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2019 SCSBA Annual Convention

Hilton Head Marriott
Hilton Head Island, SC

February 21-24, 2019



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SCSBA President's Welcome

Welcome to the South Carolina School Boards Association's 2019 Annual Convention!

Welcome to my favorite event of the year! It's so great to be with 600 plus fellow school board members and education advocates for SCSBA's largest training event.

This year's convention theme, "Safety in our schools" focuses on equipping us as board members with the



tools and knowledge we need to work together on one of our most important jobs — the safety of our students. As we learn together this weekend, it is my hope that we will leave with a new understanding and perspective regarding our role in providing a positive, safe public education experience for all students.

We'll also hear more from featured speakers and presenters about technology, district finances, bullying and harassment, weapons on campus and emotional intelligence.

Please take full advantage of this training by getting motivated during the general sessions, enjoying the student entertainment, participating in trending topics discussions and attending breakout sessions.

Also, take time to visit the vendors in the convention trade show and learn more about the products and services that are featured.

During the weekend, follow @SCSBA on Twitter and share what you are learning on social media using the hashtag #SCSBA2019AC.

I look forward to joining you in learning new skills, collecting ideas and networking with fellow board members over the next few days. I'm excited to welcome you to the 2019 SCSBA Annual Convention.

Tony Folk

SCSBA President Dorchester School District 4 Board Member



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Dr. Tom Dobbins *Region Sixteen*



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Agenda at a Glance

Thursday, February 21

8 a.m.-4:30 p.m. **Board Chair Workshop**8 a.m.-4:30 p.m. **New Board Orientation**

4:30 - 7 p.m. Convention registration and

light refreshments - Foyer

Friday, February 22

7:30 - 8:30 a.m. **Beverage break** - Exhibits

area

7:30 a.m. - 4:30 p.m. **Registration** - Foyer

7:30 - 11 a.m. **Trade show** - Exhibits area

8:30 - 10 a.m. First general session -

10 - 11 a.m. **Refreshment break** - Exhibits

area

11 a.m. - 12:15 p.m. **Trending topics** - Ballrooms

A-F, Sabal Palm (Choose one of three topics. Repeats at

1:30 p.m.)

Ballrooms A-F

12:15 - 1:30 p.m. **Lunch on your own** - For your

convenience, grab-and-go lunch will be available in the foyer for purchase by cash, credit or room charges. Marriott restaurants will also

be open.

12:15 - 3:30 p.m. **Trade show** - Exhibits area

1:30 - 2:45 p.m. **Trending topics** - Ballrooms

A-F, Sabal Palm (Choose one of three topics. Repeated.)

2:45 - 3:15 p.m. **Refreshment break** - Exhibits

area

3:15 - 4:15 p.m. **Breakout sessions** -

Ballrooms A-F, Sabal Palm (Choose one of six topics.)

Agenda at a Glance

Saturday, February 23

7:30 - 8:30 a.m. **Beverage break** - Exhibits

area

7:30 a.m. - 3 p.m. **Registration** - Foyer

7:30 - 11:30 a.m. **Trade show** - Exhibits area 8:30 - 10:30 a.m. **Second general session** -

Ballrooms A-F

10:30 - 11 a.m. **Refreshment break** - Exhibits

area

Door prize winners posted -

Exhibits area

11 a.m. - 12:15 p.m. **Breakout sessions** -

Ballrooms A-F (Choose one

of six topics.)

12:30 - 2 p.m. **Lunch on your own** -

For your convenience, grab-and-go lunch will be available in the foyer for purchase by cash, credit or room charges. Marriott restaurants will also be open.

2 - 3 p.m. **Breakout sessions** -

Ballrooms A-F (Choose one of

five topics.)

3:15 - 4:15 p.m. S.C. Caucus of Black School

Board Members meeting - *Ballroom A* (Open to all convention participants)

5 - 6:30 p.m. **Saturday evening reception**

- Ballroom J (Heavy hors d'oeuvres, entertainment and

door prizes)

Sunday, February 24

7:30 a.m. - 12 p.m.

7:30 - 8:30 a.m. **Beverage break** - Foyer

8:30 - 11:30 a.m. Closing general session -

Ballrooms A-F

Registration - Foyer



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Registration & Information

Everyone attending the convention must register, including participants, guests, directors and officers. Exhibitors do not need to register; they are pre-registered for the trade show only.

The convention registration desk serves as an information center. The SCSBA staff will be happy to help with any questions or concerns.

Registration hours

Thursday, 4:30 - 7 p.m.

Friday, 7:30 a.m. - 4:30 p.m.

Saturday, 7:30 a.m. - 3 p.m.

Sunday, 7:30 a.m. - 12 p.m.

Name badge

Your name badge verifies your registration and must be worn at all times.

Messages

Messages for attendees can be retrieved or left at the registration desk. We are unable to page attendees.

Guest wristbands for the Saturday evening reception

Your registration includes one admittance for the Saturday evening reception. All registered attendees **must** wear their name badge for admittance to the reception. You may purchase **guest wristbands** for \$35 each at the registration desk until Friday at 12:30 p.m.

The reception will be held 5 - 6:30 p.m. on Saturday, February 23 and will include heavy hors d'oeuvres, entertainment and door prizes.

Cell phones

As a courtesy to others, please turn off phones or set to an inaudible mode during sessions and events. Please move away from the sessions and events area during phone conversations to avoid disrupting the speaker and other convention attendees.



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Registration & Information

Breakfast

Attendees staying at the Hilton Head Marriott in SCSBA's contracted room block will receive a complimentary full breakfast for two beginning at 6 a.m. on Friday, Saturday and Sunday in the Café.

Lunch

On Friday and Saturday, lunch will be on your own. For your convenience, there will be cash, credit or room charge grab-and-go lunch available in the foyer on Friday and Saturday. The restaurants at the Hilton Head Marriott will also be serving lunch.

Trade show hours

Visit the exhibits area to see the latest in education products and services. Many vendors offer demonstrations, samples, and of course, door prizes! The participation and support of exhibitors and sponsors helps to underwrite convention costs and is greatly appreciated. The last chance to register for exhibit door prizes is 8:30 a.m. on Saturday.

