

2012 ANNUAL REPORT









COLLEGE PRESIDENT



The 20th anniversary year at SouthArk was filled with activity. As we welcome 2013, we continue to implement our Build 2016 Strategic Plan focused on student success and completion, and strive to achieve our vision of being the leading resource for accessible education, workforce training, partnerships and economic development for our region.

Our enrollment has remained stable, our number of graduates has increased and our faculty and staff have been engaged in implementing innovative changes to benefit our students. We are updating curriculum and devising methods to expedite delivery of courses. A new performing and media arts program has been approved. Partnering with the city, the state and local industries, a state-of-the-art industrial training center is being developed. We continue to strengthen relationships with business, industry and other educational institutions in the region to assure that south Arkansas has an educated and well-trained workforce.

The college is updating campuses to ensure that they are conducive to learning, safe, clean and visually-appealing for our students.

The SouthArk Foundation is an integral partner in the ongoing success and progress of the college. Gifts will benefit students, faculty and programs for future generations. We are grateful that the Foundation is leading the campaign to build Heritage Plaza. It will be a tangible reminder of more than 150 years of educational history. The Foundation's goal is to raise \$700,000 for the project.

Our continued growth and advancement is dependent upon the interest, support and generosity of donors and benefactors like you. Thank you! You are making a difference for our students, college and community.

From the

FOUNDATION PRESIDENT

In an era of uncertainty in our general economy both locally and nationally, El Dorado has chosen to take responsibility for its own economic future. The SouthArk Foundation is a part of this positive movement

The Festivals and Events organization is moving forward with the development of the theatre and arts district. SouthArk is adjacent to this exciting development and one way the college is participating in the development is by building Heritage Plaza, a park-like setting that truly will give our college that campus feel. The Foundation will be funding this project and has raised approximately \$250,000 to date. We plan to complete fundraising in the coming year.

The college also received a contribution that will allow us to begin a performing arts program, further cultivating the college's commitment to El Dorado's new arts and entertainment direction.

This year included other positives for the Foundation. The Evening With the Stars fundraiser had incredible attendance and raised more than \$25,000 for the Foundation's many programs. The Outdoor Expo has become a major fall season event in our city, and took in more than \$70,000.

OUR college, right here in OUR community, is a wonderful asset to all of us. Each of you should be very proud of this school and its impact on the citizens of El Dorado and the surrounding area. Leave a legacy in El Dorado and please keep giving to SouthArk.





LEGACY OF LEARNING

Heritage Plaza

eritage Plaza is a proposed open-air quad at the center of SouthArk's West Campus. The project was announced at SouthArk's An Evening With the Stars gala on Saturday, April 28, with a presentation and remarks by SouthArk president Dr. Barbara Jones and SouthArk Foundation Gifts Committee Chair Greg Withrow. Fundraising for the project began immediately, with construction planned for 2013.

Heritage Plaza was inspired by the classic image that many students entertain of the traditional college experience: studying under a shade tree in the midst of a bustling campus center. Designed by Polk Stanley Wilcox Architects, the plaza will include a large central water feature that can be converted into a stage for special events, surrounded by a sprawling courtyard, green lawns and lush landscaping.

By establishing the atmosphere of a traditional college campus, according to Foundation representatives, it will become a natural oasis and a central gathering space for students and faculty, while also raising the profile of SouthArk as a leader in education.

A testament to both El Dorado and SouthArk's commitment to education, Heritage Plaza will make huge strides in creating a sense of community among SouthArk students.

The proposed location of Heritage Plaza is a site that has been continuously occupied by educational institutions since 1843.

Connecting the Administration Building and the Library, Heritage Plaza will link the Computer Technology Building to the north and the Health Science Center to the south with paved walkways, the idea is to increase campus beauty, walking navigability and to bring together students, faculty and visitors.

We consider it an honor to recognize our benefactors who invest in our vision. Your name, or the name of someone whom you wish to honor, will be recognized for your support. Take this opportunity to pay tribute to this special place in the center of our community by making a gift to make Heritage Plaza a reality.

To learn more, call (870) 864-7130 or visit www.southark.edu/heritageplaza.

