

MINUTES
BOARD OF DIRECTORS
SOUTH CAROLINA WHITMORE SCHOOL
501 Commerce Drive NE
Columbia, SC 29223
June 15th, 2017

CALL TO ORDER

The meeting was called to order by Board of Directors Chair, Dr. Terry Hitch, at 9:30 am.

ATTENDANCE

Dr. Terry Hitch, Chair; DuJuan Council, Secretary; Ann Brown, Board Member (via phone); Roger Sears, Board Member; John Loveday, Principal; Ebone' Adams, Assistant Principal; Annette Havens, Testing/Social Media Coordinator; Amanda Reilly, Spanish/Director of Curriculum and Instruction; Susan Herring, Office Manager; Erin Rivers, Academic Coach; Kim Dunbar, Head Counselor; Bill Moser, Kelley-Moser Consulting (via phone); Ellen Ray.

PUBLIC COMMENTS

Ellen Ray commented on how well the graduation ceremony was presented. Terry Hitch stated graduation was great and enjoyed listening to Dr. Molly Spearman.

APPROVAL OF MINUTES

The minutes of March 16, 2017 were presented for approval by DuJuan Council. Motion was made by DuJuan Council to approve the minutes, 1st by Ann Brown and 2nd by Roger Sears. Approved by unanimous vote.

March 2017 – May 2017 FINANCIALS (FY-18 for approval)

Bill Moser provided a quarterly update including March 2017, April 2017, and May 2017 financials.

In March, based on the 135th day ADM (Average Daily Membership) data, total revenue increased by 0.025 percent, which also increased the FY-17 Budget balance and the FY-17 Fund balance. Additional adjustments were made on 2 funds lines 50 and 72. The first reading of the Fiscal Year 2017-2018 budget was completed and revised using the 135th ADM data from 2016-2017 school year.

April's report brought more revisions for the FY-17 budget including an increase in the IDEA supplement. The allocation for the Improving Teacher Quality fund was decreased and total revenue decreased by 0.003%. Also, the Senior Scholarship fund was revised based on participation. Two new line items were added: Chapin Property Sale and Commerce Property Note Payment, in anticipation of the sale of the Chapin office. In addition, adjustments were made to the Facility Mortgage and Regime Fee fund for the same purpose. A new administrative position was added to line 64.

May brought in a small Total Revenue increase from Interest, National Board Certification and EEDA Supplies and Materials. However, the Budget balance decreased by .038%. The Commerce Property Note Payment (line 115) was removed and is now line 22 the Vocational Contingency Fund, since this will potentially impact on next year's budget. This relates to how to classify vocational students possibly lowering the number of students classified and the redistribution of the money by the district. John stated if the change happens it will not affect SCWS by much. Terry Hitch wanted to when will the school know if this has occurred. Bill Moser stated it would take an action by the legislature for the change to happen. This would not affect SCWS until January or February.

An increase to the Property Development (Line 117) for the Commerce Property Tax was added due to the relocation of the school's office from Chapin to Columbia. Property taxes have to be paid for the first year only, on the Columbia property. The FY-17 Fund balance increased by 0.045%.

After Bill Moser gave a brief recap, Roger made a motion to accept the financials, DuJuan Council 2nd the motion and it was a unanimous vote.

SOCIAL MEDIA AND TESTING UPDATE

Annette shared quite a bit of information regarding ACT testing as well as our social media campaigns. Students completed ACT and Work Keys testing in the spring. These tests are required in the third year of school. National Career Readiness Reports will be available in July for students who scored in the respective categories. Summaries of the spring testing will be available with the release of the School Report Cards in the fall.

End of Course (EOC) testing occurred in May. The school tested around 92 students in English, Biology, History and Algebra in January and May. Federal accountability required students to take the EOC's in English, Biology, and Algebra therefore, 38% of the students tested had to complete the EOC's in May. This year cohort 14-15 (students in their third year of high school) are the federal accountability group. EOC's are scheduled again in July with an additional 43 more students testing. More information will be given in the fall.

Our social media enrollment campaigns are posted every three weeks on both Facebook and Twitter. Current ads run on Facebook, Instagram, and Twitter. Especially in July! We have utilized Facebook Live during orientation, Grad Night, Beta Club, School Counselors Week, and at other times when we can showcase students in action. Ellen commented on looking into Facebook Live for Graduation next year.

