

SPRING-FORD AREA SCHOOL DISTRICT
COMMUNITY RELATIONS COMMITTEE MEETING
Tuesday, January 4, 2022
6:30 p.m. in District Office 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

ANNOUNCEMENTS

I. PUBLIC TO BE HEARD ON AGENDA ITEMS ONLY

II. MINUTES

III. ONGOING BUSINESS

- A. Communications Department Update
- B. Trademarking Spring-Ford Logo(s)

IV. NEW BUSINESS

- A. Communications Audit (CCIU)
- B. Spring-Ford Booster Club Ram Project
- C. PenSPRA Submissions

V. ACTIONABLE ITEMS

VI. NEEDS FOR NEXT MEETING: January 2022

VII. BOARD COMMENT

VIII. PUBLIC TO BE HEARD

IX. ADJOURNMENT