

2018/19

SMITH TODAY



YOUR GUIDE TO TELLING SMITH'S UNIQUE 21ST-CENTURY STORY



Smith is HOT!

SMITH COLLEGE HAS A REMARKABLE STORY TO TELL.

It is a story of leadership, of women helping women, and of using the power of education and community to make a better world.

Smith today is a vibrant, innovative place. Smith students are bold and creative thinkers.

Smith graduates are driven, passionate changemakers. There is a lot to be excited about, and we want you to share what makes Smith so special with your classmates and friends.

As a volunteer, you are the perfect person to help us spread the good word about Smith far and wide. Your voice is powerful; your role as an ambassador to Smith is critical. On the following pages are EIGHT GOOD REASONS why Smith is the go-to college for smart, ambitious women seeking a transformative education. SHARE THEM across your networks. Coupling your own story with these points of pride will create the most compelling narrative possible for getting people excited about the Smith of today—and tomorrow!

Share These...

- o For the class of 2022, Smith received 5,780 applications, an increase of 6% over last year.
- o In the past five years applications have increased by over 30 percent.
- o The larger applicant pool means Smith is being more selective. The college's acceptance rate is 31 percent—the lowest in Smith's history.
- o Over the past five years, Smith has experienced a 62% increase in early decision applications—a clear indication that Smith is the first-choice college for many applicants.



SMITH IS HOME TO THE BEST AND BRIGHTEST STUDENTS.

For the past five years, Smith has seen a surge in applications. Year after year, we continue to set records for the number of students seeking admission to Smith. The bottom line is this: students from around the world recognize the power and promise of a Smith education. They understand that at Smith they will acquire the skills needed to create the world they want and be the leaders the times require.

Share These...

- o Smith students live and study with women from 47 states and 68 countries.
- o The Best Colleges website cited Smith College as eighth on its list of Top 100 Colleges Ranked by Diversity.
- o A network of 11 groups—collectively known as Unity—are available to students for cultural support and connection. The Black Students' Alliance, founded in 1968, recently celebrated its 50th anniversary, and the Mwangi Cultural Center was rededicated last spring in honor of its 45-year history on campus.
- o Smith is more diverse than it's ever been. About 33 percent of Smith students are students of color.
- o For the class of 2022, Smith saw an 8 percent increase in international applications and a 3 percent increase in applications from domestic students of color.
- o For the past two years, President Kathleen McCartney's Innovation Challenge grants have funded projects—many of them student-designed—related to diversity and inclusion, including programs that have trained students to support Dreamers, navigate bias on campus, and develop new health and wellness initiatives.



OUR DIVERSITY **GIVES** US STRENGTH.

We believe that education is better, more powerful, when it is informed by different perspectives and experiences. Innovation blooms when there are multiple voices contributing to the conversation. To educate the next generation of women leaders, Smith is investing in a diverse campus and inclusive way of teaching that will expand students' worldview and prepare them to thrive in a more interconnected, global society.

Share These...

- On average, 65% of Smith students receive need-based or merit aid.
- In 2017-18, Smith awarded more than \$69 million in financial aid—up from \$42 million a decade ago.
- 18% of Smith students are the first in their families to attend college.
- 22% of students receive federal Pell grants, making Smith a leader among its peers for creating access for low-income and first-generation students.



WE MAKE ACCESS AND AFFORDABILITY OUR TOP PRIORITY.

We believe that to prepare leaders, we must first open the doors to education. After all, education equals opportunity. It's as simple as that. Financial aid makes it possible for Smith to enroll a remarkably accomplished and diverse group of students every year, making us more attractive to prospective students and more competitive among our peers. Thanks to our generous financial aid program, students from around the world get to experience—and benefit from—all that Smith has to offer, from faculty-student collaborations to internships and study-away opportunities.

Share These...

