

SPRING-FORD AREA SCHOOL DISTRICT  
**COMMUNITY RELATIONS COMMITTEE MEETING**  
**Tuesday, February 4, 2020**  
7:30 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.

**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.

In attendance: Erin Crew, Andrew Rothermel, Colleen Zasowski, Diane Sullivan, Tom DiBello, Linda Fazzini

**CALL TO ORDER**

**ANNOUNCEMENTS**

**I. PUBLIC TO BE HEARD ON AGENDA ITEMS ONLY**

**II. MINUTES**

**III. NEW BUSINESS**

A. PenSPRA Submissions

1. Reviewed 10 submissions from the Communications Department (see attached). Mr. DiBello asked if it was time to look for an updated Rowdy costume. Ms. Crew with work with Mr. McDaniel on updating Rowdy.

B. RAMcast Podcast

1. The new Spring-Ford Podcast has been well received and the committee is looking forward to seeing new growth in this area.

C. RCTV Update

1. Mr. Rothermel provided an extensive update (see attached)
2. Mr. Rothermel reviewed upcoming projects (see attached), Mrs. Zasowski asked if it would be possible to create a digital trophy case for the Music Department while working on the Athletic Trophy Case this summer.

D. Communication/Marketing Update

1. Ms. Crew provided an extensive update (see attached)
2. Committee asked about the digital radio project and what the radios were. Ms. Crew is working with the office of Safety, Security and Emergency Preparedness as well as the Technology Department on this rollout.
3. Ms. Crew is looking at SchoolMessenger as a replacement for the Remind App, various faculty members use the free version of Remind.

**IV. OTHER BUSINESS**

A. Spring-Ford Scoreboard Sponsorship 19-20

1. Possible change to a "Digital Sponsorship" to include the Scoreboard and RAMcast
2. Possible discount options to NPO's already paying to use facilities
3. Mr. Dibello suggested a one-year intro price to get people up on the board. Ms. Crew will update advertising information with his change.

B. InCommunity Magazine

1. Confirmation from InCommunity that they 'would like to continue down this route for 20-21 school year' Will share more information at the next meeting.

C. Screenagers: Next Chapter

1. Identifying March 12, 2020 for the evening showing, no day-time for students.  
Possible discount to area restaurants for a "Night Out" pitch

**V. ACTIONABLE ITEMS**

**VI. NEEDS FOR NEXT MEETING: April 2020**

**VII. BOARD COMMENT**

- A. EITC – Mrs. Zasowski asked about the communication/showing of donations from area businesss to the Spring-Ford Educational Foundation.
- B. The committee advertising options for local Drivers Education businesses.

**VIII. PUBLIC TO BE HEARD**

**IX. ADJOURNMENT**