

**SC-SIC Board of Trustees**  
**Quarterly Meeting Minutes**

Colonial Life Building, Columbia, South Carolina

Friday, February 1, 2013

Board Members Present: Ellen Still, Chair; Michael Guarino, Vice-Chair; Virginia Alston Brown, Secretary; Sylleste Davis, Immediate Past Chair; Gary Alexander; Justin Blum; Bob Grant; Donna Hooks; Bonnie King; Luanne Kokolis; Amelia McKie; Jeff Nicholson; Retha Ross; E'Lane Tipton; Myriam Torres; Fred Washington

Staff Members Present: Cassie Barber, Executive Director; Tom Hudson, Associate Director; Claudia Wolverton, Digital and Web Director; Karen Utter, Council Specialist.

Chair Ellen Still called the meeting to order at 10:00 AM and expressed gratitude for the outstanding attendance.

The minutes of the Board's August 24, 2012, meeting were approved.

**Conversation with the Dean**

The Dean of the University of South Carolina's College of Education, Dr. Lemuel Watson, attended the meeting by telephone to discuss with the Board the Education Oversight Committee's FY13 proposal to create a Center for Education Partnerships (CEP) within the College of Education. The proposed CEP, which would fall under the Dean's Office, would be a consortium consisting of SC-SIC and other programs that support the work of schools and education in South Carolina. The EOC's proposal called for \$1 million in funding for the proposed CEP.

Prior to the Dean's call, Board Chair Still and Executive Director Barber briefed the Board on the specifics of the proposal to the extent they were known, as well as on areas where questions remained.

Chair Ellen Still then led the discussion with the Dean by telephone. The Dean elaborated somewhat on his vision of the relative roles of individual organizations and Boards within the consortium; mechanisms for funding and resource allocation and sharing; the role of research in demonstrating the impact and effectiveness of CEP organizations; and the importance of obtaining adequate funding.

The Dean indicated his desire to participate more with the Board (in addition to the Dean's designee on the Board), and Executive Director Barber extended an invitation to him to do so.

Board Chair Still discussed Board participation in advocating for full funding for the proposed CEP, and Executive Director Barber invited Board members to join her on February 6, 2013, to advocate for CEP at Carolina Day at the State House.

In other discussion, the Executive Director announced that the General Assembly adopted a concurrent resolution (H.3460) on January 31, 2013, recognizing and commending School Improvement Councils for 35 years of continuous service in fostering direct civic engagement in public education.

### **Executive Director's Report**

Executive Director Barber referred Board members to her written report, which was provided to Board members in advance. There were no additional comments or questions from Board members. The Executive Director's report is included at the end of these minutes.

### **Staff Reports**

Associate Director Hudson referred Board members to his written report, which was provided to Board members in advance. In addition, Mr. Hudson commented on the work that went into passage of H.3460 in connection with the SC-SIC's 35<sup>th</sup> anniversary.

Digital and Web Director Wolverton referred Board members to her written report, also provided to Board members in advance. In addition, Ms. Wolverton discussed registration procedures and notices for the 2013 SC-SIC Annual Meeting. The Board discussed school compliance rates in reporting membership data to the SC-SIC Member Network for the 2012-13 school year, and how to encourage increased levels of compliance in the future. The Board passed a motion, with one abstention, advising SC-SIC to put district superintendents and local school board chairs on notice that the SC-SIC Board may provide local media with the names of schools in their districts that fail to meet statutory membership reporting deadlines for the 2013-14 school year.

Council Specialist Utter referred Board members to her written report, which was provided to Board members in advance. Ms. Utter provided additional information on progress in developing an SIC planning, implementation and evaluation program, and initial piloting of the program with Harbison West Elementary School in Lexington/Richland 5 school district. Discussion by the Board followed on the possibility of this becoming a training piece for councils.

Copies of all written staff reports are included at the end of these minutes.

