

Public Awareness Subcommittee

Monday, September 17, 2012
1:30 p.m.
Blatt Building, Room 201

A G E N D A

- I. Welcome and introduction of new members
Ms. Barbara Hairfield, Chair
- II. Action: Approval of minutes – May 21, 2012
- III. Information: 2020 Vision Public Relations Plan (Nov. 2011-June 2012)
Status Update
- IV. Information: 2020 Vision Public Relations Plan (FY 2012-13)
- V. Information: EOC 2012 Video Contest
- VI. Other Business

Subcommittee Members

Barbara Hairfield, Chair
Mike Fair
Alex Martin
Andy Patrick
John Warner
David Whitemore

SOUTH CAROLINA EDUCATION OVERSIGHT COMMITTEE
Public Awareness Subcommittee

Minutes of the Meeting

Monday, May 21, 2012
1:00 p.m., Room 201 Blatt Building

Subcommittee Members Present: Rep. Andy Patrick and David Whittemore

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

Welcome

Mr. Whittemore called the meeting to order and welcomed everyone to the meeting. He expressed his condolences to the chair of the Subcommittee, Barbara Hairfield who recently lost her sister and asked that everyone remember Ms. Hairfield and her family in their thoughts and prayers. The minutes from the January 23, 2012 meeting were approved as submitted.

Update on Implementation of the 2020 Vision Public Awareness Campaign

Ms. Barton updated the subcommittee on the status of the measurable outcomes and results of the 2020 Vision Public Awareness Campaign. She focused on the various television and radio outlets that EOC members and staff have appeared, on publications, newsletters and articles and on the student essay and poster contest. Over 1,076 students submitted essays, posters and pictures. Winners will be notified on Tuesday, May 22 at events at their schools. And, over 55,550 letters were sent to all certified staff at all public schools in the state as part of National Teacher Appreciation Week, thanking them for their work. As a result several teachers have asked how they can be involved in improving education. Similarly, the EOC has been approached by the College Hub of Spartanburg County to assist in a statewide effort to improve the college-going rate.

Innovation Initiative

Dr. Gerrita Postlewait updated the Subcommittee on the background, goal and strategy of the South Carolina Education Innovation Initiative. Dr. Postlewait described the formation of a Steering Committee, the development of a broad-based group of stakeholders to support the initiative, and the results of a May symposium on innovation. To date, two distinct objectives of the initiative exist: (1) creation of an Innovation Network; and (2) implementation of an Education Incubator. The Innovation Network would comprise several schools and districts in the state that develop, implement, evaluate and share innovative practices and policies. The Education Incubator would comprise three to five schools focusing on career, college and civic readiness by changing the existing K-12 delivery model, including changes to assessment, learning, and accountability approaches, requiring quick correction cycles and scaling success. Dr. Postlewait noted that non-traditional K-12 innovation initiatives will also present to the EOC at its June meeting. The EOC will likely have a role in implementing the Incubator pursuant to a proviso in the 2012-13 General Appropriation Bill.

Other Business

There being no further business, the meeting was adjourned.

EDUCATION OVERSIGHT COMMITTEE

Subcommittee: Public Awareness Subcommittee

Date: September 17, 2012

REPORT/RECOMMENDATION

2012-13 Communications / PR Plan

PURPOSE/AUTHORITY

This plan is designed as an ongoing effort to educate various audiences about three main objectives:

1. Enhance understanding and impact of the accountability system by focusing on the 2020 Vision and the goals of student reading proficiency, innovation and college readiness
2. Implement a public engagement plan focused on the 2013 Cyclical Review of the Accountability System
3. Advocate for the utilization of data published on the annual school and district report cards to be used as tools for improvement.

CRITICAL FACTS

The plan outlines targeted strategies to reach various audiences. The first plan is a status of the plan developed by the Clare Morris Agency, which was carried out from November 2011 to June 2012 and focused on the 2020 Vision. An updated plan is included for FY 2012-13, and is included for information.

TIMELINE/REVIEW PROCESS

Fiscal year 2012-13

ECONOMIC IMPACT

Cost:

Fund/Source:

Public Awareness funds

ACTION REQUEST

For approval

For information

ACTION TAKEN

Approved

Amended

Not Approved

Action deferred (explain)

Public Relations Plan 2020 Vision

Prepared for South Carolina Education Oversight Committee

Submitted by Clare Morris Agency (CMA)

November 15, 2011



Introduction

Outlined below is a public relations plan to help promote the South Carolina Education Oversight Committee's (EOC's) 2020 Vision. This plan addresses both the immediate effort of informing audiences about the 2011 annual update, as well as, the ongoing effort of educating audiences about what the 2020 Vision is and why it is critical for South Carolina's future.

