

CONTENTS

Achievements

- 4 Nationally Recognized for Academic Programs, Affordability and Value
 - 6 Faculty Highlights: Accolades for Teaching, Research, Service
 - 8 Championships, Honors Spotlight Banner Year for Athletics
 - 10 Academic Highlights Reflect Year of Achievements
 - 12 Samford Welcomed World-renowned Speakers and Performers

Growth

- 14 2014–15 Brings Another Record Enrollment
- 16 Southern Progress Property Purchase Provides Space for Academic Growth
 - 18 New Strategic Plan Charts Samford's Future
 - 20 Business School Opens State-of-the-art Building

Student Life

- 22 Samford Delivers High-impact Education
- 24 Students Contribute 716,902 Hours Serving the Community
 - 26 Students Gain National Recognition

Impact

- 28 Samford Concludes Historic Fundraising Campaign
 - 30 Financial Statements

SAMFORD PROFILE

(as of Oct. 1, 2015)

Founded: 1841, 87th-oldest university in the United States

Faculty: 323 full-time; 89% with terminal degrees; 0% classes taught by graduate assistants

Enrollment: 5,206 (3,168 undergraduate, 2,038 graduate/professional)

Geographic diversity: 46 states, 32 countries

Student-to-faculty ratio: 13:1

Undergraduate average class size: 16

Degrees: 30 undergraduate and graduate/professional

Undergraduate tuition: \$27,520

Academic units: School of the Arts, Howard College of Arts and Sciences, Brock School of Business, Beeson Divinity School, Orlean Bullard Beeson School of Education, School of Health Professions, Cumberland School of Law, Ida V. Moffett School of Nursing, McWhorter School of Pharmacy, School of Public Health

Student life: 150 student organizations; 200 annual arts events; 6 main-stage theatre productions; 28 residence halls; 16 Greek-letter organizations; 22 intramural sports

Athletics: 17 varsity sports (8 men's, 9 women's) competing at NCAA Division I level in the historic Southern Conference

Alumni: 47,997

Endowment: \$259.5 million

Annual economic impact: \$335 million

Top nationally ranked private university in Alabama



ACHIEVEMENTS

NATIONALLY RECOGNIZED FOR ACADEMIC PROGRAMS, AFFORDABILITY AND VALUE Samford continued to be nationally recognized by prestigious publications and rankings during the 2014–15 academic year.

- Alabama's top nationally ranked private university
- #3 in the South for regional universities by *U.S. News & World Report* (2015)
- #3 in the South for best undergraduate teaching by *U.S. News & World Report* (2015)
- #67 nationally for best value private university by *Kiplinger's* (2014)

- #22 nationally among master's level universities for the percentage of students studying abroad by the Institute for International Education (2014)
- Cumberland School of Law ranked #6 nationally for trial advocacy by *U.S. News & World Report* (2015)
- Cumberland School of Law ranked #7 nationally for best quality of life and #9 nationally for best professors by *The Princeton Review* (2014)
- Ida V. Moffett School of Nursing ranked #90 nationally for graduate schools by *U.S. News & World Report* (2016)

- Ida V. Moffett School of Nursing's online graduate programs ranked #48 nationally by *U.S. News & World Report* (2015)
- Brock School of Business evening M.B.A. program nationally ranked by *U.S. News & World Report* (2015)
- Recognized as one of the top 15 most beautiful Christian colleges nationally (2015)
- Ranked as Best Value-Top College for employability of graduates in the annual outcomes-based index by Educate To Career (2016)





FACULTY HIGHLIGHTS: ACCOLADES FOR TEACHING, RESEARCH, SERVICE

- Law professor and former dean **John L. Carroll Jr.** served as interim director of the Alabama Ethics Commission.
- Marshall Cates, professor of pharmacy practice, received the American Association of Colleges of Pharmacy Innovations in Teaching Award.
- Jane Cobia, associate professor of educational leadership, received the Innovative Leadership in the 21st Century Award from the Alabama Association for Supervision and Curriculum Development.
- Provost and Executive Vice President **J. Bradley Creed** was elected president of Campbell University effective July 1, 2015.
- Steve Donaldson, professor of mathematics and computer science, was selected for the "Bridging the Two Cultures of Science and the Humanities" project with the Scholarship

