Communications Committee

November 4, 2026
Administration Building
6 p.m.

CSD Mission / Vision Statements

Mission Statement

The mission of Cheltenham School District is to provide inspiration and resources for every student to achieve academic excellence and pursue their highest potential by creating an equitable and inclusive community that fosters social and emotional well-being and a passion for learning.

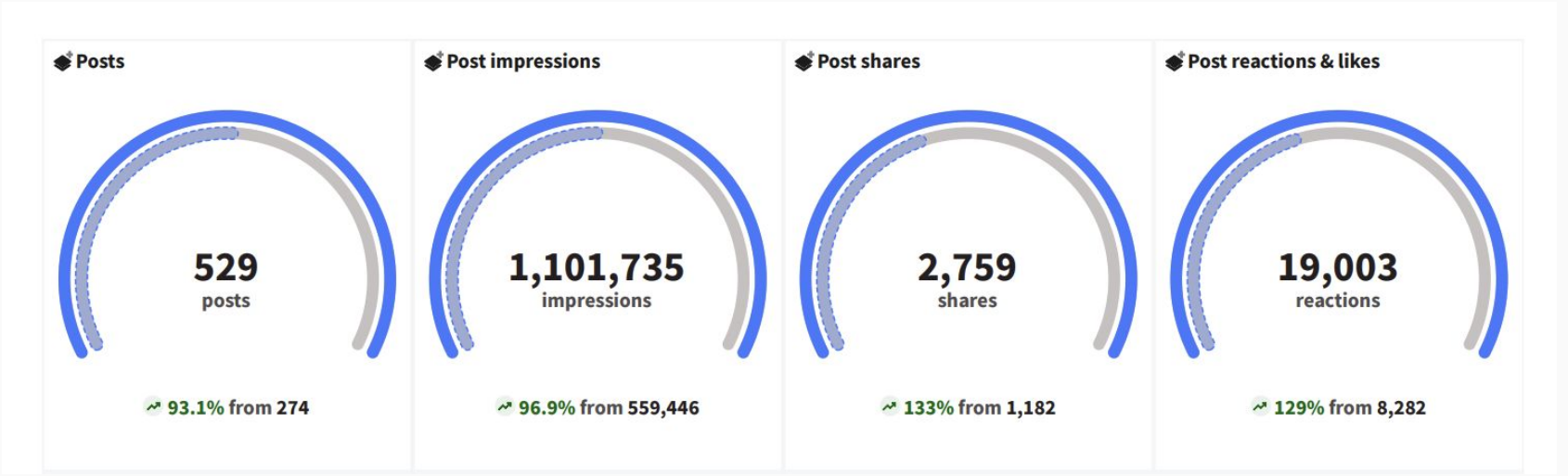
Vision Statement - “Belong, Engage, Seek Justice”

Cheltenham School District is a community where all students know they belong, engage and excel in their learning experience, and are prepared to act as champions of social justice.

Agenda

- Social Media Metrics
- WCAG primer
- App Update
- Media Monitoring (discussion)

Social Media Metrics - October 2026



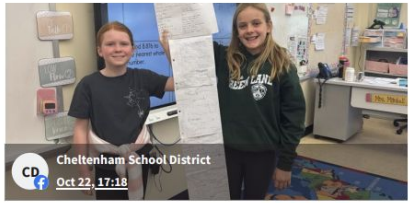
Social Media Metrics - October 2026

Top posts



Ninth-grade soprano Amelia Krivda took the stage at the Kimmel Center this past weekend for four performances of Carl Orff's "Carmina Burana," singing alongside the Philadelphia Orchestra and the Philadelphia Symphonic Choir. Krivda was one of roughly a dozen students selected from the Commonwealth Youth Choir to join a specialized children's

478 likes



Glenside Elementary fifth graders have so far collected 230 signatures on a petition to stop book banning, and they are not finished yet. It started during Banned Books Week. In library class, Ms. Jenkins showed Rosemary Mitchell's fifth graders which books have been challenged or banned, and why. The students expected a list of obscure titles. Instead, they found the

244 likes



October is National Principals Month! We are proud to recognize the outstanding leadership and dedication of our principals and vice principals across Cheltenham School District. Thank you for your commitment to our students, staff, and community. Your impact is felt every day!

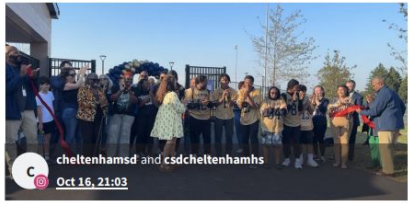
237 likes

Top posts



Congratulations and good luck to Boys Soccer seniors Jackson Scott, Nate Leary, Jayden Sumitra, Freddy Torres, Johnny Raisch, Lincoln Chaney, Jayce Howard, Dylan Miller, Patrick Mudahemuka, Ruben Villatoro, Emile Chanoine, and Ben Sappington who were recognized for their hard work and dedication to the program prior to tonight's game versus William

397 likes



Cheltenham's new stadium is officially open. Thanks to all who came out for today's ribbon cutting. #pantherpride🐾

365 likes



Congratulations and good luck to Girls Tennis players Noelle Ryan, Maya Sproesser, Autumn Kimble-Kent, Amaya McCants and Sedel Yasin who were recognized for their hard work and dedication to the program this afternoon after their victory vs. Upper Darby. #gopanthers🐾 #pantherpride

340 likes

Top posts

WCAG Primer

- **Web Content Accessibility Guidelines (WCAG) Deadline**
  - For a population under 50,000, deadline was moved back a year to April 26, 2028.

- WCAG are an internationally recognized set of technical standards developed by the World Wide Web Consortium (W3C) through its Web Accessibility Initiative. They explain how to make websites, mobile apps, and digital documents accessible to people with a wide range of disabilities (including visual, auditory, physical, and cognitive impairments).

- For the purposes of this committee, this includes the website, social media and mobile app.
  - Website has AudioEye, a WCAG checker that runs in the background.
  - Website has DocAccess installed to make PDFs WCAG-compliant.
  - Alt text added to photos on website and social media.

WCAG Primer - P.O.U.R.

- **Perceivable:** Information and user interface components must be presentable to users in ways they can perceive (e.g., providing alt text for images, captions for video, and good color contrast).
- **Operable:** Interface components and navigation must be usable without a mouse, supporting keyboard controls and enough time for users to read content.
- **Understandable:** Information and the operation of the user interface must be clear, readable, and predictable.
- **Robust:** Content must be reliable enough to work well with current and future assistive technologies like screen readers.

App Update

- **PowerSchool still slow to respond to issues related to user interface and calendars on current app**
  - PowerSchool informed the district on September 22 that it will no longer support custom mobile apps after September 30, 2027.

- **FinalSite, our website provider, does have an app.**
  - Seamless integration across platforms
  - Optional a chat feature. (additional $4K)
  - Less than $4K; paying more than $5K for SchoolMessenger App

- Demo>

Media Monitoring - Discussion

The Way Media Monitoring is done now:

- Checking the websites where stories are likely to run, one by one.
- Google News Alerts as the main automated safety net.
- Word of mouth to catch everything else.
- Coverage shared with leadership clip-by-clip, as it comes in.

What a Monitoring Service Can Provide:

- Coverage shared with leadership via customizable reports
- Real-time monitoring across traditional, digital, social, and broadcast sources worldwide.
- Integrated reporting to demonstrate PR impact
- Insights into what is garnering coverage
- Report

Communications Committee

Questions?