

Members Present

Henry A. Lambert, Chair
Tony Betaudier
Diana J. Lee
Mark David
Joanne Hunt (ex-officio non-voting)

Others Present

Karma Suttles
Mary Kate Boesch
Pam Sanders
Robert Morales
Stephanie Riviuccio
Desahana Hunte

The meeting was held on November 1st, 2016 at the Brooklyn Charter School. The meeting was called to order at 5:30pm. The minutes for the meeting held on October 6th, 2016 were approved.

Finance

The recruitment strategy is to have a steady minimum of 240 students but in order to achieve this the school is aiming to recruit more than this number. The school currently has 233 students enrolled and for a number of reasons the school typically loses one student per month.

The computer application system means the school receives a lot of applications but this does not necessarily translate into a lot of students enrolled as of September. Deshana called them last year and followed up but several live in the Bronx and are doubtful to ever actually come.

Some of the recruitment needs to be outsourced. Search engine optimization and the school's online presence are critical and Mark will reach out to a company that focuses on this. Michael will also be consulted to discuss alternative individuals or companies to use regarding this. Henry will reach out to Nora Lawlor, who specializes in PR and who has previously had articles published on the school in various magazines. These articles can then be used for promotional purposes to highlight some of the successes of the school.

The school has a lot to recommend it and these elements need to be highlighted as part of any marketing program. One of the big draws of the school is the after school program. Many parents cannot afford to offer these to their children outside of the school setting. These programs are helpful to parents as they provide a safe environment for students after school hours. One example that the school is currently exploring is a chess program. The idea is to have academic programs on Mondays and Wednesdays and other programs on Tuesdays and Thursdays. These

after school programs do however require significant planning in terms of busing and providing programs for younger siblings.

Joanne will put together a one-sheet of what the school currently offers including: monitors on buses, the reading program, 16th year as a charter school in Brooklyn, after school programs, alumni successes, Joanne's record at her previous school, and dance, technology, and drumming classes.

The recommendation or referral program will be re-introduced. Any parent who refers another family to the school will receive \$150 upon enrollment of the new student and \$250 if the student stays for the rest of the year.

In the past the school has also had a store front presence as well as advertising at bus stops.

It is particularly critical to have at least 240 students given last year's deficit. An audit was conducted and concluded that the school had an approximately \$400,000 deficit. A new budget for the current year will be presented at the next board meeting with an updated deficit.

Education

The school has overall been successful in terms of growth of students' performance but needs improvement in terms of absolute numbers. English showed excellent growth over the previous year and Math needs to do better.

The school provides a supportive environment but it can certainly improve.

In English the school continues to use the Teachers College Reading and Writing Project's program, which was used last year and which proved successful. The hope is that the students will improve another 17 to 20 points as compared to last year. More of the children are reading and this has paid off. It is more important that the students are reading than lecturing to them. There are reading/writing workshops to compliment this.

Approximately every 6 weeks there is a half-day teacher training session. This does not require hiring substitutes as each class has assistants in the classroom. Teachers also check in with Joanne on a regular basis and she works with teachers who need further development. One of Pam, Mary Kate, Karma or Joanne is in a class every day.

The rewards-for-reading program has proven to be very motivational. Children are now constantly checking out books and they are reading both fictional and informational books. The reading logs used in the classroom are checked to encourage further reading at home.

Pam introduced herself to the Board and distributed the Math Curriculum Guide and a Lesson Example to the Board. The standards are the same but the sub-standards are different for each grade. A typical lesson includes sprint questions, problem sets and exit ticket questions, which reflect how well students grasped the concepts. These questions are also all in the homework books. The curriculum is more challenging than the actual tests, which helps with the test prep. There are typically 7 modules throughout the year and there are mid-module tests. The reading and writing program and the repetition of the same type of questions provide the students with the vocabulary to understand any of the math questions.

Family Action Committee

Nobody from the Family Action Committee was present. However, Deshana reported that out of the 233 students enrolled only 45 parents do not have email accounts, and most of these parents do not speak English. She emphasized the importance of the parents' input on the portals.

Head of School Report

Joanne reported that all the faculty and staff who started the year are still with the school. There are currently two vacant positions, including a teacher on maternity leave.

The next Board Meeting will be held at Henry Lambert's home on December 5th at 6pm.

The meeting was adjourned at 7:00pm.