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October 2021

Dear Ms. Newbould,

The ingenuity and promise are palpable when I walk through the hallways at Lyle School of Engineering. Every day our students and faculty are conducting groundbreaking research, forging new community partnerships and making personal connections that will benefit them for years to come. Because of you, our alumni, Lyle is blazing a bold path forward. Thank you for your investment and advocacy.

As dean, I am especially excited about what we will launch through SMU's new multiyear campaign, *SMU Ignited: Boldly Shaping Tomorrow*. You, our alumni, have inspired us to undertake this campaign. Your gifts and support over the years have pushed us to achieve more and empower our students, faculty and community in bold ways. And with your annual gifts as part of *SMU Ignited*, we will be ready to do even bigger things this year and in the years to come.

Here are just a few examples of how *SMU Ignited* will fuel the priorities at Lyle:

Empowering outstanding students

- Enrich the Lyle student experience by giving students the opportunity to participate in cutting-edge scientific research conducted by Lyle and SMU faculty through the Undergraduate Summer Research Program.
- Embolden students of all disciplines to realize their ideas by giving them the tools and space to create beyond the bounds of the classroom through the Deason Innovation Gym.

Enriching teaching and research

- Bridge the gap between inspiration and implementation by investing in project development supported by the Research Impact Fund.
- Combine the innovative forces of Cox School of Business and Lyle School of Engineering through the Hart Institute for Technology, Innovation and Entrepreneurship.

Enhancing campus and community

- Ignite creative ideas and inventions by supporting Lyle's highest-priority needs through the SMU Fund for Lyle.
- Support talented and diverse students interested in making a difference in the world through engineering with the Lyle School Diversity Scholarship.

Your belief in SMU's ability to shape world changers motivates us to achieve this and more. **This is our moment. Will you help us achieve our vision?**

A commitment of any size will help us address Lyle's current priorities this year. To make your annual gift or multiyear pledge, visit smu.edu/ignitedcampaign or return the enclosed reply card by November 15.

You are a vital member of the Lyle alumni family. I invite you to spend five minutes on our website at smu.edu/ignitedcampaign to learn more about our bold plans. *SMU Ignited* is our chance to collectively fuel the future for our current and future students and faculty. Thank you in advance for your support.

Warmest regards,

Marc P. Christensen, Ph.D., P.E.
Dean, Lyle School of Engineering

Boldly Shaping Tomorrow

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