

AGENDA

Public Awareness Subcommittee

Monday, January 22, 2018
10:00 a.m.
Room 433, Blatt Building

- I. Welcome Ms. Barbara Hairfield
- II. Approval of Minutes of November 20 Meeting of Public Awareness/ASA Subcommittees Ms. Barbara Hairfield
- III. Information Item:
Status of November 2018 Release of School and District Report Cards using new accountability planMs. Dana Yow
- IV. Information Item:
Update of 2017-18 Communications /
Public Awareness PlanMs. Dana Yow
- V. Action Item:
Proposal for EOC Annual Report Ms. Melanie Barton

Neil G. Robinson, Jr.
CHAIR

Bob Gough
VICE CHAIR

April Allen

Anne H. Bull

Raye Felder

Barbara B. Hairfield

Greg Hembree

Kevin L. Johnson

Dwight A. Loftis

John W. Matthews, Jr.

Henry McMaster

Daniel B. Merck

Molly Spearman

John C. Stockwell

Patti J. Tate

Ellen Weaver

Adjournment

Public Awareness Subcommittee Members:

Barbara Hairfield, Chair
Anne Bull, Vice-Chair
Rep. Raye Felder
Sen. John Matthews

Melanie D. Barton
EXECUTIVE DIRECTOR

Meeting Minutes

Joint Meeting of

Academic Standards and Assessments Subcommittee

&

Public Awareness Subcommittee

November 20, 2017

10:00 a.m., Room 433 Blatt Building

Subcommittee Members Present:

Academic Standards and Assessments: Dr. Danny Merck; Sen. Greg Hembree; Barbara Hairfield; Neil Robinson, Dr. John Stockwell; and Patti Tate

Public Awareness Subcommittee: Barbara Hairfield; Anne Bull; and Rep. Raye Felder

Other EOC Members Present: Dr. Bob Couch and State Superintendent of Education Molly Spearman

EOC Staff Present: Dr. Kevin Andrews; Melanie Barton; Hope Johnson-Jones; Dr. Rainey Knight; Bunnie Ward; and Dana Yow

On behalf of the two subcommittees, Dr. Merck welcomed members and guests in attendance. He noted that, while this week is rivalry week between Clemson and South Carolina, today in South Carolina everyone in attendance is focused on the same mission and goal, improving public education.

The minutes of the August 16, 2017 joint meeting of the Academic Standards and Assessment Subcommittee and the Public Awareness Subcommittee were approved as distributed.

Mr. Robinson asked for a moment of personal privilege to thank the members of the EOC for their work this fall in establishing the metrics and ratings for the uniform state and federal accountability system. He noted that misinformation and accusations are challenging the work and qualifications of the EOC members and staff, but he reiterated that the EOC is fulfilling the statutory responsibilities that the General Assembly and Governor have entrusted to them to accomplish. Having school ratings for the first time in three years has created a public outcry; however, that outcry needs to be focused now on working together to improve the educational opportunities for all students. He noted that the EOC understands that schools generally are over assessing students. The EOC

fully supports reduction in testing, replacing more tests with project-based learning and performance tasks that assess if students can apply the knowledge learned to solve problems.

The subcommittees then received oral and written comments from various stakeholders, including career and technology education career center directors, SCDE staff, business representatives, officials from the Army National Guard, and a student, regarding the State Superintendent of Education's recommendations for amending the state accountability system.

Accountability Metrics Recommended by South Carolina Department of Education

Dr. Merck advised the members that the subcommittees would be addressing recommendations 1, 2 and 3 since those recommendations impact accountability for the 2017-18 school year. The EOC members then discussed the individual recommendations with staff providing an overview of the impact of each.

The members unanimously approved Recommendation 1 and 2 related to the definition of college-ready. Recommendation 2, to expand the definition of career-ready to include work-based learning opportunities and state-approved end-of-pathway assessments, garnered questions from members. Rep. Felder noted that for the metrics to be included in accountability, there must be a uniform definition, a system to collect the data, access of all students to the educational services; and evidence that the data cannot be compromised. While career centers in the Upstate may have access to multiple work-based learning opportunities, a child in rural South Carolina may not have the same opportunities. When included in accountability, the federal requirements insist upon demonstrated evidence of availability. Rep. Felder asked for clarification on the status of the state's ESSA plan. Dr. Sheila Quinn from the South Carolina Department of Education responded that South Carolina, having submitted the plan later than other states due to the impact of the hurricane, had not yet been informed of when the plan would be reviewed. Other members questioned the urgency of amending the plan until federal review had been done and others noted that the first semester of the 2017-18 school year is almost complete. Establishing the data system for additional career ready indicators will be a challenge. Dr. Couch noted that the EEDA Coordinating Council has by legislation been reconstituted and could help address the issue of defining regional economic needs and the work-based learning opportunities needed to meet the regional workforce needs.

Mr. Robinson asked if Dr. Couch would be willing to convene a working group of Career and Technical Education professionals, Regional Workforce Advisors, and business officials to review the metrics and data collection system to define "career ready" with special attention to creating a regional workforce model that meets the workforce needs and provide to the EOC at its next meeting on December 11 solutions to the issues raised at the meeting. Dr. Couch agreed to facilitate the discussion. Sen. Hembree made a

motion to defer action on Recommendation 2 until such time as Dr. Couch could provide information to address concerns with Recommendation 2. Dr. Stockwell seconded the motion. Six members voted in the affirmative with one abstention.

