

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

Tuesday, February 7, 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 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. MINUTES

III. NEW BUSINESS

- A. RCTV Updates
- B. 2023 PenSPRA Excellence in Communication Submissions

IV. ONGOING BUSINESS

- A. Communications Updates
- B. Past/Upcoming Events

V. ACTIONABLE ITEMS

VI. NEEDS FOR NEXT MEETING: April 2022

VII. BOARD COMMENT

VIII. PUBLIC TO BE HEARD

IX. ADJOURNMENT