

SPRING-FORD AREA SCHOOL DISTRICT
COMMUNITY RELATIONS COMMITTEE MEETING
Wednesday, November 3, 2021
7:30 p.m. in District Office Conference Room

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. Speaker Series & Parent Workshops
 - a. PAST
 - i. Parent Center (Special Education) MDI and IEP Process
 - ii. Community Connection with Mr. Rizzo
 - iii. Job Fair with HR
 - b. UPCOMING
 - i. QPR in person, tomorrow
 - ii. QPR virtual, next week
 - iii. Eating Disorder, What You Need to Know, mid- November
 - iv. Parent Center – Understanding Early Intervention
- B. Finals site Summer Updates
 - a. New App for iOS and Android
 - i. Final touches on Android, live on Apple!
 - b. [Weglot Translation](#)
 - i. Live on Finals site!
- C. Trademarking Spring-Ford Logo(s)
 - A. Considering four logos at about \$540 each:
 - I. Ram Head with Spring-Ford
 - II. Ram Head
 - III. RCTV
 - IV. Spring-Ford Crest

IV. ACTIONABLE ITEMS

V. NEEDS FOR NEXT MEETING: January 2022

VI. BOARD COMMENT

- A. Thanks to Linda for remaining at meetings to represent as a board member.
- B. Mrs. Zasowski would like to reconsider using Zoom for committee meetings.

VII. PUBLIC TO BE HEARD

- A. Mr. Frey had questions about linking to external sites off of resources available on the website.

VIII. ADJOURNMENT