



Florence-Darlington Technical College

Florence, South Carolina

FDTC Holds Second Annual Entrepreneurs Forum And Gala At The SiMT

The Florence-Darlington Technical College Educational Foundation held its the second annual Entrepreneurs Forum and Gala at the Southeastern Institute of Manufacturing and Technology (SiMT) on Thursday, February 11, 2016.

The Forum honored individuals who have contributed to the prosperity of the Pee Dee through their entrepreneurial activities, business leadership and involvement in the community. There was a reception and dinner, followed by a video presentation of each honoree. FDTC President Dr. Ben Dillard presented each individual with an award.



Left to right: Dale Barth, Henry Johnson, Doris Lockhart, Heyward King, Marion Swink, Dr. Ben Dillard, Rick Saunders, Jerry Ellison, Henry Swink and Dave Aycok



Each honoree at the 2016 Forum received a golden eagle award for their entrepreneurial spirit.

"The 2016 class of entrepreneurs that we honored at this year's gala have,

once again, set the bar for the entrepreneurial spirit in the Pee Dee area," said Dr. Ben Dillard. "They have made so many bold sacrifices and have done so much for our community. Each year this event gets bigger and bigger. I can't wait to see what 2017 has in store."

Among those honored during the prestigious event included:

- **Henry Johnson**, W. Lee Flowers, President
- **Heyward King**, W. Lee Flowers, Chairman of Board and Owner
- **Doris Lockhart**, Accustaff, Owner
- **Rick Saunders**, First Reliance Bank, President and Chief Executive Officer
- **James Schofield**, Carolina Supply House, Inc., Owner and Florence County Council member
- **Henry Swink**, McCall Farms, Co-Owner
- **Marion Swink**, McCall Farms, Co Owner
- **David Aycok**, Raldez Hospitality Group, President and Owner
- **Dale Barth**, Redbone Alley Restaurant, Chef and Owner
- **Jerry Ellison**, JBE, Inc., President and Chief Executive Office

Message from the President



As a rainy winter comes to an end and spring approaches, we are in the middle of a busy time at FDTC. We are completing a SACS reaffirmation visit and are currently in the middle of a "program review" by the Federal Department of Education. These are two very important audits and necessary for the continued operation of the college. Such audits always make the institution stronger and more responsive to our students and community.

Our spring enrollment is flat but will hopefully push ahead of last year's number when all the enrollments for late start classes have been entered. As we all know, student recruitment and retention is critical to the future of our college and requires a dedicated effort by everyone at the institution. While student success is our top priority, enrollments are the lifeblood of the institution and require much hard work.

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Editor: Hunter Thomas

Contact Hunter.Thomas@fdtc.edu

Florence-Darlington Technical College
PO Box 100548

Florence, SC 29502-0548

843-661-8324

www.fdtc.edu

Dual Credit Courses Now Available At Darlington Center



Front row: Dr. Eddie Ingram and Dr. Ben Dillard;

Back row: Connell Delaine, Dr. Willie Boyd, Chuck Miller and Dr. Suresh Tiwari

Thanks to the Darlington County School District (DCSD) and Florence-Darlington Technical College (FDTC), Darlington County citizens now have an innovative and local means to pursue a college degree. Leaders of the school District and FDTC officially agreed Monday to offer dual-credit courses at the B.A. Gary Educational Complex in Darlington on the campus of Darlington County Adult Education (DCAE) and the Darlington County Intervention School (DCIS). FDTC's new site is called the Darlington Center.

The courses will count as credit toward an associate degree at FDTC and as credit toward a high school diploma. And not only will the classes be available to students of DCAE and DCIS, but also will be offered to members of the public. Dr. Eddie Ingram, superintendent of Darlington County School District, and Dr. Ben Dillard, president of Florence-Darlington Technical College, signed the contracts inside DCIS alongside other administrative staff.