Ms. Harifield called upon Ms. Yow to review the recommendations for the Report Card Web Portal. The EOC voted unanimously to approve the following:

- (1) The EOC will continue to work closely with SCDE staff and the State Board of Education to ensure the development and the continuous improvement of the report card data portal, to be published in November 2018.
- (2) To meet the statutory requirement, the EOC staff recommends that EOC Public Awareness Subcommittee, staff and external assistance, as needed, establish a “parent-friendly” report card and all associated materials. The EOC staff will work with SCDE staff to ensure the data elements are available and accessible. The parent-friendly materials will be available on the comprehensive SC School Report Card website, which will be a separate URL (i.e., www.scschoolreportcard.org), but will be linked to both the EOC and SCDE sites.
- (3) The EOC will also work to identify existing stakeholder groups that can help further guide the development of the design and structure of the report card portal as well as help develop a theory of action on the reporting of schools.
- (4) The EOC staff, working with the Public Awareness Subcommittee, the SCDE, and the State Board of Education, will develop a design and construction phase along with a timeline for implementation for creation of the new state report card. Using public input, the EOC will be tasked with providing direction on the design and structure of the report cards and the portal they reside on while the SCDE is tasked with ensuring compliance with ESSA and ADA and the creation of the portal itself.

Ms. Hairfield update the EOC on the second year of Martin’s Math Club as well as a new project the EOC was participating in with Coach Dawn Staley’s Educate My Sole’s initiative.

There being no further business, the meeting was adjourned.

EDUCATION OVERSIGHT COMMITTEE

Subcommittee: Public Awareness

Date: January 22, 2018

INFORMATION ITEM

Update of 2017-18 Communications and Public Awareness Plan

PURPOSE/AUTHORITY

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

1. Develop and follow statewide, PK-20 transformation goals to support the Profile of the South Carolina Graduate. To transform the education system South Carolina, the goals must be ambitious educational attainment goals.
2. Develop public-friendly tools for the new accountability system to bring heightened awareness among the public to the status of public schools.
3. Continue to implement public awareness strategies which focus on providing support to students and families served by the PK-12 public school system as well as teachers.

CRITICAL FACTS

TIMELINE/REVIEW PROCESS

This plan was adopted by the full EOC on April 10, 2017. An update to the plan is being provided to the Public Awareness Subcommittee members.

ECONOMIC IMPACT FOR EOC

Cost:

Fund/Source: Public Awareness funds

ACTION REQUEST

☐ For approval

☒ For information

☐ Approved

ACTION TAKEN

☐ Amended

☐ Not Approved

☐ Action deferred (explain)

EOC Communications / Public Relations Plan

FY 2017-18 Objectives

Approved by EOC on April 10, 2017

1. Develop and follow statewide, PK-20 transformation goals to support the Profile of the South Carolina Graduate. To transform the education system South Carolina, the goals must be ambitious educational attainment goals.
2. Develop public-friendly tools for the new accountability system to bring heightened awareness among the public to the status of public schools
3. Continue to implement public awareness strategies which focus on providing support to students and families served by the PK-12 public school system as well as teachers

Objective 1.

Develop and follow statewide, PK-20 transformation goals to support the Profile of the South Carolina Graduate and beyond. To transform the education system South Carolina, the goals must be ambitious educational attainment goals.

Objective 1. Develop and follow statewide, PK-20 transformation goals to support the Profile of the South Carolina Graduate and beyond. To transform the education system South Carolina, the goals must be ambitious educational attainment goals.

AUDIENCE: GENERAL PUBLIC AND MEDIA

Objective / Tactic	Deliverable / Accountability Measures
1.1. Consult with various stakeholder groups about opinions, attitudes, and will around setting ambitious education goals for students and schools	<ul style="list-style-type: none">• From March 2016 to Sept. 2017, the EOC engaged 6,442 stakeholders on components of the joint accountability system.<ul style="list-style-type: none">○ Eighty-eight stakeholders met in 12 statewide focus groups: <i>March 2016</i>○ Statewide survey of 4,816 stakeholders: <i>May 2016</i>○ Public hearings held <i>October 2016</i>○ Online survey of 1,500 stakeholders: <i>Dec. 2016</i>○ Public hearing on recommendations: <i>Sept. 2017</i>○ Melanie Barton presented to Journalism Class at University of SC on September 28, 2017 (19 people)
1.2. Continue work on establishing a comprehensive, longitudinal student data system that will be useful to students, teachers, business, and policymakers	<ul style="list-style-type: none">• EOC continues to be involved with Coordinating Council for Workforce Development State Data Sharing Task Force, led by SC Commerce Dept. Goals include identifying innovative ways to use data for effective program evaluation and improved outcomes. EOC involvement is specific to building out a system that can measure and monitor individual “progress” from birth through postsecondary education and into the workforce.

