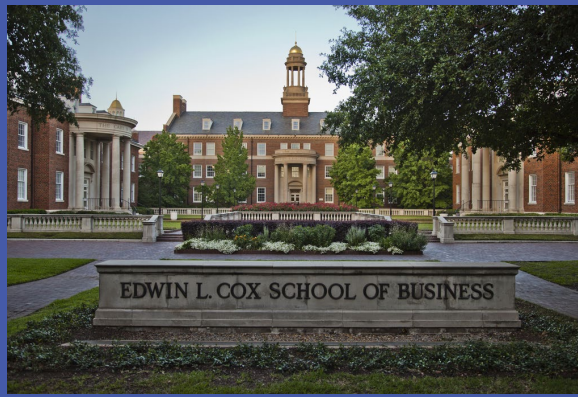


What's In A Name?

A Historic Journey
of Named Spaces

SMU[®]





“When a name is selected for a building...the obligation to explain and interpret that name does not end at the..naming ceremony.”

~ Terrence J. McDonald

Chair, President’s Advisory Committee on University History

University of Michigan

6 January 2017



- Our Campaign
- Case Study– Law Quad Project
 - Our challenge
 - Our objectives
 - How we did it
 - Our deliverable
- Tools and tips



SMU Dedman School of Law





Boldly Shaping Tomorrow

Campaign time!

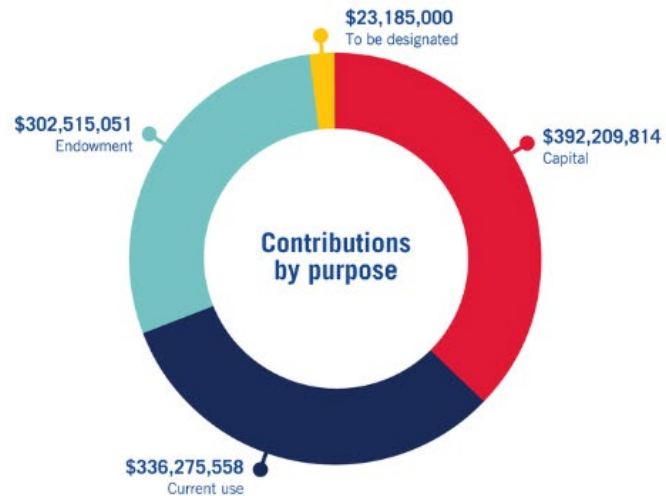
Campaign Facts



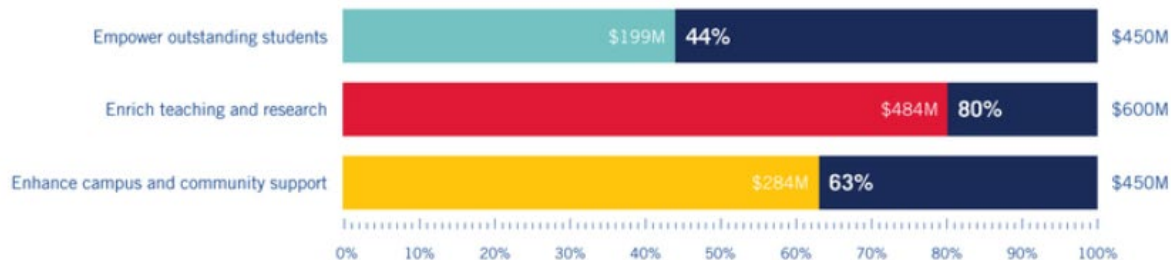
- Public phase launched September 2021
- Exceeded \$1B in May 2023
- Goal = \$1.5B
- Fourteen capital projects (so far!)

Campaign quarterly report

Campaign progress



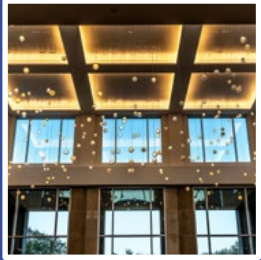
Campaign funding priorities





576,000
square feet

\$392M
raised



460+ named
spaces

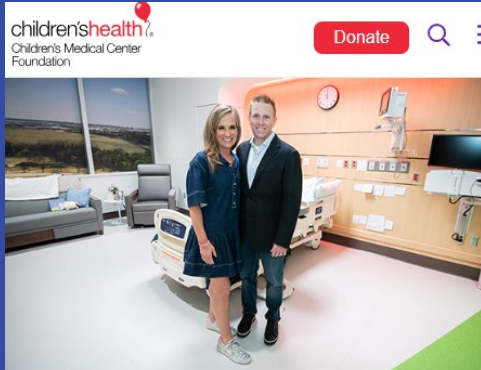
North Texas and beyond...