The tactics identified in this plan are designed to reach target audiences in efficient and cost-effective ways, achieving the best possible results while keeping limited budgets in mind.

An underlying goal of this plan is to help establish the EOC as an indispensable resource that is identifying achievement gaps in K–12 education and developing practical steps to close them. The message of all PR activities should be that South Carolina is taking a pro-active approach in reaching the goals identified in the SC Education Accountability Act of 1998, with the EOC leading the charge.

This PR plan is designed as an action plan that the EOC can carry out internally or with CMA's assistance, as your budget allows.

One idea for a theme that could be used across the campaign is a "wake-up call." The information tracked for the annual milestones related to the 2020 Vision essentially serve as a wake-up call for South Carolina. They indicate the specific areas in which the state needs to improve and show how the state compares with the rest of the nation.

Thank you for the opportunity to present this plan.

Audience 1: The general public and the media

Strategy: Communicate the progress being made in fulfilling the 2020 Vision in a clear, succinct way. Convey the idea that EOC provides regular, routine, and ongoing review of the state's education improvement process, assessment of how schools are doing, and evaluation of standards South Carolina schools must meet to compete in this century. Build awareness of EOC's mission, purpose, and success in improving the state's K–12 educational system.

Tactic 1.1: Press event

Hold a press event at the Statehouse to coincide with the release of this year's progress report on fulfilling the 2020 Vision. Speakers could include 3 to 4 EOC members, including one legislator and one business leader. Present highlights of this year's progress report visually and in an easy-to-follow format that includes 3 to 4 key statistics. Invite education and statehouse reporters from across South Carolina to the event along with legislators and all EOC stakeholders. Send a media advisory two days prior to the event to invite members of the media. Send an e-blast invitation to all legislators and EOC stakeholders and post it as an event on Facebook.

Tactic 1.2: Press release

Draft a press release that would be available at the press event. Email the release to reporters on the same day along with 2 to 3 suggestions for related story angles, especially human interest ones. To accompany the press release, design an "at-a-glance" page with facts, statistics, or graphs that illustrate the state's progress (the key is to prevent "information overload" and keep the information easy to understand).

Tactic 1.3: Place progress report in a prominent place on the EOC website

In a review of the EOC website, CMA found the information about the progress toward the 2020 Vision difficult to find. We would recommend moving the progress report to a more visible place on the website and highlighting the key points that you would want visitors to understand about the information. (Include a summary or key findings about this year's information.)

Tactic 1.4: Dramatically increase the use of social media

Work on gaining followers across all target audiences on Facebook and Twitter. Use these vehicles to communicate key findings from this year's progress report and areas in which South Carolina is falling behind its 2020 Vision goals. On an ongoing basis, use social media to communicate about what the EOC is doing, goals that are being set, and practical ways that members of the general public, parents, and educators can improve education in South Carolina.

Tactic 1.5: Spread the news via radio and television

Place two guests on **NPR's "SC Business Review" with Mike Switzer**, a regular radio program. These speakers could include a legislator and a business leader

who serve on the EOC. Other radio and television venues to place guests would include **SC Radio Network** and television stations across the state (for example, in the Columbia market, *WIS “Newswatch”*, and the noon-hour program on **WIS** with Hannah Horne).

Tactic 1.6: Target education reporters

Develop a list of all education reporters in South Carolina. Hold a luncheon for these reporters, possibly regionally, where an informal dialogue could occur about the 2020 Vision and EOC’s mission and purpose.

Tactic 1.7: Reach out to Midlands/Upstate/Lowcountry Biz

Work with this family of publications to place a “conversation” (interview) piece with Melanie Barton. This piece would highlight this year’s progress on fulfilling the 2020 Vision and discuss the EOC overall.

Tactic 1.8: Develop a poster about the 2020 Vision that could be placed in public libraries to reach the general public

Produce a poster that would explain the 2020 Vision and provide some practical ways that members of the community could get involved in improving education in South Carolina. The posters could be mailed to libraries across the state with a letter from Melanie Barton and placed on public information boards.

Tactic 1.9: Work to place a segment on SCETV’s “In our Schools” Program featuring the 2020 Vision

Contact **SCETV** to present the idea of featuring the 2020 Vision and where the state stands in fulfilling it as part of their “In our Schools” Program. Provide the latest statistics and also information about how parents, educators, business leaders, and the public can help close educational gaps and increase achievement.

