

WCHS Board of Trustees Meeting

January 2025



January 28, 2025 Meeting Agenda

1. Welcome and Introductions
2. Approval of December Minutes
3. Staff Advisor to the Board
4. Accountability and Development
 - a. Board Development
 - b. Executive Coordinator
5. Academics
6. Operations
 - a. New Hires
7. Parent Leadership Council
8. Facilities
9. Safety
10. Recruitment and Enrollment
11. Finance
12. Human Resources
13. Adjournment



Updates from the Staff Liaison to the Board



- 1.) School Improvement Committee continued discussions with Valerie and Sam. Ideas to discuss Teacher Care Time, Scheduling for 2025/2026, Leveraging Teachers' talents for retention & enrollment.
- 2.) Was able to present with Ellen last Friday at a NY Charter Webinar with Administrators on the importance of leaning into Civil Discourse and Authentic and Empathetic discussions in the classroom. Perhaps future PD @WCJS to augment the work we're doing.
- 3.) Kudos to Ryland Frost who will be presenting at the AERA Research Conference on Methodologies that align with Social Justice in the classroom. Leverage for media/publicity.
- 4.) Congratulations to Cheer Team led by Coach Porter and who came in 3rd Place this weekend (and learning valuable lesson about resilience in the face of questionable judging)- Great turnout- wanting more Community Involvement- Reinstated Girls Softball and looking to reactivate Wrestling and Paul Crews proposing E-Sport options. Boys Basketball 2-2, Girls Basketball 3-0 and going on a Field Trip to the Jackie Robinson Museum for a WNBA Panel.
- 5.) Visual Arts is on fire with the Visual Arts Showcase & Ceramics Workshop Arts PD at Rubin Museum integrate Social, Emotional, and Ethical (SEE) Learning® principles. SEE Learning® is an innovative K-12 education program developed by Emory University. SEE Learning® provides educators with tools to foster the development of emotional, social, and ethical intelligence for students and themselves.. TDF workshops for Six The Musical and Hell's Kitchen with Theatre, Music & Dance. Audio Production dropping 1st single Bad Intentions.
- 6.) Please Join us for *Puffs, or Seven Increasingly Eventful Years* at a *Certain School of Magic and Magic*- Invited Dress Rehearsal Wed. 2/5 -3pm and Performances Thurs. 2/6- 4pm & Fri. 2/7 5pm

WCHS Protocols for Non-Local Law Enforcement

- WCHS is codifying our everyday processes and procedures in accordance with New York State Law in regards to non-local law enforcement
 - Consistent with the Family Educational Rights and Privacy Act (FERPA), WCHS does not disclose a student's personal information, including immigration status, to any outside agency without prior written consent from a parent
 - Consistent with the rule of law, WCHS must honor valid judicial warrants, court orders, and subpoenas

WCHS Next Steps for Students, Staff, and Families

- One-pager with WCHS Protocols for Non-Local Law Enforcement Agency, WCHS Immigration Contacts and Resources will be sent to students, staff, and families and will be uploaded to the website
- Staff are in the process of being trained on how to respond should non-local law enforcement, such as ICE, request student information
- Ms. Pink and Ms. Jacobson are coordinating informational sessions and gathering resources for parents and have ordered “red cards” in multiple languages for student distribution

Red Card Sample

You have constitutional rights:

- **DO NOT OPEN THE DOOR** if an immigration agent is knocking on the door.
- **DO NOT ANSWER ANY QUESTIONS** from an immigration agent if they try to talk to you. You have the right to remain silent.
- **DO NOT SIGN ANYTHING** without first speaking to a lawyer. You have the right to speak with a lawyer.
- If you are outside of your home, ask the agent if you are free to leave and if they say yes, leave calmly.
- **GIVE THIS CARD TO THE AGENT.** If you are inside of your home, show the card through the window or slide it under the door.

I do not wish to speak with you, answer your questions, or sign or hand you any documents based on my 5th Amendment rights under the United States Constitution.

