

# Getting the community on your side using policy, forums and parent engagement



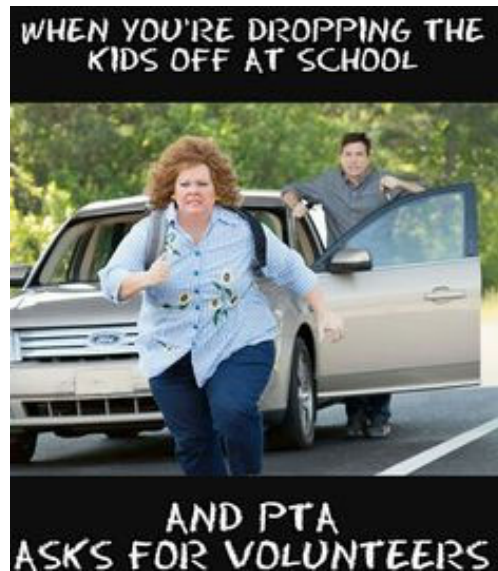
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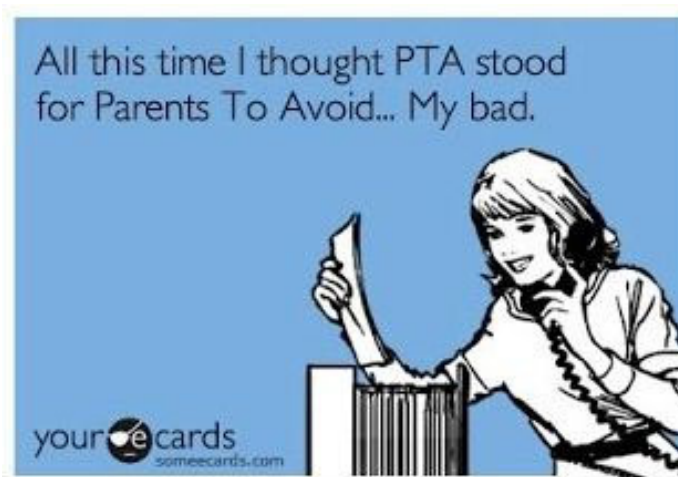
## Helena Miller

- Board Chair Rock Hill Schools
- VP of Advocacy SC PTA
- [hmliller@rhmail.org](mailto:hmliller@rhmail.org)
- (704) 488-4950

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## Who are we?

- With nearly 18,000 students, we are the largest school district in York County and the 11th largest in South Carolina. Our campuses cover more than 3.5 million square feet of facilities and 1,200 acres of land.
- More than 17,500  
54% Caucasian, 35% African American, 6% Hispanic, 1.5% Asian, 1.5% American Indian, 2% Other  
44% free lunch, 8% reduced lunch, 14% with disabilities
- Approximately 2,400 employees including 1,340 teachers, 105 administrators, 855 other support staff

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- **Montessori**
- **Inquiry**
- **School of the Arts**
- **Language Immersion**
- **IB**
- **STEAM**
- **Accelerated Studies**

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Learn how to  
think as a  
business....

### Who is your customer?

- Parents and children
- Community at large/taxpayers
- Business Community

### How do you reach them?

- No size fits all
- Communication Strategies

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**“The single biggest problem in  
communication is the illusion  
that it has taken place.”**

