The Office of Institutional Advancement (OIA) 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, and working with the Panola College Foundation and Alumni Boards. Below is a list of some of the department’s accomplishments for the 2008-09 academic year.

In spite of the slowing economy, the citizens we serve continue to be generous to Panola College. This year the College received gifts totaling in excess of $348,000. When combined with gifts received over the previous seven years, the cumulative total is in excess of $2.9 million.
Community Support

Gifts and Grants

Mr. Van Patterson approached several donors about making donations of $10,000 to the Panola College Foundation. Gifts were received from the Cassity Jones Lumber Company, Farmers State Bank, Mr. and Mrs. Foster Murphy, and Mr. and Mrs. Lynn Vincent. A special thanks to Mr. John Jones, Mr. David Chadwick, Mr. David Murphy and Mrs. Carol Vincent for their assistance.

Mr. Cassity Jones received a unique Christmas gift this year when his children presented him with a statuette depicting the Panola College statue, the “Spirit of Panola.” (L to R) Dr. Gregory Powell, Mrs. Carol Vincent, Mr. Bob Harness, Mr. Cassity Jones, and Mr. John Jones.

Mr. Patterson requested and received gifts totaling $3,500 from the Carthage Rotary Club, the Walmart Foundation, and the Carthage Lions Club. These gifts will be added to the Foundation’s endowment.

Mr. James Browning, President of the Carthage Lions Club, presented Mr. Van Patterson, Director of Institutional Advancement, with a $1,000 gift for the Panola College Foundation Endowment.
Equipment for classrooms

The OIA raised money to purchase anatomical and physiological models for the Biology Department.

Mr. Van Patterson met with officials from ETMC Carthage and the Nacogdoches Medical Center seeking donations to help purchase anatomical and physiological models used in Anatomy and Physiology courses at Panola College. These courses are increasingly in demand as more and more students choose to begin training for a career in the health care industry.

The generosity of these Medical Centers made it possible for the College to quickly purchase a new nine-stage human pregnancy model series, a disarticulated skeleton with case, a seven-part dental morphology model series, two enlarged eyeball models, two hanging articulated skeletons, three human skulls, two brain with arteries models, a seven-part lung and larynx model, a kidney, a nephron and glomerulus model, and models illustrating meiosis and cross-sections of bone and skin. These models will help ensure that students continue to have well stocked classrooms and labs within which to train.

Professor Kevin Rutherford, Division Director of Business, Mathematics and Sciences, stands behind anatomical and physiological models recently purchased with funds donated by ETMC Carthage and the Nacogdoches Medical Center through a grant from the Tenant Foundation.

Endowed Scholarships

This year six endowed scholarships were established at Panola College. They include the Charles Wallace Memorial Rodeo Scholarship, Kenneth and Suzy Cantwell Endowed Scholarship, Bob and Ramona Allums Endowed Scholarship, Duane Parker Memorial Scholarship, Maurine Kyle Hendrix Memorial Scholarship, and James M. (Jimmy) Langford Memorial Scholarship. The addition of these scholarships brings the number of scholarships available for Panola College students to 115. The combined value of all of the College’s endowed scholarships now exceeds $2,232,114.

Suzy Cantwell and Dr. Gregory Powell
The OIA strives to keep scholarship donors informed concerning the status of the scholarship they endowed. Each year donors receive a letter updating them about additions to the scholarship and any disbursements. In addition, 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, coordinates with the business and financial aid offices, guides students through the application process, and is conscientious to make sure that as funds become available they are awarded to students.

The generosity of our donors made it possible for the Advancement Office to provide over $25,000 in financial assistance to students this year.

Panola College Foundation

Front (L to R): Cindy Griffin, Fannie Watson, Brenda Giles, Margie Hopkins, Carol Vincent (Chair)
Back: Andy Nutt, James Browning, Jean Bunyard, Patricia Smith (Secretary/Treasurer), David Chadwick, Doris Gibbs, Jackie Robinson, Gregory Powell (ex-officio), David Murphy, Kevin Smith, Philip Pool (Vice Chair), Stuart Lipsey. (Not Shown): Brett Biggs, Bobby Phillips, Steve Williams (ex-officio), and Van Patterson (ex-officio).

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 July 20, 2009, Panola College has received gifts and pledges totaling $565,776.
Mr. Patterson and Ms. Yates continue to promote the M.P. Baker Library’s Walkway of Honor. Brick sales have been steady with 51 clay and 36 granite pavers being purchased by alumni and friends of the College. Sales of pavers have raised an additional $27,180 for the Library expansion project.

Meeting the needs of the College

This year the Foundation provided $18,750 to fund projects deemed essential by the Health Sciences and Fine Arts divisions, $10,000 for scholarships for displaced workers, and funded additional scholarships for students with high academic achievement and financial need.

