

SPRING-FORD AREA SCHOOL DISTRICT  
**COMMUNITY RELATIONS COMMITTEE MEETING**  
**Tuesday, March 2, 2021**  
7:30 p.m. in SFAHS Conference Room or on Zoom  
<https://spring-ford.zoom.us/j/98777510319>

**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. Diversity and Inclusion Committee Update Erin Crew provided a brief update. The Community sub-committee is moving forward and working with RCTV on plans for the Spring Multicultural Virtual Field Trip. This is the first step in a multi-year community event. The Professional Development sub-committee hosted several employee-based focus groups in the fall, and is offering more opportunities this spring.
- B. RCTV Update Andrew Rothermel provided an extensive update from the TV Studio. He recapped recent videos including Black History Month highlights, and upcoming projects. He also discussed the Theater Project, in which his team filmed three versions of the Spring Musical. Mr. Rothermel also discussed the Mobile TV Studio for Schools project. The 8<sup>th</sup> Grade Center, Spring City, and Oaks all have been outfitted with Mobile TV Studios, and 5/6 Grade, Limerick, Royersford and Upper Providence are scheduled for updates this spring.

**IV. NEW BUSINESS**

- A. Antigen Test Update Erin Crew provided an Antigen Test Update. She's been working on Test Administrator Training Video and Documents and Test Taker Training Video and Documents. The Pilot Group will launch March 8 and 9 and the full Rollout will start March 15.
- B. Trademarking SFASD logos Finally, Erin Crew and Jim Fink have been researching trademark options for the Spring-Ford logos. Additional information will be shared in the coming months.

**V. ACTIONABLE ITEMS**

**VI. NEEDS FOR NEXT MEETING: April 2021**

**VII. BOARD COMMENT**

**VIII. PUBLIC TO BE HEARD**

**IX. ADJOURNMENT**

# Communications, Marketing, and Media

March 2021

## RCTV Updates

### Spring-Ford Spotlights and Highlights:

- **RELEASED:**
  - [BHM @ BES](#)
  - [100th Day Celebration](#)
  - [BHM Jeopardy Spotlight](#)
  - [One School One Book @ RES](#)
- **UPCOMING:**
  - Cafeteria Procedure Spotlight
  - Instructional Coach Spotlight
  - GIANT Food Store Donation
  - Read Across America Week
  - Student Spotlight (Taylor Campbell)
  - Student of the Quarter

### Staff Connections

- [Jim Mercer \(8GC\)](#)
- Erin Crew (D.O.)

### Mobile TV Studios for Schools

- First Round: 8GC, SCE and OES
- Second Round: 5/6GC, LES, RES and UPE

### Musical Update:

- Friday @ 7PM
- Saturday @ 1PM and 7PM



## Equity, Diversity, and Inclusion Update

The Community sub-committee is moving forward and working with RCTV on plans for the Spring Multicultural Virtual Field Trip. This is the first step in a multi-year community event.

The Professional Development sub-committee hosted several employee-based focus groups in the fall, and is offering more opportunities this spring.

## Antigen Test Update

- Test Administrator Training Video and Documents
- Test Taker Training Video and Documents
- Pilot Group, March 8 and 9
- Full Rollout, starting March 15



## Trademarking SFASD Logos

**Currently only have [Policy 021](#):** *Candidates for School Board election, as well as School Board members seeking election to political office, shall not use Spring-Ford Area School District resources, facilities, personnel (except insofar as employees who may voluntarily participate during non-school hours), student photographs without the express written consent of their parent/guardian, school events, stationary, or the Spring-Ford Area School District logo in support of their campaigns. Campaign literature shall not be placed in employee mailboxes. Political signs may not be placed anywhere on school property except at polling places on election day.*