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 Date: 4/16/21
Dr. Rick Maxey
Superintendent

Disposition of the Board:
✓ In compliance
_____ Not in compliance
_____ Compliance with exception

Signed: Date: 5/3/21
Chairman Ken Richardson
Horry County Board of Education

Comments: _____

OE-9 – Communicating With the Public	Supt. In Compliance	Supt. Not in Compliance	Board In Compliance	Board 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.	□			

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 compliance with this policy. Evidence is listed below:

- District communications through:
    - Written press releases/Media advisories
    - Publications
        - Annual Report
        - Quick Facts
        - Parent Student Guide
        - School Bully Prevention and Reporting Guide
        - Teacher-of-the-Year Program
        - Support-Staff-of-the Year Program
        - Rookie Teacher of the Year Program
        - School Re-opening Plan

        - School Re-opening Guides: staff and students
    - Statements
        - Dr. Maxey's Spring Break 2020 Message
        - Congratulatory Message to the Class of 2020 Families
        - Dr. Maxey's Welcome Back to School Message
        - Dr. Maxey and Panel Regarding Back to School Information
        - Media Statements/Updates for stakeholders

    - 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 (continuation of efforts to assure equal accessibility.)
        - District's cable access television channel (HCS-TV)
        - Email
            - HCS In The News weekly update email to the Board
            - Mass Notification calls and emails to parents and staff
        - Social Media
            - Twitter
            - YouTube
            - Instagram
            - Facebook
                - A steady increase in followers
                - Support various initiatives through Facebook Boost
                - 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 (Facilities, Finance, Curriculum & Instruction, Human Resources, Policy, and Technology) are provided on the District's website.

- The HCS Mobile application is used as additional means of disseminating information and utilizing other 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.

- 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 continues to be integrated into videos.

- COVID-19 Related Information
    - Re-Opening Plan and Guides: Staff and Students
    - Multiple updates provided to staff and students
    - Related materials included infographics, videos, website, and social media
    - Dedicated website for the re-opening of schools during the pandemic for 2020-21 school year.
    - COVID-19 Dashboard: Positive cases by school broken out by staff and students. Updated twice a day, M-F.
    - Mass food distribution events