SHINING A LIGHT

An Evening With the Stars

n Evening With the Stars, held in April, recognized two Friends of the College and two Distinguished Alumni.

Held at the El Dorado Conference Center, the formal affair included cocktails, dinner and dancing.

Lauded were the years of support and contributions of former hotel franchisees D.R. Jr. and Jane James, who are members of the Pathway Society level of financial giving to the SouthArk Foundation.

Also honored were alumni Union County Sheriff Mike McGough and Great Lakes Solutions public relations manager Patty Cardin.

Included in the night's festivities were recognition of SouthArk's Outstanding Employees.

A regular event, this An Evening With the Stars generated in excess of \$25,000 following the fundraising launch for Heritage Plaza.



Distinguished Alumna Patty Cardin with Foundation President Terry Norman, far left, and college president Dr. Barbara Jones, far right.



Friends of the College D.R. and Jane James with Foundation President Terry Norman, far left, and college president Dr. Barbara Jones, far right.



Distinguished Alumnus Mike McGough with Foundation President Terry Norman, far left, and college president Dr. Barbara Jones, far right.

CORPORATE SUPPORT



First Financial Bank donated \$60,000 to Heritage Plaza.



El Dorado Chemical donated \$30,000 to Heritage Plaza.



BancorpSouth donated \$15,000 to Heritage Plaza.



Simmons First Bank donated \$15,000 to Heritage Plaza.



Deltic Timber donated \$15,000 to Heritage Plaza.



TETRA Technologies donated \$5,000 to the process technology program.

Georgia-Pacific Crossett
Paper Operations
donated \$10,000 to
the process technology
program.





EXPONENTIAL SUCCESS

Outdoor Expo raises record funding...again!

he SouthArk Outdoor Expo, an annual major fundraiser for the SouthArk Foundation, brought in \$72,000 this year—setting a record for a second consecutive time.

Held each September, the Expo attracts visitors, as well as sponsors, vendors and contest participants, from a large area around El Dorado.

This year the event featured a photography contest, cooking contest, duck-calling contest and for the first time a 5K race.

As has become tradition, reflections of the terrorist attacks of 2001 also were a part of the day's events, centered around the Arkansas 9.11 Memorial on the lawn of the El Dorado Conference Center where the Expo is held.





SCHOLARLY SUPPORT

Regan Carlton

egan Carlton is halfway through the occupational therapy assistant program at SouthArk, and program director Dr. Sandra Pugh calls Carlton one of her best students.

The Magnolia resident and Columbia Christian graduate came to SouthArk directly out of high school in 2011, and is on track to complete an associate's degree in August of next year. She likely will be a

professional in the field before the age of 21.

"I chose SouthArk because of the great opportunities it has to offer. SouthArk is known for awesome health and science programs, and I strongly desired a degree in occupational therapy," she said. "I met with my adviser and explained my goals, and she got me on the right path. I started at SouthArk the summer after I graduated high school, finished all of my prerequisite classes in three semesters. applied for the

occupational therapy assistant program in the spring semester and was selected."

As soon as Carlton arrived at the college, she got involved in student activities, including Student Ambassadors. She became a familiar smiling face on campus.

"Being a Student Ambassador was great: It opened up a lot of doors and provided connections to professional people," Carlton said. "As a Student Ambassador I gave tours; helped organize and set up events; said the Pledge of Allegiance at several events, which was an honor; worked in the financial-aid office; and most importantly, was a liaison between the students and administration."

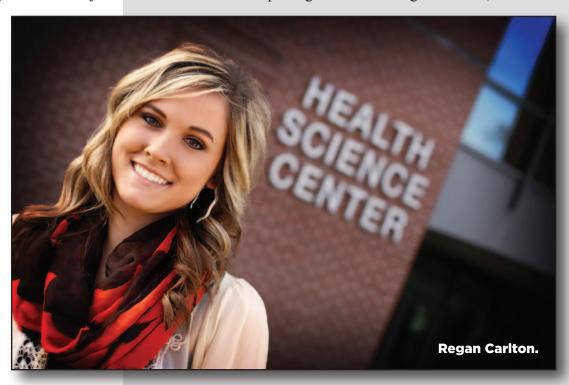
Carlton also was a Student Government Association senator in 2011-2012, as the new organization began to grow.

