

WCHS Board of Trustees Meeting

October 2024



Agenda

1. Welcome and Introductions
2. Approval of September Minutes
3. Academics
4. Parent Leadership Council
5. Operations
6. Facilities
7. Safety
8. Recruitment and Enrollment
9. Finance
10. Human Resources
11. Staff Advisor to the Board
12. Accountability
13. Adjournment



Academics 10/21/24

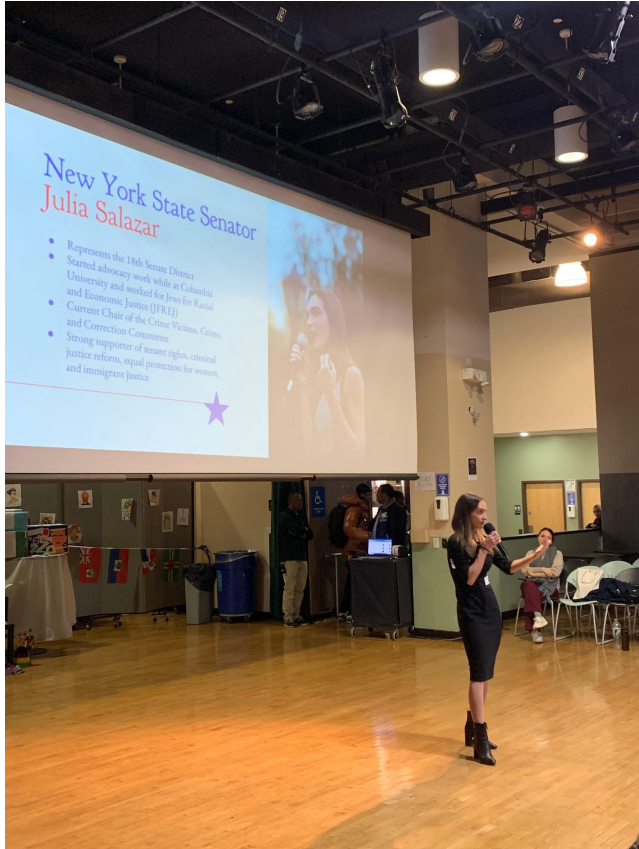
- Important Dates & Upcoming Programs 2024-25
 - School Closed 10/3 & 10/4 - Rosh Hashanah
 - Midterm Exams 10-8-10/11 (in class)
 - Hispanic Heritage Celebration & Performance 10/9
 - School Closed 10/14 - Indigenous People's Day/Italian Heritage Day
 - Senior Assembly w/ Senator Salazar 10/15
 - Credit Recovery Group 1 Began 10/15
 - 78 students enrolled in 132 classes
 - PSAT 8/9 (Grade 9) & PSAT/NMSQT (Grade 11) & Advisory Trips/Remote Asynchronous Instruction (Grades 10 & 12) 10/16
 - Progress Reports Released 10/18
 - Parent-Teacher Conferences 10/23 & 10/24
 - Virtual PLC Meeting 10/30
 - NHS Halloween Festivities 10/31
 - School Closed for Diwali 11/1
 - Regents Review Begins 11/11
 - Partnerships
 - NYC Charter Center Collaborative: Project GRAD
 - Assist schools with potential Regents exam updates from NYSED and expanded graduation pathways with a focus on special populations
 - The Wick Against Violence - date TBD
 - Youth Leadership Council with NYPD - returns starting 10/30
 - NYAGV returns in November
 - Brooklyn Neighborhood Services Financial Literacy Program
 - Summer 2024, Summer 2025
 - Woodhull Hospital
 - Guest Speaker on 9/14 & 9/25, Senior Career Day Field Trip TBD in January
 - The ROWE from Greenpoint YMCA
 - Assist in CCR classes, College Trips, SAT Prep, FAFSA

Academics 10/21/24

- Instructional Updates:

- Instructional learning walks conducted with our instructional coach to triangulate data and provide feedback/support to teachers on PIPs.
- 10/22 Lunch n learn #2: Making Thinking Visible - aligns to student centeredness goal: 21 teachers attended.
 - **Lunch 'n' Learns SY24/25:**
 - **Sept. 24 -Building Relationships - teacher-led (student videos)**
 - **Oct. 22 -Student-Centered Practices - routines, activities, etc.**
 - Nov. 19 - Literacy Across Contents
 - Dec. 17 - Differentiation (ENL & SNAS strategies)
 - Feb. 11 - Skill-based Instruction (take skill from standard and align to lesson plan)
 - Mar. 25 - Student Discourse (questioning, discussion techniques)
 - May 6 - Project Based Learning (PBLs)
- Informals with feedback: English, Math, Social Studies, Science departments complete. Special Education (SNAS) in progress.
- 10/17 PD for ENL teachers: Intro to Differentiation for ELLs- partnership with the Collaborative for Inclusive Education - in an effort to support our ENL teachers with instructional strategies.

