



## Suggested Content for SIC School Webpages

1. A brief explanation of what an SIC is, who can serve, and how to get involved (see *School Improvement Councils @ Work for Public Education* at [sic.sc.gov](http://sic.sc.gov) for language you can use).
2. SIC meeting agendas and meeting minutes
3. Current SIC bylaws
4. A copy of the most recent SIC *Report to the Parents*
5. A copy of the school's current five-year strategic plan or a summary of goals and action plans
6. SIC members' and officers' names and, if desired, photos of each, as well as the meeting schedule with dates, times, and locations for the school year
7. Upcoming events and information about your SIC's current work, projects, etc.
8. An email address link to your school principal or SIC Chair. You can create a separate email address just for SIC correspondence so long as someone will be checking it regularly.
9. Photos of SIC activities and copies of SIC press releases and submissions to school newsletter (obtain permission from parents before posting pictures of minor children)
10. SIC announcements or requests for volunteers, resources, etc.

### THINGS TO CONSIDER:

- Ask about any restrictions the district has in place for school websites; be prepared to work within district guidelines.
- Keep the content fresh by adding “breaking news” and updating your readers on progress achieved with ongoing projects. Include a list of SIC's current area(s) of focus, goals, and activities - and results!
- Break up text with headings and subheadings. Keep your content short and **highlight key words**.
- Display the SIC's name prominently on the page in an effective position, such as the page header.
- To keep your site from withering away, create a committee responsible for site maintenance that will retain at least one SIC member from year to year. A regularly updated site is more than just an information stream, it's a marketing tool that can and will keep parents and the greater school community engaged and involved.
- Thank and acknowledge your volunteers!
- **Questions? Contact SC-SIC's Communications Coordinator Meredith Hooper at [hooperml@mailbox.sc.edu](mailto:hooperml@mailbox.sc.edu).**