**George Bernard Shaw**

LindaJoyceJones.com

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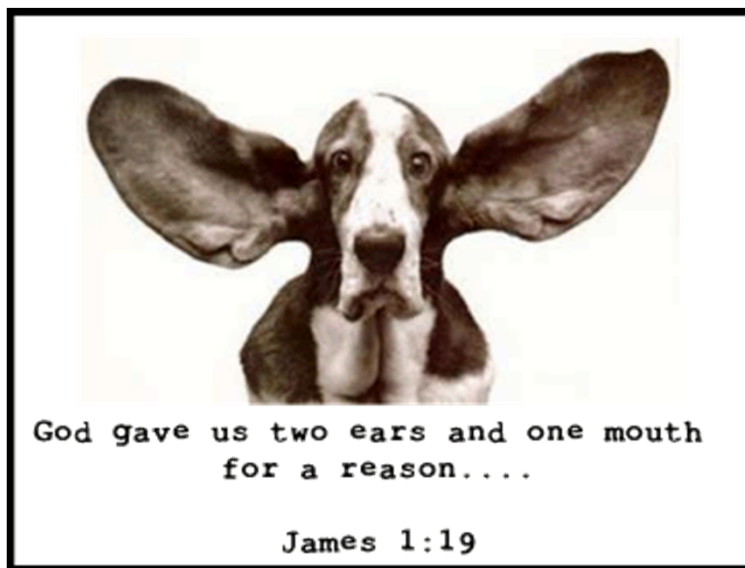


## **Board Goals and Superintendents Focus Five**

- 1. Safe and Secure Environments**
- 2. Recruitment and Retention**
- 3. Student Achievement**
- 4. Organizational Culture and Effectiveness**
- 5. Communication with All Stakeholders**



