

WCHS Board of Trustees Meeting

October 2023



Agenda

1. Welcome and Introductions
2. Approval of September Minutes
3. Academics
4. Safety Update
5. Operations
6. Facilities
7. Recruitment and Enrollment
8. Finance
9. Human Resources
 - a. Percentage increase for non-instructional staff
 - b. Approval of HR Manager
10. Staff Advisor to the Board
11. Accountability
12. Executive Session (if needed)



Academics



- STAR Testing
- PSAT/SAT Test Day
- Student Engagement
- Athletics
- Class Coverage by WCHS Staff
- Standards, Curriculum, Pacing Guides, Teaching Materials
- Teacher of the Month—September— Ryland Frost
- Staff person of the month— September- Carlyle James



Charter Renewal Preparation

- Checklist Created
- Meetings with New York Charter School Association
- Letter Writing Campaign
- Student Assemblies
- Classroom Preparation
- Mock Walkthroughs planned
- Chat chew with Administration
- Time during November 7th PD to discuss/review particulars





Academics

- ❏ Charter Renewal Prep: visit 11/8 & 11/9
 - Updated Bulletin Boards
 - Renewal Visit Lesson Plans: reviewed w/ feedback & present on teacher desks
 - Classroom Particulars: updated student work, word walls, writing protocol & content anchor charts
 - Communication on the 9 Instructional Metrics/ “Look Fors”
 - Instructional Strategies Tool Box: student engagement & differentiation
 - Instructional Learning Walks w/ Feedback
 - Collaborative “Mock” Renewal Audit: Special Populations -

Bright Spots: ✨	Areas for Growth: 🌳
<ul style="list-style-type: none">- Supportive team structures- Referral process- LP templates: space for intentional accommodations/modifications- No students unidentified- Communications disseminated in Spanish/English- Live translation earbuds for newcomers/emerging	<ul style="list-style-type: none">- RTI kick off: still gathering baselines data for round 1 interventions- SDI not apparent for all individual students- Gen Ed teachers participation in CSE reviews- MLL/ELL PD's for faculty- Student Language Profiles

Academics

- ❑ Announced Formal Observations Round 1
- ❑ Danielson FFT After School PD for Teachers: 8 teachers
- ❑ Monthly Analyzing Student Work PLC's: mid term analysis & Dep't SMART goals
- ❑ CANVAS Lunch 'n' Learn: 17 teachers, 6 new

Upcoming Dates/Events:

- ❑ Election Day Staff PD Day 11/7
- ❑ T1 Finals 11/28 -11/30
- ❑ Veterans Day Observed Friday 11/10 No School
- ❑ Thanksgiving Break 11/22 - 11/24



Senior Class Data

Senior Class Data	
Total Number of Seniors	203

Operations as of 10/20/23

- Preparing the following for Board Review/Approval:
 - FY 2024 Budget
 - Marketing Proposals
- Created and disseminated information for teachers and parents to participate in Virtual Parent-Teacher Conferences on 10/24 from 4-7pm and 10/25 from 2-4pm
- Generated and distributed Trimester 1 Progress Reports on 10/12
- Collaborating with Academy Leaders, Accountability Manager, Parent Coordinator and SNAS Coordinator to preparing faculty, staff and facility for Renewal Site Visit on 11/8 and 11/9
- Recruitment for HR Manager, Data Systems Coordinator, Safety Officers, Safety Manager
- Covering Teacher vacancies and leave replacements



Facilities

- 1-The buildings heating units have been placed in service
- 2-ConEdison is preparing to conduct work on the schools electric feed from the street to the interior of the building, Sealing all open spaces that leak water during heavy rain fall
- 3-No violations from the FDNY, ECB, DOB or DOH for the month
- 4-One heating unit control board & service was conducted for the 8th floor hallway & Room 407 units 7-3 & 5-6
- 5-The life expectancy of the schools Air Conditioning units has reached its time. The summer of 2024 will see units that haven't been replaced malfunctioning



Facilities - New Gym Update



Recruitment and Enrollment 10/20/23

Enrollment Summary

	June 2023	October 2023
PowerSchool/ATS	908	775
FTE	922.90	770.551

	Discharges
Graduated	204
Will not Attend	29
Aged-out	18
2/8-6/30/23	55
7/1-10/20/23	93

• How did we get here?

