

SPRING-FORD AREA SCHOOL DISTRICT
COMMUNITY RELATIONS COMMITTEE MEETING
Monday, October 14, 2019
6:30 p.m. in the District Office

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.

In attendance: Erin Crew, Robert Rizzo, Colleen Zasowski, Dawn Heine, Christina Melton, Andrew Rothermel, Tom McMonigle, Wendy Earle, Will Cromley, Kathy Drennan.

CALL TO ORDER

ANNOUNCEMENTS

I. PUBLIC TO BE HEARD ON AGENDA ITEMS ONLY

II. MINUTES

III. NEW BUSINESS

- A. Screenagers: Next Chapter – the committee recommended moving forward with a screening, ideally in early 2020 (January or February); Erin Crew will work with SFAHS principals to secure a date that works for their schedules as well for student viewing.
- B. Upcoming Events – Erin Crew shared a list of Upcoming Events including: Parent Speaker Series - ALICE Parent Night, October 22 (28 registered); Parent Speaker Series – Anxiety Discussion, October 23 (79 registered); Town Hall Meeting, October 24 (nearly 100 registered); SFASD Math and Literacy Night, November 4 (234 registered); Parent Speaker Series – Media Messaging Night, November 7 (154 registered).
- C. RCTV Update – Andrew Rothermel provided an update about new programs and current stats. Mr. Rothermel reported that the YouTube channel now has more than 500 subscribers, has live streamed 14 athletic events this year, produced 10 Spotlight Videos, is using a new mobil WiFi system for streaming, and rolled out two new shows – Staff Connections and Field Trips. He is using data and statistics from YouTube to streamline content and is focusing in on shorter more powerful videos.
- D. Communication/Marketing Update – Erin Crew shared the upcoming events noted above, as well as New in '19 initiatives including: a new faculty/staff newsletter called Take 5. The goal of Take 5 is to share district-wide updates, stories and events focusing on faculty/staff, curriculum, technology, and more. The publication provides “just enough” information to consume in five minutes. Ms. Crew also took time over the summer to make some website changes including a newly revamped News and Media page, and make Weekly Updates easier to find online. As the districts webmaster, she is constantly looking to make improvements to the district website.

IV. OTHER BUSINESS

- A. Spring-Ford Scoreboard Sponsorship 19-20 – Ms. Crew provided an update on the Scoreboard Sponsorship program. Information has been advertised on the district website, in district publications, and through the Spring-Ford Chamber of Commerce. She received feedback from businesses that they are starting to look towards their sponsorship/advertising budget for the 2020 calendar year, she will circle back with those businesses closer towards the end of the year.
- B. InCommunity Magazine – Ms. Crew provided an update on the InCommunity Magazine project. The publishers have requested an extension on the launch date, looking to push the launch to the 2020 calendar year. The committee discussed options that best suit the school district, focusing on an initial print issue in the Fall of 2020. Ms. Crew will continue to work on this project.

- V. **ACTIONABLE ITEMS** – the committee recommended moving forward to secure a viewing license for the movie Screenagers: Next Chapter.
- VI. **NEEDS FOR NEXT MEETING: January 2020**
- VII. **BOARD COMMENT** – Christina Melton requested more legislative information be shared with the community following board meetings. She will work with Ms. Crew to make sure that the community receives these updates via Board Notes.
- VIII. **PUBLIC TO BE HEARD**
- IX. **ADJOURNMENT**