"When kids have an opportunity to start their secondary careers with at least a year's worth of college or technical college credit, it gives them a jump start on their life," Ingram said. "They can learn the skills that put them right into high paying jobs, and that's really what part of our mission is: to graduate to something with a plan, a goal and a dream. I think enhanced partnerships between colleges, universities and K-12 make good sense. I look forward to many more innovative things to come."

Dillard said Florence-Darlington Technical College is excited to expand its offerings, particularly with a presence in the heart of Darlington. "This is really a historic event for us," Dillard said. "The folks over here in Darlington are great educational partners. We're excited to be expanding our partnership here and look forward to that. Our business partners are really starting to see the value of the early college dual-credit. And what they are telling me is they are excited

Continued on next page

Featuring

about this, particularly for the young people that are seeking an associate's degree."

The two courses that will initially be offered at the Darlington Center

include an entry-level psychology and college readiness. Florence-Darlington Technical College will supply the instructors. Currently, Florence-Darlington Technical College and Darlington High School have a partnership to of-

fer dual-credit courses to high school students. In fact, this year several Darlington High seniors will be the district's first ever to graduate with a high school diploma and a two-year associate degree.

Welding Students Give Back to Hartsville Community

Students of Florence-Darlington Technical College's Advanced Welding and Cutting Center built two trellises for the Hartsville Community Garden located at 638 South 5th Street in Hartsville, S.C.

The trellises were constructed by the students and set up by employees from the college's Physical Plant. Last year, the gardens and volunteers produced over 2-thousand pounds of fresh vegetables for the Hartsville Interfaith Ministries Food Bank.

Nancy Myers, Hartsville Community Garden Director, said, "We are very appreciative of Dr. Ben Dillard (FDTC President), the employees and the welding students for their gift of time



Dr. Ben Dillard meets with community leaders in the Hartsville Community Garden.

and effort."

Sharman Poplava, Director of the Teach Foundation, calls the trellises, "a welcome addition to our garden

and will serve as a focal point for it."

Poplava said the gardeners were able to donate 1,062 lbs. of fresh produce to Interfaith Ministries in November.

"The purpose of the Hartsville Community Garden is to promote healthy eating and community pride," she said.

Florence-Darlington Technical College offers both, academic and Continuing Education welding programs.

For more information on the welding academic courses, please contact Welding Director, Jamie King by calling (843) 661-8330 or by emailing him at Jamie.King@fdtc.edu.

A Message from the President...

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We will be starting a number of maintenance and construction projects on the main campus in the next few weeks. The new Automotive/HVAC Technology Center will begin this month with completion expected next April.

In addition, there are other projects on the docket: such as the replacement of the elevator in the 5000 Building and restroom upgrades in the 5000 and 7000 Buildings. Please be aware of the construction traffic on campus and take extra care in keeping us all safe.

One of the most exciting projects on the main campus is the recent establishment of a food bank designed to

assist students with food challenges for themselves and their families. The food bank is available to all students at any of our locations. The program is located on the first floor of the 5000 Building adjacent to the Subway restaurant. We are asking all of the FDTC family to help spread the word about this program and continue to donate food to the bank. Together we are making a difference for our student population.

Graduation is set for May 12, 2016, at the Civic Center. We are expecting to have approximately 750 students graduating. During our graduation exercise, we will be recognizing several students from Florence District One and the Darlington School District for earning both an Associate's Degree and their high school diploma while in high school.



Dr. Randy Bridges, superintendent of Florence School District 1, will deliver the commencement address. Please mark your calendars and plan to be in attendance as there will be a reception for the college family after graduation.

I want personally to thank each of you for your service to our students and community. Because of your dedication and commitment, we are making a difference in the Great Pee Dee region. This rest of this year promises to be an outstanding one for FDTC.

New Faces

Hello to . . .

Emery DeWitt is the new Project Director for SC ATE. She received her Bachelor's degree from Clemson University in Sociology/ Public Relations.



Tynisha Ferguson is the new Communication and Technology Specialist. She received a BA degree from Winthrop University in English-Writing/Social Sciences and a MA degree from Full Sail University in New Media Journalism.



