

**SC SIC Board of Trustees
Quarterly Meeting Minutes
Colonial Life Building, Columbia, South Carolina
Friday, June 21, 2013**

Board Members Present: Ellen Still, Chair; Michael Guarino, Vice Chair; Virginia Alston Brown, Secretary; Sylleste Davis, Immediate Past Chair; Gary Alexander; Justin Blum; Amelia McKie; Myriam Torres.

Staff Members Present: Cassie Barber, Executive Director; Tom Hudson, Associate Director; Karen Utter, Council Specialist.

Guest: Dr. Lemuel Watson, Dean, USC College of Education.

The meeting was called to order at 10:00 a.m. by Ms. Still, who expressed gratitude for attendance, personal thanks, and a successful Annual Meeting celebrating the 35th anniversary of SICs in the state.

The Chair revised the order of the agenda, an historical comparison of SC-SIC funding was distributed, and members were briefed on talking points for the proposed Center for Educational Partnership (CEP) at USC's College of Education. Board members were provided updates on the CEP proviso, the amount of funding for CEP, and SC-SIC's and CEP's mission.

Minutes of the Board's February 1, 2013, meeting were approved by those in attendance, but as a quorum was not present, full adoption of the minutes could not be made. (These minutes were approved by the Board through an email vote on 07/18/13.)

The Board heard a presentation by Bunnie Ward, SIC Chair from Harbison West Elementary, and Council Specialist Utter, who spoke regarding SC-SIC's pilot SIC Planning, Implementation and Evaluation Program. Recruitment for the pilot program was successful with four (4) schools/districts electing to participate. Orientations for pilot schools will be held in the Fall and will include a planning session to work on SIC focus areas, interests and goals. Individual site meetings will be followed by planning for activities and data will be collected using surveys or focus groups. Ms. Ward shared her school's success and discussed its diverse population, parent engagement and its Palmetto Priority status. The SIC pilot program has brought more intentionality to the outcomes of already established activities in the school and will involve community health programs, USC and collaboration with the PTO.

Executive Director's Report

Ms. Barber thanked everyone for attending the 35th Annual Conference, stated that Governor Haley proclaimed April as SIC month, and mentioned the SC-SIC's office continued work for funding. She said Council Specialist Karen Utter is working on grants but must make sure that SC-SIC is not soliciting from the same funders as other USC offices who are writing grants. Ms. Barber's written report is included in these minutes.

Staff Reports

Mr. Hudson shared highlights of his report, including various SC-SIC training sessions conducted and a workshop at the SCASA Innovative Ideas Institute June 19 presented by Mr. Hudson and SC-SIC Board members Donna Hooks and Luanne Kokolis. He also touched on various other activities relative to the Annual Meeting and Riley Award feedback, and discussed the upcoming Board member and officer elections slated for July and August. Mr. Hudson's written report is included in these minutes.

The Digital and Web Director's report was presented by Mr. Hudson in the absence of Claudia Wolverton. The report outlined efforts with the SC-SIC website, the SIC Member Network, social media activities, and publications. This written report is included in these minutes.

Ms. Utter provided highlights of her report, primarily detailing her work with the SIC Evaluation Initiative. This written report is included these minutes.

Standing Committee Reports

Awards/Conference Committee Chair Ms. Davis, stated that the annual meeting was successful and commended the SC-SIC staff. She mentioned that student involvement was an impressive, effective addition. Executive Director Barber commented on the break-out sessions and asked for feedback. Members discussed the sessions and agreed that all were appropriate. Associate Director Hudson said that the increase in registration fee did not impact attendance and that fee collection improved greatly due to pre-paid electronic registration and credit card payment options.

There were no other Standing Committee Reports.

Conversation with the Dean

Ms. Still greeted Dr. Lemuel Watson, Dean, USC College of Education, and expressed excitement regarding the new Center for Educational Partnerships. She reviewed SC-SIC's 35-year history, stated that the office now has established an initial framework for research and evaluation of parent involvement, and mentioned that SC-SIC possesses the framework for enlarging training and professional involvement, but is lacking the capacity. Ms. Still mentioned that the hope for future funding is to regain funds that have been lost through years of budget reductions and commented that SC-SIC would like to have the capacity to additional training and perform professional development activities to help SICs, schools and families.

