



State of the District in Rock Hill Schools for 2019-2020

Rock Hill Schools Board of Trustees Meeting
October 26, 2020

One Team. One Mission. One Rock Hill.

Board of Trustees Goals

Safety and security in our schools and on buses is an issue at the forefront of everyone's mind, and one that can impact student performance and teacher satisfaction. Improvement in this critical area is very broad. The board would ultimately like to see a reduction in the number of disciplinary actions. The board also realizes two areas that have significant impact on safety and security and the number of disciplinary actions:

ACES Scores & Resilience Training - School teachers and administrators should become increasingly aware of the children suffering the chronic stress of "adverse childhood experience." They should also receive more training in the methods of building "resilience" in these children because the board believes this will support a corresponding reduction in the number of disciplinary actions.

Students dealing with mental health issues – The board would like the Superintendent to develop a strategy to more quickly identify students dealing with mental health issues and move more quickly to get them the help that they need. This too may improve the number of disciplinary actions and create a more safe and secure environment.

Board Goal #1

- **Mental Health Services & Supports – 2019-2020**
 - 21 Behavior Management Assistants – All Elementary Schools, CCDC & Flex
 - 5 - RHS Mental Health Providers served 263 students in RHS (small group, 1:1) during 2019-2020
 - 17 - Catawba Mental Health Providers served 596 students in RHS
 - 42 mental health RHSD staff trained in Trauma Focused –Cognitive Behavioral Therapy (TF-CBT) by MUSC
 - Contracting with Winthrop University SW Professors for PD
 - Principal Retreat & Leadership – Social/Emotional Learning-Grief & Loss; Restorative Practices; Diversity & Cultural Competence
 - Training for Alternative Programming Staff & BMA's on trauma, ACE's and students with significant behavior challenges
 - Leadership, 2020- Training: (Winthrop Univ) on Cultural Competency, Social Emotional Learning , Loss & Grief, Restorative Practices
 - *Snack & Chat* on-line modules (summer, 2020) – A variety of 1 hour virtual session for all RHSD staff –time to connect, plan, and reduce anxiety through facilitated discussions by RHS mental health staff/school psychologists - 122 sessions, 409 registered participants!
 - Trauma & Anxiety, Behavioral expectations, Loss of Normalcy have had highest registration

Board Goal #1

UPDATE ON MENTAL HEALTH-COMMUNITY OUTREACH

- Live stream PD: Navigating Pandemics & Social Change
- Presentations by Winthrop Univ. Staff, NAMI, Keystone Substance Abuse:
 - October - 4 live stream presentations/4 (recorded)
 - November - 3 live stream presentations/ 3 (recorded)
 - 1 live stream panel discussion / 1 (recorded)
 - December - 2 live stream presentations/ 2 (recorded)
Second semester in planning stage

Board Goal #1

Mental Health Updates – Process & Data

- *Develop strategy to quickly identify students with mental health issues*
 - Any parent/guardian or school staff can refer a student for mental health services. A call or written request goes directly to the school counselor
 - District process is initiated when school counselor receives request. Within 10 business days parents are contacted and (with parent permission) mental health services are initiated /parents notified by provider
 - RHSD students receiving mental health services:

• (15) Catawba Providers – 2018-2019 - 480	(16) 2019-2020 - 550
• RHSD Services (not on board yet)	(5) 2019-2020 - 268
- Discipline data – (135th day) -

	<u>2018-2019</u>	<u>2019-2020</u> (School closure- 4 th quarter)
• In school suspension	2,674	2,689
• Out of school suspension	1,395	1,516
• Expulsion	56	38 (Referral Intervention after OSS in place)

RHSD – Timeline for Creating A Day Treatment Center (DTC)



