

WOMEN FOR
THE WORLD
THE CAMPAIGN
FOR SMITH

INVESTING IN
TOMORROW'S
LEADERS





THE CAMPAIGN FOR SMITH

We envision
a world...

...Where women are
represented equally
at the highest levels of
government.

...Where women's
health is not
considered an
afterthought.

...Where women's
networks are as
powerful as men's.







...Where women constitute
no less than half of the
fortune 500 CEOs.

...Where women will
not have to derail
their careers in order
to raise their children.

...Where women in positions
of power no longer have
to answer questions about
what they wear.

WHERE
WOMEN OF
THE WORLD
ARE
EMPOWERED
TO LEAD
CHANGE.







THE NEED

THE NEED IS CLEAR.

There are only 21 female CEOs in the Fortune 500.

Fewer than 8 percent of the hundreds of peace treaties signed in the past 20 years were negotiated by delegations that included women.

Globally, women hold fewer than 20 percent of parliamentary seats.

In 2011, women working full time in America earned 82.2 percent of men's median weekly earnings.

Four in 10 businesses worldwide have no women in senior management.

In the U.S., women compose 20 percent of the Senate and 19 percent of the House of Representatives.

Women lead only seven of our 50 states as governors.

Only 17 percent of mayors of large U.S. cities are women.

AS IS THE SOLUTION.

As talented women are increasingly recognized as the hope of their nations, organizations and families, Smith College is embarking on a defining initiative:
to educate women for the world.

In the past decade, Smith has seen impressive growth in the number and quality of its applicants, with young women from around the world spurred by the desire for a challenging, engaging, global education.

Educating women for leadership speaks directly to a compelling societal need. It's a growing consensus among businesses, governments and NGOs around the world that one simple solution to some of our greatest challenges is to educate more women and empower them to lead change. This has been Smith's way of thinking from the beginning.

Our students graduate with a powerful sense of agency that provides a foundation for effective action and leadership in their communities. Indeed, Smith's vision of global women's leadership is deeply informed by the experiences of our alumnae, who credit their Smith education with giving them the capacities crucial to their success: intellectual curiosity, critical thinking, effective writing and public speaking, and the confidence to step forward with conviction. In diplomatic and business circles around the globe, Smith women are widely known for stepping up, speaking out and leading change.

The women who come to Smith today are eager to add to this powerful legacy.

THE CAMPAIGN



THIS IS AN INVESTMENT IN THE FUTURE OF OUR WORLD.

Today we have an extraordinary opportunity to affirm our status as a global women's college, matching our greatest strength—women's education—with one of the world's great needs: women leaders.

To this end, we have embarked on a \$450 million campaign that will make Smith the destination college for ambitious women eager, as Sophia Smith envisioned, to increase their "power for good."

Through this multiyear, international effort, we will provide women with educational opportunities that have not existed before. We will welcome students from around the world, creating a diverse campus community. We will design new ways to prepare students for leadership in a global society, giving them the confidence and perspective to tackle humanity's most serious challenges.

Most importantly, we will offer alumnae, parents, friends and other stakeholders the opportunity to invest in these exceptional young women who, strengthened by their education, hold the promise to transform our world.

THIS IS A RESPONSIBILITY WE PROUDLY ASSUME.

VISION AND GOALS

The reason for this campaign is simple.

SMITH STUDENTS
DESERVE AN
EDUCATION
THAT MATCHES
THEIR AMBITION.

We have the opportunity—and the obligation—to provide it to them.

Women for the World: The Campaign for Smith will help us realize our vision of reimagining the liberal arts for the 21st century. Every Smith student will expand the depth and breadth of her knowledge by making powerful connections among academic disciplines. She will experience life in a culture different from her own; she will collaborate with leading scholars and peers from every part of the world. She will acquire the skills she needs to pursue a productive and meaningful life, and she will graduate empowered and emboldened to lead in a world that grows more complex by the day.



AN EXCITING A POWER TRANSF

1

Smith will be more accessible to the brightest and most talented young women in the world.

By expanding and strengthening our generous financial aid program, Smith will lower economic barriers to higher education for middle- and low-income families from around the world, creating a more global and diverse campus community where students can pursue academic interests and professional opportunities with less financial burden.

2

Smith will be truly global in scope and ambition.

By increasing the percentage of international students at Smith and devoting significant resources to building and securing new global programs, the college will give students multiple opportunities to work, study and live in communities different from their own by the time they graduate. Smith students, wherever they come from, will develop the cultural fluency that will enable them to contribute and act effectively in today's global society.

3

Smith will be connected to the world in all its possibilities and challenges.

By strengthening connections among academic disciplines and linking classroom work with real-world issues, Smith will help students develop the confidence and perspective to tackle humanity's greatest challenges. With the support of the campaign, future Smith students will learn how to work collaboratively and effectively across cultures and boundaries, whether in the academic world or the world beyond.

GVISION. FUL ORMATION.

4

Smith will be a leader in teaching and scholarship.

By enhancing and expanding opportunities for students to engage in meaningful scholarly work with faculty, Smith will make research and inquiry a focal point of its open curriculum. Through strategic investments, we will seek out talented scholars in emerging fields and support the development of innovative curricula. Our students will graduate with powerful intellectual capacities, gained inside and outside the classroom, and then manifest the value of their Smith education in the world.

5

Smith will be known as the preeminent source of women leaders for the world.

Every Smith woman will be empowered and emboldened to lead in a broad range of venues, with unshakable confidence, a strong voice, sound reasoning and an awareness of her value to the world—and her value to Smith.

