

TO BLOG OR NOT TO BLOG?

PRESENTED BY ANGELA H. BAIN, SUPERINTENDENT

CHESTER COUNTY SCHOOL DISTRICT

FEBRUARY 17, 2017

SOUTH CAROLINA SCHOOL BOARDS ASSOCIATION ANNUAL CONVENTION

WHAT IS A BLOG?

- Frequently updated online personal journey or diary
- A place to express yourself to the world
- A place to share your thoughts and feelings
- It is only one piece of the PR package – but it can be the most effective method to ‘rebrand’

HOW DO YOU GO FROM
THIS.....



TO THIS.....



LOTS OF MULTITASKING.....



FIRST STEP.....SORT THINGS OUT



**MEET WITH INDIVIDUAL BOARD MEMBERS,
SENIOR STAFF, AND PRINCIPALS**



FOCUS ON THE POSITIVE



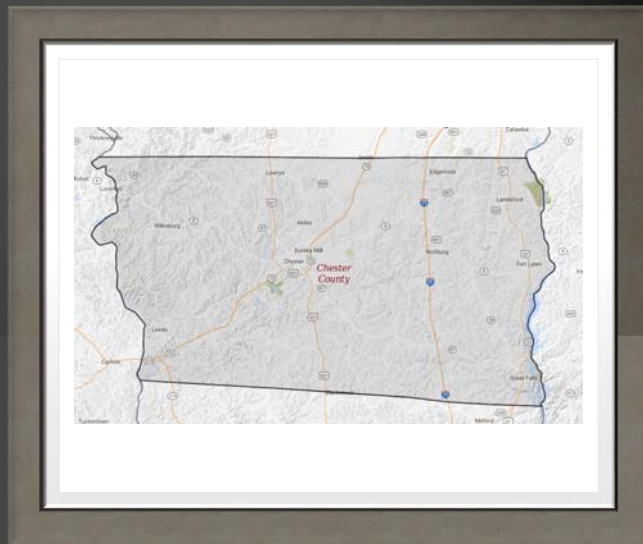
EVEN IF IT IS HARD.....



YOUR STAFF



BE SEEN!



FOLLOW UP.....



IN A TIMELY MANNER.

WHAT OFFICE?



THIS IS MY OFFICE.....



HOW IT BEGAN....

- February 2016
 - Met with district office and senior staff
 - Interviews with Chester News & Reporter, Herald, and CN2
 - Met with individual board members, principals, legislative delegations and teacher forum
 - Rotary Club initiation (begin to meet weekly)
 - Regular meetings with:
 - Olde English Consortium of Superintendents
 - Upper Midlands Rural Health Network
 - Chester Economic Development Association
 - SCASA Superintendent Roundtable
 - Senior Staff (weekly)
- School and Community Involvement
 - Visits to all schools
 - Spelling Bee
 - Budget meetings with all schools
 - Meeting with maintenance, Transportation, Security and Facilities directors
 - Book Parade
 - Recruitment Fair
- Extra Meetings
 - Sheriff's office and staff
 - Defender Security Personnel and Director
 - Chester County Supervisor
 - City Supervisor
 - Architects

MEETINGS WITH THE FOLLOWING ASSOCIATIONS: MARCH 2016 – FEBRUARY 2017

- Olde English Consortium of Superintendents
- Upper Midlands Rural Health Network
- Chester Economic Development Association
- SCASA Superintendent Roundtable
- Senior Staff Meetings – weekly
- Principal’s Meetings - monthly
- Student Cabinet, Parent Cabinet, Teacher Cabinet – quarterly
- Chester Education Foundation - quarterly

MARCH 2016

SCHOOL & COMMUNITY

- Classroom visits
- Chester County First Steps
- Radio Interviews
- Chester Park Arts Celebration

ADDITIONAL MEETINGS

- Architects
- York Tech
- USC-Lancaster Staff
- Learning Forward Conference
- County Council
- State-wide focus groups
- Legislation
- Individual parent meetings
- Speaking to Chester Ministerial Association
- Meet with County Supervisor

APRIL 2016

SCHOOL & COMMUNITY

- Reading to students at Horizons Christian Academy for Chester County First Steps
- Chamber of Commerce Banquet
- Volunteer Appreciation Reception
- Civic Leader dinner with Boeing Executives
- Meeting with Truvista executives
- Meeting with Emergency Management Staff
- J Marion Sims Dinner

ADDITIONAL MEETINGS

- Technology Readiness Team
- Giti Tire & Carlissa Parker
- Career & Technology Advisory meeting
- Meetings with individual vendors

MAY 2016

SCHOOL & COMMUNITY

- Meeting with Sheriff and County Supervisor
- Teacher Appreciation banquet
- Springs Close Executives meeting
- Teacher groups
- Dual Enrollment with IHE
- Finley Center Tour
- Retirement Luncheon
- Palmetto Gold Luncheon
- Emergency Management staff
- School awards nights at various schools
- High school graduation – 3 schools

ADDITIONAL MEETINGS

- Principal Interviews
- Meeting with Hearing Officers
- Meeting with Bus Supervisor
- State Board of Education Meeting

