



US News and World Report top 50, 2) Road to R1: Research and Scholarly/Creative Excellence, 3) 2016 – 2025 Strategic Plan and 4) Inclusive Excellence.

If you have suggestions for what we should include in future communications, please send your ideas to this [email address](#). Previous newsletters are available [here](#).

Today's update falls into three categories: 1) Fall 2023, 2) Road to R1: Research and Scholarly/Creative Excellence, and 3) News and Noteworthy.

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The ACC provides new opportunities for academic and research collaboration as well. Prior to last week's expansion, 93% of the ACC's schools were R1 and the median U.S. News and World Report ranking was 55 (32.5 for private schools in the ACC). Post-expansion, 89% of ACC schools are R1 and the median



and the [Urban Research Faculty Cluster Task Force submitted their final report](#) to help guide the search, onboarding and implementation stages of this cluster hire.

Now we invite all SMU faculty to [participate in this brief survey](#) to help us inform our next steps based on the recommendations from these two task forces. The survey will be open until 5 p.m. Friday, September 29, 2023. Thank you for taking the time to participate in this important feedback collection.

### **Invitation to celebrate the dedication of Frances Anne Moody Hall**

SMU Board of Trustees Chair David B. Miller ('72, '73) and President R. Gerald Turner invite community members to celebrate the dedication of Frances Anne Moody Hall on Friday, September 15, 2023 at 11:30 a.m. The dedication ceremony will be followed by an informal lunch. The new, and incredible, Frances Anne Mood

# Road to R1: Research and Scholarly/Creative Excellence

## Announcing the Peter O'Donnell, Jr. Director of the O'Donnell Data Science and Research Computing Institute

This week, we were very excited to announce that [Neena Imam has accepted our offer](#) to become the Peter O'Donnell, Jr. Director of the [newly-endowed O'Donnell Data Science and Research Computing Institute](#) and will officially start on October 9, 2023. Dr. Imam comes to SMU from the NVIDIA corporation where she has been the Director of Strategic Researcher Engagement (North and Latin Americas) for the past two years. In this role, Dr. Imam worked with academic researchers to enable GPU-accelerated and Artificial Intell(l)3.1 (y1.1 (ma)-12.2 (m w)-2.9 (or)-63.2 (ut)-p)-6.4 e.ear12.3 (d w L3.2 (ut

the nomination as well as a detailed evaluation of the nominee's contribution relative to others in the field.

Once nominations have been received and nominated faculty members have submitted their research proposals (due by October 13, 2023), the University Research Council will evaluate all nominations and select six names to forward to the Office of the Provost for final selection. Those selected (up to four) will be announced before the end of the fall 2023 semester.

## News and Noteworthy

### Advertising students continue to set records during the 2023 calendar year and recently added four national awards to their win total

Advertising students from SMU's Temerlin Advertising Institute in the Meadows School of the Arts continued their streak of wins during the 2023 summer at the [American Advertising Federation's](#) (AAF) National Awards Gala & Dinner. Students received four national American Advertising Awards (ADDYs), including two Gold awards. A Gold ADDY is a recognition of the highest level of creative excellence and is judged to be superior to all other entries in the category.

In 2023, Temerlin's advertising students have won 193 awards in local, regional, and national advertising competitions. And with nearly four months remaining in the year, they have already surpassed their previous highest annual award record of 132 awards in 2022.

Congratulations to all our competing advertising students for their achievements in both the AAF's ADDYs and other competitions. [Click here](#) for a full list of awards.

### SMU archaeologist