

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

Tuesday, March 5, 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. Panel Project Presentation: Mr. Rich Prevete, AV Specialist, presented an in-depth overview of Spring-Ford's smart panel installation project.

IV. ONGOING BUSINESS

- A. Communications tools update: Ms. Crew has reviewed products from two potential providers and has narrowed down to one. Earlier this month she held two demo's for groups of users. Response was favorable and she is working with the technology department and business office to move forward with a summer transition.

- B. 2024 PenSPRA Excellence in Communication Submissions:

Award of Excellence

Social Media Campaign - [Spring-Ford Area High School March RAMness Extracurricular Bracket Challenge](#)

Award of Honor

Photography - [Spring-Ford Homecoming Parade & Game](#)

Award of Merit

Publications - [Welcome Brochure](#)

Publications - [News From the Middle Newsletter](#)

Video - [Spring-Ford Golf Outing Promo](#)

Video - [Brooke Elementary School Animal Hospital Spotlight](#)

Video - [Spring-Ford Area School District Eagles Hype Video](#)

- C. Trademarking SFASD Graphics: Ms. Crew has allocated funds in her 2024-2025 budget to move this project forward in the new school year.

- D. Past/Upcoming Events:

1. Teacher Job Fair tonight
2. Spring-Ford 5K Run/Walk - April 19
3. Live From the Red Carpet - April 27

4. Decision Day – April 30
5. Special Olympics – May 1
6. Impact Awards – May 1
7. You Made a Difference Recognition – Week of May 6th
8. PENDING: Two Community Education Events

V. ITEMS RECOMMENDED FOR DISCUSSION AT THE NEXT BOARD MEETING

VI. PREPARATION FOR NEXT MEETING'S AGENDA. PROPOSALS FOR THE NEXT COMMITTEE AGENDA.

VII. BOARD COMMENT

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

IX. ADJOURNMENT

Next meeting will be held on Tuesday, May 7, 2024 at 6:00 p.m. in the District Office Conference Room.