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 2009-10 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 $315,000. When combined with gifts received over the previous eight years, the cumulative total exceeds $3.2 million.
~ Community Support ~
Gifts and Grants

Stout Donates To College

Longtime Carthage resident, Mr. Chester Stout, donated two Q. M. Martin prints to Panola College. Both were signed and presented to Mr. Stout by former Panola College President and artist, Q. M. Martin. “Q. M. Martin was a great man, and these pictures are part of his legacy. It pleases me to make this donation, because I know they will be well cared for by the institution,” said Stout.

Karen Reader Memorial Scholarship Awarded

On February 2, 2010 Ms. Sharon Stump presented Ms. Emily Scott the Karen Reader Memorial Scholarship. Ms. Stump created the Karen Reader Memorial Scholarship in memory of her
sister, a registered nurse, who recently passed away. Ms. Stump’s intention was to provide financial assistance to students pursuing a career in the nursing field. Emily Scott is studying to become a registered nurse and is in the fourth semester of Panola College’s Associate Degree Nursing Program. “I have always wanted to make a difference in someone’s life, and I knew that nursing was the field for me,” said Scott. “To say that the timing of this donation was perfect would be an understatement,” said Van Patterson, Director of Institutional Advancement. “Ms. Stump has turned a tragedy into hope for a young lady who, because of her education and training, will be able to pass along Ms. Reader’s and Ms. Stump’s legacy of helping others in their time of need.”

On July 1, 2010 Ms. Sharon Stump presented Ms. Crystal Stephens the second Karen Reader Memorial Scholarship. Stephens is enrolled in Panola College’s Associate Degree Nursing Program and is studying to become a registered nurse.

### College Receives New Yamaha Grand Piano

![Carthage Music Club members Carolyn Reid, Dr. Lillian Cook, and Joyce Hughes stand with Dr. Gregory Powell and Freddy Mason behind the new piano.](image)

The Community Room of the M. P. Baker Library of Panola College is now the home of a new grand piano which arrived on Wednesday, September 30. This Yamaha grand was given in honor of Myrna Hook who served the College as piano and voice instructor from 1959 – 1989. The Carthage Music Club, an affiliate of the National Federated Music Club and the Texas Federated Music Club, led the community in raising the funds to provide this instrument to the College. The formal piano dedication was held on November 1.
Master Teacher Presents Oil Painting Workshop

The Office of Institutional Advancement helped raise funds to bring Peter Smokorowski, to Panola College’s Carthage campus. Mr. Smokorowski, an accomplished and respected artist, was this year’s “master” teacher. Smokorowski’s visit was made possible through the generosity of the First State Bank and Trust Company.

During his visit Smokorowski presented a class for the Fine Arts Department at Panola College and for Brenda Giles’ PACE students at Baker-Koonce elementary school. Smokorowski also led a continuing education class in the Raymond Rhea Fine Arts Building. The focus of the class was directed toward the “painterly” and about the importance of the “impression” of the painting. Smokorowski began each session with a demonstration of how to achieve a mood, a feeling, and continuity throughout the painting.

King Donates Loblolly Collection to College

Mr. Lincoln King, longtime educator at Gary High School and creator and sponsor of the Loblolly magazine, along with his wife Mary Nell King donated their collection of Loblolly magazines and books to the Panola College M. P. Baker Library. Issues of the magazine from 1973-2003 were received in addition to an index (1973-1995) created by Gary High School students.
ETMC Volunteer Auxiliary Provide Assistance

Four Panola College Associate Degree Nursing students recently received $300 scholarships from the ETMC Volunteer Auxiliary. Each year the ETMC Auxiliary receives applications for nursing scholarships and selects deserving students to receive money to help them with school expenses.

~ Endowed Scholarships ~

This year five endowed scholarships were established at Panola College. They include the Frances B. Ross Honorary Scholarship, Central Baptist Church Scholarship, Buena Vista Raburn, Annie Duke Rayburn & Zuma Rayburn Herring Memorial Scholarship, Charles C. Matthews Scholarship, and Clint Hammons Memorial Scholarship. The addition of these scholarships brings the number of scholarships available for Panola College students to 120. The combined value of all of the College’s endowed scholarships exceeds $2.4 million.
On January 27, 2010 Mrs. Carol Vincent, Chair of the Panola College Foundation, presented Dr. Lillian Cook, Vice President of Instruction, with a check for $10,000. This gift was the result of a request from the College for funds to help meet a matching funds requirement for a Jobs and Education for Texans (JET) grant. The Foundation responded by pledging $10,000 to the effort. Panola College was recently awarded a JET grant that will provide approximately $250,000 for new equipment for its welding and petroleum technology programs.