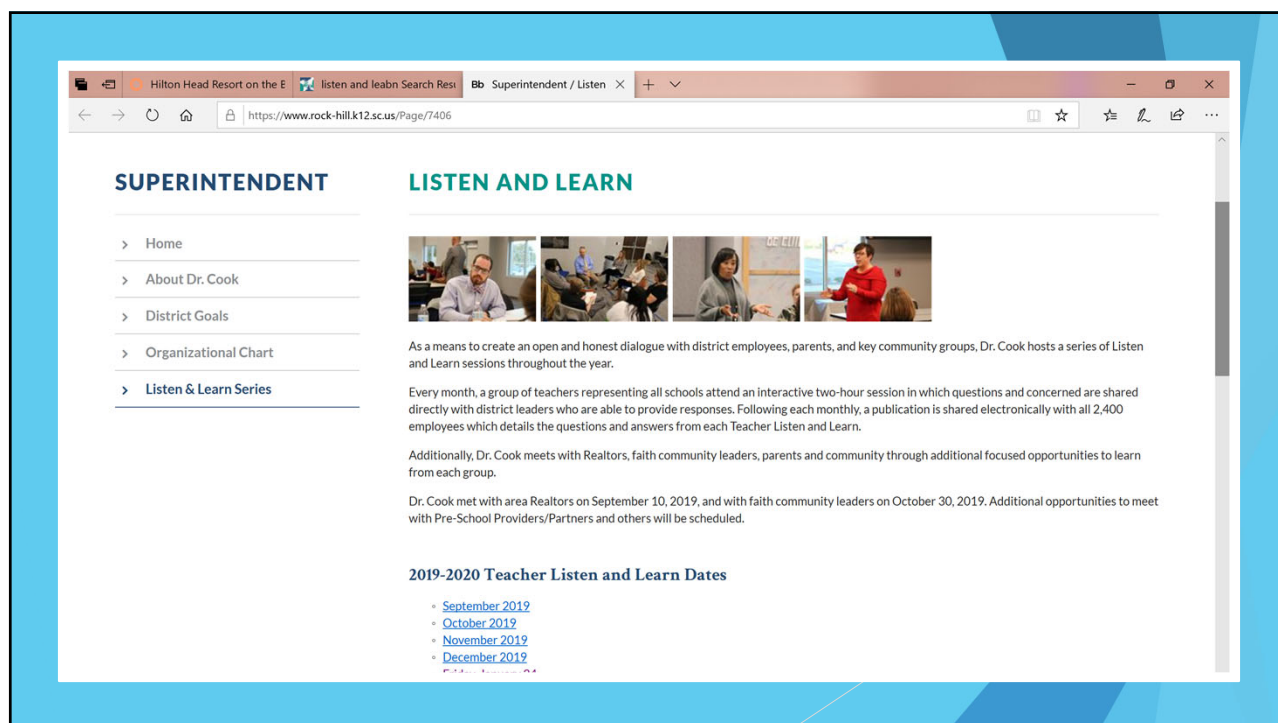
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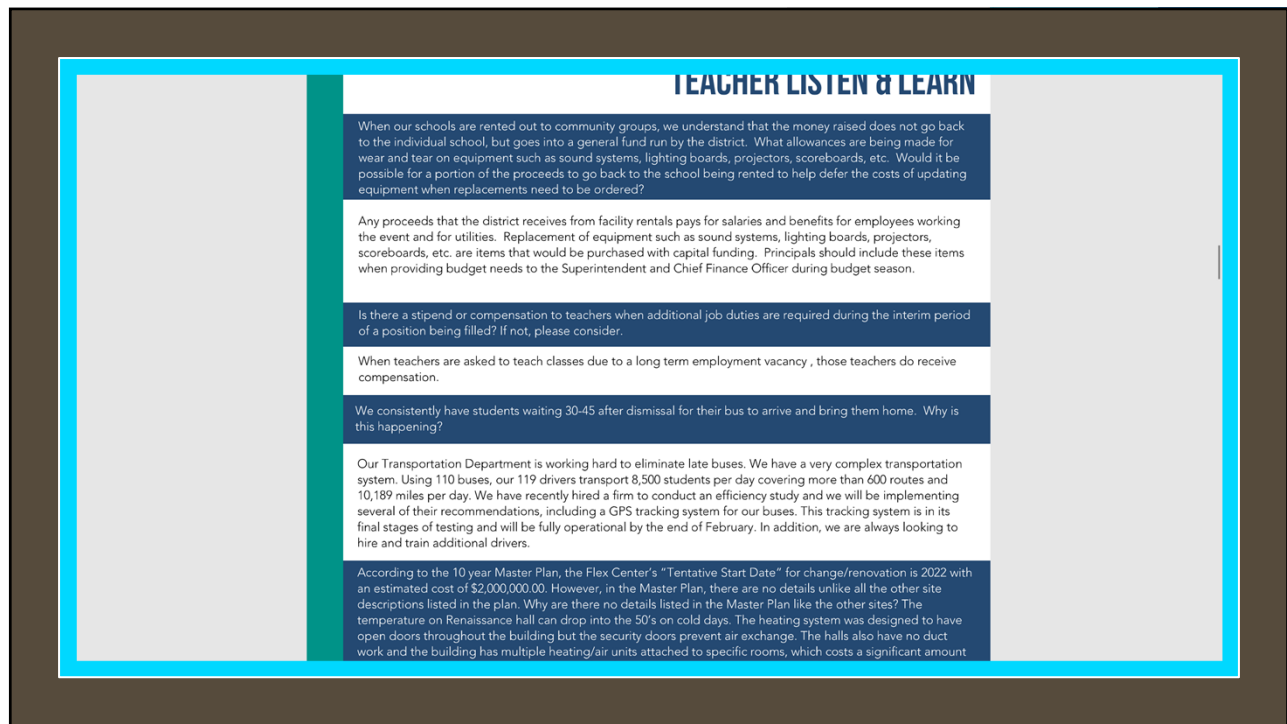