DATE	ACTIVITIES – (with DTC Task Force & Cabinet Members)
Jan. 17, 2020	Visit to West Greenville Day Treatment Center in Greenville, SC (School Board Chair joined group) - Principal – Dr. Laura McLaughlin
Feb. 26, 2020	Selected members & Brian Vaughn walked the Flexible Learning Center - Looked at facility for areas such as safety, access to bathrooms and classrooms
Feb. 27, 2020	DTC and cabinet members met with members of DJJ & YSCO – Ouida Dest., Ann Melvin, and Corporal Morehouse to discuss DJJ Liaisons, DJJ Programming & how the YSCO can provide training for staff on topics such as gang PD and/or/therapeutic horse-riding program
March 10, 2020	DTC determined the following needs for the Micro-Clinic offices (learning cottage/FLEX) as well as two separate locations for T-3/DTC & Secondary Programming - Tele-psychiatrist/Mental Health worker (students and parents) - Mental Health workers – RHS - Social Worker (Interns through Winthrop) - Intakes – Frank and other staff (Students/parents) - DJJ Liaison/DSS Liaison - Administrator
March 12, 2020	Dr. Margaret Meriwether – State Executive director of School-Based Mental Health Programs for SC: - Continue Tele-Psychiatry in both sites - Full time Catawba Mental Health Provider – one for each site - Agree to participate in the COIIN grant - Recommended for COIIN– Collaborative Improvement & Innovative Network) Grant with SC DMH
March 31, 2020	Zoom meeting with Buncombe County/Asheville DTC Representatives (S. Martin and D. Thompson) - All 3 levels were hosted at traditional schools - DTC since 1986 - Discussed their criteria for DTC
April 1, 2020	Ms. Wasson of York County DSS and Ms. Charles of SC DSS - Discussed DSS liaison for both sites - They were very interested. Ms. Charles will talk to their regional director and get back with us.
April 3, 2020	Met with Catawba Executive Director, 5 RHS mental Health Providers to discuss mental health services
April 22, 2020	Walked Richmond Drive Elementary, with Principal, Ms. Hyatt, to designate classrooms for T-3, DTC and Micro-Clinic
April 23, 2020	Meeting with Winthrop University @ 3pm via Zoom - Social work Department arranging interns to work at DTC – both sites (as well as interning throughout the district under the RHSD mental health providers) - Dr. Kori Bloomquist/Professor, Dr. Jennifer McDaniel, Perry Owens, Ja'Shaun Blandy (Field Study Program Oversight Coordinators)
May 4, 2020	Initiate budget and personnel process with Cabinet and School Board Members
July 9, 2020	Met with DJJ representatives to confirm that a DJJ representative will be available at Rock Hill Schools, in Micro-clinic for at least 1 day a week Met Dr. Laura O'Laughlin to confirm her professional development, training, and consultation to assist with the process, approach and best practices to work with our DTC and alternative program staff

One Team. One Mission. One Rock Hill.

Timeline:

- 1-17-20 Visit to West Greenville Day Treatment Center; Principal-Dr. Laura O'Laughlin
- 2-26-20 Walked Flexible Learning Center – considering K-12 options
- 2-27-20 Met with DJJ & York County Sheriff's Dept – Discussed on-site resources
- 3-10-20 Determined the baseline needs for Micro-Clinic
- 3-12-20 Met with Dr. Meriwether – SC State Director for Mental Health Services; discussed tele-psychiatry, mental health providers, and COIIN Grant options
- 3-31-20 Met with Director of Day Treatment Facilities/Buncombe County, NC ; discussed logistical set up with traditional schools hosting DTC
- 4-1-20 Met with York County DSS & SC DSS representatives – discussed on-site resources
- 4-22-20 Met with Ms. Hyatt/Richmond Drive Elem –determined classrooms
- 4-23-20 Met with Winthrop SW Dept – Discussed SW interns based at Day Treatment Center
- 7-9-20 Met with DJJ representatives to confirm DJJ rep available at Micro-Clinic

Board Goal 1

UPDATE – DAY TREATMENT CENTER

FACILITIES

Richmond Drive Elementary School & Flexible Learning Center

- 3 standard classrooms - designated for 8 identified students (each) based on determined criteria for Day Treatment Center services
- 2 Micro-clinics – 4 offices (each) with a reception area in room. The offices/cubicles have room for the community resource staff, student and/or their family

Micro-Clinic (Resources for students in Day Treatment, T-3 & Alternative Programs at Flex

