

SPRING-FORD AREA SCHOOL DISTRICT  
**COMMUNITY RELATIONS COMMITTEE MEETING**  
Wednesday, November 4, 2020  
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**

A. Using Zoom for Board and Committee Meetings

1. Zoom vs. YouTube Livestream:

1. The committee discussed options for livestreaming board and committee meetings, focusing on the difference between Zoom and YouTube. Spring-Ford has livestreamed meetings on YouTube for quite a few years and will continue to do so. For the immediate future, we will use Zoom as well to allow for community participation from home.

B. Diversity and Inclusion Committee Update

1. [New Website](#)

2. Weely Update Translation

1. Ms. Crew provided a brief update from the Diversity and Inclusion committee. While still in the infancy stages, she shared that the committee has four sub-committees including Professional Development, Students, Community, and Curriculum. Our community has already seen beginning changes such as the translation feature in the weekly update emails. Additional information will be shared through monthly newsletters and eventually through weekly updates.

C. [Communication Feedback Form](#)

1. The committee also discussed a communication feedback form, which will be sent to all families from Ms. Crew's office. And she shared an update about the new online Suggestion Box.

**IV. NEW BUSINESS**

A. [Suggestion Box](#)

**V. ACTIONABLE ITEMS**

**VI. NEEDS FOR NEXT MEETING: January 2021 date**

**VII. BOARD COMMENT**

**VIII. PUBLIC TO BE HEARD**

**IX. ADJOURNMENT**