Christian Roman Empire,” to the book *Sir Banister Fletcher’s Global History of Architecture* (21st edition, Bloomsbury, 2020), which was awarded the prestigious Colvin Prize for 2020 by the Society of Architectural Historians of Great Britain.



Professor of Music Lois Ferrari conducted and presided over the Austin Civic Orchestra’s summer concert series, the final installment of its *The Beat Goes On* virtual season. These concert programs were designed to provide the orchestra’s musicians with a safe environment in which to rehearse and perform during the pandemic.



Enhanced Advising and Retention Services

From coping with homesickness to dealing with the increased academic rigor of coursework, there are many reasons why students often struggle when transitioning from high school to college. In fact, about 30% of first year students nationwide drop out of college before their sophomore year. In 2021, Southwestern received \$2.7 million to fund the first five years of an ambitious new advising and retention initiative designed to help new students successfully adjust to life as a Pirate and remain on course.

The Office of Advising and Retention hired six professional academic advisors to work solely with first year students as they begin their college career. These advisors help students understand campus policies and procedures, connect with useful resources, explore potential majors and minors, and set academic goals. The goal of this new initiative is to increase student success and lead to higher retention rates.

A Commitment to Racial Equity



Last fall, Southwestern became an inaugural member of the Liberal Arts Colleges Racial Equity Leadership Alliance (LACRELA). Established by the University of Southern California Race and Equity Center, LACRELA provides participating institutions with a 12 month curriculum led by racial equity experts; an online resource library of rubrics, readings, and case studies; guidance on designing action plans; and campus climate surveys for students, faculty, and staff.

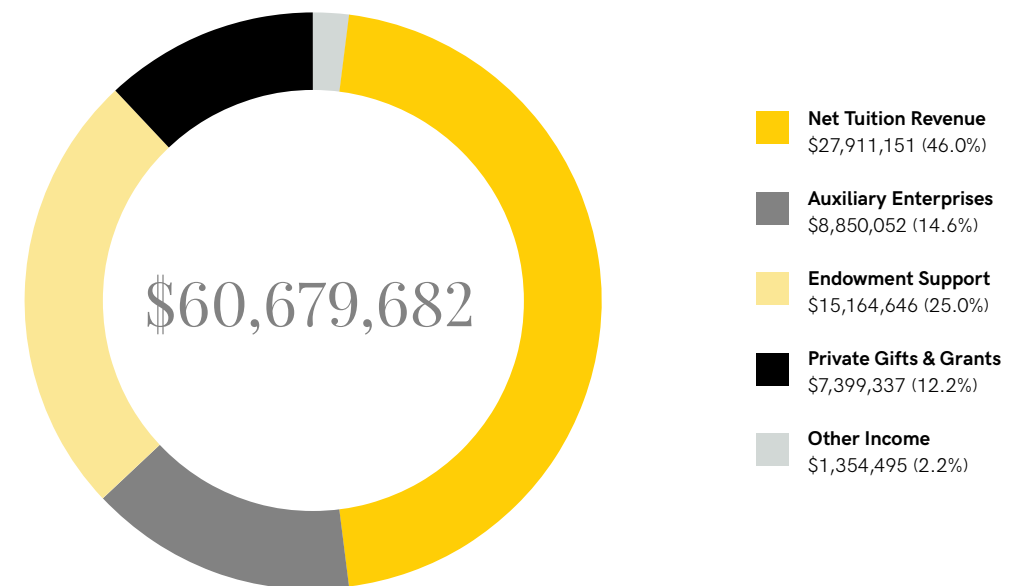


Nearly 70 liberal arts colleges across the country have joined the alliance so far. The presidents of the member colleges meet quarterly to share strategies, seek advice, and identify ways the alliance can have a collective impact on racial equity in higher education. In addition, the presidents will occasionally come together to discuss how to address urgent racial issues confronting the nation, what to say to their respective campus communities, and what unified messages they can communicate to policymakers, journalists, and other audiences.

Financial Report

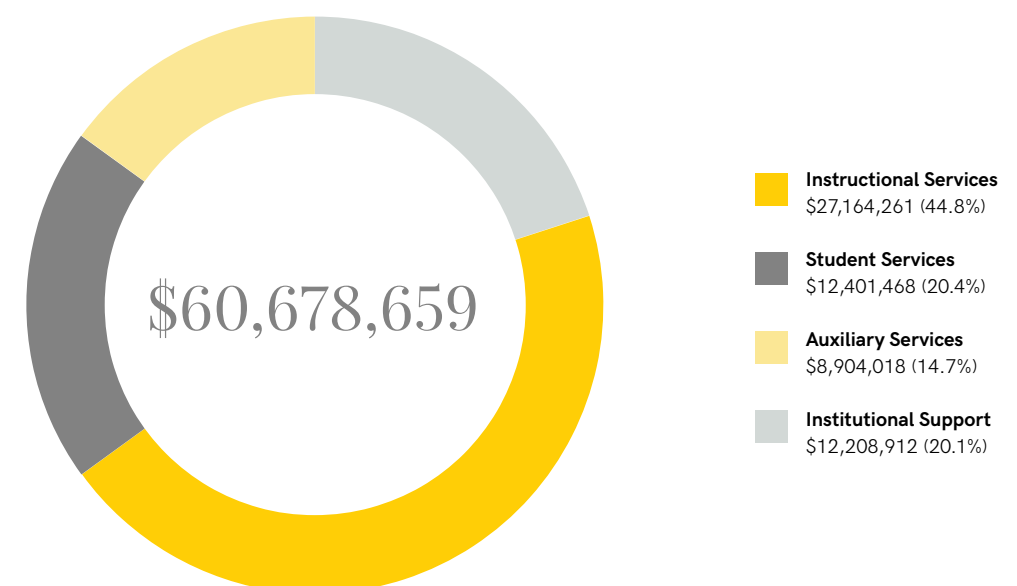
Fiscal year ending June 30, 2021

OPERATING REVENUES



▲ \$1,023 change in net assets from operating activities

OPERATING EXPENSES



Development

President's Council

Southwestern University recognizes donors who have given \$1,000 or more in fiscal year 2020–2021 as members of the President’s Council. Each President’s Council member is vital to the success of the University and enriches the *Southwestern Experience* for students.

