The Office of Institutional Advancement (OIA) has been run by Dr. Van Patterson, Vice President 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 2010-11 academic year.

The citizens of Panola, Shelby, Marion, and Harrison counties continue to be generous to Panola College. This year the College received gifts totaling in excess of $580,665. When combined with gifts received over the previous nine years, the cumulative total exceeds $3.8 million.
On September 23 Mr. Ray Chamness, President of the Carthage Noon Lions Club, presented Mrs. Carol Vincent, Chair of the Panola College Foundation, and Dr. Greg Powell, President of Panola College, with a $1,000 gift for the Panola College Foundation. “We are very grateful to the Lions Club for their support,” said Vincent. “My father was proud to be a Lion, and I am very aware of how many good works are accomplished in our community through this organization. This gift will be used to help our students reach their full potential.”

On December 12 Carthage Rotarians Judy Guthrie and Sonya Hathorn presented Mr. David Murphy, Vice Chair of the Panola College Foundation, and Dr. Gregory Powell, president of Panola College, with a $500 donation for the Panola College Foundation Endowment. “This year the Foundation helped the College acquire a $250,000 JET grant, funded scholarships, and provided grants to the Health Sciences and Fine Arts Divisions,” said Powell. "We are very appreciative of the Rotary Club's support for the Panola College Foundation."
Biology Labs Benefit From Corporate Support

Professor Kevin Rutherford, Mr. Robby Tomboli, Manager of the Carthage Walmart, and Dr. Gregory Powell, President of Panola College, stand behind anatomical and physiological models recently purchased with funds donated by the Walmart Foundation. These models will help ensure that student nurses and occupational therapy assistants continue to have well stocked classrooms and labs within which to train.

Chapman Donates To College

On July 7 longtime Carthage resident and retired Panola College Librarian, Ms. Joyce Chapman, presented Dr. Gregory Powell, president of Panola College, with two original Q. M. Martin paintings. Titled, Snake River, Idaho and Texas Hill Country, the watercolors were signed and presented to Ms. Chapman by former Panola College President and artist, Q. M. Martin. Ms. Chapman also donated a collection of cards that featured various works of art created by Mr. Martin.

~ Endowed Scholarships ~

On Friday, September 17, Panola College dedicated an endowed scholarship wall at the Shelby Regional Training Center (SRTC). The first plaque to be added to the wall was the Floyd “Dock” and Fannie Watson Honorary Scholarship. Mrs. Fannie Watson is shown at the left holding the scholarship plaque.

This year five endowed scholarships were established at Panola College. These include two W.I. & Inez Davis Scholarships, the Phabrice Montgomery Payne Memorial Scholarship, the Jim Payne Baseball Scholarship, and the Dr. Lillian Cook Endowed Scholarship. The addition of these brings the number of scholarships available for Panola College students to 126. The combined value of all of the College’s endowed scholarships now exceeds $2.7 million.
The Panola College Foundation is proud to announce its newest members, Mr. Gene Giles, Mrs. Barbara Pool, Mr. Robert Sherman, and Mr. Travis Wall. “We are so pleased to have each of these individuals on the Foundation Board,” said Carol Vincent, Chair of the Panola College Foundation. “Each has knowledge and talents that will strengthen the Foundation and help it continue to grow. Panola College is a wonderful asset for our community. It provides affordable college courses for our children that they can transfer to four-year colleges and universities. It also provides technical programs such as nursing and oil and natural gas technology that train individuals so they can obtain good paying jobs in our local community.”

Meeting the needs of the College

Student Leaders Meet with Representatives

(L to R) Kevin Smith, PC Foundation Board member, Julien Yacho, Jeremy Vos, Donald Bennett, Carrie Shick, Brian Naples, Cortnie Robbins, and David Murphy, Vice Chair PC Foundation.

Five Student Government Association (SGA) members represented Panola College at Community College Day in Austin. Student Government President Jeremy Vos, Vice President Carrie Shick, Parliamentarian Cortnie Robbins, Reporter Donald Bennett, Julien Yacho, along with Student Government faculty advisor, Brian Naples, and Dr. Gregory Powell, President of Panola College, braved the cold weather that swept across the State for the opportunity to represent community colleges at the State Capitol. “The SGA is very grateful to the Panola College Foundation whose generous financial support made the entire trip possible. Many schools without similar support were unable to send student representatives,” said Vos.
This year the Panola College Foundation also assisted Panola College by:

- Contributing funds that made it possible for students, faculty, staff, and members of the community to travel to Houston to view art on loan from the National Gallery in Washington, DC.
- Providing a grant used to purchase a dozen work stations for the Health Sciences Division. These stations, along with 10 wire management trays, were valued at $4,590.
- Funding six scholarships with a combined value of $4,550.
- Providing grants to fund faculty projects valued at $5,454. The grants will be used to:
  - Purchase lab models for A&P classrooms in Carthage and Center,
  - Pay for a trip to an art gallery in either Houston, Dallas, or Fort Worth
  - Purchase an Elmo for the health sciences division.

