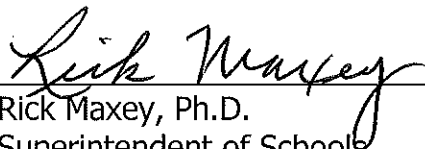


HORRY COUNTY SCHOOLS
OPERATIONAL EXPECTATIONS MONITORING REPORT
OE-9 – Communicating With the Public

I certify that the information in this report is true.

Signed: 
Rick Maxey, Ph.D.
Superintendent of Schools

Date: April 18, 2016

Disposition of the Board:

☐ In compliance
☐ Not in compliance
☐ Compliance with exception

Signed: _____
Chairman Joe DeFeo
Horry County Board of Education

Date: April 25, 2016

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 school 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. | | | | |
|--|--|--|--|--|

Items 1 & 2: Evidence of Status of Compliance:

The district communicates through written press releases, printed publications, statements, media advisories, verbal dialogue, the district's website, the district's cable access television channel (HCS-TV), a mass web-based messaging system, digital signage, social media (Facebook, Twitter, YouTube and Flickr), RSS feeds, email, and with the HCS Mobile App on a daily basis. 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 Accountability and Information Services serves as the hub for daily communication with members of the news media, parents and prospective parents, community members, and area businesses and organizations.

Communications initiatives:

- The HCS logo is fully-incorporated into District communications to include business stationary, 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. The "Inspiring Possibilities" brand will be ongoing with marketing treatments through imagery, storytelling, and print and digital publications.
- New digital signage at District high schools provides an additional messaging source for parents and community members to receive announcements about schools.
- Granicus serves as a communications and research source for information about School Board meetings, work sessions, retreats, agendas and minutes through a web-based system. Granicus leverages technology to successfully communicate public information including webcasting of open meetings, managing and delivering documents, and extending our transparency in governmental leadership. In addition to providing a web-based archive of meetings, the video recorded from meetings is also shown on HCS TV. All School Board meetings are

open to the public, with public comment opportunities at each regular and special-called meeting.

- HCS expanded the utility of its original mobile application this school year with a greater volume of value-added content. The application was developed in-house to incorporate the most frequently accessed features from our website to place information in the palms of parents' hands. This year, a new feature was added to provide parents or students an additional means to report suspected bullying behavior.
- 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 program, 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 tactics 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 electronic 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.
- Efforts to maximize social media were expanded this year to include greater penetration with Facebook, Twitter, YouTube and Flickr. The HCS Facebook page has gained more than 3,500 new "friends" this past year, bringing the total to 12,526. In addition to the main HCS Facebook page, personnel from multiple departments offer Facebook pages specialized for targeted interest areas, such as Fine Arts and Human Resources. As both a social and mobile communication tool, Facebook's effectiveness is demonstrated by the "views" and "shares". On average, a Facebook post is viewed by 15,000 users and is shared by 2,100 viewers. Images shared on Facebook average 7,000 views and shared links reach 4,502 users, on average. Historically, posts that are related to emergency weather delays or closings generate record views in excess of 70,000. Among our Facebook friends, 81 percent are female and 19 percent are male, with the highest percentage representing persons ages 35-44 years of age.
- The HCS Twitter account has a new total of 6,500 followers, with 1,800 being added since July of 2015. Our Twitter followers are 67 percent female and 33 percent male. HCS had a total of 56,500 tweet impressions during the last year.
- HCS has 65 videos on YouTube which have garnered 38,535 views, with an estimated 1,500 viewing hours of District material.
- This year, staff placed eight additional photo albums of 650 new digital images on Flickr, bringing our image inventory total to more than 1,900.

- HCS TV programming is available to customers of Horry Telephone Cooperative, Inc. and Time Warner Cable through television programming and Internet streaming via the HCS Website and YouTube.

Targeted conversations and initiatives:

- Business and community leaders participated in the third annual "Principal for a Day" event last October. Guest principals left their posts and walked in the shoes of the building principal, for what we promised would be one of the most enlightening and exhausting days of their lives. Participants debriefed their experiences in a breakfast meeting with the Superintendent with new appreciations expressed for our employees who work in schools every day. The event was planned in partnership with Santee Cooper and the Waccamaw Regional Education Center.
- In 2016, the HCS Tech Fair expanded to include more than 1,500 students with over 500 entries. The Tech Fair showcased students in grades CD through 12th grade and featured the FIRST LEGO Robotics competition for elementary and middle schools and a simulation of the 2016 FIRST Robotics Challenge for high schools. In partnership with Coastal Carolina University, the highly-popular Rubik's Cube Challenge returned for a second year. CCU educators and students also organized and managed the FIRST events. The Tech Fair is made with the help of approximately 100 volunteers from the area business community.
- HCS is a financial partner and provides staff support for the Palmetto Regional FIRST Robotics Competition. With Myrtle Beach being the location for the regional event, all HCS high schools were able to participate in the event, which would otherwise have been impossible due to travel costs. The Palmetto Regional is the largest FIRST qualifying event in the nation. Multiple business partners assisted schools as mentors for local robotics teams.
- A district-wide committee meets regularly to discuss ways to close the achievement gap and improve the performance of minority and socio-economically challenged students through a collaborate use of school and community resources.
- HCS representatives attend meetings with municipal and state agencies relative to sports tourism and roadway construction.
- A faith-based cabinet continues for a second year to foster two-way communication between schools and the influential contact points representing multiple faiths.
- In collaboration with the Chicora Rotary Club, a fourth "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.

- On average, HCS issues over 400 Top 65 passes each year to resident seniors in Horry County enabling them to attend District sporting events free of charge.

Item 3: Evidence of Status of Compliance:

The district's 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.