

Members Present

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

Others Present

Ariel Arnold
Robert Morales
Joanne Hunt

The meeting was held via a ZOOM conference call on February 23, 2021.

Topic: BCS Board of Trustees Meeting

Time: February 23, 2021 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/82291448351?pwd=dnQ0aXVJRTdpWGFhMk0raEFGbGFGQT09>

The meeting was called to order at 6:04 pm. The minutes for the meeting held on January 19, 2021 were approved with a motion from Feona, seconded by Diana with a correction of an incorrect date represented in the minutes. All voting members (5) were in favor.

COVID Updates:

2 potential cases were reported to the NYCDOE Situation Room by P.S. 23 on Friday, 12/18/21 from random COVID testing. This resulted in a 24-hour emergency building closure on Monday, 12/21/21 for contact tracing. Students worked remotely on 12/21/21. Based on the investigation, the building was able to reopen on Tuesday, 12/22/21.

School Hybrid/Remote Updates:

- Current students opting for Full Remote Learning: 152 (142)
- Students Opting for In-Person: 58 (68)
- Total Devices loaned to date: 173

- January 2021 attendance was 88%.
- Next opt-in date: At this point of the school year, parents can opt-in by request at any time. If we have the space, we will allow any family to participate as long as they agree to the COVID testing mandates required by the school via DOH.

Education Updates

Virtual Tutoring Program: Updates

- Program began the week of 1/25/21 (We are currently in week 4)
- Total BCS tutors: 4
- Total students being serviced this cycle: 15
- iReady Diagnostic #2 results from February 2021 will be reviewed next week to measure progress of students in the program to determine if there is a continued need for these services. Newly identified students will be assigned a tutor in the next cycle set to begin March 15th.
- Diane expressed her concern for our remote learners and how our families may be coping with how their children are progressing with remote learning. Because we offer so much flexibility for our families (students have the ability to come in-person or work remotely as they need to) families feel supported and appreciate the flexibility. Teachers have been communicating with families daily regarding attendance, school work and other items and we take time to address the social and emotional needs of our students through our SEL (Social and Emotional Learning) program which occurs schoolwide every Friday.

Monthly Parent Workshop Schedule:

- Individual Grade Level Workshops pertaining to specific grade level content focusing on Essential Standards and current curriculum material are being conducted this month.
- February Parent Workshop dates:
 - Grade 1: Tuesday, 2/9/21 (4 parents attended out of 33)
 - Grade 3: Wednesday, 2/10,21 (4 parents attended out of 35)
 - Kindergarten: Tuesday, 2/23/21 (11 parents out of 27)
 - Grade 5: Thursday, 2/25/21
 - Grade 2: Thursday, 2/25/21
 - Grade 4: Thursday, 2/25/21
- A scripted telephone message and letter is in the process of being drafted for faculty who speak with parents regarding workshops so that the message is clear as to the importance of these sessions and why parents should/must attend.
- 2 Raffles have been provided for each workshop as an incentive (\$25 Target Gift Cards) which has excited the families who have attended workshops that have occurred.
- Feona expressed that we should conduct a survey for the next set of parent workshops to find out what's best for parents (as far as time frames) as well as what their needs are at the current time and branch the two together. The survey should also address what is stopping or hindering families from being able to attend the recent/past workshops.

- Diana expressed her concern regarding why families may be unable to attend due to the stress of the pandemic (families may be opting to spend more time together, some may be stressed with the reality of life at this time, lack of employment, etc.)
- The board agreed that we should find a way to consider all factors (the importance of attending these workshops, when the workshops are offered, more incentives, utilizing a survey to parents for planning purposes etc.) as we continue to plan parent workshops in the future.

Staffing Updates

- 2020-21 staffing updates: None

Financial Report: Ms. Ariel

- Budget vs. actuals ending period 1/31/21
 - There is a \$616,000 surplus through January 2021. There is currently 2 million in our investment accounts and \$1.1 million cash on hand. Ariel projected a surplus of approximately \$355K in June 2021 based on accruals for payroll, taxes and monthly spending. Ariel did stress that this is not a finite number and that the surplus could go up or down depending on our spending from now until June 2021.
- In Memory of Benjamin Lambert donations to the school- one of our donors unfortunately passed away and several donations have been made to the school in his honor/memory.
- Acknowledgement letter to Geraldine from the Bridal Garden will be done to thank and acknowledge what the organization she operated contributed to BCS over a span of about 10 years. These contributions have allowed BCS to secure a nest egg of about 2 million dollars to secure the financial fortitude of the school moving forward.

Enrollment Update

- a. Target for 2020-21: 204 enrolled students
- b. Actual ATS
 - i. Grade K: **27**
 - ii. Grade 1: **34**
 - iii. Grade 2: **26**
 - iv. Grade 3: **35**
 - v. Grade 4: **40**
 - vi. Grade 5: **48**
 - vii. Current Actual ATS enrollment/Budget: **210**

Enrollment/Marketing Strategies

Middle School Data Research Update:

- What we have found regarding public Brooklyn Middle Schools is that our children have

attended is that there are limited Middle Schools in the Brooklyn area that have a ranking of a B or higher.

- Based on this information, our focus on Middle School Articulation as it relates to advertising and enrollment for BCS moving forward is as follows:
 - The board determined that it would be better to highlight how our students are fairing in middle schools versus highlighting where they attend middle school.
 - We need to highlight where our alumni are today and how BCS has contributed to their successes.
 - Tony mentioned having testimonials from graduates and their parents. As a father of former BCS graduates, his daughters have had tremendous success that must be highlighted. We discussed having Tony be the first testimonial that we get up on our website.
- BCS will devise a new marketing strategy that highlights why we are so special.
 - “There are charter schools and then there are CHARTER SCHOOLS.”
 - This campaign would highlight the “whys” as to what makes us unique. Some examples would be:
 - i. We are not underfunded (we do not pay rent)
 - ii. We have a 2.1 million dollar endowment
 - iii. All of the free programming that we are able to offer due to our funding source:
 - 1. Bus matrons on all buses
 - 2. Free tutoring
 - 3. Afterschool programming
 - 4. Coding program for all grades

NYC Charter School Virtual Fair Update

- February 6, 2021 (10 a.m.-2 p.m.) 158 families visited our booth
- March 20, 2021 (10 a.m.- 2 p.m.)

The next BCS Board meeting is scheduled for Thursday, March 25, 2021 at 6:00 p.m. via Zoom Conference due to the COVID-19 pandemic.

The meeting was adjourned at 6:50 pm. With a motion from Tony, seconded by Mark. All voting members (5) were in favor.