I do not give you permission to enter my home based on my 4th Amendment rights under the United States Constitution unless you have a warrant to enter, signed by a judge or magistrate with my name on it that you slide under the door.

I do not give you permission to search any of my belongings based on my 4th Amendment rights.

I choose to exercise my constitutional rights.

These cards are available to citizens and noncitizens alike.

WCHS Safe Zone Resolution

WHEREAS, it is the right of every child, regardless of immigration status, to access a free public K-12 education based on Plyler v. Doe (1982) and Williamsburg Charter High School (“WCHS”) **welcomes and supports all students**;

WHEREAS, recent changes to the Department of Homeland Security’s “sensitive-locations” policy may result in changes to how non-local law enforcement request to gain access to student records, including immigrant student information;

WHEREAS, through its policies and practices, WCHS has made a commitment to a quality education for all students, which includes a safe and stable learning environment;

NOW, THEREFORE, BE IT RESOLVED that the Board declares WCHS to be a Safe Zone for its students, meaning that WCHS is a place for students to learn, to thrive and to seek assistance, information, and support related to any non-local law enforcement that may interfere with their learning experience;

BE IT FURTHER RESOLVED, that any non-local law enforcement agency must follow WCHS’ Non-Local Enforcement Protocol to ensure WCHS meets its duty to provide all students, regardless of immigration status, access to a free public K-12 education;

BE IT FURTHER RESOLVED, WCHS continue to have policies in place delineating how individuals or organizations, including non-local law enforcement, gain access to the facility;

WCHS Safe Zone Resolution

BE IT FURTHER RESOLVED, in its continued commitment to the protection of student privacy, WCHS shall review its record-keeping policies and practices to ensure that no data is being collected with respect to students' immigration status or place of birth; and cease any such collection as it is irrelevant to the educational enterprise and potentially discriminatory;

BE IT FURTHER RESOLVED, should any non-local law enforcement agents request any student information, the request should be referred to the School Counsel to ensure compliance with Family Educational Rights and Privacy Act (FERPA), student constitutional privacy, standards for a judicial warrant, and any other limitation on disclosure; this review should be conducted expeditiously, but before any production of information is made;

BE IT FURTHER RESOLVED, the Board hereby prohibits discrimination, harassment or bullying on the basis of immigration status. Policies against bullying, intimidation, bullying or discrimination of any student, including immigrant students and/or English Learner students will be strictly enforced.

BE IT FURTHER RESOLVED, the Board directs the Head of School to develop a plan for training teachers, administrators, and other educational staff on upholding the educational rights of immigrant students.

BE IT FURTHER RESOLVED, WCHS encourages school leaders to increase and enhance partnerships with community-based organizations and legal services organizations that provide resources for students and families in navigating challenges related to their immigration status.

BE IT FURTHER RESOLVED, WCHS will review this resolution annually and make necessary adjustments to ensure its effectiveness and continued support of immigrant students.

Accountability and Development

Board Development

- **New Trustee Applicant: David Medina, Former WCHS IT Manager (2011-2022)**
 - To avoid any potential conflicts of interest, Mr. Medina has committed to recusing himself from any Board discussions pertaining to staff salaries during his role as trustee
 - **Motion:** The Williamsburg Charter High School Board of Trustees, having conducted a thorough criminal history record check via fingerprinting which is deemed acceptable by NYSED, and having discovered no State or federal criminal history, or having provided information regarding such history to NYSED, if found, and having verified that any academic and/or professional credential or qualification presented by the proposed member is genuine, and having reviewed the application in its entirety, has voted to select David Medina as a member to its Board of Trustees, with a term expiring in February of 2028, pending approval by NYSED. The resolution approving David Medina is adopted upon NYSED's approval.
- **New School Role: Executive Coordinator, Samuel Rivera**
 - Focused on strengthening our finances and responsibly cutting costs for the Board
 - Working closely with leadership and School Counsel on key priorities for Academics and Operations
 - Interfacing with staff at all levels to achieve the Board's vision and goals for WCHS
 - Working with leadership and the Board to promote the morale and the wellbeing of our community
 - Promoting the health of the organization by supporting Board oversight of day-to-day operations
 - **Motion:** The WCHS Board of Trustees motions to accept Samuel Rivera's resignation from the Board and approves his new role as Executive Coordinator to WCHS pending David Medina's Board of Trustee approval by NYSED.