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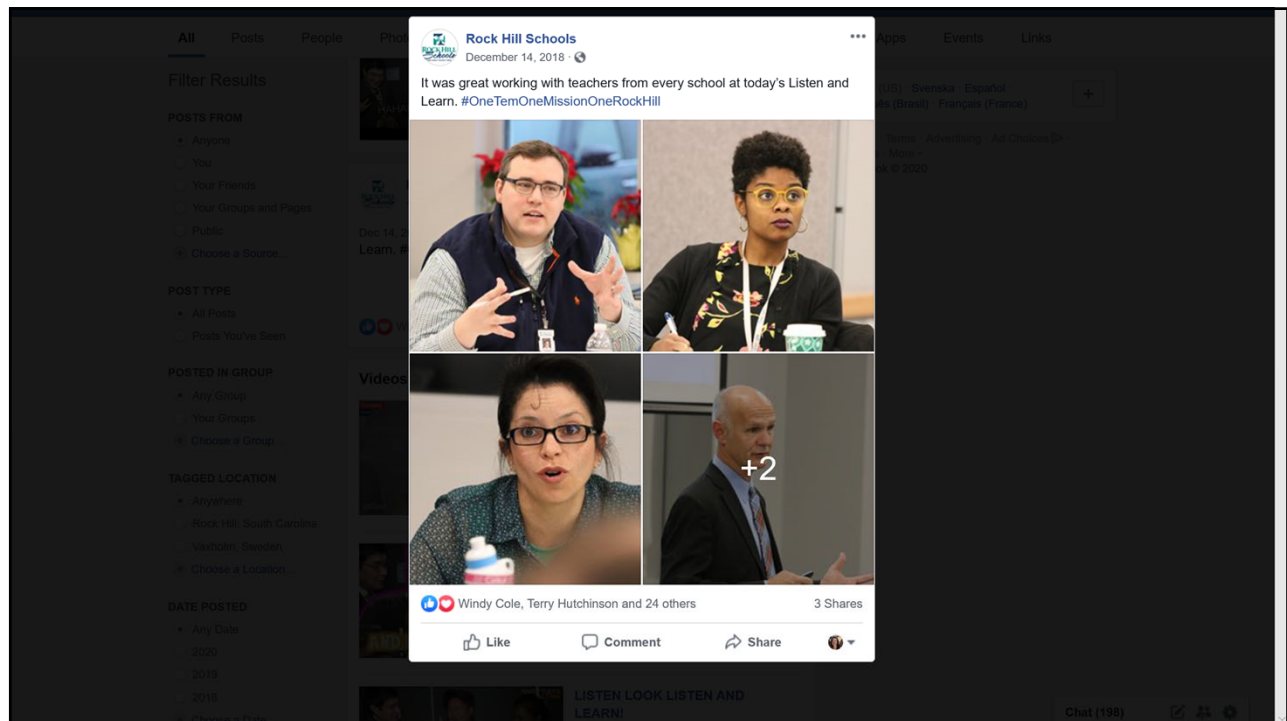
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## Change the organizational Culture

