

WCHS Board of Trustees Meeting

April 2024



Agenda

1. Welcome and Introductions
2. Approval of March Minutes
3. Academics
4. Operations
5. Facilities
6. Recruitment and Enrollment
7. Finance
8. Human Resources
9. Staff Advisor to the Board
10. Accountability
11. Parent Leadership Council
12. Executive Session (if needed)



Academics 4/12/24



- Important Dates

- April 1, School Closed: Easter Holiday
- April 2, Admissions Lottery
- April 5, NYC School Survey Closes
- April 10, School Closed: Eid
- April 16-18 T3 Midterms
- April 18 at 3pm: Poetry Slam for National Poetry Month
- April 19, Make Up Testing Day
- April 22-30, Spring Recess

Upcoming:

- Trimester 3 Progress Reports 5/3/24
- Virtual Parent Teacher Conferences 5/7 & 5/8

March:

- Teacher of the Month: Tiffany Hampton
- Staff person of the month: Allison Witkowski



Trimester 2 Honor Roll - 4/12/24

Our **Honor Roll** criteria



Trimester 2 Honor Roll - # of Students - 4/12/24

	9th Gr	10th Gr	11th Gr	12th Gr	Total
Honor Roll	21	20	24	15	80
High Honor Roll	12	22	14	19	67
Principal's List	8	20	27	45	100
Subtotal	41	62	65	79	247

