

Patriot Digest

The Francis Marion University Faculty and Staff Newsletter

May 31, 2007

Cooper named VP for public and community affairs

Libby Cooper has been promoted to the new position of vice president for public and community affairs at Francis Marion University effective June 1.

The promotion will combine her existing position as director of community relations with the director's position in communications services. She will assume many of the responsibilities of Garry Ballard, executive director of communications services, who retired on May 31. Cooper will continue to manage the community relations office that includes alumni affairs and major events.

In making the announcement, FMU President Fred Carter said, "I've worked with Libby Cooper for eight years. She is a true professional, one in whom I have enormous trust and confidence. This new position is a logical progression of her existing responsibilities."

As a member of the FMU staff since 1980, Cooper has held a number of positions including director of purchasing and auxiliary services. Cooper brings a myriad of skills and experience to her new position. She is the head of FMU's Art's Alive Festival, one of the largest gatherings of artists in the Pee Dee which celebrated its 30th anniversary this year.

During her tenure at FMU, she has been responsible for the development and implementation of fund-raising programs, public relations programs, and alumni affairs.

"I have had the joy of being a part of the FMU family for many years and, during that time, I've worn a number of hats. With each new responsibility, I've had the opportunity to grow, learn, and experience different areas of university administration. I look forward to assuming new duties that will allow me to work with a talented staff to get the word out about the many ways that FMU is impacting the community and the Pee Dee region above and beyond the educational component," said Cooper.

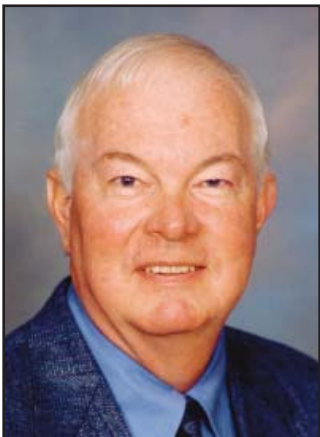
Cooper earned an undergraduate degree in history with a minor in secondary education from the University of South Carolina. Her professional affiliations include Phi Beta Kappa, the Florence Downtown Development Board, the Pee Dee Education Center Board, and the Florence Breakfast Rotary Club.

A Mayesville native, she and her husband Steve reside in Florence.



Libby Cooper

FMU communications chief retires



Garry Ballard

Without hesitation, Garry Ballard gave a firm yes when asked if he would do it all again. It is with this lasting passion for the profession and a firm belief in the value to society of people who can develop and send an accurate message, the executive director of communications at Francis Marion University is now looking ahead to his retirement this month. After 10 years in this position, 33 years in higher education and

more than 40 years in the field of communications, Ballard

maintains it is time for someone else to take the reigns.

Contemplating his time at FMU, Ballard said, "It has been an enjoyable ride and this has been a wonderful experience. The friendships built with colleagues over the years have been very special."

He added, "Above it all, it's been a joy to work with students from all walks of life and to watch them earn an education."

In this position, Ballard is responsible for communicating the FMU story to its various publics – on and off campus – by establishing and increasing awareness of university programs, policies, opportunities, goals and achievements.

"For the past decade Garry has been an integral part of this university," said FMU President Fred Carter. "He has served with integrity, dedication and a fair amount of good

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...CHIEF (Continued from page 1)

humor. I can't thank him enough for the role he's played in many of the successes we've realized over the past decade."

Ballard joined FMU in 1997, serving as the key communications strategist in developing creative approaches to producing official university publications, communication with the mass media, and producing documents, speeches and other media avenues that impact the role, scope, mission, stature, image and identity of FMU. He is also responsible for the university's printing and mail functions. These efforts are supported by the 12 employees he manages. Ballard said the highlights of his service at FMU come through his work and that of his employees in these capacities.

They include a move to computerize the Communications Office, going from a cut and paste layout of publications to composing them on computers and desktops, and from mailing and faxing stories to sending them electronically. Also, the office has gone from using film photography to digital.

During his tenure, overall news coverage of the university has been improved by the initiation of a proactive approach in public relations activities, resulting in a nearly 90 percent increase in stories published in the past five years. Communications support was provided for a five-year, \$12 million capital campaign that exceeded \$35 million during his tenure.

In addition, logos for the university and its athletic department were developed along with a new promotional image for the university. Ballard also initiated a campus telephone directory to enable better communication among students, faculty and staff.

