

# WCHS Board of Trustees Annual Meeting

December 2024



# Annual Meeting Agenda

1. Executive Session at 5pm
2. Welcome and Introductions
3. Approval of November Minutes
4. Accountability
  - a. 2024-25 Board Elections
  - b. Self-Evaluations
5. Academics
6. Parent Leadership Council
7. Operations
8. Facilities
9. Safety
10. Recruitment and Enrollment
11. Finance
12. Human Resources
13. Staff Advisor to the Board
14. Adjournment



# Accountability and Development

## Accountability

- **Annual Meeting**
  - **Board Elections**
    - Lourdes Rivera-Putz, Board Chair
    - Sabrina Philson, Vice-Chair
    - John Witherspoon, Treasurer
    - Marcenia Johnson, Secretary
    - Samuel Rivera, Trustee
  - **Self-Evaluations**
- **Board Development**
- **Reporting**
  - CSPR Title IV Data Collection Survey (2023-24 SY) has been approved
  - Civil Rights Data Collection portal is now open. The report is due March 7, 2025.

## Development

- **Rental Assistance PR Campaign** - Volunteering to help NYC Charter Center with PR campaign relating to schools in need of rental assistance through hosting press at school, participating in press, etc.
- **Fundraising**
  - Total Raised = **\$29,640\***
    - Three film shoots in August, September, October (\$24,900)
    - August community fundraiser (\$185)
    - Giving Tuesday (\$395)
    - \*Film shoot 12/22 and 12/23 (**\$4,000**)
    - \*Holiday Happy Hour 12/18 (**\$160 so far**)
  - Next Fundraising Committee 12/18
  - Discretionary Funding

# Accountability and Development



## Development

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# Academics 12/17/24

- Important Dates

- Trimester 1 Final Exams 12/2-12/6
- Trimester 1 Choir Concert 12/4 @4pm
- Senior Sleepover 12/6
- Trimester 2 Begins 12/8
- Grades Due 12/9, Grade Verifications Due 12/11
- Report Cards Issued 12/13
- December Career Panel during Advisory 12/18: Social Work, Psychology, Entrepreneurship, Media/Marketing
- NHS Holiday Crafts Event on 12/19 @3pm in Room 121
- Trimester 1 Honor Roll Assembly 12/19 (9th and 10th grades) & 12/20 (11th and 12th grades)
- Virtual Parent Association Meeting 12/19 at 6pm
- School-wide Ugly Sweater Day and Contest 12/20
- Holiday Caroling 12/20 during 5th and 6th period
- Winter Recess 12/23/24-1/1/25
- Earth Science Lab Practical 1/8 at 1:30pm
- Regents Review Saturday, 1/11/25 10am-2:30pm
- Return of Rhonda Ross with Club Adam 1/17/25 from 1-3pm
- Rock the Regents Winter Ball 1/17/25 3-5:30pm
- School Closed for MLK Day 1/20/25
- Regents Exams 1/21-1/24

## Academics 12/17/24

- Instructional Updates:
  - Round 1 Informal Observations complete for all teachers with ratings and feedback/next instructional steps.
  - Teachers received a Professional Growth Profile as a Mid Year performance summary/review ahead of the round 2 formal observations.
  - 12/17 Lunch 'n' Learn (today): Differentiation & Providing Access To Content (ENL & SNAS strategies)
  - Looking Ahead:
    - Teacher Classroom Intervisitation begins Trimester 2: teachers will visit classes/colleagues within their own departments. Teachers will observe teacher practice through the lens of the department's identified learning skills/objectives.

# Trimester 1 Honor Roll - 12/17/24

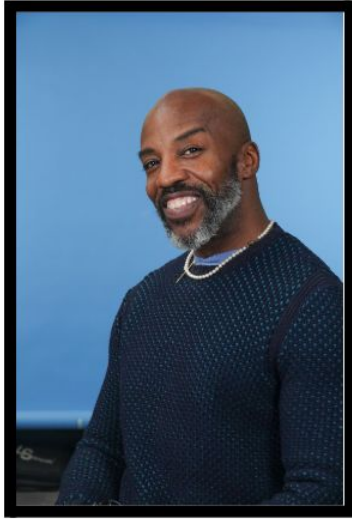
## Our **Honor Roll** criteria



# Trimester 1 Honor Roll - # of Students - 12/17/24

	9th Gr	10th Gr	11th Gr	12th Gr	Total
<b>Honor Roll</b>	21	18	18	25	82
<b>High Honor Roll</b>	11	8	17	35	71
<b>Principal's List</b>	9	8	24	47	88
<b>Subtotal</b>	41	34	59	107	241

## Academics 12/16/24 - Teacher/Staff of the Month



Teacher of the Month  
November 2024

**Peter McMath**



Staff of the Month  
November 2024

**Paul Crews**

## Academics 12/16/24 - Pre-Thanksgiving Dinner on 11/25





## Academics 12/16/24 - Student Government Elections





# Senior Data



## Class of 2025

**213** Students in the Class of 2025 (214 last meeting)

3 Early Graduates: Class of 2026

**117** Students are in Good Standing! **ON TRACK** **104 Last Month**

**56** are **Slightly OFF TRACK**: With Recovery Options they could be in good standing by February when senior dues are due **68 Last Month**

**40** are **OFF TRACK** Severely Undercredited

Regent Accumulation:

**106** students completed all 5 regent exams

**48** students need 1-2 regent exams

**63** students need 3-5 Regent exams

## 5th Year Seniors

49 Students Currently 60 Students **Last Month**

Class of 2021: 3 Students:

Class of 2022: 6 Students

Class of 2023: 12 Students

Class of 2024: 28 Students

**1 Graduate has finished Requirements for January**

**15** Students are enrolled in Classes and/ or APEX

**11** Students need Regents Only

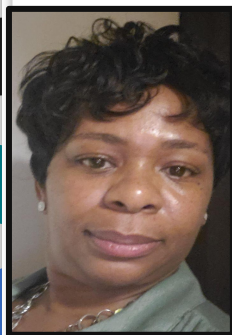
College:

**180 Students have Applied!**

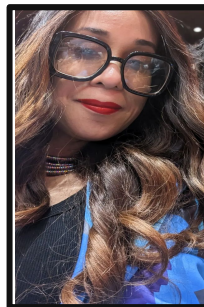




# MEET OUR PARENT LEADERSHIP COUNCIL (PLC) MEMBERS FOR 2024- 2025 SCHOOL YEAR



**OUR PLC PRESIDENT  
MONIQUE BOWENS**



**OUR PARENT COORDINATOR  
/ PLC LIAISON MS. PINK**



**OUR PLC PARENT FUNDRAISING  
COORDINATOR CATHERINA DAVIUS**



**OUR PLC SECRETARY  
DENISE TURNER**



**OUR PLC TREASURER  
LUCIA MARTINEZ- JIMENEZ**



Parent Leadership Council  
10000 100th Avenue, Suite 100, Richmond, BC V6V 1K1

# Parent Leadership Council (PLC) Family Potluck

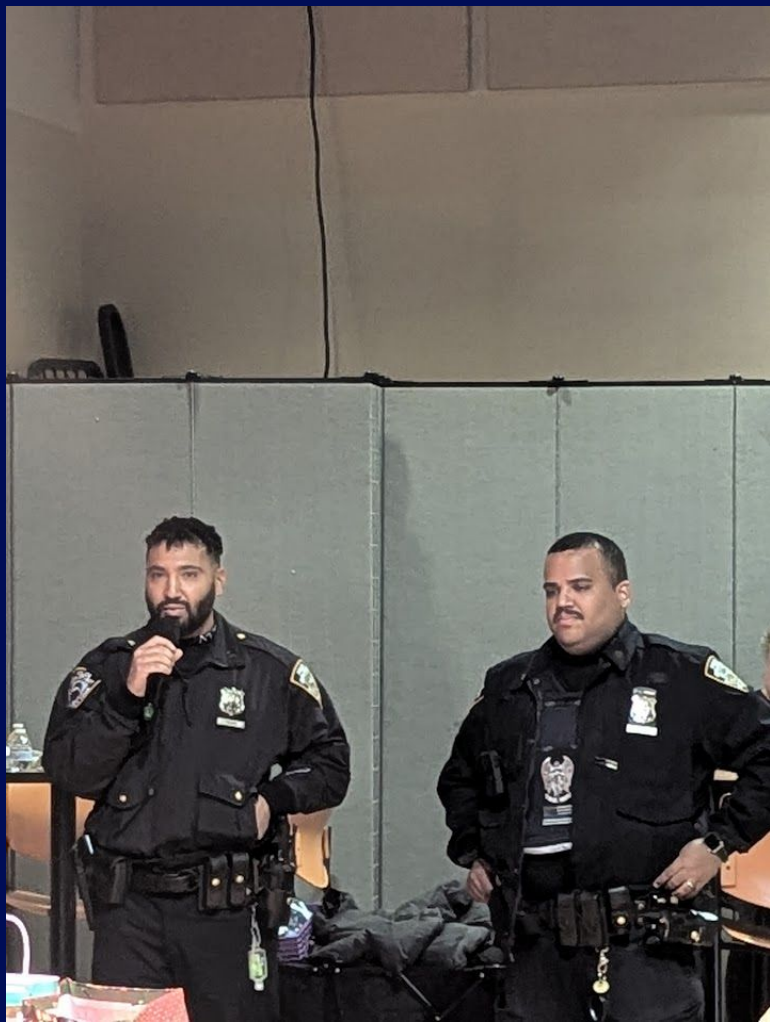
## Program

- \* Welcome- Ms. Pink
- \* Welcome From The PLC
- \* Holiday Message- Interim Principal Jacobson
- \* Musical Selection- WCHS Music Department
- \* Holiday Message & Safety- 90th Precinct
- \* Holiday BINGO
- \* PLC Raffles
- \* Dinner
- \* Take What You Need Table & Holiday Food Pantry Bags

*Highlights from the  
PLC Family Potluck  
& Town Hall  
Meeting with the  
90th Precinct*





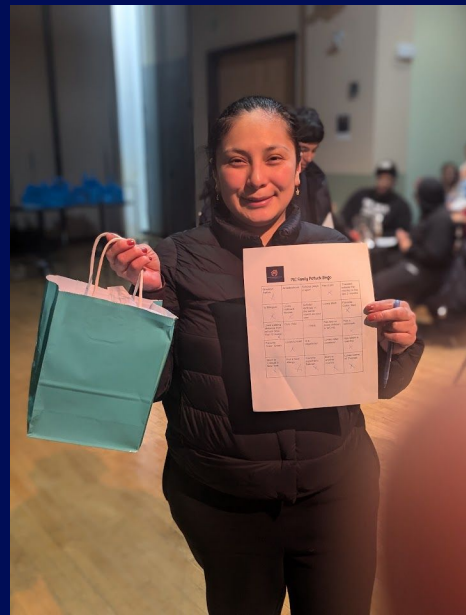






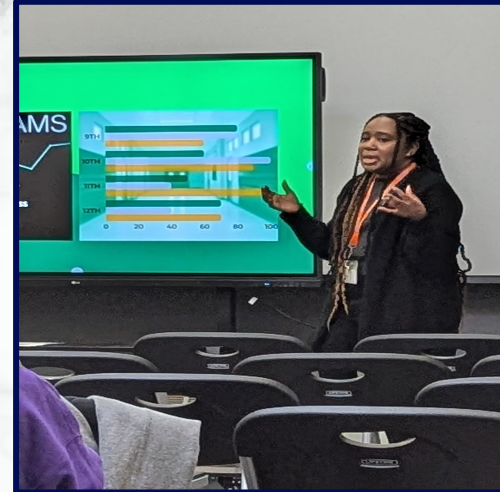






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# PARENT COORDINATOR & NHS VOLUNTEERS DECORATE WCHS FOR THE HOLIDAYS & OPEN HOUSE NOVEMBER 16th, 2024