Academics - Events April 2024

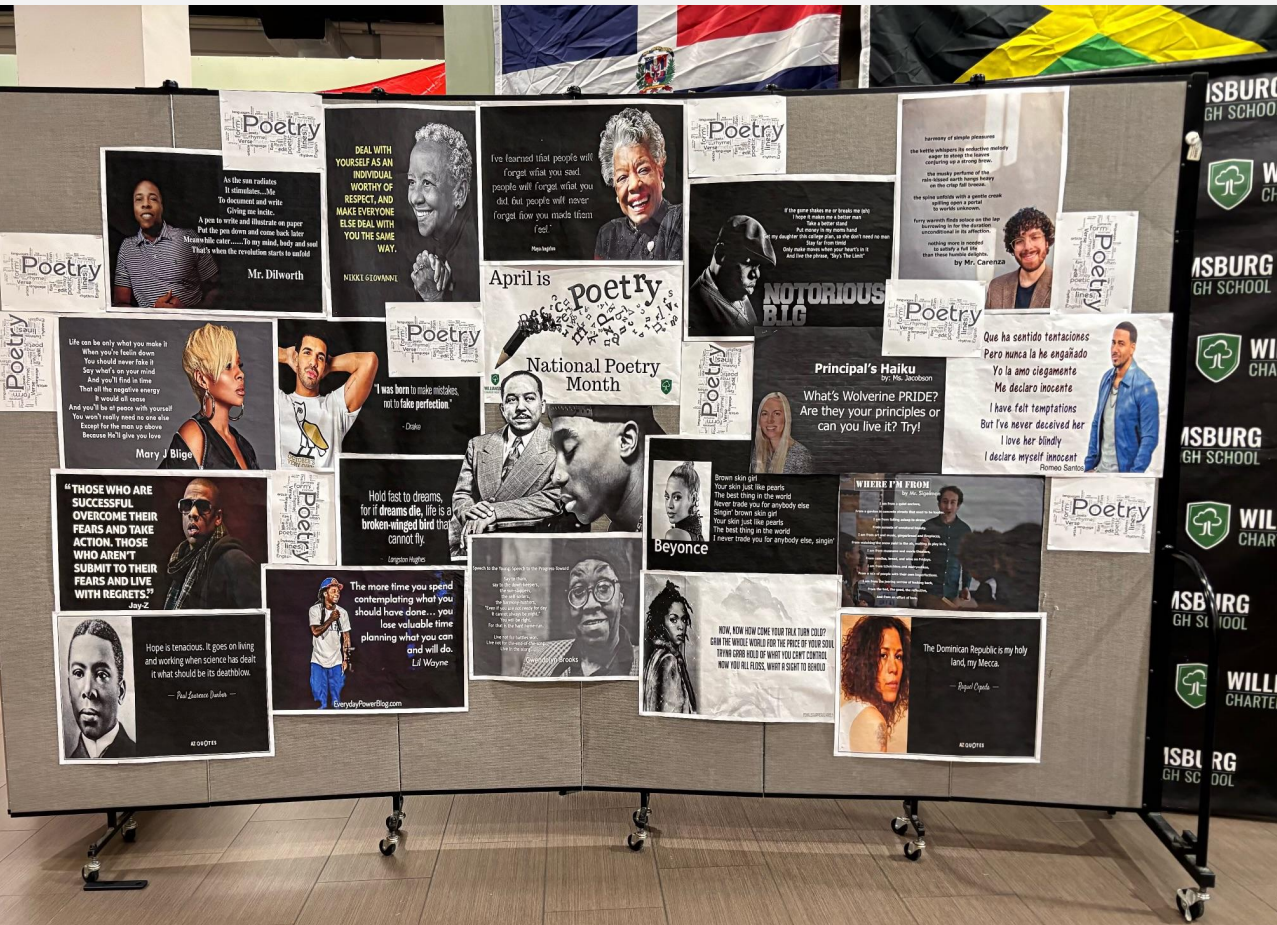


Trimester 2 Honor Roll
Celebrations
4/11 & 4/12

Academics - Events April 2024 - Lottery Night



Academics - Events April 2024



National Poetry Month
Poetry Slam
4/18 at 3pm

Academics 4/16/24

Updates:

- ❑ Round 2 Unannounced Observations: in progress. Teachers receive final Danielson scores, ratings and actionable feedback/next steps.
- ❑ T3 Midterms: Mock Regents Exams (core content areas)
- ❑ Last round of updated bulletin boards - complete

Teacher/Staff Professional Development:

- ❑ T2 Academic Data Deep Dive in PLC's using ATLAS protocol
- ❑ Lunch 'n' Learn Session #6 4/11 - Tech Tools for Student Engagement & Differentiation
- ❑ Danielson FFT After School PD every Monday

Looking Ahead!

- ❑ June 6th: non instructional PD day - Teacher Showcase of Learning Event in the A.M.



Senior Class Data 2024

Total Number of Seniors: 198 2 Early Graduates (Class of 2025)

Seniors on Track for June: [Senior Tracker \(FYI\)](#)

114 ON TRACK - 11 Students Need 1-2 Regent Exam

84 Students OFF Track:

38 Off Track but June is Possible w/ CR and APEX

9 of these students need Regents

22 Off Track but August is Possible

26 Very Off Track with a date after August, 7 are LTA

5th Year Seniors: 39

10

are in a program such as YABC or enrolled in classes (may Graduate in June 2024)

12 students are enrolled but not on track for June

9 are unresponsive (whereabouts unknown, multiple contacts with no response)

8 will age out in August 2024

76 Seniors on Honor Roll!

44 on Principal's List with a GPA of 95 or higher

18 High Honor Roll with a GPA of 90 or higher

14 Honor Roll with a GPA of 85 or higher

College Data 2024

Senior College Update

SUNY Applicants: 63

CUNY Applicants: 138

Private Applicants: 70

Total Acceptances: 64

Acceptances are Delayed because FAFSA is very delayed.

Highlighting Acceptances: Google Form Created to gather information from students.

College Decision Day scheduled for May 15th

P/SAT Day At WCHS:

PSAT: 107

SAT: 183

Operations as of 4/12/24

- Preparing 2024-25 Course Catalog, scheduling timeline, 24-25 student course selection during Advisory 5/1, Counselor follow up during lunch periods 5/8-5/12
- Summer School 2024 Staffing, Planning and Course registration
- Collaborate with Finance, HR, & depts. for FY2025 budget development
- New website photoshoot May 8th by Educational Networks
- Operations & Staff Reviews in TeachBoost
- Collaborate with CCR, SNAS and Instruction for preparing June Regents Review and exams, rosters, rooms, schedules, plus AP and NYSESLAT testing schedules
- Administered DOE Teacher Survey 2/13/24; On-going Student and Parent Survey administration 2/12/24-4/19/24

Preliminary response rates as of Monday, April 8 at 9 AM*:

89% teacher response rate (56 teacher surveys received)

16% parent/guardian response rate (124 parent/guardian surveys received)