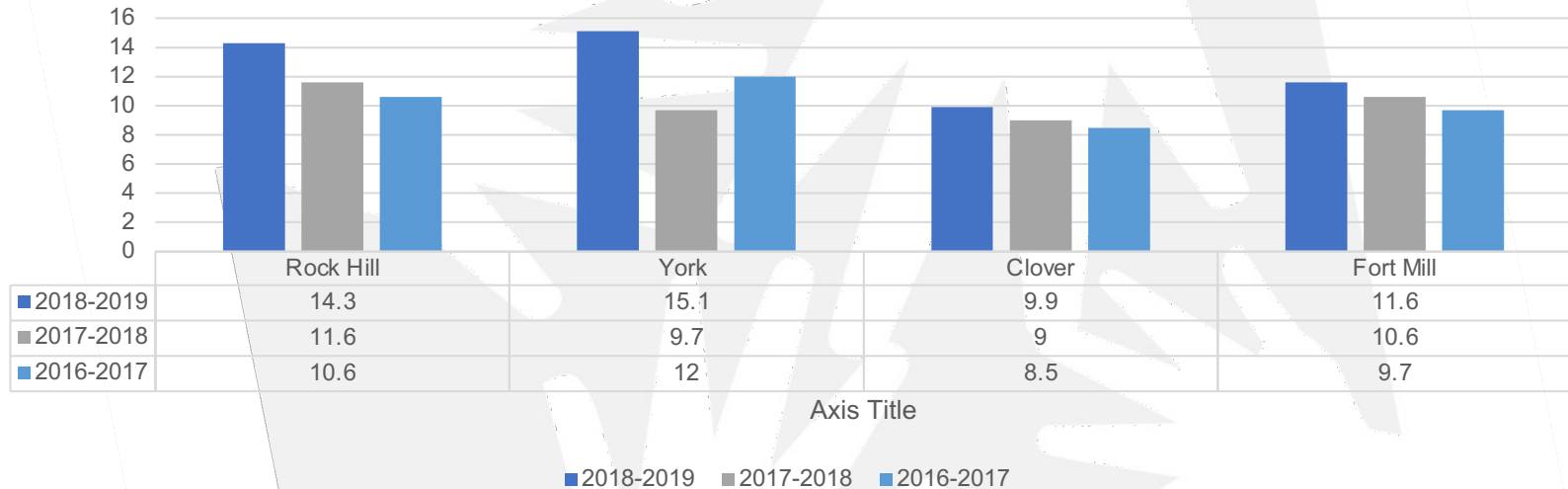
- Department of Juvenile Justice – on loan, 2 days a week (Mr. Antoine Knox)
 - Providing proactive services, counseling, family
- RHSD Mental Health Service Provider (Joel Dean)
 - 2 SW interns (30 hours)
 - Psychiatric Nurse Practitioner Intern
- Catawba Mental Health Service Provider
- Keystone Substance Abuse Center
- Child & Adolescent Psychiatrist - 2 half days a week (in Process)

Board of Trustees Goals

Recruiting the best teachers and principals and retaining this talent is a critical component of students' academic performance. The board realizes some of the natural forces that will make it difficult to reduce the turnover rate in this school year. These include the opening of a new school in Fort Mill and a new charter school in Rock Hill, each that will likely lure away some of our teachers. That said, the board would like to see incremental reductions in the turnover rate over the next 3 to 4 years, and the board would like to see a material improvement in the teacher climate surveys. Note: The board would like the data to measure the turnover rate not inclusive of retirement, health problems, involuntary terminations, and teachers that may be relocating with their family to another area.

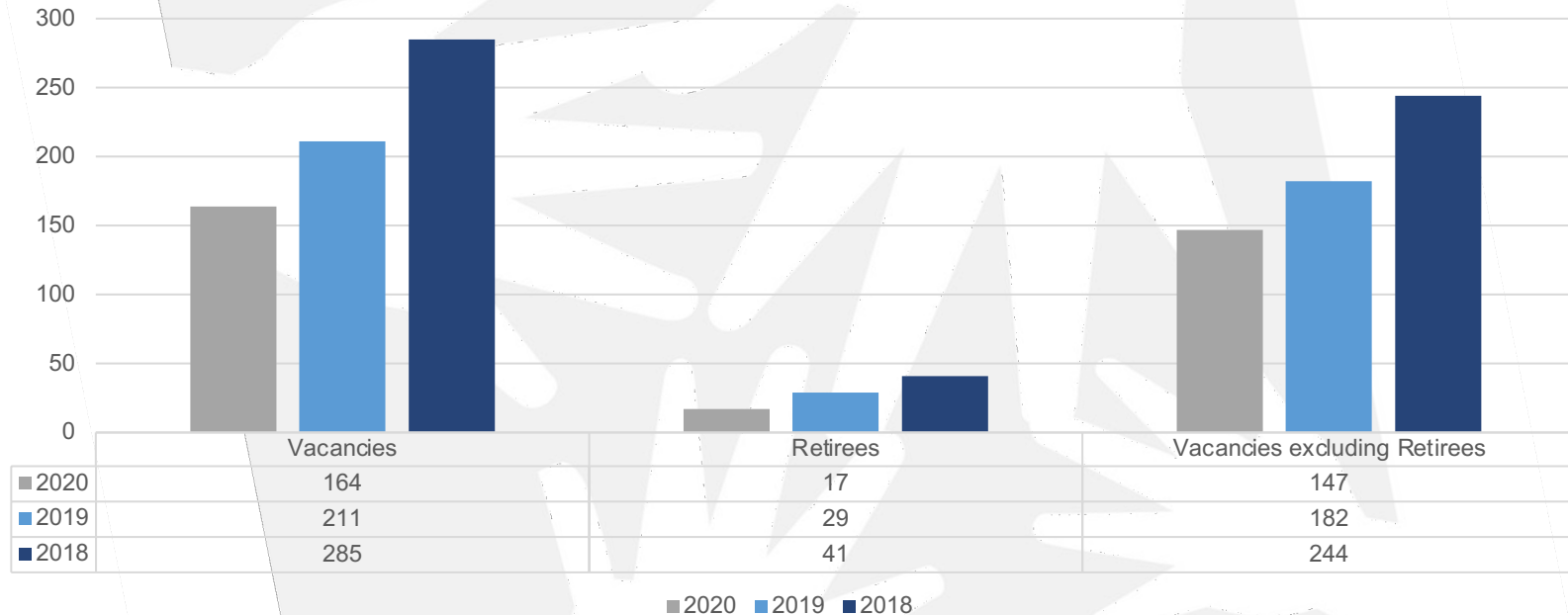
S.C. Dept. of Education Teacher Turnover Rate