Academics 10/21/24 - Senator Salazar Senior Assembly



Academics 10/21/24 - Hispanic Heritage Month Events





Class of 2024 June/August Graduation Data



160 Students Graduated on June 27th 2024!

Total Number of Students in Class of 2024: 193

152 Graduates of the c/o 2024= 79%

2 Early Graduates of the c/o 2025

5 5th Year Graduates from the class of 2023+

4 c/o 2023 Graduates =83%

1% 2022 Graduates= 84%

August Graduates: 19 Potential 7 need Regents Only

15 Students Graduated on August 23 2024!

Class of 2022: 3 Students

Class of 2023: 2 Students

Class of 2024: 10 Students= 83%





Senior Data



Class of 2025

218 Students in the Class of 2025

3 Early Graduates: Class of 2026

104 Students are in Good Standing! **ON TRACK**

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

46 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

60 Students

Class of 2020: **2** Students

Class of 2021: **7** Students:

Class of 2022: **8** Students

Class of 2023: **13** Students

Class of 2024: **30** Students

15 Students are enrolled in Classes and/ or APEX

11 Students need Regents Only

WCHS Honored at NYAGV Benefit Dinner



EVENT HONOREES & SPEAKERS



Congressman Hakeem Jeffries
Democratic Minority Leader
Keynote Speaker

The Allard K. Lowenstein Award
for Public Service
For championing efforts to end gun violence in
NY state.



Shante Martin
Academy Leader, Williamsburg Charter HS

The Glenn & Edward Iscoe Youth Leadership
for Violence Prevention Award
For their courage, partnership, and leadership
as survivors, advocates, and teachers.



Victoria Wickman
President, NY State Trial Lawyers Association

The NYAGV Community Leadership Award
For their work seeking justice on behalf of
survivors.



Letitia James
67th Attorney General, NY



Rep. Dan Goldman
Congressman, NY-10

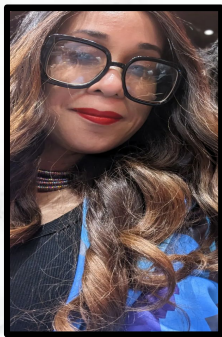
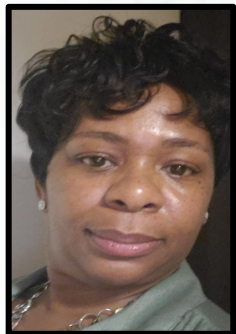


WCHS Honored at NYAGV Benefit Dinner





PARENT LEADERSHIP COUNCIL (PLC)



The Parent Leadership Council

Ready to ROAR!

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



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• • • •

JOIN US

Our Community Partners & Vendors Joining Us:

- Senator Julia Salazar's Office
- M&S Bakery
- U.S. Army
- Brooklyn Educational Center (BEOC)
- Community Counseling & Mediation (CCM)
- Greenpoint YMCA
- WICK Against Violence
- St. Nicks Alliance
- Bridge Street
- Health First
- Woodhull Hospital
- U.S. Navy
- NYC Civic Engagement Commission
- Youth Services Coordination
- The Hope Program
- Bard Micro College
- U.S. Air Force
- DIASPORA
- Emerald Grey Designs & Ties
- Rise Project
- Miracle Stylz Hair & Beauty Products

& The PLC Flea Market Section.



PARENT LEADERSHIP COUNCIL (PLC) FLEA MARKET RESOURCE FAIR

DATE: October 25th, 2024

TIME: 10:30am - 3pm

**LOCATION: WILLIAMSBURG CHARTER HIGH SCHOOL WCHS
198 VARET STREET BROOKLYN, NEW YORK 11206**

Join us for our exciting Flea Market Resource Fair!! This event is a PLC Fundraiser & we can't wait to see you In Person. Come & explore our vibrant Flea Market, where you can support Black Businesses and indulge in Caribbean Food, our various vendors and Community resources.. Scholars, don't forget to ask your mom, dad, or guardian for some money to enjoy this shopping extravaganza & to buy hot food. And guess what? The PLC will be selling unique pieces in our flea market section. Can't wait to see you October 25th, 2024!!!!

JOIN US

Join us for an exciting PLC meeting! Our first presenter will be the NYC Civic Engagement Commission, who will be discussing Play Your Part: Your Money, Your Community, Your Vote! This initiative, called The People's Money, allows New York City community members to have a say in how part of the city's budget is spent. Plus voting rights & locating your poll site.

Our second presenter will be Community Counseling & Mediation (CCM), they offer family and youth peer support services. They empower caregivers and youth who are facing social, emotional, developmental, substance use, or behavioral challenges. Their goal is to provide the necessary support and resources for individuals to achieve good mental health and wellness. CCM will also talk about their partnership with WCHS to launch a workshop series for students on topics like bullying and vaping, healthy relationship & more. Don't miss out on this informative and engaging meeting!



Virtual Parent Leadership Council (PLC) Meeting

DATE: October 30th, 2024

TIME: 6pm

CHECK EMAIL FOR LOGIN DETAILS

Email Ms. Pink at mpink@thewcs.org for more details



Join us for an exciting PLC meeting! Our first presenter will be the NYC Civic Engagement Commission, who will be discussing Play Your Part: Your Money, Your Community, Your Vote! This initiative, called The People's Money, allows New York City community members to have a say in how part of the city's budget is spent. Plus voting rights & locating your poll site.