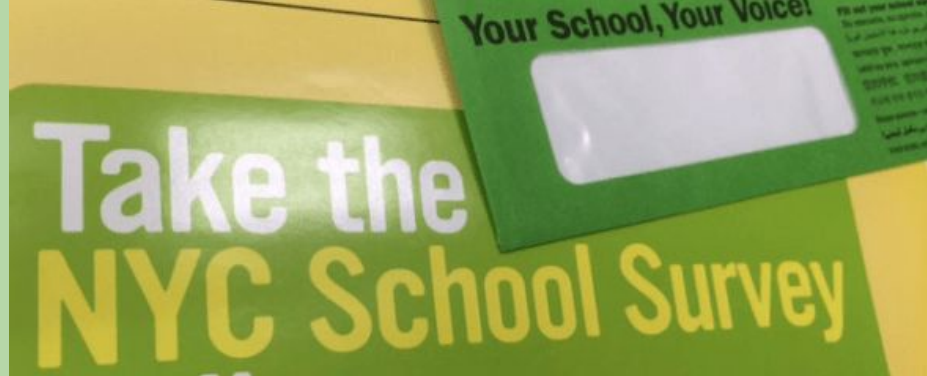
51% student response rate (395 student surveys received)

*Please note that it may take 2-3 weeks for response rates to reflect paper surveys that have been shipped for scanning.



NYC School Survey 2/12-4/19

Now through Friday, April 19th!!



- Parents: Go to NYCSchoolSurvey.org
- Select your language and click “Take the survey”
- Enter the letter “f” (lowercase) followed by your child’s nine-digit OSIS number. (The 9-digit # at the bottom of your child’s ID card)
- Complete 1 survey for each child in school.
- Take a screenshot of the “Thank you” screen and email it to mmedina@thewcs.org to be entered in the WCHS raffle.

Your voice counts! We need your feedback!



SCAN ME

Facilities - New Gym Update



Facilities

1-FDNY Inspector Blake visited the school on 4/8/24 and issued one (1) violation for the elevator communication system, Corrections are in process

2-No visits from the Department of Health, Buildings or Environmental Control Board for the month

3-Air conditioning units for rooms 414 and 502 compressors were replaced, The air handling units have reached their 15 year life expectancy throughout the building

4-One water leak was reported during heavy rain conditions in Room 532, The leak was due to an issue with the connecting roof at 210 Varet Street, The building owner was advised & will make the necessary repairs

5-A Spring 2024 recess Facilities deep cleaning & disinfecting plan is scheduled



Recruitment and Enrollment 4/12/24

	Jun. 23	Oct. 23	Nov. 23	Jan. 24	Feb. 24	Mar. 24	April 24
PowerSchool	908	775	775	779	772	767	766
FTE	922.90	770.55 1	775.801	773.486	772.51	770.755	770.755

	Discharges
Graduated	204
Will not Attend	29
Aged-out	18
2/8-6/30/23	55
7/1/23-3/25/24	142



Recruitment and Enrollment 4/12/24

What are we doing about it?

- Social Media Advertising
- In print and online publication advertising
- Radio advertising
- Cinema Screen advertising
- Bus route advertising
- In-person events with community organizations
- In-person high school fairs at local middle schools
- In-person open houses
- In-person school tours for middle schools
- Weekly Email blasts
- Mailings to local middle school counselors
- Mailings to NYC DOE mailing list
- Canvassing local establishments with updated brochures and postcards
- Seeking proposals for online lead generation services
- Seeking proposals for marketing/branding/reputation management services



Recruitment and Enrollment 4/12/24

<u>Powerschool</u> 766	<u>ATS</u> 766	<u>FTE*</u> 770.755
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1. *Per Pupil Billing Document #6 due 3/26/24, pending DOE approval
2. 0 Pending Discharge, 143 Discharges and 29 Will Not Attend since 7/1/23;
3. 2021-22 Admissions Lottery on 4/12/21 at 6pm (~196 attendees); 2022-23 Admission Lottery on 4/4/22 at 6pm (Zoom Attendees: 162, In-person Attendees: 21, Volunteers: 23); 2023-24 Lottery on 4/4/23 (5 in-person, 71 online)
4. 22-23 Incoming 9th Grade seats = 330; Incoming seats in grades 10th= 25 , 11th= 25 , 12th= 0
5. SchoolMint Applications:

	4/1/21	4/1/22	4/1/23	4/1/24
9th Gr	415	408	279	253
10th Gr	29	54	39	42
11th Gr	23	39	19	20
12th Gr	7	13	11	14
Total	474	514	348	335



