

Educational and Cultural Subcommittee Meeting

Wednesday, October 3, 2018

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AGENDA

South Carolina House of Representatives



Legislative Oversight Committee

EDUCATION AND CULTURAL SUBCOMMITTEE

*Chairman Joseph H. Jefferson, Jr.
The Honorable Chandra E. Dillard
The Honorable Tommy M. Stringer
The Honorable John Taliaferro "Jay" West, IV*

Wednesday, October 3, 2018

9:00 a.m.

Room 321 -Blatt Building

Pursuant to Committee Rule 6.8, S.C. ETV shall be allowed access for internet streaming whenever technologically feasible.

AGENDA

- I. Approval of Minutes
- II. Discussion of study of the Educational Television Commission
- III. Adjournment

MEETING MINUTES

Chair Wm. Weston J. Newton

*First Vice-Chair:
Laurie Slade Funderburk*

Legislative Oversight Committee

*Katherine E. (Katie) Arrington
William K. (Bill) Bowers
Neal A. Collins
MaryGail K. Douglas
William M. (Bill) Hixon
Jeffrey E. (Jeff) Johnson
Robert L. Ridgeway, III
Bill Taylor
John Taliaferro (Jay) West, IV*



South Carolina House of Representatives

*Bruce W. Bannister
Gary E. Clary
Chandra E. Dillard
Phyllis J. Henderson
Joseph H. Jefferson, Jr.
Mandy Powers Norrell
Tommy M. Stringer
Edward R. Tallon, Sr.
Robert Q. Williams*

*Jennifer L. Dobson
Research Director*

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Legal Counsel*

*Carmen J. McCutcheon Simon
Research Analyst/Auditor*

*Kendra H. Wilkerson
Fiscal/Research Analyst*

Education and Cultural Subcommittee

Thursday, September 6, 2018
Room 110 Blatt Building

Archived Video Available

- I. Pursuant to House Legislative Oversight Committee Rule 6.8, South Carolina ETV was allowed access for streaming the meeting. You may access an archived video of this meeting by visiting the South Carolina General Assembly's website (<http://www.scstatehouse.gov>) and clicking on *Committee Postings and Reports*, then under *House Standing Committees* click on *Legislative Oversight*. Then, click on *Video Archives* for a listing of archived videos for the Committee.

Attendance

- I. The Education and Cultural Subcommittee meeting was called to order by Chairman Joseph H. Jefferson, Jr., Thursday, September 6, 2018, in Room 110 of the Blatt Building. All members were present for some or all of the meeting.

Minutes

- I. House Rule 4.5 requires standing committees to prepare and make available to the public the minutes of committee meetings, but the minutes do not have to be verbatim accounts of meetings. It is the practice of the Legislative Oversight Committee to provide minutes for its subcommittee meeting.

- II. Representative Tommy M. Stringer moves to approve the minutes from the Subcommittee's meeting on August 16, 2018. A roll call vote is held, and the motion passes.

Representative Stringer's motion to approve the minutes from the August 16, 2018, meeting:	Yea	Nay	Not Voting: Present	Not Voting: Absent
Chandra E. Dillard	✓			
Joseph H. Jefferson, Jr.	✓			
Tommy Stringer	✓			
John Taliaferro (Jay) West, IV	✓			

Discussion of Educational Television Commission (SCETV)

- I. Chairman Jefferson provides opening comments and states that this is the subcommittee's third meeting with SCETV. Further, he explains the purpose of today's meeting is to receive testimony about all four of the agency's goals, associated resources, and performance.
- II. Chairman Jefferson reminds SCETV President and CEO Anthony Padgett and other agency representatives that they remain under oath.
- III. Mr. Padgett provides testimony on the following topics:
- a. Agency mission and vision
 - b. Response to Subcommittee questions from previous meeting
 - c. Agency goals
 - d. Recommendations
- IV. Different subcommittee members ask questions, which Mr. Padgett and other agency representatives answer. Question topics include, but are not limited to:
- a. Framing of employee feedback questions
 - b. Donor suspension reasons
 - c. Collaboration with technical college system
 - d. Turnover
 - e. Capital maintenance schedule
 - f. Employee recruitment
 - g. Resource reassignment

Adjournment

- I. There being no further business, the meeting is adjourned.