3 Year Trend
 York County Districts

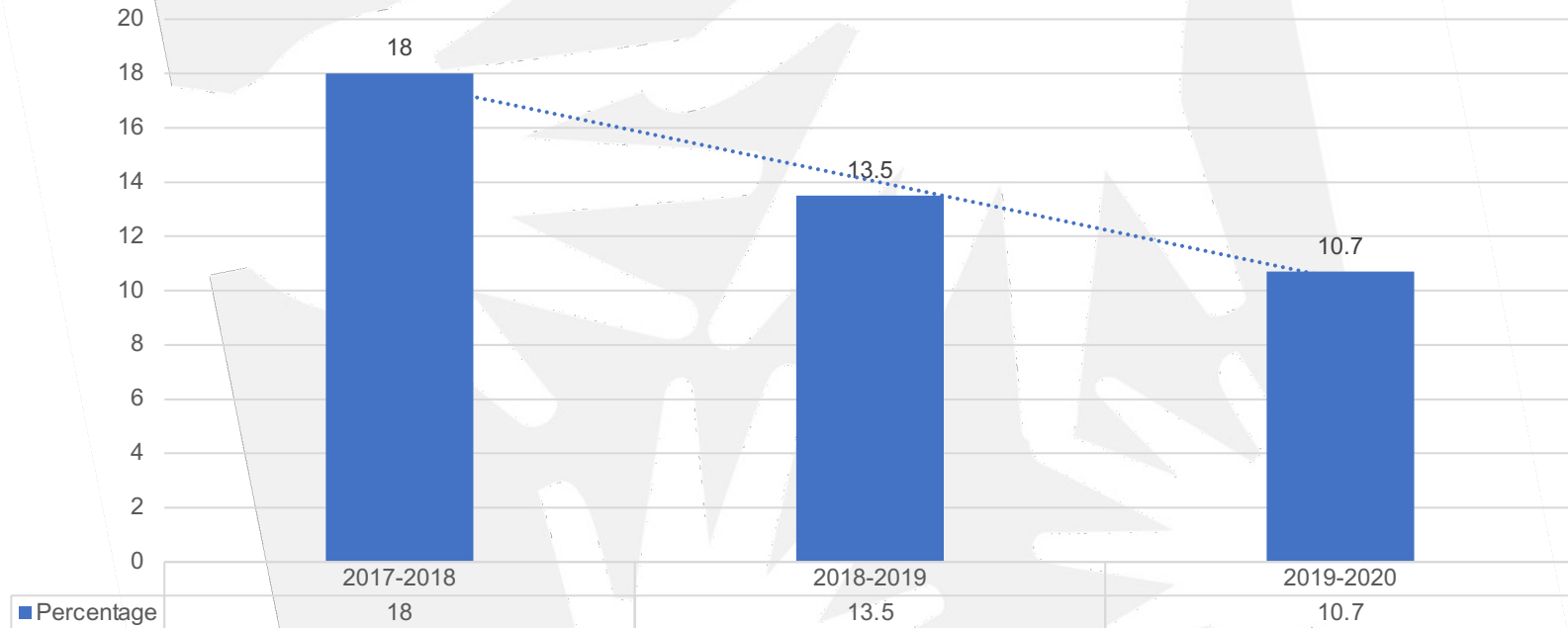


Rate calculated by the SC Dept. of Education using their metrics

School Level Vacancies 3 Year Trend



District 3 Year Turnover Rate



Board of Trustees Goals

Although the State of SC imposes some expectations for student academic performance based on test scoring, the ultimate objective of the school system is the student's success once they leave school. Some go to a 2-year or 4-year college, some graduate and go directly to work, and some drop out of school. The board would like the superintendent to develop a reliable way to measure and report (1) those continuing with their college education, (2) those finding employment directly out of high school, and (3) those graduating but without a job.

