

## Public Awareness Subcommittee

Monday, May 20, 2013  
1:30 p.m.  
Blatt Building, Room 201

### **A G E N D A**

- I. Welcome and introductions  
*Ms. Barbara Hairfield, Chair*
- II. Action: Approval of minutes – January 28, 2013
- III. Reading Public Awareness Campaign – *Dana Yow*
  - a. Outdoor advertising
  - b. Brochure
- IV. Teacher Appreciation Campaign -- *Dana Yow*
- V. 2013-14 Family Friendly Standards -- *Dana Yow*
- VI. Other Business

#### Subcommittee Members

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

**SOUTH CAROLINA EDUCATION OVERSIGHT COMMITTEE**  
**Public Awareness Subcommittee**

Minutes of the Meeting

January 28, 2013

Subcommittee Members Present: Barbara Hairfield, Mike Fair, David Whittemore, and John Warner

Staff Present: Melanie Barton, Dana Yow, Kevin Andrews, and Regina King

Guests Present: Clare Morris, Lauren Fitzhugh

I. Welcome and introductions

Ms. Hairfield called the meeting to order and welcomed everyone to the meeting. The minutes from the September 17, 2012, Public Awareness subcommittee meeting were approved as submitted.

II. 2020 Vision Release – media release, draft publication

Ms. Yow discussed the upcoming release of the 2020 Vision. The release will occur on February 11 in the lobby of the Statehouse. Herb Johnson, the Director of Community Relations from Michelin North America will speak at the press conference and address the need for an educated workforce. Michelin has been working on a number of education initiatives in Lexington One and in the upstate designed to develop a trained workforce for manufacturing. Neil Robinson will speak on behalf of the EOC. Clare Morris spoke briefly about her agency's plan to work with the EOC on the vision publication and the media. Lauren Fitzhugh spoke about her social media plan for the vision release to include a live stream of the press conference, social media, and displays of some of the info graphics featured in the 2020 Vision publication.

III. 2010 Annual Report Draft

Ms. Yow discussed the draft of the 2013 Annual Report. She discussed additions that needed to be added to the draft including a blurb about the deans of the postsecondary education institutions reading meeting. Senator Fair asked about the upcoming review of the science standards and Ms. Fairfield discussed the procedure the standards would go through. Sen. Fair talked about the need for parental involvement in schools and that schools need to be flexible and accommodating to businesses and volunteers. Subcommittee members were encouraged to send revisions to Ms. Yow.

IV. Innovation Engagement

Mr. Warner presented to the subcommittee a web application, [www.innoventure.com](http://www.innoventure.com), which allows for sharing of creative ideas related to innovation. He showed an example from Next High School in Greenville and how the ideas and updates are communicated to followers of each "big idea." The application is intended to help break down barriers to innovation and is free to users.

V. 2012 Innovation Video Contest

Ms. Yow showed the subcommittee the winners of the 2012 Innovation Video Contest. Each of the winners have been honored at their schools. Ms. Hairfield is going to handle the presentation of the 2<sup>nd</sup> prize winner from West Ashley High School.

VI. Other Business

There being no further business, the meeting was adjourned.

## EDUCATION OVERSIGHT COMMITTEE

Subcommittee: Public Awareness Subcommittee

Date: May 20, 2013

### REPORT/RECOMMENDATION

Reading Public Awareness Campaign -- Billboards and Brochure

### PURPOSE/AUTHORITY

EAA, Section 59-18-1700 requires the EOC:

"establish an on-going public information campaign "to apprise the public of the status of the public schools and the importance of high standards for academic performance." "

### CRITICAL FACTS

EOC staff contacted Calef Brown, a freelance illustrator, about obtaining permission rights for a billboard he created for a foundation in the Midwest (illustration attached). Permission rights have been obtained. The intent is for the billboard, with the addition of the EOC logo, to run for at least one year in locations all around the state. Through an arrangement with the SC Outdoor Advertising Association, the billboards will run as PSAs and the EOC will not be charged for space; only materials and labor. The billboards will be posted for over one year if they are still in good condition and the space is not reserved.