Friday, 7:30 - 11 a.m. and 12:15 - 3:30 p.m. Saturday, 7:30 - 11:30 a.m.

Door prize opportunities

Join the crowd in the exhibits area during the Saturday morning refreshment break when many exhibitors give away door prizes. Names of prize winners are displayed on the bulletin board in the exhibits area. Winners can claim their prize by bringing the form displaying their name to the exhibitor's booth. All door prizes must be claimed by 11 a.m. on Saturday.

Winners of door prizes being awarded during the Saturday evening reception and the Sunday morning general session must be present to claim their prize.

Participate in the vendor signature game and become eligible for two \$100 cash prize drawings during Sunday's general session. Look for the vendor signature sheet in your convention tote bag, obtain a signature from the vendors and return the completed sheet to the registration desk by Saturday at 12:30 p.m.



Registration & Information

SCSBA Policy and Legal Services annual drawing for two non-subscribing districts to win one free year of policy online services and one non-subscribing district to win one free year of paperless board meetings will be held at Sunday's general session. You must be present to win. Please see the form in your tote bag for more information.

Boardmanship Institute credit

Board Chair Workshop - 10 points and 5 hours **New Board Orientation** - 5 points and 5 hours **Annual Convention** - 20 points and 14 hours

Student performances

Students will showcase their talents throughout the convention.

Friday morning

Marching Stallions, Lee County School District

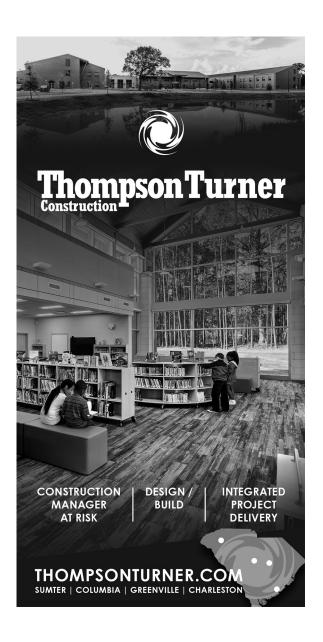
Saturday morning

Sims Middle School Singers, *Union County Schools*

Sunday morning

Scott's Branch High School Singing Eagles, Clarendon School District One

Hilton Head Island High School Seahawk Singers, Beaufort County School District



John D. Couch

First Vice President of Education, Apple Inc.

As Apple's vice president of Education, John Couch has been responsible for driving Apple's renewed success in the education market. He has over 40 years experience as a computer scientist, executive and advocate for technology in education. During his current tenure at Apple,



Couch has grown Apple's education business to 9 billion dollars.

Directly prior to his current position at Apple, Couch was the Chairman and Chief Executive Officer of DoubleTwist Inc., a leading provider of genomic information and bioinformatic analysis technologies which made headlines by providing a comprehensive annotation of the human genome. The year before joining DoubleTwist, he was Executive in Residence for Mayfield Fund, a Venture Capital firm, where he provided strategic planning, management and technology advice to high technology companies.

Couch began his professional career in 1972 as a software engineer at Hewlett-Packard, where he held various management positions.

In 1978 he joined Apple as Director of New Products reporting to Steve Jobs. He was Apple's first Vice President of Software and Vice President/General Manager for the Lisa division, Apple's first Graphics User Interface computer.

In 1985, he turned his focus to education at the Santa Fe Christian School where he created a business plan for the debt-laden private school into one of the first examples of how the creative use of technology can revolutionize learning in the classroom. Under his leadership as Chairman of the Board, the school's annual losses were annulled and the student body grew from 150 to 1,000. The school's rented facilities were expanded via the purchase of the 17-acre site, offering a range of world-class resources, including a fiber optic network of Macintosh computers.



Couch holds a Bachelor's degree in computer science and a Masters degree in electrical engineering and computer science, both from the University of California at Berkeley, where he was honored in 2000 as a Distinguished Alumnus. He is the author of the science research associates textbook, Compiler Construction: Theory and Practice and has taught at both the University of California, Berkeley and at California State San Jose.

Rick J. Kaufman, APR

Executive Director, Community Relations and Emergency Management, Bloomington Public Schools #271

Rick Kaufman is a nationally respected consultant and trainer on crisis management and communications, having worked in public schools and emergency management for more than 30 years. He is the Executive Director of Community Relations and Emergency Management for Bloomington (MN) Public Schools,



where he is responsible for directing the district's communications, community relations and emergency management programs. Kaufman formerly served as the Executive Director of Public Engagement and Communications for Jefferson County Public Schools, Colorado's largest school system, from 1998-2006.

In 1996, Kaufman developed what is believed to be the first full-scale crisis drill involving an active shooter in a school. Three years later, the unthinkable happened when on April 20, 1999, two students attacked Columbine High School in Littleton, Colorado, killing 13 and wounding 26 others. Among the first to arrive on scene, Kaufman provided emergency triage and rescue operations before assuming leadership of the Crisis Response Team. He led all aspects of the school and district's communications, media relations and crisis response/recovery efforts.

For the past 19 years, Kaufman has worked with hundreds of law enforcement and emergency management agencies and school systems





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throughout the U.S. to improve safety and security measures and emergency response. Kaufman is the author of *The Complete Crisis Communication Management Manual for Schools* (4th edition, 2016), and served as a panelist at the We Are Columbine: 20 Years Later symposium (2018), as a content expert at the Wisconsin School Safety Summit (2015) and at former U.S. Senator Al Franken's School Safety Summit (2014).

Kaufman holds a Bachelor of Science degree from the University of Wisconsin-Stevens Point and is accredited (APR) by the Public Relations Society of America.