Toni Richardson is the new Procurement Manager 1. Toni received her AS degree from Florence-Darlington Technical College in Business Marketing.



Gregory Diehl is the new Graphics Engineering Instructor. He earned his BS and MS degree from Virginia Tech in Mechanical Engineering.



William Hargrove is the new Industrial Maintenance Instructor, and he received an AS degree from Trident Technical College and a BS degree from the Citadel in Business Administration.



Richard Roberts is the new Assistant Director of the SC ATE Center of Excellence. He earned his BS degree from Eastern Kentucky University in Police Administration and a MS degree from Shippensburg University in Administration of Justice.



Douglas Dobbins is a new Speech Instructor. He earned his BS degree from the University of Cincinnati in Physical Education and a MA degree from Eastern New Mexico University in Speech Communication.



Suzanne Henderson is the new Educational Effectiveness Coordinator. She received both her BS degree in Applied Business Management and her MS degree in Elementary Education from Golden Gate University.



Rhonda Warren is the new Data Coordinator for the RUSH Grant. She received her Bachelor's degree from Coker College in Social Work.



Brittany Douglas is a new Recruiter. Brittany received her BS degree from Francis Marion University in Business Management and a MS degree from Webster University, also in Business Management.



Kenyatta Jackson is the new Recruiter/ Advisor, and she earned her BS degree from South Carolina State University in Business Administration. She has a MA degree from Webster University in Human Resources.



Arthur Williamson is the new Senior Information Consultant - Technical Services Director. Arthur received a BS degree from Clemson University in Computer Engineering.



People in the News

Tony Fowler Enlightens The World's Future Through His Teachings

Tony Fowler, Department Head of Psychology and Human Services has been enlightening the minds of his students since 1989, when he arrived at Florence-Darlington Technical College after working for McLeod Hospital.

Growing up in North Carolina, Tony always wanted to be a teacher, most notably, a history teacher. However, as time went on, his career took him towards McLeod Hospital, where he became a psychology associate.

Eventually, the internal desire to teach led him to the college. Dr. Charles Muse, who at the time was the VP of Academic Affairs, originally hired Fowler as an instructor. After four years as an instructor, he moved on to be the acting department chair and then became the full-time chair.



Tony Fowler

"I've seen FDTC grow from primarily a technical institute, to an college that offers an Associate's Degree," Fowler said. "The people are my favorite part of my job. Everyone is one big family here at the college, and I'm just humbled to be a part it."

Ironically, Fowler is a product of the two-year college system, and

he believes that's how he's able to connect with the students and present the studies in a way that they're able to easily comprehend. He understands the challenges of going to class during the day, while commuting from home and juggling a job.

"I still very vividly remember the days of going to Southeastern Community College," Fowler said. "It's tough attending classes during the day and then heading to work at night. Somewhere in there, you need time to complete your assignments."

Fowler is a graduate of Southeastern Community College in Whiteville, N.C., and he also holds an M.S. in Applied Psychology from Francis Marion University.

Doug Lange Joins FDTC's Leadership Team

In November, Florence-Darlington Technical College (FDTC) announced Doug Lange as its new Vice President of Business Affairs.

Doug comes to FDTC from the University of Pikeville in Kentucky, where he spent four years as the Vice President of Finance and Business Affairs. While at the University of Pikeville, Lange supervised the construction of a new medical school building and helped establish the university's Kentucky College of Optometry.

However, that's just the latest accomplishment in Lange's long, unique career. Right after graduating from Texas A&M University in College Station, the San Angelo, Texas native was commissioned in the Army as an engineering officer.

He spent 10 years on active duty and then another 17 as a reservist rising



Doug Lange

to the rank of Colonel. He served multiple overseas tours in Kosovo and Afghanistan. Lange retired from the military in 2004.

Lange has an extensive civilian background as well. He has held positions in both public and private education including, K-12 programs and post-secondary institutions.

