

Patriot Digest

Faculty and Staff Newsletter for Francis Marion University

July 31, 2007

Johnson, King Named FMU's 2007 Outstanding Employees



(L-R): Dorothy King, President Fred Carter, and Kathy Johnson at the 2007 Outstanding Staff Awards Luncheon.

Kathy Johnson and Dorothy King, both of Florence, have been named outstanding staff employees of the year at Francis Marion University.

The awards were presented July 25 during the staff awards luncheon, which also honored FMU employees for length of state service.

Johnson is a senior administrative associate for community relations and King is a chief cook in the dining services department. Both Johnson and King have been employed at FMU for 22 years and both were cited for their dedication to their jobs and for service above and beyond the call of duty. FMU President Fred Carter presented Johnson and King with plaques and \$1,000 checks in recognition of winning this annual award for FMU employees. Rep. Kris Crawford was the guest speaker.

Carolyn Mumford of Quinby, senior administrative associate for the physical plant; Wyman A. Owens of Marion, superintendent of building maintenance in the warehouse; and Linda Sullen of Florence, accountant in the payroll department, were cited for 30 years of state service.

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FMU establishes a new visual identity

Francis Marion University is rolling out its brand this month under the banner "FMU: Join the Revolution" in an effort to establish a new visual



identity. The tag line, accompanied by a photograph of a bust of Revolutionary War hero General Francis Marion for which the university received its name, will be displayed on FMU publications and any print and electronic releases.

"Our brand is an expression of our unique personality – our traditions, history, culture, values, mission and aspirations," said FMU President Fred Carter. "It is the collection of words and symbols we want people to experience when they think of Francis Marion University."

When Kathy Andrews, joined the FMU staff as marketing director one year ago, she said the university image was undefined because each college and department used its own logos and marks.

"We had more than 15 different logos university-wide," said Andrews. "We were struggling with too many identities, which created a lack of one, strong university identity."

The first step taken by the FMU public affairs department was to develop a university logo that represented the university's pride in its

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Outstanding . . . *Continued from front*

Employees honored for 20 years of service include: William D. Bessenger of Florence, craftsman; Archie T. Brown of Latta, police sergeant; Julie J. Bush of Florence, associate provost for enrollment management; Kimberly G. Davis of Marion, assistant director of institutional research and human resource assistant; Mary L. Greene of Darlington, administrative assistant for the counseling and testing center; Pearlie C. McCall of Darlington, materials services assistant of the warehouse; and Wayne V. Platt of Dillon, lead custodian supervisor of projects.

Employees recognized for 10 years of service were: Kim M. Ellisor of Florence,

director of financial assistance; Christine S. Hyman of Florence, administrative assistant at the media center; Frederic D. Kunz of Florence, superintendent of grounds maintenance; Rebecca L. Lawson of Camden, director of the counseling and testing center; Jerome Pate, Jr. of Florence, supervisor of custodial services; Hannah D. Platt of Dillon, custodian; J. Lynn Timmons of Effingham, administrative associate for financial services; and Robert E. Windham of Florence, custodian.

Eight employees who are retiring from FMU were also recognized—Garry L. Ballard of Mooresville, N.C., executive director of

communications services, nine years; Jonathan E. Baltzell of Florence, director of academic computing services, 25 years; Susan J. Carrier of Marion, accountant for cashiering services, six years; Cathleen B. DeLung of Florence, student services counselor for the registrar's office, 28 years; Mary L. Greene of Darlington, administrative assistant for the counseling and testing center, 20 years; C. Steve Harper of Marion, master craftsman, 28 years; Patricia T. Pigatt of Florence, circulation manager at the library, 30 years; and Virginia B. Ridgill of Darlington, administrative associate for the psychology and sociology departments, 32 years.

Three new members added to FMU Foundation Board

Frederick Schipman Johnston of Florence, Christie Price Lucas of Murrells Inlet and Eugene LeRoy Nettles, Jr. of Lake City, have been

elected to the Francis Marion University Foundation Board.

Each began their initial three-year term July 1. Board members may be elected to subsequent terms.

Johnston is president and chief executive officer of Crown Beverages, Inc. He is a member of the National Bank of South Carolina board and a legislative appointed Pee Dee Regional Transportation Authority board member. He is also a member of the Florence Rotary Club, the National Beverage Association, the South Carolina Beverage Association and American Institute of Certified Public Accountants.