BUSINESS > PHILANTHROPY

United Way of Metropolitan Dallas gets its first \$15 million donation

The Perot Foundation donation is the largest single gift in Unit

Texas Tech Receives Transformational Gift, Renames College



Sep 29, 2023, 10:50:11 AM CDT

Jenni and Dalton McGaha give \$1M for Plano Expansion to help kids like theirs

UTA

ALUMNUS KELCY WARREN'S TRANSFORMATIONAL GIFT IS LARGEST IN UTA HISTORY

TCU Announces Athletics Human Performance Center Renovation and Expansion Project

Jane & John Justin Foundation provides a \$10 million lead gift

Case Study: Law Quad Capital Project

New Provost 2020
New Dean 2022



Capital
improvements
top priority

Dedman Law Quad

4 named buildings, 30+ named spaces, 52 plaques,
8 etchings, 3 sets of pin letters, 16 portraits, 1 bronze bust,
and the cenotaph(!)

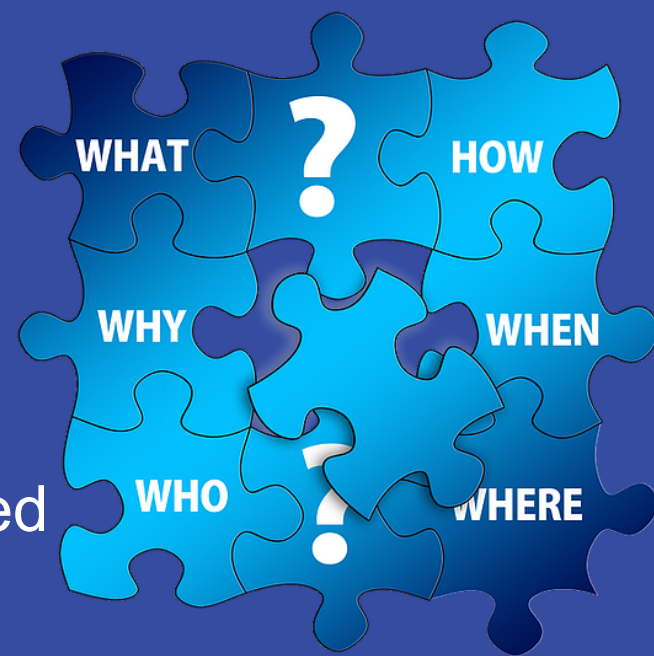
The Challenge:

Leadership
casually
asks Donor
Relations to
investigate
all the
named
spaces in
the law
quad.



Our Project Objectives:

- Understand **WHY** the space was named
- Identify **WHO** was involved *then*
- Identify **WHO** needs to be involved/informed *now*
- Make recommendations to leadership about **WHAT** to do moving forward for each space



THE COLLABORATION



Donor Relations

- gather all research
- build story of each naming (large and small)
- distill into recommendations to leadership

Prospect Research

- build historical research profile for donors & namesakes
- build current research profiles for descendants

Records & Gift Administration

- build family trees and find descendants
- build giving profiles for all

Donor Relations

Gather all named recognition

- Affected named spaces
- Other namings throughout campus
- Build the story using archived records, newspapers, University press releases, online historical associations.

Wishing You a Merry Christmas

**Legal Center Fund Drive
Set for April 15 - May 15**



Hillcrest and Daniels in Dallas is destined to be an important corner in the legal future of the Southwest. Gordon R. Carpenter, executive secretary of the Southwestern Legal Association, is shown going up the site of the Legal Center Main Building to law professor Roy S. Ray and Whitney R. Harris.

\$15,000,000 SMU Expansion Given Green Light

General solicitation of the rounded \$730,000 for the erection of the Legal Center Main Building will be undertaken on an extensive scale next April 15 to May 15, dates set recently by the Dallas Soliciting Committee. Because of rising construction costs, the campaign will probably call for \$1,000,000.

Climaxing the drive will be Lawyers Day May 14, and Dean Story has expressed, "It is definitely expected that contracts will be let and groundbreaking ceremonies will be held as a fitting climax to Lawyers Day."

