

SC SIC Board of Trustees
Quarterly Meeting Minutes
August 27, 2010
Colonial Life Building, Columbia, S C

Board Members Present: Carlos Primus, Chair; Virginia Alston Brown, Secretary; Jeff Nicholson, Immediate Past Chair; Gary S. Alexander; Mark A. Bounds; Ken Clark; Sylleste Davis; Bruce Field; Bob Grant; Bob Hanley; Bonnie King; Sandra Lindsay-Brown; Retha Ross; Ellen Still; Lina Wehbi.

Staff Members Present: Cassie Barber, Executive Director; Tom F. Hudson, Associate Director; Diane Jumper, Senior Council Specialist.

The meeting was called to order by Mr. Primus at 10:00 a.m. After welcoming returning members, the Chair announced the 2010 Board election results. Newly-elected members: Bob Grant, Principal, Jesse Boyd Elementary School (Spartanburg 7); Bonnie King, Director of Public Relations, Williamsburg County Schools; Lina Wehbi, Department Chair/French Teacher, Eau Clair High School (Richland 1). Appointed members: Bob Hanley, Vice President for Student Development, Anderson University; Sandra Lindsay-Brown, Principal, The Children's School at Sylvia Circle (Rock Hill District 3). Re-elected members: Virginia Alston Brown; Retha Ross; Ellen Still.

Mr. Primus announced that all three incumbent Board officers were re-elected: Carlos Primus, Chair; E' Lane Rutherford, Vice Chair; Virginia Alston Brown, Secretary. The Chair reappointed Ms. Davis as Chair of the Awards/Conference Committee, and Ms. Still as Chair of the Membership/Development Committee. Mr. Primus also announced the resignation of Board member Georgia Lash. The Membership/Development committee will identify prospective replacements and provide them to the Chair for appointment to Ms. Lash's unexpired term.

The minutes of the Board's May 7, 2010 were approved after a motion.

The Executive Director's Report

Executive Director Barber welcomed members, thanked all for their efforts to restore SC-SIC's budget, and expressed confidence in the Board's viability and sustainability. A copy of her full report is included with these minutes.

The Chair thanked Ms. Barber for her efforts to make contacts with key players in the education field and for raising the awareness of SC-SIC and its work.

Staff Reports

Mr. Hudson, Associate Director, reported on SC-SIC programs and trainings. A copy of his report is attached to these minutes.

Mr. Hudson also provided a report on behalf of Claudia Wolverson, SC-SIC Public Information Director, which is also attached to these minutes.

Ms. Jumper, SC-SIC Senior Council Specialist, presented a report on her work with the state's Palmetto Priority Schools. This report is attached to these minutes.

Committee Reports

Mr. Nicholson, Immediate Past Chair and Chair of the Bylaws Committee, led discussion on recommendations for changes to the Board's bylaws. He gave background information on the suggested changes and mentioned that certain minor wording changes were necessary for clarity and consistency. The following motions were

made and approved regarding the Board's bylaws: 1) Make no change to the Board's name, keeping it as "S.C. School Improvement Council Board of Trustees"; Article 3, Section 1; Article 4, Section 2; Article 5, Section 3 – Amend the timetable of Board elections to reflect current practice; Article 3, Section 1 - Change representation of Board membership from current U.S. Congressional Districts to six (6) geographical regions (Upstate, Upper Central, Midlands, CSRA, Pee Dee, Lowcountry); Make no change to the number of voting Board members, currently at 21; Article 6, Section 1 – Amend fiscal reporting of SC-SIC to reflect the University of South Carolina as the fiscal agent for SC-SIC. An additional motion was made and approved to allow staff to make grammatical changes to the bylaws for editing purposes and to correct wording as necessary to remove redundancy.

In closing remarks, Ms. Barber stated that some items in the Board's Strategic Plan are in need of updating. The Board agreed and there was discussion regarding a Board retreat. Awards/Conference Chair Davis will research and recommend venues and accommodations. Mr. Hudson will e-mail copies of the Strategic Plan and related documents to the Board for review.