Kevin Wren

Director of Safety, Security, Environmental Management, Rock Hill Schools

Kevin Wren is the Director of Risk, Security and Emergency Management for Rock Hill Schools. Previously, Wren served as Deputy Director of Security and Emergency Management for Charleston County School District. He has been awarded the 2015 Safe Schools Leadership Award from the South Carolina



School Resource Officer Association and the 2016 Campus Safety Magazine K-12 Director of the Year. Wren has presented on school safety at several events across the country, is a steering committee member for the Partner Alliance for Safer Schools and is an advisor for Safe and Sound Schools.

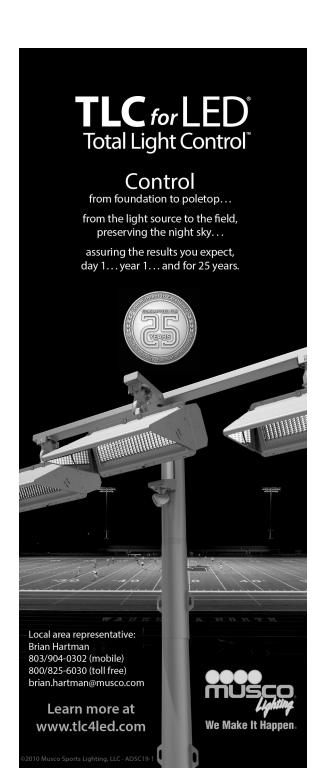
Patty Jaye Garrett Patterson

Retired Chief of Police, Sumter Police Department

Patty Jaye Garrett Patterson holds many "firsts" in her nearly 40-year career in law enforcement at the national, state and local levels. She has attended and has been a featured speaker at numerous national, state and local



conferences on a variety of topics, including



law enforcement, leadership and motivational inspiration.

When she was officially sworn in as the first female and African-American Chief of Police for the City of Sumter Police Department in 2001, Patty also became the first female police chief of a South Carolina metropolitan city and one of the state's highest-ranking female officers for a law enforcement agency. Prior to becoming police chief, she served as the major of operations and assistant chief in which she oversaw patrol, traffic, detectives, organized crime and vice control, community oriented policing, Drug Abuse Resistance Education (DARE), School Resource Officers (SROs), teen court justice and more.

In 1994, she was the first female officer from Sumter Law Enforcement to attend and graduate from the Federal Bureau of Investigations National Academy (FBINA).

As a special agent in criminal investigations with the South Carolina Law Enforcement Division (SLED) from 1985-1991, Patty was the first female SLED SWAT Team member and first African-American female field agent assigned to the Pee Dee Region.

From 1983-1984, she was the first African-American female Criminologist Instructor at the South Carolina Criminal Justice Academy (SCCJA) where she graduated within the top 10 graduates. She provided instruction in communications, report writing, crisis intervention and more.

From 1979-1981, she was the first African-American employee for the Sumter County Magistrate's Office, assigned as Traffic/Warrant Clerk.

Patterson received a master's degree in criminal justice from the University of South Carolina (USC) in 1999 and was the recipient of the J. P. Strom Fellowship Award in 1998 and 1999. She also received a bachelor's degree in interdisciplinary studies from USC and an associate's degree from USC Sumter.

She has attended numerous training, seminars,



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schools and lectures on the local, state and federal level inclusive of specialized investigations to enhance her realm of law enforcement expertise and disciplines.

She served in numerous professional organizations including the FBI National Academy Associates, the South Carolina Police Chiefs Association (SCPCA), the International Association of Chiefs of Police (IACP), the Palmetto State Law Enforcement Officer's Association and the South Carolina Law Enforcement Officer's Association (SCLEOA).

She is a past recipient of numerous awards and recognitions, including the Miss South Carolina Pageant Scholarship for Women of Achievement, was a South Carolina Black Hall of Fame inductee and was the recipient of the Strom Thurmond Award for Excellence in Law Enforcement, Police Officer of the Year and more.

Dr. Bertice Berry

President, Bertice Berry Productions, Inc.

Sociologist Bertice Berry, PhD., a best-selling author and award winning lecturer, has been named Comedian of The Year, Lecturer of the Year and Entertainer of the Year. She has published 11 best-selling books in both fiction and non-fiction and has won numerous awards and



accolades for both her writing and presentations.

Dr. Berry has had her own nationally syndicated television show and has hosted, interviewed and made numerous television, documentary and radio appearances on a variety of diverse venues, including The Tonight Show, The Oprah Winfrey Show, Between The Lions, Crossfire, 20-20, NPR, PBS and Comedy Central and CNN.

She has used her unique gifts and talents as a writer and ghost writer for others on a wide range of topics, including race and gender issues, sociological studies, stratification, healthcare reform, humor, spirituality, sexuality, slavery and the abolitionist movement, weight loss and wellness, relationships, servant leadership,

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transformational leadership, diversity and love.

Dr. Berry has led parades, had classrooms named after her and has been awarded over 10 honorary doctorates. She earned her own doctoral degree from Kent State University at the age of 26 and still sees her most fulfilling achievement and role in life as that of mother to her five adopted children.

"If you ain't dead, you ain't done," a character in one of Dr. Berry's novels says. Dr. Berry believes that every one of us has been given a unique purpose and it is our obligation to find it and use it to improve first our own self and then those we live and work with.

Educators of the year



2019 National Principal of the YearDr. Luke Clamp, *Principal,*Lexington County School
District One



2019 South Carolina Teacher of the Year Jeff Maxey, Special Education Resource Teacher, Anderson School District Three



2019 SCASA Superintendent of the Year Dr. J. Harrison Goodwin, Superintendent, Chesterfield County School District



2019 Upcoming events

March 13, 2019

2DAC (Two Days at the Capitol) Columbia, SC

March 30 - April 1, 2019

NSBA Annual Conference Philadelphia, PA

April 10, 2019

2DAC (Two Days at the Capitol)
Columbia, SC

June 6, 2019

New Board Orientation, Make up Columbia, SC

August 23 - 25, 2019

School Law Conference North Charleston, SC

October 10, 2019

Beyond the Basics Workshop Columbia, SC

October 16 - 18, 2019

Risky Business Seminar, Workers' Compensation and Property & Casualty Insurance Trust Seminar Myrtle Beach, SC

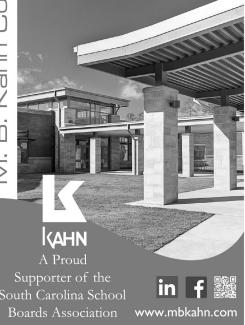
December 6 - 8, 2019

Legislative Advocacy Conference & Delegate Assembly Charleston, SC



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Schedule: Thursday - Friday

Thursday, February 21

8 a.m. - 4:30 p.m. **Board Chair Workshop**

Co-sponsored by Halligan Mahoney & Williams, P.A.

