

**SC-SIC Board of Trustees
Quarterly Meeting Minutes
Colonial Life Building, Columbia, SC
May 18, 2012**

Board Members Present: Michael Guarino, Vice Chair; Virginia Alston Brown, Secretary; Justin F. Blum; Jason Fulmer; Retha Ross; E' Lane Carr Tipton; Myriam E. Torres; Ellen Still.

Staff Members Present; Cassie Barber, Executive Director; Tom Hudson, Associate Director; Claudia Wolverton, Public Information Director; Karen Utter, Council Specialist.

Vice Chairman Michael Guarino called the meeting to order in the absence of Chair Sylleste Davis at 10:00 a.m.

As a quorum was not present, the minutes of the Board's February 3, 2012, meeting could not be voted upon. The vote on these minutes will be conducted by polling members of the Board via email. [Approved via email June 11, 2012.]

Executive Director's Report

Executive Director Barber welcomed all and offered condolences to Board Chair Davis on the recent death of her father. She also welcomed new board member, Dr. Myriam Torres, who was introduced by Associate Director Hudson. Dr. Torres fills the unexpired term of Lina Wehbi. Ms. Barber also commented on the SC Education Policy Fellowship Program, coordinated by SC-SIC; SC-SIC funding outlook for 2012-13; the Board's fundraising "Council Champions" efforts; thanked Membership/Development Committee Chair Ellen Still for her assistance in contacting the Senate for additional SC-SIC funding for 2012-13 and her work in Board fundraising; among other items. The full Executive Director's report is attached to these minutes.

Staff Reports

Associate Director Hudson referenced a number of items relating to SC-SIC training and other programmatic efforts and Board-related areas. The Associate Director's report is attached to these minutes.

Public Information Director Wolverton provided information on SC-SIC website, reporting and social media items. The Public Information Director's report is attached to these minutes.

Council Specialist Utter reported on her continuing research, grant work and other items. The Council Specialist's report is attached to these minutes.

Board Committee Reports

Advocacy Committee

Executive Director Barber stated that she would like the committee to work to raise the status of SC-SIC by getting the office funded at an appropriate level to support ongoing and increased local training opportunities for local SIC members. SC-SIC staff has the capacity to conduct additional trainings, but such would require an increase in funding above current levels. She and Advocacy Committee Chair Guarino suggested that there be a phone conference of the Advocacy committee and perhaps a board retreat to address funding.

Awards/Conference Committee

Committee Chair Bob Hanley's report was provided by Associate Director Hudson. The use of pre-paid registration for the 2012 Annual Meeting was beneficial as payments for only four registrations remain outstanding. Feedback on the Annual Meeting from attendees was positive, and overall revenues and expenditures for the Meeting were about even. Board and staff discussion followed the report on the areas of technology use during the Meeting; scheduling the Meeting for times most suitable for parents and community members; investigating a cash award for the Riley Award winner; and looking into local newspaper ads congratulating Riley Award finalists to raise the visibility of the award and SC-SIC.

Membership/Development

Chairman Ellen Still stated that she expects 100% board contribution to the USC Education Foundation SC-SIC account and emphasized that full participation from Board members is essential when soliciting funds from outside donors. Discussion followed and Ms. Still stated she would send a reminder to members and would also like to receive names of potential donors who have been contacted or solicited.

Election of Board Officers

Associate Director Hudson shared information regarding the 2012-13 Board election. There will be three open seats for the Class of 2012 and three current Board members – Michael Guarino, Jason Fulmer and E'Lane Carr Tipton – will be standing for re-election. A deadline of June 15 has been set for nominations.

The election of Board officers for 2012-13 was conducted. A quorum for voting was established by the number of Board members in attendance and through proxy votes submitted in advance to Mr. Hudson by seven absent Board members. Mr. Fulmer certified the proxy votes and they were accepted by members present. The slate presented for Chair, Vice Chair and Secretary were Ellen Still, Michael Guarino, and Virginia Alston Brown, respectively. No additional nominations were made from the floor or by proxy. Ms. Carr Tipton moved acceptance of the slate, seconded by Ms. Ross. These new officers will assume their duties at the Board's first meeting for 2012-13 in the fall.

Board Discussion

Executive Director Barber proposed that a Board retreat be held to discuss Board and SC-SIC goals related to their strategic plan. Tentative dates were discussed and suggestions were made to consider an additional date in early fall, after or before the November elections. SC-SIC staff will contact Board Chair Davis about the availability of Santee Cooper's Wampee Center. The decision on whether the Board will schedule four regular quarterly meeting plus the retreat will also be considered at a later date.

New Business

Under new business, the Executive Director suggested that Board members attend local SIC meetings. SC-SIC staff will provide local SIC contact information to Board members upon request.

There being no Old Business, the meeting was adjourned at 1:45 p.m.

