

**Beaufort County Board of Education  
Beaufort, South Carolina**

**Performance Expectations Monitoring Report  
Date: September 27, 2016**

**Performance Expectation (PE) being monitored: PE 8.0**

I hereby present my Executive Summary on Performance Expectation 8.0 according to the schedule set by the Beaufort County Board of Education. I certify the information contained in this report is true.

Date:

9/27/2016

Signed:



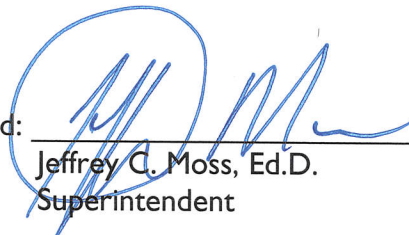
Jim Foster  
Director of School and Community Services

Accepted:

Date:

9-27-16

Signed:



Jeffrey C. Moss, Ed.D.  
Superintendent

Accepted:

Date:

Signed:

Mary Cordray  
Board Chair

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**P.E 8.0 Establish meaningful, regular, two-way communication between the District and/or school and home with processes for the effective handling of complaints; maintain open and cooperative relationships with news media; market the District and its schools; proactively involve parents and families as partners in the education of their children by providing an open, responsive, and welcoming environment that treats all people with respect, dignity and courtesy**

Superintendent's Interpretation

- The Office of Communications coordinated the design, content migration and implementation of a new district website platform that is easier to access, more intuitive to navigate and more modern in design. The district's website is a critically important communications platform, as evidenced by the fact that it registered more than seven million page views from September 1, 2014 to September 1, 2015. Because of the

transition from one vendor to another, data for the most recent evaluation year is not available.

- In addition to the district website, the Office of Communications coordinated the development and implementation of 34 websites for individual schools that are easier for parents and community members to navigate and easier for schools to modify and update. The new system also offers an improved platform for classroom teachers to modify and update their personal “teacher pages” to communicate with students and parents. Implementation included holding multiple professional development sessions for 30-plus school webmasters.
- Two web-based features have become important tools for parents: a back-to-school section that includes information parents need to register and prepare their children for a new school year, and a “School Choice Headquarters” section that includes information parents need to understand and participate in the school district’s expanded school choice program.
- The district is increasingly using Facebook to communicate school news, events and photos to parents and the community at large. The district posted more than 800 news items on the district’s page during the last year, an increase of 300 over last year’s 500 and double the 400 news items posted in 2014. The school district’s Facebook posts reached more than 7 million people in the most recent evaluation period, up from last year’s 5.7 million reaches. More than 6,400 parents and local residents receive regular updates from, and frequently interact with, the district’s Facebook page, an increase of more than 2,000 over last year’s total and 3,000 more than two years ago.
- The Office completed its first year of producing “BCSD Between the Lines,” a monthly electronic newsletter that goes out to all district employees and which individual schools forward to students’ parents, business partners, school volunteers and community supporters. Each issue of “Between the Lines” features numerous electronic links to news releases, mainstream news media stories and videos, social media news items and photos about school events and personalities, and key district reports and publications.
- The Office completed its first year of production on “Our Schools,” a series of half-hour TV programs featuring innovative programs and outstanding students and teachers. The monthly show is a partnership with The County Channel. The district also partners with the County Channel to produce the annual “Senior Showcase” program, hosted by the superintendent and featuring comments and questions from graduating seniors from all five high schools. In addition, the Office produces several video podcasts featuring messages from the Superintendent that are posted to the district’s website and YouTube channel.
- The Office of Communications transmitted more than 140 releases during the evaluation period to news media, district employees and to the district’s website and social media outlets. Frequent advisories have been sent to alert news media about upcoming school news and events. News media also received information on school events via school postings to the district’s Facebook and Twitter feeds.