Following adjournment, a new Board member orientation session was conducted by Ms. Barber and Mr. Hudson.

The meeting adjourned at 2:05 p.m.

Respectfully submitted,

Virginia Alston Brown
SC-SIC Board Secretary

SC-SIC DIRECTOR'S REPORT, 08/27/10

Cassie Barber, SC-SIC Executive Director

Activities:

- Attended RCSD1 SIC recognition event (Dr. Mike Fanning keynote on sales tax reform).
- Presented proposal to coordinate SC-EPFP to Board. Proposal accepted.
- Met with Yvonne McBride and Frank White, SCDE Office of Youth Services; our collaboration begun last year will continue. Joint training for SIC District Contacts and District Parental Involvement Liaisons will be held October 1 at the State Museum.
- Board members Gary Alexander and Mike Guarino met with Dr. Diane Monrad to discuss school climate and related data.
- Invited to join the SCDE Grad Nation Task Force.
- Met with Dr. Janice Poda, Chief of Staff, SCDE
- Presented at SCASA's Summer Leadership Institute; "Educating and Activating Your SIC"
- Participated in the "American Town Hall Meeting" on the federal budget.
- Attended PSTA Open House.
- Children's Trust Fund Prevention Conference planning meeting.
- Children's Trust will provide conference support for 2011.
- FACES (Family And Community Engagement Strategies) participation at SCDE.
- Attended EPFP Coordinator's meeting in Washington, DC
- Working with SC League of Women Voters and SC AAUW to collaborate on three regional advocacy trainings and Legislative Advocacy Day in the fall.
- Meeting with Special Projects Office at SCDE to develop plan for Palmetto Priority Schools.
- Met with Republican Candidate for State Superintendent of Education, Dr. Mick Zais at his request.

Funding:

- Grant application with Riley Institute unsuccessful; will search for additional opportunities.
- SC did not win Race to the Top funds.
- SC-SIC will receive \$35,000 from SCDE Special Projects Office to conduct training for Palmetto Priority Schools.
- SC-SIC will receive a \$5,000 stipend for coordination of SC-EPFP.
- Total operating budget for 2010-2011 will be \$289,768 – barring any mid-year budget reductions from the legislature. New funding replaces EIA reductions but not carry-over funds within College of Education.

Key Actions:

- Will hire a part-time Council Specialist.
- Staff will use America's Promise and Grad Nation as a framework for SIC goal setting.
- Advocacy training will be regional and by request.
- Collection of Reports to the Parents will be added to Member Network database along with membership information this year.
- Education Policy Fellows is major new initiative that is already benefiting SC-SIC.
- Continued expansion of clearinghouse on website.
- Expanded training opportunities to focus on goal setting and SIC action.

PROGRAM REPORT TO THE BOARD, 08/27/10

Tom F. Hudson, SC-SIC Associate Director

TRAININGS

Scheduled: Basic Orientation: 09/21 – Laurens 55 (Hudson); 09/29 – Marlboro (Jumper); 10/04 – Dillon 2 (Jumper); 10/05 – Richland 2 (Hudson); 10/07 – Charleston (Jumper); 10/07 – Marion 7 (Hudson); 10/12 – Greenville (Jumper); 10/12 – Aiken (Hudson)

Principals/Chairs: 10/08 – Charleston (Jumper)

Completed: Basic Orientation: 07/20 – Lexington 1 (Hudson)

NEW INITIATIVES

Regional Advocacy Trainings: Charleston (10/16?); Columbia (Jan.); Greenville (TBD). Run up to joint Legislative Advocacy Day (02/22 or 02/23) in Columbia. Concept is to train individuals on how to advocate prior to legislative session; send them to State House in February with specific advocacy points. Joint effort with LWV and AAUW.