STUDY TIMELINE

Study Timeline - Educational Television Commission

- February 2015 - Agency submits its **Annual Restructuring and Seven-Year Plan Report**, which is available online.
- January 12, 2016 - Agency submits its **2016 Annual Restructuring Report**, which is available online.
- December 19, 2017 - **Full committee votes to schedule the Educational Television Commission (SCETV) for study.** Video of the meeting is available online.
- January 23, 2018-March 1, 2018 - Committee solicits input from the public about the agency in the form of an **online public survey**. The results of the public survey are available online.
- April 26, 2018 - Committee holds **public input meeting** about SCETV; Commission on Indigent Defense; and Commission for Prosecution Coordination. Video of the meeting is available online.
- April 18, 2018 - Agency submits its **Program Evaluation Report**, which is available upon request.
- June 5, 2018 - Subcommittee holds **Meeting #2** with agency to receive an overview of the agency's history, mission, organization, products, and services.
- July 24, 2018 - August 3, 2018 - Agency submits amended **Program Evaluation Report**, which is available online.
- August 16, 2018 - Subcommittee holds **Meeting #3** with agency to receive testimony about the agency's resources and relationships with other entities.
- September 6, 2018 - Subcommittee holds **Meeting #4** with agency to receive testimony about the agency's performance and strategic allocation of resources.
- Ongoing - Public may submit written comments on the Oversight Committee's webpage on the General Assembly's website (www.scstatehouse.gov).