KEY PROJECTS FUNDED BY PRESIDENT’S COUNCIL MEMBERS:

ADVISING AND RETENTION INITIATIVE

New gifts and pledges totaling \$1.7 million allowed Southwestern to qualify for an additional grant of \$1 million to fund the first five years of the new advising program.

MOOD-BRIDWELL HALL RENOVATION

A Houston area foundation made a lead gift of \$4 million toward the \$16 million renovation project. An additional \$12 million is needed to launch this project in the summer of 2023.

SU EMERGENCY FUND

Over \$46,000 was donated by alumni, parents, and friends of Southwestern to support students with emergency requests for assistance with groceries, rent, utilities, travel, and technology needs during times of distress.

ENDOWMENT

\$4,122,000 was donated to the endowment to support student scholarships; SCOPE and other high impact experiences; and the Center for Teaching, Learning, and Scholarship, among other initiatives.

HONORING GLADA MUNT

Over \$108,000 was committed to honor the 45 year career of retired Associate Vice President for Intercollegiate Athletics Glada Munt through the renovation of the athletic director’s suite in the Robertson Center.



517

President's Council
Members (2020-2021)



Parent Leadership Council

Members of the Parent Leadership Council (PLC) contribute their time, talent, and \$2,500 or more to promote the *Southwestern Experience*. Their support is crucial in helping the University provide a transformational undergraduate experience.

2020–2021 PLC SUPPORT

Academics	\$51,175
Athletics	\$84,150
Parent Fund	\$41,822
Scholarships	\$242,483
Student Life	\$10,850
Other Funds/Initiatives	\$7,665
Total Gift Support	\$438,145

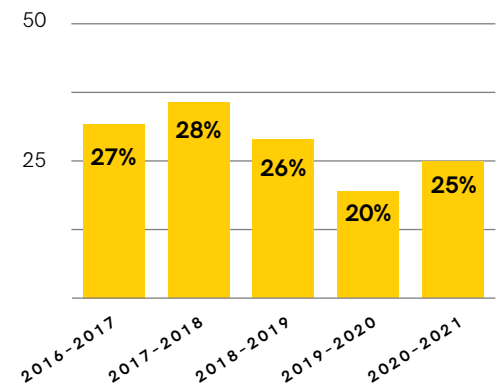


51

Parent Leadership
Council Members
(2020-2021)

Alumni Participation

Many alumni continue to support Southwestern through generous gifts each year.



TOTAL DOLLARS RECEIVED

2020–2021	\$12,113,000
2019–2020	\$8,544,000
2018–2019	\$10,709,000
2017–2018	\$22,031,000
2016–2017	\$6,342,000
2015–2016	\$7,389,000
2014–2015	\$13,911,000

Board of Trustees

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Billy Echols-Richter ’80, P’18

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Edward H. Ellis Jr. ’64, P’89
Suzanne Morrow Ellis ’64, P’89
Cadie Fisher Evans ’94, P’24
Brittany A. Fondren ’11
Thomas A. Forbes ’71
Stephen K. Gardner ’82
Bruce A. Gilmour ’74, P’05
Ronald Goldman P’21
Lizzette C. Gonzalez Reynolds ’87
Justin A. Gould ’98
Michael E. Hansen ’93
Karen Hanson-Flowers ’75, P’13
Joanne Harrah
Sue Stauffer Harshman ’73
David S. Hays ’84
Winell Herron
Thomas C. Herzig ’84
Carolyn G. Holloway
Carl P. Illig
Glover O. Johnson III ’89

Bradley C. Knapp ’04
Megan Bush Knapp ’04
Michael B. Knisely ’99
Michael S. Lade ’88, P’25
Martin J. Landon P’14, P’18
Frank L. Leffingwell ’89
Kevin J. Lilly P’23
Jack A. Lyons ’75
Pierce P. MacGuire ’14
A. Erin Manning ’93
Maria M. Mathis ’17
Kay Webb Mayfield ’78
Mark S. Mayfield ’76
Darrick McGill
Sue McMillin
David Morgan
Scott M. Neal ’84
Caroline C. Negley ’08
G. Benjamin Oliver
Nicholas H. Parker ’09
Kenneth W. Poteete

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R. Stephen Ressler ’81
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Perry C. Steger
Nancy Strong P’18
Peter Strong P’18
Alice Schorre Stultz ’72, P’98
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J. Javier Uribe ’95
Holly P. Vitullo P’20
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James W. Wilson ’69
Andrew K. York ’02
M. Kate Fimbel York ’02

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Bruce Gilmour ’74, P’05

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Samantha Rivera-Hoover ’10
Max Schein ’22

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Alisa Gaunder, Dean of the Faculty
Scarlett Moss ’86, Vice President for Integrated Communications*
Paul Secord, Vice President for University Relations
Brenda Thompson, Interim Vice President for Finance and Administration
Jaime Woody, Vice President for Student Life
Patricia Witt, Executive Assistant to the President

* *Deceased*



SOUTHWESTERN UNIVERSITY



GEORGETOWN, TEXAS