	<ul style="list-style-type: none"> EOC staff worked to with SCDE, Office of Revenue and Fiscal Affairs (RFA) staff, legislative staff, and early childhood groups to develop and launch online county-specific early childhood profiles. Website was launched by SCDE in October 2017 at https://www.scprofile.com/
1.3. Update progress of the development/attainment of statewide education goals on EOC Website and social media channels	<ul style="list-style-type: none"> EOC staff updates website to include information about the status of statewide goals, including links to stakeholder websites – www.eoc.sc.gov EOC updates through established Facebook, Twitter pages, and other social media channels. Facebook: 326 page likes in 2017-18; Twitter: 1,717 followers; and Pinterest: 67 followers EOC issues press releases in fall of 2017 regarding results of state assessments (SCPASS, SCREADY, ACT, and WorkKeys)
1.4. updates progress via radio & TV	<ul style="list-style-type: none"> EOC members and staff participate in radio and TV opportunities: July 23, 2017: Melanie Barton served on a panel discussion on the OnPoint radio show on Columbia radio station, Big DM. The discussion of education in SC involved Barton, Superintendent of Richland 2, PSTA rep., and virtual school representative. October 2017 <i>Carolina Classrooms</i> program at ETV focused on digital literacy. Dr. Lee D'Andrea provided interview and discussed EOC's evaluative work in digital learning.
1.5. Develop and disseminate a document outlining the statewide, PK-20 transformation goals	<ul style="list-style-type: none"> Feb./March 2018 publication to focus on where SC is in terms of reaching PK-20 transformation goals.
1.6. Target reporters, writers, others that cover education topics, both in SC and nationally	<ul style="list-style-type: none"> Staff working to brief education reporters and editorial board members on status of education, PK-20 goals, and the new accountability system. Statewide media (all) sent information about statewide education goals through news releases sent via email, Facebook, and Twitter. Staff responds to specific media requests. 146 active media contacts managed in database.
1.7. Publish electronic newsletter for all constituent groups (principals; SC State Board; members of Gen. Assembly; Instructional Leaders; superintendents; business contacts; district testing coordinators; education deans; parents; EOC members and staff; PIOs; general interest list. Information communicated includes EOC Reports and Publications as well as surveys and information/opportunity items	<ul style="list-style-type: none"> Continue electronic publication of monthly EOC e-newsletter to 3,891 active stakeholder contacts: <ul style="list-style-type: none"> April 2017 Update: 35% open rate; 24% click rate May 2017 Update: 38% open rate; 14% click rate June 2017 Update: 40% open rate; 20% click rate July 2017 Update: 37% open rate; 11% click rate August 2017 Update: 33% open rate; 19% click rate September 2017 Update: 36% open rate; 27% click rate October 2017 Update: 35% open rate; 23% click rate November 2017 Update: 36% open rate; 26% click rate December 2017 Update: 33% open rate; 23% click rate

Objective 1. Develop and follow statewide, PK-20 transformation goals to support the Profile of the South Carolina Graduate and beyond. To transform the education system South Carolina, the goals must be ambitious educational attainment goals.

AUDIENCE: PARENTS/FAMILIES OF SCHOOL AGED CHILDREN

Objective / Tactic	Deliverable / Accountability Measures
1.1. Consult with parents and families of school-age children about opinions, attitudes, and will around setting ambitious education goals for students and schools	<ul style="list-style-type: none"> EOC held three parent focus groups July 17-19, 2017 in Beaufort, West Columbia, and Greenwood. Seventy parents attended and provided feedback on education priorities and what is important to be reported.
1.2. Use social media to communicate with parents	<ul style="list-style-type: none"> EOC continues to update the general public and parents via social media channels: Facebook, Twitter, and Pinterest.
1.3. Communicate with parents through SC PTA, SIC, and other groups	<ul style="list-style-type: none"> Worked with state SIC office and PTA office to engage parents in regional focus groups. Published public-friendly information about testing for parents and families; sent to all principals, instructional leaders, PIOs.
1.4. Update online Family Friendly Standards	<ul style="list-style-type: none"> Update Parent Friendly standards at www.scfriendlystandards.org.
1.5. Reprint "Student Reading Success Activity Guide" and translate to Spanish based on school district requests	<ul style="list-style-type: none"> Student Reading Success guide reprint scheduled for Feb. 2018

Objective 1. Develop and follow statewide, PK-20 transformation goals to support the Profile of the South Carolina Graduate and beyond. To transform the education system South Carolina, the goals must be ambitious educational attainment goals.

AUDIENCE: EDUCATORS

Objective / Tactic	Deliverable / Accountability Measures
1.1. Consult with educators about opinions, attitudes, and will around setting ambitious education goals for students and schools	<ul style="list-style-type: none"> From March 2016 to Sept. 2017, the EOC engaged 6,442 stakeholders on components of the joint accountability system. <ul style="list-style-type: none"> Eighty-eight stakeholders (44 were educators) met in 12 statewide focus groups: <i>March 2016</i> Statewide survey of 4,816 stakeholders: <i>May 2016</i> Public hearings held <i>October 2016</i> Online survey of 1,500 stakeholders: <i>Dec. 2016</i> Public hearing on recommendations: <i>Sept. 2017</i>
1.2. Notify educators and schools about transformational goals	<ul style="list-style-type: none"> Communicated updates via superintendents, instructional leaders, and PIOs when invited. Staff participated in following speaking engagements for educators from July 2017-December 2017:

