SC SIC Board of Trustees
Quarterly Meeting Minutes
Colonial Life Building, Columbia, SC
Friday, November 21, 2014

Board Members Present: Michael Guarino, Chair; Amelia McKie, Vice-Chair; Donna Hooks, Secretary; Ellen Still, Immediate Past Chair; James Blassingame; Justin Blum; Jason Fulmer; Allison Jacques; Bonnie King; Myriam Torres

Staff Members Present: Tom F. Hudson, SC-SIC Executive Director; Karen Utter, SC-SIC Coordinator, Programs and Research

The meeting was called to order at 10:37 a.m. by Mr. Guarino.

Mr. Guarino made modifications to the agenda; approval of the minutes was moved to later in the day when a quorum would be present.

Mr. Hudson announced that new member Cindy Townsend (Lowcountry) resigned from the board because of job responsibilities. Introduction of new board members Margaret Cochran (Lowcountry) and Sherri Horton (Upstate) was delayed as both were absent from the meeting.

Report of the Executive Director
Mr. Hudson presented highlights from his written report outlining trainings, funding, and activities since the Board's last meeting. His full written report is included at the end of these minutes. Mr. Hudson announced Karen Utter as the new Coordinator for Council Services, and he and the Board congratulated Ms. Utter on her selection as coordinator.

Report of the Digital and Web Director
Mr. Hudson presented highlights from Claudia Parnell's written report outlining the SC-SIC website, SC-SIC member network, *Report to the Parents* uploads, social media, *In the Loop, Council News,* SC-SIC listserv, and other listservs. Ms. Parnell's full written report is included at the end of these minutes.

Report of Program Coordinator
Ms. Utter presented highlights from her written report programs and research, publications, meetings, Read to Succeed, and Basic Trainings. Ms. Utter's full written report is included at the end of these minutes.

At 11:15, Mr. Hudson conducted a roll call at the request of Mr. Guarino, chair. A quorum was present.

Minutes of the September 12, 2014, meeting were presented and approved.

Mr. Guarino suggested that for future meetings, staff reports continue to be e-mailed in advance of the meeting. At the meeting, any additional information will be presented with time for questions from Board members.

Staff Presentation
Ms. Utter presented an overview of the pilot program, *Engagement for Outcomes*, including compliance, strategies for results and engagement, gains, outcomes, and next steps.

Board Committees
- Awards/Conference: Dr. Jacques gave an update on the SIC Annual Meeting/Morgridge Family Foundation Share Fair on March 7th.
- Outreach/Advocacy: No report
- Membership/Development: Mr. Hudson reported that Bill Evans from Beaufort will be joining the board and reviewed board committee assignments.

Old Business
None

New Business
- *SIC Annual Meeting:* The SIC Annual meeting will be held in conjunction with the Morgridge Family Foundation Share Fair at River Bluff High School on March 7, 2015.
- *SC-SIC Personnel:* Karen Utter has been selected as the Coordinator for Council Services. The Regional Council Specialists will be asked to attend the February 27 Board meeting.
- *Riley Award Update*: Applications will be mailed to Board members next week for first round judging. Discussion was held regarding monetary awards for the Dick and Tunkey Riley Award.

Presentation
Dino Teppara, Director of Legislative and Public Affairs with the SC Department of Education, presented an update on state curriculum standards and state assessments.

Our next meeting is scheduled for Friday, February 27.

The meeting was adjourned at 2:40.

Respectfully submitted,

Donna Hooks
Secretary

Tom F. Hudson, SC-SIC Executive Director

Training:

Scheduled: SIC Basics, Date TBD, Horry; SIC Goal Setting, Date TBD, Fort Mill 4.