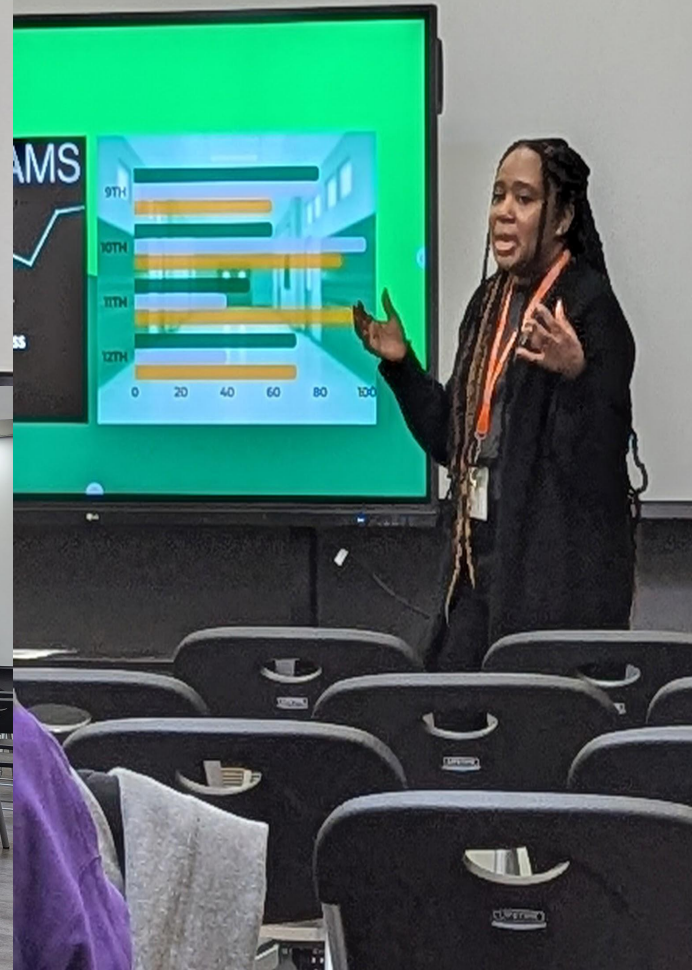
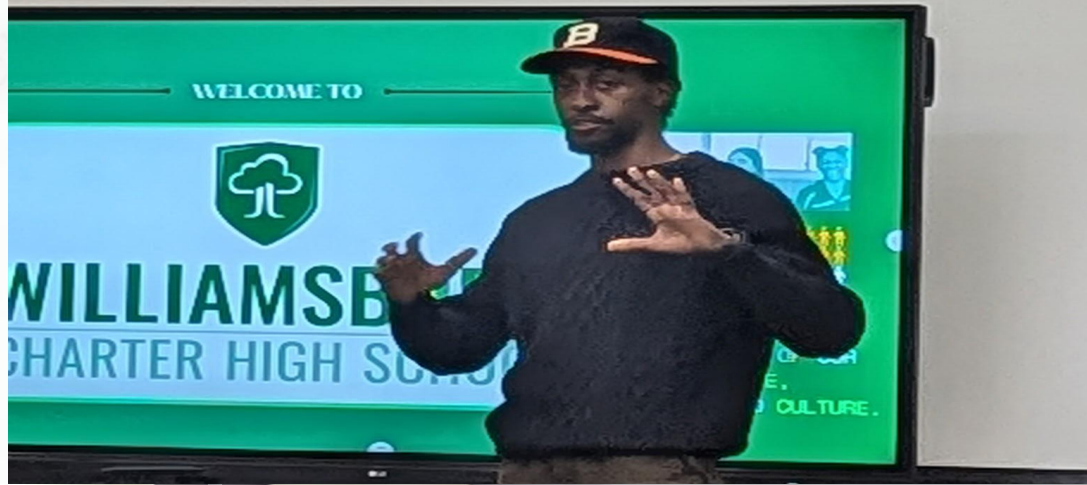
















**JOIN US**

WE HAVE AN AMAZING MEETING PLANNED. OUR GUEST PRESENTERS WILL BE THE WICK AGAINST VIOLENCE. THEY ARE A COMMUNITY BASED ORGANIZATION WHOSE EFFORTS ARE TO REDUCE SHOOTINGS AND KILLINGS & CHALLENGES VIOLENCE IN ALL ITS FORMS IN OUR COMMUNITY. STAFF WORK TOWARDS CHALLENGING GUN VIOLENCE FROM OCCURRING BY MEDIATING CONFLICT THAT MAY END IN GUN VIOLENCE. THEY WILL ALSO DISCUSS THEIR "MEN'S TALK PROGRAM" TAKING PLACE AT WCHS. WE WILL ALSO HAVE THE UNITED STATES ARMY WILL DISCUSS THE VARIOUS CAREER OPPORTUNITIES & POSITIONS WITHIN THE ARMY.



