

### **Members Present**

Henry A. Lambert, Chair  
Diana Lee  
Feona Huevo  
Mark David

### **Others Present**

Angel Perez  
Pam Sanders  
Ariel Arnold  
Robert Morales  
Joanne Hunt

The meeting was held via a ZOOM conference call on December 22, 2020.

Topic: BCS Board of Trustees Meeting

Time: December 22, 2020 6:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/82291448351?pwd=dnQ0aXVJRTdpWGFhMk0raEFGbGFGQT09>

Meeting ID: 822 9144 8351

Password: bcs

One tap mobile

+16465588656,,82291448351#,,,,0#,,593914# US (New York)

Meeting ID: 822 9144 8351

Password: 593914

Find your local number: <https://us02web.zoom.us/j/kewCcJCVKx>

The meeting was called to order at 6:04 pm. The minutes for the meeting held on November 19, 2020 were approved with a motion from Diana, seconded by Mark. All voting members (4) were in favor.

### **COVID Updates:**

1. A faculty member received positive COVID results on 12/16/20 after calling out of work on 12/9/20 with potential COVID symptoms. The school requested that the staff member take a COVID PCR test immediately after informing the school about the COVID like symptoms on 12/9/20. Upon being informed about the positive results, the school immediately called the NYC DOE Situation Room for further guidance. The school was given specific instructions from the Situation Room on how to proceed and was provided correspondence to those directly and indirectly affected. After interviews with the infected faculty member and Principal, the Situation Room deemed it necessary to

have a total of 12 students quarantine and 1 faculty member quarantine for a set period of days. All families affected were personally contacted by the Principal and letters were distributed to the school and building community on 12/16/20.

2. Unrelated to the above positive case, a total of 4 faculty members have had to work remotely due to potential exposure to COVID within their homes. These faculty members will be able to return to school after the winter recess with a negative PCR COVID test on 1/11/21.

### **School Hybrid/Remote Updates:**

- Current students opting for Full Remote Learning: 142
- Students Opting for In-Person: 68

### **Education Updates**

- Monthly Parent Workshops
  - How Can I Support My Remote Learner? This Zoom intervention workshop was postponed due to the NYC Mayoral school shut down and was rescheduled for 12/15 and 12/17. The school had a total of about 14 families participate between the two workshops. The workshop focused on iReady, Navigating Google Classroom and ELA/Math tips to help children learning remotely. The focus of the next set of parent workshops will be to address the grade level standards that is presented within the curriculum to help parents understand how they can support their children as well as provide mini-tutorials for parents so that they can support their children with the daily work.
  - Virtual Tutoring Program:
    - BCS has planned to host a Virtual Tutoring program for students in grades K-2 who are at least two or more grade levels behind in Reading to potentially begin the week of 1/18/21. Attached is a document that highlights the following of the program:
      - What is the problem?
      - How was it appraised?
      - How will we address it?
      - How much will it cost.
    - A board member asked what will the school be doing for students in grades 3-5. School administration is in the process of developing a support system/program for students in the Upper grades who have fallen behind due to COVID. Ideas will be addressed at the January 2021 board meeting.
  - Board members will be given access to Google Classrooms in order to observe instruction as requested.

## Staffing Updates

- 2020-21 staffing updates: None

## Financial Report: Ms. Ariel

- Budget vs. actuals ending period 11/30/20
  - There is a \$621,732 surplus through November 2020. There is currently 1.9 million in investment accounts and \$468K cash on hand. There was an increase in our Special Education line of >60% which is currently contributing to our current surplus. A board member asked the question as to whether or not we would break even with the Bridal Garden income that the school once received. Ariel responded that as long as our enrollment is maintained then the income from the Bridal Garden is not necessary. The board also wanted to ensure that the storage unit and all documents from the Bridal Garden were secure. Ms. Hunt stated that she would verify that the storage unit and documents were secure and report out at the January board meeting.
  - There was a discussion that came out of the financial report that centered around our current increase in our SPED population. Some board members were concerned that with an increase in SPED students how that affects the school's data and how we are perceived to the public. It was explained by BCS administration that while the initial public data that is released may not always look great, however, what determines a school's success by its authorizer is the growth that students make from year-to-year, more specifically in SPED, ESL and economically disadvantaged populations. BCS administration emphasized the growth that has been recognized by our authorizers in these above populations, more specifically our SPED population within the last three years that we had testing data.

## Enrollment Update

- a. Target for 2020-21: 215 enrolled students
- b. Actual ATS
  - i. Grade K: **27**
  - ii. Grade 1: **34**
  - iii. Grade 2: **25**
  - iv. Grade 3: **36**
  - v. Grade 4: **40**
  - vi. Grade 5: **48**
  - vii. Current Actual ATS enrollment/Budget: **210**

## Enrollment Strategies

Mr. Angel provided a Power Point presentation to highlight our current enrollment strategies as well as additional strategies that we will implement for the 2021-22 school year. (Please see attached document).

Several ideas were discussed:

- Providing research for the Middle Schools that BCS graduates attend. It can be a compelling story to new families. If our children are attending great Middle Schools and are doing well, we need to be advertising that information. This information must also include how our children are doing in Middle School. While it is important for our graduates to attend great Middle Schools, how they do in Middle School is just as important. It also becomes a testament as to how BCS prepared these graduates for Middle School. Mr. Angel will be charged with the task of researching the different Middle Schools that our graduates have attended within the last 3 years beginning with the most current set of graduates (2019-20). An update will be given at the February 2021 board meeting.
- Feona (board member) brought up the idea of enlisting and engaging parents to help get students into the school. Getting student/parent testimonials to share with potential interested families will help tell our story as many families that attend BCS are based off of word of mouth or referrals.
- Managing the marketing and advertising for BCS this year will be Lincoln Beretta. This consultant firm will work with Mr. Angel and BCS to increase enrollment during this remote period by increasing our presence on Social Media via Instagram/Facebook advertisements and posts. Lincoln Beretta will also assist with two virtual tours through the NYC Charter Center and will provide insight and ideas for new materials for mailings, fliers, etc.
- A question about our current signage came up. While the school was in the process of getting new outdoor signage created and put up outside of the school in the spring of 2020, this effort was halted due to the pandemic and schools shutting down. Once things resume to some sort of normalcy, BCS will continue to work on its signage presentation on the outside of the building.

The next BCS Board meeting is scheduled for Tuesday, January 23, 2021 at 6:00 p.m. via Zoom Conference due to the COVID-19 pandemic.

The meeting was adjourned at 6:48 pm. With a motion from Feona, seconded by Diana. All voting members (4) were in favor.