	<ul style="list-style-type: none"> ○ Dana Yow and Rainey Knight participated in Parent Focus Group in Beaufort on July 17, 2017 (25 people) ○ Dana Yow and Rainey Knight participated in Parent Focus Group in Greenwood on July 18, 2017 (35 people) ○ Dana Yow and Rainey Knight participated in Parent Focus Group in Columbia on July 19, 2017 (10 people) ○ Melanie Barton presented to Pickens County School District Leadership Training on July 24, 2017 (105 people) ○ Melanie Barton presented to the Autism Conference at Greenwood Genetic Center on August 4, 2017 (70 people) ○ Melanie Barton presented information on college readiness to Commission on Higher Education on August 15, 2017 (21 people) ○ Melanie Barton presented to the Deans of the Colleges of Education about the teacher shortage on August 18, 2017 (11 people) ○ Melanie Barton presented to Zucker Family Educational Leadership and Innovation Forum on August 31, 2017 (35 people) ○ Melanie Barton and Dana Yow presented an update to the SC Leaders of Math Education (SCLME) on September 1, 2017 (83 people) ○ Bunnie Ward presented to the SCASA Early Childhood Roundtable about the Community Block Grants for Education Pilot Program on September 15, 2017 (45 people) ○ Dana Yow and Rainey Knight presented accountability proposal to CATE directors and asked for input on October 4, 2017 (100 people) ○ Dana Yow presented an update to the SC Leaders of Math Education (SCLME) on October 6, 2017 (75 people) ○ Melanie Barton presented on the teacher shortage at the Call Me Mister Annual Fall Meeting on October 14, 2017 (175 people) ○ Melanie Barton, Kevin Andrews, and Dana Yow presented information on the state ESSA plan to the leadership team at the Charleston County School District on October 16, 2017 (13 people) ○ Melanie Barton presented an accountability update to the Western Piedmont Education Consortium on October 18, 2017 (22 people) ○ Kevin Andrews presented an accountability update to the Orangeburg 3 Leadership Team on October 18, 2017 (18 people) ○ Melanie Barton presented to the SC Finance Forum on October 25, 2017 (115 people)
--	---

	<ul style="list-style-type: none"> ○ Melanie Barton presented information on the teacher shortage and accountability to the SC Science Education Leadership Association on December 8, 2017 (52 people) ○ Rainey Knight participated on a panel discussion at the Darlington Teacher Forum on December 8, 2017 (75 people) ○ Kevin Andrews presented to SCASA instructional leaders and Technical Advisory Roundtable on November 16 about accountability system details.
1.3. Honor teachers during May for Teacher Appreciation Month	<ul style="list-style-type: none"> ● Used social media to recognize educators during May 2017.
1.4. Reprint "Student Reading Success Activity Guide" and translate to Spanish based on school district requests	<ul style="list-style-type: none"> ● Student Reading Success guide reprint scheduled for Feb. 2018 ● EOC worked with Richland Library and statewide partners to host statewide reading symposium for school district leaders and community partners. Focus was on Summer Reading Camps. Symposium to be repeated in Feb. 2018.

Objective 1. Develop and follow statewide, PK-20 transformation goals to support the Profile of the South Carolina Graduate and beyond. To transform the education system South Carolina, the goals must be ambitious educational attainment goals.

AUDIENCE: LEGISLATORS AND OTHER ELECTED OFFICIALS

Objective / Tactic	Deliverable / Accountability Measures
1.1. Consult with legislators and other elected officials about opinions, attitudes, and will around setting ambitious education goals for students and schools	<ul style="list-style-type: none"> ● Members and staff regularly met with legislators and legislative staff about setting rigorous goals for schools and students.
1.2. Clearly outline statewide, PK-20 transformation goals and the importance of high expectations	<ul style="list-style-type: none"> ● Staff participated in following speaking engagements for educators from July 2017-December 2017: <ul style="list-style-type: none"> ○ Along with Frank Rainwater, Melanie Barton presented to the House Ways and Means Education Reform Committee on the history of education funding in SC and the EFA on August 30, 2017 (25 people; also broadcast on SCETV.) ○ Melanie Barton presented on technology and access to the Senate Finance K-12 Education Subcommittee on September 19, 2017 (25 people; also broadcast on SCETV.) ○ Melanie Barton participated in an Educator Equity Panel at the NAACP Annual Meeting on October 13, 2017 (55 people) ○ Melanie Barton presented a summary of the new accountability system to the SC Joint Citizens and Legislative Committee on Children on November 20, 2017 (27 people)

1.3. Provide talking points for legislators	<ul style="list-style-type: none"> EOC staff provides legislators with talking points and materials about transformation goals and the importance of high expectations.
1.4. Meet with key legislative staffers	<ul style="list-style-type: none"> EOC regularly works with legislative staff on matters pertaining to establishing and monitoring goals.

Objective 1. Develop and follow statewide, PK-20 transformation goals to support the Profile of the South Carolina Graduate and beyond. To transform the education system South Carolina, the goals must be ambitious educational attainment goals.