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Operations as of 10/21/24

- Collaborate with Data, Tech Dept, CCR Dept, and SNAS Dept to create proctoring schedules, trainings, rosters, room assignments and Rock the Regents Prep for January Regents Exams
- Generate, print and distribute Trimester 1 Progress Reports to students and parents
- Create programs, schedules, agendas, auto-calls for in-person Parent-Teacher Conferences on 10/23 from 2-4pm and 10/24 from 4-7pm
- Covered vacancies internally (12 sections) while recruiting for 1 Spanish Teacher, 1 SNAS teacher, 1 Science Teacher/Coach, 1 CCR Teacher/Coordinator
- Conducted 9 emergency readiness drills, including 2 Soft Lockdown Drills and 7 evacuation drills
- CPR/AED Training for staff on 11/5 PD Day
- Sent WCHS Representative to attend NYC Charter Center Cell Policy Panel with guest speaker and author Jonathan Haidt
- Continue “NO Cell Phone Zone” Pilot through November



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



WILLIAMSBURG
CHARTER HIGH SCHOOL

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:

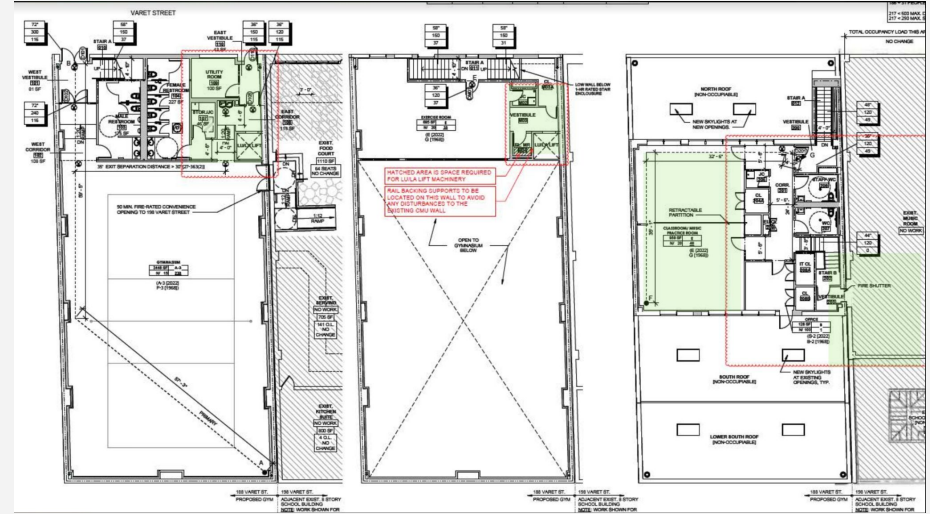
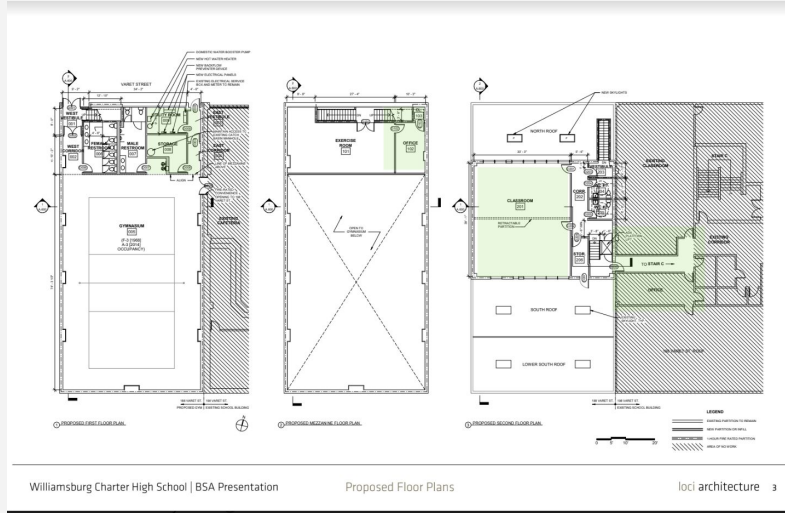
- Engaged in classroom activities and assignments
- Less dependent on electronics to do classwork
- Less likely to engage in conversations around bullying
- Less likely to be distracted and procrastinate on assignments in class

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

Facilities - New Gym Update



Facilities

1- The school's buildings Local Law 11 facade inspection will be due in 2025, This entails scaffolding placed outside of the school & repairs made to the building. The repairs will not interfere with any school activities & the scaffolding & repairs will be conducted by the buildings owner



2-The buildings heating system has been prepared and available for usage during cold weather

3-The NYC Parks & Sanitation Departments are in the process of installing a new tree in front of the building & conduct maintenance to the existing trees

4-The Department of Health visited the school on 10/17/ 24 with no findings or issues reported



Safety

- Morning Entry and Dismissal procedures continue to be a success.
 - a. Discovered Items - Hair Pic, Glass Bottles.
- We have had 1 visits from the NYPD.
 - a. 1- DGA Panic Alarm System Test.
- NYPD provides coverage for dismissal on Bushwick ave, and White Street.
- On October 9, Successful Soft Lock Down Drill. Took 11 min to complete.
- October 14 X-ray Bag Scanning machine was serviced by Smiths Detection.
- October 24,4pm - 6pm.attending roundtable hosted by WBLS/NYCPS @ Taino Towers.(Topics: Anti-bullying, Mental health, Anti-violence, Crime Prevention and conflict resolution).
- **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 10/21/24

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 10/21/24

<u>Powerschool</u> 663	<u>ATS</u> 663	<u>FTE*</u> 658.9
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1. *October Billing doc due 9/27/24, pending NYC DOE approval
2. 1 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
Total	474	514	348	335