*One Team*  
*One Mission*  
*One Rock Hill*

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## KEEP ROCK HILL SAFE

See Something? Do Something - Report It!

**SEE SOMETHING:** We need you to partner with us to report threats.

**DO SOMETHING:** Immediately report all suspicious activity.

**DON'T SPREAD IT:** Spreading threats can be very dangerous.

**REPORT IT:** We take all threats and reports seriously.

### REPORT SUSPICIOUS ACTIVITY

[www.rock-hill.k12.sc.us/safety](http://www.rock-hill.k12.sc.us/safety)

INVESTING IN OUR EMPLOYEES

# \$1,000 BONUS

FOR ALL CERTIFIED STAFF

.....

# \$500 BONUS

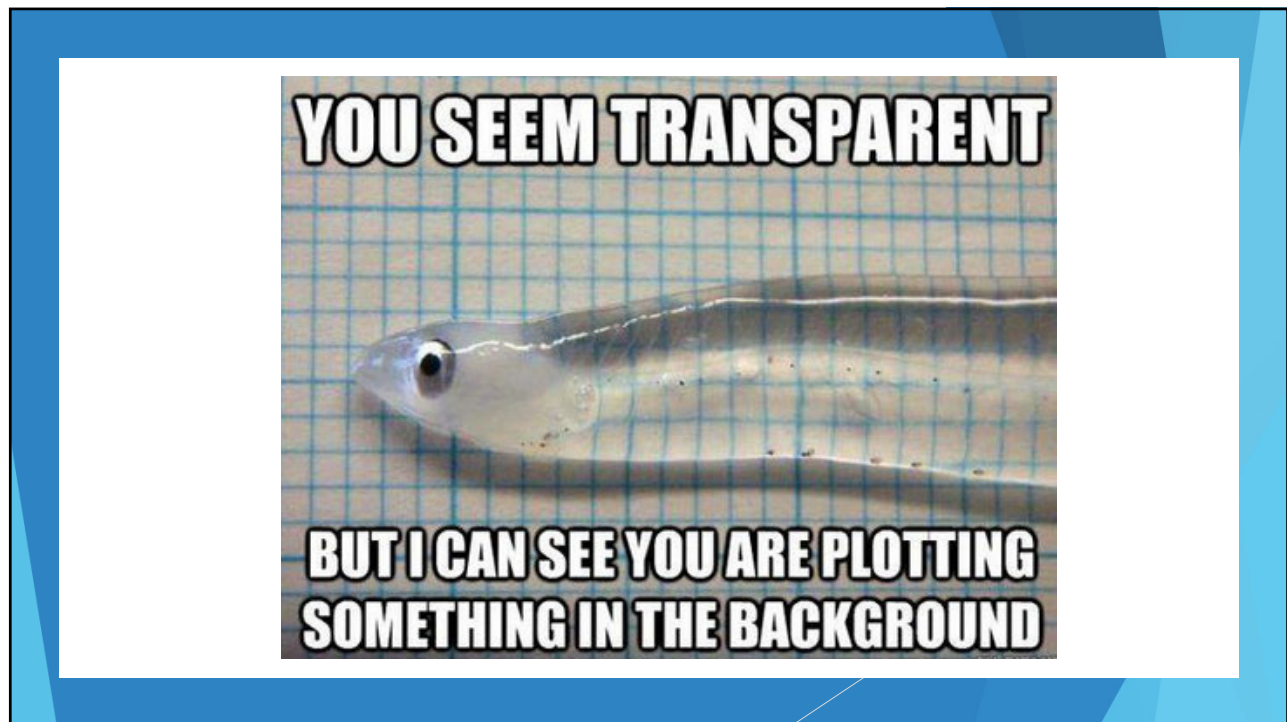
FOR ALL SUPPORT STAFF

APPLY NOW AT [WWW.ROCK-HILL.K12.SC.US/JOBS](http://WWW.ROCK-HILL.K12.SC.US/JOBS)

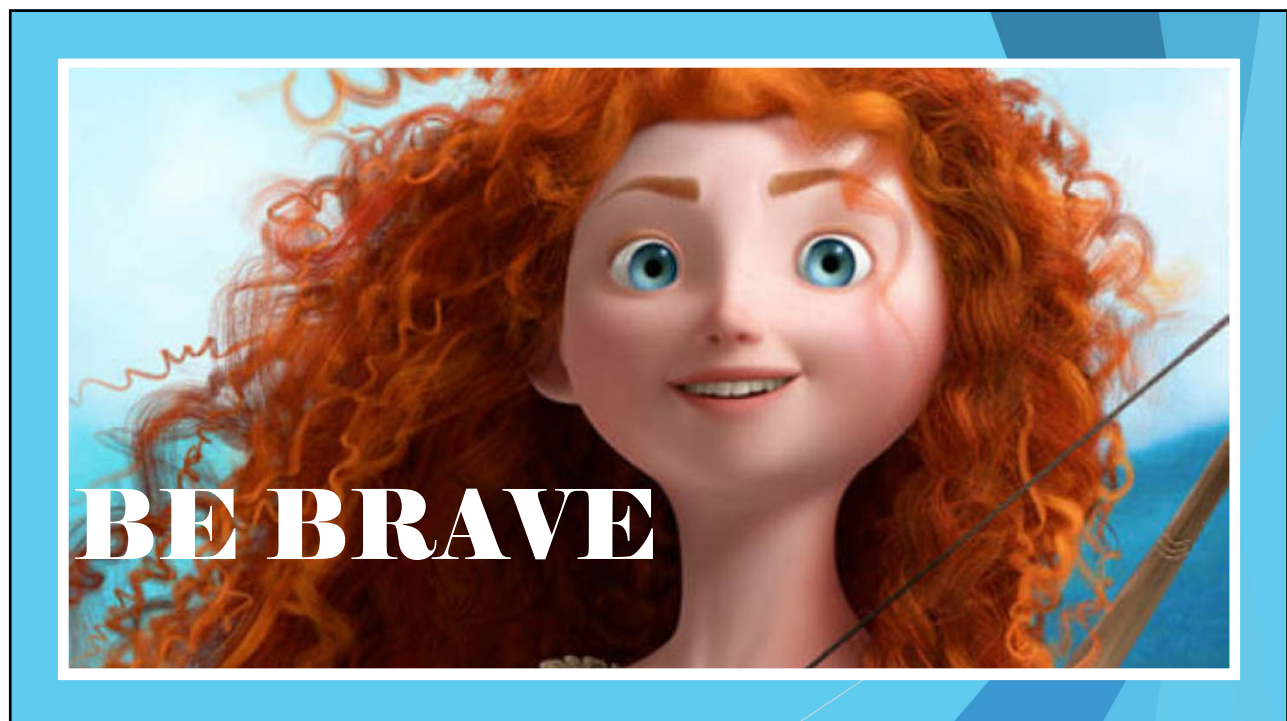
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## The Boardmembers Worst Nightmare...