- The third year of improved screening for school volunteers continued to produce positive results. The Office of Communications partners with Risk Management and Human Resources in this effort. Despite the demands that more intensive security screening poses for volunteers, their numbers continue to increase dramatically – from 1,300 for 2013-14, to 5,000 for 2015-16, to more than 6,099 currently.
- A national watchdog organization rates the district's website as the most transparent among South Carolina's 10 largest districts. The website was graded A-minus by Sunshine Review, a nonprofit group that rates government websites. District grades are based on the public availability of budgets, audits, public records, academics, board meetings and directory information. The other nine large South Carolina districts (Aiken, Berkeley, Charleston, Dorchester 2, Greenville, Horry, Lexington 1, Richland 1 and Richland 2) have an average grade of C+.
- The Office partnered with the Office of Student Services in coordinating the third annual "Swinging with the Superintendent" golf tournament, including creating a dedicated website and working with various community organizations and community members to promote the scholarship. In its first three years, the annual golf tournament has raised nearly a quarter-million dollars for Building a Better Beaufort scholarships to the Technical College of the Lowcountry.
- Downloadable "app" for parents and students  
The district is now in the third year of operation for its new mobile "app" that provides parents and students with quick and easy access to key school and district information via their smartphones and computers.
- The Office coordinated the publicity and ceremonies surrounding the opening of May River High School and the "re-opening" of H.E. McCracken Middle School. Publicity for May River High included numerous television interviews, newspaper and magazine articles, as well as high-definition aerial videos shot from a remotely controlled drone aircraft.
- The district's schools produce regular newsletters for students, parents and community members, and all schools make use of automated telephone messages.
- The district holds parent conference days in October, and additional conference days are scheduled by schools on varying dates.
- The Communications Director interacts on an almost daily basis, either through personal or electronic contacts, with media personnel from various news organizations to discuss upcoming articles and media relations.
- Community Services Coordinator Carizma Brown presented a well-attended workshop, "Mobile Moms and Digital Dads," at the 2015 Summer Institute to teach school webmasters and social media coordinators how to communicate more effectively on Facebook and Twitter. Ms. Brown also presented the workshop at a public relations conference attended by district communications directors from South Carolina and North Carolina.

- Ms. Brown conducted digital photography and photo editing workshops for school staff who post photos on school websites and social media.
- Initiatives involving parents, staff and/or stakeholders in the previous year:
  1. Student Advisory – The superintendent, senior staff and Community Services Coordinator Carizma Brown meet with student leaders from each of the high schools (approximately 25 students per school) once during the fall semester and once during the spring semester. A separate spring semester meeting involves students from all five high schools. At each of these events, Dr. Moss gives updates to students before answering their questions and asking for their feedback.
  2. Town hall meetings with the superintendent – These twice-yearly regional public forums provide opportunities for in-person conversations among parents, educators, community members and the superintendent. Ms. Brown coordinates forums each semester in each of the five high school clusters, and they provide useful feedback for the superintendent as well as for Board of Education members.
  3. School Improvement Councils – Carizma Brown serves as the liaison to state-mandated SICs at each school to ensure compliance with state law and enhance effectiveness. An annual SIC training was held for all district SIC members, and Board members held a work session with SIC members. In addition, Ms. Brown worked with SICs to develop their state-mandated annual reports to parents.
  4. State of the Schools – Ms. Brown helps coordinate the annual “State of the Schools” event, where the Board of Education, superintendent, community and school leaders come together to discuss current K-12 data statistics and initiatives.
  5. Ecumenical Partners – The district’s Chief Auxiliary Services Officer coordinates these gatherings of the county’s religious leaders through the district’s Ecumenical Partners outreach effort.
  6. PTO & Booster Club “Best Practices” training – A district office team representing Communications, Risk Management and Accounting teamed up to present informational meetings for groups that raise money for schools. Workshop topics included organization, creating budgets and potential legal liability issues.
  7. Teacher Forum – Ms. Brown serves in an advisory capacity to the Teacher Forum, directs the District Teacher of the Year selection process and serves as the liaison to the District Teacher of the Year program’s corporate sponsor.
  8. Foundation for Education Excellence – Ms. Brown serves as an ex officio member on the foundation’s board to help with administrative and fund-raising tasks.
  9. Ms. Brown represents Lowcountry school districts on the board of the South Carolina chapter of the National School Public Relations Association.

- Marketing of school programs and improvements in student achievement:
  1. Full-page newspaper ads were developed by the Office of Communications and published in the newspaper to celebrate Class of 2016 graduates from all district high schools.
  2. Nearly every week, the Office coordinated guest appearances by district educators to discuss various initiatives on local cable television news stations.
  3. A Community Report detailing the district's academic achievements, fiscal improvements and demographic changes was provided to chambers of commerce, Realtors and other groups. Both the 2015 and 2016 publications won national awards from the National School Public Relations Association.
  4. The Office coordinates the district's Facebook account and assists schools in using Facebook to market its academic programs and special events (see previous entry).
- Recognitions of outstanding educators and community volunteers
  1. The Office of Communications coordinates the District Teacher of the Year program, and Ms. Brown serves as the liaison to the district's Teacher Forum and assists with planning the annual awards breakfast. The Office also teamed with the Teacher Forum to provide a one-day coaching workshop to prepare the five Teacher of the Year finalists for their upcoming interviews with judges. In addition, the Office developed a new paperless application system for school teachers of the year.
  2. The Office coordinates recognition ceremonies and student showcases at Board of Education meetings to highlight achievements across the district.
  3. The Office worked with the Foundation for Educational Excellence in organizing and publicizing its twice-yearly grant awards to teachers for innovative classroom projects.
  4. The Office works with Human Resources and corporate sponsor Parker's to coordinate and publicize the annual Support Staff Person of the Year awards breakfast.
  5. The Office provides support to educators, principals and schools applying for awards and recognitions of all levels.