This good news is accentuated by the approval of the Southern Methodist University Board of Trustees to underwrite construction of the Legal Center as a "maul" on the list of buildings to go up under the institution's \$15,000,000 expansion program.

Dallas business men have already promised to underwrite the success of the Main Building, pending success of the lawyers to raise \$250,000 for the Lawyers Club Building. Solicitation of funds for this project, which will be financed entirely by lawyers, is progressing well. In addition to housing the club, the building will also be a self-sustaining territory for law students.

SMU's plans call for \$5,000,000 to finance a new girls' dormitory and the Legal Center, as well as some other construction. Dr. Umphrey Lee, president, said. The other \$10,000,000 will help endow several of SMU's schools and establish scholarships and special professorships.

The newly endowed Perkins Theology Quadrangle is now under construction and when completed will replace Kirby Hall in the School of Law—a step which it itself will greatly forward Legal Center plans.

Constituent Records

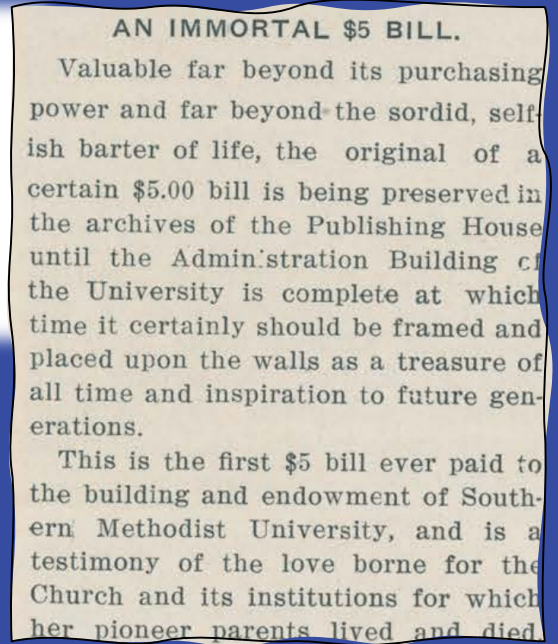
The renaming process and outcome is always an opportunity to enhance documentation in an effort to preserve the past for the future.

Our team relied heavily on the *SMU Archives* which serves as a research repository for the official administrative and historical records of the University. It acts as a collective memory, if you will.

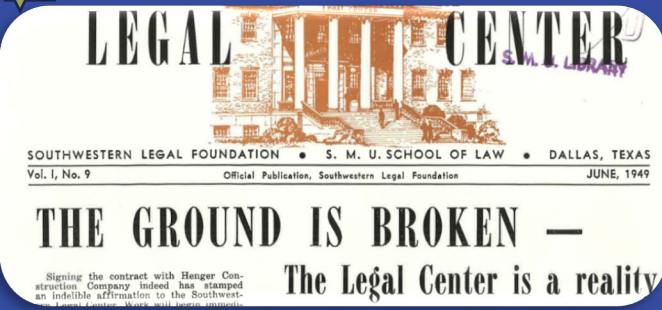
shing summer

What a great visit this spring! You shared a wealth of family information we would not have had otherwise - thank you!

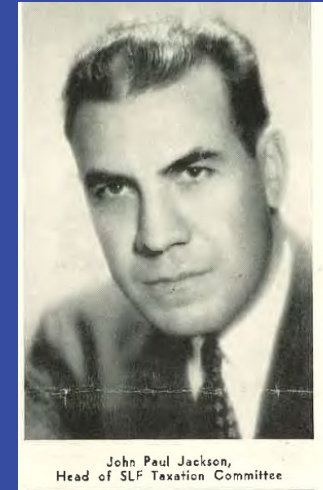
for yourself visit our home page at



Law School History and Archives



- ❖ Law School History and Archives
- ❖ Annual Reports of the Dean
- ❖ The Brief (Law Alumni Magazine), 1965-2002
- ❖ SMU Libraries– Digital and Special Collections
- ❖ SMU Scanned images (scanning initiative for Development began in 1995)
- ❖ SMU Video Archive Series
- ❖ Southern Methodist University Student Newspapers
- ❖ Southern Methodist University Rotunda Yearbooks
- ❖ Southern Methodist University Publications and Media Collection
- ❖ SMU News Digest
- ❖ Southwestern Legal Foundation (1947– 1970)
- ❖ Ancestry.com