AUDIENCE: BUSINESS COMMUNITY

Objective / Tactic	Deliverable / Accountability Measures
1.1. Consult with business community about opinions, attitudes, and will around setting ambitious education goals for students and schools	<ul style="list-style-type: none"> From March 2016 to Sept. 2017, the EOC engaged 6,442 stakeholders on components of the joint accountability system which included 18 business and community leaders. EOC staff serves on South Carolina Council on Competitiveness' TransformSC Steering Committee which engages business leaders in transforming education
1.2. Clearly outline statewide, PK-20 transformation goals and the importance of high expectations	<ul style="list-style-type: none"> EOC staff conducts briefings with staff from SC business and community leaders upon request focused on the PK-20 goals as well as the concern over an untrained workforce in the state.

Objective 2:

Develop public-friendly tools for the new accountability system to bring heightened awareness among the public to the status of public schools.

Objective 2: Develop public-friendly tools for the new accountability system to bring heightened awareness among the public to the status of public schools.

AUDIENCE: GENERAL PUBLIC AND MEDIA

Objective / Tactic	Deliverable / Accountability Measures
2.1. Work with SCDE staff and others to provide public-friendly access to the online report card portal	<ul style="list-style-type: none"> EOC held three parent focus groups July 17-19, 2017 in Beaufort, West Columbia, and Greenwood. Seventy parents attended and provided feedback on education priorities and what is important to be reported on the online report card. Worked with staff from states like Ohio and Mississippi who have done extensive work to better inform the public on the status of schools as well as student and state system achievement. Dana Yow attended Council of Chief School State Officers (CCSSO) meeting October 25-26, 2017 to meet with state teams to develop an action plan for their state to successfully develop and release state and school report cards EOC working with SCDE team to develop report card portal based on state plan, to be published November 2018. EOC is tasked with providing direction on the design and structure of the report cards and the portal they reside on while the SCDE is tasked with ensuring compliance with ESSA and ADA and the creation of the portal itself.
2.2 Develop and disseminate printed and electronic materials to help the public understand how schools are rated under the accountability system	<ul style="list-style-type: none"> The EOC is developing educational tools that will help the public to understand the status of public schools in SC and the new accountability system which provides ratings to SC public schools. The purpose of these tools is to help educate and inform education stakeholders to empower them to better understand how schools are doing in South Carolina. The EOC is working to identify existing stakeholder groups that can help further guide the development of the design and structure of the report card portal as it develops.
2.3. Work with SCDE and other groups to improve information that goes out to students and families about student testing and what results mean	<ul style="list-style-type: none"> EOC published public-friendly information about testing for parents and families; sent to all principals, instructional leaders, PIOs. Some districts used EOC materials to develop district-branded materials on testing and interpreting student and school results.

Objective 2: Develop public-friendly tools for the new accountability system to bring heightened awareness among the public to the status of public schools.

AUDIENCE: PARENTS/FAMILIES OF SCHOOL AGED CHILDREN

Objective / Tactic	Deliverable / Accountability Measures
2.1. Work with parents and families to provide public-friendly access to the online report card portal	<ul style="list-style-type: none"> EOC held three parent focus groups July 17-19, 2017 in Beaufort, West Columbia, and Greenwood. Seventy parents attended and provided feedback on education priorities and what is important to be reported. The EOC is developing educational tools that will help the public to understand the status of public schools in SC and the new accountability system which provides ratings to SC public schools. The purpose of these tools is to help educate and inform education stakeholders to empower them to better understand how schools are doing in South Carolina. The EOC is working to identify existing stakeholder groups that can help further guide the development of the design and structure of the report card portal as it develops.

Objective 2: Develop public-friendly tools for the new accountability system to bring heightened awareness among the public to the status of public schools.

AUDIENCE: EDUCATORS

Objective / Tactic	Deliverable / Accountability Measures
2.1. Work with educators to provide public-friendly access to the online report card portal	<ul style="list-style-type: none"> EOC is meeting at least weekly with SCDE team to develop report card portal based on state plan, to be published November 2018. EOC is tasked with providing direction on the design and structure of the report cards and the portal they reside on while the SCDE is tasked with ensuring compliance with ESSA and ADA and the creation of the portal itself.

Objective 2: Develop public-friendly tools for the new accountability system to bring heightened awareness among the public to the status of public schools.

AUDIENCE: LEGISLATORS AND OTHER ELECTED OFFICIALS

Objective / Tactic	Deliverable / Accountability Measures
2.1. Provide legislators and other elected officials with information about the new accountability system	<ul style="list-style-type: none"> The EOC continues to work with legislators and legislative staff to provide background and current information about the new system and its accessibility to constituencies.

Objective 2: Develop public-friendly tools for the new accountability system to bring heightened awareness among the public to the status of public schools.

AUDIENCE: BUSINESS COMMUNITY

Objective / Tactic	Deliverable / Accountability Measures
2.1. Provide educators with information about the new accountability system	<ul style="list-style-type: none">EOC provides information and materials to business and community groups related to the accountability system: how they are a part of creating student success and how strong accountability can lead to better outcomes (i.e., a more skilled workforce.)

Objective 3:

Continue to implement public awareness strategies which focus on providing support to students and families served by the PK-12 public school system as well as teachers

Objective 3:

Continue to implement public awareness strategies which focus on providing support to students and families served by the PK-12 public school system as well as teachers.