- and Christianity in Oxford organization, Oxford, England.
- Matthew P. Ford, physical therapy, received the American Physical Therapy Association's Chattanooga Research Award.
- Geography professor **Eric Fournier** was named Alabama
 Professor of the Year by the
 Carnegie Foundation for the
 Advancement of Teaching.
- Pharmacy professor **Maisha Freeman** received the Student
 National Pharmaceutical
 Association AACP Student
 Community Engagement
 Service Award.
- Beeson Divinity School Dean **Timothy George** was one of six Christian leaders to receive the Springtime Ambassador Award from the Springtime of Faith Foundation for advancing the ecumenical cause for Christian unity.

- Law visiting professor **Bob Greene** was named a Fellow in the American College of Environmental Lawyers in recognition of his distinguished experience and high standards in the practice of environmental law.
- Law professor **Wendy Greene** received the John Hope Franklin Prize from the Law and Society Association.
- Michael D. Hogue, professor and chair, Department of Pharmacy Practice, received the American Pharmacists Association—Academy of Pharmacy Practice and Management Pharmacy Management Excellence Award.
- **Paul R. House,** professor of divinity, published *Bonhoeffer's Seminary Vision*.

- Communication studies professor **Michael Janas** was inducted into the 2015 Barkley Forum Gold Key Society recognizing outstanding debate teachers.
- John Lundeen, assistant professor of nursing, was elected to a three-year term on the board of governors of the National League for Nursing.
- World-renowned Jonathan Edwards scholar **Gerald R. McDermott** joined the Beeson Divinity School faculty. He coedited The Other Jonathan Edwards: Selected Writings on Society, Love, and Justice, published in June.
- Jennifer Rahn, associate professor of geography, received the 2014 Higher Education Distinguished Teaching Award from the National Council for Geographic Education.
- Carol J. Ratcliffe, associate professor of nursing, was named to the Alabama Governor's Health Care Improvement Task Force.

- Ida V. Moffett School of Nursing professor **Sharron Schlosser** was named a Fellow in the Academy of Nursing Education.
- The Academy of Nutrition and Dietetics recognized **Patricia H. Terry,** professor of nutrition and dietetics, as a Fellow.
- **Delane Tew,** associate professor of history, received the W. O. Carver Distinguished Service Award from the Baptist History and Heritage Society.
- Art faculty members **Larry Thompson** and **Joseph Cory** were two of the 10 North American painters selected for the R₅ Studio Arts Project in South Africa.
- **Douglas D. Webster,** professor of divinity, published *The God Who Kneels: A Forty-Day Meditation on John 13* and *Follow the Lamb: A Pastoral Approach to the Revelation.*
- University archivist **Elizabeth Wells** received three awards: the
 Virginia Hamilton Award by the
 Alabama Historical Association; the

- Carolyn Blevins Meritorious Service Award from the Baptist History and Heritage Society; and the Betty Hurtt Meritorious Service Award from the Association of Librarians and Archivists.
- President **Andrew**Westmoreland was elected president of the American Association of Presidents of Independent Colleges and Universities (AAPICU) for 2015–16. Westmoreland also completed a second one-year term as chair of the board of trustees for the Southern Association of Colleges and Schools Commission on Colleges.
- Marketing professor **Darin White** was named chair of the American Marketing Association's Sports Marketing Special Interest Group.
- Journalism professor **Julie Hedgepeth Williams'** book, *A Rare Titanic Family*, received the 2014
 Ella Dickey Literacy Award.



