

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

**Tuesday, April 4, 2023**

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. 2023 NSPRA Award Submissions: Three projects were submitted were the 2023 Realtor Resource Guide, the 2023 Spring-Ford Teacher Job Fair, and Mr. Rizzo's Weekly Update Video Series. This was the first time SFASD has submitted projects for NSPRA, results will be shared over the summer months.
- B. Trademarking SFASD Graphics: Ms. Crew brought the discussion of trademarking Spring-Ford's graphics back to the table. Her department is working with Fox Rothschild LLC to trademark the Spring-Ford Ram, Spring-Ford crest, RCTV logo, and possibly additional options.

**IV. ONGOING BUSINESS**

- A. RCTV Updates: Mr. Rothermel is moving forward with an RFP process for the TV Studio updates, and is working on covering Spring events.
- B. 2023 PenSPRA Excellence in Communication Submissions: we learned after the meeting that the Communications Department received five PenSPRA Awards this year – Award of Excellence for Graphic Design work; an Award of Honor in the Publications Category; and three Awards of Merit for website design, crisis management, and videos.
- C. Communications Updates
  - 1. Website/Handbook: Ms. Crew will be working with building principals on updating handbooks for the 2023-2024 school year. This project is months ahead of schedule so that she can move the handbooks to a new format on the website. The move will allow the handbooks to be easily translated and will ensure they are ADA accessible.
- D. Past/Upcoming Events: Spring is busy for the Communications department, especially from April 28<sup>th</sup> to May 13<sup>th</sup>. The team will be working non-stop to make sure that Decision Day, Impact Awards, the 5K, and LIVE from the Red Carpet Prom Show run smoothly.

**V. ACTIONABLE ITEMS**

**VI. NEEDS FOR NEXT MEETING: June 6, 2023**

**VII. BOARD COMMENT**

**VIII. PUBLIC TO BE HEARD**

**IX. ADJOURNMENT**