Texas State Library and Archives Commission

<https://www.tsl.texas.gov/collections#digital>

- Vital Statistics Indexes— Texas marriage/divorce Indexes by year.
www.dshs.texas.gov/vital-statistics/marriage-divorce-records/marriage-divorce-indexes
- Ancestry.com Texas- free access to TSLAC records that have been digitized by Ancestry and is made available to Texas residents <https://www.tsl.texas.gov/arc/ancestry>
- TXGenWeb Project - The TXGenWeb Project is a grassroots all-volunteer genealogical and historical effort. <http://www.txgenweb.org>

Name changes

- *Locke, Locke & Purnell becomes Locke, Purnell, Boren, Laney & Neely*
- *Locke, Purnell, Boren, Laney & Neely merges with Rain, Harrell, Emery, Young & Dotson to form Locke Purnell Rain Harrell*
- *Locke Purnell Rain Harrell merges with Liddell Sapp Zivley Hill & LaBoon to form Locke Liddell & Sapp*
- *Locke Liddell & Sapp merges with Lord Bissell & Brook to form Locke Lord*



Amount/Doc Title

2005-03-08	Locke Liddell sponsorship of Neg Compe
2005-02-08	Locke Liddell sponsor Negotiation Comp
2004-03-15	Lock Liddeell & Sapp Fd & Purnell Fd R
1989-12-15	Liddell, Sapp, Zivley, Hill & LaBoon
1985-10-09	Establishment of the Locke, Purnell...
	Locke Lord Bissell & Liddell

Aliases (7) + Add x More ▾	
Name ▲	Type
Locke Liddell & Sapp LLP	Former Org Name
Locke Lord	Alphabetical Sort Name
Locke Lord Bissell & Liddell	Former Org Name
Locke Lord LLP	Donor Relations Recognition Name
Locke Purnell Rain Harrell	Former Org Name
Locke, Purnell, Boren, Laney & Neely	Former Org Name
Lord Bissell & Brook	Former Org Name

Prospect Research



- Identify contemporary relatives/representatives of Namesake Donors
- Provide updated capacity ratings, contact info, prospect management info, etc.
- Fill out the story using:
 - Nexis for Dev't Professionals/other research tools
 - IRS form 990s
 - Existing research info & CRM
 - Scanned documents
 - Ancestry.com

Enhanced Profile Report



Elisabeth 'Liz' (Martin) Armstrong '82 P'10 P'11



Nickname: Liz

Constituency: Alumni - Undergraduate

Active Plan: Yes

Metro Area: Dallas-Fort Worth TX CMSA



William 'Bill' D. Armstrong '82 P'10 P'11



Constituency: Alumni - Undergraduate

1982 Bachelor of Science, Dedman College of Humanities and Sciences

All Constituencies	Primary Employer	Primary Title
\$10,000 Donor; Alumni - Undergraduate; Alumnus; Committee member; Donor; Event registrant; Parent - Past; Prospect	Armstrong Vineyards, Inc. dba Epoch Estate Wines	Vintner/Owner

Education								
Institution	Class Of	Preferred	Type	Department	Program	Degree	Status	Primary
SMU	1982	1982	Major	Geology	Undergraduate	Bachelor of Science	Graduated	Yes
SMU	1982	1982	Minor	History	Undergraduate	Bachelor of Science	Graduated	Yes

Educational Involvements			
Category	Name	Start Date	End Date
Award/Honor - Advancement	Distinguished Alumni Award Recipient	09/30/2021	
Greek Organization	Pi Beta Phi		05/31/1982

Employment History			
Employer Name	Job Title	Start Date	End Date
The Armstrong Foundation	Trustee	08/18/2014	

Underwood Family

- \$1M naming gift in 1967
- Namesake donors deceased
- Son, daughter-in-law, and daughter all alumni
- 8 other living alumni relatives, assigned to 5 different PMs
- Recent family giving:

Law, Business & Arts Schools,
Graduate scholarships, Athletics
Central Libraries



Storey Hall dedicated 1952

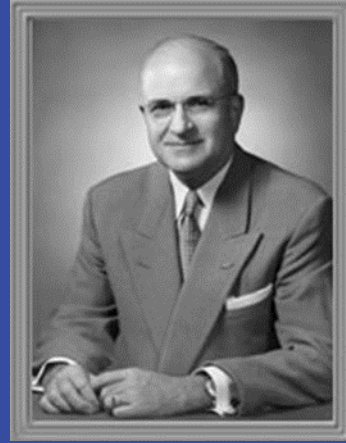
- Dean Robert Storey '47
- SMU Trustees named building in his honor
- Southwest Legal Foundation provided funding





A Cautionary Tale

Skipping historical research and context of past namings, and not communicating with current stakeholders, can lead to upset donors or worse.



