

**Community Relations and Student Life Committee
of the Colonial Board of School Directors, March 17, 2015**

The Community Relations and Student Life (CRSL) Committee of the Colonial Board of School Directors met on Tuesday, March 17, 2015 in the Superintendent's Conference Room.

The meeting was called to order at 4:25 p.m. Present were Committee Chair Heather Palmer; Committee member Leslie Finegold; Board President Susan Moore; Board members Mel Brodsky and Christina Frangiosa; Superintendent Dr. MaryEllen Gorodetzer; Director of Pupil Services and Special Education Karen Berk; Plymouth Whitemarsh High School (PWHS) Activities Director Charles Forster; Community Relations Coordinator/School Board Secretary David M. Sherman; Assistant Public Relations Coordinator Kim Newell; Board Student Representatives Alexa Augustine and Luke Mascio and Linda Doll.

There was no public comment on the agenda.

The committee reviewed advertising packages to submit to area businesses. There was considerable discussion on how to market the packages to prospective advertisers. Suggestions included producing a video and holding a business open house.

Members also reviewed a brochure to be mailed to approximately 6,200 PWHS alumni who reside outside of the school district. The mailing list was obtained from the PWHS Alumni Association and vetted through a mail house. Several changes to the brochure were suggested. There was also much discussion and several suggestions on how to get the word out about opportunities to purchase pavers and other items to support the PWHS Renovation Project.

Information was provided regarding a new, uniform PWHS logo, the upcoming Senior Citizen Luncheon and Matinee, The Colonial School District 50th Anniversary Celebration, ongoing work on the District website, solicitation of parent and staff cell phone numbers for texting purposes in the event of school closings, delays and emergencies, Whitemarsh Township Day and Plymouth Township Day.

Mr. Brodsky commended Ms. Newell on her work with the Central Montco Technical High School in preparing their distinguished graduates videos.

There being no further business or comment, the meeting was adjourned at 5:15 p.m.

Respectfully submitted,



David M. Sherman
Community Relations Coordinator
School Board Secretary