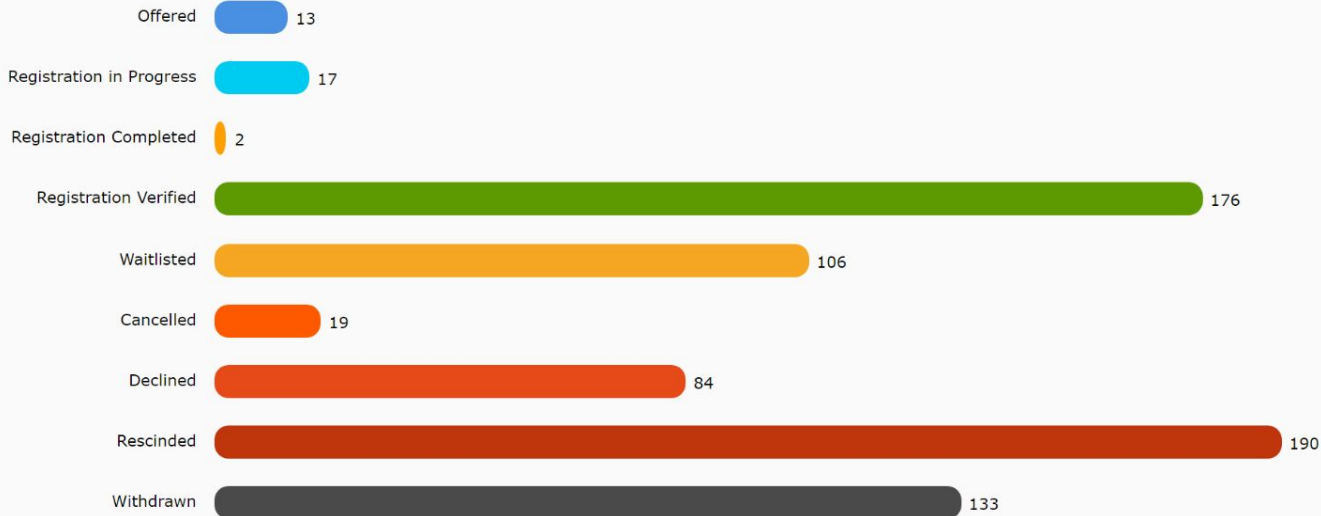
Recruitment and Enrollment as of 10/21/24

Grade Level	Total in Grade	2021	2022	2023	2024	2025	2026	2027	2028
9	105 M 61 /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	102 M 60 /F 42
10	138 M 81 /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	135 M 79 /F 56	0 M 0 /F 0
11	154 M 81 /F 73	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	153 M 81 /F 72	0 M 0 /F 0	0 M 0 /F 0
12	266 M 119 /F 147	3 M 1 /F 2	6 M 5 /F 1	12 M 7 /F 5	30 M 17 /F 13	215 M 89 /F 126	0 M 0 /F 0	0 M 0 /F 0	0 M 0 /F 0
TOTAL	663 M 342 /F 321	3 M 1 /F 2	6 M 5 /F 1	12 M 7 /F 5	30 M 17 /F 13	216 M 89 /F 127	156 M 83 /F 73	138 M 80 /F 58	102 M 60 /F 42

Recruitment and Enrollment as of 10/21/24

Overview Of All Applications

Total Applications: 740



Application Dashboard ?

Use this dashboard to see application numbers per school and per grade.

