

HORRY COUNTY SCHOOLS

OPERATIONAL EXPECTATIONS MONITORING REPORT

OE-9 – Communicating With the Public

April 13, 2015

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| The superintendent shall assure that the public is adequately informed about the condition and direction of the district. | In Compliance |
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Evidence of Status of Compliance:

(see below)

The superintendent shall:

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| 1. 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. | In Compliance |
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Evidence of Status of Compliance:

The district communicates through written press releases, 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 signs located on Highway 501 and Four Mile Road, 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 for 2014-2015:

- The presence of the new HCS logo expanded this year to include business stationary, digital communications, transportation signage, outdoor advertising, employee uniforms and promotional items. The HCS logo is often accompanied now with "Inspiring Possibilities" as a branding concept to begin articulating 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.

- The utility of Granicus has expanded this year, making it the source for communications about the School Board's 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.
- 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. Since the launch of the mobile application roughly 18 months ago, more than 6,400 people have downloaded the app to their mobile devices; 3,800 of those just this year.
- HCS increased communication efforts to inform parents and students of 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. In a campaign tagged "*Four Years Can Change Forever,*" communication efforts increased to include targeted mailing, mass notification alerts, four community meetings, an enhanced website and a video tutorial to help students and parents better understand how programs might compliment their career and future educational goals. A universal application system and deadline date simplified the process for students.
- 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" of the following posts:
 - *"School closure due to inclement weather"* reached 70,000 people;
 - the announcement about the newly-approved *"2015-16 school calendar"* reached 17,800 people;
 - the post for the *"2015 finalists for HCS Teacher of the Year"* reached 13,000 people;
 - the post for the *"2015 finalists for HCS Support Staff of the Year"* reached 5,800 people; the
 - the post about *"Carolina Forest High School's Robo Katz winning the Palmetto Regional FIRST Robotics Competition"* reached over 4,000 people.

Among our Facebook friends, 81 percent are female and 19 percent are male.

- The HCS Twitter account has a new total of 4,677 followers, with 1,300 being added since July. Our Twitter followers are 63 percent female and 37 percent male.
- Since July 2014, HCS has placed 27 video productions on YouTube which have garnered 32,388 views, with an estimated 1,208 viewing hours of District material.
- This year, staff placed 730 new digital images on Flickr, bringing our image inventory total to 1,296.
- 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:

- Fifty business and community leaders were invited to participate in our second "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 2015, the HCS Tech Fair expanded to include nearly 1,500 students and was held in collaboration with the Grand Strand Technology Council. 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 2015 FIRST Robotics Challenge for high schools. A partnership with Coastal Carolina University launched a new Rubik's Cube Challenge. CCU educators and students also organized and managed the FIRST events. The Tech Fair is made possible through a financial gift from a benefactor with the help of approximately 100 volunteers from the area business community.
- 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 collaborative use of school and community resources;
- HCS representatives attend meetings with municipal and state agencies relative to sports tourism and roadway construction.
- Business leaders and educational partners continue to sustain support for a leadership model in the Myrtle Beach attendance area, the medical magnet program at Loris High School, and the Quaglia initiative in Conway area schools.
- 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. Carolina Forest High School was a

member of the three-team alliance that won the Palmetto Regional event and will advance to national competition.

- 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 third "Waves of the Future" fine arts showcase will be held this spring. 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.

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| 2. 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. | In Compliance |
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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.