

**SC-SIC Board of Trustees  
Quarterly Meeting Minutes  
Friday, November 4, 2016  
Via Telephone Conference**

Board Members Present: Donna Hooks (Vice Chair); Shari Sebuck (Secretary); Jeff Nicholson; Dora Leonard; Myriam Torres; Justin Blum; Jason Fulmer; Bill Evans.

Staff Members Present: Tom F. Hudson, SC-SIC Executive Director; Karen Utter, SC-SIC Coordinator of Council Services; Claudia Parnell, SC-SIC Digital and Web Director.

Vice Chair Hooks called the meeting to order at 10:37 AM.

LTC Blum moved to approve the minutes of the Board's 08/26/16 meeting; Mr. Fulmer seconded; the motion was carried.

**SC-SIC Staff Reports**

Mr. Hudson, Ms. Utter, and Ms. Parnell presented highlights from their written reports and took questions from Board members. The Board discussed possible strategies to alleviate the expenses of face-to-face district trainings, the use of online trainings, and the importance of training to local SIC members.

Full written reports of SC-SIC staff are included at the end of these minutes.

**Old Business**

Mr. Hudson asked Board members to review their online bios as they appear on the SC-SIC website and to provide updates if necessary. Additionally, photos will be updated.

Board members who hadn't already signed up for Board committees were asked to do so.

**New Business**

Ms. Utter informed the Board that the deadline for 2017 Riley Award for SIC Excellence applications was extended to 12/02/16 due to Hurricane Matthew. Board members inquired if a special outreach could be made to previous Riley Award applicants to reapply for the 2017 award. Mr. Hudson informed the Board that this would be done.

Regarding increasing funding outreach for SC-SIC, Mr. Hudson and Ms. Utter informed the Board of envisioned office efforts with the USC Development Office, specifically Assistant VP Elaine Delk, to approach corporate and other sponsors to support SC-SIC efforts through sponsorship and charitable giving.

Mr. Evans moved that the meeting be adjourned, seconded by Mr. Fulmer.  
Jason Fulmer seconded motion

The meeting was adjourned at 11:30 AM, with the Board's next meeting (either in person or conference call) to be convened on Friday, January 27, 2017.

Respectfully Submitted,  
Shari Sebuck, Secretary  
SC-SIC Board of Trustees

Tom F. Hudson, SC-SIC Executive Director

**Training**

- Completed FY16-17:** 09/08, Lexington-Richland 5, SIC Basics and Tips for Chairs (Hudson); 09/15, Charleston, Principals and SICs (Hudson); 09/16, Annual SIC District Contact Meeting; 09/20, Greenville, SIC Basics (Hudson); 09/20, Lexington 3, SIC Basics (Utter); 09/27, Hampton 1, SIC Basics (utter); 10/20, Marlboro, SIC Basics (Utter); 10/18, SIC Basics, Richland 2 (Hudson); 10/20, SIC Chairs, Richland 1 (Hudson)10/25, Kershaw, SIC Basics (Hudson); 11/01, SIC Basics, Aiken (Hudson)
- Scheduled FY16-17:** 11/17, SIC Basics, Beaufort (Hudson); TBD, Horry, SIC Basics; TDB, Charleston, SIC Basics and SIC Leadership.

**Funding**

- In its program report for 2017-18 as submitted through the Center for Educational Partnerships to the SC Education Oversight Committee, SC-SIC has requested an additional \$50,000 for FY17-18. This needed additional funding will help to support the office’s ongoing programmatic efforts and perhaps enable it to provide a part-time Council Specialist to work with those SICs of the state’s Palmetto Priority Schools.

**Selected Activities**

- Participated in several conference calls relative to SC-EPFP with staff from Institute for Educational Leadership (IEL) and national EPFP, including a national budget task force.
- Ongoing work in co-coordinating SC-EPFP. Sessions held in Columbia on 09/09, and an Upsate Leadership Retreat in Spartanburg 10/14 to 10/15. The FY16-17 class currently stands at 15.
- Attended CEP directors’ meeting, 07/11.
- Attended SCDE School Improvement Advisory Group, 10/25, in Columbia.
- Assisted with copy preparation for SIC Basics online training modules (to be videotaped and posted to SC-SIC website soon).
- Ongoing work with SC-SIC Business Manager Debra Williams regarding FY16-17 budget.
- Ongoing work on new SC-SIC materials and resources.
- Ongoing work in responding to local SIC inquiries and issues.
- Numerous phone calls, emails, and correspondence.
- To attend national EPFP coordinators meeting, 12/02 to 12/04, in Washington, DC.

**Karen Utter, SC-SIC Coordinator of Council Services**

**Trainings and On-Site Technical Assistance**

Basics trainings delivered:

- Lexington 3 School District (Sept. 20)
- Hampton 1 School District (September 27)
- Marlboro County school district (Oct. 20)

In the works:

- We have been contacted by the District Contact for Allendale Public Schools and are currently in discussions to schedule a series of monthly district-wide trainings as well as bringing Engagement for Outcomes to the district.
- We are continuing to work to get our three Basics video modules completed. After a trial run taping the first module, we are making some adjustments and have set a target of Thanksgiving to complete and post all three modules.

2016 SIC District Contact Meeting:

- SIC DC Meeting held September 16, 2016 at EdVenture Children's Museum. Agenda included talk by Ebinport Elementary SIC and Spartanburg 6 Chief Communications Officer Cynthia Robinson.

On-Site Technical Assistance to Individual Schools:

- B-C Grammar School No. 1 (Lexington 2 School District) -- Met with principal and assistant principal to assist in restart of SIC.
- Kennedy Middle School (Aiken County School District) -- Assisted with goal setting in areas of SIC interest.
- Sugar Creek Elementary (Fort Mill) -- Assisted SIC with compliance issues, bylaws, and community partnerships.

