

ING-FORD AREA SCHOOL DISTRICT
COMMUNITY RELATIONS COMMITTEE MEETING
Tuesday, February 2, 2021
6:30 p.m. on Zoom

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 ([link to One Page overview](#))

A. Equity, Diversity and Inclusion Committee Update

1. Virtual Multicultural Field Trip (Grades 5/6/7): Committee members Courtney Ojakovo and Samhita Basuthakur spearheading the project, more information will come out from the building level. Field Trip "date" set for May 2021.
2. Monthly Dates, Celebrations, Observances: Monthly calendar posted to social media accounts and a new page overviewing the entire year on the website. Link included in Weekly Updates.
3. Ongoing Website Updates

B. Suggestion Box Update: Suggestion Box has been a success! 52 submissions, about ½ have requested a reply.

C. RCTV Update

IV. NEW BUSINESS

A. PenSPRA Excellence in Education Communications Contest: nine items submitted this year including COVID Dashboard, Reopening Plan, 2020 Graduation Package, RAMcast Podcast, RCTV Webpage, RAMful Learning Videos, Pandemic Teaching Strategies Video, and Welcome to Spring-Ford Video

B. Celebrating 2021: Graduation Scoreboard Plan: The Committee discussed ideas for using the Scoreboard before and after the Graduation Ceremony to celebrate students.

C. Last Minute Addition: Mr. Rizzo has been including Weekly Update Videos in the Weekly Update email. These videos are short, 3-4 minutes, and provide an overview of topics shared in Weekly Update. Ms. Crew also started the RAMdom Acts of Kindness Postcard Program. Ms. Crew is organizing correspondence from Rowdy Ram to students who have shown RAMdom Acts of Kindness. So far, Rowdy has handwritten – or hoof written – more than 60 postcards.

- V. ACTIONABLE ITEMS
- VI. NEEDS FOR NEXT MEETING: March 2021 date
- VII. BOARD COMMENT
- VIII. PUBLIC TO BE HEARD
- IX. ADJOURNMENT