

SC-SIC Board of Trustees Quarterly Meeting

Richland School District Two Conference Center
Columbia, SC

Minutes for March 14, 2009

Board Members Present: Jeff Nicholson, Chair; Carlos Primus, Vice Chair; Virginia Alston Brown, Secretary; Nell Stewart, Immediate Past Chair; Ken Clark; Sylleste Davis; Nancy Hanley; Retha Ross; E' Lane Rutherford; Ellen Still; Maria Taylor; Fred Washington, Jr.

Staff Members Present: Cassie Barber, Executive Director; Tom Hudson, Director of Program Services; Claudia Wolverton, Public Information Coordinator.

Also in attendance was Richard Mock, former SC-SIC Board member and current Advisory Board member.

The meeting was called to order by Chairman Nicholson at 10 a.m. The minutes of the Board's November 21, 2008, meeting were approved as written.

The agenda was approved as presented.

After the opening welcome and comments by Mr. Nicholson, Ms. Barber presented the Executive Director's Report. The Awards Committee, chaired by Ms. Davis, was thanked for making arrangements for the Riley Awards ceremony and luncheon today. Since the Board's last meeting 10 additional trainings, including two (2) district trainings, have been held which means that 250 more SIC contacts and members have been trained since November. Trainings are listed on the website including and district-led trainings the state office is aware of. Advocacy trainings are planned for Charleston and Union counties. Rep. Mike Anthony, SIC District Contact from Union County, has been appointed to the Education Oversight Committee (EOC).

Legislative Advocacy Day was well-attended. Board members made favorable comments regarding the event. SIC attendees comprised over half of the attendance and it was noted that SIC members provided age, geographic and ethnic diversity. The improved attendance can be attributed to the SC-SIC office's mass e-mail to members which is also being used for disseminating a variety of information including legislative updates. Other education organizations are looking to partner with SC-SIC and make use of our growing email capability. Additionally, SC-SIC is actively seeking various partnership activities with the SC Department of Education, the Riley Institute and other organizations.

Mr. Hudson went to the winter state chapter meeting of the National School Public Relations Association (SC/NSPRA) which provided training on "new media" – specifically blogging, pod-casting and social networking. At that meeting a presentation from the Census 2010 initiative was made and SC-SIC was asked to distribute census information. Mr. Hudson has also attended a grant writing workshop.

Ms. Barber has been interviewed several times, quoted in The State newspaper and other county papers, and has spoken on radio broadcasts. Mr. Hudson has also been asked to speak at several venues. SC-SIC is doing fewer newsletters and increasing the use of emailed "Clips & Quips," using Facebook with an SC-SIC group, as well as exploring and planning more use of such social network web pages on the Internet. Ms. Wolverton will attend a class on Internet webcasting.

In an update on the flooding of the office last summer, Ms. Barber reported that the insurance company and/or the University has not yet provided any funds for replacing damaged office furniture, equipment or supplies. The budget passed by the House still has not been posted. The spreadsheet that SC-SIC has had copies of and

the present proposed House budget are different and it remains to be seen how the SC General Assembly will fund this office and other EIA programs.

Copies of the updated Strategic Plan were distributed. Members agreed that the plan should be posted on the web.

The Board recessed for the SC-SIC Awards Luncheon. The Board reconvened following the luncheon at approximately 2:15 p.m.

The following funding opportunities were expressed by Ms. Barber and the Board without motion for acceptance: asking districts to compensate SC-SIC for some services; conducting webinars for training; sending DVDs or a copy of "The Power of Many" brochure; inviting legislators to come to an SIC legislative day; sending local SIC members key points to discuss with their legislators. Some Board members were concerned that some legislators think that this is a paid membership organization and expressed concern about how well SC-SIC explains to legislators what we are and what we do. Ms. Barber said that bullet points could be put in an upcoming issue of the newsletter and that we can ask SICs to invite their legislators to visit schools for something like an SIC Awareness Day.

The creation of 501(c) 3 status for SC-SIC was mentioned because SC-SIC could become a fundraising organization. Ms. Barber will also explore the possibility of using the USC Education Fund and will bring the information to the next meeting.

Chairman Nicholson asked how much money we are spending for meeting accommodations. Ms. Barber reported that no money is spent to rent meeting rooms, only for food. Mr. Nicholson suggested that we could ask school districts in the area to host meetings and that this could be a strategy for awareness and visibility. Mr. Primus volunteered to ask Brookland Baptist Church to allow the Board to meet there without charge if individual Board members would purchase lunch from the facility.

Ms. Davis mentioned that Santee Cooper donated the five (5) prints that Riley Award finalists received at the awards luncheon, which was a generous support for the ceremony.

In closing remarks, Ms. Barber asked Board members to review the strategic plan and provide feedback for updates before it is posted on the website. She also stated that compliance letters for local SIC membership will be forwarded to district superintendents in the near future.

The Board's next meeting will be Friday, May 8, 2009, at a location to be announced.

The meeting adjourned at 3:25 P.M.

Respectfully submitted,
Virginia Alston Brown
SC-SIC Secretary