### **Board Committee Reports**

Awards/Conference Committee Chair Davis reported on the Riley Award Honor Roll SICs and asked for volunteers to judge the second round of the competition. Ms. Davis, Executive Director Barber and Associate Director Hudson reported on logistical and other details regarding registration, venue, invitations to special guests and exhibitors, and agenda items for the 2013 Annual Meeting. Selections for the following awards were reported: SIC Advocate of Year – Dr. Baron Holmes; SC-SIC Board of Trustees Legislator of the Year Award – State Representative Nathan Ballentine; and SC-SIC Board of Trustees SIC Champion Award – State Senator Nikki Setzler. Santee Cooper will provide gifts (framed prints) for the five Riley Award finalists again this year.

Executive Director Barber also reported that staff is seeking a proclamation from Governor Haley's office to declare March 2013 as School Improvement Council Month.

Membership/Development Committee Chair Tipton stated that the committee has proposed an amendment to the Board's Bylaws stating the expectation that "all sitting members of the Board of Trustees will provide some level of financial support to SC-SIC efforts through charitable contributions within their individual means." Ms. Tipton encouraged Board members to follow her lead in making an annual contribution to the SC-SIC Fund through the USC College of Education. Executive Director Barber thanked the Board for past contributions as well as those made during this meeting. She further stated that funds previously collected from the Board had been used to pay for costs related to the Board retreat and to purchase awards for Riley Award finalists.

The Advocacy Committee did not report at this meeting.

On behalf of the Ad Hoc Messaging Committee, Associate Director Hudson reported that the committee held a conference call to discuss advocacy for the newly proposed Center for Educational Partnerships.

Bylaws Committee Chair Davis discussed proposed changes to Article 3, Section 1 of the bylaws to reflect the Membership/Development Committee's recommended language regarding the Board's expectations for all members with respect to meeting attendance, financial contributions and participation on committees. A motion was made, seconded and adopted by the Board to approve the changes proposed by the Membership/Development Committee. A copy of these changes will be e-mailed to all Board members.

A working lunch followed the staff and committee reports.

### **Board Discussion**

Chair Ellen Still discussed the Board's Advocacy and Outreach Plan for 2013-14. E'Lane Tipton discussed progress on Goal 2 (Expand and Diversify Funding Sources), and Chair Still discussed progress on Goal 3 (Advocacy and Outreach).

There being no additional new or old business, the meeting was adjourned at 1:40 pm.

Respectfully Submitted,

*Virginia Alston Brown*

Virginia Alston Brown, Ed.D.  
Secretary, SC-SIC Board of Trustees

**Cassie Barber, SC-SIC Executive Director****Key Actions:**

- Submitted annual report and budget request to the SC Education Oversight Committee
- Convened 2013-14 SC Education Policy Fellowship Program; 17 Fellows admitted
- Met with Dr. Anna Scheyett, Dean, USC College of Social Work; collaboration initiated
- Initiated collaborative activities with Moore Chairs for Child Advocacy in COE
- Met with staff and board of Children's Trust of SC to promote collaboration
- Board Retreat November 2 and 3 to develop Advocacy/Action Plan for the coming year
- Attended National Outreach Scholarship Conference at the University of Alabama;
  - Follow-up meetings with Dean Lemuel Watson and Dr. Les Sternberg, director of the Coordinating Office for Community Engagement and Service at USC
  - Met with staff from United Way of the Midlands to collaborate on early childhood reading initiative

**Funding:**

- SC-SIC requested an additional \$100,000 in the budget request submitted to the EOC for FY13
- EOC has proposed creation of the Center for Educational Partnerships through the USC College of Education that would group all EIA funded programs at the COE under a single umbrella under the direction of Dean Watson.
- Funding for the Center for Educational Partnerships is set at \$1 million. The proviso currently attached to this appropriations recommendation does not specify the dollar amount that will be allocated to each program.
- In a repeat of her budget recommendation of last year, Governor Haley has recommended the elimination of the proviso that directs USC to allocate \$100,000 of its budget to SC-SIC. The Governor did recommend \$127,303 in EIA funding for the office, also the same as last year.
- State Superintendent of Education Mick Zais recommended \$127,303 in EIA funding for the office for FY13; same as FY 12.

