Office of Institutional Advancement

The Office of Institutional Advancement has been run by Mr. Van Patterson, Director of Institutional Advancement and Ms. Donna Yates, Administrative Assistant, since 2001. Their responsibilities include running day-to-day operations, gift solicitation, advertising, public relations, alumni affairs, endowed scholarships, working with the Panola College Foundation and Alumni Boards, and special projects assigned from the president’s office. Below is a list of some of the department’s accomplishments for the 2007 academic year.

Panola College Sets New Record!

The citizens we serve were very generous to Panola College this year. As a result, the College received over $800,000 in gifts. This breaks the previous record of $531,496 set in 2004.

Gifts for the 2007/2008 Academic Year

- Panola College Sets New Record!
Panola College Dedicates Rooms to Recognize Donors Generosity!

College Dedicates Room to Mrs. Ida Rose Dietert Moore

On March 31, 2008, Dr. Gregory Powell, President of Panola College, and the Board of Trustees discussed a proposal from Mr. Van Patterson, Director of Institutional Advancement, to recognize Mrs. Ida Rose Dietert Moore for her gift of $250,000 to the College. In response, the Board agreed to name Room A-103 in the Martha Miller Administration Building, the “Ida Rose Dietert Moore Classroom.”

A plaque was affixed to the entrance to room A-103 that reads, “This classroom is dedicated to the memory of Mrs. Ida Rose Dietert Moore. Her legacy is a generous heart for Panola College and the community it serves.”

College Dedicates Room to Billie Jean and John Burton

On May 27, 2008, Panola College became the recipient of a $264,500 gift from Mr. John Burton. Given in memory of his wife, Billie Jean, the funds were applied to the general scholarship fund and will be used to provide financial assistance to students hoping to attend Panola College. In response to a request from Mr. Van Patterson, Dr. Gregory Powell and the Board of Trustees agreed to name the College’s history classroom the “John and Billie Jean Burton Classroom.”

A plaque was affixed to the entrance to room A-104 that reads, “This classroom is dedicated to John and Billie Jean Burton. The Burtons were married on September 6, 1947. During their 54 years of marriage they raised a family, traveled extensively, and touched the lives of many in our community. John worked for the Sun Energy Company for 32 years in areas that varied from drilling to production. Billie Jean loved learning, especially history, and dedicated 42 years to teaching 5th and 6th grade students. The Burtons’ generosity is only exceeded by the kindness they have shown to others.”
Community Support

Rotary Club Dedicates Bench

A bench located next to the Spirit of Panola statue at Panola College has been dedicated by the Carthage Rotary Club. “Every member of our club owes their livelihood to a teacher or mentor,” said Dr. Allen Tilley, President of the Carthage Rotary Club. “Without the education we received in our youth, our lives would have been much more challenging. That is why we selected the slogan, ‘If you think education is expensive, try ignorance!’”

(Back) Duane Baushke, Past President, and Dale Reed, Secretary
(Front) Judy Guthrie, President Elect
(Not Shown) Allen Tilley, Rotary Club President, and Patsy Meck, Treasurer

Outside Grants

The Advancement Office acquired $12,000 in grants to help purchase models for the College’s anatomy and physiology labs, pay for the Fine Arts Department’s Master Teacher Series, and fund scholarships. The Nacogdoches Medical Center provided two gifts totaling $3,500, ETMC-Carthage donated $3,000, the Lewis H. Pool Foundation contributed $2,500 and the Carthage Rotary Club donated $3,000.

Mr. Gary Stokes, CEO, Nacogdoches Medical Center Hospital presents a $2,500 check to Mr. Kevin Rutherford, Division Director, Dr. Lillian Cook, Vice President of Instruction, and Mr. Van Patterson. The donation was made possible through a grant from the Tenet Healthcare Foundation.

Q.M. Martin Paintings

Thanks to a tip from Professor Freddy Mason, the Advancement Office was able to purchase 26 original Q.M. Martin paintings from a local Carthage resident. The College considers these paintings to have significant historical value and plans to display them in 2009.

Q.M. Martin painting dated 8/7/27
Endowed Scholarships

This year three endowed scholarships were established at Panola College. They include the Mart B. and Nelwyn Parker Thurman Memorial Scholarship, the Irene Allums Memorial Scholarship and the Mr. and Mrs. J.D. Marshall / Mr. and Mrs. Ralph N. Marshall Scholarship. The addition of these scholarships brings the number available for Panola College students to 109. The combined value of all of the College’s endowed scholarships now exceeds $2,075,800.

The Advancement Office strives to accommodate scholarship donors. Each year donors receive a letter informing them of the status of the scholarship they established. Additionally, scholarship recipients are required to send donors a letter thanking them for their generosity.

Ms. Donna Yates is the key to why the endowed scholarship program is so efficient. She works with donors, guides students through the application process, and is conscientious in making sure that as funds become available they are awarded to students.

It is only through the generosity of our donors that the Advancement Office was able to provide over $40,000 in financial assistance to students this year.

Panola College Foundation

M. P. Baker Expansion Project

The Panola College Foundation continues to assist the College with the M.P. Baker Library Expansion Project. The Foundation was asked to help raise $500,000 for this project. As of August 7, 2008, Panola College has received donations totaling 543,815.90.

