

Office of Institutional Advancement

The Office of Institutional Advancement (OIA) is operated by Mr. Van Patterson and Ms. Donna Yates. Their responsibilities include the day-to-day operations involved with major gift solicitation, advertising, public relations, alumni affairs, endowed scholarships and working with the Panola College Foundation. Below is a list of some of the department's accomplishments.

Spirit of Panola Statue Dedication Ceremony

On September 29 a ceremony was held to dedicate the "Spirit of Panola" statue. Dr. Gregory Powell and the Mayor of Carthage, Mr. Carson Joines, came together with over 100 alumni, faculty, students and donors to celebrate the occasion.

As part of the event, Mayor Joines announced that the, "Spirit of Panola" was built to honor, "alumni, students, faculty, and citizens in our community who committed their strength, time, and leadership to Panola College. One such leader is Mr. Cassity Jones, whose generosity made this statue possible."

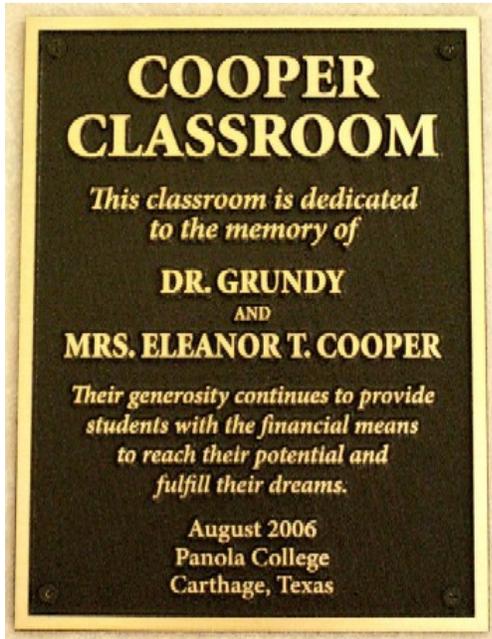


Mr. and Mrs. Cassity Jones and their family pose in front of the "Spirit of Panola" statue along with Dr. Gregory S. Powell, President of Panola College, Mr. and Mrs. Charles Davis, Mr. Bob Harness, sculptor, and his assistants Mrs. Dorothy Clay and Mrs. Jane Reynolds.

College Dedicates Room to Coopers

The OIA approached Dr. Gregory Powell about the possibility of dedicating a room in memory of Dr. and Mrs. Cooper. In response, on October 16, 2006, Dr. Powell and the Panola College Board of Trustees discussed the proposal to recognize the generosity of former Carthage physician, Dr. Grundy Cooper and his wife, Eleanor. The Board agreed to rename Room 129 in the Dr. W.C. Smith Health Science Center, the “Cooper Classroom.”

“Dr. and Mrs. Cooper loved this community and Panola College,” said Dr. Gregory Powell, President of Panola College. “They believed in helping people and understood how receiving an



education beyond high school could dramatically improve a person’s life. Towards that end they left a sizeable amount of their estate to the College. The Coopers asked that their gift be used to help students pursuing an education in one of our health science programs. We are deeply grateful for their generosity and their trust in Panola College.”

In addition to this gift, Mrs. Cooper established the James Gregory Cooper Memorial Scholarships in 1998 in memory of her son. The scholarships are awarded annually to an outstanding academic scholar and a student with demonstrated financial need. Funds were also made available to aid the Fine Arts Division.

“These gifts will forever make a difference in the lives of our students,” said Powell. “The addition of this plaque will ensure that their legacy is not forgotten.”

Bench Dedicated to the Memory of Mrs. Lelia H. Davis

On September 8, 2003, Mrs. Lelia H. Davis presented Dr. Gregory Powell, President of Panola College, with a check to begin preparations for the sculpting of a bronze statue of a Panola pony. Her vision started the process that eventually led to the creation of the statue that adorns the main campus.

The OIA approached the Davis Family about the possibility of dedicating a bench located next to the *Spirit of Panola* statue in memory of Mrs. Lelia Davis. They agreed and a plaque reading, “*In Honor of Lelia H. Davis, Philanthropist and Teacher - So that others might pause and reflect,*” now adorns a bench located close to the statue.

Endowed Scholarships

This year eight additional endowed scholarships were established at Panola College. They include the *Larry J. Cranford Memorial Scholarship, Hummadi Family Endowed Scholarship,*

Brian McDonough Musical Scholarship, First State Bank & Trust Company Scholarship, and the Dr. Andrew and June Nutt Scholarship.

The addition of these scholarships brings the number of endowed scholarships available to Panola College students to 106. At the writing of this report their combined value totaled \$1,980,825.