Accountability and Development

Accountability

● Reporting

- Education Stabilization Fund Annual Reporting due February 25, 2025
- Civil Rights Data Collection portal is now open. The report is due March 7, 2025.
- Working on updates to WCHS' SAM portal account

● PowerSchool Data Breach

- PowerSchool experienced a data breach this month exposing student/family data
- Paul Crews is working with PowerSchool and our Data Consultant to ascertain what data has been affected.
- Communications will be sent to families and a form will be submitted to NYS

Development

- **Rental Assistance PR Campaign** - WCHS assisted the NYC Charter Center with PR campaign relating to schools in need of rental assistance; however, Governor Hochul did not include it in the budget
- **Fundraising**
 - Total Raised = **\$30,180**
 - Four film shoots (\$24,900)
 - August community fundraiser (\$185)
 - Giving Tuesday (\$595)
 - Thank you Sabrina!
 - Film shoot 12/22 and 12/23 (**\$4,000**)
 - Holiday Happy Hour 12/18 (**\$500**)
 - Upcoming possibilities
 - Contacted Gutter Bowling Alley
 - Approached by Brooklyn Nets re: fundraiser
 - Ms. Johnson contacted the concessions company who operates at Governor's Ball
 - NYU students contacted us re: filming weekend of 3/8
- **Grants**
 - Monitoring policy and orders put into place by new administration
 - Attended Walenta's Grant PD 1/16 re: 2025-26 application. They fund projects for \$5-25k. Application is due August 1.

Academics 1/27/25

● Important Dates

- Midterms 1/13-1/16, 1/17 Make-ups
- 1/15 FDNY Career Panel during Advisory (students will be issued tickets from their Academy Leader)
- 1/17 Bake Sale during lunch periods
- 1/17 Rhonda Ross Assembly at 2pm (students & select 8th period classes will be issued tickets from their Academy Leader)
- 1/17 Winter Dance 3-5pm (students will be issued tickets from their Academy Leader)
- 1/20 No School - Martin Luther King Jr. Day
- 1/21-1/24 Regents Exams
- 1/27 Professional Development Day - No School for Students
- 1/28 Progress Report Grades Due in PowerSchool by 8am
- 1/29 No School - Lunar New Year
- 1/30 Virtual PLC Meeting at 6pm
- 1/31 Progress Reports Released to Students
- 2/3-2/7 STAR Testing (in ELA/Math classes)
- 2/5 Parent-Teacher Conferences from 2-4pm (Mandatory)
- 2/6 Parent-Teacher Conferences from 4-7pm (Mandatory)
- 2/7 Intermediate Theatre Performance at 5pm

Academics 1/27/25

● Instructional Updates:

○ Classroom Intervisitation 1/28-2/25/25:

- Teachers will visit classes/colleagues within their own departments and another department. Teachers will observe teacher practice through the lens of the department's identified learning skills/objectives.
- Teachers will take notes and submit the intervisitation logs:
- **Noticings** – These are things that catch your attention, ideas you wish to steal, etc.
- **Wonderings** – Consider *why* the teacher made the choices they did. Why is this an effective strategy? Why did the teacher implement this strategy instead of something else? What questions do you have for the teacher that could help you to implement similar strategies or structures?
- **Reflect on the visit** –
 - What do you wish to try in your own classroom that you saw from your visits?
 - Next Steps** – Identify at least 1 actionable next step. Clearly outline how you plan to implement this strategy in your classroom.