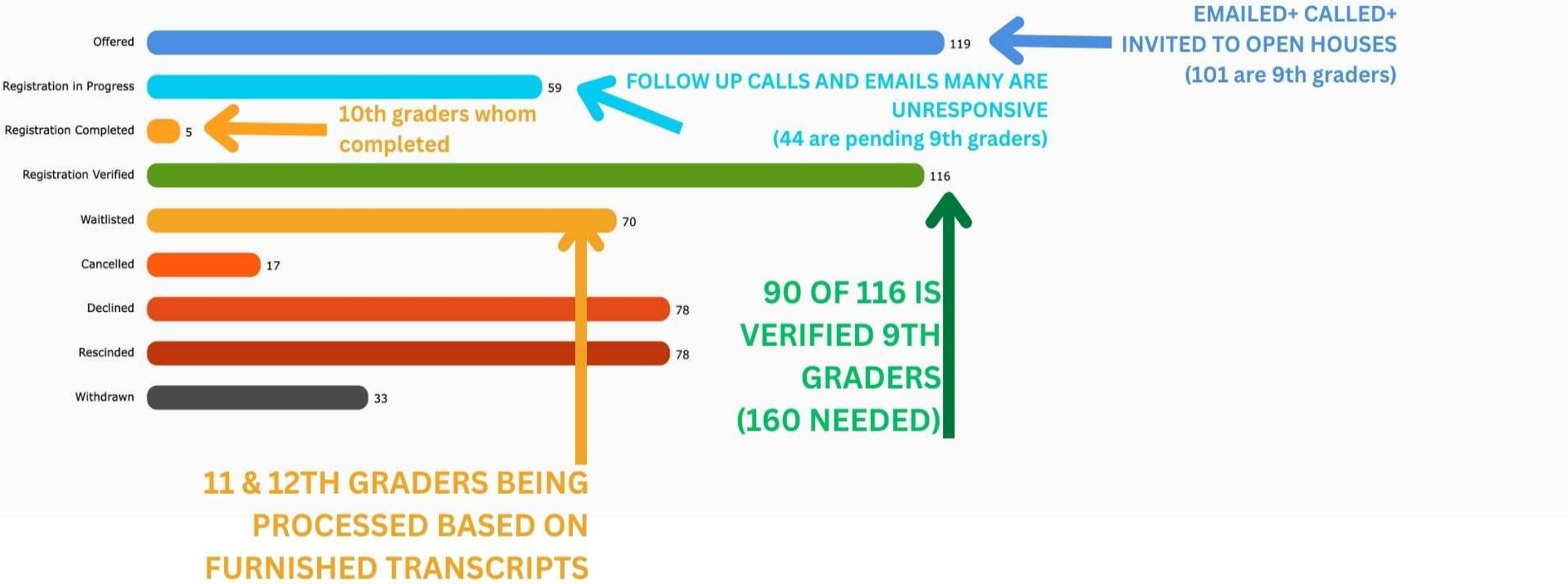
Total Schools: 1

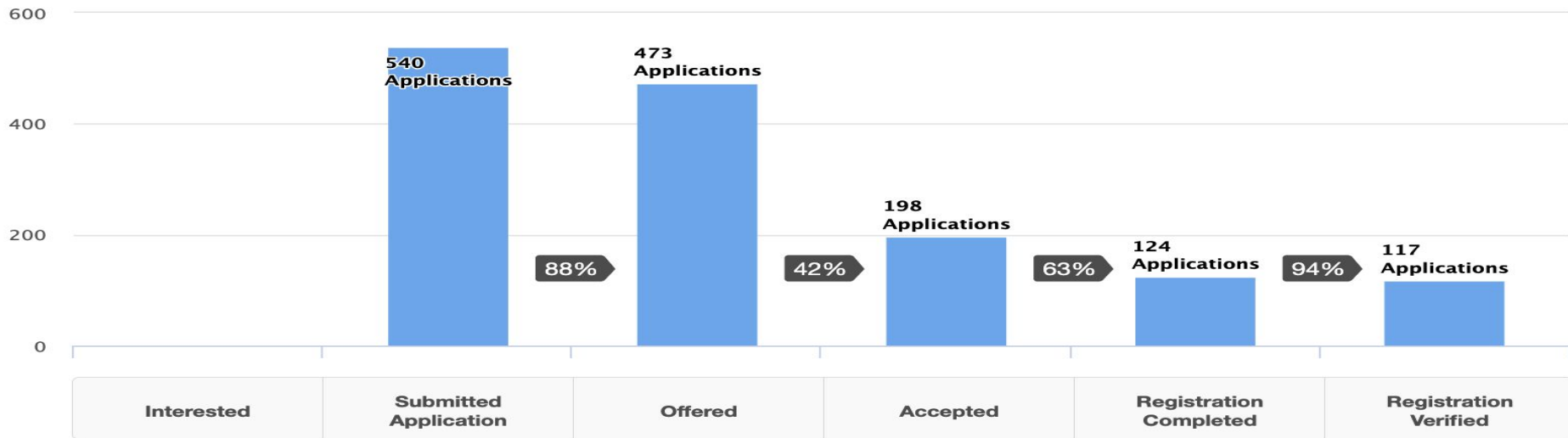
SCHOOLMINT ENROLLMENT DATA (AS OF JULY 30).



Total Applications: 575

Overview Of All Applications





100%

88%

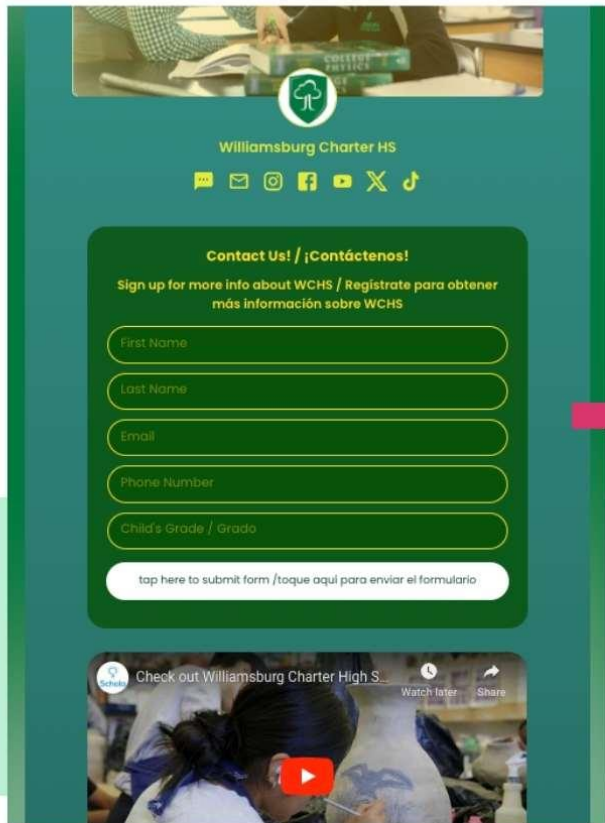
37%

23%

22%

Outflows	Outflows	Outflows	Outflows	Outflows	Outflows
	Waitlisted	Offered	Registration in Progress	Registration Completed	Withdrawn
	Cancelled	Declined	Withdrawn	Withdrawn	
	Withdrawn	Rescinded			
Total	Total	Total	Total	Total	Total
0	67	275	74	7	27

LANDING PAGE METRICS



Williamsburg Charter HS

Contact Us! / ¡Contáctenos!