- Every leadership opportunity at Smith, from serving as house president to heading up a research project, is designed for women.
- The Wurtele Center for Leadership is helping students realize their leadership potential through workshops, mentoring, and access to renowned experts from a variety of fields.
- Smith is one of the founding partners of the Women in Public Service Project, which is dedicated to empowering the next generation of women to enter public service leadership.

- Smith graduates include an impressive array of changemakers and barrier-breakers: chef Julia Child '34, author Madeleine L'Engle '41, activist Betty Friedan '42, first lady Nancy Reagan '43, activist and author Gloria Steinem '56, renowned curator Thelma Golden '87, scientist Erin O'Shea '88, bishop Jennifer Baskerville-Burrows '88, pioneering conductor Carolyn Kuan '99, and journalist Shehribano Taseer '10.



SMITHIES ARE ALWAYS UP FOR A CHALLENGE.

Whether they are swimming the English Channel or running for public office as the only woman on the ballot, Smith students and alumnae are unafraid to forge new paths, tear down barriers, and build something entirely new. Leadership development is a core principle at Smith. It permeates our classrooms, our campus culture, our community. As a result, Smithies have a profoundly different sense of what women are capable of and can accomplish in the world. The evidence is in the historic number of Smithies who have been the firsts in their fields, raised their voices, led movements, and changed the culture.



Share These...

- The Jill Ker Conway Innovation and Entrepreneurship Center, launched in the fall of 2017, is offering the skill-building and business-development training future Smith entrepreneurs need.
- *Forbes* magazine listed Smith among its 20 most entrepreneurial colleges.
- In 2017–18, 15 Smith students and alumnae were offered Fulbright fellowships. For the past decade, Smith's Fulbright success rate has been the highest in the nation among top-producing liberal arts colleges.
- *College* magazine placed Smith among its top three colleges that most inspire women entrepreneurs who want to change the world for the better.
- The annual Draper Competition for Collegiate Women Entrepreneurs inspires students to put their business ideas to the test. The 2018 competition was the largest yet, featuring 18 Smith teams.
- Under the leadership of President Kathleen McCartney, Smith has a renewed focus on the arts and advancing arts education. The development of a new Center for the Creative and Performing Arts is underway, as are new programs in film studies and digital media.



SMITH STUDENTS MAKE **AND** DO COOL THINGS.

Smith owns the “smart women” brand. Our students and alumnae don’t sit idly by and wait for change to happen. When they see a problem, they fix it. They anticipate what the world needs and then create it, build it, and share it. Whether in the classroom or on the national stage, Smith students are bringing to life big ideas, entrepreneurial ventures, and innovative products that are changing the way we work, live, and do business.

Share These...

- o Renowned architectural designer Maya Lin is leading the design of the new Neilson. The project is particularly special to Maya because her mother graduated from Smith in 1951.
- o The new Neilson will retain its original 1909 facade and feature two new “jewel box” wings on the north and south sides of the building, creating a meaningful connection between the library’s rich past and bold future.
- o In the new south wing, the college archives and special collections will unite to create a one-stop shop of scholarly materials open to the community.
- o The grounds around the library will be opened up, linking the college’s science quadrangle to center campus and restoring integrity to Frederick Law Olmsted’s original campus plan.
- o The library’s rooftop will feature a new “skyline room” and outdoor patio where patrons can study while enjoying incredible views of the Pioneer Valley.

