

### **A Members Present**

Henry A. Lambert, Chair  
Diana Lee  
Feona Huevo

### **Others Present**

Angel Perez  
Pamptata Sanders  
Robert Morales  
Joanne Hunt

The meeting was held via a ZOOM conference call on March 25, 2021.

Topic: BCS Board of Trustees Meeting

Time: March 25, 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 February 23, 2021 were approved with a motion from Diana, seconded by Feona with additional information requested for clarification. Diana wanted to know what the parentheses represented in the hybrid/remote information portion in the minutes. Diana also requested the number of students who were actually offered virtual tutoring in K-2 (25 total students qualified for tutoring) and how many parents participated in the virtual workshops (this information will be reported in at this meeting). All voting members (3) were in favor.

### **COVID Updates:**

BCS had 1 confirmed case of COVID on February 25, 2021. 2 classrooms had to be shut down for 10 days (7 students and 6 staff were a part of the classroom closures) with a return date of 3/8/21. Simultaneously 2 potential cases were reported to the NYCDOE Situation Room by P.S. 23 on Monday, 3/1/21 and Tuesday 3/2/21 causing a 24 hour building closure. Once the cases were confirmed, the entire campus was shut down for 10 days. Students worked remotely through 3/12/21. Based on the investigation, the building was able to reopen on Monday, 3/15/21.

### School Hybrid/Remote Updates:

- Current students opting for Full Remote Learning: 141 (152)
- Students Opting for In-Person: 66 (58)
- Total Devices loaned to date: 176 (173)
- February 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

- NYC DOE Authorizer Virtual Visit: Thursday, April 22, 2021
- NYS Testing is still on at this time
  - NYS ELA Test (April 19-21)
  - NYS Math Test (May 3-5)
  - Day 1 will be administered to all in-person students in grades 3-5 and Day 2 will be optional. It is expected that all students in grades 3-5 that come to school in-person will take the NYS assessments. We will have an option for remote students to come in and take the NYS assessments if they choose to.
- Virtual Tutoring Program:
  - New program cycle will begin the week of April 12<sup>th</sup>.
  - Total BCS tutors: 6 (We had 4 in the previous cycle)
  - Total students being serviced this cycle will be reported in the April 2021 Meeting
  - Henry wanted to know if money was an issue regarding participation and we determined that it is not an issue. It is a matter of the families and whether they are able or interested in participation.
- February Parent Workshop attendance numbers:
  - Grade 1: Tuesday, 2/9/21 (4 parents)
  - Grade 3: Wednesday, 2/10,21 (4 parents)
  - Kindergarten: Tuesday, 2/23/21 (11 parents)
  - [Grade 5: Thursday, 2/25/21 \(7 parents\)](#)
  - [Grade 2: Thursday, 2/25/21 \(11 parents\)](#)
  - [Grade 4: Thursday, 2/25/21 \(7 parents\)](#)
    - [There was an increase in the last set of workshops due to the raffle incentives and increased communication made to families.](#)
    - i. A survey will be sent out after the spring break and ELA testing to determine specific information from families regarding:
      1. What are the best times/days of the week for workshops?
      2. What types of workshops would interest parents? We will provide a list of topics and provide space for ideas.
      3. What would incentivize a parent to attend a virtual workshop?

## Staffing Updates

- 2020-21 staffing updates: None

## Financial Report: Ms. Hunt

- Budget vs. actuals ending period 2/28/21
  - There is a \$656,000 surplus through February 2021. Ariel is projecting a surplus of approximately \$350K 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- Appreciation letters were sent to all donors. The school received a total of \$3350 in donations.

## Enrollment Update

- b. Target for 2020-21: 204 enrolled students
- c. Actual ATS
  - i. Grade K: **27**
  - ii. Grade 1: **33**
  - iii. Grade 2: **26**
  - iv. Grade 3: **34**
  - v. Grade 4: **40**
  - vi. Grade 5: **47**
  - vii. Current Actual ATS enrollment/Budget: **207**
- d. We lost 3 students...
  - i. 2 students moved out of state (Pennsylvania and North Carolina)
  - ii. 1 student is living with a new guardian

## Enrollment/Marketing Strategies

### Recruitment Updates

- Mr. Angel:
  - Recruitment/Enrollment Action Items: Potential new families are kept updated through the enrollment period and updated on lottery items, including the lottery itself. Community partners are included in this process for potential new families to Brooklyn Charter School. Our social media reach offers direct access to our application page for immediate action.
  - Informational email blasts to all applicants: Families are kept up to date on acceptances and next steps through communication, including events happening and messages to follow us on social media for school updates. This creates an opportunity to make potential new families to feel part of our school community before they are enrolled.
  - Virtual BCS Tours: Each potential new family is offered an individual informational session, email blast updates, and a virtual tour of Brooklyn charter

School. As families are making decisions, our goal is to keep Brooklyn Charter School at the forefront for this choice of schools. We will follow up in the late spring with an orientation, separated between K and grades 1-5, and The B.E.S.T. Program (Kindergartner for a morning).

- Wednesday Personal Zoom Meetings with interested families from direct applications from the website: We make direct contact and schedule potential new families with an individual informational session to create a plan for next steps. This allows us to continue the dialogue, for enrollment, for the 2021/22 school year.
  - NYC Charter School Virtual Fair Update
    - March 20, 2021 (10 a.m. - 2 p.m.) Brooklyn Charter School attended both fairs, including February 6, 2021. The two fair created an additional listing of potential new families:
    - February 6: 158 interested participants
    - March 20: 53 interested participants

#### General Marketing Campaigns

- Daily News Advertisement push: BCS paid for an email push to over 10,000 families with children between the ages of 5-12 in all zip codes that we service in order to increase the knowledge of Brooklyn Charter School's lottery and enrollment process.
- Brooklyn Family e-blast: BCS was highlighted on this platform which services the Brooklyn community.
- Website page to be created: Alumni/Testimonial tab for graduates and parents to share their BCS experiences
  - Middle School Data and Alumni tracking for current alumni in Middle School will be added to this tab as well.

The next BCS Board meeting is scheduled for Tuesday, April 27, 2021 at 6:00 p.m. via Zoom Conference due to the COVID-19 pandemic.

The meeting was adjourned at 6:30 pm. With a motion from Diana, seconded by Feona. All voting members (3) were in favor.