Sign up for more info about WCHS / Regístrate para obtener más información sobre WCHS

First Name

Last Name

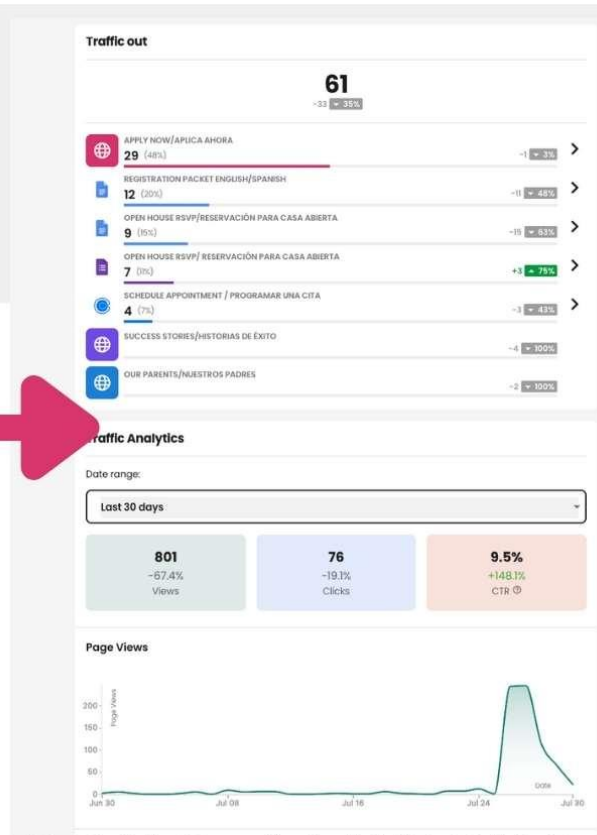
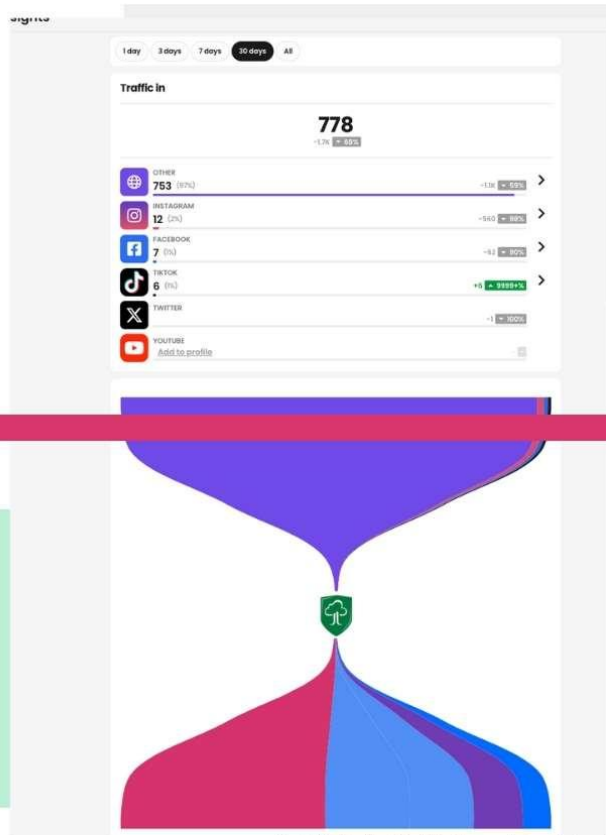
Email

Phone Number

Child's Grade / Grado

tap here to submit form / toque aquí para enviar el formulario

Check out Williamsburg Charter High S...



WWW.BEACONS.AI/WCHS

Recruitment and Enrollment as of 10/21/24

2024-25 Lottery Application Numbers

- Registrations Completed & Verified = 178

9th	10th	11th	12th	Total
117	55	5	1	178

- Registrations in Process =17

9th	10th	11th	12th	Total
12	5	0	0	17

- Offered =13

9th	10th	11th	12th	Total
2	11	0	0	13

Recruitment and Enrollment 10/21/24

- Applications Waitlisted = 106

9th	10th	11th	12th	Total
2	0	57	47	106

Total Applications 24-25 = 740

9th	10th	11th	12th	Total
450	147	90	53	740

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
- 47 Applications as of 10/21/24
- 24-25 Seats Declared: 9th Gr - 240, 10th Gr - 30; 11th Gr - 15; 12th Gr - 0