On March 4, 2009 the Panola College Foundation voted to make $10,000 available for scholarships to help displaced workers get retrained and back into the workforce. Mr. Van Patterson met with officials from WorkForce Solutions East Texas to discuss the best way to distribute the funds. It was agreed that five $2,000 scholarships would be awarded to nontraditional adult students. Mr. Patterson and employees from WorkForce Solutions are responsible for scanning potential recipients to make sure that they meet the Foundation’s requirements.

To be eligible a recipient must have been a full time employee who was laid off work due to the current economic slow down and not eligible to receive benefits from the State, or Federal Financial Aid.

Sustainers Group

In September 2008 the OIA organized the Foundation’s Sustainers Group. The Group is comprised of individuals and businesses that have pledged to donate $500, $750, or $1,000 for either three or five years. Funds collected are unrestricted. Half of which are used by the Foundation to meet the needs of the College with the balance added to the Foundation’s endowment. To date gifts and pledges total $79,750.

Foundation Endowment

This year the Foundation transferred $42,234.50 to its endowment bringing the current balance to $73,234.50.
Advertising

The OIA continues to oversee radio, television, newspaper, and outdoor advertising that pertain to registration, and advertisements in area High School yearbooks, athletic programs, and regional magazines. It also took its first steps into online advertising by purchasing ads with Shelby County Today.com. Numerous press releases were distributed this year to area media outlets, faculty, staff, students, alumni and area high school counselors. The department also continues to maintain an online news webpage at www.panola.edu/recruiting/news.htm, which contains copies of press releases and pictures dating back to 2001.

Alumni Affairs

The (OIA) is responsible for organizing the College’s annual Homecoming activities. This year in addition to the traditional Alumni Association meeting and sporting events, the OIA worked closely with Professor Mike McGowan to organize the PC Talent Show. The OIA developed the idea and promoted the event. Professor McGowan agreed to screen participants to find the best 10 performers, choreograph the show, and serve as MC for the evening. Ms. Donna Yates, and Professors Dwayne Ferguson, Becky Gullette and Kevin Rutherford judged the competition. Panola College’s inaugural talent show was a great success.

The Advancement Office also created a webpage for both the fall and spring graduating classes on the Alumni Email Listing, produced and distributed alumni newsletters, and organized Alumni Association meetings.

Terry Named Alumnus of the Year

The Panola College Alumni Association is proud to announce the selection of Mr. James (Buddy) Terry as the 2009 Panola College Alumnus of the Year.

Buddy Terry graduated from Longview High School and came to Panola College to play on the championship football team. During his time at Panola College, Terry was selected along with Don Churchill and Glyn Johnston as the 1950 “Pony Men of the Year.” In addition, Terry served as President of Delta Phi, co-captain of the Pony football team in 1948 and played right end for “The Powerful Ponies from Panola!”

In addition to being an outstanding football player, Terry also played as an outfielder on the 1949 state championship Pony baseball team. Playing their first year in college competition, the Ponies finished the 1949 baseball
season as tri-champions of the Texas Junior College Athletic Conference. Under the guidance of Coach Defee, the Ponies won five and lost three games to tie for the championship.

After graduating from Panola College, Terry transferred to SFA and played football for the Lumberjacks where he earned the AP Little All-American honor in 1951 as a defensive end. He graduated from SFA in 1953 with a bachelor’s degree in general business. After a two-year tour of service with the U.S. Army, Terry joined the marketing department of Humble Oil and Refining, Co., which later became Exxon Mobil. He worked in various positions with the company before retiring in 1986.

Terry served as secretary, vice president and president for the Exxon Retiree Club in San Antonio for seven years. He also assisted the elderly and under-privileged by delivering meals and helping coordinate clothing drives.

In 2000, Mr. and Mrs. Terry established the Buddy Terry Scholarship at Panola College. This scholarship is awarded annually to a deserving student attending Panola College. Mrs. Barbara Terry passed away in 2007. The Terrys have two sons and three grandchildren. Mr. Terry is an active member of the University United Methodist Church in San Antonio.

Public Relations

This year the OIA helped sponsor community activities such as the American Cancer Society’s Relay for Life, the Carthage Rotary Club’s Golf Tournament, the annual Lion’s Club Program, the What-a-melon Festival in Center, Texas, local Junior Achievement of East Texas activities, and the Texas Country Music Hall of Fame’s Induction Ceremony. This year the OIA also purchased 100 commemorative plastic footballs to help cheer the Carthage High School football team to a state championship. In addition, 250 pens and pencils with the Panola College logo and contact information were provided to Mission Carthage to be distributed as needed.

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