

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

**Tuesday, May 3, 2022**

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 strives to be educationally relevant, focused on achievement and growth, and have a priority on people so that students are fully prepared to positively contribute to their society.

**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. ONGOING BUSINESS**

- A. Communications Audit (CCIU): Representatives from the CCIU attended the meeting to discuss the Communications Audit, and spoke with Board Members about what they hope to see coming from the Communications Department in the future.

**IV. NEW BUSINESS**

- A. Updates to the Cafeteria for Board Meetings: Mr. Rothermel discussed Audio/Visual upgrades needed for the Cafeteria, Hurda Learning Center, and Auditorium for the 23-24 school year. Mr. Rothermel sought the Committee's guidance, specifically for input about future Board Meeting location options. Following a lengthy discussion, the Committee agreed the best option was to continue holding Board Meetings in the high school cafeteria. Mr. Rothermel will continue working on the plan for upgrades in the 23-24 school year.

**V. ACTIONABLE ITEMS**

**VI. NEEDS FOR NEXT MEETING: September 2022**

**VII. BOARD COMMENT**

**VIII. PUBLIC TO BE HEARD**

**IX. ADJOURNMENT**