Recruitment and Enrollment 7/16/24

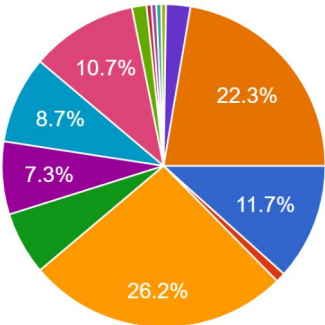
2024-25 Open House Dates

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

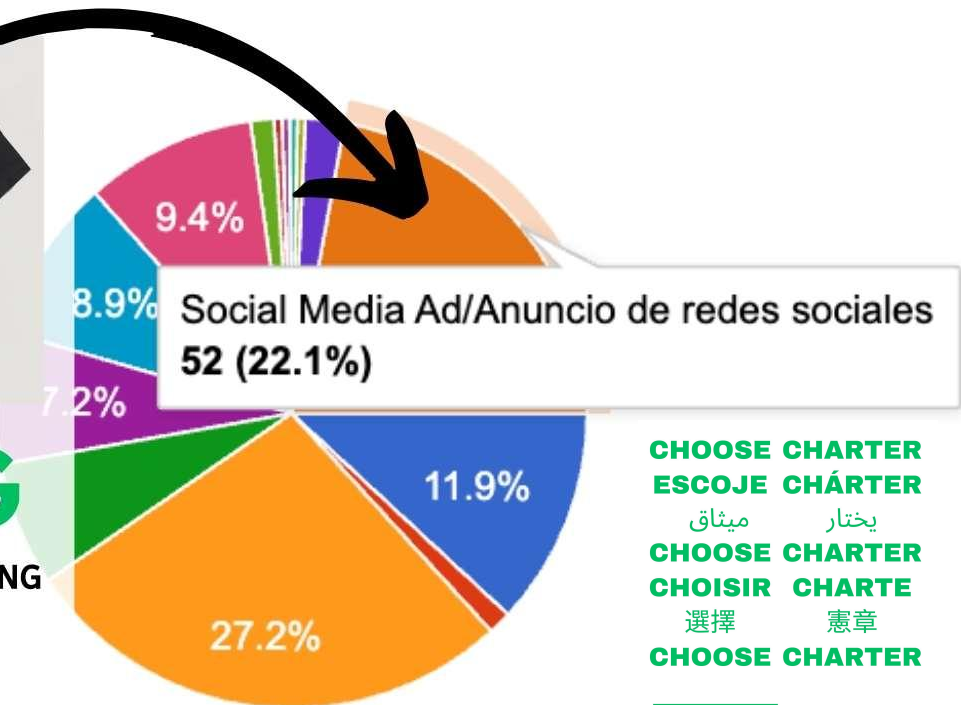


- Current Staff or Student/Personal o es...
- Guidance Counselor/Consejero de es...
- Friend or Family/Amigo o familia
- High School Fair/Feria de escuelas se...
- School Event/Evento escolar
- Postcard Mailing/Envío de carta postal
- NYC Charter School Center Open Ho...
- Hot 97 Radio

▲ 1/2 ▼

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

235 responses



BRANDING

- ENROLLMENT TEAM BRANDING
- SOCIAL MEDIA COHESIVE MARKETING
- UNIFORM INTEGRATION TO BROADEN MARKETING

CHOOSE CHARTER
ESCOJE CHÁRTER
ميثاق يختار
CHOOSE CHARTER
CHOISIR CHARTE
選擇 憲章
CHOOSE CHARTER

WWW.THEWCS.ORG SINCE 2004

- Current Staff or School
- Guidance Counselor
- Friend or Family/Friende o Familia
- High School Fair
- School Event/Evento
- Postcard Mailing
- NYC Charter School
- Hot 97 Radio

Recruitment and Enrollment 10/21/24

- **Canvassing local businesses, food pantries, community centers, community boards, enrollment centers**
- **Presenting at Local Middle Schools and Community Events**
 - 10/7 - St Stanilslaus Academy
 - 10/8 - Middle Village Prep
 - 10/15-PAL Wyn Center 495 Gates
 - 10/31 - Maritza Davila Costume Crawl 3-6pm Leonard St b/w Boerum & Montrose
 - 11/7 - Riverton Street Charter School Fair
 - TBD - JHS 126 MS visit (424 Leonard)
 - TBD - Excelsior Middle School (Quincy St)
- **Taradel Postcard Mailing and Email Blast**
 - 10,289 postal customers in Bushwick/Ridgewood Carrier routes: 11221C023, 11221C019, 11385C018, 11385C013, 11237C003, 11237C011, 11221C025, 11385C007, 11237C008
- **Upcoming marketing**
 - iHeart Media ([English streaming](#) plus [Alumni Ad](#)) & SBS Radio (La Mega Spanish streaming)
- **Middle School Tours: Bushwick Ascend - 30 students October 24th**
- **Recruitment Open House @198 Varet ST**
 - 10/19 @10am - 18 RSVPs, 3 families attended



Recruitment and Enrollment 10/21/24

IHeart Media & PAL HS Fair



ACTIVE MAILER

Geo-target: zip codes 11203, 11205, 11206, 11207, 11208, 11211, 11212, 11213, 11216, 11221, 11233, 11236, 11237, 11249, 11385 Audience: Presence of Children age 8-12, age

13-17



PRESORTED STANDARD
U.S. POSTAGE PAID
2EVERYDOOR
ECRWSS

LOCAL
POSTAL CUSTOMER

138 Varet Street Brooklyn NY 1120

APPLY
NOW FOR
2024-25
SCHOOL YEAR
GRADES 9-12



**APPLY
NOW!**

**CELEBRATING 20 YEARS
OF CREATING BRIGHTER FUTURES!**



SCAN WITH YOUR
PHONE FOR MORE INFO
www.thewcs.org/apply

- College and Career Courses
+ Advanced Classes + Honor Classes
- English as a new language services
- 25 Sports + club activities
+ internships and M+RE!

Like a private school BUT FREE!