**Activities (selected):**

- Attended Riley's Diversity Leadership Institute Low Country Class Reception
- Liaised with Children's Law Center to promote Joint Legislative Committee on Children's public hearings
- Participated in various meetings to advance the South Carolina Network for Education Renewal
- Attended Riley WhatWorksSC event
- Conducted SIC trainings
- Participation on Midlands Regional Education Consortium/Midlands Education Business Alliance Board meetings
  - Appointed to RECAB executive committee
  - Site visit to Anson New Tech High School in Anson, NC
- Attended EPFP Coordinators Meeting at Institute for Educational Leadership in Washington, DC
- Attendance at EOC and Ways and Means Committee meetings

**Tom F. Hudson, SC-SIC Associate Director**

**TRAININGS**

Scheduled: SIC Basics, Williston District 29, 02/19/13 (Hudson).

Completed: SIC Basics, 14 school districts (Hudson); SIC Basics, 2 school districts (Barber); SIC Basics, 1 school district (Utter); Leadership & Advocacy, 1 district (Hudson); SIC Chairs, 1 district (Hudson); School Board Member SIC Orientation, 1 district (Hudson); for a total of 20 sessions reaching over 576 participants. Additionally, through train-the-trainer model, 15 sessions were conducted by SIC District Contacts – SIC Chairs, 4; SIC Basics, 11; reaching over 103 participants.

Additional: Developed updated training materials for SIC Basics and Leadership & Advocacy trainings.

**OTHER ITEMS (selected)**

College of Education: Met with USC College of Education Dean Lemuel Watson and SC-SIC Executive Director Cassie Barber to discuss EOC's FY13 budget/proviso recommendation for new Center for Educational Partnerships. Also met with Ms. Barber and COE's Moore Chairs regarding collaborative efforts with SC-SIC.

Riley Award: Compiled entries and judging results and tabulated scores for Riley Award Level One applications. Notified applicants of award status.

SC-EPFP: Offered session on advocating with public officials at 01/25/13 meeting of SC Education Policy Fellowship Program.

Legislative Update: Attended full and committee meetings of the EOC, as well as House Ways & Means K-12 subcommittee.

Current Projects: Preparing/writing/editing several articles for upcoming issue of *Council News* electronic newsletter. Ongoing work on facilities, catering, and programmatic aspects of 2013 SC-SIC Annual Meeting.

Additional: Attended Riley Institute WhatsWorksSC awards event. Prepared media releases on new Board members (Hooks, Kokolis, McKie) and 2013 SIC Honor Roll. Prepared four (4) issues of *SIC Clips & Quips* email updates. Ongoing work on drafts of gubernatorial proclamation and concurrent resolution honoring SC-SIC's 35<sup>th</sup> anniversary.

**BOARD-SPECIFIC ITEMS**

Board Committees: Participated in conference calls with Executive Committee, Ad Hoc Messaging Committee, and Chairs of Awards/Conference and Membership/Development committees. Prepared draft for Board consideration regarding proposed changes to Board's Bylaws.

Board Retreat: Participated in Board Retreat 11/02/12 and 11/03/12 to develop Advocacy and Action Plan for 2013.

**Claudia Wolverton, SC-SIC Digital and Web Director**

**SC-SIC Website**

Information, registration and directions for the 2013 SIC Annual Meeting are up on the home page of the website, <http://sic.sc.gov>. Online registration will not be possible this year due to policies and procedures within the University billing system. We will, however, be able to take credit card payments this year for the first time.

Search rankings continue to rise in Google and other popular web browsers as schools add SIC pages to their websites. Digital and Web Director Claudia Wolverton maintains social media pages (Facebook and Twitter) which also contribute to the rise in search rankings. A search on “SIC” returns Google rankings consistently in the top ten search returns. A search on “SC-SIC” returns higher or top results. reference on Internet Explorer (up from sixth place); one year ago search the term “SIC” returned no references to SICs on the first or second Google page. Similar results are found using Google Chrome and Mozilla Firefox. The term “SC-SIC” returns top search results, as does the *SC-SIC Member Network*, on all three major browsers.

