

SC-SIC Board of Trustees
Quarterly Meeting Minutes
December 9, 2020
Via Zoom

Board Members Present: Bob Grant (Chair), Mary Anne Byrd (Secretary), Dora Leonard (Past Chair), Jessica Adamson, Stewart Cooner, Clara Heinsohn, Carol Hill, King Laurence, and Dr. Jon Pedersen
Staff Member Present: Tom F. Hudson, SC-SIC Executive Director

A quorum being present, the meeting was called to order by Mr. Grant at 11:02 a.m. A motion to approve the minutes as submitted from the October 14, 2020, meeting was made by Dr. Pederson and seconded by Mr. Cooner. The motion was approved unanimously.

Review of Staff Reports: Executive Director Hudson provided highlights of his report, outlining SC-SIC trainings and other activities. His full report is attached to these minutes.

He also provided updates from Associate Director Karen Utter, highlighting work of the Carolina Family Engagement Center, the 2021 Riley Award for SIC Excellence, and other areas. Ms. Utter's full report is included as part of these minutes.

Mr. Hudson also outlined the report of Digital & Web Director Claudia Parnell, including updates on the online SC-SIC Member Network, social media performance, and publications. Ms. Parnell's full report is attached to these minutes.

Mr. Hudson mentioned that Vice Chair Dr. Sallie Cooks' mother is ill, so she was not able to attend this meeting. He asked Board members to keep her in though during this time.

Old Business: Mr. Hudson said that the SC-SIC funding level is uncertain. Funding levels have stayed consistent for the past 8-9 years. He did request an additional \$100,000 in EIA funding to improve SC-SIC's training reach. Ms. Heinsohn said that the state's revenue picture looks like it may be okay for this year; if there is a decrease, it may come in the following year. SC-SIC is experiencing some cost savings with Ms. Parnell's voluntary transition to part-time.

Mr. Cooner recommended that Board members visit the website of the SC Board of Economic Advisors to keep updated on the state's revenue picture.

Mr. Hudson also referenced the list of committee assignments for Board members. Each committee has at least six members other than the Bylaws Committee. Committee chairs were announced as follows: Outreach/Advocacy: Mr. Cooner; Membership/Development: TBD; Awards/Conference: Dr. Trevor Ivey; and Bylaws: Ms. Leonard.

New Business: Mr. Hudson said that the SIC staff will screen the Riley Award applications for the areas that can be scored prior to the judges' work. He said that there is still a lot of work to be done to plan for the 2021 SC-SIC Annual Meeting in the spring. The 2020 Riley Award winners were announced virtually but Mr. Hudson has not yet been able to present the awards in person. He will continue to follow up with the appropriate school boards to see as to when these can be planned. Ms. Heinsohn suggested that Mr. Hudson do a Zoom workshop with past Riley Award winners to explain the process and encourage others to apply.

Ms. Heinsohn also suggested an advocacy letter writing campaign for SIC Chairs to connect with their local legislators, especially those on the House Ways and Means Committee, to encourage SIC funding support. She said that it would be important to talk about how the additional funding will be tied to increased student achievement.

Mr. Hudson said that the Board will likely meet again in February and then possibly in April/May. He will pull some dates together to suggest. The February meeting will be virtual.

Adjournment: There being no additional business before the Board, a motion was made by Dr. Pedersen and seconded by Ms. Heinsohn to adjourn the meeting at 11:50 a.m.

Respectfully submitted,

Mary Anne Byrd

Mary Anne Byrd, APR
SC-SIC Board Secretary

Tom F. Hudson, SC-SIC Executive Director

Trainings

To Date 2020-21: 15 virtual “SIC Basics” training sessions conducted; 360+ participants

Scheduled: 12/11/20, Orangeburg (Hudson); 12/17/20, Lancaster (Hudson); 01/04/21, Orangeburg Staff PD (Hudson); 01/12/21, Charleston (Hudson)

Selected Activities

- Participated in several conference calls relative to SC-EPFP with staff from Institute for Educational Leadership (IEL) and national EPFP.
- Preparations for upcoming SC-EPFP virtual sessions.
- Participated in numerous meetings and conference calls related to the Carolina Family Engagement Center (CFEC) grant, to include leadership team, budget, and partnership meetings.
- Participated in monthly meetings of the SEL4SC Board.
- Ongoing work in preparing copy for materials and e-publications (SC-SIC and CFEC), to include web and social media postings, CFEC newsletter, 11/03/20, and *SC-SIC Council News*, 12/07/20).
- Ongoing work in providing technical assistance by telephone and email.
- Attended UofSC College of Education (CoE) Administrative Council meeting, 10/21/20.
- Prepared and presented “SIC180” online video updates 11/02/20.
- Coordinated and hosted CFEC “Ready, Set – Kindergarten!” brochure series virtual launch, 10/28/20.

Upcoming Activities Scheduled to Date

- SC-EPFP monthly sessions (virtual), 12/18/20, 01/22/21, 02/26/21
- All College Retreat, 01/08/21
- Appointed by Superintendent Spearman to serve on State Board of Education Accountability Task Force (with meetings 01/21 through 03/21).

Karen Utter, SC-SIC Associate Director

Carolina Family Engagement Center (CFEC)

- Oversaw all CFEC partnerships and activities
- Provided continued technical assistance to Regional Liaisons as they work to build capacity of SICs at the 25 schools in their regions. Seeing successes, particularly in Anderson 2 where SICs are moving from quarterly to monthly meetings for the first time.
- Launched virtual Parent Leadership Partner Program in Charleston area this fall. We have 15 participants from Title I schools (several are SIC members looking to strengthen their leadership capacities).