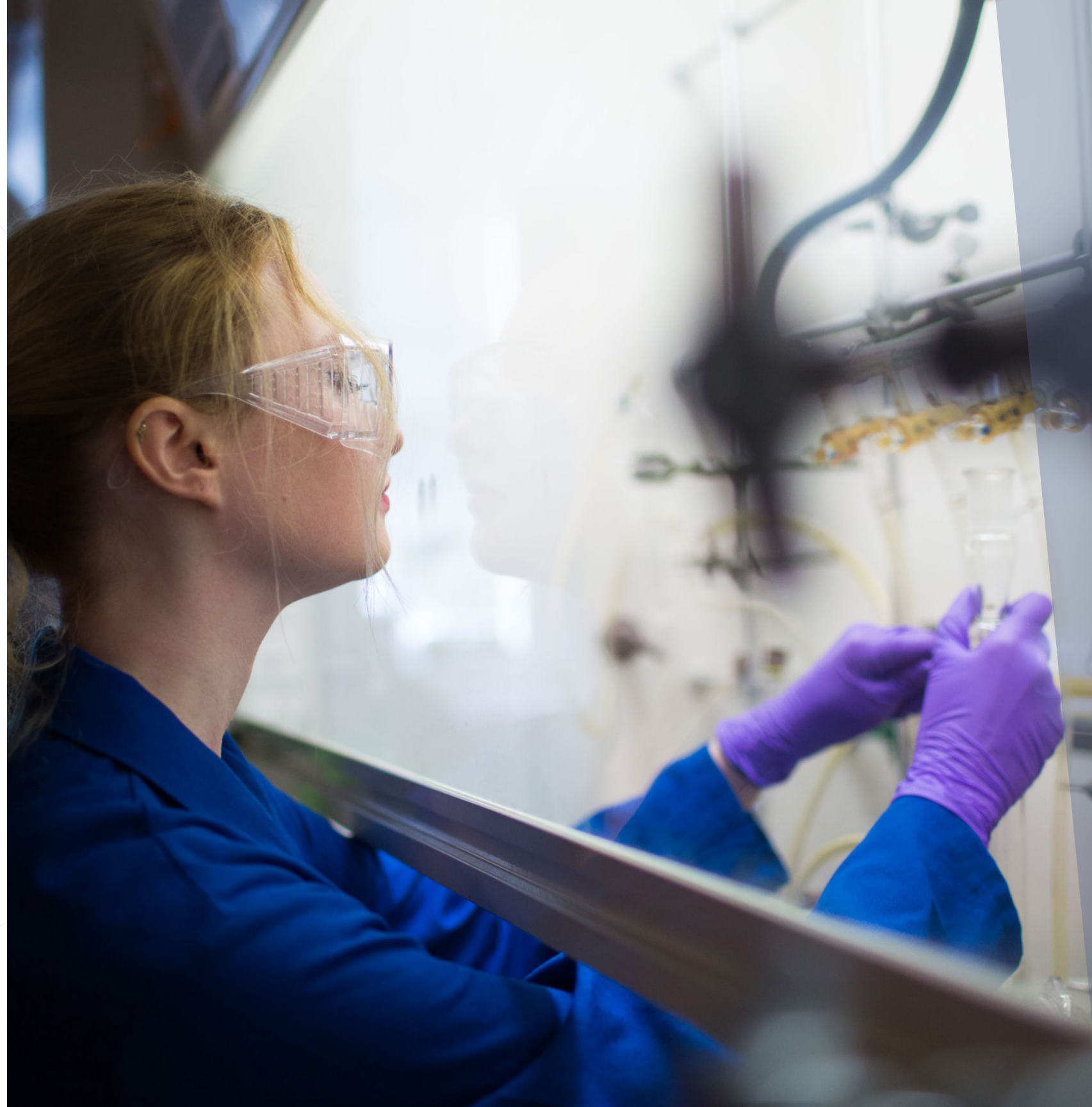


WE ARE BUILDING A DESTINATION LIBRARY.

Neilson Library is the intellectual heart of Smith. Its renovation will be one of the college's most transformative capital projects of the next decade. Sustainably designed, with flexible spaces, cutting-edge technology infused throughout, and exceptionally curated collections, the new Neilson will be the library for Smith's next century, fostering new kinds of collaborations among users and inspiring creative scholarship, innovation, and entrepreneurship.

Share These...