Dr. Watson expressed his support for SC-SIC and stated that he believes SC-SIC is a valuable entity. He explained that the CEP is a means of collaboration and enhancement for the programs to be contained within it. He stated that his commitment is to all components of the Center, their effectiveness and their documented outcomes. While initial EIA funding for the CEP would hold program funding levels at their 2012-13 levels, funding for the Center would include additional monies to operate the CEP, with allocations of these additional funds to be discussed by the CEP program directors in a future meeting.

Additional conversation with members of the Board, the Dean and SC-SIC staff focused on the areas of the office's direct work with local SICs, identifying and focusing shared resources, and current and future partnership opportunities with related organizations such as New Carolina.

Ms. Still and Ms. Barber expressed thanks to the Dr. Watson for his attendance and the Dean reiterated his continued support in the work of SC-SIC.

Board Discussion

Following lunch, the Board discussed its conversation with Dr. Watson. Ms. Still stated that there appears to be no opportunity in the coming fiscal year for restoration of SC-SIC's lost EIA funding. Ms. Barber suggested that SC-SIC look for increased opportunities to share with the Dean real-life examples of local SICs making an impact on the lives of their schools and the roles SC-SIC plays in assisting them to do so. SC-SIC staff will develop an article to capture the efforts of SC-SIC's pilot program with the Harbison West SIC.

In additional discussion, it was noted by Ms. Barber that Board member Dr. Torres has been asked to make a presentation to the Board on work with the Latino population and immigration reform at an upcoming Board meeting.

New Business

Associate Director Hudson announced that elections for Board members will take place in July, followed by the election of Board officers. Under advocacy, Mr. Hudson distributed talking points on SC-SIC funding for the Board's information and shared materials outlining previous legislative support of funding for SC-SIC. He also provided proposed dates for the 2013-14 Board meetings.

The meeting was adjourned at 2:45 p.m.

Respectfully Submitted,

Virginia Alston Brown

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

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

- Convened successful annual meeting and awards program
- Received concurrent resolution in honor of SC-SIC and local SICs
- Governor Haley proclaimed March as School Improvement Council Month
- Met with Dean Watson and directors of programs included in the proposed Center for Educational Partnerships (CEP)
- Attended committee meetings/ made additional visits to individual legislators and others to advocate for SC-SIC and the CEP
- Graduated 16 from the SC Education Policy Fellows Program (SC-EPFP) on June 4
- Worked with staff to develop evaluation component for local SICs
- Worked with staff to develop grant applications to support evaluation project

Funding:

- SC-SIC requested an additional \$100,000 in the budget request submitted to the EOC for FY 2013
- 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 Nikki Haley has recommended the elimination of the proviso that directs USC to allocate \$100,000 of their budget to SC-SIC. The governor did include \$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; same as FY 12 and 11
- Funding for the CEP passed through both the House and the Senate by an overwhelming majority with a final budget amount of \$715,933 – exactly \$100,000 more than the current allocation for all five programs combined
- SC-SIC was the only program that requested an increase in funding

Activities (selected):

- Attended Diversity Leadership Institute's OneSouthCarolina conference
- Provided training for pre-service teachers at USC Sumter
- Provided training for graduate students at Charleston Southern University
- State House Day for SC-EPFP in February
- Washington Policy Seminar and EPFP Coordinators Meeting in April – 50th Anniversary planning
- Participation on Midlands Regional Education Consortium/Midlands Education Business Alliance Board meetings
- Participated in a video on educational resources and choices for the Midlands Education Business Alliance
- Met with Baron Holmes to discuss CEP and history of SC-SIC
- Attended Carolina Day

Tom F. Hudson, SC-SIC Associate Director

TRAININGS

Completed: SIC Basics, 1 district (Hudson); SIC Basics, Charleston Southern University (Barber); SIC Basics, USC-Sumter (Barber). Additionally, through train-the-trainer model, 12 sessions were conducted by SIC District Contacts – SIC Chairs, 11; SIC Leadership & Advocacy, 1.

Additional: Workshop, SCASA Innovative Ideas Institute, 06/19/13 (Hudson, Hooks, Kokolis)

OTHER ITEMS (selected)

SC-SIC Annual Meeting: Coordinated meeting, awards, catering, and other logistical items. (Expenses/revenue information to be supplied in supplemental document.) Good attendance, 157 registered/invited attendees, with overall favorable evaluation results.