AUDIENCE: GENERAL PUBLIC AND MEDIA

Objective / Tactic	Deliverable / Accountability Measures
3.1. Develop and implement a communications initiative focused on the recommendations of the High School Redesign Committee	<ul style="list-style-type: none"> EOC will work with other entities/agencies to explore the development of an online tool that would help parents and students in providing information for high school planning, college planning and career planning (see recommendation in High School Task Force Report, http://tinyurl.com/j6vgrby)
3.2. Continue the publication of online information about private schools offering scholarships to students with exceptional needs	<ul style="list-style-type: none"> The EOC staff continues to approve schools for the ECENC program. All school information and documentation submitted from each school is published online. The most recent version went live on January 4, 2018. (http://tinyurl.com/zkwswnm).
3.3. Continue Martin's Math Team, a partnership with USC Athletics, designed to make math fun for kids	<ul style="list-style-type: none"> The EOC announced Season 2 of Martin's Math Club in September, adding grade level lessons focused on math and the Final Four. Presently, there are 27 standards-based lessons for K-8 focused on basketball and math. Last year, 4,000 tickets were disbursed through the program, 317 teachers statewide participated, and 14,880 tickets statewide were requested. Due to the success of Martin's Math Club, the EOC was asked to help out with Coach Dawn Staley's Educate My Sole Initiative. The program, which currently operates in 11 SC schools, focuses on attendance, behavior, and reading. The EOC has developed three standards-based lessons for schools: "We Are LEADERS", "We Are INNOVATORS", and "We Are CREATORS."
3.4. Work with educators and others to develop public awareness initiative focused on computer science.	<ul style="list-style-type: none"> SC Computer Science and Digital Learning Standards for Kindergarten through Grade 8 were approved by State Board of Education in May 2017.

3.5. Continue to provide resources and education for general public on reading and strategies to make children successful readers	<ul style="list-style-type: none"> • EOC distributes “Children Need to Dream Big” to faith groups, schools for specific events, and others interested in literacy. • EOC staff will reprint February 2018 “Student Reading Success Activity Guide,” a resource designed to provide families, tutors, caregivers, and teachers with simple activities to promote literacy among K-3 grade students. • EOC maintains in-office library, encouraging young people to read and choose their own reading material based on interest, which is provided to the public with children who visit the Secretary of State’s Office.
---	---

Objective 3:

Continue to implement public awareness strategies which focus on providing support to students and families served by the PK-12 public school system as well as teachers.

AUDIENCE: PARENTS/FAMILIES OF SCHOOL AGED CHILDREN

Objective / Tactic	Deliverable / Accountability Measures
3.1. Work with other agencies to develop a tool that would help parents and students in providing information for high school planning, college planning and career planning	<ul style="list-style-type: none"> • EOC will work with other entities/agencies to explore the development of an online tool that would help parents and students in providing information for high school planning, college planning and career planning (see recommendation in High School Task Force Report, http://tinyurl.com/j6vgrby) -- Model work: College Foundation of NC
3.2. Provide resources and education for parents on reading and strategies to make children successful readers	<ul style="list-style-type: none"> • EOC staff provides EOC-developed reading materials upon request. • EOC maintains in-office library, encouraging young people to read and choose their own reading material based on interest.
3.3. Continue Martin’s Math Team, a partnership with USC Athletics, designed to make math fun for kids	<ul style="list-style-type: none"> • EOC provides tickets to students and families participating in Martin’s Math Club. Last year, 4,000 tickets were disbursed through the program, 317 teachers statewide participated, and 14,880 tickets statewide were requested. • EOC has developed three standards-based lessons for schools: “We Are LEADERS”, “We Are INNOVATORS”, and “We Are CREATORS” for use in 11 schools participating in Coach Dawn Staley’s Educate My Sole initiative.

Objective 3:

Continue to implement public awareness strategies which focus on providing support to students and families served by the PK-12 public school system as well as teachers.

AUDIENCE: EDUCATORS

Objective / Tactic	Deliverable / Accountability Measures
3.1. Continue Martin's Math Team, a partnership with USC Athletics, designed to make math fun for kids	<ul style="list-style-type: none"> • EOC announced Season 2 of Martin's Math Club in September, adding grade level lessons focused on math and the Final Four. Presently, there are 27 standards-based lessons for K-8 focused on basketball and math. Last year, 4,000 tickets were disbursed through the program, 317 teachers statewide participated, and 14,880 tickets statewide were requested. Teachers who teach one lesson qualify to win two tickets for themselves and their students to a USC home game. • EOC has developed three standards-based lessons for schools: "We Are LEADERS", "We Are INNOVATORS", and "We Are CREATORS" for the teachers who in the 11 schools participating in Coach Dawn Staley's Educate My Sole initiative.
3.2. Develop materials to help educators work with parents and non-educators about how to understand student-score results and what testing means for parents and students	<ul style="list-style-type: none"> • EOC published public-friendly information about testing for parents and families; sent to all principals, instructional leaders, PIOs. Some districts used EOC materials to develop district-branded materials on testing and interpreting student and school results.

Objective 3:

Continue to implement public awareness strategies which focus on providing support to students and families served by the PK-12 public school system as well as teachers.