ACHIEVEMENTS

CHAMPIONSHIPS, HONORS SPOTLIGHT BANNER YEAR FOR ATHLETICS

- Samford won the Germann Cup, the Southern Conference's highest annual honor as the top overall women's athletics program.
- Four teams won five Southern Conference championships during 2014–15: soccer (regular season), volleyball (tournament), men's outdoor track and field (tournament) and women's tennis (regular season and tournament).
- Samford's Graduation Success Rate of 97.4 percent ranked first in the Southern Conference and 82nd among all NCAA Division I institutions.
- Samford has been ranked 1st in Alabama in NCAA Academic Performance Ratings for student-athletes since 2005.
- Samford placed 144 student-athletes on the Southern Conference's Academic Honor Roll during 2014–15.
- December 2014 graduate and former football student-athlete Jaquiski Tartt became the highest drafted football player in school history when the San Francisco 49ers selected him in the second round of the 2015 NFL Draft.
- New head coaches during 2014–15 included Chris Hatcher (football), Scott Padgett (men's basketball) and Al del Greco (men's golf).
- May 2015 graduate and former volleyball student-athlete Michaela Reesor was named Southern Conference Female Athlete of the Year and an NCAA Woman of the Year Top 30 Honoree.
- Owen Wagoner of the track and field team was one of 58 individuals who received an NCAA Postgraduate Scholarship. He is pursuing a master's degree in information systems management at Carnegie-Mellon University.

- Ninety-four percent of May 2014 graduates were employed or in graduate school within six months of graduation.
- Orlean Bullard Beeson School of Education celebrated its centennial.
- The Department of Theatre and Dance received its first-ever accreditation by the National Association of Schools of Theatre.
- Brock School of Business received a 10-year reaffirmation of accreditation by the Association to Advance Collegiate Schools of Business.
- One hundred percent of May 2015 Orlean Bullard Beeson School of Education undergraduate curriculum and instruction graduates received a job placement within three months of graduation and a 100 percent pass rate on national undergraduate Praxis II licensure tests.
- Samford hosted "Teaching the Christian Intellectual Tradition: Augustine Across the Curriculum" in October 2014, a national conference funded by a grant from the Lilly Endowment Inc.

- Samford received 25 major academic grants from external sources totaling \$5,401,038.
- McWhorter School of Pharmacy launched the Center for Healthcare Innovation and Patient Outcomes Research.
- Cumberland School of Law opened the eDiscovery Institute and Review Center in partnership with Cicayda, a Nashville, Tennessee-based company.

- Ida V. Moffett School of Nursing was one of only 100 nursing schools nationally and the only one in Alabama selected for a pilot white coat ceremony recognizing nursing students.
- A record number of attendees 41 from Egypt, South Korea and Japan — participated in the third annual International Scholars Program hosted by McWhorter School of Pharmacy.
- Samford archaeologist James Strange led an excavation that uncovered a lamp-making workshop in the ancient Jewish village of Shikhin, Israel.
- The Frances Marlin Mann Center for Ethics and Leadership and Orlean Bullard Beeson School of Education sponsored the inaugural Character Education Workshop focused on the benefits of character education and development in schools.
- The first Teaching the Christian Intellectual Tradition Summer Seminar brought together 15 scholars from 11 universities and colleges for a week of immersion in Dante's Divine Comedy.
- Representatives from McWhorter School of Pharmacy and Meijo University School of Pharmacy in Nagoya, Japan, celebrated their 20year partnership.
- Beeson Divinity School established the Anglican Institute as part of its Anglican studies program.





ACHIEVEMENTS

SAMFORD WELCOMED WORLD-RENOWNED SPEAKERS AND PERFORMERS









Peter Adam, Australian theologian and author

David Bebbington, theologian

 $\textbf{Todd Blackledge,} \ television \ football \ analyst$

Laura Bush, former U.S. First Lady

Dan Cathy, chief executive officer, Chick-fil-A Corp.