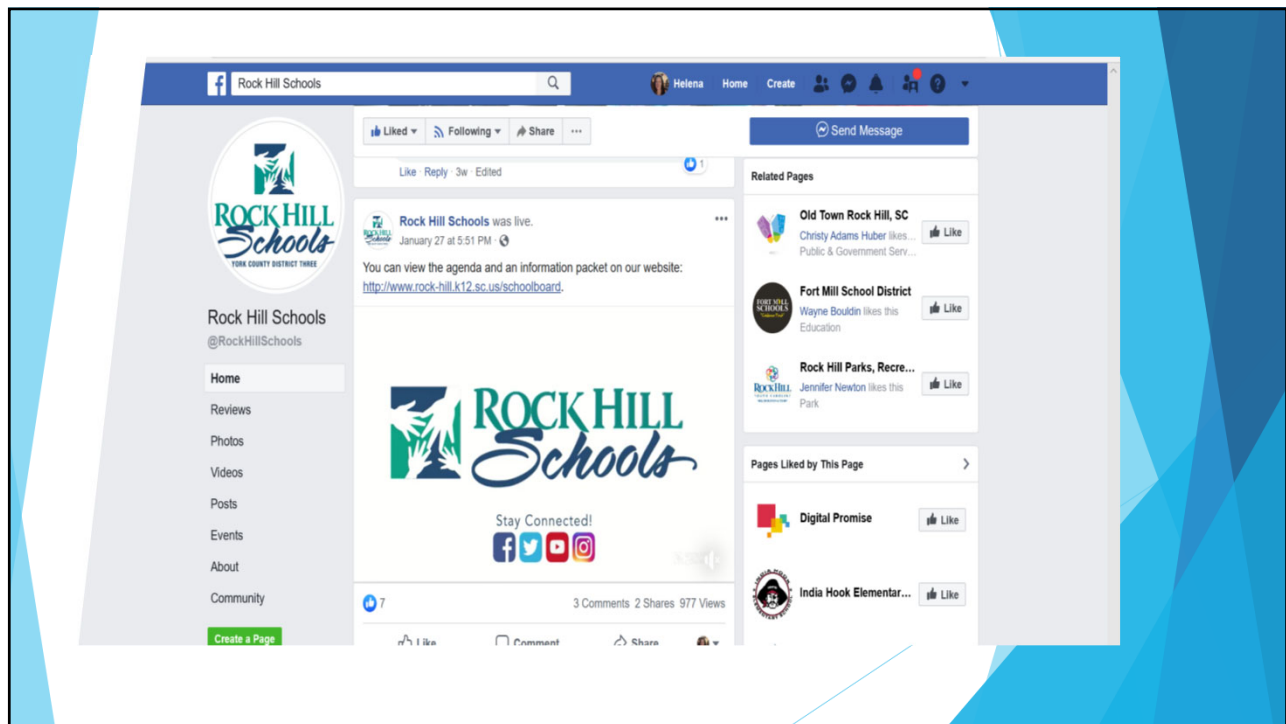
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### School Improvement Councils (SIC)

Rock Hill Schools established [School Improvement Councils](#) (originally School Advisory Councils) more than 30 years ago with the passage of the Education Finance Act of 1977. As directed by the South Carolina School Improvement Office, SICs follow these specific directives:

#### Key Points

- The School Improvement Council (SIC) serves as an advisory committee to a school's principal and faculty.
- Unlike PTA/Os and other support organizations, **councils are mandated by law to exist in every public school in South Carolina.**
- More than 16,000 people serve on SICs in South Carolina.