Completed: SIC Basics, 11/20/14, Charleston (SIC District Contact); SIC Basics, 11/17/14, Sumter
                 (Hudson); SIC Basics, 11/06/14, Marion (Utter); SIC Basics, 11/06/14, Williamsburg
                 (Hudson); SIC Basics, 10/30/14, Marlboro (Hudson); SIC Basics, 10/28/14, Lexington-
                 Richland 5 (Hudson); SIC Chairs, 10/28/14, Lexington-Richland 5 (Hudson); SIC Basics,
                 10/27/14, Barnwell 19 (Utter); SIC Basics, 10/27/14, Kershaw (Hudson); SIC Basics,
                 10/21/14, Orangeburg 5 (Hudson); SIC Basics, 10/20/14, Beaufort (Hudson); SIC Basics,
                 10/16/14, Richland 1 (Utter); SIC Basics, 10/07/14, Richland 2 (Hudson); SIC Basics,
                 09/30/14, Darlington (Hudson); SIC Basics, 09/25/14, Fairfield (Utter); SIC Leadership,
                 09/25/14, Fairfield (Hudson); SIC Basics, 09/23/14, Calhoun (Hudson); SIC Basics,
                 09/16/14, Greenville (Hudson).

Other: Annual SIC District Contact Meeting, 10/10/14, Columbia.

Overview: 19 training sessions conducted to date (16 SIC Basics; 1 SIC Leadership; 1 SIC Chairs; 1
                 SIC District Contact Meeting), reaching over 468 participants.

Funding:

- EIA Program Report for Education Oversight Committee submitted and presented by Dean
  Lemuel Watson for the Center for Educational Partnerships (CEP) on 10/13/14 requested an
  additional $90,000 for FY2015-16. SC-SIC requested an additional $50,000 of this funding.
- Budget projections for SC-SIC to date show sufficient funding from all sources for the remainder
  of FY2014-15.

Selected Activities:

- Participated in CEP directors meetings, 10/27/14 and 11/18/14.
- Screened applications and conducted interviews for Program Coordinator II position, 11/17 and
  11/18/14.
- Attended SC/NSPRA Fall Conference in Charleston, 11/12 to 11/13/14.
- Ongoing work in coordinating, with SC Department of Education Office of School Leadership,
  SC Education Policy Fellowship Program. First session held 09/19/14, in Columbia; Upstate
  Leadership Forum held 10/16 and 10/17/14, in Spartanburg; third session held 11/14/14, in
  Columbia.
- Prepared copy for *In the Loop* (Volume 1, Issue 3, Issue 4, Issue 5) emailed on 09/24/14,
  09/26/14, and 11/05/14, respectively.
- Engaged in planning and preparation for Annual SIC District Contact Meeting held 10/10/14, in
  Columbia.

Selected Activities, continued:

- With other CEP directors and staff, participated as a table moderator for Partners in Education Conference (co-sponsored by SC Future Minds and CEP), 10/02/14, in Columbia.
- Attended The Riley Institute's presentation of the WhatWorksSC Award 10/02/14, in Columbia.
- Scheduled to attend EPFP Site Coordinators meeting in Washington, DC, 12/05 to 12/07/14.
- Concluded revisions to SIC Basics and SIC Leadership training modules. Working with Karen Utter on revisions to SIC Goal Setting training module.
- Met with Office Depot representative regarding programs the company has developing to assist schools, particularly related to parent involvement.
- Reviewed, pre-screened, and prepared for Board judging Level One applications for 2015 Riley Award for SIC Excellence.
- Coordinating work with USC Human Resources to bring three (3) SC-SIC Regional Council Specialists back on staff by 12/01/14.
- Ongoing work on articles for next issue of Council News, slated to be issued in late 11/14.
- Ongoing work with SC-SIC Business Manager Debra Williams on budget and projections for 2014-15.
- Ongoing work on revisions to SIC Handbook. Looking at initial online release of new version in early 12/14.
- Ongoing work in developing *SIC 180*, three-minute video clips on relevant topics for SC-SIC website.

Claudia Parnell, SC-SIC Digital and Web Director

SC-SIC website:

The 2013-14 Training Schedule has been archived on the SIC Training Dates and Locations page of the SC-SIC website, *http://sic.sc.gov*, at *http://sic.sc.gov/TrainingAndResources/Documents/SIC%202013-14%20trainings%20for%20web.pdf*. The 2014-15 schedule is displayed; we have completed 19 trainings as of 11/21/14. Over 464 individuals were trained as of 11/18/14; this number does not include trainings conducted by SIC District Contacts who may not yet have reported their training numbers to the state office.