Lucas is senior relationship manager at Wachovia Bank. She is a volunteer for The School Foundation and an active member of the Florence Lions Club, Florence Junior League and Phi Beta Kappa.

Nettles is president and chief executive officer for Pee Dee Electric Cooperative, Inc. In addition, Nettles is a commercial pilot, vice president and chief executive officer of A. Meredith, Inc., and managing partner of Sortwell Properties and LowAir, LLC. He is a member of Lake City Rotary Club, the advisory board for Carolina First Bank, the Florence Regional Airport Authority and Phi Beta Kappa.

“We are excited to welcome Schipp, Christie and Toy to the FMU Foundation Board. Each of them brings with them unique experiences, knowledge and talents, and we look forward to their contributions to the board.”
*Jay Dowd, executive director
 FMU Foundation*

The Francis Marion University Foundation was organized in 1974 to provide a means for soliciting and accepting substantial gifts of money or property in order to build an endowment fund that would promote the educational purpose and welfare of FMU.

The FMU Foundation is governed by an independent, volunteer board of directors, with additional honorary and ex-officio directors, including the president of the university and other key administrators.

Jobs on Campus

7-30-07

- **Adjunct English Faculty (Part-Time)**
- **Part-Time Chemistry Laboratory Instructor**
- **Part-Time Instructor of Mathematics**
- **Part-Time Press Operator**
- **Instructor/Assistant Professor of English**
- **Instructor/Assistant Professor of Nursing**
- **Director of Business Development - NESA**
- **Director of Network Security and Project Management**
- **Assistant Professor of Mathematics**
- **Reference Librarian**
- **Custodian**
- **Lead Groundskeeper**
- **Assistant/Associate Professor of History**

Visit Human Resources in
 SAB, Rm 105 or call ext. 1140.

Branding . . . *Continued from front*

past, the progress it's made up to the present and the promise of its future.

"The new brand is so deeply rooted in our history – we reached back to our origins, our namesake – that in some very important ways, it really isn't new at all," Andrews said. "The words and graphics that comprise our brand feel familiar and comfortable, but they are also fresh and inviting."

To establish a strong, unified brand, FMU is also beginning to phase out other campus, college and program logos and marks. Only through this consistency will the university be able to establish the brand of Francis

Marion University to people both nationally and throughout the state, Andrews said. Graphic guidelines were also developed that address how to uphold the desired image and recognition through correspondence, web sites, brochures and signage.

Libby Cooper, vice president for public and community affairs, said the brand ties FMU together with a common purpose and identity and sets it apart from other universities, creates awareness and establishes relevance with those it serves.

"Our brand identity helps shape every decision we make at Francis Marion," said

Cooper. "It should be the guiding force for what we do, what we say, and how we say it."

To further promote the new image, the FMU public affairs department has created image and billboard ads that are eye-catching and a bit edgier than a typical ad for higher education.

"We will continue to look for opportunities to build our university's image," said Cooper. "Image impacts everything we do, including university recruitment, retention, future donations, enrollment, and alumni participation."

The August 2007 issue of *Your Health & Well Being* focuses on Children's Health

This information is provided by Prevention Partners, South Carolina's wellness program.

This is a great time of year for parents to ensure their children are up-to-date with their immunizations and health.

According to the National Institute of Health, vaccines are very safe and effective. It is much more dangerous to get the disease than it is to get the vaccine to prevent a disease. There is a list of childhood immunizations based on recommendations from the U.S. Preventive Services Task Force and other nationally recognized authorities.

It is also important for parents to remember they can lead by example to help their children make healthy choices, such as eating a well-balanced diet and being physically active. A review of 20 published studies by a team

at John Hopkins University in Baltimore shows if the current rate of obesity and overweight continues at the same pace, by 2015, nearly 24 percent of U.S. children and adolescents will be overweight or obese. Included in this article are additional healthy tips for parents to help their children prepare for a safe, healthy school year.

Smarter Parents, Smarter Kids

It's the beginning of August. And that means one thing – the back-to-school rush is on! But in between trips to the mall, the doctor and the dentist, take some time out to ensure that both you and your child are completely prepared for a safe, healthy year.

Your Back-To-School Checklist

⇒ If you're preparing lunches and snacks for your

child, make a conscious effort to provide healthier choices like fruit and vegetables. Keep the junk food to a minimum.

⇒ Many children stay up later during the summer than during the school year. Be sure to initiate an earlier bedtime a week or two before the school year begins.

⇒ Is your child up-to-date on his or her vaccinations? Many states will not allow children who have missed routine immunizations to enter the classroom.