#### Key Functions

- SICs **work** with the school to develop and implement a five-year school improvement plan (school renewal plan).
- SICs **monitor and evaluate** success in reaching the plan's goals and objectives.
- SICs **write** an annual report to parents about the progress of the plan.
- SICs **assist** the principal in writing the narrative for the School Report Card.
- SICs **advise** on the use of school incentive awards and provide assistance as requested by the principal.

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## PTA/Os and Booster Clubs

- Advocate for students and staff
- Independent 501©3s
- Self governed
- Raise Funds

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**ROCK HILL SCHOOLS EDUCATION FOUNDATION**  
Dedicated to the Difference... We begin where tax dollars  
end.

- Over 80 community partners contributing
- hundreds of thousands of dollars every year.
- Back the Pack
- Teacher Grants
- Student Celebration



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#### **AR KA-R Stakeholder Input**

Issued 1/18

Purpose: To establish the board's vision for public input.

The district welcomes public input from all stakeholders to accomplish our goals and mission.

Consistent with the board's vision that our schools are only as strong as the support afforded them by an intelligent and informed community, as outlined in Policy KA, School-Parent-Community Relations Goals/Priority Objectives, the board will actively seek stakeholder input by:

- Inviting the public to attend information meetings when significant decisions impacting the district/school are being considered. These invitations will be communicated to the public through appropriate means, including email, automated telephone calls, district website, the district's mobile app, and other social media.
- Seeking input (by survey, face-to-face feedback from School Improvement Councils, PTA(O), Student Advisory, Teacher Advisory Boards, or other advisory groups) and requesting a written statement of concern or support (or results of survey) upon the decision being considered. These groups will be asked for input when the matter being discussed impacts their student, school, or location.
- Conducting surveys of appropriate stakeholders and publish survey results through the district's website as well as social media accounts.
- Inviting Home Owners Associations and local businesses to give a written statement when the matter warrants. Examples would be land acquisitions and certain capital projects.

The board believes in making transparent decision serving our community and all of our stakeholders in a joint effort to make our public schools stronger. The board values the input given from all our stakeholders.

Adopted 1/22/18

Legal References:

S.C. Code, 1976, as amended:

[Section 59-5-65](#) (11), (12), (13) - State Board of Education authorized to assist school district in the creation of effective school/business/community partnerships.

State Board of Education Regulations:

[R-43-280](#) - Creating more effective partnerships among the schools, parents, community and business.

**York 3/Rock Hill School District**

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# Change the organizational Culture

*One Team  
One Mission  
One Rock Hill*

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## School Board Requests Feedback



Mychal Frost  
To: ALL Users

Tue 3/28/2017 2:53 PM

Phish Alert Action Items

+ Get more add-ins

Good afternoon,

The following policies have been approved by the Board of Trustees for first reading. Before each policy is approved for second reading, the Board of Trustees requests your feedback. Please send correspondence to [Mrs. Chris Gammons \(cgammons@rhmail.org\)](mailto:cgammons@rhmail.org) by April 19. Note: The text in red and blue represent potential changes.

- [Policy DKA - Payroll Procedures/Schedules](#)
- [Policy JLCCE - Automated External Defibrillators](#)
- [Policy JLCCE - Concussions & Student Athletes](#)
- [Policy JLCF - School Nurses](#)
- [Policy JLD - Guidance & Counseling](#)
- [Policy JLDDB - Self-Esteem Promotion/Suicide Prevention](#)
- [Policy JLF - Student Welfare](#)
- [Policy JLIE - Student Automobile Use & Parking](#)
- [Policy JQ - Student fees, Fines & Charges](#)
- [Policy JRA - Student Records](#)

**Mychal Frost**  
Director of Communications  
Rock Hill Schools

Learn + Grow + Connect + Thrive

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