STOREY HALL

1952 Dedicated
1993 Renovated

Quasi-Honorary Naming

Namesake:
Robert G. Storey, Sr. '47 († 1981)

Naming Recommendation

Retain STOREY HALL as the name of the building.

- The SMU Board of Trustees named the building in honor of **Robert G. Storey, Sr. '47** as current dean of the law school and president of Southwest Legal Foundation, who funded most of the construction cost (\$800,000). Southwest Legal Foundation was housed in Storey Hall until the 1970s.



Authorized by the SMU Board of Trustees meeting in a special session October 31, was construction of the \$800,000 Legal Center Main Building shown in the architect's drawing above. Actual work will begin this year providing the subscription campaign for \$250,000 among Texas lawyers is successful, the Dallas Bar has promised \$150,000, of which more than \$100,000 has already been pledged.

CURRENT FAMILY AND RATED PROSPECTS

Robert Gerald (Gerry) Storey '77 and Carol P. Storey '76 (grandson)

- Prospect Manager: Laurie Ann Ross
- Rating: \$ [REDACTED]

Helen Stephens Storey '50 (widow of son Charles P. Storey)

- Rating: \$ [REDACTED]

NAMESAKE BACKGROUND

1947- Dean, SMU School of Law

1959

1947 Southwest Legal Foundation is founded by Dean Storey. Plans for construction of a building to house the foundation and the law school are in place. Southwest Legal Foundation commits to raising funds for the project. The total fundraising goal for was \$2,000,000, and included the construction of what is now Carr Collins Hall.

CONFIDENTIAL Research prepared by Sarah Daly, Diane Kucera and Jill Rogers. [Supporting documentation here.](#)

Last updated: Friday, April 21, 2023

Our deliverable

1948 Son Robert Gerald Storey, Jr. '48 († 1962) graduates from SMU (JD)

1952 Dedication of Storey Hall

Son Charles Porter Storey, Sr. '52 († 2008) graduates from SMU (Master of Laws)

1971- **Robert G. Storey, Sr. '47** served on SMU Board of Trustees
1974

1970s Southwest Legal Foundation moves out of SMU's Storey Hall to UTD.

1977 Grandson Robert Gerald (Gerry) Storey '77 graduates from SMU (MBA)

1993 Renovations were made to make Storey Hall handicap accessible through a \$5,700 grant from the Florence Foundation.

2001 Southwestern Legal Foundation renamed to the Center for American and International Law ([REDACTED]) and moves to its current location in Plano.

Extended Family Contacts & Prospect Ratings

Lookup ID	Name	Relationship to Namesake	Constituency	Lifetime Giving	City/State	Rating	Prospect Manager
[REDACTED]	Mr. Robert Gerald Storey 'Gerry' '77	Grandson	Alumni - Graduate	\$ [REDACTED]	Dallas, TX	[REDACTED]	Laurie Ann Ross
[REDACTED]	Mrs. Carol P. Storey (Pridgen) 'Carol' '76	(Spouse)	Alumni - Graduate	[REDACTED]	Dallas, TX	[REDACTED]	Laurie Ann Ross
[REDACTED]	Mrs. Helen S. Storey (Stephens) 'Helen' '50	Daughter-in-law	Alumni - Undergraduate Non-Degree	[REDACTED]	Dallas, TX	[REDACTED]	
[REDACTED]	Clair E. Storey	Great Granddaughter	Friend	[REDACTED]	Dallas, TX		
[REDACTED]	Storey Real Estate, Inc.		Corporation	[REDACTED]	Dallas, TX		

..and Executive version

STOREY HALL

1952 Dedicated
1993 Renovated

Honorary naming by SMU Board of Trustees in honor of Robert G. Storey, Sr. '47

Donor Relations Recommendation:

Retain STOREY HALL as the name of the building.