"My passion has always been education. Knowledge changes society... makes it better," Lange said. "Every-

one should be given the opportunity to learn and to thrive. Sadly, no one can force anyone to learn and succeed, but we can strive to provide access to high quality education for everyone."

Lange earned his Masters of Business Administration from Angelo State University and is currently pursuing a Doctorate in Business Administration from Liberty University.

At FDTC, Lange oversees the operations of the Business Office, Financial Aid, the Physical Plant, Campus Security and the Bookstore.

"I'm absolutely honored to be a member of the FDTC family," Lange said. "This is a great group of people to work with. They work hard and are very welcoming. I enjoying going to work every day surrounded by friends."

Student Success Day Gives Students Valuable Hands-On Experience

Florence-Darlington Technical College held Student Success Day on Monday, February 15.

Student Success Day is held twice a year as an opportunity for students to learn how to prepare for their studies at FDTC. Some of the sessions also educate students about their specific field of study. The sessions during the all-day event are filled with traditional and hands-on activities.



Andrew Kampiziones and his students pose for a quick picture.

"It exposes students to the wealth of information on how to succeed in an online classroom, in a dis-



tance learning classroom and traditional classroom," said Director of the Online College, Derk Riechers. "Those skills that students are learning today range from study skills, to how to complete assignments, or to programs at Florence-Darlington Technical College that may interest students."

The unique day featured more than 100 sessions that ranged from resume writing to students learning about the power of water

cutting through various metals. Students expressed their enjoyment of FDTC's Student Success Day through the survey evaluations handed out during the day.

"Through the surveys, we garnered priceless feedback about the benefits of offering this unique event to the students," said Riechers. "We're definitely looking forward to the next Student Success Day."

FDTC Community Celebrates Black History Month

Throughout the month of February, Florence-Darlington Technical College celebrated Black History Month.

Student Life held three events to educate students, faculty and staff about the history and significance of the month.

The first event was Tech Feud, held Wednesday, February 17. Tech Feud challenged participant's knowledge of historical events surrounding Black History Month. The following night, individuals

recited Black History Month-related pieces of poetry during Poetry Slam Night. The final event was a celebration called the Black History Program that took place in the Fred C. Fore Auditorium on Thursday, February 25.

"It was so great to see the college come together as one big family to celebrate Black History Month," said Director of Student Life, Leroy D. Gibson Jr. "The entire celebration was a huge success. It was not only educational, but it was also fun."



Students play Tech Feud in the 5000 Building's Student Lounge.

Also in February, the Southeastern Institute of Manufacturing and Technology honored an African American pioneer on the jumbo screen, located on the face of the building.

FDTC's Faculty And Staff Donate Food Items For Their Students

Institutional data gathered by Florence-Darlington Technical College shows that 70% of the college's student population is low-income, and many of them have food insecurities.

In an effort to help students, faculty and staff collected thousands of canned goods and other non-perishable food items during the Spring 2016 "Yes We CAN" Food Drive.

The Southeastern Institute of Manufacturing and Technology (SiMT) collected more than 1,000 items, while the Bookstore collected more than 600 items, and Admissions and K-12 collected more than 400 items.



Canned goods and non-perishable food items collected by the staff at the SiMT.



"It's so wonderful to see everyone come together to help our students out," said Director of Student Life, Leroy D. Gibson Jr. "Some of our students are really hungry, and it's hard for them to perform at their highest ability in the classroom when they don't have the proper nutrition."

Although the Spring 2016 "Yes We CAN" Food Drive has come to a close, the efforts are on-going. The FDTC food bank will continue to receive food stuffs year-round, and the college still needs generous donations.

The items collected will be available to low-income students.

To donate canned goods or non-perishable food items, please drop them off in the Student Life Department, located on the first floor of the 5000 Building.

For more information on the FDTC food bank, please contact Iyona Sansbury by calling (843) 661-8023 or by emailing her at Iyona.Sansbury@fdtc.edu.

