

Members Present

Henry A. Lambert, Chair

Tony Betaudier

Diana J Lee

Mark David

Joanne Hunt (ex-officio non-voting)

Others Present

Pam Sanders

Robert Morales

The meeting was held on October 5th at the Brooklyn Charter School. The meeting was called to order at 5:30pm. The minutes for the meeting held on June 20th, 2017 were approved.

Enrollment

The school requires 240 students to run efficiently but currently only has 200 students enrolled for this school year. There has been significant growth of schools, particularly charter schools, in the neighborhood, creating a saturation and this has affected our enrollment. There are currently 19 students enrolled in the kindergarten class.

The key to increasing the number of students enrolled is marketing. The school has many attributes and compares favorably with others in the neighborhood but it is important to convey this message to the families. It is important for us to have families come to visit the school to have a sense of how it is run; what it offers; and to meet the families of current students. One of the specific marketing strategies that the school is looking into is providing an afterschool program. The school will be reaching out to programs and researching whether afterschool activities actually aid in increasing student enrollment.

There is a positive atmosphere at the school and the parents are complimenting us on this.

The new website will play an important role in marketing the school. Search Engine Optimization (SEO) and Ad words will help drive people to our website. As part of any of these marketing campaigns it will be critical to push the programs that we offer. In January, we will potentially be receiving a \$30,000 grant for Afterschool Programs.

Joanne will present a proposal for how to market the school, and to tie this in with the budget.

Education

The same students improved their test results significantly compared to the previous year. This is particularly important as the DOE judges the school based on the growth of its students. There was also overall improvement in both ELA and Math.

The school downsized from two Assistant Principals to one. As Karma, previous head of ELA, left over the summer Pam and Joanne have taken on the responsibility as ELA coaches. There are not currently enough ICT students to justify the additional teachers for this.

Mary Kate will be out from February on maternity but there is no need to bring someone in to replace her during her absence.

This year all documentation was submitted in advance of the October 2nd deadline for the Annual Comprehensive Review. Last year, as it was Joanne's first year at the school, we were late submitting all the necessary documents.

There was an 85% retention of teachers from the last school year with 4 to 5 teachers leaving over the summer. Teachers have expressed that they are happy at the school.

The Bridal Garden

The Bridal Garden is suffering from a generally diminished retail market and a trend for millennials to forgo buying wedding dresses. In addition, there has been a decline in tourism to New York City, which was previously a significant part of the wedding business. In the future, the Bridal Garden will likely provide considerably less income to the school.

The next Board Meeting will be held at the Brooklyn Charter School on November 6th at 5:30pm.

The meeting was adjourned at 7pm.