Report to the People Template and Tutorial: For 2010-11, asking schools/SIC to post their *Reports* to the SC-SIC Member Network. Will help to document local SIC initiatives and share best practices. Current examples of *Reports* show wide degree of quality and focus. Working on development of *Report* template for plug-and-play approach to production; PowerPoint tutorial on preparing quality *Reports*. Roll out scheduled for January 2011.

Media Releases soon: Releases on new Board members to be issued early September.

BOARD-SPECIFIC ITEMS

Board Committees: Committee descriptors prepared; sign-up sheets going around.

Board Meeting Dates: Quarterly meeting dates set for 2010-11 except for spring. Need some discussion and determination of best date. Conference and Riley judging dates have been set; Legislative Advocacy Day to be determined soon.

Board Membership/Terms: Board contact list and Terms of Service included in packet. Please review for accuracy. Resignation of Georgia Lash. Membership/Development Committee will need to recommend appointment. Committee will also need to recommend appointments based on Board action on bylaws regarding membership.

COMMUNICATIONS AND TECHNOLOGY REPORT, 08/27/10

Claudia Wolverton, SC-SIC Public Information Director

SC-SIC Member Network:

New Report to the Parents Upload Feature

Set to be unveiled just before the SIC District Contact-Parent Liaison meeting on October 1, 2010, SC-SIC Member Network users will soon be able to upload *Reports to the Parents* to the Member Network. The reports must be in PDF format and will also be available for public download by clicking on the **View the SIC Members (Read-Only)** link. While state law does not require that schools share their *Reports* with us, Councils and SIC District Contacts have demonstrated that they are eager to provide our office with copies. Digital uploads will save time and cost and Public Information Director Claudia Wolverton is, as always, available for technical support for those schools that require it.

Social Media:

The SC-SIC Twitter account now has over 500 followers and we have been able to develop “twitterships” with other education groups across the country. We’ve had success sharing articles, data sources, ideas, etc., and in receiving breaking education news within a very short time – often minutes – after it breaks. As an example, using Twitter SC-SIC was one of the first organizations in the state to learn that South Carolina made the Race to the Top finals, even before many at the SC Department of Education. Many of our followers are media personnel, political figures or key education players in South Carolina and often “retweet” our “tweets”, raising our profile among our peers in public education and advancing a key strategic planning goal.

SC-SIC is maintaining a presence on Facebook, posting links to information and articles that are also shared on Twitter. While our number of Facebook fans appears to have peaked at around 278 and the Facebook analytics tool shows little traffic on our page, updating the status does not require much time and serves as a strategy to increase search engine rankings, as does our presence on Twitter.

SC-SIC website:

We are preparing for the migration from Microsoft Content Management System (CMS) to Microsoft Office SharePoint Server 2007 (MOSS). Some of the benefits of the new system will include more dynamic tools and the ability to embed video, which CMS does not allow. Public Information Director Claudia Wolverton will attend training for the new system on August 26, 2010 and afterwards begin transferring content to the new system. It is anticipated that the process will take 2 to 3 weeks before it is complete and the new website goes live. The current SC-SIC site will remain up during the migration process and the web address will remain the same.

SC-SIC Technology At-A-Glance

Social Media Tools:

Twitter, Facebook, PitchEngine

SC-SIC uses social media to raise our profile within the SC education community. We regularly interact via social media with other education organizations, media and individuals seeking to support civic engagement in public education in South Carolina. This helps to generate interest in School Improvement Councils and serves to advance SIC recognition, a key goal in the SC-SIC Strategic Plan

The SC-SIC website:

The primary SC-SIC website (<http://sic.sc.gov>) is hosted at no cost by SC Interactive, a private corporation contracted with the state of South Carolina to provide web hosting and content management to state government agencies and organizations. As we design, manage and update our own content, we have the flexibility to provide a fluid stream of information to our audience. Collaborating with our education partners, we are also able to deliver information on services offered by them that may benefit School Improvement Councils and the greater education community.