Audience 2: Parents of school-aged children

Strategy: As a group, parents of school-aged children tend to be aware that South Carolina does not compare well nationally in K–12 education. Educate this audience about EOC’s existence and communicate what EOC (and the state) are doing to track and promote progress. Engage these parents in fulfilling the 2020 Vision.

Tactic 2.1: Mobilize school districts

Reach out to school districts across the state to ask them to communicate with parents about EOC’s 2020 Vision and this year’s progress. Provide 2 to 3 paragraphs that could be sent to parents via email, a listserv, or a newsletter.

Tactic 2.2: Reach out to school boards

Have EOC members and staff attend meetings of the major school boards across the state. Request a time on the agenda to talk about the importance of EOC’s work in tracking and promoting progress as well as the 2020 Vision and where

the state stands. Ask the school board members for assistance in sharing this information with parents. An alternate idea to attending school boards would be having EOC members and staff members meet with district superintendents.

Tactic 2.3: Use social media to communicate with parents

Gain followers on Facebook and Twitter who are parents. Communicate with these followers about the annual progress report and then provide ongoing information about ways that parents can help close the educational gap in South Carolina. Add prominent “Follow us on Facebook and Twitter” buttons to the EOC website. In any email communication, add a line that reads something like, “Email us your name and register for a drawing.” (choose some type of low-cost giveaway or recognition).

Tactic 2.4: Hold a student essay or poster contest

Announce and hold a student essay or poster contest to coincide with the release of this year’s 2020 Vision progress report. Information about the contest would be shared with school districts, through the media, and with all EOC stakeholders via Facebook and Twitter. All communication would include specifics about the EOC, its purpose, and the 2020 Vision. A possible topic for the posters or essays could be, “What does education mean to you?” The contest could include special categories for educators or parents in addition to students.

Tactic 2.5 Communicate with parents through the South Carolina PTA

Reach out to the SC PTA to ask them to share information with their members about the 2020 Vision via newsletter, their website, or social media.

Audience 3: Educators

Strategy: Ensure that all educators across the state are familiar with the 2020 Vision and understand their parts in helping the state reach the goals identified in it.

Tactic 3.1: Posters to schools for staff lounges

Design a small poster that could be sent to all K–12 schools across the state. Ask the schools to hang the poster in the staff lounge for a one-month period. The poster could include information about the 2020 Vision, a report on the latest progress, information on the EOC, and information for educators about their roles in helping the state reach its goals.

Tactic 3.2: Draft an article for newsletters of all education associations in South Carolina.

Create an article directed to educators about the 2020 Vision, the EOC’s mission, and recent progress. Send it to all education associations across the state and

ask them to share it with their members in their newsletters or on their websites. For groups that are specific to a certain subject matter or population, the article could be tailored accordingly (e.g., music teachers). Educational associations could include:

- Alliance for Quality Education
- Center for Educator Recruitment, Retention and Advancement
- Communities in Schools of South Carolina
- Communities in Schools of the Charleston Area
- Communities in Schools of the Midlands
- Grace Association of Private Schools
- Head Start
- IF Foundation
- Lancaster Area Literacy Cooperative
- Midlands Education and Business Alliance
- ParentSmart Family Resource Center
- Public Education Partners
- The School Foundation
- South Carolina Alliance of Black School Educators
- South Carolina Association for the Education of Young Children
- South Carolina Association for Supervision and Curriculum Development
- South Carolina Association of Christian Schools
- South Carolina Association of Independent Home Schools
- South Carolina Association of School Administrators
- South Carolina Association of School Librarians
- South Carolina Association of School Psychologists
- South Carolina Center for Teacher Recruitment
- South Carolina Council for Exceptional Children
- South Carolina Education Association
- South Carolina Future Minds
- South Carolina Independent School Association
- South Carolina Middle School Association
- South Carolina Music Educators Association
- South Carolina PTA
- South Carolina School Boards Association

Tactic 3.3: Let schools know in advance when the 2020 Vision update will be released

Send an email to all school offices in the state to let them know the date when the 2020 Vision annual progress report will be released. Ask schools to share the email with staff members. Include Facebook and Twitter information to increase followers as well as website information. Sending an email in advance will enable the EOC to make multiple impressions on this target audience, which builds trust and recognition. This information could also be shared with the media in the form of a media alert and emailed out to reporters statewide.

