Suggested Content for SIC School Webpages

1. A brief explanation of what an SIC is and who can serve (you can borrow language from SC-SIC brochure: *School Improvement Councils @ Work for Public Education*)

2. SIC meeting agendas and meeting minutes

3. Current SIC bylaws

4. A copy of the most recent SIC *Report to the Parents*

5. A copy of the school's current five-year strategic plan

6. SIC members' and officers' names and, if desired, photos of each, as well as the meeting schedule with dates, times, and locations

7. Upcoming events and an "About SIC" section with an explanation of what the Council does and how to get involved

8. An email address link to your school or district's volunteer coordinator or your SIC Chair so parents and community have a convenient and comfortable way to explore becoming a part of the Council

9. Photos of SIC activities and copies of press releases and submissions to school newsletter; (obtain permission from parents before posting pictures of minor children)

10. SIC announcements or requests for volunteers, resources, etc.

THINGS TO CONSIDER:

- Ask about any restrictions the district has in place for its website; be prepared to work within district guidelines.
- Keep the content fresh by adding "breaking news" and updating your readers on progress achieved with ongoing projects. Include a list of SIC's current area(s) of focus, goals, and activities - and results!
- Break up text with headings and subheadings. Keep your content short and **highlight key words.**
- Display the SIC's name prominently on the page in an effective position, such as the page header.
- Ask that the web address be included in the school handbook and in pertinent materials sent home in backpacks.
- To avoid the problem of a site withering away, place responsibility for site maintenance in the hands of a committee that will retain at least one SIC member from year to year. A regularly updated and dynamic site is more than just an information stream, it's an essential marketing tool that can and will keep parents and the greater school community engaged and involved.
- Thank and acknowledge your volunteers!
- Questions? Contact SC-SIC's Digital & Web Director Claudia Parnell at cparnell@mailbox.sc.edu.