

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

Tuesday, October 3, 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 Minutes from April 2023 were accepted.

III. NEW BUSINESS

- A. Niche.com Update "Niche," an online ranking system, has been in place for years and SF's Ms. Crew has evaluated its usefulness and applicability. Inherent with several flaws, it is still accessed by members of our community and even by those who are considering a move to our school district. While the info may not be the most accurate, Niche may be a valuable recruitment tool if we are in fact able to enhance the user experience with valid & reliable data. The cost to improve SF's presentation on the site would be \$5600 per year, guaranteed for 2 years at which time we would re-evaluate SF's position. Prior to the committee's recommendation to move this forward to the full Board for consideration, Ms Crew will consider other public school review sites and will dig deeper into the benefits vs the challenges presented by paying for upgrades on Niche. To be re-evaluated in Jan 2024.
- B. ELD Family Connection Ms. Crew presented that 5 language-specific Facebook groups have been created to benefit our families and those have been widely received.
- C. Spring-Ford Sign Garden Ms. Crew has created 5 SF sign gardens at the following locations: the 5-6 Grade Center, the High School, Brooke, Limerick & Spring City Elem School buildings. The purpose is to allow non-profits in our footprint to advertise their events in specific locations. There is a process to gain permission which can be found on the SF website.

IV. ONGOING BUSINESS

- A. RCTV Updates Mr. Rothermel presented the recent overhaul & improvements made to the RCTV studio. The studio has been completely redesigned with state-of-the-art technology to benefit our students. The studio is now fully functional! Further, Mr. Rothermel reported that RCTV will undertake its first bilingual broadcast with coverage of the SF Boys' soccer game on 10/10 during Spanish Heritage Month no less!
- B. Gold Card Updates Ms. Crew provided an update to include 400 new registrations with 300 of those wanting SF updates. Kudos to Ms. Crew for the outreach to engage all our SF community members!
- C. 2023 PenSPRA Excellence in Communication Submissions Ms Crew shared again the accomplishments and awards received from PenSPRA & NSPRA. Looking forward to more

recognition of the work and publications of SF's outstanding Communications, Marketing & Media Department!

D. 2023 NSPRA Award Submissions

E. Trademarking SFASD Graphics Ms Crew's department continues to work with Fox Rothschild LLC to trademark SFASD graphics.

F. Past/Upcoming Events Spring was a very busy time for the Communications department. From the time of our last meeting in April, this group kicked into high gear to cover a number of Senior events beginning with Decision Day and culminating with Graduation. A most notable addition this past year were the Kindergarteners who walked the stage and who will re-visit that stage 12 years in the future! Summer was a time to regroup and plan ahead to the new school year. The Communications department has kicked off the new school year in style! Ms. Crew shared that she is well into planning for the 2023-2024 Parent Speaker Series, and has already scheduled Eating for Strong Bodies, QPR Training, Healthy Body Image for Teens and Tweens, and a Mock Teen Bedroom which is on the agenda for approval this evening.

V. **ACTIONABLE ITEMS 2023-2024 Parent Speaker Series**

VI. **NEEDS FOR NEXT MEETING: JAN 2024 – Ms. Crew will re-evaluate SF's position on Niche.com.**

VII. **BOARD COMMENT** Mrs. Zasowski is very grateful for the PRIVILEGE it has been to serve as Chair of this committee for several years. The growth of this committee is remarkable, and the work of the Communications department has been stellar!

VIII. **PUBLIC TO BE HEARD**

IX. **ADJOURNMENT**