AGENCY OVERVIEW

Snapshot

Educational Television Commission

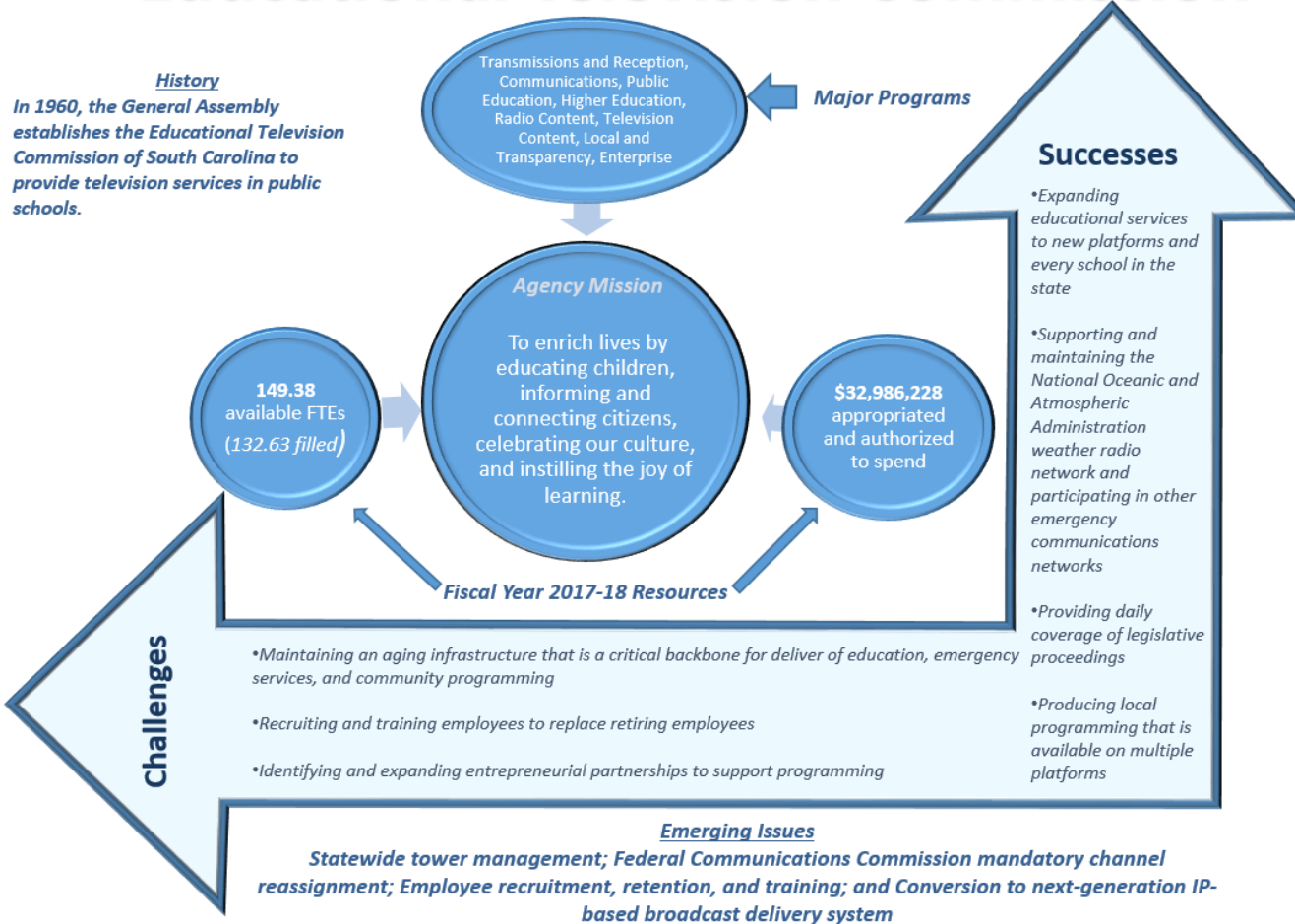


Figure 1. Snapshot of agency that includes its history, mission, resources, successes, challenges, and emerging issues

RECOMMENDATIONS

SC
Educational Television
Commission
Legislative Oversight
Hearing

Anthony Padgett
President and CEO

Mark Jahnke
VP of Technology and CIO

Tracey Hunt
VP of Administration and CFO

Bobbi Kennedy
Director of Special Projects



October 3, 2018

Mission

To enrich lives by educating children, informing and connecting citizens, celebrating our culture, and instilling the joy of learning.

Vision

To be recognized as a center of excellence for our region and the nation, providing indispensable information and education to the communities we serve.



Mission and Vision



Summary

- Review and modernize laws
- Structure organization to support needs
- Explore ways to expand our work with emergency management and other areas of service
- Increase other agencies' use of ETV's resources and services
- Find ways to make industry-related business activities easier
- Clarify agency's role for proviso 8.4 and position agency to capitalize on vertical assets

SC
Educational Television
Commission



Internal Changes

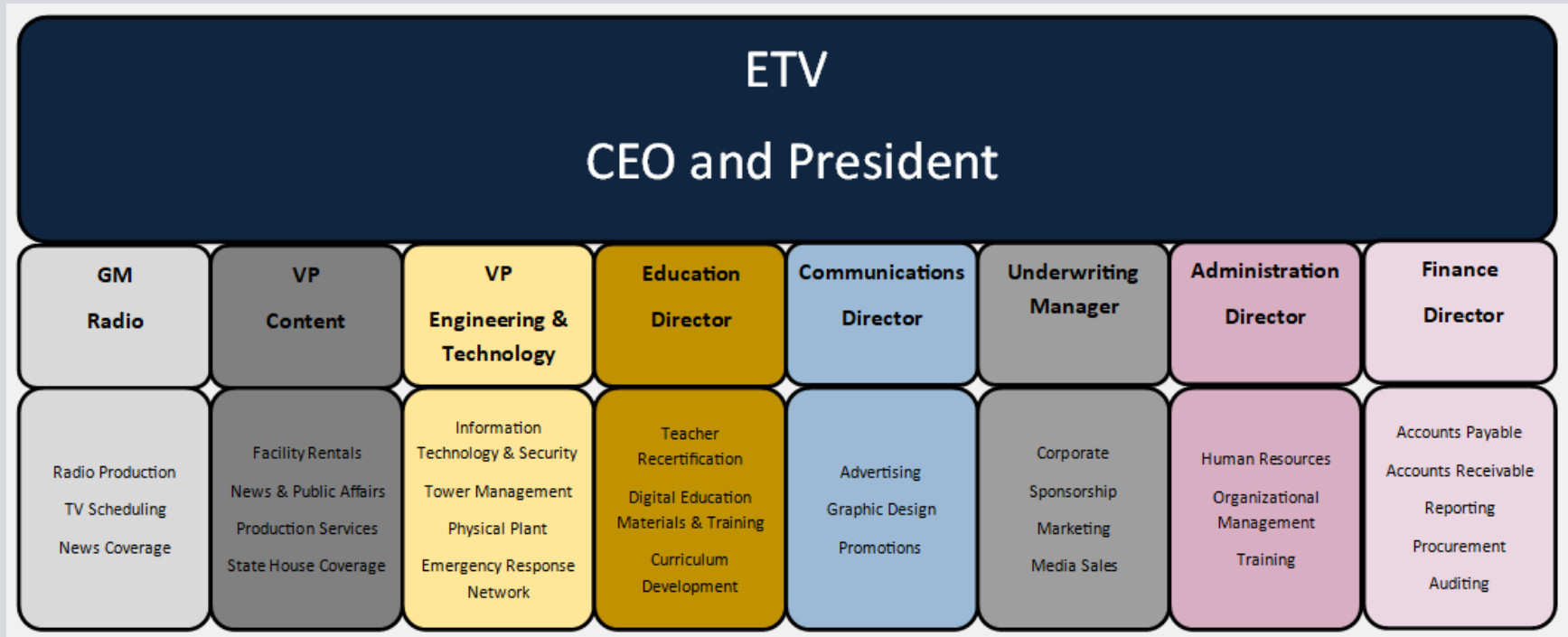
Organizational Structure

- Comprised of five divisions instead of seven
- Combines similar operating functions and reporting structures
- Increases agility and ability to adapt and respond to market demands
- Aligned to support current agency objectives/technologies



