

WCHS Board of Trustees Meeting

September 2024



Agenda

1. Welcome and Introductions
2. Approval of August Minutes
3. Parent Leadership Council
4. Academics
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

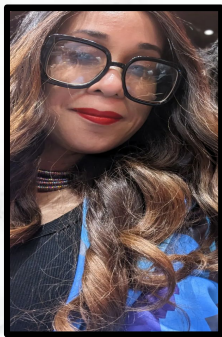
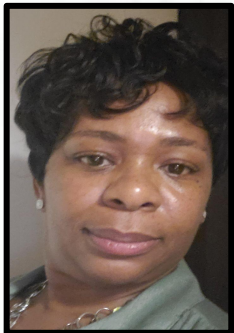




Parent Leadership Council
Parents and the School Board in our School



PARENT LEADERSHIP COUNCIL (PLC)



The Parent Leadership Council

Ready to ROAR!

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



New PLC Logo





Parents

JOIN OUR PARENT LEADERSHIP COUNCIL (PLC)
YOUR VOICE MATTERS

WE ARE HAVING OUR PLC ELECTIONS. ALL INTERESTED PARTIES CONTACT MS. PINK. PLEASE EMAIL THE POSITION YOU ARE INTERESTED IN, BIO AND PHOTO.

TUESDAY
SEPTEMBER 24th, 2024

TIME
6:00 PM

MPINK@THEWCS.ORG







PARENT LEADERSHIP COUNCIL (PLC)

WHO WE ARE AND WHAT WE DO
OUR MISSION

We the PLC are parent volunteers. Our group was founded in 2018. We represent the parents and guardians of Williamsburg Charter High School. We meet monthly as a collective group to discuss parent concerns and ways to improve our school. We work for you, the parents. Your voices, your comments and concerns are heard through us. We voice your comments, issues and concerns to the Board of Trustees, Head of School, and other School Leadership. We believe that every scholar deserves an outstanding education. Together we can Change History and Change Lives.

WHAT DOES IT MEAN TO BE PART OF THE PLC MOVEMENT?

- ✓ Be a parent/guardian that wants to improve the quality of your scholar's education.
- ✓ Attend monthly meetings and workshops.
- ✓ Get access to family and community resources.
- ✓ Make our school community stronger by letting your voice be heard.
- ✓ Participate in life changing programs and workshops.
- ✓ Show your scholars you care about them and their education.

For more details:
(718) 782-9830
Watch: [www.parentleadershipcouncil.org](#)

198 VARET STREET
BROOKLYN, NEW YORK 11206

plc@thewcs.org



Parent Leadership Council
Partnership for the Future of the Community

Virtual PLC Meeting & PLC Elections



HEALTH+
HOSPITALS

Woodhull

Our first presenter will be Ms. Gwendolyn D. Murph Director of Woodhull Hospital Volunteer Services, She will discuss their upcoming Career Day open to grade 12 scholars to learn about paths in healthcare. Slots are limited, first come, first served.



Our second presenter will be Ms. Brittney Russell, she is the Teen Program Coordinator at GreenPoint YMCA.. She will discuss Rowe Academy it is a comprehensive college and career access program designed for students attending high school.

Visit Parent Coordinator's / PLC Page on WCHS Website for resources, all PLC News, meetings & PLC Recruitment Video.
CLICK LINK:

[Our Parents - WCHS \(thewcs.org\)](https://thewcs.org)

COME JOIN US!

DATE: TUESDAY SEPTEMBER 24TH, 2024

TIME: 6PM

LOCATION: VIRTUALLY, CHECK YOUR EMAIL FOR LOGIN DETAILS. FOR FURTHER DETAILS EMAIL MS. PINK AT MPINK@THEWCS.ORG



COMING
SOON

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!!!!



CONSEJO DE LIDERAZGO DE PADRES (PLC) FERIA DE RECURSOS DEL MERCADO DE PULGAS

FECHA: 25 de OCTUBRE de 2024

HORA: 10:30am - 3pm

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

¡Únase a nosotros en nuestra emocionante Feria de recursos del mercado de pulgas!! Este evento es para recaudar fondos para el PLC y estamos ansiosos por verlo en persona. Ven y explora nuestro vibrante mercado de pulgas, donde puedes apoyar a las empresas negras y disfrutar de la comida caribeña, nuestros diversos proveedores y recursos comunitarios.. Académicos, no olviden pedirle algo de dinero a su mamá, papá o tutor para disfrutar de este espectáculo de compras y comprar comida caliente. ¿Y adivina qué? El PLC venderá piezas únicas en nuestra sección de mercadillo. No podemos esperar verlos el 25 de octubre de 2024!!!!