Recruitment and Enrollment as of 4/12/24

Grade Level	Total in Grade	2020	2021	2022	2023	2024	2025	2026	2027
9	126 M 68 /F 58	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	2 M 2 /F 0	1 M 1 /F 0	123 M 65 /F 58
10	176 M 95 /F 81	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	2 M 0 /F 2	173 M 95 /F 78	1 M 0 /F 1
11	244 M 103 /F 141	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	9 M 6 /F 3	8 M 3 /F 5	227 M 94 /F 133	0 M 0 /F 0	0 M 0 /F 0
12	220 M 104 /F 116	2 M 2 /F 0	7 M 4 /F 3	12 M 9 /F 3	10 M 5 /F 5	188 M 83 /F 105	1 M 1 /F 0	0 M 0 /F 0	0 M 0 /F 0
TOTAL	766 M 370 /F 396	2 M 2 /F 0	7 M 4 /F 3	12 M 9 /F 3	19 M 11 /F 8	196 M 86 /F 110	232 M 97 /F 135	174 M 96 /F 78	124 M 65 /F 59



Recruitment and Enrollment as of 4/12/24

- 2024-25: 393 Applications, 31 Verified, 20 Complete
- 196 Offered/Accepted; 48 in Process; 34 Waitlisted

Overview Of All Applications

Total Applications: 393

Offered 196

Registration in Progress 48

Registration Completed 20

Registration Verified 31

Waitlisted 34

Cancelled 14

Declined 44

Rescinded 2

Withdrawn 4

Recruitment and Enrollment as of 4/12/24

2024-25 Lottery Application Numbers

- Registrations Completed & Verified = 51

	9th	10th	11th	12th	Total
	42	6	3	0	51

- Registrations in Process =48

9th	10th	11th	12th	Total
39	5	4	0	48

- Offered =196

9th	10th	11th	12th	Total
173	18	5	0	196

Recruitment and Enrollment 4/12/24

- Applications Waitlisted = 34

9th	10th	11th	12th	Total
1	15	0	18	34

Lottery Application for 2024-25

- Lottery Deadline 4/1/24
- Lottery 4/2/24 @6pm; Attendees: 23 families, 8 community partners, 1 virtual
- Application Launches 9/1/23; Common Application launches 10/1/23
- 393 Applications as of 4/12/24
- 24-25 Seats Declared: 9th Gr - 240, 10th Gr - 30; 11th Gr - 15; 12th Gr - 0

9th	10th	11th	12th	Total
304	46	23	20	393

Recruitment and Enrollment 4/12/24

Events

- **Canvassing local businesses, community boards, enrollment centers**
- **Marketing and outreach for schoolwide events on social media**
E.g. Honor roll assemblies, Parent Resources, Lottery & Community partners meet-and-greet
- **Clay Workshop for families with the Visual Arts Department**
- **Recruitment Open House @198 Varet ST**
 - **4/6/24 @10am (21 attendees)**
 - **4/16 from 4-6pm Registration Help Session (4 families attended)**
 - **5/18/24 @10am**



Recruitment and Enrollment 4/12/24

2023-24 Open House Dates

[Beacon.ai/wchs](https://beacon.ai/wchs)



1. Saturday, October 28, 9:30AM / Sábado 28 de octubre, 9:30AM
2. Saturday, November 18, 10AM / Sábado 18 de noviembre, 10AM
3. Saturday, December 16, 10AM / Sábado 16 de diciembre, 10AM
4. Saturday, January 20, 10AM / Sábado 20 de enero, 10AM
5. Saturday, February 10, 10AM / Sábado 10 de febrero, 10AM
6. Saturday, March 16, 10AM / Sábado 16 de marzo, 10AM
7. Saturday, April 6, 10AM / Sábado 6 de abril, 10AM
8. Saturday, May 18, 10AM / Sábado 18 de mayo, 10AM
9. Saturday, June 15, 10AM / Sábado 15 de junio, 10AM



Recruitment and Enrollment 4/12/24

- **El Diario Print & Digital Ads**
 - Charter School Section : (1) Quarter Page \$738, Current ad, 3/26
 - (1) Quarter Page \$738, New ad, 3/28
 - (1) Quarter Page \$0, New ad, 4/1
 - 100K emails EBLAST, \$2,400, 3/27
 - Facebook Post, FB Stories & Instagram, 3/26-4/1
- **Brooklyn Family Magazine Print & Digital Ads**
 - January: Ultimate School Guide and 75-word School write up, 75-word school leader feature
 - February: Charter School section write up plus E-blast
 - March: Charter School section write up, digital article plus EBlast
 - Half-page ads for print and digital display
- **New York Family & Queens Family Magazine**
 - March: Charter School section half-page ad plus EBlast
- **SBS Radio El Amor & La Mega Online Radio ads & impressions**
 - Campaign dates 12/14/23-6/15/24
 - PNG creative- 300x250, 320x50, 728x90 and 300x600 sizes for banners
- **Google Ads:** General and special populations ads
- **Other Social Media:** TikTok, Facebook, Instagram, Schola.com, Niche.com
- **Weekly Email Blast** to mailing list