The SC-SIC Member Network:

South Carolina schools are required by state law to report SIC membership by November 15 of each year. To facilitate this, SC-SIC developed the SC-SIC Member Network, (<https://sic.ed.sc.edu/network/default.asp>) an online interactive database that enables account holders (schools and districts) to easily report name and contact information for each SIC member. The Member Network catalogs member data and provides real-time reports on SIC compliance with South Carolina state law.

Names, addresses and phone information are required fields in the database. We do not require Council members to share email addresses, but we encourage them to do so to enable us to communicate with members by email rather than numerous and costly mailings.

The Member Network is unique to SC-SIC and is the only product of its kind in the state's public education community. In addition to SIC members, the database holds names and contact information for the South Carolina House and Senate, education partners and others who have requested that we add them to the database. At this time the Member Network holds approximately 17,000 individual records.

It is the policy of the SC School Improvement Council Board of Trustees, adopted 12-04-2009, that information contained within the SC-SIC Member Network database will not be provided to outside entities for the purpose of political campaigns or commercial solicitation.

The SC-SIC listserv:

The listserv is extracted from the Member Network and is comprised of email addresses that have been shared with SC-SIC by Council members and others interested in receiving information and updates from our office. Currently there are approximately 7000 email addresses in the SC-SIC email listserv.

Council News and Clips and Quips:

The *Council News* newsletter is made available to all SIC members and the general public via the SC-SIC website. The newsletter features information critical to the running of an effective School Improvement Council and timely articles to help increase schools' awareness of current issues and assist in identifying resources and best practices.

Significant budget cuts to the SC-SIC office have limited our ability to print and mail copies of *Council News* to all SIC members and friends as many times per year as we have done in the past. SC-SIC now supplements *Council News* with the SIC email news blast, *Clips and Quips*. *Clips and Quips* is emailed to all SIC members and friends who share their email addresses with us and wish to receive it.

2009-2010 END OF YEAR REPORT

Diane Jumper, SC-SIC Senior Council Specialist

On-site visits began in August 2009, with 37 Palmetto Priority Schools assigned to me.

I made 56 on-site visits to these schools to discuss elected and appointed membership, balanced representation, ex-officio membership, terms of service, elections, number of meetings held per year; officers; existence of bylaws; functions of the council; and training needs. This discussion served as informal training for those principals who were not cognizant of various statute requirements.

Limited funding prevented multiple onsite visits; rather, these schools received technical assistance through emails, phone calls, and letters. Including onsite visits, 468 contacts for technical assistance were documented. (This is lower than actual numbers; I know that I missed documenting some phone conversations and email contacts.)

The Basics/Roles & Responsibilities training was presented at the District Contact meeting, in Allendale County, Beaufort County, Charleston County, Colleton County, Dillon 2, Fairfield County, Florence 4, Greenville County (on 2 different dates/locations), Hampton 2, Jasper County, Lee County, Marion 2, Marlboro County, and Williamsburg County. Thirty-two of my 37 schools were represented at either district or regional trainings.

Benchmarks were discussed with each of my principals and letters were mailed in September/October 2009, January 2010, and May 2010 to principals as reminders, with resulting evidence submitted to date by the 37 schools/SICs:

- 32 schools/SICs now have bylaws on file (6 need minor revision)
- 26 schools/SICs submitted both fall and spring samples of minutes; additionally, 5 submitted minutes but omitted sending either agenda or roster or both; 2 sent agenda and roster but no minutes for one set but submitted a full set for the other month, and 1 submitted fall agenda/roster but no minutes. Three schools submitted nothing for this benchmark
- All schools met statutory requirements regarding elected/appointed membership (as per our database)
- 32 schools/SICs submitted their *Report to the Parents* and an additional 2 sent letters
- 26 schools/SICs submitted their Report Card Narrative