We understand it is the role of the school system to help prepare the students for college or for employment. We would like the Superintendent to build relationships with local business leaders to better understand the basic work skills and soft skills needed by those who will go directly into the work force. To really be successful this may include working intern opportunities

Students self-reported post-secondary plans for 2020 Senior Class:

	District Reporting Total %
Continuing Education / College	88%
Armed Services	4%
Employment	6%
Other Activities	2%
Grand Total	100%

Board Goal #3

- As planned, the task force work to engage business and community members furthered its efforts this year as Todd Campbell, RTI, led a strategic committee of district representatives and leadership to plan for the work of establishing a business partnership committee. Vision, purpose, by-laws, goals, and committee functions were established. In February, Dr. Jones and Mr. Campbell attended and observed a model committee at Montgomery County Schools, Troy, North Carolina. Although COVID-19 closures interrupted this work in March, the goal of establishing a district business partnership committee will resume in the early Fall, 2020.
- Work up until this point includes:
 - Activating prior knowledge on career pathways
 - Envisioning a future state of a Business Advisory Board in Rock Hill Schools
 - Establishing a futures protocol
 - Recognizing internal and external influences that contribute to this work
 - Breaking into smaller groups to establish internal structures/logistics and committee recruitment and representation
- Collaborated and planned with partners at the City of Rock Hill to organize a “MyWorks” career exploration that involved various departments within the city. Although this event was cancelled due to CORONAVIRUS closures, plans are to offer this in the future to our students.



Focus Five Areas

Superintendent's Report

Focus Area 1: Safe and Secure Environments

Safety, Security and Emergency Management – 2019-2020

- Completed all required SafeSchools (online) and Tourniquet (in-person) training courses for faculty and staff within first quarter of fiscal year
- Completion of Student Avoid/Deny/Defend emergency response protocols for grades PK-12
- Implemented Weapons Screening Using Metal Detectors at Secondary Schools and Special Events
- Completion of School Security Officer program for armed, trained officers at each elementary school and Central CDC
- Established I Love U Guys Standard Response Protocol (SRP) for emergency response
- Proviso 1.86 grant implemented for additional four School Resource Officers
- Hired District Safety training Coordinator to oversee expanded training needs of staff, SRO's, SSO's and students on our campuses
- Revised Policy EBCB aligning RHSD standard drill regimen, Standard Response Protocol (SRP), and training with state standard/model
- Established Emergency Operation Center (EOC) to expanded and expedited command and control-COVID-19
- Implemented new board policies KI, KIR, KLG
- Safe Schools conference for SROs, SSOs, and administrators

Focus Area 1- Safe and Secure Environments

- Mental Health Services & Supports – 2019-2020
 - 21 Behavior Management Assistants – All Elementary Schools, CCDC & Flex
 - 5 - RHS Mental Health Providers served 263 students in RHS during 2019-2020
 - 17 - Catawba Mental Health Providers served 596 students in RHS
- Transportation
 - MyStop GPS app – available for parents to identify bus location in real time
 - Addition of bus aides for safer bus routes

Focus Area 1- Safe and Secure Environments

Transportation and Facilities

- Conducted a transportation efficiency study
- MyStop GPS app – available for parents to identify bus location in real time
- Addition of bus aides for safer bus routes
- Procured 3 buses for Day Treatment Center
- Delivered learning materials, student personal items and laptops utilizing district buses
- Delivered breakfast/lunch daily and Back the Pack meals utilizing district buses
- Completed our Build on the Rock bond campaign
- Changed our custodial and grounds department from a contracted service to in-house

Focus Area 1- Safe and Secure Environments

COVID-19 Pandemic

- Initiated Emergency Operations Center in response to COVID-19 and continued situation awareness through daily meetings and shared reports
- Shifted to remote learning opportunities throughout the PreK - 12 grade span
- Delivered learning materials, student personal items and laptops
- Delivery of meals by transportation staff and food service staff daily using buses from March 2019 – June 2019 (63,278 meals delivered)
- Continued with Back the Pack distribution during the Covid-19 pandemic utilizing buses (11,165 meals)
- Successful outdoor graduations ceremonies conducted for 3 high schools

Focus Area 1- Safe and Secure Environments

COVID – 19 Pandemic

- Developed RH Schools Reopening Plan for employees, athletics and schools
- Tracked SCDHEC data and metrics and updated school board, staff and community on current data
- Developed COVID-19 procedures for reentry to work/school and implemented close contact tracing for employees, athletes and students as necessary
- Implemented mitigation measures recommended by CDC and SCDHEC to decrease risk of exposure for employees and students
- Worked with SCDE and vendors to procure proper PPE for opening schools
- Office desk shields constructed and delivered to office areas in all facilities

