

**SPRING-FORD AREA SCHOOL DISTRICT
COMMUNITY RELATIONS COMMITTEE MEETING
Tuesday, September 6, 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 cultivates academic excellence, embraces inclusivity, fosters wellness, and purposefully integrates technology and innovative.

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) Presentation – the CCIU spent a bulk of the meeting providing a presentation update following the completion of the audit. The presentation was posted to the Spring-Ford website.

The goal of the audit was to provide a comprehensive assessment of the School District's current communication efforts; create a snapshot of the community's current perceptions about Spring-Ford schools and the district; identify gaps in Spring-Ford's communication strategy; and, provide baseline research to evaluate progress and develop a framework for creating a communication plan.

Ultimately, the audit provided recommendations on how to align communications to Spring-Ford's mission and goals to reach community ideals.

The CCIU used a variety of qualitative and quantitative data collection measures and assessments, including existing materials and social media accounts; staff, family, and community-based surveys; and four focus groups.

During the meeting, the CCIU reviews the School Districts' strengths and areas of improvement. The Communications Department will address three recommended areas of improvement: clearly communicating Spring-Ford's vision, strengthening the community bond, and increasing community relevancy. Since the meeting, Ms. Crew has created a new Community Page on the website to engage child-free members of our community. She has also started a contact database of residents over 60 through

the Gold Card Program, and those individuals now receive Spring-Ford's Weekly Updates.

The Committee asked that Ms. Crew present a Priority List at the next meeting.

ADDITIONAL DISCUSSION: Ms. Crew shared that the first three Booster Club rams have arrived; Ticket Spicket, the new online athletic ticketing system, was a success during the first few weeks of school.

IV. ACTIONABLE ITEMS

V. NEEDS FOR NEXT MEETING: November 1, 2022

VI. BOARD COMMENT

A. Mrs. Zasowski thanked the Communications Department for another excellent Graduation ceremony; and is looking forward to the Homecoming Parade and Board Float.

VII. PUBLIC TO BE HEARD

VIII. ADJOURNMENT