- Smith's Design Thinking initiative is teaching students innovative approaches to solving problems.
- With new courses in data science and media studies, Smith is helping to fill the gender gap in these burgeoning fields.
- Smith is home to the first engineering program at a U.S. women's college. Since it was established in 1999, more than 300 Smithies have entered the engineering profession, forever changing the landscape for women in the field.
- Investments in maker spaces, digital technology, "smart" classrooms, and new areas of study are inspiring students to think critically and envision things that have yet to be created.
- Smith's nine academic concentrations in a range of fields, from archives to global finance, combine exciting classroom work with real-world experiences, ensuring that students see the power of their education in action.



SMITH **IS** EDUCATING **FOR THE** FUTURE.

We don't follow trends at Smith. We lead them. Across the curriculum, we are launching new courses and investing in new programs that are meeting the needs and expectations of today's students. We see the areas where more women are needed and we're building a pipeline of confident, creative, thoughtful leaders who are prepared to take on the issues of the day.

Share These...

- o There are more than 120 active Smith clubs in cities and towns around the world.
- o The Smith College Business Network currently boasts more than 1,400 members and is a great way to connect with other women interested in the business profession.
- o Alumnae experts regularly lead webinars sponsored by the Office of Alumnae Relations on a variety of career-related topics. For information, visit <http://alumnae.smith.edu> and click on the “Career” tab.
- o Worldwide there are more than 2,000 Smith volunteers—a remarkable group of advocates for Smith and the power of women’s education.



THE POWER OF THE SMITH NETWORK IS REAL.

Smithies are everywhere. You know the stories: you suddenly discover that the woman sitting next to you on an airplane went to Smith, too; the woman who helped jump start your car says she pulled over because she saw your Smith College bumper sticker; that impressive new candidate running for office in your hometown turns out to be a fellow Smith graduate. At 48,000 strong, the Smith network is a distinctive benefit of the Smith College experience. It keeps you connected to other graduates from around the world who are more than willing to be mentors, help with your career, or simply keep you company in a new town. The best part is, you have access to this amazing network throughout your lifetime.

THE INVOLVEMENT OF EVERY ALUMNA TO OUR

IS THE KEY SUCCESS!

Alumnae participation in annual giving—at any level—does many things...

- o It shows the world that those who know Smith best care deeply about its future and support its mission
- o It lets prospective students know that a Smith degree is worth their investment
- o It sends a powerful message of support for women's education
- o It fosters a culture of philanthropy across our community that benefits everyone

All of the things that make Smith hot are made possible by the generosity of alumnae, parents and friends of Smith. Last year, nearly 15,700 donors contributed to Smith. That's an impressive show of support, and now we want even more Smithies to be part of our community of givers.



TO MAKE A GIFT GO TO

WWW.SMITH.EDU/THEFUND

CALL 800.241.2056

For the latest on
Smith, check out:

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Smith Alumnae Quarterly

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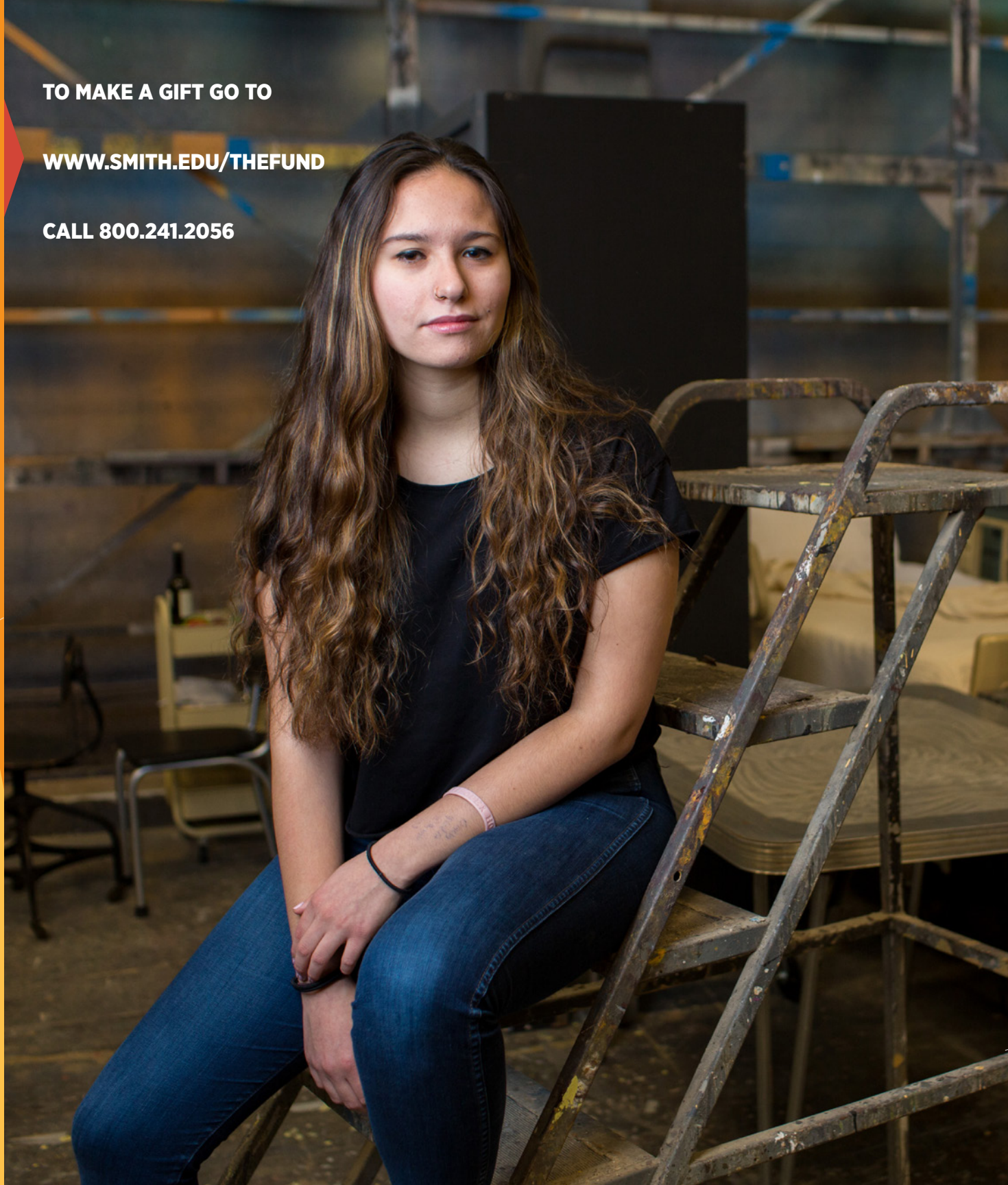
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President Kathleen McCartney on Twitter

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YOU CAN BE A POWERFUL VOICE

FOUR WAYS TO HELP US

- 1. SHARE THE GOOD NEWS.** Get your classmates and friends excited about Smith by making sure they know about all the great things happening on campus. Share news items from the college, correct misinformation when you can, and celebrate the accomplishments of students, faculty, and fellow alumnae. Doing so, builds up pride and inspires participation.
- 2. SHOW UP.** Go to Smith events in your hometown or region. Participate in club meetings and events. Celebrating Reunion? Come back to campus! You're always welcome.
- 3. MODEL GIVING.** By giving annually and consistently, you're sending a message that you believe in Smith and want to invest in our students' success. That sends a powerful message to your classmates and friends and reminds them of their own commitment to Smith.
- 4. REACH OUT.** Invite fellow Smithies into conversations about Smith today. Send an email or text to a group of your Smith friends and remind them of how important and easy it is to engage with and be part of Smith today. A simple message from you can go a long way in motivating someone to come back into the Smith fold.