8 a.m. - 4:30 p.m. **New Board Orientation**

Co-sponsored by Boykin & Davis, LLC

4:30 - 7 p.m. **Convention registration**

and light refreshments -

Foyer

Friday, February 22

7:30 - 8:30 a.m. **Beverage break** - Exhibits

area

Note: Attendees staying at the Hilton Head Marriott in SCSBA's contracted room block will receive a complimentary full breakfast for two beginning at 6 a.m. on Friday, Saturday and Sunday in the Café.

7:30 a.m. - 4:30 p.m. Registration - Foyer

7:30 - 11 a.m. **Trade show** - Exhibits area



The Marching Stallions of Lee County School District will perform during Friday's first general session.



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Schedule: Friday

8:30 - 10 a.m.

First general session -

Ballrooms A-F

Co-sponsored by Halligan Mahoney & Williams, P.A.

Welcome

Tony Folk, SCSBA President, Dorchester School District 4

Pledge of Allegiance

Introduction of SCSBA Board of Directors

Student performance

Marching Stallions, Lee County School District

Greetings from the National School Boards Association

Thomas J. Gentzel, Executive Director and CEO. NSRA

Introduction of keynote speaker

Rewiring education. How technology can unlock every student's potential - What if we could unlock the potential in every child? As it turns out, we can. Apple's iconic cofounder Steve Jobs had a powerful vision for education: employing technology to make an enormous impact on the lives of millions of students. To realize this vision, Jobs tapped John D. Couch, a trusted engineer and executive with a passion for education. Couch believed the real purpose of education was to help children discover their unique potential and empower them to reach beyond their perceived limitations. Today, technology is increasingly integrated into every aspect of our lives, rewiring our homes, our jobs, and even our brains. Most important, it presents an opportunity to rewire education to enrich and strengthen our schools, children and society.

John D. Couch, First Vice President of Education, Apple Inc.

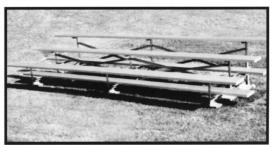
10 - 11 a.m. Refreshment break -Exhibits area

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Schedule: Friday

11 a.m.-12:15 p.m. **Trending topics** - (Choose one of three topics. Repeats at 1:30 p.m.)

 How "smart" is your board? Build EQ (Emotional Intelligence) and avoid the "glue" of a sticky situation - Sabal Palm

Emotional Intelligence (EQ) is more predictive of an organization's success than cognitive ability and technical skills combined. School boards must effectively protect, grow and guide public education in their respective districts. The stakes are too high to chance crash and burn scenarios because one or two members say/do something out of order. This session is a practical guide on how to sustain a positive and productive Board culture - minimize/resolve conflict, remain a valuable asset to education and grow each member's emotional intelligence. Attendees will learn: what steps each member needs to take to grow his/her emotional intelligence; how to sustain a positive culture within the Board and with the administration; how to minimize conflict and also how to resolve conflict; and how to retain respect, a positive image and being viewed as a valuable asset to education in the eyes of the community.

Paulette Cunningham, M.Ed., Speaker/Trainer/ Coach, Phenomenal Communications, LLC

Moderator: Kim Johnson, SCSBA Board of Directors, Clarendon School District 2

2. A high-performance mindset: Safe environments for student success - Ballrooms ABC Providing a safe and secure environment for students to learn and staff to work is critical to the success of any school. Creating that environment while balancing the equally important welcoming atmosphere can be a challenge. Learn what schools across the U.S. are doing to improve school safety and security from a nationally-recognized school crisis response consultant and trainer.

Rick J. Kaufman, APR, Executive Director, Community Relations & Emergency Management, Bloomington Public Schools #271

Moderator: Melissa Donald, *Director of Finance, SCSBA*



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LStrunk@ESS.com 704.770.6719 ESS.com

Schedule: Friday

3. Understanding school district finance - Ballrooms DEF

In this session, we will review revenue sources available to school districts with an emphasis on local and state funding. We will discuss property taxes, the Education Finance Act and other issues currently impacting the funding of education in South Carolina.

Dr. Harry W. Miley, Jr., Chief Financial Officer, Richland School District Two

Moderator: Dr. Tom Dobbins, SCSBA Board of Directors, Anderson School District 4

12:15 - 1:30 p.m. **Lunch on your own**

For your convenience, grab-and-go lunch will be available in the foyer for purchase by cash, credit or room charges. Marriott restaurants will also be open.

12:15 - 3:30 p.m. **Trade show** - Exhibits area

1:30 - 2:45 p.m. **Trending topics** - (Choose

one of three topics.

Repeated.)

How "smart" is your board? Build EQ (Emotional Intelligence) and avoid the "glue" of a sticky situation - Sabal Palm

Paulette Cunningham, M.Ed., Speaker/Trainer/ Coach, Coach, Phenomenal Communications, LLC

Moderator: Charles Govan, Jr., SCSBA Board of Directors, Darlington County School District

A high-performance mindset: Safe environments for student success - Ballrooms ABC

Rick J. Kaufman, APR, Executive Director, Community Relations & Emergency Management, Bloomington Public Schools #271

Moderator: Dr.Tom Dobbins, SCSBA Board of Directors, Anderson School District 4

Understanding school district finance -Ballrooms DEF

Dr. Harry W. Miley, Jr., Chief Financial Officer, Richland School District Two

Moderator: Amelia McKie, SCSBA Board of Directors, Richland School District Two







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Schedule: Friday

2:45 - 3:15 p.m. **Refreshment break** - Exhibits

area

3:15 - 4:15 p.m. **Breakout sessions** - (Choose

one of six topics.)