Current Home page highlights include reminders to Councils to report their SIC membership to SC-SIC by November 15, a description of and link to *In the Loop*, SC-SIC newest emailed publication for SIC members and friends, and a link to competitions and workshops currently being offered by SC Economics. Offerings for SIC brochures and lapel pins are featured, as is the link for the current issue of the SIC handbook, *The Basics*. (2012 edition.) SIC District Contacts and members are being asked to download and use this version of the handbook while the latest edition is in production.

SC-SIC is working with our hosting company, SC Interactive, to upgrade the programming behind the website so that it is more user-friendly across all platforms, including tablet and mobile. This is expected to take several months.

SC-SIC Member Network:

- Total number of schools falling under laws governing SICs as of 11/17/14: **1,137** (This figure does not include 3 schools that convene SICs but are not mandated to do so.) These are the latest available numbers reported to us by the schools and/or districts.
- Total number of schools reporting SIC membership as of 11/17/14: **849** (This number includes 3 schools that are not mandated to convene SICs and 16 schools that are partially updated.)
- Total number of schools that had not updated their SIC membership as of 11/17/14: **291**
- Total number of SIC members reported as of 11/17/14: **11,229**.
- Total number of SICs in compliance as of 11/17/14: **767.** (This number includes 3 "Career, Tech and Other" category schools, which are not mandated to convene SICs.)
- Total number of SICs out of compliance as of 11/17/14: **373.**

It should be noted that SC-SIC allows a "grace period" of approximately 1.5 months and gathers a second set of reporting data on January 2. Historically, reporting and compliance numbers improve significantly as late schools complete their SIC reporting tasks.

***Report to the Parents* Uploads:**

824 *Reports to the Parents* were uploaded by SC-SIC Member Network users for the 2013-14 school year. This reflects a steady yearly increase in uploads since the function was first initiated in 2010.

421 *Reports* were uploaded to the database for 2010-11, 563 for 2011-12, and 692 for 2012-13. Councils are encouraged to continue to upload their *Reports* after the deadline, so *Reports* for earlier years may continue to be added.

Report to the Parents **Uploads, continued:**

SICs have demonstrated a willingness to share their *Reports* via the *Member Network* database and are strongly encouraged to do so by a majority of the school districts. By mandate, the *Report to the Parents* must be distributed to the community by April 30 of each year; SICs voluntarily upload *Reports* to the *Member Network*.

Reports 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 to the Parents* offers publicly accessible information about what Councils across South Carolina are doing and accomplishing.

Social Media:

The SC-SIC Twitter account now has 1,699 followers (up from 1,617 as of 09/12/14). Use of Twitter by SC-SIC provides a communications conduit to education groups and professionals across the country as well as accelerated access to education and civic engagement news, blogs and journal articles on a wide variety of topics, and immediate contact with the community. Media personnel, political figures and key education players in South Carolina and beyond follow @*SCSIC* and 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, political figures, organizations, and media personnel from other states and countries. Also of great use is the accessibility of breaking news obtainable through Twitter lists of media, education outlets and those involved in the South Carolina political landscape.

The SC-SIC Facebook Page has 609 "Likes" (up from 588 as of 09/12/14). Many links to information and articles that are shared on Twitter are also posted here, though less in number due to the real-time posting and faster pace of Twitter. Posts are updated each business day. SC-SIC's last 3 posts showed a Facebook "reach" (the number of people the post was served to, either via newsfeed or share) of 1,511, a 123% increase over the previous week. We attribute this to the excitement over the SC Supreme Court's finding in the school equity suit. SC-SIC was among the first to share this news among numerous education organizations and local, state and national media. SC-SIC learned of the court's finding via 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 an increase in Facebook and Twitter followers. Social media has proven to be an essential tool in maintaining the SC-SIC public presence and in facilitating information flow.