Foundation Board members such as Brenda Giles have worked to help keep the initiative in front of the public. Mrs. Giles’ class selected the M. P. Baker Library as their community problem solving topic this year. Their mission was to help increase revenue and community awareness of this important endeavor. Twenty-four students actively participated in numerous fundraisers that included selling bags of trail mix at basketball and baseball games, cleaning classrooms at their school, selling t-shirts, and hosting a very successful soup and sandwich supper. Together they raised $3,850.17 for the project.
The Making Dreams Come True 2007 auction was held on October 13 at the Panola College Ballroom. Hosted by the Panola College Foundation, the evening featured auctioneer, Mr. Jack Dillard, and included live and silent auctions, hors d’oeuvres, desserts, and live musical entertainment. The auction raised $19,299.

Panola College students Mercedes Sepaugh, Brittany Hafer, and Jordon Hergert pose behind a few of the items that were donated to the Making Dreams Come True 2007 auction.

Future Fundraising

Mrs. Carol Vincent is Chair of the Foundation this year. Mrs. Vincent, along with Mr. Philip Pool and other members of the Board, are working with the Advancement Office to create a Panola College Sustainer’s Group. The initiative, scheduled to begin this fall, is designed to acquire meaningful financial support from citizens who want to insure that Panola College continues to offer affordable and accessible education.

Meeting the needs of the College

During the 2007 academic year the Foundation funded scholarships that were awarded to students based on academic merit and financial need. It also presented the Fine Arts Division with a grant of $2,343, and another to the Health Sciences Division totaling just over $14,000.

The Foundation also established the Panola College Foundation Endowment. Created with $31,000 raised through numerous fundraisers, the Foundation has made it a priority to grow this fund so that it can be better prepared to meet the College’s future needs.
Alumni Affairs

The Advancement Office organized the College’s Homecoming activities, created webpages for both graduating classes on the Alumni Email Listing, produced and distributed alumni newsletters, and organized Alumni Association meetings.

On Caddo Lake

The Panola College Association worked with the Advancement Office to bring “On Caddo Lake,” a popular play loosely depicting the life and times of Wyatt Moore, to Carthage as part of Panola College’s Homecoming celebration. The play was written by Judge Ben Z. Grant and stars Panola College’s very own Freddy Mason as Wyatt Moore.

Giles Named Alumnus of the Year

At this year’s commencement exercise Dr. Gregory Powell, announced that Brenda Giles had been selected as the 2008 Panola College Alumnus of the Year. Brenda is a member of the Class of 1974 and was chosen because of her passion to see Panola College, and particularly the Alumni Association, grow.

Brenda has served on the Alumni Association Board in many capacities. In 1999 she was nominated to serve as a Board Member. In 2001 she was asked to serve as the Vice President and in 2003 she was elected President of the Association. She is currently serving her third term as President.

The Alumni Association under Brenda’s leadership made it a goal to see that the Spirit of Panola statue project was completed. She and her administration became strong and vocal advocates for the project. Eventually the Association was able to contribute several thousand dollars to the project.

Most recently, Mrs. Giles and her sixth grade P.A.C.E. (Panola Acknowledging College’s Expansion) Class raised money to help Panola College complete the M. P. Baker Library expansion project.

Mrs. Brenda Giles and Dr. Gregory Powell

Brenda is also a member of the Panola College Foundation Board and was instrumental in the creation of the Charles Ross & Fay Giles and the Floyd & Fannie Watson Honorary Scholarships.
Advertising

The Advancement Office continues to oversee all aspects of the institution’s radio, television, newspaper, and outdoor advertising. It also distributed numerous press releases to area media outlets, faculty, staff, students, alumni and area high school counselors. The department also maintains the College’s online news webpage. Available at www.panola.edu/recruiting/news.htm, the site contains copies of press releases and pictures dating back to 2001.

Marketing surveys were also created and distributed to more than 500 students this year. Two hundred and forty-seven students responded. The data collected was used to improve how, when, and where we promote the institution.

New Television Commercials

Late in 2007 the Advancement Office approached Ms. Natalie Woods about the possibility of her serving as a spokesperson in television ads scheduled to be produced in 2008. She agreed to help and donated her time to the project. In addition to being a proud graduate of Panola College, Natalie is an experienced television personality with a popular show of her own in the Dallas market. Her talents and experience, combined with a camera crew and technical expertise provided by Encore Multimedia resulted in the creation of two very exceptional television commercials. The ads can be viewed online at the website You Tube.

Public Relations

This year the Advancement Office assisted the Petroleum Technology program by helping to organize the Panola College Oilmen’s Clay Shoot. The Advancement Office also helped sponsor community activities such as the highly successful American Cancer Society’s Relay for Life, the Carthage Rotary Club’s Golf Tournament, and local Take a Kid Fishing activities.

Mr. Patterson is an Ambassador for the Panola County Chamber of Commerce and represents the College at various Chamber events. He also serves on the Panola County Airport Board, is an assistant scoutmaster for BSA Troop 268, is a member of the Carthage Rotary Club, and serves on the Central Baptist Church Personnel Committee.