Focus Area 2: Recruitment and Retention

- Implementation of the Haberman Screening Tool
- Collaborated on e-Learning options for all district employees
- Development of Remote Working Guidelines for all staff
- Hiring of Director of Human Resources
- Onboarding of approx. 135 custodians and approx. 153 certified employees
- Hosted “Call Me MISTER” event which showcased the district to several of the MISTER cohorts from across the state
- Hosted December Graduate Reception which yield several early contract teacher
- Increased the percentage of minority building level leaders by 21% since 2018
- Principal and district level positions have been filled with internal candidates more often

Focus Area 2: Recruitment and Retention

- Increasing opportunities to recognize staff
 - Teacher of the Year
 - Beginning Level Teachers of the Year
 - Mentor Teacher of the Year
 - Principal of the Year
 - Assistant Principal of the Year
 - Support Staff of the Year
 - Support Professional of the Year
 - District Administrator of the Year

Focus Area 3 – Student Achievement

ACCOMPLISHMENTS

- During 2019-2020, Rock Hill Schools and the School Board recognized:
 - 19 students for receiving a maximum raw score on the Spring 2019 SC READY assessment
 - 18 students for receiving a maximum raw score on the SCPASS assessment
 - 37 for earning a Platinum score on the WIN Ready to Work assessment
 - 3 National Merit Finalists
 - 23 International Baccalaureate Candidates
 - 29 Advanced Placement (AP) Scholars and 51 AP Scholar Candidates
 - 50 students who earned at least 12 college credits through Dual Credit coursework
 - 13 students who placed at the state National History Day State Contest
 - 49 students who earned the Global Seal of Biliteracy; First district in SC to accomplish this designation
 - 2 district-wide Seal of Biliteracy recipients
 - 2020 graduating class had an SAT mean total score of 997 in 2020, an increase of 19 points over last year's total mean score
 - 2020 average SAT score ranked 33rd out of the 80 districts in SC (an increase from the previous year ranked at 47th)
 - Percentage of seniors participating in SAT testing was 57.2%, which is above the state average
 - 49.8% of AP exam results were passing scores of 3, 4, and 5. This reflects the district's highest AP pass rate since 2007 and exceeds the 10-year average rate

Focus Area 3 – Student Achievement

ACCOMPLISHMENTS (CONT.)

- Rock Hill Schools held its first district-wide Science Fair. As a result, 15 students earned state-level recognition at the Piedmont Region III Science Fair on March 3, 2020
- Thirty-one high school and two middle school students received state recognition in the visual and performing arts
- Spring 2020 RHS high school graduates earned a total of \$34.3 million in scholarships and financial aid
- A total of 19,813 books were read by middle school students during the 2019-20 school year through a district reading initiative
- The district supported 110 high school students in earning certifications in Adobe Photoshop, IC3, and Microsoft
- 370 elementary students and 184 middle school students were served by district academic interventionists during the 2019-20 school year
- Teachers from elementary, middle, and high school developed and refined curriculum maps and content in World Languages, Science, ELA, and Mathematics
- “Teaching and Learning Guides” were prepared for 3rd through 6th Grade Science
- ESOL district coaches participated in 8 Cultivating Practices to Support Language Learner Success. Further work in supporting English-language development and academic achievement took place
- District reading and math coaches offered continuous coaching support and training throughout the school year
- Professional development in ELA was provided in the areas of Text Dependent Analysis, Phonics Units of Study, and Conferring with Writers. Read to Succeed coursework was facilitated to teachers in need of endorsement
- Instructional assistants were offered professional development and training in ELA and Math practices

Focus Area 3 – Student Achievement

ACCOMPLISHMENTS (CONT.)

- Two elementary teachers completed Reading Recovery Training, 10 elementary teachers completed Early Literacy Training, and 6 elementary schools and The Palmetto School participated in the Palmetto Literacy Project through the SCDE
- The district finalized and implemented its updated K-2 standards-based progress report and report card to provide parents with a more complete assessment of student progress in relation to state and local learning objectives
- RHS was one of ten school systems in the state to be selected as an eLearning pilot district, which provided valued experience for our teachers and students when unexpected school closures occurred in Spring 2020
- The RHS Instruction Department instituted its first year of a district benchmark and data dialogue system in grades 3-12. Surveys showed a majority teachers found district benchmarks to be easy to administer, purposeful, and informative for teaching decisions. Formative assessments were also offered for teacher use and development
- The district had a 500% increase in the number of parents and families who participated in the Title I Parent and Family Engagement Survey in April 2020
- Rock Hill Schools provided 12,600 students with books in July 2020 as part of the “**My Summer Books Summer**” Initiative
- Rock Hill Schools instituted a series of Snack and Chat events in Summer 2020 to support staff and teachers’ social emotional health

Focus Area 3 – Student Achievement

ACCOMPLISHMENTS (CONT.)