"The things I like about SouthArk are the

friendly staff, inspirational instructors and the small environment, which provides a close relationship between students," Carlton said.

The teen was this year's recipient of the SouthArk Foundation's Health Sciences Scholarship, and she spoke highly of what philanthropic giving has meant to her educational journey so far.

"It has truly been a blessing. Receiving this scholarship has given me funding for tuition, which



is always appreciated during my college career; it is also a great honor that out of all the students in health science programs I was chosen," Carlton said. "I have not met any of the donors, but I would definitely love to in the future to be able to thank them for helping me further my education."

Carlton said that her desire upon getting a degree is to work in occupational therapy at a public school system. Long-term, she wants to further her education with a master's degree in OT, and eventually open her own outpatient therapy facility.

"My goals are to specialize in sensory integration and provide therapy to children in need, helping them to be more successful in their educations," the student said. "I am receiving my degree in an awesome profession, the main goal of which is helping people; and if I can help people for the rest of my life doing a job I love, all my life goals will have been met."



Dr. Kenneth Bridges Robert R. Brown Jr.

Choral

Charles E. Cowger Endowed El Dorado Civitan Golden Door Endowed El Dorado Jaycees Endowed

General

Health Sciences

Island Memorial

James Family Endowed

Langston Endowed

Omazel Lawson Endowed

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Single Parent Fund of Union County Jo An and Charles T. Skinner Endowed

Melba Tatom Nursing Endowed William Jammillous (Jay) Terry

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Jonathan M. Warren Memorial Dr. Ben T. Whitfield Endowed

Other Funds

Innovation Mini-Grant Student Crisis SouthArk Library Student Vision Care South Arkansas Arboretum SouthArk Lecture Series Fine Arts President's Circle

LIFETIME GIVING

You can help make a difference in the lives of students through your generous giving. We recognize the cumulative gifts of our lifetime giving supporters through these Giving Societies. Each time that donors make gifts to the Foundation, the gifts are applied toward their giving records, qualifying them for one of these Giving Societies.

Based on fiscal year ending on June 30. 2012.

HERITAGE SOCIETY

\$250,000 or more Estate of Norris C. Taylor, Jr.

PATHWAY SOCIETY

\$100,000 - \$250,000

Anonymous Donor First Financial Bank James Family Dr. Carolyn and Ralph Langston Murphy Oil Corporation Lucy Anne Ring Trust Simmons First Bank Charlie and Camilla Thomas

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AR Single Parent Scholarship Fund BancorpSouth El Dorado Chemical Company Murphy Foundation Drs. Jennifer and Kermit Parks **SHARE Foundation** United Way of Union County

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\$25,000 - \$49,999

Corporation for National and Community Service El Dorado Advertising and Promotion Com-**Entergy Arkansas** Lanatter and Herb Fox Georgia-Pacific Corporation **Great Lakes Solutions** Phil and Donna Herring/Herring Furniture Lion Oil Company Medical Center of South Arkansas Deborah and William C. Nolan, Jr. Union County Department of Human Services

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\$1,000 - \$2,499

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Systems Spray-Cooled Equipment Company

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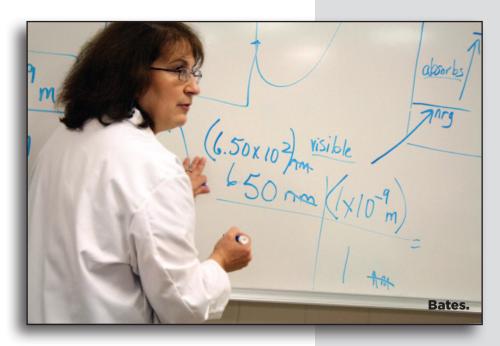
J.D. Trimble. Jr. Jim Warnock **Bobby Warren** Shirley Wells Genevieve White Mary Lou Whitfield Nancy Whitmore Doyle Williams J. T. Williamson Benny Wilson Christy Wilson

Al Witte Rose M. Young

Young's Funeral Directors



FOSTERING FRESH IDEAS



Linda Bates

tudents in South Arkansas Community College's physical-science classes now have the use of computer technology in their laboratory thanks to an \$850 Innovation Mini-Grant awarded by the SouthArk Foundation.