We are planning on the "Events" feature through Facebook to increase advertising as well as engagement. So far this feature has been used for Grad Night and Graduation. We are hoping to see more interaction with this as anyone who accepts the event invite will receive automatic Facebook reminders and notices of the posts that we make to it. We will use this for Open House and Pizza at the Park this fall. Increased by half our followers on Twitter.

Instagram is now part of our social media campaign! The last week and half we are starting to make posts. Updated our social media flyer to include Instagram. Ellen Ray wanted to know if text is included in the picture. Annette stated text will be below pictures on Instagram but ads will have text included in the picture. We are excited to see these new ads on Instagram and expand our audience. Instagram is linked to our Facebook and website by clicking on the top banner. Terry Hitch stated she has started following SCWS on Twitter and Facebook and is very informational. DuJuan Council enjoyed the live questions with Judi Gatson on Facebook Live.

ACADEMIC UPDATE

Ebone' shared with everyone an update on our graduation ceremony, held on Saturday, June 3rd, 2017 at the Columbia Metropolitan Convention Center. We had 72 graduates compared to 48 last year. With 25 more to finish by end of July by working through Summer Success with Casey and Erin. This about the same number of student's as last year. Students who didn't participate in June graduation will be able to attend Open House and be recognized.

DuJuan Council wanted to know if 22ft academy is still associated with our school. 22ft academy is still up in the air, but if it exists and school will continue to work with the students.

PRINCIPAL'S REPORT

John gave the open house date of August 18th from 12-2pm.

John talked about the district's diversity in students. The district asked the school to create a plan to increase the student diversity, the plan was created in May. Governor Hodges recorded an ad to encourage students to attend SCWS. Gov. Hodges did not charge a fee for speaking and John added SCWS now owns the rights to the ad. On June 1st, Ebone and John appeared with Cynthia Hardy and then on the BIG DM radio show. Judi Gatson and John discussed SCWS on Facebook Live and radio. Minority Eye, a community news site and will be released in July. Already had new enrollments based on the tv and radio ads.

The school calendar was presented and needs to be approved. The upcoming Board meetings dates were discussed and the 2017-18 June graduation date was stated. Note that meetings with teachers on a quarterly basis for upcoming 2017-18 school year which is increasing from 3 last year.

Roger wanted to know how dates for in-service are chosen. John explained at the school's discretion. Ann Brown's connection was lost during the conference call. Therefore, the vote for the 2017-2018 school calendar will be by email.

A tentative date of Friday 23rd is set for closing on the Chapin property. Funds have been placed in the budget. John is excited to have the sale completed.

John also discussed School Leader Annual Performance Evaluation. Only school in district without an evaluation for principal. John appreciated the board's feedback. John will give data to board in November for previous year and the board with work with chair to evaluate the information. Chair and school leader will discuss before board meeting in December. Board meeting in December will meet with School leader one on one at December board meeting. Form can be completed in writing or online and submitted back to board chair. Financial. PR and Compliance, Standardized Test & Scores, Professional Integrity and communication. Indicators weight can be adjusted from year to year. All results combined and divided and school leader is given the average from all 7 board members. Roger suggested an interim evaluation in case the Leader needs to make improvements before the final review. Mid-year review is not the official review but given some scores. Add mid-year review. Terry Hitch agreed with Roger Sears' suggestion. This proposal will need to be voted on by email later, but Roger stated this would not need a vote on just to implement the process.

August 18 at noon for Open House.

OTHER BUSINESS

Terry Hitch made a motion to enter into Executive Session. DuJuan Council made the second.

A motion to end executive session was made by Terry Hitch, a majority vote adopted the motion. Action taken out of executive session was to award a one-time bonus to all full time employees of SCWS, using the budget surplus from FY-17, for a successful 2016-17 school year.

Next Board meeting will be held September 14th, 2017 at 9:30 am.

Back in Regular Session:

Ann Brown reconnected on the conference call. Request for approval of school calendar. DuJuan Council 1st and Roger Sears 2nd.

ADJOURNMENT

Next Board meeting in September. No other new business.

Ann Brown made the motion to adjourn, Roger Sears 2nd. Unanimous vote to adjourn the meeting.