**Virtual PLC Meeting**

Come Join Us! We have an Amazing meeting planned for you. Our Presenters are THE WICK Against Violence. They are a community-based organization whose efforts are to reduce shootings and killings & challenges violence in all its forms in our community. Staff work towards challenging gun violence from occurring by mediating conflict that may end in gun violence. They will also discuss their "Men's Talk Program" they are running at WCHS. Our second presenter will be The United States Army, with Guest Speaker SSG Tapia who will inform scholars & families about the different positions & opportunities the Army has to offer. Plus we will have our PLC Holiday Raffle where 4 families will each receive a \$25 Amazon Gift Card.

**Date:** December 19th, 2024  
**Time:** 6pm

Check your email for login info. Email Ms. Pink for further details.

THE WICK AGAINST VIOLENCE

U.S. ARMY

# Operations as of 12/16/24

- Scheduled students for January Regents Exams and mailed January Regents Exams letters and calendars; Collaborate with Data, Tech Dept, CCR Dept, and SNAS Dept to create exam order, proctoring schedules, trainings, rosters, room assignments
- Finalized Trimester 2 schedules prior to 12/6 end of Trimester 1
- Issued Trimester 1 Report Cards
- Covered vacancies internally (12 sections) while recruiting for 1 Spanish Teacher, 1 Science Teacher/Coach, 1 PE Teacher Vacancy
- Continue “NO Cell Phone Zone” Pilot through Trimester 2 as we collect additional data
- Reviewing budget with Finance Dept and Board Committee, including exploring long-term needs and plans:
  - Fundraiser/grant writer
  - Discretionary funding applications
  - Real estate
- Working with Technology Dept. to gather E-rate consultant proposals



# Operations as of 12/17/24 - Erate Consultant Contract Proposals

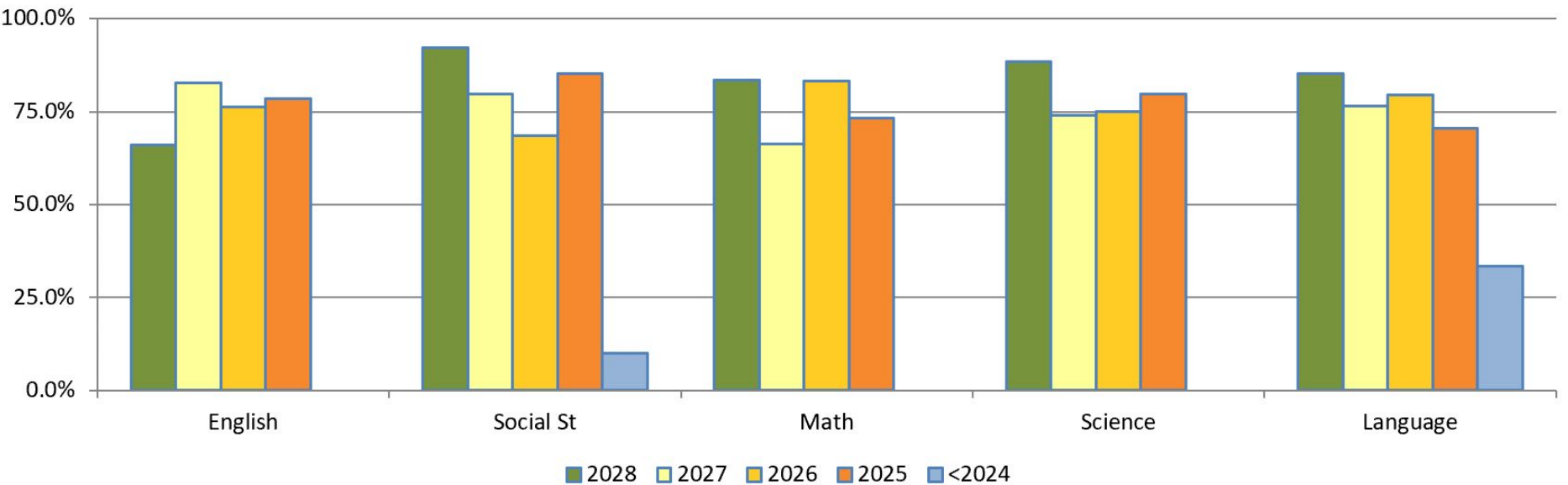
Service	ED-IT	Educational Consulting Associates (ECA)	eRate Advantage	eRate Consulting
<b>RFP Preparation</b>	Prepare RFPs to maximize E-Rate eligibility and use of IT infrastructure	Draft RFP/RFQs for approval and coordinate bidders	File Form 470 and assist with creating RFPs	Files Form 470
<b>Posting and Managing Bids</b>	Post RFPs, receive, document, and analyze bids	Coordinate bidders, conduct site reviews, and onsite meetings	File Form 470 and review bids	Not involved in procurement; does not recommend vendors
<b>Vendor Selection</b>	Bid analysis	Review vendor selection for compliance but does not participate	Review vendors and offers recommendations based on partnerships and past experiences	Does not participate in vendor selection
<b>Forms Submission</b>	Complete and submit Forms 470, 471, and 486	Assist with data tracking and reporting; archive all forms for 10 years	File Forms 470, 471, 486, 472, and post-commitment forms	Files Forms 470, 471, 472, and 486
<b>PIA Review Support</b>	Answer all PIA questions	Act on behalf of clients to respond to USAC inquiries	Serve as point of contact for PIA reviews and other USAC reviews	Responds to PIA queries and other USAC requests
<b>SPIN Changes</b>	File SPIN change requests	Not specified	Submit SPIN change requests when needed	Responds to SPIN clarification requests
<b>Invoice Support</b>	File BEAR and SPI forms; file invoice extensions	Reconcile invoices quarterly or as needed and work with business offices/vendors	File Forms 472 and post-reimbursement paperwork	Manages USAC invoicing process
<b>Contract Review</b>	Not explicitly stated	Review existing IT contracts for compliance and review proposed contracts	Contract overview for clients - as requested	Reviews contracts for E-Rate compliance
<b>CIPA Compliance</b>	Not explicitly stated	Assist with CIPA compliance	Guide schools on Child Internet Protection Policy	Not explicitly stated
<b>Training and Tech Plan Support</b>	Not explicitly stated	Provide training and develop Tech Plans if needed	Not explicitly stated	Not explicitly stated
<b>Audit Support</b>	Not explicitly stated	Not explicitly stated	Remote audit engagement included (on-site optional for a fee)	Responds to audit requests, PQA, and special compliance
<b>Archiving Documents</b>	Not explicitly stated	Archive all forms and activities for 10 years	Maintain E-Rate documents for 10 years	Maintains Electronic Vault for documentation
<b>General Support</b>	Available for general and specific questions	Train and advise E-Rate teams; attend onsite meetings	Provide status reports and general support	Ensures compliance with USAC regulation interfaces with other programs
<b>Cost</b>	Category 1 and 2: \$5,500 for total award requests less than \$50,000, or 5% of total award for requests in excess of \$50,000 (combined category 1 and 2)	Category 1 Services • 9.50% of the "total" amount funded up to a maximum fee of \$4,650.00.  Category 2 Services • Internal Connections - 9.50% of the "total" amount funded up to a maximum fee of \$4,650.00. • Managed Internal Broadband Services – 9.5% of the total amount funded up to a maximum fee of \$4,550.00.	Client shall pay Company six percent (6%) of the E-Rate post discount funding request amount upon receipt of the Funding Commitment Decision Letter (FCDL) from USAC.	Annual fees and conditions are 10% of the disbursements. \$1,000 minimum



