

Crafting the SIC's Annual Report to the Parents



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SC School Improvement Council

SIC Report to the Parents

Section 59-20-60 (5)

“...An annual school report to the parents and constituents of the school must be developed by the School Improvement Council and shall provide information on the school’s progress on meeting the school and district goals and objectives. These reports shall be provided by [April 30th] of each year...”

Source: SC Code of Laws, 1976 (as amended)

RTP Overview

- Each Report is unique to each school and SIC
- Developed by the SIC along with the principal
- Differs from other reports issued by the school or the district
- Highlights needs, goals, actions, and results as seen by the SIC specifically
- Reflects the current school year

What’s In The Report?

- **General Information**
 - Should be titled “SIC Report to the Parents”
 - School name and date of report
 - School address and contact information
 - Name of principal and SIC Chair
 - Names and contact info of SIC members
- **Purpose of the Report**
 - Highlight the progress made in achieving the goals and objectives of the Five-Year School Improvement Plan and the SIC’s annual goals

Recommended Content

- State the SIC’s annual goals
 - Developed each year to assist school reach it’s goals as outlined in the Five-Year Plan
 - Simple formula: Needs – Goals – Actions – Results
- What makes your school different?
 - Challenges, special conditions, or other factors
- Test results
 - Beyond those in the SC School Report Card
- SC School Report Card ratings
 - Plus comments related to specific goals

Special Information

- Programs unique to your school
 - Language immersion, arts-infused, single gender, STEM or STEAM, Montessori, etc.
- Particular recognitions
 - School, students, faculty, and staff
 - Statewide or community awards
 - SACS accreditation, Palmetto’s Finest, or participation in state or national events

Consider Your Audience

- Use bullet points or highlight specific points for emphasis
- Limit copy to brief, concise statements
- Avoid jargon and acronyms
 - Have several parents review a draft for understanding and suggestions
- Think about what you want readers to take away from the Report



Know Your Audience

- What is it? Who are they?
 - Parents
 - Teachers
 - Administrators
 - Students
 - Community members
 - Subgroups of these
- What are their information needs?
- What are their information wants?



Create An Attractive Report

- Use an 8.5 x 11 paper commonly found at school
- Select a colored paper or ink, paying attention to readability and cost
- Utilize your resources!
 - PTA/PTO
 - School business partner
- Aim for a two-sided document at most
 - Tri-fold or bi-fold
- Include sufficient “white space”



Create An Attractive Report

- Use other elements to emphasize your points
 - Graphic elements
 - Photos
- Remember, you want this Report to stand out and tell the story of your school and SIC for the year reported
- Consider examples
 - Online at sic.sc.gov



Who Should Get It?

- Statute calls for all parents to receive the Report by April 30th each year
- Put extra copies in the front office
- Provide copies to the community
 - Library branch
 - Churches
 - Chamber of Commerce
 - Other community organizations
 - Local doctors' offices
 - Real estate agents



Who Should Get It?

- Post an electronic version to the school website
- Send a copy to your SIC District Contact
- SC-SIC requests an electronic copy by June 1st annually to post on the SIC Member Network



Print vs. Electronic

- What works best for your school community?
–Most likely, a combination of both
- Remember there are those in many school communities that don't have ready access to the Internet
- Important to archive copies of the Report in the interest of the "public record"



Other Thoughts

- Think about novel ways to share your Report
- Key method for SICs to share information
- Remember – the Report is from the SIC – not the school or district
- Share SIC / school goals and outcomes
Needs – Goals – Actions – Results
- Opportunity to "sell" your SIC & school
- SC-SIC is always ready to help



Contact Information

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