Barbara Gottschalk, cofounder, Seeds of Peace

Joel Green, Fuller Theological Seminary

Geoffrey Harris, European Parliament Liaison Office with the United States Congress

William C. Hubbard, American Bar Association president

The King's Singers, world-renowned vocal ensemble

Edward J. Lopez, economist

George Marsden, theologian

Pratik Patel, African Wildlife Trust founder and chairman

David Phelps, Christian singer and recording artist

Stephen Post, scholar and popular author

Preservation Hall Jazz Band, legendary New Orleans performers

Picabo Street, Olympic gold medal skier

Spencer Tillman, television analyst and former professional football player

2014-15 BRINGS ANOTHER RECORD ENROLLMENT

Samford University's fall enrollment reached an alltime high of 4,933. The total exceeded the previous
year's record of 4,833 and was the sixth consecutive
year of record fall enrollment.

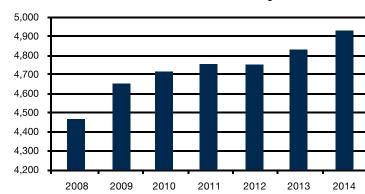
Included in the totals were 3,051 undergraduates
and a record 1,882 graduate and professional students.
In the fall 2014 enrollment, students represented
44 states, the District of Columbia and 25 countries.

Among undergraduates, 65 percent were from outside the state of Alabama.

Samford has the highest graduation rates of any higher education institution in the state, according to reports currently available from the U.S. Department of Education.

GROWTH —

Total Fall Enrollment by Year







Samford completed the largest single expansion of its campus in more than 60 years with the purchase of property adjacent to the campus that has served as the headquarters for Southern Progress Corp. since the 1980s. The \$58 million sale was finalized Dec. 31, 2014.

The 28-acre tract includes nearly 400,000

The 28-acre tract includes nearly 400,000 square feet of space in three buildings and more than 1,000 parking spaces.

Samford will renovate two buildings to house its College of Health Sciences, which includes the schools of health professions, nursing, pharmacy and public health. In addition to building renovations, Samford will develop access routes from within the current campus to the new property.

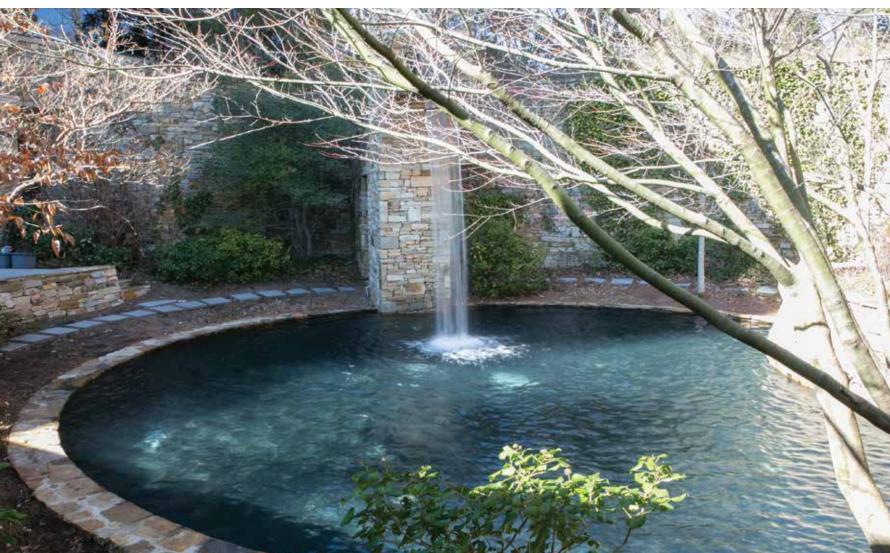
campus to the new property.

Under the purchase agreement, Time Inc., the parent company for Southern Progress, will have a long-term lease on one building to house its Birmingham operations, which include Southern Living and Cooking Light magazines.

In announcing the purchase, Samford President Andrew Westmoreland emphasized the importance of the purchase to Samford's growth plans and expanding academic programs.

"The moving of several programs currently housed in existing buildings on the current campus will enable us to address critical space requirements for many of our growing academic programs and to accommodate the addition of new areas of study," Westmoreland said. "We are now afforded a rare opportunity to develop plans that will influence Samford in ways that stretch far beyond our lifetimes, so extraordinary wisdom will be required to guide our steps."