Academics 1/27/25

AREA OF FOCUS:

English/Literacy	Social Studies	Science	Math
Choosing relevant evidence to support an argument or a text-based response.	Using annotation protocols to analyze documents and synthesize information to make connections independently.	Analyzing data and using evidence to develop scientific explanations and design solutions to problems.	Using direct vocabulary instruction to solve problems.

Performing/Visual Arts	LOTE	PE & Health	SNAS/ENL/CCR
Providing more opportunities for student discussion during interactive group work, feedback sessions, or self- assessments.	Providing opportunities for students to speak the language more collaboratively with each other and aloud in general class activities.	Teacher formative assessment in the moment and student self-assessment.	Utilizing different instructional delivery models, such as intentional student groupings and parallel teaching/small group work, to increase student engagement and participation.

Academics 1/27/25

Instructional Academy Leader Transition Plan

Formal Observations 2/24 -5/2 after intervisitations:

Completed by each teacher's Department Leader, Instructional Coach (LOTE/PE) & Head of School

- Stipends for additional DL duty
- Substitutes to cover classes on Observation days where needed
- Rater- Reliability Training or a calibration session led by Dr. Carenza
- TeachBoost Evaluation software training (TBD)
- Danielson Self-paced Trainings #1 and #2

Instructional Supports:

- Continue Department Leader Mini Observations
- Continue Intervisitations
- Instructional Coach continue to monitor PIPs
- Continue monthly Lunch n Learns
- PD Needs Survey
- Utilize Charter Collaborative PD subscription
- Utilize weekly DL Meeting time for trainings

Academics 1/27/25 - December Teacher/Staff of the Month



Jennifer Parker-Sparks

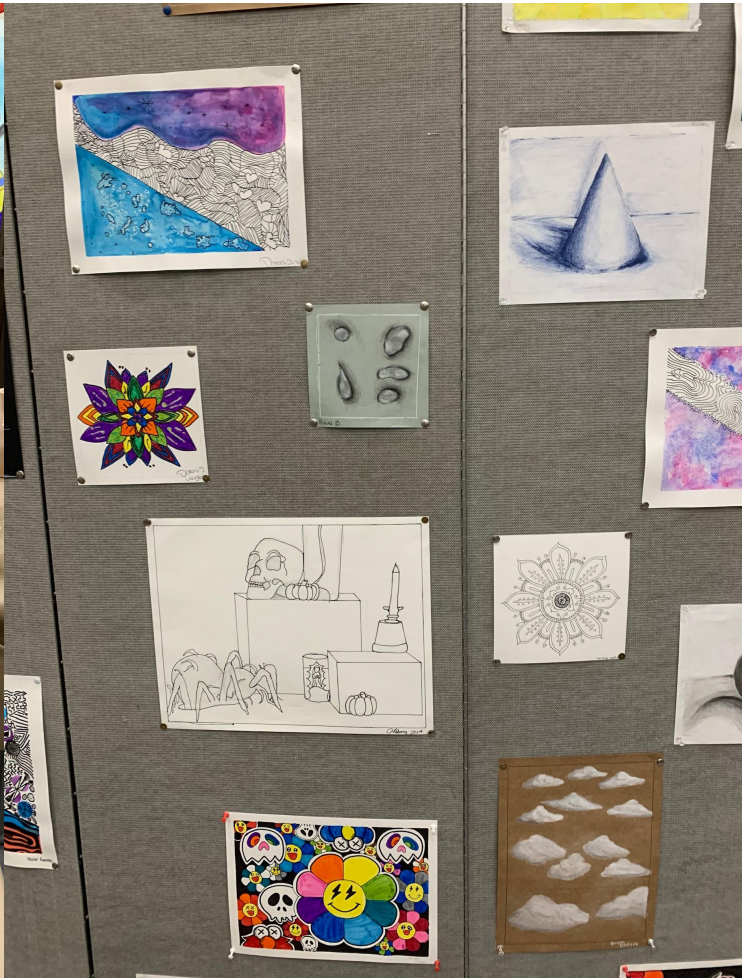
Thank you for modeling and embodying excellence in your pedagogy. Thank you for the way you intentionally plan to meet the needs of ALL learners. Our most at risk students thrive in your classroom. Thank you for keeping a connecting line open to our Alumni, fostering collaboration with them for the betterment of our school community. For pouring into students and giving of your best daily, we thank you!