- ☐ City-wide enrollment decreases: -6.4% from FY21 to FY22 & -2.4% from FY22 to FY23
- ☐ 8% decrease in 9th grade enrollments in charter schools
- ☐ Additional charter schools in Bushwick with similar offerings
- ☐ Feeder middle school closures
- ☐ Feeder middle school grade expansions to add grades 9-12
- ☐ 2/8/23 Incident
- ☐ Family relocation, individual issues
- ☐ # of Teacher Vacancies at the start of the school year

• Current SchoolMint Applications: 78 (28 Offered, 21 in Process, 4 Completed, 25 Waitlisted)

• Best case scenario: 848 (all 78 current applications matriculate)

• Worst case scenario: 770 (maintain existing enrollment)

• Most Likely Scenario: 818 (add 48 students)



Recruitment and Enrollment 10/20/23

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
- Seeking proposals for online lead generation services
- Seeking proposals for marketing/branding/reputation management services

Recruitment and Enrollment 10/20/23

<u>Powerschool</u> 775	<u>ATS</u> 778	<u>FTE*</u> 770.551
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1. *Per Pupil Billing Document #3 due 9/29 pending DOE review; Reconciliation submitted 7/28
2. 0 Pending Discharge, 92 Discharges and 28 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
9th Grade	415	408	279
10th Grade	29	54	39
11th Grade	23	39	19
12th Grade	7	13	11
Total	474	514	348



Recruitment and Enrollment as of 10/20/23

Grade Level	Total in Grade	2020	2021	2022	2023	2024	2025	2026	2027
9	119 M 64 /F 55	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	0 M 0 /F 0	117 M 62 /F 55
10	177 M 95 /F 82	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	1 M 0 /F 1	175 M 95 /F 80	1 M 0 /F 1
11	259 M 110 /F 149	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0	13 M 8 /F 5	11 M 6 /F 5	235 M 96 /F 139	0 M 0 /F 0	0 M 0 /F 0
12	221 M 103 /F 118	2 M 2 /F 0	7 M 4 /F 3	11 M 8 /F 3	10 M 4 /F 6	190 M 84 /F 106	1 M 1 /F 0	0 M 0 /F 0	0 M 0 /F 0
Total	776 M 372 /F 404	2 M 2 /F 0	7 M 4 /F 3	11 M 8 /F 3	23 M 12 /F 11	201 M 90 /F 111	239 M 99 /F 140	175 M 95 /F 80	118 M 62 /F 56

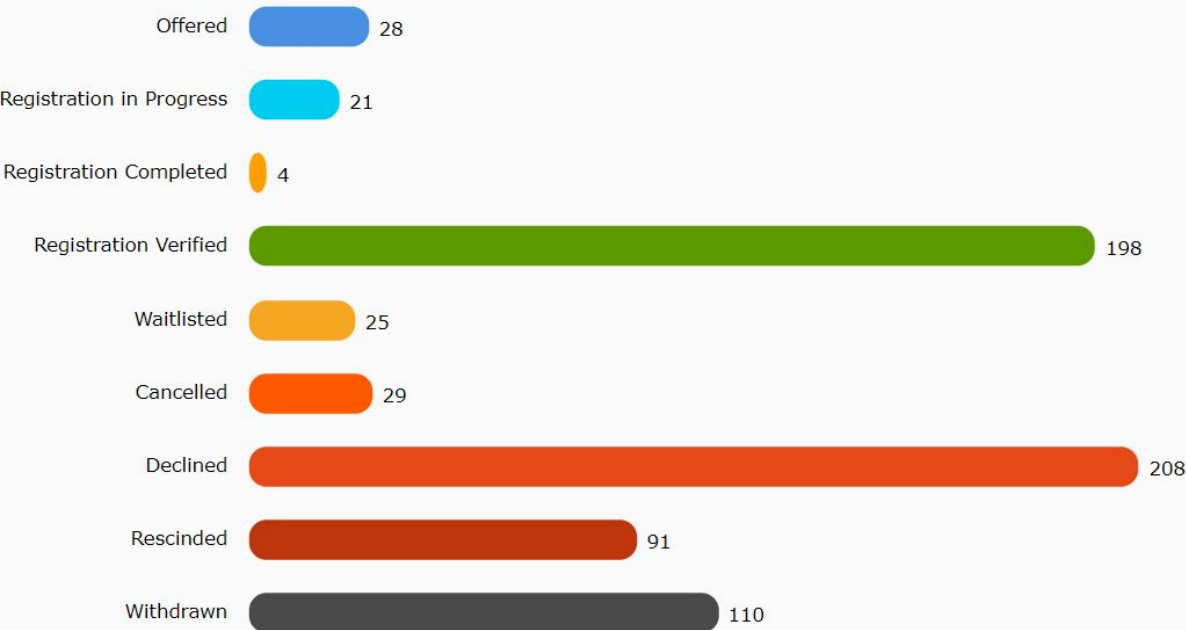


Recruitment and Enrollment as of 10/20/23

- 2023-24: 714 Applications, 198 Verified
- 78 students In Process, Offered, Waitlisted