Instructor Linda Bates proposed the grant, which paid for a digital probe and computer software for the purposes of investigating experimental phenomena.

The Innovation awards seek to encourage classroom enhancement for the purpose of improving student learning that falls outside of the college's operational budget.

THE CHOICE OF STUDENTS

Joseph Agbeko

is students describe him as "thoughtful," "encouraging" and "extremely helpful," traits that math instructors need to have in order to help their students succeed in an area that many find to be difficult. Joseph Agbeko has built a reputation as a smart, smiling faculty member at South Arkansas Community College, and students selected him to receive the 2012 G. Thomas Baumgardner Students' Choice Faculty Award.

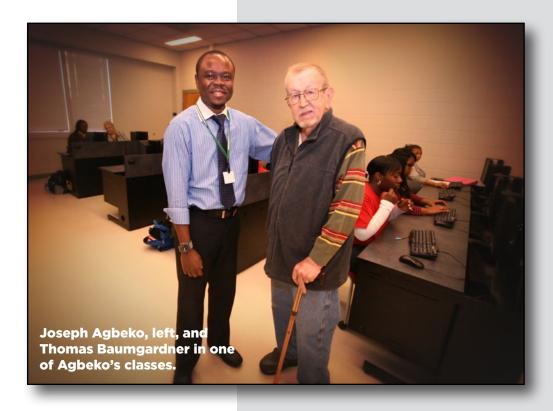
The Ghana, West Africa, native began teaching at SouthArk in 2010 after graduating with a master's degree in mathematics and computer science at Youngstown (Ohio)

State University. He did undergraduate work in his native land, graduating with a bachelor's degree in physics and mathematics from the University of Cape Coast and a certificate in general science from Ghana Secondary School.

As a graduate teaching assistant at Youngstown, Agbeko demonstrated skill in teaching developmental and college mathematics to an ethnically-diverse population and developed a variety of techniques aimed at creating a strong, interactive learning environment for his students.

At SouthArk, Abeko has been tasked with helping phase in a newer and much more successful delivery system for developmental math courses. In the classroom, he has endeared himself to his students with his passion for teaching, his willingness to individualize instruction and his exceptional teaching skills.

"He always makes sure to take time out to help a student between classes if they stop him in the hall," wrote one student in recommending Agbeko for the award. "It clearly shows me and other students that he truly cares about not only his profession, but he cares



for the students. Most important of all he smiles all the time and he enjoys what he does."

The award's namesake is a long-time resident of El Dorado and former SouthArk instructor himself, as well as a former trustee. He retired from Con-Agra Foods in 1992. Active in community affairs, Baumgardner has served on numerous boards, including those of the South Arkansas Regional Health Center, Campfire Girls, South Arkansas Arts Center, Union County Community Foundation, El Dorado Airport Commission, El Dorado Civil Service Commission, YWCA and El Dorado Little Theater. He taught classes at the college in 1981-'95.

The Baumgardner Award is presented annually to a faculty member teaching at least three semester hours during the academic year and who has been voted by students as the most helpful and supportive. The winner receives a \$500 check to be used for faculty development activities such as purchase of material to enhance classroom teaching and attending conferences or seminars.

The award fund was established by Dr. Kermit Parks through the SouthArk Foundation.

ILLUMINATING ALUMNI

Dr. Greg Taylor

he first leg of Dr.
Greg Taylor's
higher-education
journey was through
South Arkansas
Community College, something
that the alumnus recommends to
other forward-focused students.

A Parkers Chapel native, the Hot Springs veterinarian and SouthArk's Alumnus of the Year said that his selection of SouthArk was wise on a number of levels.

"I ended up attending SouthArk initially for financial reasons," he said. "First, the cost of tuition was minimal in comparison to that of a four-year university. Secondly, by attending SouthArk I was able to live at home with my parents, thus avoiding any added expenses for room and board. Third, I was able to continue working and save money to use for my future education expenses due to the cost savings of staying at home."