The Communications Office won several awards since Ballard came aboard, and the accolades keep coming. The office first earned an Award of Excellence from District III of the Council for Advancement and Support of Education for having one of the best overall publications programs in the Southeast and a Merit Award for FMU's total public relations program from the Admissions Marketing Report. Other honors include a Bronze Award for FMU's total public relations program from Admissions Marketing



The staff of Communications Services, Printing Services and the Mail Center.

Report and a S.C. Press Association second place award in the magazine or special publication category.

"I'd like to think I had some impact on the school from a marketing and communications point of view," Ballard said. "But the truth is, I have had great, creative people to work with, who do what they are trained to do."

From 1966 to 1968, Ballard was a member of the U.S. Army where he served as an information specialist. Ballard gained a decade of experience in a newsroom and earned an associate's degree from Mitchell College in his hometown of Statesville in 1972. Then in 1974, he earned a bachelor's degree in political science from the University of North Carolina at Charlotte.

In addition to FMU, he has worked at six institutions of higher education in various communication capacities for 11 college presidents, 100 vice presidents and nine athletic directors. Ballard has worked for the following institutions: Appalachian State University in Boone, N.C., Louisiana State University in Baton Rouge, La., the University of Georgia in Athens, Ga., the University of North Carolina at Charlotte and Winthrop University in Rock Hill. He has written more than 9,000 stories, produced 7,000 publications, made hundreds of audio/visual presentations and written many letters and opinion editorials for these institutions.

He and his wife Dare will be living in Mooresville, N.C.

FMU Trustees adopt 2007-08 budget

The Francis Marion University Board of Trustees adopted a \$46.4 million operating budget for the university's 2007-08 fiscal year during its quarterly meeting Friday, June 1.

Personnel and operating costs make up \$44.4 million of this year's budget.

The trustees also increased tuition 7.5 percent per semester. The tuition increase will yield \$1.5 million in new

revenues. Those dollars will allow the university to fund its share of a state mandated three percent salary increase and to fund an additional three percent pay increase for faculty and staff; to hire new faculty to support program and enrollment growth; to fund faculty promotions, salary compressions; and to renovate McNair Auditorium, the indoor

swimming pool, Founder's Hall and Caughen Media Center.

When renovation of McNair Auditorium is complete in one month, it will boast the name of FMU Provost Richard N. Chapman if a resolution proposed by FMU President Fred Carter prevails. The board will discuss the proposal at its annual retreat in August.



Activities Around Campus



FMU Men's Head Soccer Coach Kevin Varnado and his team spend time with students at Greenwood Elementary School.

Baseball Camp 2007, July 9-13

Francis Marion University has announced the dates for its Baseball Camp 2007, an opportunity for young athletes to develop and polish their diamond skills.

The annual camp, for children ages 7-12, will be held July 9-13 from 9 a.m. until noon. Conducted by Francis Marion head baseball coach Art Inabinet and members of the Patriot baseball team, the camp will stress learning basic game strategy and making the most of individual skills.

Applications for the camp are now being accepted. The camp will cost \$60, if paid in advance, or \$70 on the first day. Enrollment is limited.

For complete details, contact the FMU Athletics Office at 843-661-1240.



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Summer Volleyball Camp

The Francis Marion University women's volleyball program will hold a summer camp for players entering the sixth through 12th grades, June 29-July 2.

The cost will be \$275 per player if staying on campus, and \$175 if not staying on campus. The camp is designed to provide instruction in all phases of the game.

FMU women's volleyball coach Paul MacDonald is the camp director.

For more details or to request a registration form, contact MacDonald at 843-661-1246 or pmacdonald@fmarion.edu.

Focused 50 Women's Basketball Camps

FMU will play host to the Focused 50 Women's Basketball Camp and the Junior Focused 50 Women's Basketball Camp during the month of June.

The Focused 50 Camp is for girls ages 12-18 (grades 6-12). It includes two components: a Hot Shooting Camp on June 22 (2 to 9 p.m.) at a cost of \$75, and an Overnight Elite Camp on June 23-24 (Saturday 9 a.m. through Sunday at 4 p.m.) at a cost of \$225 per camper. A discounted rate of \$275 is available for both components.

The Elite Overnight Camp is run similar to an early season college practice, emphasizing fundamentals of team play and drills.

The Junior Camp will be held June 25-28 for girls ages 5-12. The camp will be held from 9 a.m. to 4 p.m. each day, and the cost will be \$170 (\$185 on the first day) which includes lunch.

Newly appointed FMU head coach Heather Macy is the camp director. She founded the Focused 50 camps in 2003, and they have developed into one of the best teaching camps on the East Coast.

For more information, contact Macy at 843-661-1249 or Focused50@yahoo.com.