- Virtual summer academic camps, as well as a Title 1 enrichment camp, offered ELA instruction and extended activities for elementary students
- “**Summertime Superstars**” programming was created and broadcasted on local Comporium Channel and district social media for Grades K-3 during July
- Leadership hosted an Assistant Principal Academy, Leadership Academy, and Instructional Leadership Academy during the school year
- All K/1 students participated in new universal screening and support using FASTBridge in order to bolster Multi-Tiered Systems of Support (MTSS)
- Professional development was provided to all district and school leaders on MTSS implementation
- Math Foundations professional development was provided for all new teachers in the district each quarter on curriculum, instruction, and assessment
- Implementation of a new math intervention program, “**Number Worlds**” began at district middle schools
- Rock Hill Schools furthered its work with the **Modern Teacher** organization in establishing standards of the learning environment under the district’s LEAP model as well as advancing 6 schools in professional development of personalized learning in preparation to help host the National Digital Convergence Conference in 2021
- All schools established goals, or “look-fors”, in advancing innovative strategies of personalized learning through walk-throughs that occurred during the school year

Focus Area 3 – Student Achievement

ACCOMPLISHMENTS (CONT.)

- A long-range plan for professional development was created to support the visual and performing arts teachers in the areas of curriculum, development of units, lesson planning, and instruction (both face to face and virtual). This included creating a repository of shared resources for each area for teacher collaboration and planning. A visual and performing arts newsletter, as well as arts directory, was created
- The district won a grant that created a partnership with Rock Hill Symphony Orchestra for small group strings instruction and performances
- The school system began work on developing a virtual field study experience to be used with The Carroll School
- Social and emotional learning (SEL) grant with the University of Maryland offered training for 64 elementary staff in SEL activities to integrate throughout the school day
- Winthrop University professors offered training in Diversity/Cultural Competence; Grief, Loss and Self-Care; and Restorative Practices
- Academic tutoring positions were provided in elementary, middle, and high schools that targeted support for students in Mathematics and English Language Arts. Principals met with school teams to customize and implement tutors based upon student performance indicators
- Rock Hill Schools was invited for the third year to participate in the League of Innovative Schools which rallies and connects forward-thinking leaders from around the country who are focused upon digital work within total school programming

Focus Area 4: Effective Organization and Culture

- Held multiple trainings for schools and leadership team on the Accreditation process and the development of strategic plan
- Held fall district-wide SIC meeting
- Met with new principals in support of developing strong SIC base and encouraged many schools to apply for the SIC Riley Award
- All schools posted SIC information and membership on the school website
- All schools to post strategic plan on school website

Focus Area 4: Effective Organization and Culture

- Developed, launched, and analyzed results of the Employee Satisfaction Survey
- Shared data from the Employee Satisfaction survey with staff, principals, and leadership
- Held lunch and learns for realtors, faith based community, and Rock Hill Economic Development
- Designed employee recognition for years of service pin - distributed at the end of the school year, over 1000 service pins were awarded
- Organized strategic plan steering committee, submitted the new five year strategic plan April 30, 2019
- Held multiple training meetings for principals and staff on the development of SMART goals
- School climate goals were developed by the committee

Metrics Used

- Monitored SIC meetings – provided feedback District SIC meeting
- Developed strategic plan goals and annual monitoring of the district strategic plan
- Reviewed school climate data and data trends for goal development
- Assessed professional development for support staff – participation and feedback
- Reviewed healthy school data – Alliance for Healthy Schools reports for schools and district
- Solicited parent and community input related to school climate, parent involvement and communication – AdvancED stakeholder surveys
- Monitored employee satisfaction survey data
- Developed employee recognition opportunities

Focus Area 4: Effective Organization and Culture

Celebrations from the School Climate Survey – Teacher Response 1372

Celebrations

	2019	2020
My opinion is respected at my workplace	66%	80%
Communication between the leadership and Employees is good at my school or work place	64%	75%
Administration or leadership at my school or work Location recognizes excellence	70%	83%

Focus Area 4: Effective Organization and Culture

	2019	2020
My supervisors treat me with respect	83%	93%
I feel valued as an employee	64%	79%
I am satisfied with the culture of my workplace	65%	78%
My supervisor and I have a good working relationship	83%	93%

Focus Area 5: Communication with All Stakeholders

Update on Internal Desired Outcomes

Listen and Learn Series: Six in-person sessions were held from September to February. The March session was canceled due to COVID-19, and a seventh session was held virtually with school Teachers of the Year in April. Following each in-person, an electronic publication was distributed to all district employees as a means to provide an engagement opportunity for all team members. Each publication was also posted to the district website, www.rock-hill.k12.sc.us/tll. The webpage had 359 visitors from August 2019 through June 2020.