Overview Of All Applications

Total Applications: 714



Recruitment and Enrollment as of 10/20/23

2023-24 Lottery Application Numbers

- Registrations Completed & Verified = 202

9th	10th	11th	12th	Total
132	28	36	6	202

- Registrations in Process = 21

9th	10th	11th	12th	Total
15	4	2	0	21

- Offered = 28

9th	10th	11th	12th	Total
13	5	2	8	28

Recruitment and Enrollment 10/20/23

- Applications Waitlisted = 25

9th	10th	11th	12th	Total
2	15	1	7	25

Lottery Application for 2024-25

- Lottery Deadline 4/1/24
- Lottery 4/2/24 @6pm
- Application Launches 9/1/23; Common Application launches 10/1/23
- 39 Applications as of 10/20/23



Recruitment and Enrollment 10/20/23

In-Person Recruitment Events

- MVP Annual High School Fair, Queens, Christ The King(25 signups + 4 registrations) J. Usher + M.Wade **10.11.23 (5 - 8pm) attended**
- BK Scholars HS Fair (BK Scholars Charter School)
Brooklyn (35 email list) J. Usher **10.17.23 (9am - 8pm) attended**
- PAL HS Fair, Manhattan (5 signups) J. Usher **10.10.23 (5 - 8pm) attended**
- Saint Stanislaus Kostka Catholic Academy HS Fair, Brooklyn (16 signups) J. Usher + M.Wade **10.3.23 (5 - 8pm)attended**
- New Visions Charter, Advanced Math and Science III (AMS III) , Brooklyn, J.Usher + TBD, **11.2.23 (10am-2pm)**
- Harbor Charter School, manhattan (Feeder School) **10.19.23 (6-8pm)attended**
- PS/IS 49 HS Fair, Middle Village, J Usher + M Wade **10.24.23 (6-8pm)**
- Maritza Davila & Julia Salazar Harvest Festival, Leonard/Boerum St **10.31.24 (3-6pm)**



Recruitment and Enrollment 10/20/23

2023-24 Open House Dates

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



Traffic in

893

+849 ▲ 1930%

	OTHER 844 (95%)	+812 ▲ 2538%	>
	FACEBOOK 27 (3%)	+27 ▲ 9999+%	>
	INSTAGRAM 22 (2%)	+10 ▲ 83%	>
	TIKTOK Add to profile	-	
	TWITTER Add to profile	-	
	YOUTUBE Add to profile	-	

Increased web
traffic to
student recruitment
landing page:

Beacon.ai/wchs



Recruitment and Enrollment 10/20/23

Online & Social Media

- **Daily News Print & Digital Ads**
 - Print ads 10/23, 10/26, 10/29 and 10/31
 - Digital displays run 10/30-11/3
 - >4 half page (4.313" wide x 11.5" high) print ads and 100,000 geo-targeted impressions on [nydailynews.com](https://www.nydailynews.com)
- **El Diario Spanish Email Blast & Ads**
 - Campaign dates TBD
 - 50K emails EBLAST
 - Facebook Post, FB Stories & Instagram
 - 82.5K IMP @ \$10CPM
 - One Quarter Page & One Quarter Page as added value
- **SBS Radio El Amor & La Mega Online Radio ads & impressions**
 - Campaign dates TBD
 - 30s script or spot
 - PNG creative- 300x250, 320x50, 728x90 and 300x600 sizes for banners
- **Google Ads::** General and special populations ads
- **Other Social Media:** Facebook, Instagram, Niche.com
- **Weekly Email Blast** to mailing list

Recruitment and Enrollment

10/20/23

ScreenVision Media Movie Ad:

- 15 second clip on 7 screens at Williamsburg Cinemas
- 10/30/23 through 4/28/24
- 201,700 impressions

Recruitment and Enrollment 10/20/23

Out Front Media Fall Bus Ad Campaign:

- 11/6/23 -12/3/23
- 10 Bus King and 18 Bus Tail displays



The advertisement features a green and black background. On the left, two young women are smiling; one is holding an open book. In the center is a green shield logo with a white stylized tree. To the right of the logo, the text 'WILLIAMSBURG' is in large white letters, and 'CHARTER HIGH SCHOOL' is in green letters below it. Further right, 'Grades 9-12' is in yellow, 'Apply now!' is in white, and '¡Aplique ahora!' is in white. At the bottom, 'theWCS.org' is in yellow, 'Servicios en español' is in white, and 'Brooklyn, NY' is in white.

WILLIAMSBURG
CHARTER HIGH SCHOOL

Grades 9-12
Apply now!
¡Aplique ahora!

theWCS.org | **Servicios en español** ■ **Brooklyn, NY**

WCHS Financial Update Board Meeting – October 25, 2023

As of **August 31, 2023** total collected revenue for the period is \$3,247,413 and total expenses for the period are \$3,060,151 million.

Total excess of revenue over expenses for the period is \$187,261.