Namesake:

Robert G. Storey, Sr. '47 († 1981)

- Post-WWII, Storey is involved as a lead prosecutor during the Nuremberg Trials and received the U.S. Medal of Freedom for his service.
- In 1947, Southwest Legal Foundation was founded by Robert G. Storey, Sr. Plans for construction of a building to house the foundation and the law school were made. Southwest Legal Foundation, led by its president Robert Storey, Sr., raised funds for the project and was the major donor. The total fundraising goal was \$2,000,000 and included the construction of two buildings – Storey Hall and Lawyer's Inn (now Carr Collins Hall).
- From 1971-74, Robert G. Storey served on SMU Board of Trustees.
- In 2001, Southwestern Legal Foundation was renamed and relocated to Plano as The Center for American and International Law.



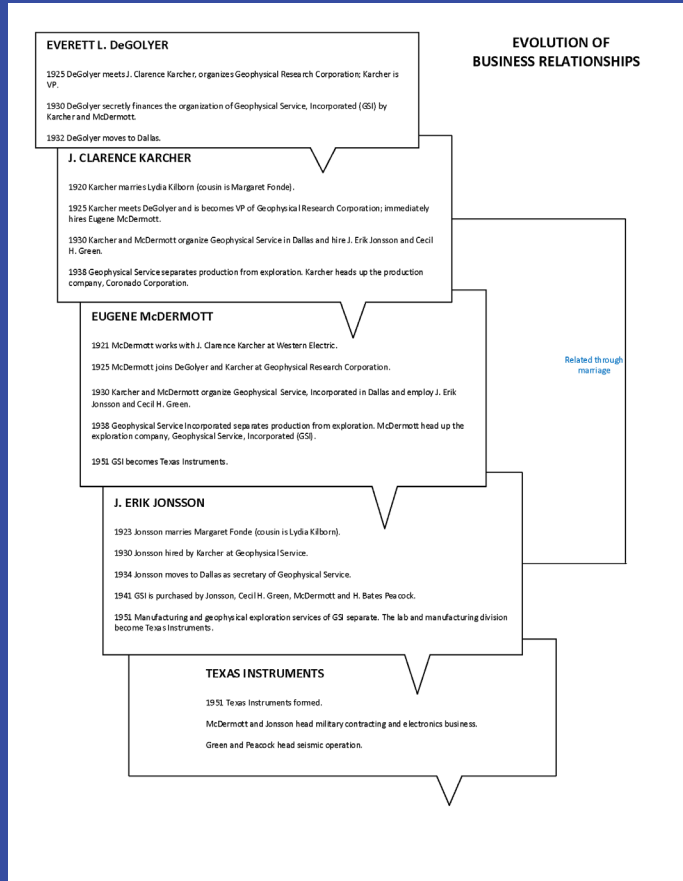
THE TAKEAWAYS

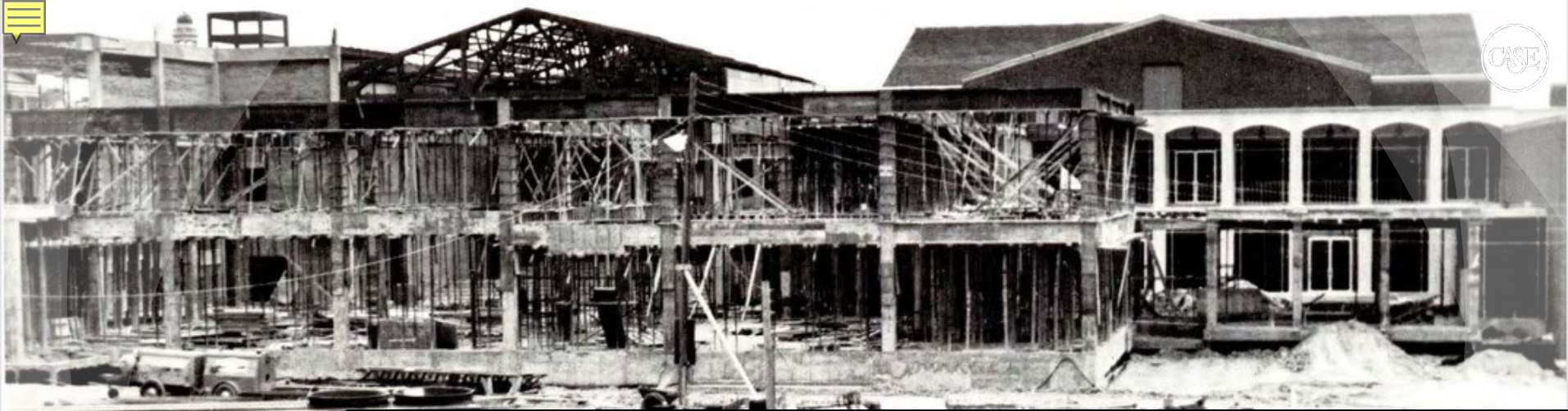
- Document *everything* in CRM***
- It's incumbent on us to provide insight, research and recommendations to leadership (whether they ask us to or not)
- Find partners (archivist, academics, other development staff, historical societies, alumni clubs)