Tactic 3.4: Send thank you notes to educators

Design a thank-you note that could be sent to educators statewide saying “Thank you for your part in helping South Carolina fulfill the 2020 Vision.” The cards could be distributed through schools.

Tactic 3.5: Develop a “tips for educators” document

Develop a document that would include 10 tips for educators. The tips would be practical steps teachers and administrators could take to help South Carolina fulfill the 2020 Vision. As part of the tips, the points of the 2020 Vision, as well as, information about the EOC’s mission and purpose, could be communicated.

Tactic 3.6: Follow up with teachers during Teacher Appreciation Week—May 7-11, 2012

Use email, Facebook, and Twitter to send out a thank you and a recap of the 2020 Vision and progress to educators during Teacher Appreciation Week in May. Reach out to all education groups listed above at the same time and provide another newsletter article that reviews the 2020 Vision and progress being made to achieve it.

Tactic 3.7: Partner with the South Carolina Department of Education

Work with the communications professionals at the SC Department of Education (DOE) to place more prominent information about the 2020 Vision on the department’s website. Additionally, promote the release of the annual update on the 2020 Vision via Twitter. Provide regular information to department staff so that they can periodically post them on Twitter or add them to their website. Ask for a link to EOC’s website to be placed more prominently on DOE’s website.

Audience 4: Legislators and other elected officials

Strategy: Build awareness among legislators and elected officials in the state about the EOC’s mission and purpose and the value of tracking educational progress in South Carolina. Help officials gain a clear understanding of the 2020 Vision and what they can do to help the state achieve the goals identified in it.

Tactic 4.1: One-page printed piece

Because many legislators prefer to receive printed information, design and print a one-page update on the 2020 Vision to be distributed to legislators. The piece should be simple and clear, pointing out lessons learned and bottom-line information about where the state is in reaching its goals and which areas need to be the focus for improvement. The piece could be distributed through the House and Senate mailboxes and could be accompanied by a letter from one of the legislators who serve on the EOC.

Tactic 4.2: E-blast

When the annual update on the 2020 Vision is released, develop an e-blast to be sent to legislators. The e-blast could reiterate the purpose of the 2020 Vision and the value of tracking educational progress for South Carolina's future.

Tactic 4.3: Engage EOC members who are legislators to share information

When the annual update is released and on an ongoing basis, provide information to legislators who are EOC members and ask them to share it with their networks (Facebook, Twitter, websites, local media if they have columns in newspapers, etc.). This tactic could also be used for EOC members who are not legislators, but rather educators, business leaders, etc.

Tactic 4.4: Provide talking points for legislators

Provide brief, concise, statistics-intensive talking points for legislators who are EOC members. These points could form an "elevator speech" to help legislators be able to articulate the 2020 Vision, why it is important for South Carolina's future, and where the state is in reaching its goals. In addition, with the talking points, ask legislators to mention the 2020 Vision in speeches they are giving in their districts or in other parts of the state.

Tactic 4.5: Meet with key legislative staffers

Before the beginning of session in January 2012, hold meetings with key legislative staffers to update them on the 2020 Vision and EOC's work. These staffers would include those who serve on education-related committees or work with House or Senate leaders. Create a reminder card with EOC contact information and basic information about the 2020 Vision (along with key 2011 figures) to help the EOC be top-of-mind when legislators need statistics related to educational gaps or improvement in the state.

Tactic 4.6: Provide information to the Governor's Office and to cabinet-level officials

Prepare a briefing document on the 2020 Vision annual progress for the Governor's Office (Share with Rob Godfrey, Gov. Haley's spokesman). Share the document with all cabinet-level officers in the state.

Audience 5: EOC stakeholders or potential stakeholders

Strategy: Share information about the 2020 Vision and progress towards achieving it with individuals and groups in the state that are concerned about education. This grassroots strategy will help information about the 2020 Vision spread among concerned citizens and organizations, building a larger group of supporters and stakeholders.

Tactic 5.1: Monthly e-blasts to stakeholders

Develop a monthly e-blast about a topic related to the 2020 Vision to share with all stakeholders.

Tactic 5.2: Educate economic development and knowledge-economy groups

Reach out to economic development and knowledge-economy groups that are focused on education as a means to improve South Carolina's economy and create jobs. These groups could include New Carolina, EngenuitySC, the SC Department of Commerce, the SC Economic Developers Association, the Riley Institute at Furman, and others. Provide information to these groups about the 2020 Vision and ask them to share it with their members.

Specifically with New Carolina, EOC could provide resources for the education and workforce development initiative. CMA would recommend that Melanie Barton meet with Jim Reynolds and Don Herriott, who spearhead that initiative.