Respectively Submitted,

Virginia Alston Brown

Virginia Alston Brown, Ed D
Secretary

REPORT TO THE BOARD

05/18/12

Cassie Barber, SC-SIC Executive Director

Key Actions:

- Renewed contract with SC-Education Policy Fellowship Program for FY12
- Worked with board member Ellen Still to inform Senate of need to increase SC-SIC budget
- Sent Karen Utter to grant writing training at Clemson University
- Held SIC Annual Meeting and Awards March 24 in Columbia

Funding:

- SC House of Representatives allocated \$127,303 (same as FY11) to SC-SIC for FY12
- Permanent proviso directing \$100,000 to SC-SIC via USC budget remains static; Dean Watson received commitment from USC Governmental Relations
- SC Senate Finance Committee increased appropriation to SC-SIC by \$35,000 as a result of the efforts of board member Ellen Still
- Staff is focusing efforts on grant funding
- Council Champions Campaign has raised \$2410 since the official launch in February
- EDLP is supplementing SC-SIC with assistance for grant training fee, some travel and the donation of a laptop

Activities (selected):

- Convened two SC Education Policy Fellows sessions in Columbia including Day at the State House and attended Washington Policy Seminar
- Met with consultant from Education Oversight Committee to discuss new parent survey for virtual charter schools
- Attended Friends of Education meetings and meetings for executive directors of education organizations
- Attended first annual ONECarolina conference for graduates of the Riley Institute's Diversity Leadership Institute
- Received legislative appointment to serve on the Midlands Regional Education Center Advisory Board; also attending joint board meetings with MEBA (Midlands Education Business Alliance)
- Provided legislative advocacy updates to the Professional Development Schools Coordinating Council and a local PDS
- Keynote speaker for the SC Schools of Character Awards Luncheon
- Attended event featuring US Secretary of Education Arne Duncan and Congressman James Clyburn at the invitation of Governor Riley
- Trained Regional Education Center Career Specialists and regional office coordinators
- Training for aspiring principals at Charleston Southern University
- Spoke at annual Richland One SIC and Volunteer Recognition
- Accepted resignation of Board Member Sandra Lindsay-Brown who is moving to Tacoma Washington

PROGRAM REPORT TO THE BOARD
Tom F. Hudson, SC-SIC Associate Director

05/18/12

TRAININGS

Scheduled: SCASA Innovative Ideas Institute, 06/20/12, Myrtle Beach

Completed: SIC Orientation – Meadow Glen MS (Lexington 1), 03/29, 200-plus participants. School to open Fall 2012.

OTHER ITEMS

Greenville Tech Charter High: Participated as an outside judge for the third year for senior class presentations, 05/10.

SC-EPFP Participation: Attended Institute for Educational Leadership’s Washington Policy Seminar, 04/21 to 04/25.

SC/NSPRA: Elected as President, SC Chapter of the National School Public Relations Association for 2012-13. Will attend 59th NSPRA Conference 07/07 to 07/12 in Chicago.

ETV’s “Speaking of Schools”: Participated in two radio interviews pertaining to the 2012 SC-SIC Annual Meeting and presentation of 2012 Riley Award. Will be lining up an additional interview for this summer with this year’s Riley Award winner.

Current Projects: Developing survey for use with SIC District Contacts to identify issues/needs and ideas for planning for 2012-13; ongoing monitoring of SC General Assembly and legislation impacting SC-SIC; supplemental work on strategies/plans for SC-SIC office in 2012-13 and beyond; assistance with pre-submission grant work for National Consortium of School-Community Advisory Councils; ongoing technical, policy and procedure assistance to local SICs and SIC District Contacts.

2012 SC-SIC Annual Meeting: Financial picture from 2012 Meeting looks better than that of previous years, with minimal amount in the red (between -\$18.74 and -\$118.74). Completed evaluations consistently good, with high marks for presenters and food.

BOARD-SPECIFIC ITEMS

Board Membership: 2012-13 elections to be conducted this summer. All in Class of 2012 have stated they will stand for re-election except for Sylleste Davis (precluded from re-election by bylaws; will serve as Immediate Past Chair), and Dr. Bob Hanley. Resignations of Joshua Stroman (Class of 2012, seat to be filled by election); Dr. Sandra Lindsay-Brown (Class of 2014, seat to be filled by appointment); and Lina Wehbi (Class of 2013, seat filled by appointment of Dr. Myriam Torres of USC).

SC-SIC Website

A “FRESH” column has been developed on the Home page for sharing the latest news and events affecting SIC members and those interested in events relating to public education. We have distributed several free copies of *Engaging All Families – Creating a Positive School Culture by Putting Research into Practice* by Steve Constantino, and *Building Better Schools by Engaging Support Staff* by Sam Bartlett and Vie Herlocker, that we are offering to SICs at no charge. Council Specialist Karen Utter has written three book reviews for the “Good Reads for SICs” webpage. The SC Education Policy Fellowship program page has been updated for the coming class and applicants are being encouraged to apply early, while the SIC Training page shows over 1,510 individuals trained.