Allison Witkowski

Thank you for always keeping us up to date on all things to do with students and families, and for knowing our families so well!! Thank you for staying vigilant with the student cell phones and always keeping Swipe up to date and making our scan in and out processes so smooth!

Academics - Visual Arts Showcase 1/10-1/11/25



Academics - Rhonda Ross Rock the Regents Assembly 1/17/25





Senior Data



Class of 2025

213 Students in the Class of 2025

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!

Operations as of 1/27/25

- Administered January Regents Exams and manage scoring with Department Leaders
- Finalize Trimester 2 midterm grades to issue T2 Progress Reports and schedule in-person Parent-Teacher Conferences Feb 5th 2-4pm & Feb 6th 4-7pm
- Planning DOE Teacher, Student, Parent Survey Feb 10-April 4
- Non-instructional staff evaluations and E-portfolios in TeachBoost February through May
- Covered vacancies internally (12 sections) while recruiting for 1 Spanish Teacher, 1 Science Teacher/Coach, 2 PE Teachers, 1 SNAS Vacancy, Hiring for Student Recruitment Manager
- 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 Tech Dept. to gather E-rate consultant proposals
- Working with Dat and Tech Depts to respond to PowerSchool data breach:
 - Letter to staff, letter to families, complete report for NYS
 - Implement Single-Sign On
 - Implement Two-Factor Authentication for staff



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

Service	ED-IT	Educational Consulting Associates (ECA)	eRate Advantage	eRate Consulting
RFP Preparation	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
Posting and Managing Bids	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
Vendor Selection	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
Forms Submission	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
PIA Review Support	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
SPIN Changes	File SPIN change requests	Not specified	Submit SPIN change requests when needed	Responds to SPIN clarification requests
Invoice Support	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
Contract Review	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
CIPA Compliance	Not explicitly stated	Assist with CIPA compliance	Guide schools on Child Internet Protection Policy	Not explicitly stated
Training and Tech Plan Support	Not explicitly stated	Provide training and develop Tech Plans if needed	Not explicitly stated	Not explicitly stated
Audit Support	Not explicitly stated	Not explicitly stated	Remote audit engagement included (on-site optional for a fee)	Responds to audit requests, PQA, and special compliance
Archiving Documents	Not explicitly stated	Archive all forms and activities for 10 years	Maintain E-Rate documents for 10 years	Maintains Electronic Vault for documentation
General Support	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
Cost	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

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
Yondr	\$25,155	Revised Quote 8-7-24
Jordiam LLC	\$85,000	Quote 8-1-24
Fixby	AUS\$9,532	Quote 8-9-24
Phone Locker	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

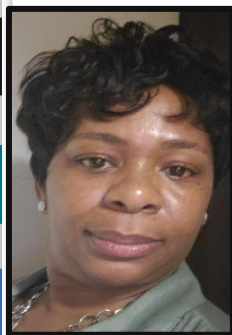
Ask: Requesting the Board update Community Covenant Cell Phone/Electronics policy to reflect students turn in phones upon arrival to be returned at the end of the day



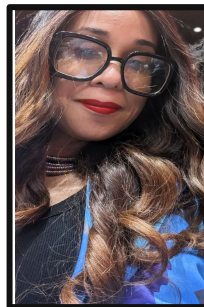
WILLIAMSBURG
CHARTER HIGH SCHOOL



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**

JOIN US

We are thrilled to invite you to our Virtual PLC Meeting on **Thursday January 30th at 6pm.** We have an exciting lineup planned for the evening and we can't wait for you to join us. Our special guest for the evening will be **DAYONE.** They will present on the topic of **"Technology Abuse, Cyberbullying, Cyberstalking, Teen Dating Abuse & Keeping Youth Safe from Technology."**

We will also have updates from our Head of School Ms. Jacobson, our PLC will share important dates and school events happening and we will have **Community Resources on Immigration,** Parenting Tips & Positive Vibes from Ms. Pink. **PLUS OUR PLC RAFFLE!!!** For more information, feel free to email Ms. Pink at mpink@thewcs.org. We can't wait to see you virtually!

