

SPRING-FORD AREA SCHOOL DISTRICT
COMMUNITY RELATIONS COMMITTEE MEETING
Tuesday, May 4, 2021

CALL TO ORDER

ANNOUNCEMENTS

I. PUBLIC TO BE HEARD ON AGENDA ITEMS ONLY

II. MINUTES

III. ONGOING BUSINESS

A. RCTV Update

A. EITC Funded Projects

1. **Tricaster Update** – the Tricaster is, essentially, the computer that runs everything RCTV. It is an encoder, decoder, streams to online platforms, and holds the digital plugin for all RCTV cameras in the district. It's the brain of the operation. The old Tricaster will move to the mobile production studio (trailer). The unit in the trailer is 10 years old and at the end of life. There will be a noticeable upgrade in quality coming from the mobile unit. We work with Applied Video Technology (AVT) to run cables for this project, which is a summer project. They designed the studio and will be making wiring and cable updates with this project.
2. **PTZ Cameras** – new PTZ cameras will be used at board meetings, and could be used at any event without a camera operator. Similar to the HUDL Cameras, but a student or program advisor would operate the camera from the control room, like a remote camera. We've had unmanned cameras at times during the year, for example board meetings. In the Broadcast Production curriculum, Major II students are required to work one meeting a quarter. Rather than two students running cameras, one will run the camera and the other will learn to direct and run the PTZ camera from the studio.
3. \$45,520 of this project was covered through Educational Foundation EITC money. The remaining funding would come from Capital Reserves, not to exceed \$25,000.
4. These projects would have moved forward this year as scheduled, we're lucky to have received such a large amount from EITC funds!

B. ADDITION: EDI and Trademark Updates

1. **EDI:** 5/6/7 Grade Center Social Studies Teachers have been working with students on the Multicultural Virtual Field Trip. The Field Trip will air on RCTV on May 13th. Last week, the SFAHS Student Sub-committee, held an Alumni Panel, "The Class of 2012: Then and Now." This was an opportunity for students to dialogue with former students and hear about their SFHS experiences, how they have transitioned into their current work, and how they overcame perceived and experienced obstacles. Their next panel, an Administrator Panel, will be held on Wednesday, May 19, 2021 after school. This will be an opportunity for students to engage in a dialogue with district administrators regarding how a more inclusive curriculum is developed in each content area, the recruitment of a more representative staff are hired through our HR department, and how the district is cultivating a community of equity, diversity, and inclusion—all areas that were referenced for growth from our student survey administered in February.
2. **Trademark:** additional work to be done over the summer

IV. NEW BUSINESS

A. **Finalsite Renewal:** As part of this renewal, we will be updating our district and school homepages to be powered by Resources and Posts (backend). We will also see design enhancements on the homepage and school pages including more frequent use of video and pictures, and updated fonts. Our renewal includes:

- Finaliste Composer CMS (Content Management System)
- 50GB per school Cloud Storage
- Hourly Integration from Skyward
- LDAP/Active Directory
- Modules: Alerts, Forms Manager, Message, Posts, Calendar Manager, iOS App (current app), Page Pops, Resources
- Faculty & Staff Portal
- Student Portal
- Parent Portal

• **New App for iOS and Android:** the committee discussed upgrading the current app to include centrally manage calendars, athletics, news, and images, videos and docs for use on the website and in the app. The app would be available for iOS and Android. Currently, the app is only available for iOS users. The cost would be \$2,500 annually.

• **Weglot Translation:** Visitors can select a language from a language picker in the lower right-hand corner of the website. More than 100 automatically translated languages to choose from, in-context editor for a simplified manual translation process, and access to professional translators available. The cost would be \$2,500 annually

• **Skylert Addition – Newsletters:** As part of this addition to our existing Skylert system, we would be adding the Newsletter feature to Skylert. The Newsletters feature was integrated into Skylert’s Message Builder to make it easier to create emails quickly. This feature does not replace the Stationery feature, but works as its own separate feature. One-year, \$2,839.20 with no setup fee.

V. ACTIONABLE ITEMS

- A. Committee recommends moving the Tricaster Project forward for board approval
- B. Committee recommends moving Finalsite and Skylert renewal to C&T Committee for recommendation to move forward

VI. NEEDS FOR NEXT MEETING: September 2021

VII. BOARD COMMENT

VIII. PUBLIC TO BE HEARD

IX. ADJOURNMENT