Network infrastructure to protect data and instruction - Ballroom A

Do you have a business continuity plan and network disaster recovery plan? Are you protected from Ransomware? Can you continue the core business of teaching and learning in the event of a cyber-attack or natural disaster? The School District of Pickens County staff will share the practical strategies, documents and tools for a network design in the event disaster recovery is necessary.

Andy Coleman, Director of Technology, School District of Pickens County

Barbara Nesbitt, Executive Director of Technology, School District of Pickens County

Moderator: Kim Anderson, Assistant Director for Property & Casualty, SCSBA

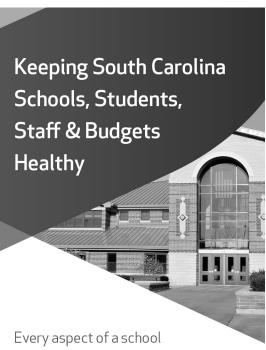
Culture, cameras and cops: Taking a holistic approach to addressing campus safety - Ballrooms BC

Learn how Charleston County School District (CCSD) approaches campus safety, by focusing on ensuring physical and psychological safety for all. CCSD will share the investments, commitments, policies and initiatives adopted to support campus safety. Finally, they will discuss how to bring together various departments that have campus safety responsibilities to ensure that district leaders are working to accomplish shared objectives and avoid the creation of silos! They will share the investment made by the CCSD board and their data since implementing various initiatives.

Jennifer Coker, Executive Director of Alternative Programs and Services, Charleston County School District

Michael Reidenbach, Director of Security and Emergency Management, Charleston County School District

Moderator: Cindy Bohn-Coats, SCSBA Board of Directors, Charleston County School District



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Schedule: Friday

School district impact fee implementation under the new South Carolina Impact Fee Act - Ballroom D

This presentation will detail the history and process of the Fort Mill School District's successful effort to enact a new impact fee in the district under the 2016 Impact Fee Act. Topics covered in the presentation will include: proper steps to create the request as required by law; tips for engaging community support; media and marketing efforts; and preparation for opposition.

Dr. Chuck Epps, Superintendent, Fort Mill Schools

Leanne Lordo, Assistant Superintendent, Finance & Operations, Fort Mill Schools

Kristy Spears, Board Chair, Fort Mill Schools

Patrick White, Former Board Member, Fort Mill Schools

Moderator: Dr. Tiffany N. Richardson, General Counsel and Director of Policy and Legal Services, SCSBA

4. The take over of school districts, consolidation and data - Ballroom E

This presentation will address preventing/alleviating the takeover of school districts in South Carolina, particularly, Allendale County School District, Williamsburg County School District and Florence County School District Four.

Rev. Cynthia Vertell Brown, President, South Carolina Caucus of Black School Board Members

Rep. Annie E. McDaniel, member of the Medical, Military, Public and Municipal Affairs Committee and former Fairfield County School District Board Member



The Sims Middle School Singers of Union County Schools will perform during Saturday's second general session.

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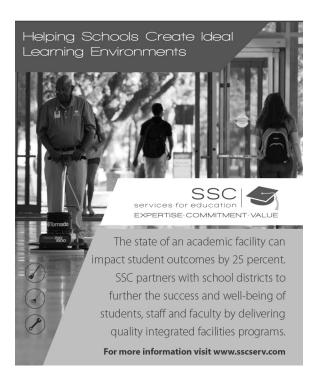


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Schedule: Friday

5. Superintendent contracts - constructive quideposts - Ballroom F

The superintendent contract widely used in South Carolina and throughout the U.S. since the 1980s is based upon a model instrument developed by a joint committee of NSBA and the AASA. The contract provides a blueprint for positive board/superintendent relations, including the specification of roles for both parties, including dealing with personnel matters, policy matters, an orderly means of establishing direct goals and objectives, and, most importantly, a comprehensive annual superintendent performance evaluation.

Kenneth L. Childs, Esquire, *Duff & Childs, LLC*Moderator: Michele Branning, *SCSBA Board of Directors, Fort Mill Schools*

6. Ladies and Gentlemen's clubs: Creating opportunities - Sabal Palm

Come learn about the Laurens 55 district-wide implementation of Ladies and Gentlemen's Clubs that has created opportunities for students to experience cultural activities beyond those available in this rural district and also helps students from 3rd grade through 12th grade develop the soft skills necessary to be successful in a globally oriented society. Hear how each school in the district promotes and supports student participation in these programs and provides numerous opportunities for students to showcase their development.

Edward Murray, Director of Administration, Athletics and Public Relations, Laurens County School District 55

Stephen G. Peters, Ed.D., Superintendent, Laurens County School District 55

Bryant Kirk White, District Activities Coordinator, Laurens County School District 55

Moderator: Hannah Priester, SCSBA Board of Directors, Hampton District One





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Saturday, February 23

7:30 - 8:30 a.m. **Beverage break** - Exhibits

area

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Note: Attendees staying at the Hilton Head Marriott in SCSBA's contracted room block will receive a complimentary full breakfast for two beginning at 6 a.m. on Friday, Saturday and Sunday in the Café.

7:30 a.m. - 3 p.m. **Registration** - Foyer

7:30 - 11:30 a.m. **Trade show** - Exhibits area

8:30 - 10:30 a.m. **Second general session** -

Ballrooms A-F

Co-sponsored by Boykin & Davis, LLC

Welcome

Chuck Saylors, SCSBA President-elect, Greenville County Schools

Student performance

Sims Middle School Singers, *Union County Schools*

Recognition of SCSBA Past Presidents

Greetings from State Department of Education

The Honorable Molly Spearman, State Superintendent of Education

Recognition of SCSBA Boardmanship Institute Level 6 recipients

Recognition of SCSBA President's Club members

Introduction of keynote speakers

School safety: challenges and opportunities

Navigating the complex world of school safety will continue to be a priority for schools boards and education leaders nationwide. What we know for sure is that schools districts are committed to protecting children. Come learn best practices to achieve that goal and hear from a panel of experts in the safety field, including a nationally recognized school crisis response consultant, a re-





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tired police officer and a director of school safety and security.