The Online College Shares Their Best Practices

The Online College's Derk Riechers and Lamar Younginer traveled to Scottsdale, Arizona on Monday, February 15, 2016 to speak during the national ITC eLearning Conference.

The topic that they presented, was *CHALK: From the Chalkboard to the Keyboard*. The presentation was on an online faculty training program that the Online College originally developed.

"There were many great sessions throughout the event," said Younginer

of the Online College. "It was an honor for the Online College to be selected for this year's conference.

This year's conference marked the second time that Florence-Darlington Technical College had been selected. Riechers attended the event last year when it was held in Las Vegas, Nevada.

"It was exciting to share our best practices to other colleges and universities," said Director of the Online College, Derk Riechers. "We have been relentlessly working on our program to ensure a quality initiative



The Online College's presentation in Arizona had standing room only.

regarding practices."

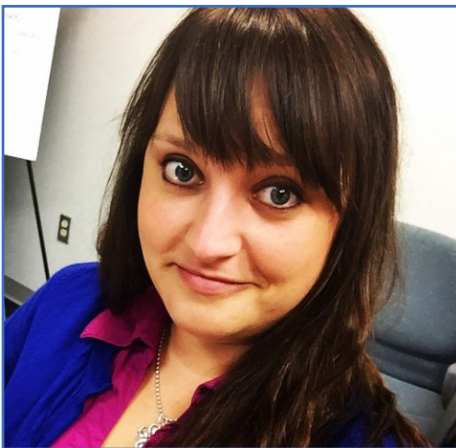
After Riechers and Younginer spoke at the conference, five colleges contacted the Online College wanting to implement their best practices.

Social Media Listening Center Monitors Success

Since the holiday break in December, the Southeastern Institute of Manufacturing and Technology (SiMT) has added the Social Media Listening Center, which uses sophisticated technology to monitor the complex social media world.

Lindsay Buchanan is the Manager of the SiMT's Social Media Listening Center, and she brings her knowledge and experience from when she spearheaded the social media efforts for ESAB. Now that she has joined the SiMT, Lindsay looks to help businesses in the community strengthen their brand.

"We're able to provide consulting and analysis services for business across all industries," Buchanan said. "That could be anything from a small, start-up company to a big business like Honda or GE or anybody who is just wanting to find out what people are saying about them out in the social media world."



Lindsay Buchanan, Manager of the Social Media Listening Center

Through the cutting-edge software that the SiMT has invested in, clients will be able to have their businesses monitored 24/7. Not only that, but the data collected from the software



Through consulting and analysis, the Social Media Listening Center assists companies by taking their social media efforts to the highest level.

can be interpreted to improve online marketing and customer service. The software looks carefully at thousands of blogs, forums, articles and social platforms.

"In today's world, the new customer service is social media," Buchanan said. "If you're a smart business, that's where you're going to reach your customers. With this technology, a business can learn where their customers are talking and respond back, improving relationships and even their products and services."

In a world where most people live online, whether on their phones, tablets or a computer, it is a natural progression for businesses to make their way to online marketing as opposed to traditional styles.

"If you want to know something, you pull out your phone, and you Google it, or you pull up their Facebook page, and if they don't have a Facebook page, then you assume they're probably not legitimate," Buchanan said. "Online and social media marketing is

no longer the future, it's the present."

Buchanan says that the software works by inputting keywords around a business' product or industry. Then, she's able to provide the business with a look at how they are being perceived online. She notes that when a business owner has a clear idea of how they're perceived, it can assist them in making better decisions.

The real-time data that's provided is absolutely essential to a business, especially when it comes to seeing what tactic worked and maybe what tactic failed. It's important for businesses to keep up with what's trending and understand why it's trending. A simple tweet with a specific hashtag can go a long way at times.

The Social Media Listening Center at the SiMT is certainly not just an innovative idea, it is the future. To learn more about social media consulting and data analytics for your product or brand, contact Lindsay Buchanan at 843-413-2738 or Lindsay.Buchanan@simt.com.