Internal Changes

Prior Organizational Chart



Current Organizational Chart

ETV

CEO and President

**VP
Content
CCO**

**VP
Technology
CIO**

**VP
Education**

**VP
Development
& Marketing**

**VP
Administration
CFO**

*Radio & TV Content,
Programming,
Production*

*Engineering, IT,
Physical Plant*

Education, Training

*Communications,
Marketing, Revenue
Activities, Outreach*

*Human Resources,
Finance*

Agency Focus

- Develop comprehensive plan to promote and advertise SCETV services and products
- Improve employees' and customers' ability to provide feedback
- Create environment for user generated content ideas

Internal Changes

Internal Processes

- Continue to review agency and advisory council demographic composition
- Revise agency goals to be more reflective of agency's evolving direction and technology
- Implement recurring review process to ensure that agency activities align with goals and objectives

Internal Changes

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Educational Television
Commission



Law Changes

Proviso 8.5

ETV: Delineate Agency Funding

In order to foster increased transparency and accountability with the funds appropriated to the Educational Television Commission, the Commission is directed to work with the Executive Budget Office to delineate the agency's funding by line items in the General Appropriations Bill beginning with the Governor's budget submission in the fall of the current fiscal year.

The Commission and the Executive Budget office are also directed to identify any provisos that would need to be adjusted and request changes to the Governor, Chairman of House Ways and Means Committee, and Chairman of the Senate Finance Committee by November 30th of the current fiscal year.

Proviso 8.5

New Proviso

Increase Benefit to Other Agencies

SCETV would like for other agencies to be more aware of the services available from the agency and would like to provide services to other state agencies who can benefit from or are in need of services available from SCETV.

In addition to promotional efforts by SCETV, the agency would like the subcommittee to consider a proviso (or other means) by which other agencies could be encouraged to utilize the services of SCETV if they meet their needs for production, promotional efforts, space utilization for meetings, etc.

SCETV also realizes that it, as an agency, would benefit from knowing what services other agencies have available for use by others. A cohesive database of identified services by agency being available to all state agencies would be helpful (B2B model).



Law Change

Proposed New Statutory Section 59-7-70 Modernize Statute to Reflect Agency's Scope and Benefit

SCETV seeks a way to expand language in the agency's enabling legislation that more fully encompasses and reflects the agency's current roles and services and potential future roles and services.

This would include the agency's work to support emergency management; educational initiatives through the employment of content and multiple technologies; the overall nature and benefit of the agency's broadcasts; additional services and products that benefit the state; and the agency's ability to leverage entrepreneurial opportunities to further support and expand services.



Law Change

Proposed Amendments to S.C. CODE ANN. § 11-35-710 Industry Related Procurement

SCETV engages in several activities, including purchasing, that are related specifically to the agency's industry and business activities. The agency seeks exemptions that would make the purchase of equipment, services, and content specific or related to industry or business activities required by such an entity more efficient and effective.



Law Change

Proposed Amendments to S.C. CODE ANN. S 59-32-30

Broadening of the language to provide a more expanded scope of service:

(4) The South Carolina Educational Television Commission shall work with the department in developing instructional programs and materials that may be available to the school districts. ~~Films and other materials may be designed for the purpose of explaining bodily functions or the human reproductive process. These materials may not contain actual or simulated portrayals of sexual activities or sexual intercourse.~~



Law Change

Summary

- Agency is in the process of implementing structural and other changes to support agency activities
- Agency has or is in the process of acting on recommendations received from the LOC Subcommittee through this process
- Agency has identified beneficial law changes and requests to work with legislative council to finalize language if recommendations are adopted by the subcommittee



Summary

SC
Educational Television
Commission



Conclusion



COMMITTEE CONTACT INFORMATION



- Website - <http://www.scstatehouse.gov/CommitteeInfo/HouseLegislativeOversightCommittee.php>
- Phone Number - 803-212-6810
- Email - HCommLegOv@schouse.gov
- Location - Blatt Building, Room 228