

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

Tuesday, November 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 cultivates academic excellence, embraces inclusivity, fosters wellness and purposefully integrates technology and innovation.

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 – 6:30 p.m.

Board Members – Erica Hermans, Karen Weingarten, Jen Motzer, Colleen Zasowski

Administration – Erin Crew, Andrew Rothermel, Tina Giambattista

Community Members – MJ McNamara, Will Cromley, Callie Savin, Kathy Morris, Stacy Sollazo

ANNOUNCEMENTS

I. PUBLIC TO BE HEARD ON AGENDA ITEMS ONLY

II. MINUTES

III. ONGOING BUSINESS

A. Communications Audit (CCIU) Follow Up

Ms. Crew provided an extensive update following the CCIU Communication Audit, including immediate changes such as clarity in Weekly Updates, website changes, reproducing successful district publications, and strengthening the spring-ford community. Ms. Crew also shared long-term areas of focus to streamline district communications and connect with community members who don't have school aged children.

B. Past/Upcoming Events

Events we planned or supported - September through November

SFASD at Royersford Community Day - new this year, in addition to a Spotlight Video,

Andrew produced an hour-long show featuring interviews

ELD Welcome Back Night at Brooke Elementary School

Special Education Resource Fair

Community Connection

Homecoming Weekend

36 events total covered LIVE on Ram Country TV

13 Spotlight Videos since First Day of School

Events we are planning or supporting - November and December

Gold Card Fall Play Preview Performance, November 4

Speaker Series: ALICE Parent Night, November 16

12-Month professional development, November 22

C. RCTV Fall Update

Mr. Rothermel shared RCTV updates, and as of the meeting, had already covered 36 events and produced 13 Spotlight Videos. He also took feedback about the new panels we have setup here in the cafeteria for projecting during Board Meetings.

IV. ACTIONABLE ITEMS

A. None

V. NEEDS FOR NEXT MEETING: February 2022

VI. BOARD COMMENT

A. Mrs. Sollazo asked about coverage for the 5/6 Grade Concerts.

B. Mr. Cromley provided suggestions for the Fall Play Director.

VII. PUBLIC TO BE HEARD

VIII. ADJOURNMENT