

AGENDA

Public Awareness Subcommittee

Monday, May 21, 2012
1:00 PM, Room 201, Blatt Building

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|------|--|--------------------------------------|
| I. | Welcome and Introductions | Barbara Hairfield |
| II. | Approval of the January 23, 2012 Meeting Minutes | Barbara Hairfield |
| III. | Discussion:
2020 Vision Public Awareness Campaign | Melanie Barton |
| IV. | Update:
Innovation Initiative | Melanie Barton
Gerrita Postlewait |
| V. | Other Business | |

Neil C. Robinson, Jr.
CHAIR

Barbara B. Hairfield
VICE CHAIR

Terry S. Brown

Dennis Drew

Mike Fair

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R. Wesley Hayes, Jr.

Alex Martin

Daniel B. Merck

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Ann Marie Taylor

John Warner

David Whittemore

Mick Zais

Public Awareness Subcommittee

Barbara Hairfield, Chair

Terry Brown

Sen. Mike Fair

Alex Martin

Rep. Andy Patrick

John Warner

David Whittemore

Melanie D. Barton
INTERIM EXECUTIVE

SOUTH CAROLINA EDUCATION OVERSIGHT COMMITTEE
Public Awareness Subcommittee

Minutes of the Meeting

Monday, January 23, 2012
1:00 p.m., Room 201 Blatt Building

Subcommittee Members Present: Barbara Hairfield (Chair); Terry Brown; Alex Martin; and David Whittemore

Staff Present: Kevin Andrews; Melanie Barton; and Regina King

Welcome

Ms. Hairfield called the meeting to order and welcomed everyone to the meeting. Members and guests introduced themselves. She also introduced the new members of the subcommittee. The minutes from the March 21, 2011 meeting were approved as submitted.

Discussion of Release of 2020 Vision and Public Awareness Campaign

Ms. Barton described that the timeline for releasing the status of the 2020 Vision and determining if South Carolina is meeting the benchmarks for academic achievement and improvement. The report was not released in December so that a larger, expansive public awareness campaign pursuant to Section 59-18-1700. In addition Ms. Barton noted that Spartanburg County is anxious to work with the EOC in its public awareness campaign to raise the college going rate of residents in Spartanburg County. This offer could be used to design a template for any community or county seeking to raise the support for education and higher educational expectations for students and families. A draft brochure was provided that highlighted the key components of the February 13, 2012 release of the 2020 Vision and our state's progress toward reaching the vision.

Clare Morris of the Clare Morris Agency then detailed the actions recommended to the EOC to implement a public awareness campaign that would meet the statutory requirements of the EOC and that would raise the urgency and inform the public of the need for dramatic and sustained improvement in public education. Then campaign would focus on five audiences: (1) the general public and media; (2) parents of school-aged children;(3) educators including various associations; (4) legislators and other elected officials; and (5) EOC stakeholders or potential stakeholder including business organizations. The members asked several questions to clarify the plan.

The Subcommittee then directed the staff to work with Clare Morris to implement the plan over the course of the next six months with a budget of \$20,000 but not to exceed \$30,000.

VI. Other Business

There being no further business, the meeting was adjourned.

**2020 Vision Public Relations Plan
(Updated through May 7, 2012)**

Audience	Tactic	Deliverable / Accountability Measures	Results
General Public & Media	1.1. Press Event	<p>February 13 press event; Coordination of location, invitation of press, etc.</p> <p>Document number of press attending</p>	<p>Individuals attending the press conference:</p> <ol style="list-style-type: none"> 1. Associated Press, Seanna Adcox 2. South Carolina Business Review, Mike Switzer 3. South Carolina Radio Network, Ashley Byrd 4. WJBF, Robert Kittle, Capitol Reporter
	1.2 Press Release	<p>Write press release</p> <p>Document links to articles on 2020 Vision</p>	<p>Articles or Press Coverage:</p> <ol style="list-style-type: none"> 1. WSPA – Greenville, Spartanburg, Anderson, SC 2. SC Now – Pee Dee Grand Strand, South Carolina 3. <i>The Aiken Standard</i> 4. <i>The Post and Courier</i> 5. <i>Myrtle Beach Online</i> 6. <i>Life at 5 News</i> Charleston 7. The Independent Mail.Com, Anderson 8. <i>The Item</i>, Sumter 9. <i>The Times and Democrat</i>, Orangeburg 10. <i>The State</i>, Columbia 11. ABC Columbia 12. WJBF.com News Channel 6, Augusta, GA 13. WSAV.com, NBC Channel 3, Savannah and Hilton Head 14. <i>The Republic</i> – Indiana 15. Goerie.com, Pennsylvania

Audience	Tactic	Deliverable / Accountability Measures	Results
	1.3 Place Progress Report on EOC Website	None- EOC staff to complete	EOC has a special page on its website dedicated to the 2020 Vision, complete with links to various stakeholders
	1.4 Dramatically increase use of social Media	None- Merged with Tactic 2.3	
	1.5 Spread the news via radio & TV	Document at least one appearance on radio and one on TV of EOC members or staff	<p>March 14 – WGGG TV 16 in Greenville Peggy Denny Show -- Melanie Barton and Dr. Kathy Headley from Clemson University and member of the Reading Panel discuss reading</p> <p>March 15 – Dr. Rainey Knight on SC Business Review</p> <p>March 29 – Neil Robinson on SC Business Review Both the EOC and Mr. Robinson have received multiple contacts from teachers and parents as a result of being on the program.</p>
	1.6 Target Education Reporters	Coordinate three luncheons in Greenville, Columbia and Charleston with members of EOC and press	Planning is underway
	1.7. Reach out to Midlands/Upstate/Low country Biz	Document publication of conversations/interviews with EOC chairman and/or staff and media	Columbia Regional Business Report to reprint Barbara Hairfield's op-ed.
	1.8 Develop a poster about 2020 Vision	Creation of poster; Provide cost estimates of printing and mailing	*Will use student contest entries for the artwork
	1.9. SC ETV's "In Our Schools" Program	Contact SCETV and determine format	May 4 – Contacted ETV. "In Our Schools" program is managed by SCDE. Instead, EOC will participate in other public awareness programming with ETV this fall.