In 2011, Smith was the top-producing college in the country for Fulbright fellowships—35 percent of Smith applicants were awarded fellowships, more than two-and-a-half times the national average. Over the past six years, Smith has produced more Fulbright fellows than any other liberal arts college.

30%

of Smith students major in the sciences.

In the past 10 years, Smith has won more National Science Foundation funding for research—in excess of \$14 million—than any other liberal arts college in the nation.

67%

of Smith alumnae pursue postgraduate education within five years of graduation.

With an enrollment of 2,750, Smith is among the largest women's colleges in the United States.

Smith students come from all 50 U.S. states and 60 countries.

Smith ranks second in the nation among U.S. baccalaureate institutions in the number of students studying abroad for a full year.

22%

of students receive federal Pell grants.

Smith is consistently recognized as a national leader in creating access for low-income and first-generation students.



CAMPAIGN
PRIORITIES AND
OPPORTUNITIES

OUR THOUGHTFUL
APPROACH ENSURES
THAT AN EVEN
BIGGER IMPACT IS
ON THE HORIZON.





PRIORITY

FINANCIAL AID

We want to make a Smith education accessible to any talented young woman who seeks it.

Education is the path to a better life, but too often cost blocks the way. Financial aid ensures that it does not. For that reason, we have made access to a Smith education our highest campaign priority and largest goal.

Through the campaign, we will strengthen our endowed scholarship funds by \$200 million—an increase of \$10 million annually in the direct assistance we can provide students every year.

At this time of rising college costs and rising student debt, Smith must offer competitive financial aid packages to recruit the most excellent students. Only 44 percent of our financial aid budget is endowed—a proportion lower than that at many of our peer institutions. With a

larger financial aid endowment, we can offer more competitive financial aid packages, lessen the burden on middle-class families and recruit greater numbers of outstanding students, both international and domestic.

This is an expensive endeavor, but one necessary to fulfill our mission to educate women of promise for lives of distinction. New endowed funds, dedicated to student scholarships in perpetuity, will strengthen the college's financial aid program, helping us not only to recruit a diverse student body but also to ease the burden on families struggling to make ends meet while supporting the dreams of their daughters.

Goal: \$200 million





PRIORITY

REIMAGINING THE LIBERAL ARTS

Your support of the campaign will affect every corner of the campus and extend to countries and communities around the world.

Smith students see the challenges of the 21st century and feel the call to action. They expect their education to prepare them to create, to contribute and to lead in a swiftly changing, increasingly complex world. To meet this need, Smith has created an array of transformative programs, integrating work inside and outside the classroom.

The college is making critical investments, recruiting the next generation of faculty, establishing new global programs, supporting new interdisciplinary initiatives and investing in new technology.

Curricular initiatives

- Promote a Culture of Research, Inquiry and Discovery
- Educate Women for Global Leadership
- Educate Women for Environmental Stewardship
- Prepare Women for Rewarding Lives
- Develop and Expand Unique Collections and Resources

Goal: \$160 million

THE SMITH FUND

Every gift helps, and every gift counts.

While endowed funds will account for much of the overall campaign total, the majority of gifts to the college will be for current use, providing critical support for everything Smith does. Many of these gifts will come through the Smith Fund, while others will be directed to key areas such as financial aid or curricular development.

The Smith Fund remains the foundation for the college's ongoing fundraising efforts. Unrestricted gifts from alumnae, parents and friends help us dedicate resources to new initiatives and core priorities. Support of the Smith Fund throughout the campaign, at an even higher annual level than ever, will enable current students to take full advantage of the Smith experience, will allow the college to meet its growing commitments and will represent, collectively, the single largest gift to the campaign.

Directed current use giving opportunities

- General Financial Aid Fund
- Ada Comstock Financial Aid Fund
- International Students Financial Aid Fund
- Smith Club Scholarship Funds
- International Programming Fund
- Study Abroad Fund
- Curriculum Fund
- Faculty Support Fund
- Campus Facilities Fund
- Sustainability Fund

Goal: \$90 million



PRIORITY

MESSAGE
FROM THE
BOARD CHAIR

"ALL OF US MUST
DO OUR PART
TO ENSURE THAT
SMITH'S MOST
POWERFUL YEARS
ARE STILL AHEAD."





I can't think of a more appropriate name for our campaign than "Women for the World."

From the beginning, Smith women have looked beyond the gates of the campus, the borders of nations and the limits of culture and circumstance. The college has touched nearly every aspect of society, changing the course of women's lives and history, making the world more just, more open and more united.

Where did this global vision come from? From Sophia Smith herself. Living in a small New England town in the mid-1800s, Sophia envisioned a college that would be a "perennial blessing to the country and to the world." This is thinking large. We must do the same.

In launching this campaign, we are honoring Sophia Smith and all those trustees, alumnae, parents and volunteers who, over the years, have followed in her footsteps and provided the means for this college to thrive. If there is urgency in our call to action, it is because we live in a time of pressing needs—one that demands women leaders who can and will improve the human condition, thoughtfully, in any endeavor they pursue. We know the world needs Smith, and we're up for the challenge of delivering it. All of us must do our part to ensure that Smith's most powerful years are still ahead.

Your gift, no matter its size, will allow us to accomplish our ambitious goals and will tell us that you support the Smith students of today and believe in their potential as the leaders of tomorrow. These leaders will affect the world not only through their own work, but also through the examples they will set, the glass ceilings they will shatter, the misperceptions they will dispel and the children they may raise.

Together, we will create, support, educate and inspire a new generation of women for the world.

A handwritten signature in red ink that reads "Betty Eveillard". The signature is written in a cursive, flowing style.

Elizabeth Mugar Eveillard '69
Chair, Smith College Board of Trustees



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THE CAMPAIGN FOR SMITH