# Operations as of 12/17/24

Trimester 1

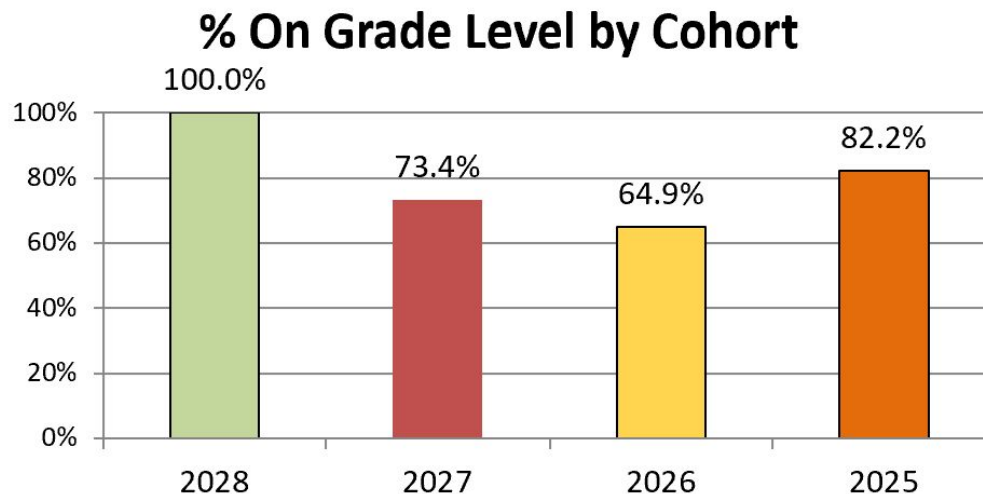
## Core Passing Rates - All Students



# Operations as of 12/17/24

Trimester 1

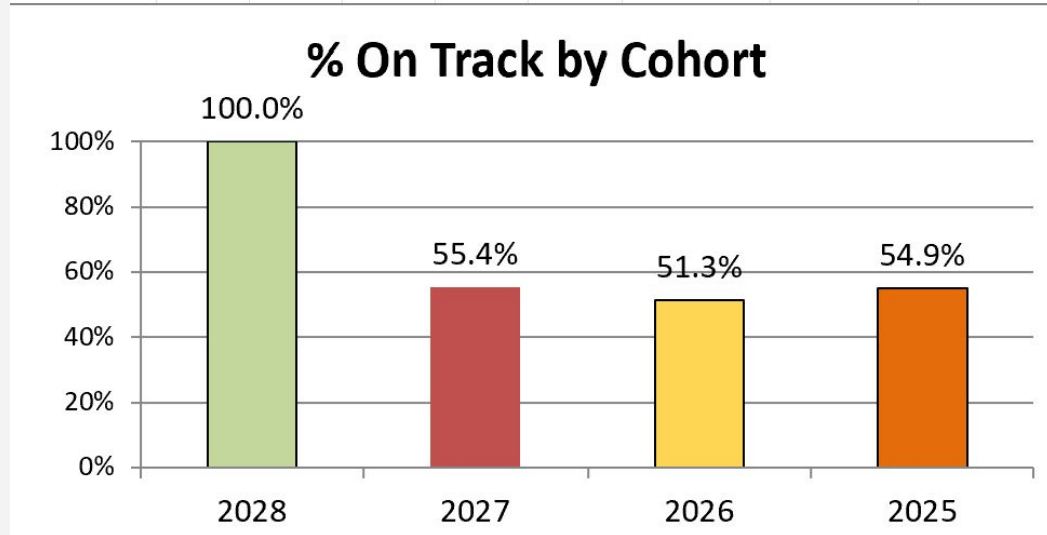
On Grade Level								
Cohort	9	10	11	12	13	On GL	Out Of	Percent
2028	102	0	0	0	0	102	102	100.0%
2027	37	102	0	0	0	102	139	73.4%
2026	12	42	100	0	0	100	154	64.9%
2025	2	33	3	175	0	175	213	82.2%
<2025	0	21	3	11	14	N/A	49	--
Overall	165	198	106	186	14	479	657	72.9%