STARTS @ 10am



OPEN HOUSE



CASA ABRIETA

APRIL 6 | MAY 18 | JUNE 15

APPLICATION REGISTRATION HELP
AYUDA CON EL REGISTRO DE LA APLICACIÓN

Free Merch
School Tour
Q&A

Mercancía gratuita
Recorrido escolar
Preguntas y
respuestas

MUST RSVP

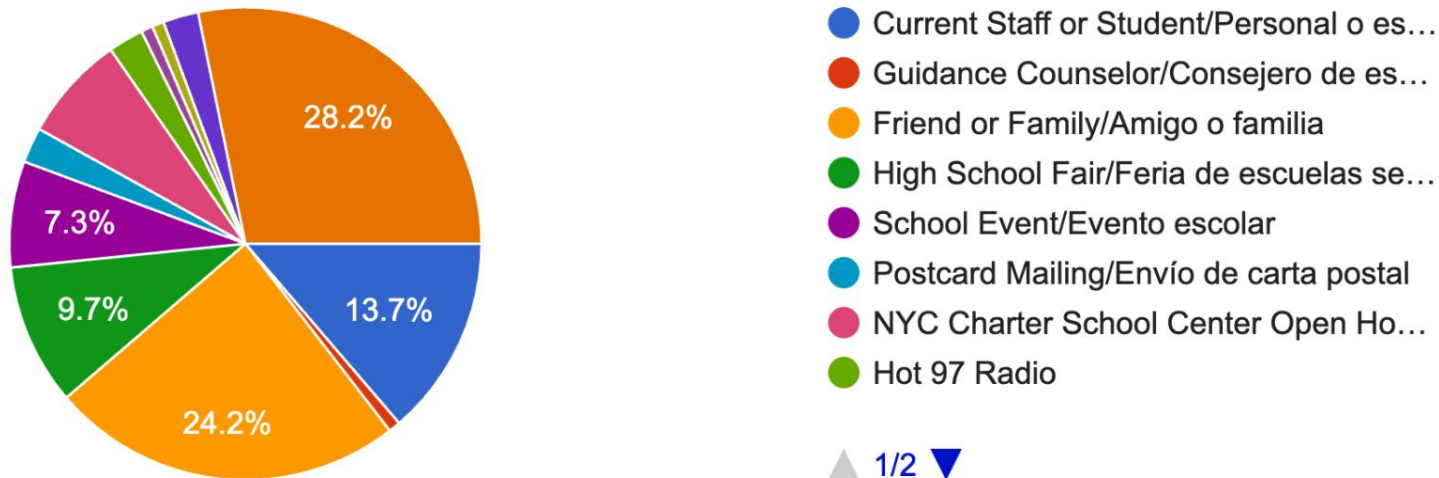
198 VARET STREET,
BROOKLYN NY 11206
www.beacons.ai/wchs



Open House Statistics 4/18/24

How did you hear about us?/¿Como supiste de nosotros?

124 responses



Social media generates the most leads at 28.2%

Finance

WCHS Financial Update Board Meeting – April 16, 2024 Draft

As of February 29, 2024 total collected revenue for the period is \$12,104,883
(92% Per Pupil Revenue, 8% other)

Total expenses for the period are \$12,965,539 million.
(62% Personnel Services, 10% Contracted Services, 17% Rent, 2% Utilities, 9% Other expenses)

Total deficiency of received revenue over expenses for the period is (\$860,657).

Please note this amount will change once all account receivable allocations and all expense are recorded.