Riley Award: Judges' scoring sheets and feedback sent electronically to all applicants (Levels 1 and 2).

College of Education: Met with USC College of Education Dean Lemuel Watson and directors of programs to be contained in the proposed USC Center for Educational Partnerships, 06/14/13.

Legislative Update: Attended various meetings of the EOC, House Education and Public Works Committee, House Ways & Means K-12 subcommittee, Senate Education Committee, Senate Education K-12 subcommittee.

Communications: Participated in two radio interviews (Doug Keel, SC-ETV, "Speaking of Schools") regarding SC-SIC Annual Meeting and Riley Award finalists/winner. Prepared and issued media releases on Riley Award finalists, 02/19/13; Annual Meeting, 03/21/13; Riley Award winner, 03/23/13; SIC Advocate of the Year (Holmes), 03/25/13; SIC Champion (Setzler), 03/25/13; SIC Legislator of the Year (Ballentine), 03/25/13; and special to *South Carolina Business*, SC-EPFP graduates, 06/10/13. Prepared five issues of *SIC Clips & Quips*. Prepared assorted articles for *Council News* e-newsletter, 04/29/13.

Additional: Attended USC's Carolina Day at the State House, 02/06/13. Attended Riley Institute "One South Carolina" conference, Hilton Head Island, 03/01/13 to 03/03/13. Attended New Carolina's Education Summit, "TransformSC," Columbia, 05/01/13. Represented SC-SIC at reception honoring Board member Fred Washington, 2013 recipient of Technical College of the Lowcountry's Presidential Medallion, Parris Island, 05/10/13. Attended SC-EPFP graduation, Columbia, 06/04/13. Asked to serve on "TransformSC" communications advisory committee. Re-elected to additional one-year term as President of SC Chapter, National School Public Relations Association. Will attend NSPRA Annual Seminar in San Diego, 07/06/13 to 07/10/13.

BOARD-SPECIFIC ITEMS

Board Elections: Coordinating elections process for Class of 2013. One open seat (Virginia Alston Brown); other members of class, Bob Grant, Bonnie King, Retha Ross, Ellen Still, Myriam Torres, have indicated willingness to stand for re-election. Balloting will take place after July 1, with balloting for 2013-14 officers will take place immediately thereafter.

SC-SIC Annual Meeting 2013***Revenue and Expenditure Report*****Revenues**

Registration Fees	\$3,480.00
Sponsorships	\$ 0.00
Total Revenues	\$3,480.00

Expenditures

Catering	\$2,284.80
Richland 1 Facilities	\$ 877.50
Awards	\$ 493.70
Framed Photos	\$ 76.65
Event Photography	\$ 150.00
Total Expenditures	\$3,882.65

Totals 2013

Revenues	\$3,480.00
Est. Additional Fees	\$ 100.00
Sub Total	\$3,580.00
Expenditures	\$3,443.74
Grand Total	\$ (302.65)

Claudia Wolverton, SC-SIC Digital & Web Director

SC-SIC Website

The SC Education Policy Fellowship Program link to the SC-EPFP page is up on the Home page of the website, <http://sic.sc.gov>. The application for 2013-14 is available on the SC-EPFP page. Pictures from the 2012-13 Fellowship year are posted on the SC-EPFP page of the site at <http://sic.sc.gov/sceducationpolicyfellowshipprogram/Pages/index.aspx>.

A photo of the Riley Award winning SIC is available for viewing on the Home page. Photos of the winner and Honorable Mentions are posted at <http://sic.sc.gov/awardsandrecognitions/Pages/index.aspx>. Links to the presentations from the annual meeting can be downloaded from the website at <http://sic.sc.gov/publicationsanddownloads/Pages/index.aspx>.

