

**SPRING-FORD AREA SCHOOL DISTRICT
COMMUNITY RELATIONS COMMITTEE MEETING
Tuesday, February 7, 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

ANNOUNCEMENTS

I. PUBLIC TO BE HEARD ON AGENDA ITEMS ONLY

II. MINUTES

III. NEW BUSINESS

- A. RCTV Updates: Mr. Rothermel provided an extensive update on new projects, two to move forward for purchase this school year. The first is the purchase of three new camera pedestals. The pedestals currently used are at end of life or broken to the point that they are unusable. Two of the three would be purchased through budgeted RCTV/AV funds, and the third would be purchased with EITC funds. The second project is the renovation of the Steve Bonetz Television Studio. Mr. Rothermel shared the history of the studio, which hasn't been renovated since it was created in August 2000, and detailed how this change would benefit students.
- B. 2023 PenSPRA Excellence in Communication Submissions: Spring-Ford submitted 13 items for the upcoming Excellence in Communications contests, we expect results in April 2023.

IV. ONGOING BUSINESS

- A. Communications Updates: Ms. Crew provided a brief update on continuing changes made to the district's communications, as recommended in the recent CCIU audit. Changes were made to the district website, and new publications were created.
- B. Past/Upcoming Events: It's event season! The next few months will be full with community and school based events. Information will be shared in Weekly Updates and our Social Media channels.

V. ACTIONABLE ITEMS

- A. Committee recommends moving the pedestals replacements to the Board Agenda. Committee also recommends moving the studio renovation forward once an approved vendor has been secured.

VI. NEEDS FOR NEXT MEETING: April 2022

VII. BOARD COMMENT

VIII. PUBLIC TO BE HEARD

IX. ADJOURNMENT