

HORRY COUNTY SCHOOLS
OPERATIONAL EXPECTATIONS MONITORING REPORT

OE-9 – Communicating With the Public

April 1, 2014

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:

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 and statements, the district's website, the district's cable access television channel, a mass web-based messaging system, a digital sign located on Highway 501, social media (Facebook, Twitter, YouTube and Flickr), RSS feeds, email, and with the newly-launched HCS Mobile App on a daily basis. Two-way dialog 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.

New for 2013-2014:

- With the input of hundreds of stakeholders representing students, teachers, staff, and parents, a new logo was launched. The new logo utilizes bold fonts for "HCS", with a transparent wave running through the bottom of the letters. As water is the essence of life; education is essential for the quality of living. The bold blue color reflects elements of water and "blue ribbon" achievement.
- This past year, HCS implemented Granicus, a web-based system that 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 launched its original mobile application this school year, answering the demands for HCS information that was formatted for mobile devices. 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 mobile app launched late in the fall, more than 3,000 people have downloaded the app to their mobile devices.

- HCS expanded 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.
- Fifty business and community leaders were invited to participate in our first "Principal for a Day" event last October. They 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. On a first-year effort, we were able to have 100 percent placement of guest principals. 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 has fostered new business partnerships with schools and has added to the membership of the Superintendent's Business Cabinet. The event was planned in partnership with Santee Cooper and the Waccamaw Regional Education Center with support from area Chambers of Commerce.
- A timeline wall was initiated in the hallway of the District Office that leads to the Superintendent's Office, giving employees and guest visual reminders of the district's recent accomplishments.
- Our record-setting 2013 SAT scores were publicized on a digital billboard in front of Coastal Grand Mall during the height of the holiday retail season. Billboard advertising is uncommon for HCS, yet given a one-year leap of 30 points placing HCS above the national average, the location and timing of the billboard gave us prime placement to reach a vast audience. The only recurring billboard advertising HCS utilizes is one that highlights the HCS Teacher of the Year and the four finalists. This billboard is made possible through an in-kind donation with 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 4,000 new "friends" this past year bringing the total to 9,165 that have daily access to news and announcements about the district and its schools. Superintendent Elsberry hosts her own Facebook page to share many of her experiences in schools and provide an insider's view of what is happening in our classrooms. HCS TV programming is available on YouTube to open a social media venue for sharing district and school produced programming. HCS TV, available for customers of Horry Telephone Cooperative, Inc. and Time Warner Cable has access to television programming and program streaming via the Internet.

Continuing efforts involving community groups in targeted conversations and initiatives:

- A district-wide committee and attendance area committees met throughout the year to discuss district facilities, optimum usage of existing facilities, and additional needs projected due to anticipated growth;
- Community feedback was factored into adjustments made to the attendance lines impacting Conway, Loris, and Carolina Forest attendance areas;
- Community feedback was utilized to decide to realign the primary, elementary and intermediate schools in North Myrtle Beach into three distinct CD-5 elementary schools and to rename the schools and choose school colors and mascots;
- 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;
- Committees of community and school representatives planned and hosted dedication ceremonies for the new facilities for the HCS Early College High School at Horry Georgetown Technical College and the Scholars Academy at Coastal Carolina University;
- Business leaders and educational partners continue to sustain support for the Covey leadership model in the Myrtle Beach attendance area; the medical magnet program at Loris High School in partnership with Horry Georgetown Technical College and McLeod Health to target students with career interests in the field of medicine; and the Quaglia initiative in Conway area schools;
- A faith-based cabinet continues for a second year to foster two-way communication between schools and the influential contact points representing multiple faiths;
- HCS became a financial partner and provided 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.
- In 2013, the HCS Tech Fair expanded to include nearly 1,000 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. The event is made possible through a financial gift from a benefactor with the help of approximately 100 volunteers from the area business community.
- In collaboration with the Chicora Rotary Club, a second “Waves of the Future” fine arts showcase is planned for April 6. This event provides a venue for our students to perform on a professional stage and yields fundraising proceeds to support fine arts in our schools.

<p>2. Prepare and publish, on behalf of the board, an annual progress report to the public that includes the following items:</p> <ul style="list-style-type: none"> 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. 	<p>In Compliance</p>
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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.