Trainings and on-site technical assistance

SIC Trainings, Presentations, and Facilitations (completed)

- Delivered virtual SIC Basics training for Clarendon 2 School District (11/20/20).

Awards and Annual Meeting

Riley Award for SIC Excellence

- Began pre-review of Level One applications received prior to due date of 12/04/20.
- Board members serving as judges in Level One should receive copies of assigned applications on or before 12/18/20. Judge's score sheets will be due by 01/04/21.

Other Activities

- Provided article on CFEC's "Ready, Set – Kindergarten!" guides for *SC-SIC Council News*.

Claudia Parnell, SC-SIC Digital & Web Director**SC-SIC and CFEC websites**

The SC-SIC website at *sic.sc.gov* continues to do an excellent job of providing information to the public. Staff members frequently receive comments on the thoroughness of the provided material and ease of navigation. The is hosted by SC.GOV, the hosting agency for South Carolina state government agencies.

Digital & Web Director Claudia Parnell continues to work from home. She participated in the Voluntary Separation program offered by the UofSC College of Education, then returned to SC-SIC as a temporary part-time employee (30 hours per week). CFEC staff member Jennifer Dever now manages CFEC's website and social media accounts.

SC-SIC Member Network

As of 12/04/20, the total number of SIC members was **10,975**. This figure includes some schools, such as career and early childhood centers, that are not mandated to convene SICs but choose to do so. As more schools report their membership past the annual November 15 deadline, we anticipate that this number will grow to approximately 13,000. This figure has been consistent for the past five years.

The total number of SICs falling under laws governing School Improvement Councils as of this same date was **1,141**. This figure includes some schools that have been allowed to convene "joint" SICs.

Schools may report after the statutory November 15 deadline. However, if the membership is not fully reported by January 1, the school's SIC is assigned a "Not Reported" or a "Reported, Non-Compliant" designation.

The *Member Network* is reset each July 1 to allow for new SIC membership reporting. For security reasons, all user accounts are deactivated on this date and new passwords must be issued.

SIC Report to the Parents Uploads

785 *Reports to the Parents* for the 2018-19 school year were uploaded to the *Member Network* as of 12/04/20; **718** for the 2019-20 school year had been uploaded by the same date. SC-SIC routinely requests that schools upload their *Reports* by June 1 annually, but they may add files at any time. There is no state mandate to share *Reports* to the *Member Network*; April 30 is the state-mandated deadline for schools to distribute *Reports* to the greater school community. School districts are supportive of this initiative and encourage schools to share their SICs' *Reports* to the *Member Network*. Due to the pandemic, the April 30 deadline for publishing the 2019-20 *Reports* was moved to November 1; SICs were requested to upload these *Reports* by December 1.

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 *SIC Report to the Parents* offers publicly accessible information about what Councils across South Carolina are planning and accomplishing. A toolkit and template are accessible on the SC-SIC website to assist Councils in developing their *Reports*; instructions for uploading the file are also available.

Social Media

The SC-SIC Twitter account currently has **3,004** followers (up from **2,994** in 10/20). 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 many educators, political figures, organizations, social media influencers, and media professionals from South Carolina, other U.S. states, and foreign 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 account has been active since August 2009.

The SC-SIC Facebook page has **1,038** “Likes,” up from **1,032** in 10/20. Many links to information and articles that are shared on Twitter are also posted here, though less in number. As with the Twitter account, it has been active since August 2009.

The Facebook and Twitter pages each increase our search engine rankings, or SEO, (Search Engine Optimization), and in so doing advance our public profile and outreach. Social media has proven to be an essential tool in maintaining the SC-SIC public presence and in facilitating information flow.

In June 2018 the SC Education Policy Fellowship Program (SC-EPFP), facilitated by SC-SIC, relaunched its social media program. Its Twitter handle is @PolicySc and to date the account has **394** followers. SC-EPFP’s Facebook page has **106** “Likes.” Followers and “Likes” have both grown since October 2020.

SIC180 (video updates for SIC members and friends; delivered via Facebook)

Recorded by and from SC-SIC Executive Director Tom F. Hudson, *SIC180* is an effort to reach out to the SIC community with updates in a video format. In the latest episode (11/02/20), information was shared with local School Improvement Councils on applying for the 2021 "Dick and Tunky Riley Award for SIC Excellence." There is a link to the video on the SC-SIC website at <https://sic.sc.gov/>, but you will need to scroll down the Facebook feed to find it.

Council News (SC-SIC Newsletter; delivered via email)

The *Council News* electronic newsletter is emailed to all SIC members and friends that share their email address with us. The latest issue was published 12/07/20. Current and archived editions are posted to the SC-SIC website at <https://sic.sc.gov/sic-information/council-news-electronic-letter>.

DC Digest (quarterly newsletter for SIC District Contacts; delivered via email)

DC Digest is designed to provide our SIC District Contacts with timely information about new materials, upcoming events, suggested strategies for working with SICs, and reminders of upcoming SIC deadlines. Current and archived editions of *In the Loop* may be found on the SC-SIC website at <https://sic.sc.gov/sic-information/schools-districts/sic-district-contact-digest>.

SC-SIC listserv

Currently the primary SC-SIC listserv of members and friends consists of **24,000+** email addresses. Addresses are deleted by individual request; subscribers are also able to independently leave the list. Efforts are underway to cull the list at the request of University Technology Services; entries dating from 2013 to 2015 will be removed.

Other listservs

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