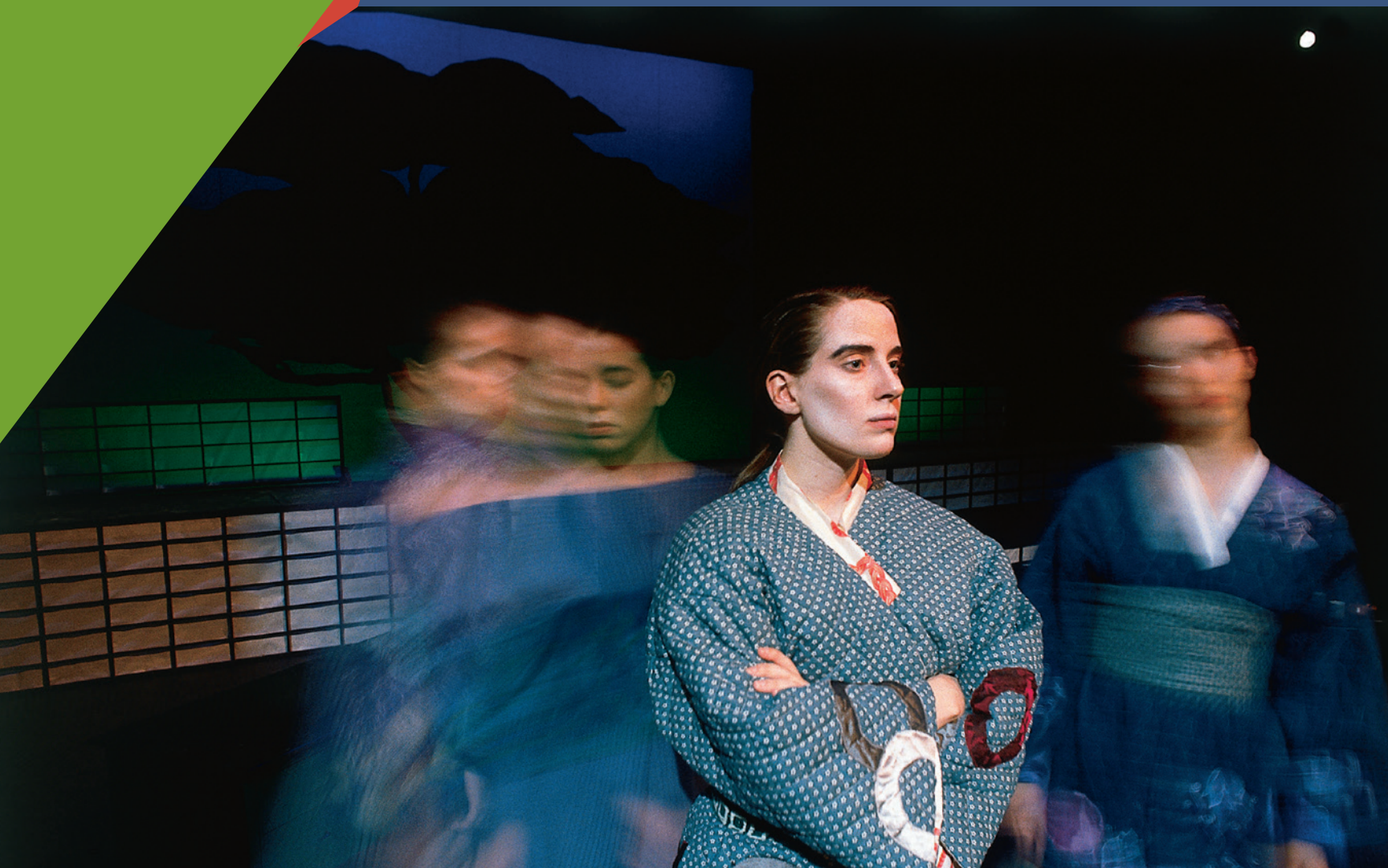
Office of Alumnae Relations

800.526.2023

alumnae@smith.edu

SMITH'S MISSION

Smith College educates women of promise for lives of distinction and purpose. A college of and for the world, Smith links the power of the liberal arts to excellence in research and scholarship, developing leaders for society's challenges.



Northampton, Massachusetts