Rick J. Kaufman, APR, Executive Director, Community Relations & Emergency Management, Bloomington Public Schools #271

Patty Jaye Garrett Patterson, Retired Chief of Police, Sumter Police Department

Kevin Wren, Director of Safety, Security, Environmental Management, Rock Hill Schools

10:30 - 11 a.m. **Refreshment break** - Exhibits area

Co-sponsored by Halligan Mahoney & Williams, P.A.

Door prize winners posted - Exhibits area

11 a.m. - 12:15 p.m. **Breakout sessions** - (Choose one of six topics)

School safety and security: Our plan for 1. protecting our children in school - Ballroom A In response to recent incidents of school violence, Greenville County Schools has made the safety and security of our children even more of a priority this year. We have allocated additional resources for safety personnel, improved the physical security of our buildings and trained staff on how to respond to emergencies using best practices of trained law enforcement officials. Included in the General Fund budget for the 2018-19 school vear was the addition of four Safety Specialists responsible for ensuring that schoollevel plans are updated, required trainings are conducted and facility safety/security standards are maintained. They serve as a resource to deliver training directly to school faculties, observe and provide feedback on safety and security drills and support principals in all areas of safety and security. They also routinely inspect buildings and grounds to ensure all components of security systems and practices are functioning appropriately. We have also improved security cameras and the monitoring of these cameras.



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Chuck Saylors, SCSBA President-elect, Greenville County Schools

Moderator: Gail Hughes, SCSBA Board of Directors, Dorchester School District Two

2. The education branding opportunity - Ballrooms BC

After a challenging year, Florence 1 turned to branding to help the district focus on a single goal to unify employees, students and communities. Branding has long been associated with big business, but school leaders are discovering that they now need to add brand manager to their list of responsibilities as well.

Barry Townsend, Owner, TownsendTM, Board Chair, Florence Public School District One

Moderator: Cheryl Burgess, SCSBA Board of Directors, Lexington School District Three

Guns and grenades: Understanding the complexities of the federal and state laws pertaining to weapons on school grounds -Ballroom D

In this session, board members and administrators will learn about the various laws addressing the possession of weapons on school grounds by staff, students and the general public with the objective of creating legally defensible policies, practices and procedures.

Andrea E. White, Esquire, White & Story, LLC Moderator: Daniel Martin, SCSBA Board of Directors, Lexington School District Four

4. A PREMIER approach to school safety and security - Ballroom E

Richland School District Two has been a leader in school security for many years. Come hear from Richland Two staff about past and current ways the district provides a safe and secure learning environment for all students. Learn about their use of a full-time security force, security officers at schools and building enhancements. Leave this session with ideas to take back and implement in your district.









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Will Anderson, Executive Director of Operations and Logistics, Richland School District Two

Dr. Baron Davis, Superintendent, Richland School District Two

Keith Price, Assistant Superintendent for Schools, Richland School District Two

Moderator: Becky Bean, Communications Manager, SCSBA

Searching for a superintendent? - Ballroom F 5. The hiring of a superintendent is among the most important decisions faced by you as a school board. Join SCSBA Executive Director Scott Price for a breakout session to learn more about the search process and your options for finding your next superintendent. We'll discuss the major aspects of the search process including establishing search criteria, a search timeline, involvement of stakeholders, the application process, reference checking, screening applicants and final candidate selection. You will also learn about the South Carolina School Boards Association is national superintendent search services for South Carolina school districts and our vested interest in finding the perfect fit for your district!

> Judy LeGrand, SCSBA Executive Assistant to the Executive Director and Superintendent Search Coordinator

Scott T. Price, SCSBA Executive Director

Moderator: Cindy Bohn-Coats, SCSBA Board of Directors, Charleston County School District

6. Metal detectors: Are they right for your district? - Sabal Palm

Do metal detectors increase safety? Are metal detectors worth the expense? The pros and cons of implementing metal detectors in schools, including training and policy issues, will be discussed in this presentation.

Alan Walters, Executive Director, Safety & Risk



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Management, Georgetown County School District

Moderator: Janice Morreale, SCSBA Board of Directors, Horry County Schools

12:30 - 2 p.m. **Lunch on your own**

For your convenience grab-and-go lunch will be available in the foyer for purchase by cash, credit or room charges. Marriott restaurants will also be open.

2 - 3 p.m. **Breakout sessions** - (Choose one of five topics.)

1. The district's role in addressing bullying and harassment - Ballroom A

During this session, you will learn to effectively address bullying and harassment, including cyber-bullying. Come get guidance for board members as to how to meet this goal and discuss the impact of Title IX on a district's responsibility to address bullying and harassment, as well as investigations initiated by the Office of Civil Rights.

Tierney Dukes, Esquire, *Boykin & Davis, LLC* Christopher Elliott, Esquire, *Boykin & Davis, LLC*

2. Ethically educate your community - An effort worth \$90 million dollars - Ballrooms BC Aiken County Public School District and its Board successfully educated stakeholders about facility needs, and in doing so, voters passed the first school board bond referendum in 42 years. An overt communications effort (all approved by the S.C. Ethics Commission) included a postcard mailer, daily social media posts, information sent home in student backpacks, 60+ community meetings led by school board members and more. Attendees will learn the difference between education and advocacy and will leave better informed about how to lead a similar campaign in their districts.

> Dr. Sean Alford, Superintendent, Aiken County Public School District

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Merry Glenne Piccolino, Director of Communications and Community Partnerships, Aiken County Public School District

Moderator: Jamie L. Devine, SCSBA Board of Directors, Richland One

Are you asking your IT department the right 3. data security auestions? - Ballroom D Stressed about the risks of cyber threats to your district? Discover how superintendents and school board members can ask the right questions of their information technology team for generating action aimed at minimizing the risks of cyber attacks. A group of panelists from Richland Two and the State Law Enforcement Division will present a straightforward, non-technical framework of collaboration between the school board and the administration in stavina a step ahead of today's cybercrime, phishing attacks, ransomware and disaster recovery risks.