Tactic 5.3: Reach out to business organizations

Provide key points about the 2020 Vision and progress towards reaching it to business organizations in the state such as the SC Chamber of Commerce, so that they can share it with members. It is interesting to note that the SC Chamber currently has its own set of 2020 goals that could be aligned with the EOC's.

Tactic 5.4: Use American Education Week as an opportunity to focus attention on the 2020 Vision.

Tactic 5.5: Mobilize EOC members

Explore what avenues EOC members have to get information out about the 2020 Vision and South Carolina's progress. One such example could be John Warner, who runs the well-read news site **Swampfox**. Work with John to see how he can get the message out to EOC's target audiences.

Conclusion

Achieving the 2020 Vision is critical for South Carolina's future. If the state can reach the educational goals the Vision outlines, South Carolina will be able to better compete for higher-paying jobs, and citizens ultimately can experience a higher quality of life.

An important part of achieving the Vision is reaching key audiences, helping them understand the urgency of improving education and helping them become active participants in the process. Those are the purposes of the PR tactics outlined in this plan.

Thank you for the opportunity to present these ideas. We are excited to partner with you!

**2020 Vision Public Relations Plan
(Updated through August 27, 2012)**

Audience	Tactic	Deliverable / Accountability Measures	Results
General Public & Media	1.1. Press Event	February 13 press event; Coordination of location, invitation of press, etc. Document number of press attending	Individuals attending the press conference: 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	Write press release Document links to articles on 2020 Vision	Articles or Press Coverage: 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 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	
	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 – Melanie Barton contacted Linda O'Bryon, President and Chief Executive Officer of ETV to schedule time for EOC chair and others to appear on the program

Audience	Tactic	Deliverable / Accountability Measures	Results																		
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 August 27 – Melanie Barton contacted school superintendents about appearing before boards																		
	2.3. Use social media to communicate with parents	Increase the number of followers on Facebook and Twitter Document monthly number of followers	<table border="1" data-bbox="1167 532 1877 797"> <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 644">02-01</td> <td data-bbox="1377 607 1635 644">21</td> <td data-bbox="1635 607 1877 644">295</td> </tr> <tr> <td data-bbox="1167 644 1377 682">03-02</td> <td data-bbox="1377 644 1635 682">25</td> <td data-bbox="1635 644 1877 682">295</td> </tr> <tr> <td data-bbox="1167 682 1377 719">04-16</td> <td data-bbox="1377 682 1635 719">34</td> <td data-bbox="1635 682 1877 719">309</td> </tr> <tr> <td data-bbox="1167 719 1377 756">05-01</td> <td data-bbox="1377 719 1635 756">36</td> <td data-bbox="1635 719 1877 756">311</td> </tr> <tr> <td data-bbox="1167 756 1377 797">08-27</td> <td data-bbox="1377 756 1635 797">49</td> <td data-bbox="1635 756 1877 797">349</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	08-27	49	349
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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																		

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 to also be 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	June – New Family Friendly Standards Updated with information on new Social Studies Standards.

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

Communications / Public Relations Plan FY 2012-13 DRAFT

FY 2012-13 Objectives:

1. Enhance understanding and impact of the accountability system by focusing on the 2020 Vision and the goals of student reading proficiency, innovation and college readiness
2. Implement a public engagement plan focused on the 2013 Cyclical Review of the Accountability System
3. Advocate for the utilization of data published on the annual school and district report cards to be used as tools for improvement.

Audience	Objective / Tactic	Deliverable / Accountability Measures
General Public & Media	1.1. Write and design publication communicating SC's progress toward achieving 2020 Vision	Printed publication sent to all EOC audiences Feedback, requests for copies will be documented
	1.2. Press Event releasing SC's progress toward reaching 2020 Vision	February 2013 press event; coordination of location, invitation of press, etc. Document number of press attending event Prepare news release, media packet for attendees Document links to articles on 2020 Vision
	1.3. Outdoor Advertising (Mass Media) – focus on reading	EOC to determine costs/feasibility of outdoor advertising placements by region
	1.4. Update Progress Report on EOC Website	EOC to update and maintain special page on its website dedicated to the 2020 Vision, complete with links to various stakeholders
	1.5. Dramatically increase use of social Media	EOC to update (at least daily) established Facebook and Twitter pages.
	1.6. Spread the news via radio & TV	Document at least one appearance on radio and one on TV of EOC members or staff
	1.7. Target Education Reporters / Editorial Bd. members/writers	Coordinate three luncheons in Greenville, Columbia and Charleston with members of EOC and press
	1.8. Reach out to regional business	Document publication of conversations/interviews with EOC