⇒ When choosing a backpack for your child, be sure to get one with wide, padded shoulder straps and a padded back.

⇒ If your child rides a bike to school (or after school), be sure he or she wears a helmet and knows the rules of the road. While this list doesn't contain

every question you should ask yourself before your child goes back to school, it's a great place to start!

Events Calendar August/September

Artist Series Aug. 7-Sept. 27
Addicted to Pots: Selected Works from the Huggins' Collection

Stitched: Embroidery by Fiber Artist Susan Lentz
8:30 am-5 pm, Mon-Fri • FAC Gallery

Artist Series Aug. 7-Oct. 25
Textiles from the Orient: Chinese and Japanese Kimonos
8:30 am-5 pm, Mon-Fri • UC Gallery

Orientation Aug. 7
Final Session
For information contact 661-1231

Dooley Planetarium Aug. 12
Eyes on the Sky
3 pm • CEMC, Second Floor

Hewn Timber Cabins Aug. 14
Open for public viewing
10:30 am-2:30 pm

Fall Classes Begin Aug. 22

Staff Advisory Committee members for 2007-08 announced

The Staff Advisory Committee consists of 11 members representing all staff departments at FMU. The committee's mission is to foster open communication between staff and administrators and to ensure that staff suggestions and recommendations are made known to the president. The committee encourages open dialogue and comments on issues relevant to the successful operation of this institution.

The following are members of the committee for 2007-2008:

Brenda Calcutt is a 2004 graduate of FMU with a degree in elementary education. She was employed at FMU from 1987 to 2004 in the cataloging department of Rogers Library. After two years of teaching second grade she returned to FMU in 2006 and works in the reference department. She and her husband Kevin have one son.

Sam Chandler is a central receiving/warehouse assistant. He has been employed at FMU for 19 years. He was a winner of the Outstanding Staff Service Award in 2004.

Kim Davis is a 1986 graduate of FMU. She began her career in the accounting office in 1986. In 1999, she joined the human resources staff as a human resources assistant. In 2002, she became assistant director of institutional research while continuing her duties in human resources.

JoRetha L. Evans is a native of Columbia, S.C. She has been a part of the FMU family since 1998 as a senior administrative assistant in the athletics

department. She is an active member of Savannah Grove Baptist Church. She also has a daughter, Nicole Patrice' and a son Erwin, Jr. Her hobbies include writing, bowling, traveling, singing and boxing.

Susan Johnson is an administrative assistant in academic computing services. She was employed at FMU from 1981 to 1991, and returned in 2001. She and her husband have two children.

Claretha McCall has been an employee of FMU since 1998. She works in custodial services. McCall is the mother of four children, and has eight grandchildren and three great-grandchildren.

Quentin Williams has been employed at FMU since 2002, where he works in the accounting department. The Edgefield County native is the youngest of five siblings. He is married to Latisha. He is a 2001 graduate of FMU and is enrolled in the M.B.A program.

Benita Woodbury is the administrative assistant for the office of student development, which is responsible for many of the non-academic functions of the university. She is a graduate of Barber-Scotia College in Concord, N.C., and has been employed at FMU since 1984. Her hobbies include crafts, sewing and shopping.

Sherry Owens is a resident of Mullins. She has two daughters, Kayla and Kathryn White. Owens is the administrative assistant for the physics & astronomy and chemistry departments and has been working at FMU since 2001.

Janice Smith is a resident of Florence. She has been married for 21

years and has four children and one granddaughter. Smith is the senior administrative assistant for the office of career development. She has been employed at FMU since 1998. She is a primary Sunday school teacher, an assistant church secretary and praise team leader at Greater Gethsemane Apostolic Church. Her hobbies include shopping, entertaining, playing games and having fun with her family.

Ted Stewart is a lead groundskeeper. He has been employed at FMU for four years. He has been married to his wife Marilyn for 25 years, and they have three children.

Faculty/Staff News

Stephanie N. Spisak of Florence has joined the FMU staff as a library technical assistant in circulation.

FMU Board Member Gail Richardson's mother, Katherine Rhoad Ness, passed away on July 21.

The funeral services were held at Trinity United Methodist Church in Bamberg, July 23 at 4 p.m.

Digest Deadline

The Patriot Digest is published twice monthly and distributed on paydays.

Submit copy to the editor by August 10 for the August 15 edition. Contact the editor, Angela Crosland at acrosland@fmarion.edu or at ext. 1227.



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