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Parents of school-aged Children	2.1 Mobilize school districts	None – EOC to disseminate brochure (already designed) to district superintendents, principals and PIOs	2020 Vision Brochure mailed to each superintendent and all schools in the state. An EBLAST was also sent to 2,000 individuals about the brochure.															
	2.2 Reach out to school boards	Schedule times and opportunities for EOC members to appear before school boards	May 4 – Melanie Barton contacted Executive Director of SC School Boards Association to organize meetings															
	2.3. Use social media to communicate with parents	<p>Increase the number of followers on Facebook and Twitter</p> <p>Document monthly number of followers</p>	<table border="1" data-bbox="1167 532 1877 760"> <thead> <tr> <th data-bbox="1167 532 1377 607">Date</th> <th data-bbox="1377 532 1635 607">Facebook Followers</th> <th data-bbox="1635 532 1877 607">Twitter Followers</th> </tr> </thead> <tbody> <tr> <td data-bbox="1167 607 1377 646">02-01</td> <td data-bbox="1377 607 1635 646">21</td> <td data-bbox="1635 607 1877 646">295</td> </tr> <tr> <td data-bbox="1167 646 1377 685">03-02</td> <td data-bbox="1377 646 1635 685">25</td> <td data-bbox="1635 646 1877 685">295</td> </tr> <tr> <td data-bbox="1167 685 1377 724">04-16</td> <td data-bbox="1377 685 1635 724">34</td> <td data-bbox="1635 685 1877 724">309</td> </tr> <tr> <td data-bbox="1167 724 1377 760">05-01</td> <td data-bbox="1377 724 1635 760">36</td> <td data-bbox="1635 724 1877 760">311</td> </tr> </tbody> </table>	Date	Facebook Followers	Twitter Followers	02-01	21	295	03-02	25	295	04-16	34	309	05-01	36	311
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	2.4 Hold a student essay or poster contest	<p>Completion of contest –</p> <p>What does education mean to you and your future?</p> <p>An essay, poster, and photography contest for South Carolina students in kindergarten through grade 8.</p> <p>The objective of the contest is to help students visualize the importance of education to their futures.</p>	<p>April 12 – Superintendents, principals, news media, etc. notified of contest</p> <p>Multiple inquiries from principals, teachers, parents & media</p> <p>May 11 – All entries to be submitted</p> <p>May 14 and 15 – Entries judged by individuals with Writing Improvement Network and with SC Arts Commission</p> <p>May 18 – Winners notified</p>															
	2.5. Communicate with parents through SC PTA	Contact SC PTA and work with to collaborate and share information	May 2012 SC PTA Newsletter contains article from Neil Robinson and Barbara Hairfield with suggestions for how PTAs can help with improving reading															

Audience	Tactic	Deliverable / Accountability Measures	Results
Educators	3.1 Posters to schools for staff lounges	Create poster	Will use entries from student contest on design of poster.
	3.2 Draft article for newsletters of all education associations in SC	Newsletter; Document number of associations that run article; provide links	May 4 – Melanie Barton contacted SCSBA and SCASA
	3.3 Notify schools of 2020 Vision Update	EOC – To send out E-Blast	February 10 – Email sent to all superintendents and schools with information, link to EOC website, and pdf of the brochure.
	3.4 Send thank you notes to educators	Design cards for EOC to mail or email Document responses	Week of May 7 -- 55,550 certified staff at all public schools (including charter schools, special schools) mailed thank you letter (Teachers Matter) EBLAST also sent to all principals
	3.5 Develop “tips for educators” document	Design document EOC to disseminate document	April 19 – EOC paid rights to publish “tips for educators” on reading. Partnering with Clemson University on brochure to help teachers engage students in reading. Brochure being designed
	3.6 Follow up with Teachers during Teacher Appreciation Week	Daily email information to teachers	Daily Tweets and Facebook entries will be disseminated during the week of May 7
	3.7. Partner with SCDE	EOC Director to contact SCDE	Partnered with SCDE on Family Friendly Standards Update to include new Social Studies standards. Information is being updated now.

Audience	Tactic	Deliverable / Accountability Measures	Results
Legislators and other Elected Officials	4.1. – One-page printed piece	Document to be produced	Will be provided to legislator's at the end of the legislative session to recap the session and next steps of EOC
	4.2. E-blast for legislators	Draft E-blast with EOC disseminating it	E-Blast designed and used first on March 20
	4.3 Engage EOC members to share information	EOC Director to contact members	February 29 the talking points document was finalized and on March 2 was disseminated electronically to all EOC members
	4.4 Provide talking points for legislators	One-page document designed	Sent to members of General Assembly on March 20
	4.5 Meet with key legislative staffers	EOC Director already meets with staff weekly, even daily	Ongoing