

**SPRING-FORD AREA SCHOOL DISTRICT
COMMUNITY RELATIONS COMMITTEE MEETING**

Tuesday, March 1, 2022

6:30 p.m. in District Office Conference Room

Zoom Link: <https://spring-ford.zoom.us/j/93876936710>

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 - Approved

III. ONGOING BUSINESS

- A. Communications Audit (CCIU) – Ms. Crew provided the committee with additional information about the Chester County Intermediate Unit (CCIU) Communications Audit. The committee recommended moving forward with the audit.
- B. Spring-Ford Booster Club Ram Project – Ms. Crew shared that the Booster Club will be at an upcoming Board Meeting to share an update on the project. As of the meeting date, two rams were sold and others were in the works
- C. PenSPRA Submissions – The Communications Department submitted 13 projects Excellence in Education Communications Contest including graphic design, publications, and videos. Ms. Crew will share an update once available.

IV. NEW BUSINESS

- A. RCTV Alumni Spotlight Series – Mr. Rothermel launched a new series showcasing SF Alumni.

V. ACTIONABLE ITEMS – The CCIU Communications Audit will be moving forward to the full board for approval.

VI. NEEDS FOR NEXT MEETING: May 2022

VII. BOARD COMMENT

- A. Board members suggested reaching out to WMCTC to share resources RCTV already created for their programs.
- B. Mrs. Weingarten asked about assisting SNAP with a grant. Ms. Crew had been in contact with Tina Parker and will continue to work with her.

VIII. PUBLIC TO BE HEARD

- A. Mr. Frey asked about emergency preparedness, Ms. Crew suggested he attend the upcoming Property Meeting to address such questions to Chief David Boyer.
- B. Mrs. Billetta asked about how the district might share community-based.

IX. ADJOURNMENT