Teacher of the Year meetings held regularly throughout the school year.

District senior leadership meetings conducted weekly; Central Office, Principals, and Leadership meetings conducted monthly: Weekly meetings occurred August through mid-March at which time meeting frequency and format shifted to a daily virtual meeting. The MarCom team organized and hosted Zoom meetings for Cabinet and other groups including elementary and secondary principals, Central Office staff, Board of Trustees meetings, and the Emergency Operations Center.

Focus Area 5: Communication with All Stakeholders

Update on Internal Desired Outcomes

Weekly e-mail communication to all principals, assistant principals, and district office staff: This was achieved through the Superintendent's Update e-newsletter sent each week. In 2019-2020, there were 43 newsletters delivered with an average open rate of twice the industry average.

ONE Plan Bond Presentations: From September 2019 through March 2020, 93 total presentations were coordinated to raise awareness of and seek feedback about the district's planned \$294.6 million bond program.

Video Communications: Led effort to maintain staff connections while working remotely during the emergency closure from March through August. Zoom became the norm for meetings, and the district has expanded Zoom access to include all students, teachers, and staff.

Awards: District marketing and communications efforts were recognized with 6 awards from the South Carolina chapter of the National School Public Relations Association. Additionally, Rock Hill High School was one of two schools recognized for its branding and image improvement project on its campus.

Focus Area 5: Communication with All Stakeholders

Update on External Desired Outcomes

Listen and Learn Series: In the "year of The ONE Plan", meetings with external groups was a key strategy in bond issue communications. Staff met with Realtors, faith community leaders, Athletic Advisory Committee and School Improvement Councils as part of regular annual engagement. Additionally, "Listen and Learn" sessions were held with civic organizations such as the Kiwanis Club, Rotary Club and NAACP. Meetings were also held with city, county, and state government leaders through York County Economic Development, Knowledge Park Action Plan, City of Rock Hill Long Range Planning, and other key leaders.

Social Media as a Communications Tool: While all platforms experienced growth in the past year, we continue to experience the most engagement through Facebook followed by Instagram and Twitter. We dramatically grew subscribers to our YouTube channel after making a decision to leverage it as the primary video player for messages from the superintendent and other video messages that used the "premiere" feature in which recorded content is delivered as "live" content to subscribers. Facebook grew to 13,166, Twitter to 5,044, Instagram to 4,203, YouTube to more than 2,600 subscribers, and LinkedIn to 1,908 subscribers.

Focus Area 5: Communication with All Stakeholders

Update on External Desired Outcomes

District Website: 3.24 million-page views with 1 minute and 16 seconds as average time spent on each page by a visitor. The district homepage received the greatest number of visits, 472,943, followed by the landing page for our employee application page which had 80,114 views. Given the desire and need for our stakeholders to be connected and informed during the unprecedented COVID-19 closure, the page created as the primary information center for COVID-19 related information rounded out the top three most visited pages with 77,775 visits. It is important to recognize the COVID-19 page was not established until March.

Mobile App: District mobile app was downloaded 3,358 times in the past year to bring the five-year total to 18,806. The annual total was the lowest in the past five years, which may signal stakeholders are seeking information from our other platforms that continue to grow exponentially. The app's growth on iOS devices continues to outpace Android devices at a nearly 2:1 ratio.

Focus Area 5: Communication with All Stakeholders

Update on External Desired Outcomes

Video Communication: Board of Trustees meetings and other key events throughout the district continued to be livestreamed, which provides real-time access to and engagement with our community. With facility restrictions related to COVID, communications division led the effort to host and livestream each high school graduation ceremony in June. Using tools such as Zoom, we ensured district and school staff were able to leverage video communication tools to connect with students and parents due to inability to conduct in-person business during the emergency closure from March through August. Further, 63 video lessons were produced to air on social media and our cable-access channel as part of the “Summertime Super Stars” series. This partnership with the Academics & Accountability division continues to air on local TV and YouTube and provide at-home learning resources for our students.

COVID Communications: A phone support hotline was established to field inquiries from parents and the community in the aftermath of the district’s emergency closure in March. As part of response team, helped to facilitate district operations through the Emergency Operations Center throughout the spring and summer of 2020. We worked with an 80-member community taskforce to develop the 55-page Return to School Plan document, which continues to be updated weekly on the district website. Additionally, a COVID Dashboard was created to provide transparency with disease activity data in our schools and community.

Questions or Comments?