SOUTHERN PROGRESS PROPERTY PURCHASE PROVIDES SPACE FOR ACADEMIC GROWTH







BUSINESS SCHOOL OPENS STATE-OF-THE-ART BUILDING

Construction continued during 2014–15 on a new building to house Samford's Brock School of Business. The building, the university's first major academic new construction in 15 years, was completed in time for the fall 2015 semester.

In September 2015, the university's board of trustees approved the naming of the building for Birmingham business executive and Samford alumnus Gary Cooney, who provided the lead gift for the building's construction.

The \$25 million four-story structure features a breathtaking glass atrium in the middle of the building that looks down three floors to an imposing lobby. Emblazoned on the floor of the lobby is the Samford University seal.

A state-of-the-art portfolio management room with six Bloomberg terminals gives students access to comprehensive research capabilities and financial data worldwide.

The Student Incubator provides an area for students in

Samford's nationally recognized entrepreneurship program who want to launch a new business.

The Regions Community
Resource Room provides muchneeded event space on campus
and will accommodate more than
350 people in theatre-style seating.



SAMFORD DELIVERS HIGH-IMPACT **EDUCATION**

According to the National Survey of Student Engagement (NSSE), Samford University graduating students confirmed the positive impact of their Samford education.

In the 2014 national survey, 97 percent of responding seniors indicated their overall Samford experience was "excellent" or "good"

Further, of the key undergraduate opportunities designated as "high impact" by NSSE, Samford scored well above regional peer institutions.

High-impact Education Indicators	Samford	Private Institutions in the South
Participated in an internship, co-op, field experience, student teaching or clinical placement	77%	46%
Completed a culminating senior experience (capstone course, senior project or thesis, comprehensive exam, portfolio, etc.)	76%	46%
Held a formal leadership role in a student organization or group	70%	37%
Talked about career plans with a faculty member	68%	43%
Participated in a study abroad program	48%	15%

NSSE annually collects information at hundreds of four-year colleges and universities about student participation in activities and programs that promote their learning and personal development. The results provide an estimate of how undergraduates spend their time and what they gain from attending their college or university.

The Southeast Private comparison group is made up of 140 institutions from Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.



STUDENTS CONTRIBUTE 716,902 HOURS SERVING THE COMMUNITY

Samford University students recorded 716,902 hours serving the community during 2014–15.

The total value of Samford students' community engagement was \$16.5 million, based on the estimated value of volunteer time according to Independent Sector. This is in addition to Samford's overall economic impact on the Birmingham region of \$335 million.

More than 180 academic courses involved service-learning components. Samford also worked with 66 community partners and other nongovernment organizations around the world.

In addition to their service hours, student groups raised \$257,122 in charitable donations to a variety of causes.

Several initiatives received special recognition during the year:

- Cumberland School of Law's Public Interest and Community Service Organization received the 2015 Alabama State Bar Pro Bono Award for more than 1,000 hours of community service.
- Ida V. Moffett School of Nursing received Sight Savers America's inaugural KidCheck Plus Nursing School of the Year Award. Samford nursing students partner with KidCheck Plus, a school-based health screening program, to provide head-to-toe screenings for PreK-12th grade students in rural and urban Alabama.
- The American Pharmacists Association recognized McWhorter School of Pharmacy as one of the top five institutions for student participation in the APhA Pharmacists Provide Care campaign.
- School of the Arts interior architecture students designed and helped construct a ministry camp facility in Ecuador.



STUDENTS GAIN NATIONAL RECOGNITION

- Adam Quinn received his second Academic Fulbright Award to pursue a master's degree in Anglo-Irish literature and drama at University College Dublin in Ireland.
- Nathan Smolin was one of 10 in the United States named as a Fellow in the Eighth Cohort of the Lilly Graduate Fellows Program. He is pursuing a doctorate in classics at the University of North Carolina-Chapel Hill.
- Samford's debate team ranked in the top 20 in the United States and 5th for novice debate.
- Master of Business Administration students won second place at the United States Association for Small Business and Entrepreneurship business plan competition.