**APLIQUE
AHORA!**

Solicite
ahora para el
año escolar
2024-25
GRADOS 9-12

**¡CELEBRANDO 20 AÑOS
CREANDO FUTUROS MÁS BRILLANTES!**



ESCANEE EL ENLACE
CON SU TELÉFONO PARA
MÁS INFORMACIÓN
www.thewcs.org/apply

- Cursos universitarios y
profesionales + Clases avanzadas
+ Clases de honor
- Servicios de inglés como nuevo
idioma
- ¡Deportes, actividades de clubes
y prácticas! Como una escuela
privada pero gratis!
*¡Como una escuela privada
PERO GRATIS!*

(347) 217 6995 | ADMISSIONS@THEWCS.ORG

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Recruitment and Enrollment 10/16/24

- **Taradel Postcard mailing**
 - Route Description: Bushwick/Ridgewood
 - Your selection of 9 carrier routes, across 3 ZIP Codes targeting Residential deliveries will reach 10,289 postal customers.
 - Carrier Routes
 - 11221C023, 11221C019, 11385C018, 11385C013, 11237C003, 11237C011, 11221C025, 11385C007, 11237C008
- **OurTime Press** - TBD
- **Brooklyn Family, New York Family & Queens Family Magazine**
 - Aug/September Back-to-School Special, Half-page color ad, Print and online
- **iHeartRadio- October 2024**
- **Google Ads:** General and special populations ads
- **Other Social Media:** TikTok, Facebook, Instagram, Schola.com, Niche.com
- **Weekly Email Blast** to mailing list via schoolmint & beacons
- **Online testimonials** from parents, students, teachers on Niche.com
- **Free Marketing Opportunity NYCSA:** <https://nycharters.net/our-charter-stories/>
- **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



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GRADES 9 - 12
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SINCE 2004



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WWW.THEWCS.ORG/APPLY

Admissions@thewcs.org

(347) 217-6995

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.

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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,
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STARTS @ 10am



OPEN HOUSE 

CASA ABRIETA

JULY 27 | AUG 10 | SEPT 14

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AYUDA CON EL REGISTRO DE LA APLICACIÓN

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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 – October 22, 2024

This is the Financial Statement as of August 31, 2024
total collected revenue for the period is \$3,265,037
(96% Per Pupil Revenue, 4% other)

Total expenses for the period are \$2,893,218 million.
(64% Personnel Services, 6% Contracted Services, 20% Rent, .1% Utilities, 9% Other expenses)

Total revenue over expenses for the period is \$371,819.00

Assets		
Cash and Cash Equivalents	12.0	Bank Acct, Petty Cash,
Account Receivable	1,891,771	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	708,680	Utility, Insurances, other
Total Assets	22.5	
Liabilities		
Accounts Payable, Accrued expenses	1.0	Bills, Accrued salaries/taxes
Unearned Revenue	2.6	Advanced Per Pupil fund
Total Liabilities & Net Assets	22.5	7.1 Net Assets

Notes:

- General Audit is still in progress



Human Resources

- First full month of staff being back onsite elevated employee relations with the majority of inquiries being benefits, employment verifications, demographic updates and scheduling.
- September - Instructional new hires - 3 (ALL Certified) with 1 instructional Support new hire and 2 Operations new hires.
- September - Instructional separations - 3 with 1 Operations separation.
- LOA - 1 Instructional and 1 Instructional Support employee currently on Leave.
- The 2024/2025 Personnel Handbook was approved for distribution and acknowledgement.
- Utilized a PD session to introduce the Handbook and go over some key elements to set the tone for the new school year.
- Spoke about the increase in legislation around women's rights over the past year.
- Verified the proper setup of our Lactation room on the 8th floor.
- Rolled out the new Lateness policy with a focus on enforcement for 2024/2025.
- Attended a half day Benefits workshop in Manhattan to get new ideas and perspectives from other companies and HR executives.
- A lot of recruiting through Indeed and NYC Charter Schools using our allotted budget to sponsor some job postings for increased attraction.



UPDATES FROM THE STAFF LIAISON TO THE BOARD



- Committee Meetings Update
- Positive Improvements Noticed
 - ◆ Cell Phones
 - ◆ Increased School Culture
 - ◆ PBIS / Celebrations
 - ◆ Student Government
- Culture of Staff Appreciation
- Culture of learning- 21 teachers Lunch n' Learn.
- Administrative Delegation of Tasks
- Board/Ellen involvement in the School improvement committee
- Targeting Goals/Needs for better day to day operations and student outcomes

Accountability and Development

Accountability

- **Board/Governance**
 - **Annual meeting** rescheduled for November Board meeting
 - Board meet and greet in November
 - Board elections and self-evaluations
 - Continuing to evaluate best day for meetings moving forward
- **Reporting**
 - **Annual Report** progress towards goals, budget, and audit due November 1

Development

- **Fundraising**
 - Total Raised = **\$17,085**
 - Two film shoots in August and September (\$16,900) + community fundraiser (\$185)
 - Third tentatively scheduled for 10/19 and 10/20 = additional **\$3-4k** → **Went with another school**
 - Same film crew interested in filming 10/29-11/7
 - Fundraising Committee
 - Met 10/16, three people attended, please volunteer!!!
 - Creating an email thread anyone can join in, you don't need to come to standing meeting
 - Working on small scale fundraisers w/ local businesses, companies
 - Discretionary Funding