Tools for Local SICs

- Spanish translation of SIC Handbook completed. We have retained the services of Ms. Mayra Garcia to work with Digital and Web Director Claudia Parnell on formatting and proofing final version prior to printing. We have also retained Ms. Garcia's services to translate the new SC-SIC brochure: School Improvement Councils -- @ work for Public Education.
- Sample SIC Meeting Minutes for online Effective Meetings Toolkit
- SIC Compliance Checklist
- For District Contacts - Prepared and distributed DC Digest for 4th quarter
- Additional components of Read to Succeed have been reviewed by several outside professionals. Toolkit will be online by Thanksgiving and will include:
  - One page overview of R2S Act;
  - Brochure on the "Top 6 Things Parents Need to Know about R2S;"
  - Suggested SIC Goals and Activities for Elementary, Middle, and High Schools;
  - Links to the text of the Act, the State Reading Plan, and other key documents. SCDE has requested that we share our R2S overview and Parent Brochure with them for their use as well;
  - Additional tools will be added as we move forward -- but this will be the beginning core of the Toolkit.

**Family Engagement Text Distribution Program**

- Book currently offered is by Brad Currie, "All Hands on Deck: Tools for Connecting Educators, Parents, and Communities." We are now sending out brochure on all SC-SIC services together with the book. We have filled over 45 requests for this book this school year.

**Other Activities**

Connecting with Other Organizations:

- Meeting scheduled for November 9 with SC DOE FACE Coordinator to move forward with plans to engage Parent Liaisons across SC.

Fall Community Fairs:

- Attended Marlboro MASH: Made approximately 30 contacts with community members including principal and parent liaison from Bennettsville Intermediate;
- Attended Fairfield Rock Around the Clock: Made approximately 20 contacts with community members. Fairfield Middle, Fairfield High, and Geiger Elementary provided brochures from their schools for distribution from our table.

Dick and Tunky Riley Award:

- At request of several districts affected by Hurricane Matthew, the deadline for submitting this year's Level One application has been extended to Friday, December 2. This should not have a significant impact on our overall schedule. Four schools have already indicated that they are planning to submit applications;
- Based on feedback from last Board of Trustees meeting, took the following steps:
  - created sample of meeting minutes that are now available online;
  - revised instructions regarding submission of letters of support and developed new judging criteria that will be implemented this year;
  - productive meeting with Elaine Delk, Assistant VP of Corporate and Foundation Relations for USC, who recently added the College of Education to her portfolio, to discuss funding for Riley Award winners and other potential SC-SIC projects.

**Professional Development**

Attended SC Future Minds fall meeting and Riley "What Works" Award luncheon in Columbia.

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

### **SC-SIC & CEP Websites**

The redesigned SC-SIC website is now live and may be viewed <http://sic.sc.gov>. SC-SIC Digital & Web Director Claudia Parnell also manages the Center for Educational Partnerships' (CEP) website; that recently redesigned site may be viewed at <http://cep.sc.gov>.

### **SC-SIC Member Network**

The total number of schools falling under laws governing SICs as of 11/04/16 is **1,128**. This is the latest available number reported to us by the schools and/or districts.

### **SIC Report to the Parents Uploads**

**651** *SIC Reports to the Parents* for 2015-16 were uploaded to the Member Network as of 11/04/16. This number represents 58% of all schools mandated to convene SICs. SC-SIC requests that schools upload their *Reports* by June 1 annually, but they may upload *Reports* at any time. The trend has been for schools to continue to upload *Reports* after the June 1 deadline, so we anticipate an increase in this figure. There is no state mandate to upload *Reports* to the SC-SIC Member Network; April 30 is the state-mandated deadline for schools to distribute *Reports* to the greater school community.

**725** *Reports to the Parents* were uploaded to the database for 2014-15 school year by 11/04/16. SICs have demonstrated a willingness to share their *Reports* via the Member Network and are strongly encouraged to do so by a majority of the school districts. Again, because schools can upload *Reports* at any time, for any year, this number may increase.

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>.

*SIC Report to the Parents* offer publicly accessible information about what Councils across South Carolina are planning and accomplishing.

### **Social Media**

The SC-SIC Twitter account now has **2,337** followers (up from 2,273 as of 08-/26/16). 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 social media and media professionals from South Carolina and 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 **730** "Likes," up from 719 as of 08/26/16. 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.

### **Social Media (continued)**

Facebook, like Twitter, serves to increase our search engine rankings, or SEO, (Search Engine Optimization), again advancing our public profile. Social media has proven to be an essential tool in maintaining the SC-SIC public presence and in facilitating information flow.

### **SC-SIC's *In the Loop***

*In the Loop* is the email blast offering from SC-SIC. It serves to keep SIC members and friends informed of events, dates, news, and other happenings. *In the 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/Pages/IntheLooparchives.aspx>.

### **SC-SIC Council News**

*Council News* is an electronic newsletter emailed to all SIC members and friends that share their email address with us. Current and archived editions are maintained on the SC-SIC website at <http://sic.sc.gov/Pages/CouncilNewsarchives.aspx>.

### **SIC District Contact Digest**

The *District Contact Digest* is emailed quarterly and serves as a communications tool to keep District Contacts informed of upcoming events, deadlines, and other relevant information. Archived issues are posted to the SC-SIC website at <http://sic.sc.gov/Pages/SICDistrictContactDigest.aspx>.

### **SC-SIC listserv**

At this time the primary SC-SIC listserv of members and friends consists of approximately 17,759 email addresses. Addresses are deleted by individual request; subscribers are also able to independently leave the list.

### **Other listservs**

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