- Four students representing Samford Opera won second place in the National Opera Association's Collegiate Scene Competition.
- A Cumberland Law School team won the National Trial Competition's Southeast Regional Competition and placed 3rd in the National Trial Competition Finals.
- Hannah Newman was the fourth consecutive Samford student in the school of education's Department of Human Development and Family Life Education to receive the Outstanding Undergraduate Paper Award by the National Council on Family Relations.
- Natalie Bennie, a communication studies major and varsity debater, was selected by the United States Committee on International Discussion and Debate to serve on the U.S. National Debate Team's tour of Japan during summer 2015.

- Three student organizations in Brock School of Business received national recognition: Financial Management Association Student, Superior Chapter; Beta Alpha Psi accounting honor society, Superior Chapter; and Beta Gamma Sigma business honor society, Premier Chapter.
- Tuba student **Conrad Shaw** was a finalist in the international Leonard Falcone competition.
- AFROTC cadet **Skyler Graham** was one of six cadets in the United States invited to take part in a new exchange program between the U.S. Air Force Academy in Colorado Springs, Colorado, and AFROTC.
- **Sarah Duke,** a biochemistry major, was awarded a \$100,000 AFROTC scholarship. Upon graduation, Duke will have the opportunity to become an active duty Air Force officer.

- Brock School of Business undergraduate students took second place against universities from around the nation in the Texas Christian University Values and Venture national business plan competition.
- The Student Dietetic Association received the Alabama Dietetic Association's Outstanding SDA Award for the seventh time in nine years.
- A Cumberland Law School team won first place in the 15th annual National Trial Advocacy Competition.
- Sports marketing students presented results of a research project on millennial fan engagement at the National Basketball Association headquarters in New York City.



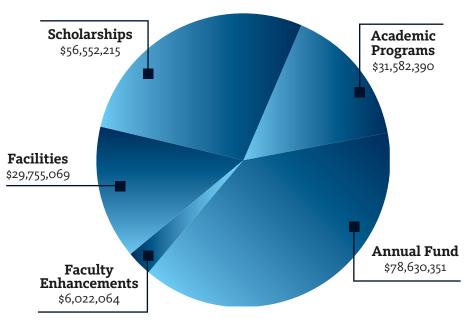
SAMFORD CONCLUDES HISTORIC FUNDRAISING CAMPAIGN

In one of the significant moments of 2014–15, Samford University declared victory in the multiyear "A Campaign for Samford." It was the most successful campaign in university history.

As of Oct. 31, 2014, the final day of the campaign, a total of \$202,542,090 had been received in gifts and pledges from 18,276 donors. The original campaign goal was \$200 million, and the university had announced in late summer 2014 that it had exceeded the goal five months before the original exceeded the goal five months before the original ending date of Dec. 31.

Gifts ranged from 36 cents to \$13.4 million. During the campaign, 172 endowed funds were established.

Cumberland School of Law announced the successful completion of the "Pride. Promise.
People." campaign that was part of the university's "A Campaign for Samford." Gifts and pledges totaling \$17,208,602 were received from 2,374 donors, representing the largest fundraising effort in the law school's 168-year history.



SUMMARY CONSOLIDATED STATEMENT OF FINANCIAL POSITION

Year Ended June 30, 2015

Assets

Cash Investments Pledges Receivable Student Loan and Other Receivables Property, Plant and Equipment, net Other Assets	\$41,920,622 \$278,954,370 \$19,546,110 \$14,613,561 \$265,921,786 \$12,714,898
Total Assets	\$633,671,347
Liabilities	
Accounts Payable and Accrued Liabilities	\$9,466,277
Deferred Revenue	\$7,085,175
Other Liabilities	\$10,281,213
Annuities Payable	\$7,968,431
Pension Plan Obligation	\$73,239,284
Notes Payable of Consolidated Subsidiaries	\$30,765,000
Long-term Debt	\$170,026,914
Total Liabilities	\$308,832,294
Net Assets	
Unrestricted	\$98,482,858
Temporarily Restricted	\$82,219,131
Permanently Restricted	\$144,137,064
Total Net Assets	\$324,839,053