AUDIENCE: LEGISLATORS AND OTHER ELECTED OFFICIALS

Objective / Tactic	Deliverable / Accountability Measures
2.1. Provide legislators and other elected officials with information about supports via e-newsletter	<ul style="list-style-type: none">The EOC continues to work with legislators and legislative staff to provide background and current information about supports provided to students, families, and teachers served by the PK-12 public school system.

Objective 3:

Continue to implement public awareness strategies which focus on providing support to students and families served by the PK-12 public school system as well as teachers.

AUDIENCE: BUSINESS COMMUNITY

Objective / Tactic	Deliverable / Accountability Measures
3.1. Provide business community and other elected officials with information about supports via e-newsletter	<ul style="list-style-type: none">The EOC regularly works with business leaders and community leaders to provide background and current information about supports provided to students, families, and teachers served by the PK-12 public school system.

EDUCATION OVERSIGHT COMMITTEE

Subcommittee: Public Awareness

Date: January 22, 2018

ACTION ITEM

Proposal for EOC Annual Report

PURPOSE/AUTHORITY

§ 59-6-10. Members of the committee shall meet no less than once a quarter and annually shall submit their findings and recommendations to the General Assembly before March first of each fiscal year.

Article 17 of the EAA, states "An on-going public information campaign must be established to apprise the public of the status of the public schools and the importance of high standards for academic performance for the public school students of South Carolina." (Section 59-18-1700(A)).

CRITICAL FACTS

The previous statewide goal adopted by the EOC for the state accountability system was the "2020 Vision", which states that "by 2020, all students will graduate with the knowledge and skills necessary to compete successfully in the global economy, participate in a democratic society, and contribute positively as members of families and communities." The vision, adopted by the EOC on September 21, 2009, was to be reported on annually using progress toward three-year achievement levels measuring reading proficiency, high school graduation, preparedness for post-high school success, and schools rated At-Risk. The attached transformational goals, which were adopted by the EOC in April 2017, reflect the new joint accountability system.

TIMELINE/REVIEW PROCESS

Goals were adopted by the full EOC on April 10, 2017. The attached update is being provided to the Public Awareness Subcommittee members. Subcommittee members will review ideas for the Annual Report at the January meeting.

ECONOMIC IMPACT FOR EOC

Cost: no fiscal impact

Fund/Source:

ACTION REQUEST

☒ For approval

☐ For information

☐ Approved

ACTION TAKEN

☐ Amended

☐ Not Approved

☐ Action deferred (explain)

Building a roadmap to establish statewide education goals *FY 2017-18*

State Transformation Goals

1. By 2035, the on-time graduation rate of the state, each district, and each high school in South Carolina should be **90 percent**.

Status: The on-time graduation rate for school year 2016-17 was 84.6%

2. Beginning with the graduating class of 2020, the state must increase **annually by 5 percent** the percentage of students who graduate ready to enter postsecondary education to pursue a degree or national industry credential without the need for remediation in mathematics or English. The annual increase must also address or incentivize increasing readiness of students who have historically underachieved, students in poverty, students with disabilities, and African-American and Hispanic students. The EOC recommends reporting only on the annual state, district and high school report cards the percentage of students who graduate college, career and civic life ready, documenting increases over time to align with this transformation goal of the state.

Status: Of the 46,961 total High School Completers in South Carolina in 2015-16, 71% of those students enrolled in either a 4-year college, 2-year college, technical college degree program, or technical college diploma/certificate program in the fall of 2016.

Summary of 2015-16 SC High School Completers Enrolled in 2016-17 College Freshman Class, SC and other states

2015-16 HS Completer Path	Number	Percentage
4-Year College	18,521	39.7%
2-Year College	2,613	5.6%
Technical College Degree Program	10,885	23.3%
Technical College Diploma/Certificate	1,015	2.2%

Source: Commission on Higher Education College Freshman Report, July 2017

However, although the number has been declining since 2012, many first-time freshman students are entering their fall semester unprepared, needing to enroll in developmental courses in reading, English and mathematics.

Developmental (DVS) Course Enrollment Among First-Time Freshman Students*
(Full-Time and Part-Time) – Fall Semester

Fall Semester	Total First-Time Freshman Enrollment	One DVS Course	Two DVS Courses	Three or More Courses	Total DVS Courses/ (%)
2012	19,690	3,696	2,537	1,749	7,982 (40.5%)
2013	19,216	3,374	2,137	1,312	6,823 (35.5%)
2014	18,411	2,987	1,995	1,115	6,097 (33.1%)
2015	17,543	2,822	1,771	898	5,491 (31.3%)
2016	17,365	2,302	1,682	798	4,782 (27.5%)

Source: SC Technical College System, July 2017

* Unduplicated count

The EOC also recommended that SC adopt system or state transformation goals on the following metrics which are “key benchmarks in a student’s life and identify for policymakers fiscal and programmatic policies to improve the education system of our state.”

1. **Percentage of students entering kindergarten ready to learn** – The EOC recommends reporting the results of a kindergarten readiness assessment, which will be implemented in school year 2017-18, and which will measure early literacy, mathematical thinking, physical well-being and social and emotional well-being.

