

SPRING-FORD AREA SCHOOL DISTRICT
COMMUNITY RELATIONS COMMITTEE MEETING
Tuesday, September 7, 2021
7:30 p.m. in SFAHS Conference Room

DISTRICT MISSION STATEMENT

Spring-Ford Area School District strives to be educationally relevant, focused on achievement and growth, and have a priority on people so that students are fully prepared to positively contribute to their society.

COMMUNICATIONS, MARKETING, AND MEDIA DEPARTMENT VISION STATEMENT

The Communications, Marketing and Media department provides a link between internal and external stakeholders by conveying Spring-Ford's goals, vision and mission. The department plays a critical role in informing and engaging the public through media relations, emergency and crisis communication, parent and community events, web communications, television and web production, and print publications.

CALL TO ORDER – 7:38 p.m.

ANNOUNCEMENTS

I. PUBLIC TO BE HEARD ON AGENDA ITEMS ONLY

II. MINUTES - Approved

III. ONGOING BUSINESS

- A. RCTV Update – Mr. Rothermel, Manager of Communications Media, took the committee and one community member on a “field trip” to the Steve Bonetz Television Studio. Mr. Rothermel received nearly \$50,000 in EITC funding which he used to upgrade the studios cameras. He purchased and is installing four XX cameras, which will be used at upcoming board meetings. These new cameras will eliminate the need to “man” a camera during meeting, and instead will give students an opportunity to direct and produce meetings live from the studio.
- B. Finals site Summer Updates
 - 1. New App for iOS and Android – Ms. Crew, Director of Communications, Marketing, and Media – gave an update on the new iOS and Android apps. The committee saw a preview and is looking forward to the full rollout in the coming weeks.
 - 2. [Weglot Translation](#) – Ms. Crew gave an update on the Weglot Translation service for the Spring-Ford website. The project is moving along and she hopes to have the complete version ready in the coming weeks.
- C. Skylert Addition – Newsletters – Ms. Crew has been using the new Newsletter feature since July and has been pleased with the response. Weekly Updates now include video, pictures, and are easier to navigate on any device. Mr. Rothermel is also using Newsletters for a weekly High School Headlines newsletter.

IV. ACTIONABLE ITEMS

V. NEEDS FOR NEXT MEETING: October 2021

VI. BOARD COMMENT

VII. PUBLIC TO BE HEARD

VIII. ADJOURNMENT – 8:15 p.m.