	publications (Midlands/Upstate/Low country Biz)	chairman and/or staff and media
	1.9 Develop a poster about 2020 Vision	Create poster for distribution to businesses, social services agencies, libraries, etc. *Will use student contest entries for the artwork
	1.9.1. SC ETV's "Speaking of Schools" Program	Contact SCETV, Doug Keels to coordinate segment
	1.9.2. Work with ETV on development and implementation of innovation PR campaign	Melanie has attended initial meetings on development of initiative
	2.1. Solicit broad public input on the recommendations of broad-based stakeholder group performing cyclical review of accountability system	Document public comments and review of recommendations
	3.1. Develop focus briefings on results of school and district report cards	Distribute to educators via email and PIO listserv, legislators. Briefs are also used in SCDE/EOC communication briefings to media.
	3.2. Meet with Editorial Boards of SC daily newspapers to discuss results	Meet with editorial writers of (at a minimum) <i>The State</i> , <i>Greenville News</i> , and <i>Charleston Post and Courier</i>
Audience	Tactic	Deliverable / Accountability Measures
Parents of school-aged Children	1.1 Mobilize school districts	EOC to disseminate 2020 Vision brochure to district superintendents, principals and PIOs
	1.2 Reach out to school boards	Schedule times and opportunities for EOC members to appear before school boards
	1.3. Use social media to communicate with parents	Increase the number of followers on Facebook and Twitter Document monthly number of followers
	1.4 Hold a student video contest focused on innovation	Middle and high school students to be notified in September of Video Contests. In a 2-minute video, students will be asked to answer: "How would I change schools to prepare me and my fellow students to be innovative" OR "How is my school already preparing me and my fellow students to be more innovative? Winners to be recognized in December.

	1.5. Communicate with parents through SC PTA, SIC	Contact SC PTA and SIC and work with them to collaborate and share information
	1.6. Develop and disseminate “Tips for Parents and Families” document focused on summer reading loss.	Contact SC State Library to discuss possible collaboration.
	1.7. Revise and distribute Family Friendly Standards to reflect new state standards in ELA and Math. Publish 4K Family-Friendly Standards as a tool.	Send pdf to all school and district personnel, education organizations, teachers, PIOs
	2.1. Four parents (one of whom is the parent of a child with special needs) to serve on cyclical review stakeholder group.	
	3.2 Develop online materials for parents on understanding and using the school and district report cards	Track online use
Audience	Tactic	Deliverable / Accountability Measures
Educators	1.1 Posters to schools for staff lounges	Create and disseminate poster
	1.2 Draft article for newsletters of all education associations in SC	Write article, document number of associations that run article; provide links
	1.3 Notify schools of 2020 Vision Update	EOC – To send out E-Blast
	1.4 Send thank you notes to educators	Design and distribute cards to SC educators Document responses
	1.5 Develop “tips for educators” document focused on innovation.	Design and distribute document
	1.6 Follow up with Teachers during Teacher Appreciation Week	Daily email information sent via email, FB, Twitter to teachers
	1.7. Partner with SCDE	EOC Director to contact SCDE to partner on SC Family Friendly Standards, etc.
	2.1. Cyclical review group to include 2012 SC State Teacher of the Year, two members	

	of local school boards, three district superintendents, two school district employees, and two individuals representing post-secondary education.	
	3.1. Distribute focus briefings on results of school and district report cards to educators	Distribute to educators via email and PIO listserv
Audience	Tactic	Deliverable / Accountability Measures
Legislators and other Elected Officials	1.1. – Develop one-page printed piece on 2020 Vision	Send to all members of the General Assembly
	1.2. E-blast for legislators	
	1.3 Engage EOC members to share information	
	1.4 Provide talking points for legislators	One-page document
	1.5 Meet with key legislative staffers	EOC Director already meets with staff weekly, even daily
	2.1. Cyclical review group to include Governor or her designee, SC State Superintendent of Education, and four legislators	
	3.1. Distribute focus briefings on results of school and district report cards to legislators and legislative staff	
Audience	Tactic	Deliverable / Accountability Measures
Business community	1.1. – Engage business community on the importance of the 2020 Vision	Schedule times and opportunities for EOC members/staff to appear before chambers of commerce and civic clubs
	2.1. Cyclical review group to include ten individuals representing business and industry	