Tom Cranmer, Chief Technology Officer, Richland School District Two

James Manning, Board Member, Richland School District Two

Greg Meetze, Director of Information Technology, State Law Enforcement Division

Moderator: Mary B. Ulmer, SCSBA Board of Directors, Orangeburg County School District

Proactive partnerships, planning and practice: Coaching the game you hope to never play - Ballroom E

The game you never want to have to play is that of having to implement your emergency response plan. Using free and available resources, your district can ensure it addresses all phases of emergency planning, implements a layered security approach, draws on the resources of available school safety programs and develops and maintains cooperative relationships with emergency responders in your community. This session is an overview of emergency plan development, the "I Love U Guys" Foundation resources, facility security considerations and solutions and a unique



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Ryan Cothran, Director of Public Safety and Transportation, Spartanburg District Five Schools

Michael Reidenbach, Director of Safety and Security Management, Charleston County School District

Lt. Mike Rinehart, School Enforcement Unit, Greenville County Sheriff's Office

Wade Shealy, Director of School Safety and Emergency Preparedness, Greenville County Schools

Moderator: Steve Mann, CPA, Director of Insurance Services, SCSBA

5. The truth behind a state takeover - Ballroom F A school board does more than meet a legal requirement. The board is a major link to the school community. This informational session will examine the research of district takeovers and the impact to the students and the community at large.

> Dr. Wanda L. Andrews, Superintendent, Lee County School District

Sanya J. Moses, Board Chair, Lee County School District

Moderator: Queenie Boyd, SCSBA Past President, Lee County School District



The Scott's Branch High School Singing Eagles of Clarendon School District One will perform during Sunday's closing general session.





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Schedule: Saturday - Sunday

3:15 - 4:15 p.m. S.C. Caucus of Black School Board Members meeting

- Ballroom A (Open to all convention participants.)

5 - 6:30 p.m. **Saturday evening reception**

- Ballroom J

Co-sponsored by Burr Forman McNair

Note: Entertainment for the Saturday night reception will feature DJ Alan Palchak presented by Hilton Head Entertainment and Candid Jewells Selfie Photobooth.

Before heading out on the town for dinner, join colleagues, convention speakers and SCSBA staff from 5 - 6:30 p.m. for a networking reception and a little fun, to include heavy hors d'oeuvres, entertainment, a photo opportunity and door prizes.

Sunday, February 24

7:30 - 8:30 a.m. **Beverage break** - *Foyer*

Note: Attendees staying at the Hilton Head Marriott in SCSBA's contracted room block will receive a complimentary full breakfast for two beginning at 6 a.m. on Friday, Saturday and Sunday in the Café.

7:30 a.m. - 12 p.m. **Registration** - Foyer

8:30 - 11:30 a.m. **Closing general session** - Ballrooms A-F



The Hilton Head Island High School Seahawk Singers of Beaufort County School District will perform during Sunday's closing general session.



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Schedule: Sunday

Welcome

Tony Folk, SCSBA President, Dorchester School District 4

Student performance

Scott's Branch High School Singing Eagles, Clarendon School District One

Student performance

Hilton Head Island High School Seahawk Singers, Beaufort County School District

Greetings from 2019 National Principal of the Year

Dr. Luke Clamp, Principal, Lexington County School District One

Greetings from 2019 South Carolina Teacher of the Year

Jeff Maxey, Special Education Resource Teacher, Anderson School District Three

Greetings from 2019 SCASA Superintendent of the Year

Dr. J. Harrison Goodwin, Superintendent, Chesterfield County School District

Introduction of keynote speaker

The balance is you

When most folks think of balance, their mind captures the image of the first measuring instrument ever invented. It's the one with the lever standing straight, arms equal distance with balancing trays at the end of each arm. This is how we most often see balance. In this presentation, Bertice Berry, PhD, sociologist, best-selling author and lecturer, will present ideas, meditation and inspiration for standing straight in times of change and imbalance. With her unique blend of humor and story-telling, Berry will enable you to think and laugh about ways to: leave a legacy every day, find harmony in life and work, illuminate a pathway for others to follow, and rediscover the joy, passion and commitment so others may do the same.

Dr. Bertice Berry, *President, Bertice Berry Productions, Inc.*

Convention closing remarks and door prizes

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1980	Dr. Clemmie Webber, Orangeburg
1981	
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1984	James Carraway, Johnsonville
1985 1986	Roy Strickland, Hanahan Sandra Franklin, Columbia
1987	Walter Walker, Columbia
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2019 Service Awards

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Peggy James-Tyler Orangeburg Consol. Four Julius Page Orangeburg Consol. Five

30 years

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Thelma Dawson
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Chris Pound Lexington Four

Phyllis Alexander S.C. School for the Deaf & Blind

Donald Kennedy Spartanburg Three Rick Gray Spartanburg Seven

15 years

Tom Dobbins Anderson 4

Teresa Hughes Barnwell Co. Career Center

Sandra Tucker Calhoun County

Billy Blackwell Cherokee County

Chad Vick Chesterfield County

Vastine Johnson

Clarendon One Wanda Smith

Clarendon One

Norma Reardon Clarendon Three

Sarah Elliott Georgetown County Elizabeth Murdaugh Hampton One

Margaret Gamble Lancaster County

Sanya Moses Lee County

Lucy Anne Meetze Newberry County

Denise McCormick Oconee County

Sarah Simmons Spartanburg Two

Betty McMorris
Union County

Christopher Revels

York 1

Chris Stephenson York 1

10 years

Abraham Sexton Barnwell 45

Robin Harper Cherokee County

Harriet Avin
Clarendon Co. Board

of Education

Franklin Postell
Clarendon Co. Board
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Alex Lewis Dillon Four

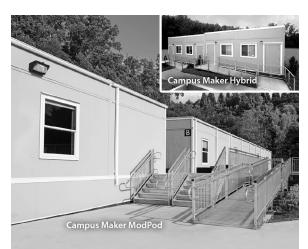
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Lillie Joe Florence Four

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Established in 1982, SCSBA's Boardmanship Institute offers a year-round training curriculum focused on leadership skills for board members on state and national educational issues. Board members are recognized for reaching each of six levels.