Assets		
Cash and Cash Equivalents	13.5	Bank Acct, Petty Cash,
Account Receivable	837,473	Title Funds/ESSER
Total Fixed Assets	2.4	Leasehold improvement, Furniture, Equipment, software
New Building	4.2	New Building
Building Security Deposit	1.5	Rent Deposit
Prepaid expenses and Deposits	274,773	Utility, Insurances, other
Total Assets	22.9	
Liabilities		
Accounts Payable, Accrued expenses	1.0	Bills, Accrued salaries/taxes
Unearned Revenue	2.3	Advanced Per Pupil fund
Total Liabilities & Net Assets	22.9	8.2 Net Assets



Human Resources

- Workplace Violence Prevention Law employee training to be sent out by end of the week. This training will become part of new hire onboarding as of 5/1/24.
- A majority of the staff have completed the OCFS Mandatory Reporter training. This training is now part of new hire onboarding.
- New insurance rates from our Carriers coming out at the end of April. Our Broker may go out to market on all lines of insurance this year.
- March instructional new hires - 0
- March instructional terminations - 3
- LOA - 1 instructor is currently on Leave.
- Looking to implement additional recruiting strategies through Indeed in anticipation of additional staff openings for the new school year. Indeed and the NYC Charter School hiring events have been the main source of new employees.
- Staff asking if a small bank of remote days in the new school year is possible. Also, if there can be some sort of compensation time for working unpaid events throughout the year.



Staff Advisor To The Board Updates



- Cell phone thoughts from staff.
- More staff interaction/ PD time & thoughts on
- Student Rep
- School Improvement Committee interest
- Communication regarding salary, comp time, org chart, etc.
- School Climate Survey
- Thoughts on development/fund raising
- Upcoming Events/ Invitations (Poetry Slam 4/18, Choir 5/6 & 5/10, Visual Arts Showcase / Brooklyn Ceramics Tour 5/17 & 5/17, Little Mermaid 5/22 & 5/23, Scooby Doo Interactive Mystery, May 30 Science Fair.

Accountability and Development



- **Accountability**
 - Renewal application
 - Anticipating renewal will be reviewed by Regents May 6-7
 - NYSED notice re: lower than anticipated enrollment (not within 15% of target)
 - CRDC submitted
 - Completing Title II Survey + FRPL enrollment submissions
- **Media/Community/Fundraising**
 - Anti-gun violence held on March 27
 - [Bushwick Daily](#), [News12](#), and a CUNY student reporter attended
 - Partnered with Bushwick Ayuda Mutua to collect clothing and toiletries for local asylum seekers - donations were delivered to distribution at May Day Space on 4/6





PARENT LEADERSHIP COUNCIL (PLC)

The Parent Leadership Council

Ready to ROAR!

Change the message.
Change the perspective.
Change the world.





Good Evening All,

Our next **Virtual PLC Meeting** will take place on **April 18th, 2024 at 6pm**. We're excited to have you join us for our upcoming meeting. We have a great lineup planned for the evening.

We will have **Brooklyn Neighborhood Services** present their program & discuss guidance on Home Ownership, Foreclosure Intervention, Home maintenance, rental housing, home grants and assistance with housing issues.

Our second presenter will be **STRIVE NY**. They will discuss their program offering, career paths & occupational training which includes: Construction, Healthcare Support, Office Operations, Transportation, Warehousing and Fresh Start Program.

Our PLC will share School News, Ms. Pink will provide Community Resources and Positive Vibes, and don't forget about our **April Showers PLC Raffle** with two \$25 Amazon gift cards up for grabs. **Remember if you miss a PLC meeting, you Miss A lot!**



HIGHLIGHTS FROM WCHS LOTTERY

RESOURCE FAIR: [Shared album - Melody Pink, Valerie Jacobson, Katie Manion, J Usher - Google Photos](#)



STRIVE
NEW YORK



VIRTUAL PARENT LEADERSHIP COUNCIL MEETING (PLC)

DATE: APRIL 18th, 2024

TIME: 6PM VIRTUALLY

COME JOIN US!! WE HAVE AN AMAZING MEETING PLANNED FOR YOU. WE WILL HAVE BROOKLYN NEIGHBORHOOD SERVICES & STRIVE NEW YORK. EMAIL Ms. PINK FOR MORE DETAILS AT MPINK@THEWCS.ORG

TOPICS OF DISCUSSION:

- ✓ Career Paths and occupational training include Construction, Healthcare Support, Office Operations, & Transportation, Warehousing/Logistics, & Fresh Start Program.
- ✓ Guidance in Home Ownership, Foreclosure Intervention, Home Maintenance, & Rental Housing
- ✓ Education and Counseling toward Financial Stability