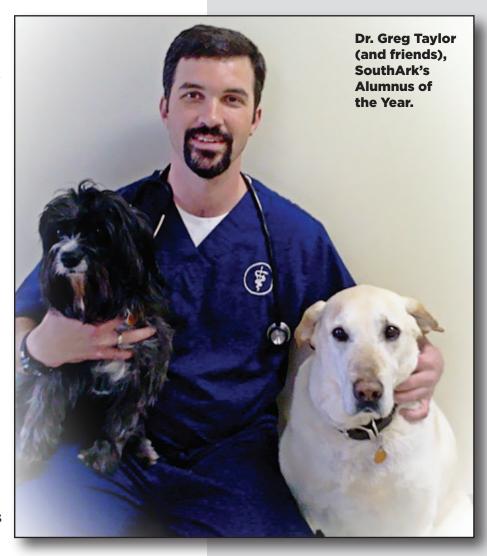
Taylor went on to graduate from the University of Central Arkansas in Conway in 1997, and from Mississippi State University's College of Veterinary Medicine in Starkville, Miss., in 2004.

He began his professional work in veterinary medicine as an associate veterinarian in Hot Springs that year, and in January of 2012, Taylor purchased a veterinary clinic in Hot Springs, Temperance Hill Animal Hospital.

But Taylor easily points out that the foundation was set right here at SouthArk.

"My education at SouthArk helped pave the way to my eventual role as a veterinarian by allowing me to get some of my core courses completed in a more controlled environment," he said. "I didn't have to deal with the stresses or distractions of living on my own away from home and was able to focus on my coursework. I made good grades, got some core classes out of the way and saved a lot of money."

Other students could benefit greatly from doing the same thing, Taylor said.



"Choosing a community college might be a wise choice for many students. It allows you to get a solid foundation for a fraction of the price of a four-year college. Also, you can save money if the community college is close enough to home that you can commute daily instead of moving," he said. "In my particular experience, the class sizes were very small compared to that of a four-year university, which was great."

Taylor had some words of advice to students who are considering South Arkansas Community College.

"The cost of college is rising rapidly each year. If you can get a solid education at a community college and save money in the process, that's a win-win situation," he said.

Taylor has been married to his wife Jennifer Taylor for six years. They have two children, Nash Taylor and Gune Taylor.

PLANNING TO GIVE

Foundation receives quarter-million-dollar surprise

eaders at South Arkansas Community College were both overjoyed and astonished upon receiving the surprise announcement in January that a wealthy philanthropist—one with no apparent connections to the school—provided the largest single charitable donation in the institution's history.

Norris Cunningham Taylor Jr., who had been an accountant in Fort Smith before his death in October of last year, left nearly a quarter of a million dollars to SouthArk in his will. He has no known ties with the

school or even with the area. It was just one of 40 such gifts, totaling more than \$11 million, that Taylor bequeathed to institutions and organizations throughout Arkansas.

The donation will filter through the South-Ark Foundation. Vice president Lisa Sagely of the Bank of Fayetteville called Foundation director Cynthia Reyna to disclose the \$247,550 donation.

"I was incredulous, ecstatic and a little breathless (a little dramatic, but true)," Reyna said. "I was immediately very humbled and grateful that a person unknown to me and, from all accounts, unknown to our board leadership and college leaders, would have the faith in our college to give us a gift of any size, and particularly in the amount of almost a quarter million dollars."

Taylor's obituary indicated he died at age 84 and was "productive and prosperous." He was raised in Trumann and was a graduate of the University of Arkansas in Fayetteville. He had no children or spouse.

A letter from Rick Watkins, the nephew of Taylor and his estate administrator, indicated that Taylor's donation is "a token of the respect he had for your fine institution and its mission" and that it may be used in any way that the recipient sees fit.

"I suspect that unrestricted gifts from unfamiliar benefactors are somewhat rare but extraordinarily welcomed these days," Watkins wrote. SouthArk president Dr. Barbara Jones expressed appreciation, saying that the money will touch many lives in the future.

"When learning of the bequest of Mr. Taylor, I was thrilled and excited but also humbled that he chose to leave SouthArk a planned gift in his will," Jones said. "This generous gift leaves a legacy that will impact the college for years to come."

Foundation Board President Terry Norman said that, while precisely why Taylor selected SouthArk might remain a mystery, it is an honor that he did.