Improvements in the design of the website are always ongoing and feedback is welcomed.

**SC-SIC Member Network**

Total number of SIC members: **13,197** (based on those reported)

Total number of SICs in compliance with state mandates: **936**

Total number of SICs NOT in compliance with state mandates: **199** (**51** updated for 2012-13 but not in compliance; **148** partially updated or not updated for 2012-13)

Total number of schools, including schools not mandated to convene SICs, which fall under laws governing SICs: **1,135**

Percentage of SICs in compliance with state mandates: **81%**

SC-SIC Member Network users uploaded 422 *Reports to the Parents* for 2010-11 and 519 *Reports to the Parents* from the 2011-12 school year. (The deadline for uploading the 2012-13 *Report to the Member Network* is June 1.) Councils and schools appear eager to upload their *Reports* and are receiving strong encouragement to do so from most of the SIC District Contacts. We anticipate that the 2012-13 *Report* uploads will increase this year as they have done over the past two. *Reports* are due to the parents and community by April 15 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 965 followers (up from 882 in August 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 has 467 "likes" from the United States, in addition to 1 from Puerto Rico, 1 from the Dominican Republic, 1 from the Czech Republic, 1 from Argentina, 1 from Peru, and 1 from Pakistan. (This comes to a total of 463, up from 423 in August, 2013.) "Likes" break down as 109 in Columbia, SC; 29 in Greenville, SC; 24 in Lexington, SC; 18 in Myrtle Beach, SC; 18 in Charleston, SC; 11 in Beaufort, SC; and 10 in Rock Hill, SC.

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. We encourage Councils to have their own Facebook pages and /or Twitter accounts to facilitate communication among members and to inform the school community of ongoing projects.

It should be noted that each quarter has shown a gradual increase in Facebook and Twitter followers. Social media usage among organizations and companies have taken an exponential leap as global events such 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.

**New Council News as HTML Newsletter**

The *Council News* will return as an emailed HTML newsletter via the company ConstantContact. The new newsletter will feature a template with the familiar SC-SIC banner from the website and articles in order to promote SC-SIC branding. At this time the SC-SIC listserv to members and friends consists of 7,302 email addresses.

***SIC Clips & Quips***

*Clips & Quips* will continue to be sent out to the SC-SIC listserv as is determined needed. Archived copies of current and past issues of *Clips & Quips* are retained on the SC-SIC website at <http://sic.sc.gov/publicationsanddownloads/Pages/SC-SICClipsandQuips.aspx>.

**Karen Utter, SC-SIC Council Specialist**

**I. Research and Dissemination**

- Continued to visit schools in Fairfield County as part of Board of Trustees' Listening Tour
  - Extended personal invitation to new contacts to attend SC-SIC annual meeting in March
  - Solicited and received newsletter contribution from new contact at Fairfield Elementary
- Developed and updated Excel spreadsheet to track data gathered from Listening Tour (see attached)
- Developed planning, implementation and evaluation program and tools for SICs based on principles of Empowerment Evaluation and Getting to Outcomes™
  - Tools developed include training power point and set of six worksheets for SICs to use in implementing program
  - Program and worksheets are currently being tested with Harbison West Elementary School SIC with goal of increasing breadth of family engagement at school

**II. Funding**

- Working to complete proposal for funding SIC Planning, Implementation & Evaluation Program
  - Request would be for funding for one year of pilot program beginning in September, 2013 followed by one year of funding to support program launch to all SICs

**III. Training**

- Conducted Basics Training in Colleton County

**IV. Professional Development**

- Continuing participation in Education Policy Fellowship Program.

Completed University of South Carolina, Psych. Department, Graduate Level Course, Community Psychology. Covered traditional methods of evaluating community programs as well as empowerment evaluation.