MayFly volunteers from left, Cheri Richardson, Kathy Andrews and Angela Crosland.



Human Resources Update

MyBenefits offers new online enrollment system

Beginning June 1, with MyBenefits, employees will be able to get a copy of their benefits statement, update their contact information and change their beneficiaries anytime on the Internet. MyBenefits provides active employees, covered by the Employee Insurance Program, with a better, more convenient way to manage their benefits. A Benefits Identification Number (BIN) is required to use MyBenefits.

For more information, see the enclosed flyer or contact Rebecca Culbertson, coordinator of benefits, at 1143 or email her at rculbertson@fmarion.edu.

State Health Plan covers colonoscopy

On June 12, the State Health Plan Prevention Partners and the Susan Cohan Kasdas Colon Cancer Foundation Inc. are inviting employees to lunch.

They are hosting a free educational program about the prevention of colon cancer. This program is open to all state employees and will be on our FMU campus from noon to 1 p.m. in the Palmetto Room of the Ervin Dining Hall. The luncheon is open to the first 50 registrants.

For more information or a registration form, contact Rebecca Culbertson, coordinator of benefits, at 1143 or email her at rculbertson@fmarion.edu.

Jobs On-Campus

(as of 5-30-07)

- Assistant/Associate/Professor of Management
- Assistant Professor of English
- Temporary, part-time grant writer for Center of Excellence Activities
- Senior Administrative Assistant for Financial Assistance
- Director of Business Development - NESAs
- Temporary, part-time Reference Librarian
- Accountant - Cashier
- Performing Arts Center Director
- Child Care Director
- Accountant - Accounts Receivable
- Custodian
- Part-time Adjunct English Faculty
- Administrative Associate - Campus Police Dispatcher
- Instructor/Assistant Professor of English
- Instructor/Assistant Professor of Nursing
- Administrative Assistant for the Counseling and Testing Center

Visit Human Resources
SAB 105, or call ext. 1140

Coming Up On Campus

MAY/JUNE

May 22-July 10	8:30 a.m.-5 p.m. Mon.-Fri.	Art Gallery Series: The Quilting Way II: Quilts by the Swamp Fox Quilters Guild, UC Gallery
May 22-July 24	8:30 a.m.-5 p.m. Mon.-Fri.	Art Gallery Series: 2D & 3D Multi-Media Group Show, HFAC Gallery
May 29-June 22		FMU Activities Camp
June 1 and 2	9-11 p.m.	Observatory Open House
June 7, 8		Summer Orientation
June 10	3 p.m.	Dooley Planetarium, Yardsticks of the Universe, CEMC, Second Floor
June 12	10:30 a.m.-2:30 p.m.	Hewn Timber Cabins open for public viewing
June 21, 22		Summer Orientation

Patriot Digest Deadlines

Patriot Digest is published twice monthly and distributed on paydays. The schedule for the next edition is: **Copy Due** June 11 for **Publication** on June 15. Submit articles via e-mail at acrosland@fmarion.edu.

Questions or comments? Contact Angela Crosland at 1227.

Patriot Digest is produced for the Francis Marion University faculty and staff by the Office of Communications Services SAB 116.

COMING JUNE 1, 2007

MyBenefits

**Online Enrollment System
at www.eip.sc.gov**



MyBenefits is the Employee Insurance Program's new online enrollment system – a newer, better way to access, change, and control benefits information.

A Resource for Active Employees

MyBenefits is available to all active employees, including:

- ✓ State agencies
- ✓ Local subdivisions
- ✓ Public schools
- ✓ Colleges and universities

The Benefits of MyBenefits

With **MyBenefits**, you can access your benefits information online, anytime:

- ✓ See your benefits statement
- ✓ Change your contact information
- ✓ Add or change your beneficiaries

Fast, Secure, Convenient

Why use **MyBenefits**? It's simple:

- ✓ **Convenience:** **MyBenefits** lets you access information 24/7
- ✓ **Speed:** **MyBenefits** ensures that any changes or updates you make are sent to EIP electronically, and that your benefits office will be notified automatically of the changes
- ✓ **Easy to use:** **MyBenefits** is simple to use and easy to understand – all you need is an Internet connection
- ✓ **Peace of mind:** **MyBenefits** is secure, so you can use it with total confidence
- ✓ **Control:** **MyBenefits** puts you in charge of your benefits information

MyBenefits is brought to you by
Employee Insurance Program
South Carolina Budget and Control Board

Beginning June 1, visit our web site at
www.eip.sc.gov

803.734.0678

(Greater Columbia area)

888.260.9430

(Toll-free Outside Columbia)