"Many other organizations or institutions could have been chosen by Mr. Taylor, but he saw fit to select South-Ark," Norman said.
"The funds from this donation will be used in the Foundation's ongoing mission to support the educational efforts of the college—certainly a worthy mission, and one that will benefit El Dorado and the sur-



rounding area."

The donation will support college initiatives and priorities.

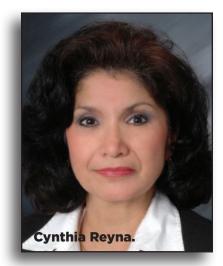
A donation like Taylor's is an example of a "planned gift"—a bequest, trust, life insurance, or real estate.

"Planned gifts are a new focus for us to seek from donors so that they can make a lasting impact on students, faculty and academic programs," Reyna said.

Planned giving is an effective way to make a charitable gift through the SouthArk Foundation that will provide tax benefits and often a stream of income to the giver. This type of major gifting is a versatile investment because it allows the giver the opportunity to support South Arkansas Community College programs of the giver's choice while, in many cases, reducing tax obligations.

Your personalized gift plan can support your financial goals while providing the maximum tax benefits. For additional information contact Cynthia Reyna at creyna@southark.edu or talk to your financial advisor.

FOUNDATION DIRECTOR



At SouthArk, we are humbled by the opportunity to provide a great education to our students. We are also honored to provide scholarships and other types of support so that students may attend college, lifting their financial burdens.

Many of our students must work full time and others have families to support while they are in college. Pursuit of their studies at SouthArk is possible with financial gifts from our generous donors. We are grateful for your continued support and want you to know that it is you who are changing lives and helping students get an education, achieve gainful employment and become self-supporting.

The past few years have been tough economic times, but our students have persevered, our enrollment has grown, and graduates have received a record number of degrees and certificates. What does this mean to our community? Because a majority of our students stay in south Arkansas upon

completion of their education, we have a productive workforce and proud citizens who are making an impact on our local economy.

On behalf of our Foundation Board of Directors, thank you for your interest in and generosity for our programs and students. Together, we are creating invaluable learning opportunities and truly touching lives across south Arkansas.

Thank you for believing in SouthArk!

Cynthia Ruyya



FOUNDATION BOARD

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Greg Withrow, Vice President
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WAYS TO HELP

You can make a difference

You can make a difference in the lives of students through a charitable gift to the SouthArk Foundation, plus be rewarded with significant tax benefits.

Your contribution can turn dreams into reality. The gift of knowledge is one of the most valuable gifts you can give because you help people open the door to greater innovation, imagination, and career success. There are many ways to contribute:

- Cash, checks, money orders, VISA, Master-Card, Discover and American Express
- Marketable securities or stocks
- Real estate
- Life insurance
- Charitable remainder trust
- Gift annuity
- Will (bequest)
- Corporate matching gift

GIFTS TO SUPPORT STUDENT SCHOLARSHIPS

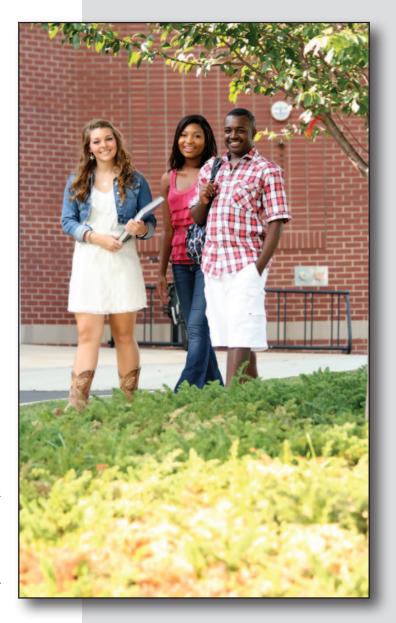
While tuition remains reasonable, the combined cost of educational and living expenses means that many students require financial aid. The Foundation's privately funded scholarship program provides that aid for hundreds of students each year.

MEMORIAL AND TRIBUTE GIFTS

You may provide these gifts in loving memory of a friend or family member or to mark a special occasion. They are a unique way to pay tribute to those who are dear to you. Be sure to give us the names and contact information of friends and loved ones as we will send a special card recognizing your generosity.

