

## **Judges' Guide – SIC Report to the Parents**

This guide is provided to Riley Award Level Two judges as an overview of what to look for in close examination of the *SIC Report to the Parents*. In addition to the aspects described below, the *Report* should be immediately recognizable by the intended audience as a communication from the SIC itself. The content of the *Report* should not appear to have been determined by the school or district, and should be readily identified as being prepared and disseminated by the SIC.

### **Judging suggestions:**

- Examine each *Report* assigned to determine how well it aligns with the Preferred Primary Content guidelines below.
- Analyze any secondary content to determine if the information is relevant or “filler.”
- Evaluate the *Report* for appearance and design quality. The following criteria are suggested:
  - Is the font easy to read?
  - Is the copy concise and easy to comprehend? (Bullet points are a plus.)
  - Are the information wants and needs of the audience addressed?
  - Have graphic elements and/or photos been incorporated to create an attractive piece, depending upon the format chosen? (SICs may elect to create a six- or four- panel brochure, a newsletter, bulletin, or similar document. Letter formats are not desirable.)
  - Has enough white space been incorporated to avoid a crowded appearance?

### **Preferred Primary Content:**

- Reflects the current school year.
- Should be titled “*SIC Report to the Parents*,” “*SIC Report to the People*,” or similar title.
- School name and date of report included.
- School address and contact information.
- Name of Principal.
- Names and contact info of SIC members.
- Highlights of the SICs work during the year toward achieving the SIC’s and/or school’s goals and objectives, particularly as they relate to the school’s five-year improvement plan.
- Some reference or link to *SC School Report Card* information.
- Uses graphics and/or photos.
- Does not use jargon or acronyms without providing an explanation.

## **Optional Secondary Content:**

- Smooth flow of information (such as a formula of presenting needs, goals, actions, and results).
- What makes this school different?
  - Challenges, special conditions, or other factors.
  - Programs unique to the school, such as language immersion, arts-infused, single gender, STEM or STEAM, Montessori, etc.
- Test results or performance data not available elsewhere.
- Specific, current, notable recognitions:
  - School, students, faculty, and staff.
  - Statewide or community awards.
  - SACS accreditation, Palmetto's Finest, or participation in state/national events.