**Board Members Present**

Henry A. Lambert, Chair

Feona Huezo

Mark David

Anthony Betaudier

**Others Present**

Robert Morales

Ariel Arnold

Joanne Hunt

Pamptata Sanders

Anna Toma

Nora Balla

The meeting was held in a public space at the school (Room 324) as well as via a ZOOM conference call on **November 30, 2022**.

Topic: BCS Board of Trustees Meeting  
Time: October 25, 2022 6:00 PM Eastern Time (US and Canada)

Place: ZOOM and 545 Willoughby Avenue, Room 304  
  
Join Zoom Meeting  
<https://us02web.zoom.us/j/82291448351?pwd=dnQ0aXVJRTdpWGFhMk0raEFGbGFGQT09>

The meeting was called to order at 6:03 pm. The minutes for the meeting held on October 25, 2022 were approved with a motion from Tony, seconded by Mark. All voting members (4) were in favor.

1. **Enrollment Updates:**
   1. Current enrollment is **165** students.
   2. BCS Potential Partnerships with Day Care Centers in the area:
      1. BCS is working with DeStephano Headstart to recognize an informal partnership where BCS has access to families of students entering kindergarten in the fall of 2023.
      2. BCS students participated in a Thanksgiving Parade for parents on 11/23/22
      3. BCS was given direct access to families regarding information about the school for the 2023-24 school year.
      4. BCS is also working with Our Leaders of Tomorrow which is an independent Day Care to establish a more formal partnership where BCS will offer the organization a referral fee based on the number of students the school acquires from their daycare. Henry requested to be present at the initial meeting with the Day Care to discuss the potential partnership. (A board resolution regarding this potential partnership will be discussed at the December 2022 board meeting.)
   3. Henry requested a report detailing how our advertisement dollars are translating to Kindergarten enrollment and retention. In this report, the following question must be addressed from each sitting family:
      1. How each family heard/found out about BCS?
   4. The idea of utilizing a vacant storefront in the area to increase enrollment was presented because this was done once in the past and proved to be effective.
      1. We will discuss with Ms. Desiree (Student Services Coordinator) the logistics as she was a part of the process in the past (where, how, the cost, etc.;
      2. Scout areas in the neighborhood where BCS can set up shop to continue this type of work.
   5. Parent focus groups was another suggestion to discuss what helped them make their choice to enroll at BCS. Mr. Angel to meet with focus groups to discuss with families what was the “hook” that made them choose BCS.
   6. **BCS Advertising**
      1. Intersection Links: BCS will meet with the advertising firm to get a quote on the cost of having digital ads placed at different intersections in Brooklyn during peak hours in the morning and afternoon to attract potential families;
      2. Bus ads/Bus Shelters: BCS will conduct further research regarding the cost of the placing ads in bus shelters and on public buses as well as any pros and cons to this form of advertisement;
      3. Increased social media exposure: Our social media platform has increased due to bi-weekly posts and stories on Instagram and Tik Tok;
      4. 1st BCS Daycare Fair- a Zoom meeting of neighborhood daycares to learn about our program- Mr. Angel will be hosting this fair in January as enrollment season begins.
   7. **Updated Enrollment Materials**
      1. BCS is currently updating, revising and creating new tri-folds, postcards and door hangers for the school
   8. **Monthly Events beginning in January 2023**
      1. 3rd Wednesday of each month Activity (For Interested families): Mr. Angel will host an event with interested families in the evening to engage potential students and their guardians.
      2. Tours/Visits through the Charter Center will occur every Monday/Wednesday by request through a shared portal with the NYC Charter Center;
      3. Recanvassing local daycares, local businesses, laundromats, etc. to increase BCS visibility in the surrounding neighborhood.
      4. Weekend street team: A team of BCS staff will canvas the neighborhood during enrollment season (January-March) to inundate the area with BCS flyers, tri-fold and information.
   9. **Revamped BCS Website**
      1. BCS is currently working with our website consultant Matt Vaughn to conduct a visual overhaul of our website since it has not been updated within the last 5 years
2. **School Programing**
   1. **Lavinia Group:**