The OIA continues to maintain contact with scholarship donors. The OIA sends a letter annually to inform donors of the status of the scholarship. Additionally, the OIA ensures that scholarship recipients send donors a letter thanking them for their generosity.

The entire endowed scholarship application process is handled in the OIA. Ms. Donna Yates assists students from initial inquiry through to the awarding of scholarships. Additionally, in response to student requests the endowed scholarship application was put on line at www.panola.edu/recruiting/endowedscholarship/endowedfaqs.htm.

Panola College Foundation

The Panola College Foundation continues to assist the College with the M.P. Baker Library Expansion Project. Mr. Dave Gorrie chaired the Foundation this year, and under his leadership the organization helped raise \$16,997 for the expansion project. These additional funds bring the total amount of gifts and pledges received to \$521,911.73.



This year the OIA worked with the Foundation to add a “Conflict of Interest” statement to its Policy and Procedures manual and to conduct fundraisers in support of the College. The fundraisers include the second annual “Helping Dreams Come True” fundraising project, which raised \$4,600 and an Annual Campaign. The Annual Campaign was a first for the Foundation and brought in \$9,800.

Bobby and Jo Nell Phillips won the “Helping Dreams Come True” fundraiser. The prize was dinner for up to ten guests to be served in their home by Mrs. Cyndi Rutherford, Director, Sodexo Food Service.

Advertising

The OIA continues to oversee all aspects of the institution’s general advertising. This year the OIA created and distributed an online marketing survey to all of the College’s students. Data collected from the survey was used by the OIA and Encore Multimedia to create radio, TV, print, and outdoor advertising. The OIA also distributed numerous press releases to area media outlets, faculty, staff, students and alumni. The department maintains the Panola College News webpage available online at www.panola.edu/recruiting/news.htm. The site contains copies of press releases and hundreds of pictures taken by the OIA staff.

The OIA worked with faculty and staff to promote numerous College activities such as the annual Murphy Payne event, Kids' College, the Bi-annual Health Fair, the "Nursing Boot Camp," and theater, choir and other fine arts events.

This year Mr. Patterson added a webpage to assist faculty in placing newspaper advertisements and another to inform students of where to go for information in case of inclement weather or an emergency closing.

Public Relations

Each year the OIA is responsible for making sure the annual retirement reception is a success. From scheduling individuals to speak on behalf of retirees, selecting menus, music, and decorations, to ordering a gold coin for each retiree, the OIA works diligently to ensure that each retiree departs with a fond memory of Panola College.

Once again the OIA worked with Professor Shelley Caraway to promote the Third Annual Celebration of Flight Balloon Festival. Proceeds raised from the event are used to fund scholarships at Panola College.

This year the OIA assisted the fledgling Petroleum Technology program by helping to organize the Panola College Oilmen's Clay Shoot. The event was proposed by the program's advisory committee as a fun way to introduce the College and particularly the Petroleum Technology program to the oil and gas industry. The OIA sent out over 1,400 invitations and arranged for food, drinks, t-shirts, plaques, volunteers, door prizes, signage, and transportation. Additionally, the OIA processed entry applications, collected fees and donations, and prepared score cards for each shooter.



Two-hundred and thirty shooters representing oil and gas companies from across the region participated. Nine companies manned stations and provided food and drinks to the shooters while

Universal Compression provided lunch to the crowd, and Valerus Compression ran a drink cart throughout the day. The event netted more than \$34,800, and after expenses the Petroleum Technology program was left with a balance of \$ 21,295.83.

Mr. Patterson is an Ambassador for the Panola County Chamber of Commerce and, along with Dr. Gregory Powell, represents the College at various Chamber events. Patterson also serves on the Panola County Airport Board, is an assistant scoutmaster for BSA Troop 268, a member of the Carthage Rotary Club, and serves on the Central Baptist Church personnel committee.

Alumni Affairs

The Office of Institutional Advancement organized the College's Homecoming activities and created a webpage for the class of 2007 on the Alumni Email Listing. The department also produced and distributed alumni newsletters, organized Alumni Association meetings, and revised the College's alumni webpages. The new pages can be viewed at www.panola.edu/recruiting/alumni/alumnihome.htm.



During Panola College's graduation ceremony on May 18, Dr. Gregory Powell, President of Panola College, stated, "Because of her dedication and years of service to the College, the Alumni Association thought it only fitting that Mrs. Watson be recognized and celebrated as this year's Alumnus of the Year." With that announcement Mrs. Fannie Baldwin Watson became the Panola College Alumni Association's 2007 Alumnus of the Year.

Dr. Gregory Powell presents Mrs. Fannie Watson with the 2007 Alumnus of the Year plaque.

Gifts and Pledges for the 2006/2007 Academic Year

