

SPRING-FORD AREA SCHOOL DISTRICT
COMMUNITY RELATIONS COMMITTEE MEETING
Tuesday, October 6, 2020
7:30 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.

In attendance: Erin Crew, Andrew Rothermel, Colleen Zasowski, Diane Sullivan, Robert Rizzo, Will Cromley

Online attendance: Dave Shafer, Stacey Fonash, Joy Crowley

CALL TO ORDER

ANNOUNCEMENTS

I. PUBLIC TO BE HEARD ON AGENDA ITEMS ONLY

II. MINUTES – last meeting was April 2020, minutes approved

III. NEW BUSINESS

- A. Communication Updates – presentation from Ms. Crew and Mr. Rothermel reviewing how Spring-Ford communicates through direct email, social media, and the website. [Full presentation is available here.](#)
 - 1. COVID Related Communication
 - 2. Seeking Community Feedback – committee discussed deploying the feedback option in November, and will review the feedback form at the next meeting.
- B. RCTV Updates – RCTV provided an update as part of the Communications Update

Ms. Crew shared updates regarding trademarking Spring-Ford logos, and brief information about the Diversity Committee

IV. ACTIONABLE ITEMS

V. NEEDS FOR NEXT MEETING: November 2020 date – meeting will be held on November 4 at 6:30 p.m.

VI. BOARD COMMENT

- A. Mr. Shafer discussed possible options for the stadium scoreboard, Ms. Crew mentioned that advertising options were available for businesses and would be available for personal advertisements during 2020 Commencement. Details to come in upcoming months.

VII. PUBLIC TO BE HEARD

- A. Mrs. Crowle thanked Ms. Crew for the presentation and shared feedback with the board

VIII. ADJOURNMENT