**Fundraising**

This year the Foundation conducted numerous fundraisers that included the sale of “Spirit of Panola” statuettes, and Walkway of Honor pavers. It also conducted an annual campaign, golf tournament, and a *Foundation Fundraising Competition*. Board members encouraged more individuals to join the Foundation’s Sustainers group, and the College sponsored a workshop for CPAs and financial planners so they could inform their clients of the tax benefits of a planned gift to the College.

For the first time in the history of the Foundation, an organization that had received assistance organized a fundraising event to give something back. Members of the Student Government Association (SGA), under the guidance of Professor Brian Naples, organized a 5K run that was held on April 16. On May 3 members of the Panola College SGA presented a check for $17,800 to the Panola College Foundation. The amount raised from the event eventually totaled $18,000.
On Wednesday, February 16 Mr. Rick Hanning, Luminant Community Relations Manager, presented Mrs. Carol Vincent, Panola College Foundation Chair, and Dr. Gregory Powell, President of Panola College, with a $1,000 check for the Panola College Foundation’s Sustainers Group.
The Sustainers group was created to help the Panola College Foundation raise funds to build an endowment to meet the long-term needs of the College. It received its first gift from Dr. Dennis Golden on July 18, 2008. Since then faculty members, administrators, foundation board members, individuals from the community, and local businesses have come together to raise more than $105,000. Their generosity made it possible for the Foundation to substantially increase the value of its endowment this year.

Panola College Foundation Endowments

On September 29, 2010 the Panola College Foundation established an endowment as a way to create a long-term revenue stream to help meet the needs of the College. Monies earned from this fund are considered unrestricted and as such provide the Foundation and the College additional flexibility in how they are used.

![Market Value of Endowments as of 06/31/2011](image)

The Cooper Endowment is the result of a planned gift left to the Panola College Foundation by Mrs. Eleanor Cooper. Earnings are used to fund scholarships that are awarded based on academic excellence and financial need. It also provides financial support to the Health Science and Fine Arts Divisions. Mrs. Cooper’s generosity has had a tremendous impact on the College and the lives of hundreds of students.
Lynn Vincent Named Alumnus of the Year

The Panola College Alumni Association is proud to announce the selection of Mr. Lynn C. Vincent as the 2011 Panola College Alumnus of the Year.

Lynn began his college career at Panola Junior College in 1956. As a freshman he attended classes and was a member of the Saddle Club. The following year he continued his studies and was voted a class favorite in 1958. Then, as now, Lynn had a good sense of humor as demonstrated in a quote attributed to him in the 1958 annual which stated, “I love work; I could sit and watch it for hours.” Later that same year he graduated from Panola College. Following graduation he attended Stephen F. Austin State University where he earned a Bachelor of Business Administration degree.

“Mr. Vincent is truly a self-made man, and his story is one worth repeating to the students of this generation,” said Mrs. Brenda Giles, President of the Panola College Alumni Association. “Mr. Vincent achieved his success the old fashioned way...he earned it. In 1957 Lynn began his banking career by sweeping floors and doing various odd jobs at the First State Bank and Trust Company, for free. The bank’s owner, Mr. B. F. Payne, was impressed with Lynn’s strong work ethic and offered him a paying position as a teller later that year. Fifty-four years later he continues to serve as a bank director and President of the First State Bank and Trust Company.”

“Today, students are encouraged to give back by volunteering or providing a service to their community,” said Dr. Gregory Powell, President of Panola College. “A review of the boards Mr. Vincent has served on over the past five decades and the organizations to which he has donated his time clearly demonstrate the impact ‘giving back’ can have on one’s community. Mr. Vincent has held membership and leadership positions in organizations such as the Carthage Rotary Club, American Cancer Society, United Way of Panola County, and the Salvation Army. In addition to serving as Mayor Pro Tem for the city of Carthage, he has served as a city commissioner and as a member of the Panola County Development Foundation. Over the years he has also served on the Boards of Panola General Hospital, Carthage Main Street Project, Panola County Airport, and the Panola College Foundation. Mr. Vincent is a lifetime member of the Panola College Alumni Association and a long time friend of the College. In addition to helping found the Texas Country Music Hall of Fame and Margie Neal Park, his financial and public support helped the College expand the M. P. Baker Library. His work has resulted in a better community for all of our citizens.”

Vincent is the son of Pauline Vincent and the late Thomas Vincent of Carthage. He and his wife, Carol, have two sons, Andy Lee Vincent and Thomas Anderson Vincent, and one daughter, Kay Lynn Brumbaugh. Carol serves as Chair of the Panola College Foundation, and Thomas is currently enrolled in Panola College’s Petroleum Technology Program.
~ Advertising ~

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/home/press-releases.html, 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, and Family Traditions: Eight Keys to a Better Me program. In addition, pens and note pads with the Panola College logo and contact information were provided to Mission Carthage to be distributed as needed.

Dr. 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.