      1. Close Reading Program: BCS applied for a grant through the Heckscher Foundation to pay for half of this program which is what was utilized during our Summer School program which yielded 24% growth in a 5-week period. Based on our summer school results, we were offered this grant to see how much growth our students can make utilizing the program in a 3 month period. The program includes an in-house consultant, 25 Institute seats for teachers/administrators as well as the curriculum. The program is geared to allow BCS administrators to continue the program after this partnership/grant is over at the end of the school year.
      2. The Close Reading program is a prescribed 45 minute lesson that teaches students to delve deep into fiction and non-fiction text in order to obtain a deeper meaning of the text. Teachers have access to the guides and plan in a deliberate way in order to establish best practices when instructing a close reading lesson.
   2. **NYS Test Scores:**
      1. **2021-22 Test scores were finally publicly released via individual schools.** These scores will be used as a baseline for growth for the 2022-23 school year.
         1. ELA (Grades 3-5): 25% of students scored at a Level 3 & 4
         2. Math (Grades 3-5): 20% of students scored at a Level 3 & 4
         3. Science (Grade 4): 65% of students scored at a Level 3 &4
      2. At this time, BCS did not have the District 14 scores but did have the scores for P.S. 23 with whom we share a building. Their results were as follows:
         1. ELA (Grades 3-5): 16% of students scored at a Level 3 & 4
         2. Math (Grades 3-5): 16% of students scored at a Level 3 & 4
      3. We will share the District 14 scores and other comparable scores at the December 2022 board meeting. We will also share a breakdown of the scores by grade at the next meeting.
      4. Mark also asked for a recap of the NYS scores from 2020-21. While these scores were not publicly released due to the fact that many students opted out of testing or did not show up for the tests, NYS determined that these scores could not be utilized as a comparable measure against the 2021-22 scores. We will provide a breakdown of how many students took the test in each grade and what the proficiency rates were via grade and overall.
3. **Financial Report**
   1. Financial Snapshot: Through October, the school has recognized $1,307,782.26 in per pupil revenues. We are projecting to recognize $3,474,376 in revenue by year end. This projection is based on an enrollment of 165 GENED students and 22 SPED students. These numbers are aligned with our budget. We are still awaiting our Title and IDEA allocations for the year, so these revenue streams are based on our estimates. We have incurred $1,022,249 in expenses through October 31st, which is about $20K more than anticipated. This is mostly due to Summer Boost program expenses made in July and August. The school also made its first Employee Incentive stipend payout via the Board Designated Fund. Projections for personnel expenses have been updated based on the current staffing plan. We are currently projecting a minimal surplus of $9,400 by year end if expenses and revenue remain consistent throughout the year. As of 11/17/22, BCS has $1,876,827.50 in the bank, $792,715 in cash accounts and $1,084,113 in investment accounts, and $75,212 in the escrow account. The projected days of cash on hand to meet operating costs is currently at 121. The projected year end income is $5,633,277 and the projected year end expenses are $5,623,908.
   2. A question was raised as to how much has been paid out towards the student referral program and the total so far is $2000.
   3. The 1st employee incentive installment was paid out in September 2022 for a total of $77,100. The 2nd employee incentive installment was paid out in November 2022 for a total of $40,000.
   4. Henry raised a question about the accountants reviewing the current school budget and giving feedback as necessary. The budget information was sent to the accountants (Nina and David) on October 25th and we did not receive a response. Ms. Ariel did follow-up with the accountants on 11/30/22 and Nina replied that she would review the budget within the next week (the week of 12/5/22).
4. **Staffing Considerations for 2022-23:**
   1. Staffing Needs:
      1. None at this time
5. **Additional Board Items/Questions:**
   1. None
6. **Public Comment: None**
7. **Date & Location of next meeting:** 545 Willoughby Avenue, Room: 304 and Zoom.
   1. Upcoming Board Meeting Date(s): December 20, 2022
8. **Adjournment:** A motion was made to adjourn the meeting by Feona and seconded by Tony. All voting members (4) were in favor. The meeting was officially adjourned at 6:40 p.m.