# Operations as of 12/17/24

Trimester 1

On Track								
Cohort	9	10	11	12	13	On Track	Out Of	Percent
2028	102	0	0	0	0	102	102	100.0%
2027	62	77	0	0	0	77	139	55.4%
2026	40	35	79	0	0	79	154	51.3%
2025	30	44	22	117	0	117	213	54.9%
<2025	15	15	10	8	1	N/A	49	--
Overall	261	171	111	125	1	375	657	57.1%



# Head of Operations Report

- **New cell phone removal pilot went into effect 7/29**
  - Policy is a result of letter signed by 41 teachers, stakeholder surveys, research, and comparable policies going into effect at city and possibly state level
  - Cell phones are collected from students at the beginning of each day and returned at the end of day
  - Parents can call the Main Office at 718-782-9830 to contact their child during the day
- **Continuing No Phone Zone Pilot Program from Summer School.**
- **We believe this will allow our students to be:**
  - Engaged in classroom activities and assignments
  - Less dependent on electronics to do classwork
  - Less likely to engage in conversations around bullying
  - Less likely to be distracted and procrastinate on assignments in class



# Head of Operations Report

Community Covenant Updates: WCHS as a “No Cell Phone Zone”. Pending budget & results of the Pilot program, we may still consider Yondr—if students do bring a device, they must lock it in Yondr upon entry and can only unlock it upon exiting school. If students forget, lose or damage their Yondr, consequences will be issued as per the Community Covenant.

Vendor	Price	Quote
<a href="#">Yondr</a>	\$25,155	<a href="#">Revised Quote 8-7-24</a>
<a href="#">Jordiam LLC</a>	\$85,000	<a href="#">Quote 8-1-24</a>
<a href="#">Fixby</a>	AUS\$9,532	<a href="#">Quote 8-9-24</a>
<a href="#">Phone Locker</a>	N/A	Cannot sell in US due to Yondr’s patent

# Head of Operations Report

- How will a phone/electronics-free school help?



BE HERE NOW

We believe this will allow our students to be:

- Engaged in classroom activities and assignments
- Less dependent on electronics to do classwork
- Less likely to engage in conversations around bullying
- Less likely to be distracted and procrastinate on assignments in class

Ask: Requesting the Board update Community Covenant Cell Phone/Electronics policy to reflect students turn in phones upon arrival to be returned at the end of the day



**WILLIAMSBURG**  
CHARTER HIGH SCHOOL



# Facilities

1-Con Edison is continuing work underground to eliminate the flooding that sporadically occurs on the block

2-FDNY conducted a Public Assembly inspection on 12/9/24, No warnings or violations issued

3-All heating units are presently in working order

4-New Exit door alarms were installed to replace the expired ones, Expiration dates occur after 10 years

5-Elevators and all other machinery are in working order



## Safety

- Morning Entry and Dismissal procedures continue to be a success.
  - a. Discovered Items - Glass Bottles, Vapes.
- We have had 2 visits from the NYPD.
  - a. 2 - Off-site Investigation
- 2 EMS Visits. 1-Non transport, and 1- student transported to Hospital.
- NYPD provides coverage for morning arrival and dismissal on Bushwick ave, and White Street. Dismissal takes 20/25 min on average.
- Weekly On-line meeting with 90 pct Commanding Officer, and YCO. No Concerns to report.
- Happy, and Safe Holiday.
- **REMINDER- IF YOU SEE SOMETHING OR HEAR SOMETHING. SAY SOMETHING.**





# Recruitment and Enrollment 7/16/24

	<b>Jun. 23</b>	<b>Oct. 23</b>	<b>Nov. 23</b>	<b>Jan. 24</b>	<b>Feb. 24</b>	<b>Mar. 24</b>	<b>April 24</b>	<b>May 24</b>	<b>Jun 24</b>	<b>Jul 24</b>
PowerSchool	908	775	775	779	772	767	766	758	758	597
FY 24 FTE	922.9	770.6	775.8	773.5	772.5	770.8	770.8	770.5	770.5	768.1

	<b>Discharges</b>
Graduated	160
Will not Attend	29
Aged-out	18
2/8-6/30/23	55
7/1/23-6/20/24	152



# Recruitment and Enrollment 12/17/24

## Recruitment/Marketing Plan

- 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 and additional addresses in feeder zip codes
- 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 12/17/24

<u>Powerschool</u> 657	<u>ATS</u> 657	<u>FTE*</u> 658.641
---------------------------	-------------------	------------------------

1. \*As per 11/26/24 Billing Document pending DOE Review
2. 4 Pending Discharge, 151 Discharges and 29 Will Not Attend since 7/1/23; 74 Discharges, 10 Aged-out and 28 Will Not Attend since 7/1/24; 15 August graduates
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
<b>Total</b>	<b>474</b>	<b>514</b>	<b>348</b>	<b>335</b>



# Recruitment and Enrollment as of 12/17/24

Grade Level	Total in Grade	2021	2022	2023	2024	2025	2026	2027	2028
9	105 M 60 /F 45	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	0 M 0 /F 0	3 M 1 /F 2	102 M 59 /F 43
10	139 M 82 /F 57	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	3 M 2 /F 1	136 M 80 /F 56	0 M 0 /F 0
11	152 M 81 /F 71	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	1 M 0 /F 1	151 M 81 /F 70	0 M 0 /F 0	0 M 0 /F 0
12	261 M 115 /F 146	3 M 1 /F 2	6 M 5 /F 1	12 M 7 /F 5	28 M 16 /F 12	212 M 86 /F 126	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0
TOTAL	657 M 338 /F 319	3 M 1 /F 2	6 M 5 /F 1	12 M 7 /F 5	28 M 16 /F 12	213 M 86 /F 127	154 M 83 /F 71	139 M 81 /F 58	102 M 59 /F 43



