

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*
 Rick Maxey, Ph.D.
 Superintendent of Schools

Date: 4/12/18

Disposition of the Board:

- In compliance
 Not in compliance
 Compliance with exception

Signed: _____
 Chairman Joe DeFeo
 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:				

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

Horry County Schools, through the Office of Accountability and Information Services, 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 of this policy. Evidence is listed below:

- District communicates through:
 - Written press releases/Media advisories
 - Printed publications
 - Annual Report
 - Quick Facts
 - Parent Student Guide
 - Planning Calendars
 - School Bully Prevention and Reporting Guide
 - Teacher of the Year Program
 - Support Staff of the Year
 - Statements
 - Dr. Maxey's Welcome Back
 - Dr. Maxey's State of the District
 - District's website
 - New district website
 - Automatic notifications (pop-up window)
 - Integration with ParentLink and Facebook for direct posting in all locations simultaneously
 - RSS Feeds

- Mass web-based messaging system
 - Website accessibility – information in an accessible formats and 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
 - ParentLink calls
 - Social Media
 - Twitter
 - YouTube
 - Instagram
 - Flickr
 - Facebook
 - 30% increase in followers
 - 100% responsive rate to direct messages
 - Support HR through Facebook Boosts (examples)
 - Transportation Fair – HR post on FB reached 360 people, same post on District page with boost reached 16,944
 - Educator Recruitment Fair – HR post on FB reached 8,754 people, same post on District FB page with boost reached 26,102. In 2016 only 852 reached total.
- 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.
- 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.
 - Recent branding initiatives for consistency in look and tone include printed publications, cable access channel, teacher recruitment, Teacher and Support Staff of the Year, etc.
- External digital signage at 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.
- 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 HCSTV. All School Board meetings are open to the public.
- Meeting dates and agendas of all Board Committees (Finance, Technology, Human Resources and Facilities) are provided on the District's website.
- HCS will implement a new mobile application this school year (April/May) with a greater volume of value-added content and features in conjunction with the new 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 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 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 at events, and having an increased presence on the web and social media.
- The 9th Annual HCS Tech Fair included more than 3,000 students with over 700 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 2018 FIRST Robotics Challenge for high schools. In partnership with Coastal Carolina University, the highly-popular Rubik's Cube Challenge returned for a fourth year. CCU educators and students also organized

and managed the FIRST events. The Tech Fair is made possible 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 are 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. HTC partners with HCS to provide live streaming of the event and runs promo 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 sixth "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.
- HCS participated in two televised Town Hall/Forums regarding growth and school safety.