Status: The Kindergarten Readiness Assessment (KRA), which evaluates a child’s readiness for learning across multiple domains - Social Foundations, Language/Literacy, Mathematics, and Physical Well-Being – was administered for the first time in the fall of 2017. **The results will be provided to the EOC in March 2018.**

The EOC on January 15, 2018 reported on the results of the Developmental Reading Assessment, which was administered to incoming kindergarten students in the fall of 2016. The assessment measures the early literacy and language abilities of students in six areas including recognizing upper and lower-case letters, recognition word and sentences, and rhyming words. In the fall administration of DRA 2, between 70 and 90% of kindergarten students Met the early literacy and language tasks in the six areas measured.

2. **Percentage of 3rd graders who Meet or Exceed Expectations** on SC Ready in English language arts and mathematics -- Percentage of students by grade level who score Meet or Exceed Expectations on SC Ready in English language arts and mathematics and who score Met or Exemplary on SCPASS in science and social studies.

Status:

SC READY Scores, School Year 2016-17

English Language Arts

Grade	% Students Scoring Meets or Exceeds Expectations	% Students Scoring Does Not Meet Expectations
3	42.1%	26.1%
4	40.9%	29.5%
5	38.3%	28.0%
6	39.7%	23.7%
7	36.4%	28.4%
8	40.1%	28.0%

SC READY Scores, School Year 2016-17

Mathematics

Grade	% Students Scoring Meets or Exceeds Expectations	% Students Scoring Does Not Meet Expectations
3	52.5%	22.2%
4	46.4%	24.1%
5	40.0%	27.9%
6	41.5%	25.6%
7	33.3%	31.0%
8	34.5%	31.5%

SC PASS Scores, School Year 2016-17

Social Studies

Grade	% Met or Exemplary	% Not Met
4	80.8%	19.2%
5	70.9%	29.1%
6	73.3%	26.7%
7	63.5%	36.5%
8	67.7%	32.3%

SC PASS Scores, School Year 2016-17

Science

Grade	% Meets or Exceeds Expectations	% Does Not Meet Expectations
4	48.4%	23.8%
5	46.1%	28.3%
6	48.0%	29.0%
7	46.5%	29.1%
8	49.5%	25.7%

3. **Percent of high school graduates who are either gainfully employed in the state within five and ten years of graduating from high school or are enrolled in postsecondary education.**
Status: This metric will require the development or collaboration of data from multiple sources including higher education and the Coordinating Council for Workforce Development.

POTENTIAL MEASURES

Early Learning (PK-3rd Grade) Goal

Possible measures of **Early Learning** which could incorporate a statewide goal:

Measures	Current status
Access to high-quality preschool programs for 3- and 4-year-olds	The EOC on January 15, 2018 estimates that between 51 and 56% of at-risk four-year-old children in SC are being served in school year 2017-18 by a publicly funded, early learning program.
School readiness measures identified on KRA	Not yet available. KRA will be administered for the first time in School Year 2017-18. Data available to EOC in March 2018.
Policies to identify and support children who are not on track to meet 3 rd grade reading goals	2018 report cards to identify students who are in 2 nd grade and not on track to be reading on grade level by the end of 3 rd grade. Currently no other data available at state level.
Literacy readiness rates of children prior to 3 rd grade – improvement rate from year to the next	The EOC on January 15, 2018 reported on the results of the Developmental Reading Assessment, which was administered to incoming kindergarten students in the fall of 2016. The assessment measures the early literacy and language abilities of students in six areas including recognizing upper and lower-case letters, recognition word and sentences, and rhyming words. In the fall administration of DRA 2, between 70 and 90% of kindergarten students Met the early literacy and language tasks in the six areas measured. The DRA has been replaced with the KRA (which has a literacy readiness component), and the results have not yet been reported.

POTENTIAL MEASURES

Third Grade Milestone Goal

Possible measures of **Third Grade milestones** which could incorporate a statewide goal:

Measures	Current status
SC Chamber has a goal that South Carolina will be in the top five states in average 4th and 8th grade student National Assessment of Educational Progress (NAEP) score improvement.	While modest improvement was seen in 4 th grade reading, South Carolina saw no significant changes in these scores from 2013 to 2015 and ranked below the national average (and SREB states) in every category. NAEP 2017 release set for Spring 2018.
Gap closure between historically overachieving groups and HUG. Gaps need to be reduced.	Significant achievement gaps can be observed in NAEP performance as well as on state tests.

POTENTIAL MEASURES

College, Career, and Civic Life-Ready Goal

Possible measures of **college, career, and civic life-ready** which could incorporate a statewide goal:

Measures	Current status
Percentage of adults with postsecondary credentials (2- or 4-year degree or industry credentials)	According to the Lumina Foundation, in 2015 41.8% of South Carolina's working-age adults (18 to 55) hold a two or four-year degree or industry credential as compared to the nation at 45.8%.
Percentage of students meeting college-ready benchmarks on ACT	15% of the 2017 SC graduating class met all 4 college-readiness benchmarks on ACT. - 44% in English - 25% in Math - 335% in Reading - 23% in Science
Percentage of students receiving Workforce Readiness Certificate	61% of the SC 11 th graders achieving a recognition of Silver or higher on the WorkKeys NCRC in 2017.
Measures	Current status
<i>The Public Awareness subcommittee recommends that the EOC work with educators to establish civic-life ready competencies which will support the Profile of the SC Graduate. These educators will explore the use of an assessment of these competencies.</i>	