Assets		
Cash and Cash Equivalents	14.5	Bank Acct, Petty Cash,
Account Receivable	1.8	Title Funds
Total Fixed Assets	2.2	Leasehold improvement, Furniture, Equipment, software
Building Security Deposit	5.7	Rent Deposit/New Building
Prepaid expenses and Deposits	438,710	Utility, Insurances, other
Total Assets	24.7	
Liabilities		
Accounts Payable, Accrued expenses	1.1	Bills, Accrued salaries/taxes
Unearned Revenue	3.1	Advanced Per Pupil fund
Total Liabilities & Net Assets	24.7	9.32 Net Assets



Human Resources

- **Approval of HR Manager Candidate**
- **Percentage increases for non-instructional staff**
 - **Approval:** 2.7% increases for non-instructional staff backdated from August 15 (except staff who have already received a promotion and/or title change update)
 - This increase is supported by the current budget and is equal to the standard increase awarded to teachers for the 2023-24 school year
 - Individual line items have also been addressed and are included in the budget
- **Salary audit update**
 - Review of the salary concern spreadsheet is ongoing, but remains a priority
 - All changes will be made together and any change in pay will be backdated from August 15





Staff Advisor To The Board Updates

- ★ Continued funneling of information or queries to Katie and Ellen and liaising to ensure staff has access to reaching out with questions and voices heard
- ★ Charter Goes To Broadway
- ★ Staff Shout Outs:
 - Ryland Frost & Carlyle James
 - ENL, SNAS, Intervention & Literacy Dept.
 - Instructional Coaches- ENL strategies/technology
- ★ Board Questions or Information they would like me to try and solicit from staff.
- ★



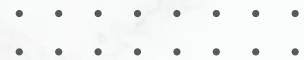
Accountability and Development

- **Accountability**

- **Renewal application** - Benchmark 1 submitted October 3
 - Next steps:
 - Submission of nonmaterial revision following approval of September minutes and signed resolution
 - Supplementary info and materials
 - Site visit on November 8 and 9
- **Title I:** Title I parent meeting will be held in the fall
- **Annual Report:** Progress towards goals, audit, and budget due November 1

- **Media/Community/Fundraising**

- The Economist short film should be out in coming weeks
- Giving Tuesday fundraising on the horizon
-



PARENT LEADERSHIP COUNCIL (PLC)

The Parent Leadership Council

Ready to ROAR!

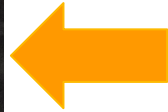
Change the message.
Change the perspective.
Change the world.



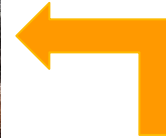


Parent Leadership Council

MEET OUR PARENT LEADERSHIP COUNCIL (PLC) MEMBERS FOR 2023- 2024 SCHOOL YEAR



**OUR PLC PRESIDENT
MONIQUE BOWENS**



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





PLC

Parent Leadership Council

**WELCOME OUR NEW MEMBERS TO OUR
PARENT LEADERSHIP COUNCIL (PLC)**

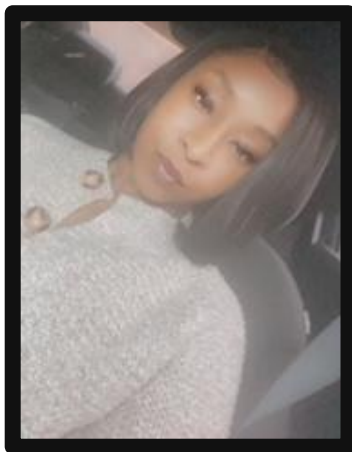
Welcome



Parent Leadership Council



**OUR PLC SECRETARY
DENISE TURNER**



**OUR PLC PARENT
VOLUNTEER KANEESHA
HODGE**



**OUR PLC TREASURER
LUCIA MARTINEZ-
JIMENEZ**

Upcoming Parent Meetings



COME JOIN US!

VIRTUAL PARENT LEADERSHIP COUNCIL (PLC) MEETING

DATE: OCTOBER 26TH, 2023 TIME: 6PM

Our presenter will be NYC Children (ACS) "Family Assessment Program" (FAP) with Special Guest Speaker Program Director Jamall Jenkins. Any family can get help from the ACS Family Assessment Program. FAP provides support to families that are struggling with everyday challenges. FAP works to strengthen families, reduce conflict, and connect your family to many services that provide ongoing support in your community. It helps families handle concerns such as a child running away, skipping school, or disruptive behavior, without having to go to court.

Principal Bashir will discuss our School's Charter Renewal. Our PLC President Ms. Bowens will provide School News & Lead the Community Table Discussion. Ms. Pink will provide Community Resources, Parenting Tips & Positive Vibes. Plus our FALL RAFFLE!!



CHECK YOUR EMAIL FOR ZOOM MEETING LINKS