# Recruitment and Enrollment as of 12/17/24

Overview Of All Applications

Total Applications: 768



# Recruitment and Enrollment 12/17/24

## Lottery Application for 2025-26

- Lottery Deadline 4/1/25
- Lottery 4/2/25 @6pm
- Application Launched 9/1/24; Common Application launches 10/1/24
- 154 Applications as of 12/17/24
- 24-25 Seats Declared: 9th Gr - 240, 10th Gr - 30; 11th Gr - 15; 12th Gr - 0

9th	10th	11th	12th	Total
142	5	6	1	154

# Recruitment and Enrollment 12/17/24

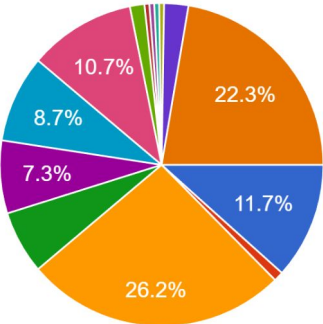
## 2024-25 Open House Dates

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



Open House Date/Fecha de Casa Abierta
1. Saturday, July 27, 10AM / Sábado 27 de julio, 10AM
2. Saturday, August 10, 10AM / Sábado 10 de agosto, 10AM
3. Saturday, September 14, 10AM / Sábado 14 de septiembre, 10AM
4. Saturday, October 19, 10AM / Sábado 19 de octubre, 10AM
5. Saturday, November 16, 10AM / Sábado 16 de noviembre, 10AM
6. Saturday, December 14, 10AM / Sábado 14 de diciembre, 10AM
7. Saturday, January 11, 10AM / Sábado 11 de enero, 10AM
8. Saturday, February 8, 10AM / Sábado 8 de febrero, 10AM
9. Saturday, March 8, 10AM / Sábado 8 de marzo, 10AM
10. Saturday, April 5, 10AM / Sábado 5 de abril, 10AM
11. Saturday, April 26, 10AM / Sábado 26 de abril, 10AM
12. Saturday, May 17 10AM / Sábado 17 de mayo, 10AM
13. Saturday, June 14, 10AM / Sábado 14 de junio, 10AM

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



- Current Staff or Student/Personal o es...
- Guidance Counselor/Consejero de es...
- Friend or Family/Amigo o familia
- High School Fair/Feria de escuelas se...
- School Event/Evento escolar
- Postcard Mailing/Envío de carta postal
- NYC Charter School Center Open Ho...
- Hot 97 Radio

▲ 1/2 ▼



# Recruitment and Enrollment 12/17/24

- **NYCSA Pilot marketing campaign for Bushwick Charter Schools**
  - January-April 2025, marketing ads, outreach to families not currently enrolled in charter
- **Canvassing local businesses, food pantries, community centers, community boards, enrollment centers**
- **NY Family Magazine Print and Online editions**
  - December & January Issues in Brooklyn, Queens and Manhattan
- **Radio marketing**
  - iHeart Media ([English streaming](#) plus [Alumni Ad](#)) Campaign ends 12/28
  - 141,000 impressions, since 10/30; pixel reveals 116 leads (heard our ad and clicked on website) with 42 from streaming and 79 from podcasting; audience ages 35-45 years old in our zip codes with teens
- **Middle School Visits:**
  - Presenting at Hyde Leadership in January/February
- **Daily News Email Blast 12/5/24 and Re-marketing**
- **Google Ads, Facebook ads, Instagram**
- **Recruitment Open House @198 Varet ST**
  - 12/14 @10am - 8 attendees

# Recruitment and Enrollment 12/17/24

Daily News  
Email Blast

## CAMPAIGN REPORT

### Campaign Summary

Name: Williamsburg Charter HS

From/Brand:	Williamsburg Charter HS		
Headline:	Discover Excellence in Williamsburg! Tour Our Charter High School		
Broadcast Date:	12/04/2024		
Audience:	100,000	ID:	2216101
Views:	16,470	Clicks:	2,597
View %:	16.47%	Click %:	2.60%

### Campaign Creative

Discover Excellence in Williamsburg! Tour Our Charter High School

OPEN HOUSE DECEMBER 14TH  
RESERVE YOUR SPOT TODAY

  **APPLY NOW**  
GRADES 9 - 12  
CREATING IN COMMUNITY  
SINCE 2004

 **PERFORMING ARTS**

 **SPORTS**

 **MUSIC STUDIO**

 **CERAMIC STUDIO**

**FREE CHROMEBOOK**

**ADVANCED**



## CAMPAIGN STATS

Views | 16.47 % Total Views 16,470

Clicks | 2.60 % Total Clicks 2,597

CTVR | 15.77 %

### Clicks by Device

	<b>Desktop</b> 57.53%   1,494
	<b>Mobile</b> 42.47%   1,103

# Recruitment and Enrollment 12/17/24

## Landing Page Views



[Go to your account](#)

### Your Weekly Data Report for @wchs

Link in Bio Views

**863**

You received the most views this week on Thursday, Dec 05, with 268 views on that day. 🙌

New Subscribers

**1**

Your subscribers are waiting—[send them an email!](#) 📧



**WILLIAMSBURG**  
CHARTER HIGH SCHOOL

# Recruitment and Enrollment 12/17/24

## Google Ads Summary

Performance Reporting Pro

### Your account in numbers

12/07 - 12/13

**67,709**

Ad views

+0.2% last week

**1,014**

Website views

-0.07% last week

**45**

Action from ads

-0.06% last week



# Recruitment and Enrollment 1/17/25

## QR Code Splash Page Summary



[Go to your account](#)