JUNE 2016

SCHOOL & COMMUNITY

- Meeting with local bankers
- CATCH Grant meeting
- Emergency Management staff
- Security Chief meeting
- District staff interviews
- Winthrop meeting

ADDITIONAL MEETINGS

- Salary schedule review
- Leadership Summit Admin Retreat

JULY 2016

SCHOOL & COMMUNITY

- Planning meeting with Senior Staff
- Meeting with Sheriff & Attorneys – SRO MOU
- Planning meetings with Principals
- Morning talk shows
- Meeting with community liaison Mozelle Robinson
- Rock Hill Herald Interview
- Meeting with Chamber of Commerce President
- SC Afterschool Alliance

ADDITIONAL MEETINGS

- Kelly Services meeting
- Parent meetings
- Online enrollment meetings

AUGUST 2016 – SCHOOL & COMMUNITY

- New Teacher Orientation
- J Marion Sims Foundation
- City Manager meeting
- Speaking at Pilot Club meeting
- District Convocation
- Chester News & Reporter Interview
- Student Nutrition meeting
- WBT Interview
- Chester Education Foundation meeting
- Football games
- City Government meetings
- Adult Education meetings
- Bus duty at 3 schools
- Springs Close Fabric of the Community
- School of Law Conference
- Meeting with Sheriff
- Chester County Leadership Forum

SEPTEMBER 2016

- Support Cabinet meeting (twice a year)
- Meeting with local physician regarding Telemedicine
- Chester County First Steps
- Meeting with Algebra I teachers
- Patriot Day Program at the Charter School
- Welcome Back Video
- Morning Talk Show
- PACC Speaking Engagement
- Facilities study with Architects
- Gallup Official meeting

OCTOBER 2016

SCHOOL & COMMUNITY

- Financial Audit
- Career Expo for High School Students
- Meeting with benefits vendors
- SREB Needs Assessment
- Football games

ADDITIONAL MEETINGS

- SC Economic Development Board Meeting
- Public Education Foundation Meeting

NOVEMBER 2016

SCHOOL & COMMUNITY

- National Education Week meeting with Chamber & CDA leaders
- Presentation to student nutrition managers
- Teen CEO Day
- Vertical Articulation meetings
- Meeting with York Tech regarding dual enrollment
- Rock Star Teacher of the Month presentation
- Student performances
- Presentation to Teacher Cadet class
- Business After Hours at Chester Regional Hospital

ADDITIONAL MEETINGS

- Riley Institute Interview
- New Superintendent Meetings
- Emergency Management office meeting
- Meetings with city and county leaders regarding district track planning

DECEMBER 2016

- Student performances
- Riding in three Christmas parades
- Financial Concepts conference
- Career Planning Guide meeting with counselors
- PACCC meeting

JANUARY 2017

- Individual principal mid-year review meetings
- Catawba Regional Elected Officials meeting
- Teacher Cabinet
- PPG Industries meeting with plant manager and HR director
- Boeing tour with senior staff
- OEC Board meeting
- Education Policy Fellows Board
- Retiree luncheon planning committee
- Springs Close meeting with board members
- Meeting with the Sheriff and Major
- Guest speaker at Chester County Leadership Forum with elected leaders and utility executives
- Monthly Principal's meeting

FEBRUARY 2017

- Rock Star Teacher of the Month presentation
- Riley Institute for Diversity Leadership
- Chester County Schools Educator Recruitment Fair
- Meeting with city and county leaders regarding district track planning
- Meeting with architects and board chair
- Individual school budget meetings
- Giti Tire Awards planning meeting
- Teacher Cabinet meeting
- Reception for State Superintendent
- Chester Economic Development Board meeting
- Meeting with outsourced custodial executives
- SC School Boards Annual conference presentation

AND CONTINUES WEEKLY BLOG.....



MAKE YOUR ACTIONS MATCH YOUR WORDS....



IT'S ALL ABOUT THE....



EVERYONE WANTS TO TALK WITH YOU!



GIVE IT TO GET IT.....



Try **not** to take
things **personally**
what people say
about you. It's a
reflection of
them, **not** you

www.Daveswordsofwisdom.com

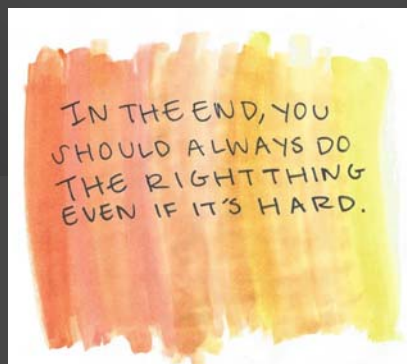
**Consistency
Is The**



TRUE TO YOUR WORD



MAKING THE TOUGH DECISIONS FOR CHILDREN





REFOCUS.....

- Renewed
- Energy
- Focus
- On
- Children
- by us

CONTINUALLY ASK...WHY AM I HERE NOW?

Make
A
Difference

QUESTION AND ANSWER
PANEL DISCUSSION WITH CHESTER COUNTY BOARD
MEMBERS

- Mrs. Maggie James
- Mrs. Denise Lawson
- Mrs. Sandra Stroman