

SPRING-FORD AREA SCHOOL DISTRICT  
**COMMUNITY RELATIONS COMMITTEE MEETING**  
Tuesday, April 7, 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.

**CALL TO ORDER**

**ANNOUNCEMENTS**

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

**II. MINUTES**

**III. NEW BUSINESS: Erin Crew and Andrew Rothermel provided an in-depth overview of how the department has handled COVID-19 updates, starting as early as February 5<sup>th</sup>.**

- A. COVID-19 Updates
  - 1. [Communications](#)
  - 2. RCTV

**IV. OTHER BUSINESS**

- A. Screenagers: Next Chapter
  - 1. Cancelled, moving to home viewing

Screenagers will be available for families in the near future to stream from home online.

- B. PenSPRA Awards Update

The Communications Department received five awards: **Award of Excellence:**

**Social/Web:** [News and Media Webpage](#)

**Award of Honor: Special Event:** [2019 Town Hall Meeting](#)

**Award of Honor:** [Spring-Ford Learning](#)

**Award of Merit:** [Staff Connection - Mr. Rizzo and Furniture Hunters](#)

- C. RAMcast Update

Pre-recorded interviews are airing and virtual interviews are being scheduled moving forward.

**V. ACTIONABLE ITEMS**

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

**VII. BOARD COMMENT**

**VIII. PUBLIC TO BE HEARD**

**IX. ADJOURNMENT**