

HORRY COUNTY SCHOOLS
OPERATIONAL EXPECTATIONS MONITORING REPORT
OE-9 – Communicating With the Public

I certify that the information in this report is true.

Signed: *Rick Maxey*
Dr. Rick Maxey
Superintendent

Date: 4/5/19

Disposition of the Board:

☐ In compliance
☐ Not in compliance
☐ Compliance with exception

Signed: _____
Chairman Ken Richardson
Horry County Board of Education

Date: _____

Comments: _____

OE-9 – Communicating With the Public	Supt.	Supt.	Board	Board
	In Compliance	Not in Compliance	In Compliance	Not in Compliance
1. The Superintendent shall assure that the public is adequately informed about the condition and direction of the District.	✓			
2. Assure the timely flow of information, appropriate input, and strategic two-way dialog between the district and the citizens that builds understanding and support for District efforts.	✓			
3. Prepare and publish, on behalf of the board, an annual progress report to the public that includes the following items:	✓			

a. Data indicating student progress toward accomplishing the Board's Results policies. b. Information about District strategies, programs and operations intended to accomplish the Board's Results policies. c. Revenues, expenditures and costs of major programs and a review of the District's financial condition.				
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Interpretation: I interpret this policy to mean that:

Horry County Schools, through the Office of Communications, seeks to inform and involve both internal and external audiences by utilizing a variety of communication strategies and delivery platforms to promote awareness and enhance support for our collective goal of preparing students for college and career success.

Horry County Schools will work to ensure that our publics are informed about the progress and performance of the District and our schools and will uphold high expectations for fostering a culture of transparency and meaningful public engagement.

Evidence of Status of Compliance:

HCS is in full compliance with this policy. Evidence is listed below:

- District communications through:
 - Written press releases/Media advisories
 - Printed publications
 - Annual Report
 - Quick Facts
 - Parent Student Guide
 - Planning Calendar
 - School Bully Prevention and Reporting Guide
 - Teacher-of-the-Year Program
 - Support-Staff-of-the Year Program
 - Statements
 - Dr. Maxey's Welcome Back Address
 - Social Media Statements/Updates during and after Hurricane Florence
 - District website
 - Automatic notifications
 - Integration with ParentLink and Facebook for direct posting in all locations simultaneously.
 - RSS Feeds
 - Mass web-based messaging system

- Website accessibility – information in accessible formats (efforts are being made to assure equal accessibility to people with disabilities.)
 - District’s cable access television channel (HCS-TV)
 - Email
 - HCS In The News weekly update email
 - Mass Notification calls and emails
 - Social Media
 - Twitter
 - YouTube
 - Instagram
 - Facebook
 - 48% increase in followers
 - 615 responsive rate to direct messages
 - Support HR through Facebook Boost (example)
 - Educator Recruitment Fair – HR post on FB reached 2,580 people, same post on the District FB page reached 6,121. In 2018 only reached 1,574 total.
 - Spotlight video presentations highlighting various school and District activities.
- Two-way dialogue is enhanced through regularly scheduled meetings with advisory cabinets and stakeholder groups and through attendance area advisory boards, public forums, and presentations. Community meetings on relevant issues are scheduled throughout the year, as needed.
- The Office of Communications serves as the hub for daily communication with members of the news media, parents and prospective parents, community members, and area businesses, and organizations.
- A fully-incorporated District logo fosters brand recognition through business communications, digital communications, transportation signage, outdoor advertising, employee uniforms, and promotional items. The HCS logo is often accompanied with “Inspiring Possibilities” as a branding concept to articulate student and staff stories about how HCS has been instrumental in opening up new ideas, new goals, new aspirations, and new opportunities for success at every level.
- External digital signage at the District high schools provides an additional messaging source for parents and community members to receive announcements about schools.
- Internal digital message boards, located inside of schools, are being deployed for staff, students, and parents to receive school announcements.
- eSCRIBE serves as a communication and research source for information about Board of Education meetings, work sessions, retreats, agendas, and minutes through a web-based system. eSCRIBE leverages technology to communicate successfully public information via the webcasting of open meetings, the

management and delivery of documents, and the extension of our transparency in governmental leadership. In addition to providing a web-based archive of meetings, video recorded from meetings is also shown on HCSTV. All Board of Education meetings are open to the public.

- Meeting dates and agenda for all Board Committees (Finance, Technology, Human Resources and Facilities) are provided on the District's website.
- The HCS Mobile application was implemented this school year with a greater volume of value-added content and features in conjunction with the District's website.
- Each fall, HCS conducts a campaign to include direct mail, mass notification alerts, four community meetings, and an enhanced website, and a video tutorial to educate parents and students about high school options to include the STEM programs, the Early College High School, the Scholars Academy, the IB programs at Aynor and Socastee high schools, and the majors programs at the Academy for Arts, Science and Technology and the Academy for Technology and Academics. A universal application system and deadline date simplified the process for students. Similar strategies are used to communicate with parents about early childhood registration, online registration, personalized digital learning, graduation, testing and assessment events, and special opportunities to opt-in to unique offerings.
- HCS designed digital billboards for the Teacher-of-the-Year program and the HCS "Inspiring Possibilities" brand. Outdoor digital advertising was acquired through in-kind giving from Coastal Outdoor Advertising.
- HCSTV programming is available to customers of Horry Telephone Cooperative, Inc. and Spectrum Cable through television programming and internet streaming via the HCS Website and YouTube.
- Closed captioning is being integrated into videos.
- Enhanced video opportunities include the Annual Report Broadcast, Facebook Live events, and an increased presence on both the web and social media.
- The 10th Annual HCS Technology Fair will include more than 3,000 students with over 700 entries. The Technology Fair showcases students in grades CD through 12th and features the FIRST LEGO Robotics competition for elementary and middle schools and a simulation of the 2019 FIRST Robotics Challenge for high schools. In partnership with Coastal Carolina University, the highly popular Rubik's Cube Challenge returns for the fifth year. CCU educators and students also organize and manage the FIRST events. A special guest illustrator who has worked with Adobe and Apple projects for professional sports teams and the Smithsonian will do live demonstrations.
- HCS is a financial partner and provides staff support for the Palmetto Regional FIRST Robotics Competition. With Myrtle Beach serving as the location for the regional event, all HCS high schools are able to participate in the competition which would otherwise have been impossible due to travel costs. The Palmetto Regional is

the largest FIRST qualifying event in the nation. HTC partners with HCS to provide live streaming of the event and runs promotional ads for Horry County Schools. This year the event had over 8,000 hours of viewing reaching over 108 states and countries.

- In collaboration with the Chicora Rotary Club, a seventh "Waves of the Future" fine arts showcase is held in April each year. The event provides a venue for our students to perform on a professional stage and yields fundraising proceeds to support fine arts in our schools.
- Efforts have expanded to provide more information about fine arts performances and events that are open to the community to showcase the talent of students as a result of the fine arts curriculum. An easily accessible link on the website provides a quick-look at upcoming events held throughout the district.
- HCS issues Top 65 passes each year to resident seniors in Horry County enabling them to attend District sporting events free of charge. An email distribution list has been created for them to receive information about HCS and school events.
- The Annual Report is published through the District's website and is available in print. In addition, progress is reported monthly through the Monitoring Reports presented to the Board, as well as informational presentations that are shared publicly at Board meetings relative to student achievement, budgetary matters, construction management, learning initiatives, etc.