A brochure is also being created for adults in the community providing facts about reading and what people can do to help young people. Although the brochure was a request from the SC Baptist Convention, it is designed to be used for general audiences.

### TIMELINE/REVIEW PROCESS

Billboards: June 1, 2013-June 1, 2014 (guaranteed run)

Brochure: June 1 distribution

### ECONOMIC IMPACT

**Cost:** Billboard: Permission rights for art: \$750.00; billboard placements not to exceed \$20,000. Brochure: in-house design; Calef Brown original cover illustration: not to exceed \$2,500. Printing and distribution fees not yet calculated.

#### **Fund/Source:**

Public Awareness

### ACTION REQUEST

For approval

For information

### ACTION TAKEN

Approved

Amended

Not Approved

Action deferred (explain)



## EDUCATION OVERSIGHT COMMITTEE

Subcommittee: Public Awareness Subcommittee

Date: May 20, 2013

### REPORT/RECOMMENDATION

Teacher Appreciation Campaign -- Billboards

### PURPOSE/AUTHORITY

EAA, Section 59-18-1700 requires the EOC:

"to apprise the public of the status of the public schools and the importance of high standards for academic performance....The committee shall plan and oversee the development of a campaign, including public service announcements for the media and other such avenues as deemed appropriate for informing the public."

### CRITICAL FACTS

The EOC is running electronic outdoor PSAs intended to show appreciation to SC teachers for their hard work on behalf of students. The PSAs will run in Charleston, Columbia, Greenville, and Florence during May (Teacher Appreciation Month). Artwork attached.

### TIMELINE/REVIEW PROCESS

May 2013

### ECONOMIC IMPACT

**Cost:** Design (Clare Morris): \$2,500; Billboard space: approx. \$5,000

**Fund/Source:**  
Public Awareness

### ACTION REQUEST

For approval

For information

### ACTION TAKEN

Approved

Amended

Not Approved

Action deferred (explain)



SC TEACHERS:

**THANK YOU**  
for your hard work on  
behalf of our students.

**SC EDUCATION**  
OVERSIGHT COMMITTEE

# EDUCATION OVERSIGHT COMMITTEE

Subcommittee: Public Awareness Subcommittee

Date: May 20, 2013

## REPORT/RECOMMENDATION

Family-Friendly Standards Website

## PURPOSE/AUTHORITY

Section 59-28-200 of the South Carolina Code of Laws requires the Education Oversight Committee (EOC) and the State Superintendent of Education "develop and publish jointly informational materials for distribution to all public school parents and to teachers." The informational materials shall include "an explanation of the grade-level academic content standards" and "printed information about the standards and advice relative to parental involvement in their children's education."

## CRITICAL FACTS

This is a collaborative project with the EOC and SCDE.

## TIMELINE/REVIEW PROCESS

The website will go live before the end of May 2013 before the 2012-13 school year is complete. The website will be published to [www.scfriendlystandards.org](http://www.scfriendlystandards.org).

## ECONOMIC IMPACT

**Cost:** website hosting (State CIO): \$600/year; web design: \$1,000

**Fund/Source:**

## ACTION REQUEST

For approval

For information

## ACTION TAKEN

Approved

Amended

Not Approved

Action deferred (explain)



# Family-friendly guides

## to South Carolina academic standards

[Hablas espanol?](#)

### Know the standards

There are six key reasons why parents should be familiar with South Carolina's academic standards:

1. Standards set clear, high expectations for student achievement. Standards tell what students need to do in order to progress through school on grade level.
2. Standards guide efforts to measure student achievement. Results of tests on grade-level academic standards (i.e., PASS) show if students have learned and teachers have taught for mastery.
3. Standards promote educational equity for all. Instruction in every school in the state is

### Become a member of your child's success team

A good educational system provides many tools that help children learn. Parents and families are a big part of a child's success team because a great deal of learning goes on outside the classroom. The information on this site can help you become