Search rankings continue to rise in Google and other popular web browsers as schools add SIC pages to their websites. Public Information Director Claudia Wolverton maintains social media pages (Facebook and Twitter) which also contribute to the rise in search rankings. A search on “SIC” now returns a sixth-place Google reference; one year ago search the term “SIC” returned no references to School Improvement Councils on the first or second Google page. Similar results are found using Google Chrome and Mozilla Firefox.

SC-SIC Member Network*SIC Membership Reporting*

As of May 15, 2012, 1,045 (including five schools with non-mandated SICs) of 1,125, or 93%, of SICs were in compliance with state membership mandates. Official compliance percentages (as of January 1, 2012), stand at 89% for the 2011-12 school year. Of the 1,125 schools, 56 (or 15%) are not in compliance.

A comparison of this and last year’s figures takes into account numbers of schools that have closed, new schools that have opened and 4 “Career, Tech and Other” schools that have convened SICs that are in compliance. “Career, Tech and Other” schools that do not have SICs or have convened SICs that are not in compliance are not counted in the compliance calculations as they are not mandated by state law to convene SICs. That brings the total number of (mandated) SICs to 1,125, in contrast to last year’s number of 1,117 (mandated) SICs.

Of 1,125 SICs, 1,077 have been completely updated (including six “special” schools that are not mandated to convene SICs). Forty have not been updated or have been partially updated. (This figure includes SICs counted as “not in compliance” as they have not updated or completely updated their SIC Membership and “special” schools that have updated their SIC membership information but are not in compliance.)

"Report to the Parents" Uploads

To date, SC-SIC Member Network users have uploaded 264 *Reports to the Parents* from the 2011-2012 school year. (The deadline for uploading to the Member Network is June 1, 2012.) In total, 425 *Reports* were uploaded for the 2010-11 school year. Councils and schools appear eager to upload the 2011-2012 *Reports* and are receiving strong encouragement to do so from most of the SIC District Contacts. We anticipate a large number of 2011-12 *Report* uploads by June 1, 2012, and more to come after the deadline.

Reports are due to the parents and community by April 15, 2012 and are available for public viewing via the View the SIC Members (Read-Only) link on the SC-SIC Member Network. (<https://sic.ed.sc.edu/network/>) The *Report* files uploaded by schools offer public, accessible information about what Councils across South Carolina are doing and accomplishing. We look for this data to be of multiple uses in the future.

Social Media

The SC-SIC Twitter account now has 864 followers (an increase of 59 from February 12, 2012). Communication with education groups and professionals across the country provide accelerated access to P-20 news, blogs and journal articles as well as immediate contact with the community. Many of our new Twitter followers are also running for office. Media personnel, political figures or key education players in South Carolina often "retweet" or mention @SCSIC (our Twitter "handle") in their tweets, continuing to raise our public profile and advancing a key strategic planning goal. Among SCSIC are followers are several educators and organizations from other states and countries. Also of great use is the accessibility of breaking news obtainable through Twitter lists of media and SC politicians.

SC-SIC's Facebook Page "likes" have increased in number to 403, up from 396 on February 12, 2012. Many links to information and articles that are shared on Twitter are also posted here, though less in number due to the real-time immediacy and faster pace of Twitter. Facebook, like Twitter, serves to increase our search engine rankings, again advancing our public profile.

It should be noted that each quarter shows an increase in Facebook and Twitter followers. Social media usage among organizations and companies have taken a leap as the current political climate and worldwide events have demonstrated the capacity to provide real-time contact and information sharing with the general public, clients and customers. It has become an essential tool in maintaining a public presence and rapid information flow; SC-SIC continues to be committed to pursuing this goal.

I. Research

- We continue to receive requests for free copies of “Engaging All Families,” by Steve Constantino, and “Building Better Schools by Engaging Support Staff,” by Sam Bartlett & Vie Herlocker. Both of these books are featured on our “Good Reads for SICs” webpage. We would like to offer copies of additional titles featured on “Good Reads” to local SICs at no charge, and we are in the process of working with Amanda Wilson (Development Director, College of Education) to identify a donor.
- In support of the development of a proposal to establish a National Consortium of Local School Councils, completed additional research that identifies the government agency or nonprofit entity, if any, that is currently providing training and technical support to local school council members in each state having such councils.
- Reviewed current SC-SIC program structure and drafted framework for 2012-2013 strategic planning process.
- A new report released in March 2012 by the American Enterprise Institute for Public Policy Research and the Center for America Progress addresses the importance of family and community engagement in school decision making, and calls for a renewed emphasis on training parents and families in the skills needed to participate effectively in local school governance. The report specifically addresses Title I and Parent Involvement, but its recommendations can be applied to all schools. If you are interested in reading more, you can find a copy of the report at www.aei.org (look under policy studies – education – school spending – Parent Involvement and Title I).

II. Funding

- Attended 3-day Professional Grant Development Workshop at Clemson University.
- Completed draft of several components of generic proposal for National Consortium of Local School Councils; created forms for planning project timeline and budget.
- Explored sources of in-kind donation of books (see above).

III. Other Administrative Support

- Managed registration process for the SC-SIC Annual Meeting.
- Performed administrative assignments for the Office of the Dean, USC College of Education.