The following board members were recognized for achieving a level from July 1, 2017, through June 30, 2018.

Level 1

Brandon Adger

Abbeville County

Keith Dunn Abbeville County

Sandra Shealey Aiken County

Julia Berry Bamberg One

Becky Huggins Barnwell 45

Rhett Richardson Barnwell 45

John Dowling Beaufort County

Bill DeLoach

Blackville-Hilda Schools

Anne Calhoun

Dillon County Board

Bradley Davis Dorchester Cty Career & Techn, Ctr

Deidra Young

Edgefield County

Almeta Fleming Florence 3

Rutha Frieson Florence 3

Johnice Williams
Florence 3

David Trent Greenwood 50

Charles White Marion County

Kenneth Hillard Orangeburg Consol. Three

Betty Pelzer Orangeburg Consol. Three

Dawn Deck Spartanburg District Five

Connie Banks Spartanburg 2

Jason Seay *Spartanburg 2*

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Felicia Devore Barnwell 45

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Patricia Hampton Chester County

Sandy Lovern Chester County

Douglas Shannon Chester County

John Smith Chester County

James Teal Chesterfield County

James Morphis

Darlington County

Blair Massey
Edgefield County

Mona Lisa Andrews Florence 2

Henry Anderson Florence Four

John Galloway Florence One

Barry Townsend Florence One

Ray Pilgrim Greenwood 52

Nicole Bennett Hampton One

Kari Foy Hampton One Melvin Stroble Lancaster County

Quincy Sutton Lexington Four

Gariane Gunter Lexington Three

Heather McNally
McCormick County

Windy Cole Rock Hill Schools

Jeff Proper Spartanburg Five

Johnny Jackson Spartanburg 2

William Gossett Spartanburg Three

Chris Jolley Spartanburg Three

Frank Hart Union County

Mark Ivey Union County

James Dukes Williamsburg County

Angela McClary-Rush Williamsburg County

Maria Duncan York 1

Diane Howell York 1

Level 3

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Beverly Bonaparte Denmark-Olar Two

James McRae Dillon County

Michael Cates Lexington/Richland Five

Jan Hammond Lexington/Richland Five

Sylvia Harrison Fairfield County

Brenda McKithen Florence Four

Deidra Thomas Florence Four

Bryan Chapman Florence One

Kristy Spears
Fort Mill Schools

Randy Walker Georgetown County

Derek Lewis Greenville County

Holly Heniford Horry County

Priscilla Green Jasper County

Daisy Mitchell Jasper County

James Smith Kershaw County

Michael Anderson Lexington One

Anne Marie Green Lexington One Christine Lee McCormick County

Randy Carrigg Orangeburg Consol. Four

Darrell Black Richland One

Lindsay Agostini *Richland Two*

James Shadd *Richland Two*

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Arlene Puryear Saluda County

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Level 4

Gary Burgess

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Dennis White Orangeburg Consol. Three Cheryl Caution-Parker Richland Two

Amelia McKie Richland Two

Gladys Dorsey
Williamsburg County

Level 5

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Paula Hartman Fairfield County

Janet Graham Horry County

Katherine Coleman Saluda County

Level 6

Listed below are the recipients of Level 6, our highest level of recognition in the Boardmanship Institute. This level acknowledges the many hours of training board members receive to gain the knowledge and skills to assist them as leaders in making decisions for the benefit of children in public schools.

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Phillip Ashley Robby Bell Anderson Two Laurens 55

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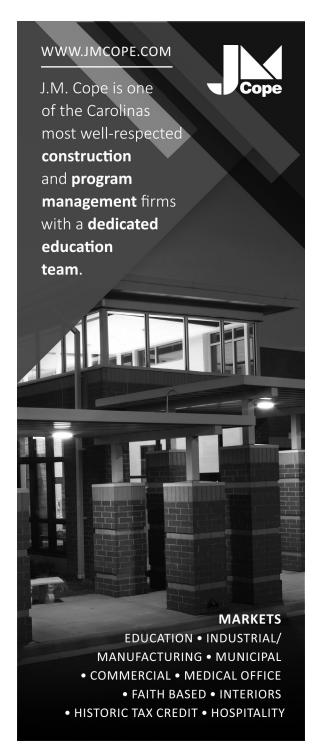
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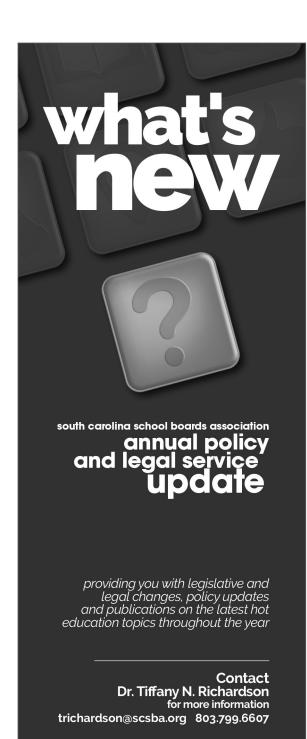
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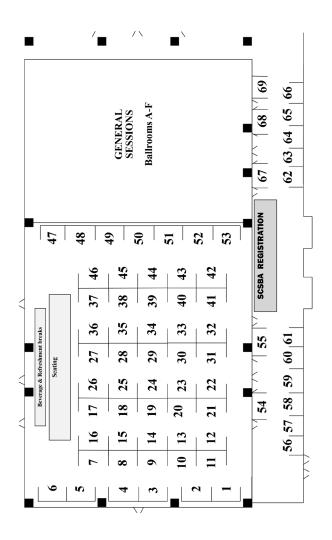
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