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

SC-SIC Member Network Reports

Total number of SIC members: **14,405** (up from 13,197 in February 2013)

Total number of SICs in compliance with state mandates: 1,042 (up from 936 in February 2013)

Total number of SICs NOT in compliance with state mandates: 173 (down from 199 in February 2013)

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: **92%** (up from 81% in February 2013)

Report to the Parents Uploads

SC-SIC Member Network users uploaded 422 *Reports to the Parents* in 2010-11, 553 in 2011-12 and, to date, 532 *Reports* for the 2012-13 school year. The deadline for uploading the 2012-13 *Report* to the Member Network was June 1, 2013, but Councils are encouraged to continue to upload their *Reports* after the deadline. We predict that more schools will continue to upload their *Reports* via the Member Network as they appear eager to share them and are strongly encouraged to do so by the majority of the school districts. Prior to the 2012-13 deadline we anticipated an incremental increase in uploads; we are excited that this expectation is gradually being realized.

Reports are due to the parents and community by April 30 annually 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 1,133 followers (up from 957 in February 2013 and 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 operate within the political arena. Media personnel, political figures or key education players in South Carolina and beyond 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 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 488 “likes” (up from 457 in February 2013 and 423 in August 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. 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* has returned as an emailed HTML newsletter via the company ConstantContact. The newsletters are posted to the SC-SIC website at <http://sic.sc.gov/publicationsanddownloads/Pages/CouncilNewsandArchives.aspx> in addition to being emailed to all SIC members that share their email address with us. At this time the SC-SIC listserv of members and friends consists of 8,051 email addresses, up from 7,302 in February 2013.

SIC Clips & Quips

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

Karen Utter, SC-SIC Council Specialist

Research and Programs

Continued work on development and implementation of SIC Evaluation Initiative

- Met with Harbison West Elementary SIC chair, workgroups, and full SIC and guided their work on establishing goals, outcomes/measures and activity planning. Our goal is to have the SIC ready to implement their activities and data collection at the start of the 2013-14 school year.
- Our recruiting of SICs to participate in the pilot of the SIC Evaluation Initiative for the 2013-14 school year was so successful that even after adding another slot, we have had to turn SICs away. SICs participating in the pilot will be from (1) Fairfield Middle School (Fairfield); (2) Mauldin Elementary School (Greenville); (3) Walhalla Middle School (Oconee); and (4) Wallace Elementary/Middle School (Marlboro).
- Initial meetings with SIC chairs/principals are being scheduled for July, and a program orientation will be scheduled at the beginning of the school year. As all participating schools hold their elections in August, we will likely have to schedule the orientation for the beginning of September.

Began work on developing new evaluation/feedback tool for Basics trainings

- In order to build body of evidence demonstrating effectiveness of Basics trainings, and to collect data that will inform and support training content, we are developing a new evaluation tool that will measure not only participant satisfaction, but also participant learning and subsequent application of information presented. This will involve administering, as we do now, a one page survey immediately at the conclusion of the training, and then adding a follow-up survey several months later via Survey Monkey. In the follow-up survey, we also hope to collect data on barriers that SICs may be facing in attempting to carry out their duties as described in the Basics training. This tool is scheduled to be tested in the fall 2013.

Began development of new training for SICs on effective family and community engagement: current research and suggested strategies

- This training will build on current research concepts published by the Harvard Family Research Project, the National Network of Partnership Schools, and others, and will disseminate new tools such as a compilation we have developed of strategies to reach “hard to reach” parents.

Funding

Completed proposal for funding SIC Evaluation Initiative

- Have completed full proposal and shorter letter of inquiry together with draft budget, all of which have been provided to College of Education Office of Development, which is providing substantial assistance in identifying and approaching potential donors.

- Proposal will request about \$85,000 over 2 years for staff time and travel, materials and publications, and incentive awards for schools of SICs that complete the program. If fully funded, the program will be able to accept 4 SICs to the pilot program and expand to at least 8 SICs in the second year.
- Dr. Abe Wandersman of the USC Psychology Department has agreed to be on the proposal as an advisor and to provide graduate student assistance for data analysis for the evaluation phase of the Initiative.

Professional Development

- Successfully completed Education Policy Fellowship Program in June 2013.
- Attended workshop on community development corporations and community partnerships sponsored by Sisters of Charity in Columbia. Take away included possibility of developing asset mapping resource or tool for SICs.
- Invited to enroll in Graduate Level Course this fall in Organizational Psychology with Professor Wandersman, in the USC Department of Psychology. The course will discuss how to successfully integrate an innovation, such as the SIC Evaluation Initiative, into an organization.