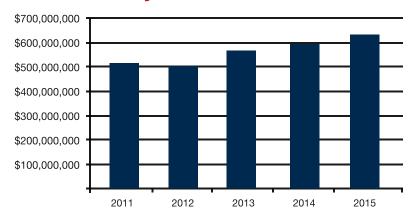
Total Liabilities and Net Assets

\$633,671,347

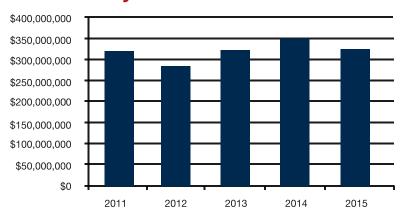
FINANCIAL STATISTICS BY FISCAL YEAR

Year Ended June 30, 2015

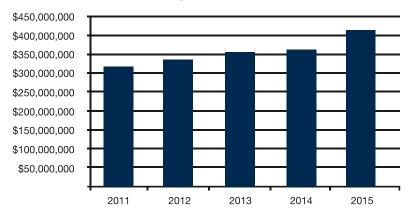
Total Assets by Fiscal Year



Net Assets by Fiscal Year



Cumulative Facility Growth



SUMMARY CONSOLIDATED STATEMENT OF ACTIVITIES — ALL FUNDS

Year Ended June 30, 2015

Revenues, Gains and Other Support

Tuition and Fees	\$132,344,163
Less: Scholarships and Fellowships	(\$37,974,250)
Net Tuition	\$94,369,913
Board and Lodging	\$20,164,955
Gifts, Grants and Contracts	\$11,655,558
Endowment Spending	\$15,046,144
Sales and Services of Auxiliary Enterprises	\$3,401,200
Other Income	\$9,218,352
Total Operating Revenues, Gains and Other Support	\$153,856,122

Expenses by Function

Instruction and Academic Support	\$87,371,538
Public Service	\$3,484,903
Student Services	\$24,727,884
Institutional Support	\$18,818,497
Auxiliary Enterprises	\$18,004,255
Total Operating Expenses	\$152,407,077
Net Operating Revenue in Excess of Operating Expenses	\$1,449,045

Nonoperating Activities

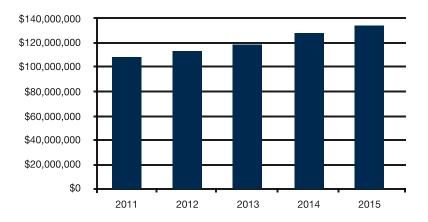
Pension Liability Adjustment	(\$16,142,842)
Investment Income	\$3,359,330
Draws from Endowment for Scholarships and Operations	(\$15,054,636)
Capital and Endowment Gifts	\$3,951,744
Other Changes	(\$1,536,068)
Net Decrease from Nonoperating Activities	\$(25,422,472)

Total Decrease in Net Assets	(\$23,973,427)
Net Assets at Beginning of Year	\$348,812,480
Net Assets at End of Year	\$324,839,053

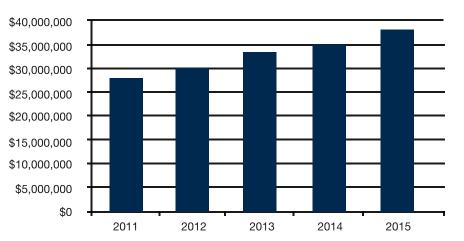
FINANCIAL STATISTICS BY FISCAL YEAR

Year Ended June 30, 2015

Tuition Revenue by Fiscal Year



Scholarships by Fiscal Year





800 Lakeshore Drive | Birmingham, AL 35229 | 205-726-2011 | 1-877-SU ALUMS (782-5867) samford.edu