PLANNED GIFTS

We hope you will remember SouthArk in your gift planning process. There are many ways to make a lasting commitment and leave a legacy to the college and its students. Planned gifts can provide tremendous benefit to the college while helping you save taxes, increase your income and pass your estate to your heirs. All gifts to the SouthArk Foundation are tax-deductible to the fullest extent of the law.



ONLINE DONATIONS

Now you can make your gift online at www.southark.edu/foundation. Click on "Giving." Or you can fill out the enclosed pledge card and mail it back to us with your donation using the enclosed self-addressed envelope.

For more information, contact Cynthia Reyna at (870) 864-7130 or creyna@southark.edu.

Your support changes lives and strengthens our community.

FINANCIAL POSITION

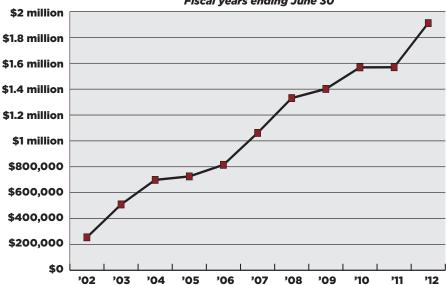
Assets

Current Assets Cash and cash equivalents Pledges receivable, current portion Accrued interest receivable Prepaid expenses Investments	\$ 810,212 57,858 240 2,962 1,009,932
Total Current Assets	
Fixed Assets, at cost Computer software Property and equipment	6,365 99,548 105,913
Less: accumulated depreciation and	amortization85,873
Total Fixed Assets	
Other Assets Antique furniture Pledges receivable, non-current port	2,410 ion6,712
Total Other Assets	9,122
	\$ <u>1,910,366</u>
Liabilities and net assets	5
Current Liabilities Accounts payable Scholarships payable Refundable advances	\$ 1,027 10,080
Total Current Liabilities	22,532
Net Assets Unrestricted Unrestricted - Board designated Temporarily restricted	1,258,483 30,000 599,351
Total Net Assets	
	\$ <u>1,910,366</u>

The independent audit of the SouthArk Foundation Inc. was prepared by the firm of Evers, Cox and Gober, P.L.L.C. The complete audit for the fiscal year ending on June 30, 2012, is available for review in the Foundation office.

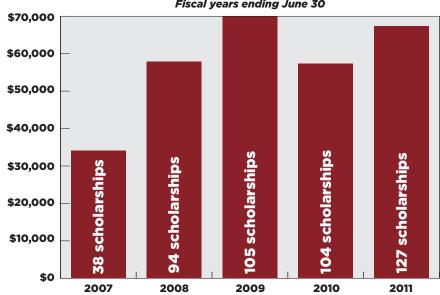
FOUNDATION ASSET GROWTH

Fiscal years ending June 30

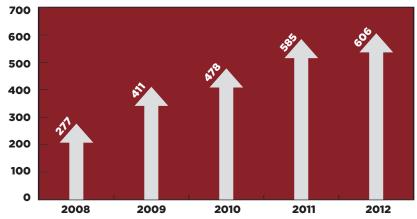


FOUNDATION SCHOLARSHIP DISTRIBUTION

Fiscal years ending June 30



COLLEGE DEGREES AND CERTIFICATES AWARDED



Student enrollment

Fall 2012

Headcount 1,7	57
Full-time8	39
Part-time 9	18
Female1,20	69
Male 4	88
Average age28	3.8
HS receiving college credit 30	

Tuition per credit hour

In-district \$76 Out-of-district \$88 **Out-of-state \$160**

Estimated cost per year

Average full-time student

In-state \$2,370 **Out-of-state \$3,952**

College revenue sources

Fiscal year 2012-2013

Educational and general

Tuition and fees	39.31%
State	
Federal	0.73%
Other	1.45%
Projected revenue: \$	11,796,962

College capital investment

As of June 30, 2012
Land\$1,569,517
Improvement and
infrastructure \$856,124
Equipment \$2,720,653
Buildings\$25,208,798
Construction in progress
\$9,428
Library Holdings\$620,018
Intangibles \$215,134
Acreage: 55 Buildings: 24
Square footage: 279.622



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