The PLC Digital Times

JANUARY EDITION 2025

FAMILY ENGAGEMENT - SCHOOL NEWS


BREAKING NEWS

MANDATORY VIRTUAL PLC MEETING.....



COME JOIN US FOR OUR MANDATORY VIRTUAL PLC MEETING. WE WILL HAVE IMPORTANT SCHOOL UPDATES FROM PRINCIPAL JACOBSON, A SPECIAL PRESENTATION FROM DAYONE ON TECHNOLOGY ABUSE; CYBERBULLYING & CYBERSTALKING; TEEN DATING ABUSE & KEEPING YOUTH SAFE FROM TECHNOLOGY. THE PLC WILL PROVIDE UPDATES & MS. PINK WILL PROVIDE RESOURCES AND POSTIVE VIBES. PLUS OUR PLC RAFFLE.

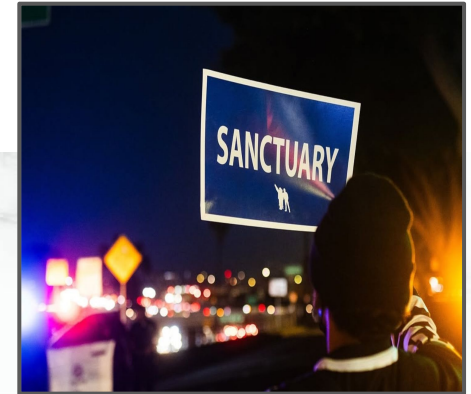


 **DATE: JANUARY 30th, 2025**

TIME: VIRTUALLY AT 6PM SHARP

EMAIL Ms. PINK AT [MPINK@THEWCS.ORG](mailto:mpink@thewcs.org) FOR MORE DETAILS.

- **February 27th, 2025 Virtual PLC Meeting** with ImmSchools (Mission is: Transforming Schools into Safe Havens for Students) & Central American Legal Assistance with Presenter: Anne Pillsbury Esq. They will present "Know your Rights", What to do to be Prepared & Stay Ready for **ICE**, What to do if you are Detained by **ICE** or Arrested. Join the PLC for a Night of Knowledge on Immigration with the most up to date information. Let's Be Prepared & Stay Ready!!
- **March 27th, 2025 Virtual PLC Meeting with IMMSchools- Post Secondary Support for Immigrant Students: A Family Support Meeting**



Facilities

1-A new Blower motor was installed in unit 7-5 which serves the heating unit for Room 801 rear. A new Blower motor was installed on the 2nd floor roof that serves The mailroom 127.



2-Both elevators 1 & 2 are ¹in working order

3-One visit from the Health Department found one electrical outlet out of order in the kitchen serving area, The outlets breaker was reset. No violations issued

4-The schools kitchen has a work order to replace a burned out compressor in one of the refrigerators that stores DOE provided food, The repairs are in progress.



Safety

- Morning Entry and Dismissal procedures continue to be a success.
 - a. Discovered Items - Glass Bottles, Vapes, 2-Knives.
- We have had visits 1 from the NYPD.
 - a. re- EMS case.
- 3 EMS Visits. 3 - Non transport.
- NYPD provides coverage for morning arrival and dismissal on Bushwick ave, and White Street. Dismissal takes 20/25 min on average.
- Weekly Online meeting with 90 pct Commanding Officer, and YCO. No Concerns to report.
- **REMINDER- IF YOU SEE SOMETHING OR HEAR SOMETHING. SAY SOMETHING.**