- Participation at Important Events

- Freshman Bridge Aug 22 (50 students)
- Virtual Parent Town Hall Aug 22 at 12pm (70 participants)
- Family Day Aug 23 12-3pm (42 families)
- First Day of School Aug 26
- School Closed: Labor Day Sep 2
- Sophomore & Junior Parent/Student Orientation Sep 5 @6pm (23 families)
- T3 Honor Roll Celebration 9/4 @9am (84 families)
- Freshman Parent/Student Orientation Sep 9 @6pm (33 families)
- Senior Parent/Student Orientation Breakfast Sep 14 @10am (71 families)
- STAR Testing (in class) Sep 9- 13
- SNAS Parent Orientation Sep 17 @6pm (3 families)
- ELL Parent Orientation Sep 19 @6pm (0 families)
- Virtual PLC Meeting Sep 24 @6pm TBD
- Virtual Curriculum Night Sep 25 @6pm TBD



Academics 9/23/24

- 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 Begins 10/15
 - PSAT 8/9 (Grade 9) & PSAT/NMSQT (Grade 11) & Advisory Trips/Remote Asynchronous Instruction (Grades 10 & 12) on 10/16
 - Progress Reports Released 10/18
 - Parent-Teacher Conferences 10/23 & 10/24
 - Virtual PLC Meeting 10/30
 - NHS Halloween Festivities 10/31
 - Partnerships
 - Brooklyn Neighborhood Services Financial Literacy Program
 - Summer 2024
 - Summer 2025
 - Woodhull Hospital
 - Guest Speaker on 9/14 & 9/25
 - Senior Career Day Field Trip on 10/16
 - The ROWE from Greenpoint YMCA
 - Assist in CCR classes, College Trips, SAT Prep, FAFSA

Academics 9/23/24

- Instructional Updates:

- Vision: teacher centered adult learning through professional development, student centered teaching/ learning through engagement practices & data driven PLC's
- Teacher Support: professional development sessions, instructional feedback/coaching, regular classroom pop ins via instructional rounds, department leader support/feedback, formal/informal evaluations.
- Round 1 Informal observations in progress with instructional feedback specifically through the lens of student engagement (domain 3) & planning/preparation (domain 1).
- Bi-weekly Gradebook/Canvas Checks
- Lunch 'n' Learns begin September 24th: Session 1 - Restorative Practices & Building Relationships with Students (teacher-led).

Academics 9/23/24 - Senior Orientation Breakfast



Academics 9/23/24 - 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 has been chosen as the 2024 NYAGV Honoree



The poster features a black background with the NYAGV logo in the top left, which includes the text 'NEW YORKERS AGAINST GUN VIOLENCE EDUCATION FUND'. To the right of the logo, the text 'FREEDOM FROM GUN VIOLENCE' is written in large, bold, orange letters. Below this, 'BENEFIT DINNER' is written in white, followed by 'OCTOBER 8, 2024 6:30pm' in white. On the left side, there is a red oval with the word 'Speakers:' in white script. Below this, there are four portrait photos of the speakers, each framed by a yellow border. To the left of the first photo is a red outline of the Statue of Liberty. Below each photo is the speaker's name and title in white text.

NYAGV
NEW YORKERS AGAINST GUN VIOLENCE
EDUCATION FUND

FREEDOM FROM GUN VIOLENCE

BENEFIT DINNER
OCTOBER 8, 2024 6:30pm

Speakers:

Rep. Hakeem Jeffries
House Democratic Leader

Letitia James
67th Attorney General,
New York

Victoria Wickman
President, NY State Trial
Lawyers Association

Shante Martin
Academy Leader,
Williamsburg Charter HS

“On behalf of New Yorkers Against Gun Violence Education Fund, I am writing to invite Williamsburg Charter High School to be an honoree at NYAGV Ed Fund’s 2024 Annual Benefit on October 8, 2024.