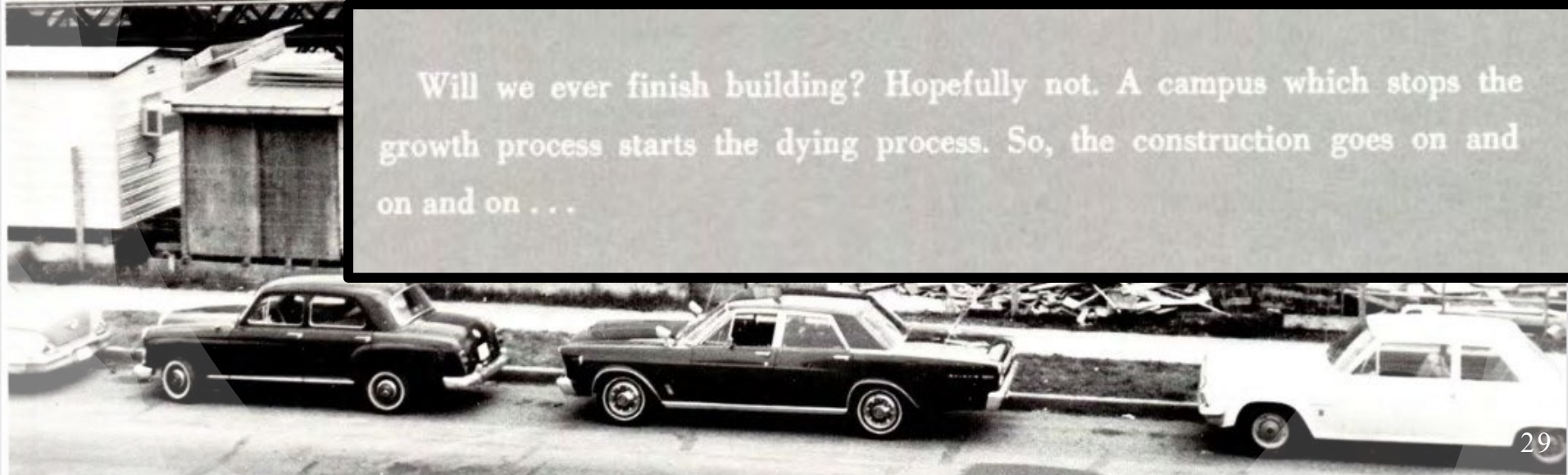
BONUS

During our research into a smaller named space, we discovered the evolution of Texas Instruments and its founding stakeholders – all of whom are very important to SMU's legacy and well as Dallas's legacy – and solved our next research project.





Will we ever finish building? Hopefully not. A campus which stops the growth process starts the dying process. So, the construction goes on and on and on . . .





Thanks!

Any questions?

[Sarah Dalysdaly@smu.edu](mailto:Sarah_Dalysdaly@smu.edu)

[Diane Kuceradkucera@smu.edu](mailto:Diane_Kuceradkucera@smu.edu)

[Jill Rogersjillr@smu.edu](mailto:Jill_Rogersjillr@smu.edu)



Resources

- McDonald, Terrence J. “Re: Committee Views on Possible Review of University Space Names.” President’s Advisory Committee on University History, University of Michigan. 6 January 2017. Link [here](#).
- [SMU Archives Digital Collections](#)
- <https://www.tsl.texas.gov/collections#digital>
- <https://www.dshs.texas.gov/vital-statistics/marriage-divorce-records/marriage-divorce-indexes>
- <https://www.tsl.texas.gov/arc/ancestry>
- <https://www.txgenweb.org>

Resources

- [Dallas Public Library](#)– Archival Newspapers from Dallas, Fort Worth, NYT, Austin, El Paso
- [Denton Public Library](#)– local papers back to 1892
- [Fort Worth Public Library](#) – local and Texas papers back to 1871
- [Fort Worth History Center](#)
- [Oklahoma State Archives](#)