“We are proud that we could play some part in helping Panola College acquire this grant. It will enable the College to provide an increased level of excellence to the students it serves,” said Carol Vincent. “Because of the efforts of our Board members and the generosity of those who have made contributions to the Panola College Foundation, we were able to assist the College when it mattered most.”
Scholarships & Equipment

Funds were made available through the Foundation to fund scholarships awarded on academic merit and financial need. In addition, the Fine Arts Division received a grant of $2,343, and the Health Sciences Division was awarded just over $14,000 to employ a nursing recruiter and purchase equipment.

Fundraising

POSS WINS THE GOLD!

The Panola College Foundation is proud to announce that Margie Poss of Carthage, Texas was the winner of this year’s fundraising drawing. Margie’s ticket was drawn on May 4, making her the winner of a one ounce 24 karat gold bar. On May 10 Carol Vincent, Chair of the Panola College Foundation, presented Margie with her prize. The Foundation collected gifts and pledges in excess of $47,000 during this fundraiser and is grateful to Margie and everyone who participated.

Sustainers Group

The Sustainers Group was created in 2008 to help the Panola College Foundation raise funds to build an endowment to meet the long-term needs of the College. To date 43 individuals and corporations have joined this effort. These benefactors have contributed over $67,000 and thanks to their generosity the Foundation was able to increase its endowment to $100,000 this year.

LUMINANT Strengthens College Foundation

On Monday, October 5 Mr. Rick Hanning, Luminant Community Relations Manager, presented Mr. Van Patterson, Director of Institutional Advancement, with a $1,000 check for the Panola College Foundation’s Sustainers Group. “We are grateful to Mr. Hanning and Luminant for this gift,” said Patterson. “The Foundation is in the process of building an endowment to support the future needs of Panola College, and this gift will boost its ability to provide long-term financial assistance to the College.”
Panola National Bank Contributes to Sustainers Group

On December 2 Mr. Brett Biggs, Panola National Bank Vice President, presented Mrs. Carol Vincent, Panola College Foundation Chair, with a check for $1,000. Panola National Bank supports the efforts of the Foundation and has agreed to be a sustaining member.

Foundation Thanks Sustainers

On Thursday, June 3
Carol Vincent, Chair of
the Panola College
Foundation, thanked a
special group of
individuals and
businesses known as the
Sustainers Group. The
Group was comprised
of citizens who want to
ensure that affordable
and accessible
education continue to
be available for area
students. Their annual contributions have made it possible for the Foundation to build an endowment that will be used to help meet the future needs of the College. Dr. Gregory Powell, President of Panola College, also thanked those assembled for their generosity. He explained that as State funding continues to decline, the mission of the Foundation will become increasingly important to the College.
The Panola College Alumni Association is proud to announce the selection of Mr. Charles (Jack) Reeves, Jr. as the 2010 Panola College Alumnus of the Year. A native of Carthage, Jack attended Panola College from 1948 to 1950. Jack and his fellow players earned widespread respect and publicity for Panola Junior College. Their notoriety and success helped the new institution to reach its enrollment goal of 200 students that year, ensuring the future of the College.

In 1952 Jack enlisted in the military. Later that year, he applied for and was accepted to the Aviation Cadet Program and began Primary Flying school at Bainbridge AFB., Georgia. Upon completion of flight training, he was commissioned a Second Lieutenant at Bryan AFB, Texas on August 17, 1953. For most people this would have been enough excitement for one day, but not for Jack. On that very day he was also awarded his wings, becoming a pilot in the USAF; and most importantly, he married the love of his life, Patsy J. Adams, also of Carthage, Texas.

Jack retired from the Air Force in 1980 and returned to Carthage with his family. Over the past 62 years, Jack has made significant contributions to Panola College and the Carthage Community. He has donated his time by serving multiple terms as a Board member of the Panola College Alumni Association and is a long time ambassador and champion for the College. Most recently he supported efforts by the Panola College Foundation to expand the M.P. Baker Library.

Jack and Patsy Reeves have two sons, Randall Guy and Michael Scott, and one daughter, Jacwelyn Patricia. All three of their children attended Panola College.
~ Advertising ~

This year the OIA purchased advertising from a company that specializes in producing streaming video of athletic events. In this case the company was broadcasting coverage of the Fillies as they competed in their first NJCAA Division I Volleyball Championship. For those who wished they could attend but couldn’t, Panola College setup a link on its home page where fans could go to see live streaming video of the games. Panhandle Sports Broadcasting did such a good job that it was later hired to broadcast streaming video of the College’s graduation events.

The OIA continues to oversee radio, television, newspaper, and outdoor advertising that pertain to fall, spring and summer registration. It also purchases advertisements in area High School yearbooks, athletic programs, and regional magazines. An average of 80 press releases is distributed annually 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.

~ 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 Panola Fillies Golf Tournament, Rowe’s Performing Arts performance of The Nutcracker Ballet, Take a Kid Fishing, Family Traditions: Eight Keys to a Better Me program, and the Texas Country Music Hall of Fame’s Induction Ceremony. 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 and is a member of the Carthage Rotary Club.