

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

**Tuesday, February 6, 2024**

6:00 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. ACCEPTANCE OF MINUTES**

**III. NEW BUSINESS**

- A. Department Update: Ms. Crew and Mr. Rothermel presented an update from the Communications Department which included future plans for Spring-Ford's communication tools, RCTV updates, RAMcast Podcast news, Gold Card Program update, and PenSPRA news.

**IV. ONGOING BUSINESS**

- A. RCTV Updates: Mr. Rothermel shared stats for the year so far, and indicated that Mr. Prevete, AV Specialist, will be providing a ViewSonic Project update next month.
- B. Spring-Ford Sign Garden: Ms. Crew shared information about the new Spring-Ford Sign Gardens. Non-profit organizations in Spring-Ford's footprint can contact her to learn more about the program.
- C. 2024 PenSPRA Excellence in Communication Submissions: The Communications Department submitted 17 projects this year, including video work, photography, webpages, and print production. They'll get results the first week in March.
- D. Trademarking SFASD Graphics: Ms. Crew gave a brief update, and shared that she will have more information at an upcoming meeting.
- E. Past/Upcoming Events: The team is hosting a Speaker Series event in February, working with BodyMetrix and focusing on building healthy body image in teens and tweens. Ms. Crew shared that she is starting to fundraise for the 10<sup>th</sup> annual Spring-Ford 5K run/walk on April 19<sup>th</sup>.

**V. ITEMS RECOMMENDED FOR DISCUSSION AT THE NEXT BOARD MEETING **None****

**VI. PREPARATION FOR NEXT MEETING'S AGENDA. PROPOSALS FOR THE NEXT COMMITTEE AGENDA. **Communication tools update****

**VII. BOARD COMMENT**

**VIII. PUBLIC TO BE HEARD ON TOPICS RELATED TO BUSINESS OF COMMITTEE**

**IX. ADJOURNMENT**

Next meeting will be held on Tuesday, March 5, 2024 at 6:00 p.m. in the District Office Conference Room.