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Com-mu-ni-ca-tion (*noun*)

- 1** **An act or instance of transmitting**
- 2 (a)** **Information transmitted or conveyed**
- 2 (b)** **A verbal or written message**
- 3 (a)** **A process by which information is exchanged between individuals through a common system of symbols, signs or behaviors**
- 3 (b)** **Personal rapport**

Source: Merriam-Webster Online Dictionary



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Communication

- **It's important!**
- **It's often easier said than done**
- **It involves people & relationships**
 - **Different backgrounds**
 - **Varied points of view**
 - **Unique perspectives & knowledge sets**
- **We must understand these & embrace them to make communication effective**



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SIC Report to the Parents - Statute

Section 59-20-60 (5)

"...An annual school report to the parents and constituents of the school must be developed by the School Improvement Council and shall provide information on the school's progress on meeting the school and district goals and objectives. These reports shall be provided by [April 30th] of each year..."

Source: SC Code of Laws, 1976 (as amended)



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SIC Report to the Parents - Overview

- Vital form of communication with the school community
- Each *Report* is unique to each school & SIC
- Developed by the SIC along with the Principal
- Differs from other reports issued by the school or the district
- Highlights needs, goals, actions & results as identified by the SIC
- Reflects the current school year



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What's In the RTP?

General Information

- Should be titled *SIC Report to the Parents*
- School name, address & contact info
- Date of the *Report*
- Names of Principal, SIC Chair & SIC members

Purpose of the *Report*

- Share progress on Five-Year School Improvement Plan
- Highlight SIC's annual goals, objectives & results



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Recommended *RTP* Content

SIC's annual objectives

- Developed to assist achieving goals of the Five-Year Plan
- Needs – Goals – Actions – Results

What makes your school different?

- Challenges, special conditions, other factors

Testing, Assessments, Ratings

- Beyond those reported in *SC School Report Card*
- Links to *Report Card* & other data



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Special Information

Programs unique to your school

- Language immersion, arts-infused, magnet
- STEM, STEAM, Montessori, IB, et cetera

Particular recognitions


- School, students, faculty, staff
- Statewide or community awards
- School accreditations, Palmetto's Finest, or participation in state or national events



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Consider Your Audience(s)


- Use bullet points of highlight points for emphasis
- Limit content to brief statements
- Avoid jargon and acronyms
 - Have a parent(s) review a draft for understanding
- Think about the “take away”
- Who are they?
 - Parents, community members, educators, students
- What are their information needs?
- What are their information wants?



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Create an Attractive Report

- Utilize your “in-house” resources for design – parents, students, staff, other
- Use graphic elements, photos, logos, et cetera
- Pay attention to white space
- Digital & print
- You want this *Report* to stand out and tell the story of the work of your school & SIC
- *RTP* Toolkit & examples online, <https://sic.sc.gov>



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Circulating Your *SIC Report to the Parents*

- Statute calls for all parents to receive the *Report* by April 30
- Print copies for your front office
- Share with the great community
 - Libraries, churches, Chamber of Commerce
 - Community organizations, physicians, real estate agents
- Post a PDF copy to your school website
- Email a copy to your SIC District Contact
- By June 1, upload a PDF copy to the online *SC-SIC Member Network*



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 The logo for the South Carolina School Improvement Council (SIC) features a red outline of the state of South Carolina. Inside the outline, the letters 'SIC' are written in white, with a gear icon integrated into the letter 'I'. To the right of the state outline, the words 'School Improvement Council' are written in white, stacked vertically.

Contact Information

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