Recruitment and Enrollment 7/16/24

	Jun. 23	Oct. 23	Nov. 23	Jan. 24	Feb. 24	Mar. 24	April 24	May 24	Jun 24	Jul 24
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

	Discharges
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 1/27/25

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 1/27/25

<u>Powerschool</u> 654	<u>ATS</u> 657	<u>FTE*</u> 657.202
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1. *As per 1/23/25 Billing Document pending DOE Review
2. 4 Pending Discharge, 151 Discharges and 29 Will Not Attend since 7/1/23; 94 Discharges, 10 Aged-out and 29 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
Total	474	514	348	335



Recruitment and Enrollment as of 1/27/25

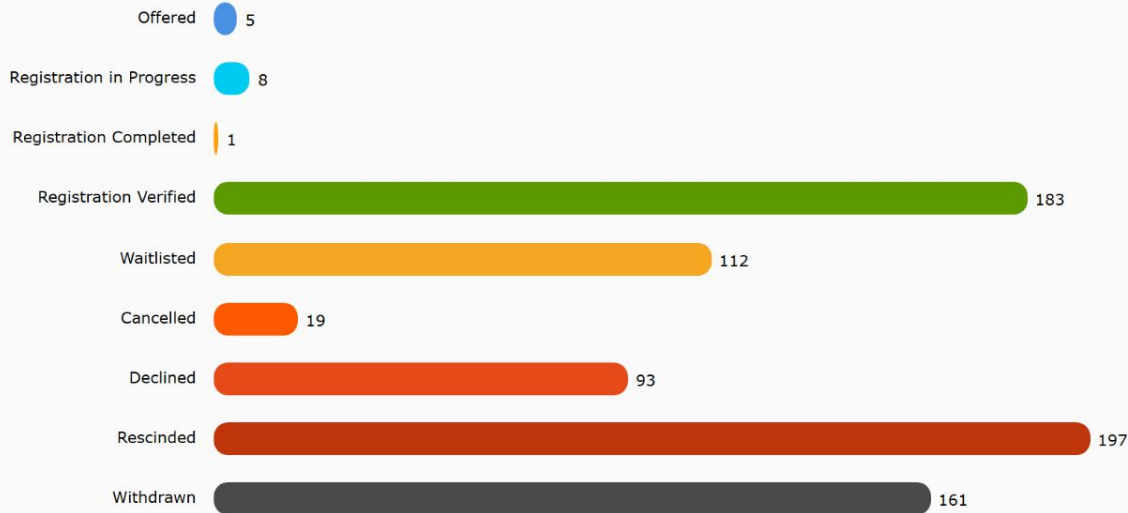
Grade Level	Total in Grade	2021	2022	2023	2024	2025	2026	2027	2028
9	104 M 60 /F 44	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	3 M 1 /F 2	101 M 59 /F 42
10	139 M 82 /F 57	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	3 M 2 /F 1	136 M 80 /F 56	0 M 0 /F 0
11	151 M 81 /F 70	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	150 M 81 /F 69	0 M 0 /F 0	0 M 0 /F 0
12	260 M 115 /F 145	3 M 1 /F 2	6 M 5 /F 1	11 M 7 /F 4	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	654 M 338 /F 316	3 M 1 /F 2	6 M 5 /F 1	11 M 7 /F 4	28 M 16 /F 12	213 M 86 /F 127	153 M 83 /F 70	139 M 81 /F 58	101 M 59 /F 42



Recruitment and Enrollment as of 1/27/25

Overview Of All Applications

Total Applications: 779



Recruitment and Enrollment 1/27/25

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
- 179 Applications as of 1/27/25
- 24-25 Seats Declared: 9th Gr - 240, 10th Gr - 30; 11th Gr - 15; 12th Gr - 0