In the Loop:

In the Loop is the latest email blast offering from SC-SIC and replaces the former *Clips and Quips*. It serves to keep SIC members and friends informed of events, dates, news, and other happenings. *In the*

In the Loop, continued:

Loop is sent to all SIC members and supporters who share their email addresses with us; current and archived issues can be found on the SC-SIC website at *http://sic.sc.gov/publicationsanddownloads/Pages/SC-SICIntheLoop.aspx*.

Council News:

The *Council News* electronic newsletters are emailed to all SIC members and friends that share their email address with us. They are posted to the SC-SIC website at *http://sic.sc.gov/publicationsanddownloads/Pages/CouncilNewsandArchives.aspx*.

SC-SIC listserv:

At this time the primary SC-SIC listserv of members and friends consists of over **11,300** email addresses. Addresses are deleted by individual request; subscribers are also able to independently leave the list. While exact numbers are not available, judging by the small number of returned emails received we have reason to believe that the great majority of these emails are valid.

Other listservs:

SC-SIC also maintains listservs for school principals, SC-EPFP graduates and friends, School Improvement Council Chairs, and SIC District Contacts.

Karen Utter, SC-SIC Program Coordinator

Programs and Research

   Activities related to *Engagement for Outcomes* Pilot

- Attended monthly SIC meetings at the four schools participating in the pilot program.
- Provided technical support to SICs related primarily to activity planning and implementation and assessment of results.
- The SIC that had experienced problems with organizational capacity at the end of the prior school year now has a strong membership in place and is implementing and tracking outcomes of strategies to increase levels of family engagement at school events.
- The SIC in Greenville School District has completed plans for the first in a series of events to promote greater student interest and family engagement around science. Implementation will begin with anticipation-building and publicity activities in December and carry through until the main event in March.
- The SIC in Oconee County has begun implementation of the program it planned last year to provide after-school homework help to students. The SIC's efforts to re-establish a PTO at the school is meeting with great success. The SIC's family engagement committee is working on engaging non-English speaking Hispanic parents and their children by (1) developing a weekly podcast of school events read in Spanish by students, and (2) partnering with the local public library to provide a program for parents that combines access to English lessons at the school's computer lab with information about the kinds of questions that parents can ask teachers and the principal in order to find out how their child is doing.
- The SIC in Marlboro County successfully advocated for development of pilot of Academic Parent Teacher Teams at one grade level at their school.
- Presented session at District Contacts meeting on progress of Engagement for Outcomes program, including specific strategies that can be pursued at the district level to support SIC capacity building.
- Continued work in converting materials, tools and research developed for *Engagement for Outcomes* schools into more generic formats for use by all SICs.

The pilot is scheduled to end in December for those SICs that meet in December. Those SICs that are not scheduled to meet in December due to the holidays will have their final program meeting in January 2015. The Program Coordinator's focus during December and January will be to prepare training modules and materials for the final meeting that specifically address the continuous improvement and sustainability steps of GTO and prepare the SICs as they move forward during the remainder of the year.

SC-SIC Book Distribution Program

- We continue to receive and fill requests from SICs for free family engagement texts.

Publications

- Completed draft of new SC-SIC handbook intended to replace the current *Basics* handbook.
- Completed first draft of short companion booklet to new SC-SIC handbook that will address FAQs about SIC statutory requirements.

Meetings

- Met with representative of Google CS First program, a free after school computer science program sponsored by Google and available to schools serving middle grades in in South Carolina.
- Attended and assisted in facilitating table discussion at 2014 Conference of SC Public Education Partners sponsored by SC Future Minds and CEP.
- Met with Tom and Office Depot representative regarding programs that Office Depot is developing in the area of family and community engagement in schools.

Read to Succeed

- Met with Baron Holmes and conferred with Dana Yow at EOC to begin developing concepts for materials, training and technical assistance to SICs that address their new role under Read to Succeed. Next step is to reach out to SC DOE office that is implementing provisions of this law.

Basics Trainings

- Conducted Basics trainings in Fairfield, Richland 1, Blackville and Marion school districts.
- Created spreadsheet tracking email addresses of all participants in Basics training to facilitate larger follow-up survey via Survey Monkey at the end of 2014-15 school year.