### Your Weekly Data Report for @wchs

#### Link in Bio Views

**912**

You received the most views this week on Thursday, Dec 12, with 421 views on that day. 🙌

#### New Subscribers

**0**

Your subscribers are waiting—send them an email! 📧



**WILLIAMSBURG**  
CHARTER HIGH SCHOOL

# Recruitment and Enrollment 1/17/25

12/12/24 Email Blast to WCHS Mailing list (570 subscribers)



**TALLER DE CERÁMICA +  
JORNADA DE PUERTAS ABIERTAS  
SÁBADO**



**11 DE ENERO  
11:00 AM - 3:00PM**



**TALLER DE CERÁMICA +  
JORNADA DE PUERTAS ABIERTAS  
SÁBADO**



**11 DE ENERO  
11:00 AM - 3:00PM**

# Recruitment and Enrollment 7/16/24

- Schola Promotional Video (Complimentary Video)
  - Posted on [thewcs.org/apply](https://thewcs.org/apply) and TikTok



**WILLIAMSBURG**  
CHARTER HIGH SCHOOL



# Recruitment and Enrollment 7/16/24

- Instagram, TikTok, Facebook, YouTube Posts

**williamsburgcharter** ▾ ●   



**1,014**  
posts

**1,500**  
followers

**832**  
following

**Williamsburg Charter HS**  
High School  
Est. 2004 | "Creating in Community"  
X | FB | TikTok : @williamsburgchs  
Apply Now for 2024-25 Grades 9-12  
 [beacons.ai/wchs](https://beacons.ai/wchs) and 1 more

**Professional dashboard**  
51K accounts reached in the last 30 days.

[Edit profile](#) [Share profile](#) [Contact](#)



# Recruitment and Enrollment 7/16/24

- **Taradel E-Blast for 2024-25 Open Houses**
  - 21,912 impressions 9/11/24 and 10/9/24
  - 10,956 postcards to 11 carrier routes in 4 target zip codes:
    - 11212C021, 11205C016, 11205C013, 11205C020, 11205C003,
    - 11205C007, 11233C022, 11205C012, 11385C013, 11385C015,
    - 11385C052
- **Daily News Email Blast on 7/26/24 at 10:30am**
  - Email deployment of 100,000 impressions and re-marketing to 30,000
  - Audience: Presence of children age 8-12 and age 13-17
  - Targeted zip codes: 11203, 11205, 11206, 11207, 11208, 11211, 11212, 11213, 11216, 11221, 11233, 11236, 11237, 11249, 11385



**STARTS @ 10am**



**OPEN HOUSE** 

**CASA ABRIETA**

**JULY 27 | AUG 10 | SEPT 14**

**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](http://www.beacons.ai/wchs) 



**SUPPORT OUR SCHOOL  
GIVE US A REVIEW**



**Creating in Community since 2004**

[Click here to fill out survey about your experience at WCHS](#)

NICHE 

**THANK YOU!**

## WCHS Financial Update Board Meeting – December 17, 2024

This is the Financial Statement as of October 31, 2024  
total collected revenue for the period is \$5,978,027  
**(95% Per Pupil Revenue, 5% other)**

Total expenses for the period are \$5,839,232 million.  
**(60% Personnel Services, 9% Contracted Services, 20% Rent, 2% Utilities,  
9% Other expenses)**

Total revenue over expenses for the period is \$138,795.00

<b>Assets</b>		
Cash and Cash Equivalents	11.5	Bank Acct, Petty Cash,
Account Receivable	1.8	Title Funds/ESSER/Title
Total Fixed Assets	2.1	Leasehold improvement, Furniture, Equipment, software
New Building	4.2	New Building
Building Security Deposit	1.5	Rent Deposit
Prepaid expenses and Deposits	397,832	Utility, Insurances, other
<b>Total Assets</b>	<b>21.7</b>	
<b>Liabilities</b>		
Accounts Payable, Accrued expenses	993,258	Bills, Accrued salaries/taxes
Unearned Revenue	2.0	Advanced Per Pupil fund
<b>Total Liabilities &amp; Net Assets</b>	<b>21.7</b>	7.0 Unrestricted Net Assets




# Human Resources

- November - Instructional new hires - 0.
- November - Instructional separations - 0.
- LOA - No employees currently on Leave.
- Reduction in lateness based on the use of our new policy.
- Submission of data for salary & compensation survey through NYC Charter Schools on 11/15/24. Should have data to share 1/13/25.
- Uptick in employee relations with Sam's presence onsite at the School and Ms. Holford's pending departure.
- Continued recruiting for Science, English SPED and a Spanish instructor.
- Credit Recovery Contracts sent out along with any additional required addendas.
- Continued work with NYC Charter Schools on the Teacher Certification Program.
- Worked with Quynh Tran on a large data and demographic spreadsheet called the Staff Snapshot Report.
- Best wishes to All for a happy and safe holiday. See you next year :)





# Updates from the Staff Liaison to the Board

- 
- Many thanks for Ellen and Sam's presence at the school recently. It was wonderful to share some of the Performing Arts work with Ellen and has been equally appreciated to get to have meaningful conversations with Sam.
  - Mid-Year Climate Survey. 30 responses. Katie and I are planning to meet to aggregate data and look at trends and any possible recommendations.
  - Committees are working. School Improvement Committee has broken off into various task and are holding subsequent meetings with leadership to push ideas.
  - Student Voice is really powerful. The new student Government leaders have exciting ideas and we need to listen to their thoughtful ideas.
  - "Show *not* Tell"... engage through action.
  - Continued communication from leadership and board about direction, plans, vision. Even updates with little new info is appreciated that Board/Leadership are still actively working on staff needs/concerns.