2025-26 SchoolMint Applications by Grade

9th	10th	11th	12th	Total
161	10	6	2	179

Recruitment and Enrollment 1/27/25

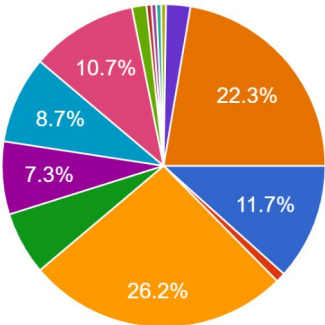
2024-25 Open House Dates

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 1/27/25

- **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**
 - February & March Issues in Brooklyn, Queens and Manhattan
- **Taradel Postcard: Estimated Delivery Window (1/29/2025 - 2/4/2025) - 921 pcs:**
- **EIDiario**
 - Charter School Special on 1/21, FB/Instagram posts, plus 2 ½ page ads, plus 100K emails/follow up
- **Middle School Visits:**
 - Presenting at Hyde Leadership in January/February; Ascend middleschool tour (TBD)
- **Google Ads, Facebook ads, Instagram**
- **Recruitment Open House @198 Varet ST**
 - 1/11/25 - combined with Visual Arts Show & Ceramics Workshop -

Current Selections

Zip Codes

11206 × 11221 × 11237 × 11385 × 11212 ×

11233 × 11203 × 11207 ×

SIC Class

8211: 8211 ELEMENTARY AND SECONDARY SCHOOLS ×

Recruitment and Enrollment 1/27/25

Brooklyn
Family Ad

**WILLIAMSBURG**
CHARTER HIGH SCHOOL

CHOOSE YOUR FUTURE
CHOOSE CHARTER
“WHERE DREAMS COME TRUE”

UPCOMING OPEN HOUSE DATES:
March 8, April 5, April 26, May 17, June 14
* All Open Houses are Saturdays at 10am

APPLY NOW - GRADES 9 - 12

WCHS Offers

- Advanced Placement (AP) and Honors Classes
- Student-Driven Course Selection
- Visual Arts + Performing Arts
- College and Career Prep
- Special Education (SPED)
- Sports, Clubs and Much More

Our Mission

We strive to unite youth, families, staff, teachers and the community at large in providing prospective and current students with the necessary tools to make sense of adulthood and the ever changing world.

(347) 217 - 6995
WWW.THEWCS.ORG/APPLY
198 Varet Street Brooklyn, NY 11206







Recruitment and Enrollment 7/16/24

- Schola Promotional Video (Complimentary Video)
 - Posted on 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 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



**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!

Finance

WCHS Financial Update Board Meeting – January 28, 2025

This is the Financial Statement as of November 30, 2024
total collected revenue for the period is \$7,065,252
(95% Per Pupil Revenue, 5% other)

Total expenses for the period are \$6,342,696 million.
**(60% Personnel Services, 9% Contracted Services, 20% Rent, 2% Utilities,
9% Other expenses)**

Total revenue over expenses for the period is \$722,557.00

Assets		
Cash and Cash Equivalents	10.1	Bank Acct, Petty Cash,
Account Receivable	1.7	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	435,440	Utility, Insurances, other
Total Assets	20.2	
Liabilities		
Accounts Payable, Accrued expenses	16,257	Bills, Accrued salaries/taxes
Unearned Revenue	2.0	Advanced Per Pupil fund
Total Liabilities & Net Assets	20.2	7.6 Unrestricted Net Assets



Human Resources

- December - Instructional new hires - 1 and Instructional support - 1.
- December - Instructional separations - 3 (1 was a resignation). Operations - 2 (1 was a resignation).
- LOA - No employees currently on Leave.
- Continued recruiting for Spanish, Phys Ed and Sped.
- Looking into new quotes for our Workers Compensation insurance.
- Started working with the US DOL Bureau of Labor Statistics (BLS) to provide data for labor statistics reporting in the Nation.
- Looking into new vendors for HRIS utilizing the HR budget lines for ADP HCM and Recruitee to make operations more efficient and provide a more User friendly platform to our employees.
- Met with NYSIF representatives for our annual safety assessment and review.
- The Department has been meeting with Sam more frequently.