*As a statewide organization focused on preventing gun violence and supporting youth and schools, **we applaud Williamsburg Charter High School and your leadership for your schoolwide response and initiatives to support your students and teachers who have been impacted by gun violence. It has been a privilege to partner with your school, staff, and students to support and empower your community to become leaders locally and advocates nationally.*** “

Operations as of 9/23/24

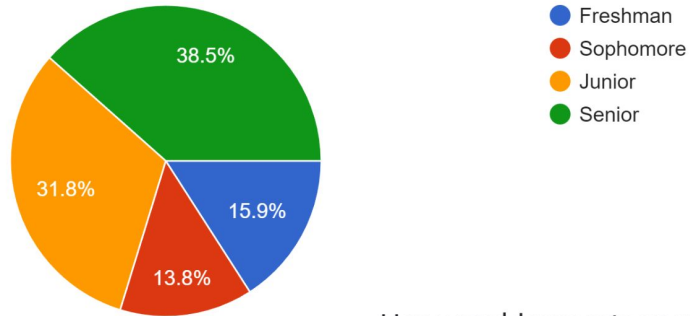
- Collaborate with Data, Tech Dept, CCR Dept, and SNAS Dept to create proctoring schedules, trainings, rosters, room assignments and digital readiness check for PSAT 8/9 & PSAT/NMSQT on 10/15
- Covered vacancies internally (10 sections) while recruiting for 1 Spanish Teacher, 1 SNAS teacher, 1 Science Teacher/Coach, 1 Counselor Leave Replacement, 1 CCR Teacher/Coordinator
- Submitted Safety Plans to NYSED
- Conducted 5 evacuation drills with 3 additional in September and 2 additional in October, including 2 upcoming Soft Lockdown Drills
- Continue “NO Cell Phone Zone” Pilot through October
- Back to School Student Survey Results: 195 students responded via Advisory Survey during the first two weeks of school



Operations as of 9/23/24

What grade are you in?

195 responses



How would you rate your bag check and cell phone collection experience each day

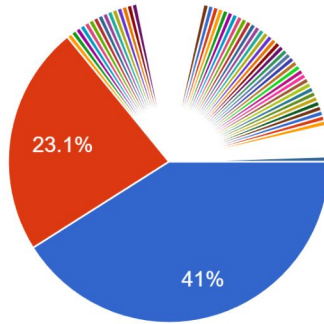
195 responses



Operations as of 9/23/24

How would you rate your experience away from your cell phone throughout the day?

195 responses

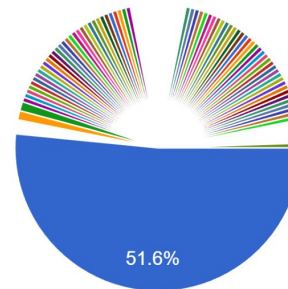


- Easy: I am able to focus in all my clas...
- Difficult: I am very distracted througho...
- It is okay but kind of difficult because I...
- I don't mind it but I feel bothered some...
- 50/50
- In the middle because i have nothing t...
- Its easy to focus in class but I got tired...
- Feels normal honestly

▲ 1/9 ▼

How would you rate the end of day cell phone procedure?

192 responses

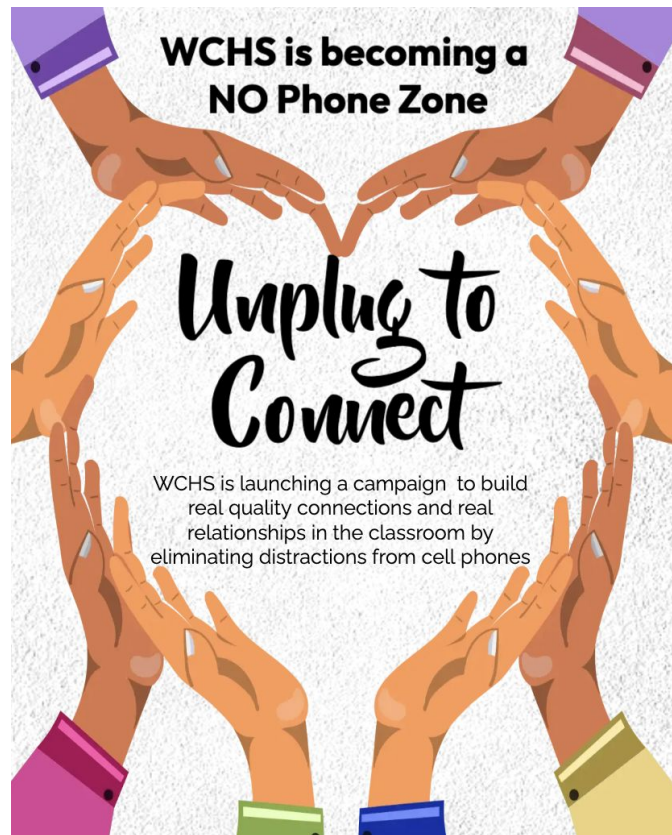


- Great. The process works well
- its fine
-
- its ok
- It takes way too long, but that might ju...
- it ok
- it takes too long
- its alright

▲ 1/12 ▼

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:

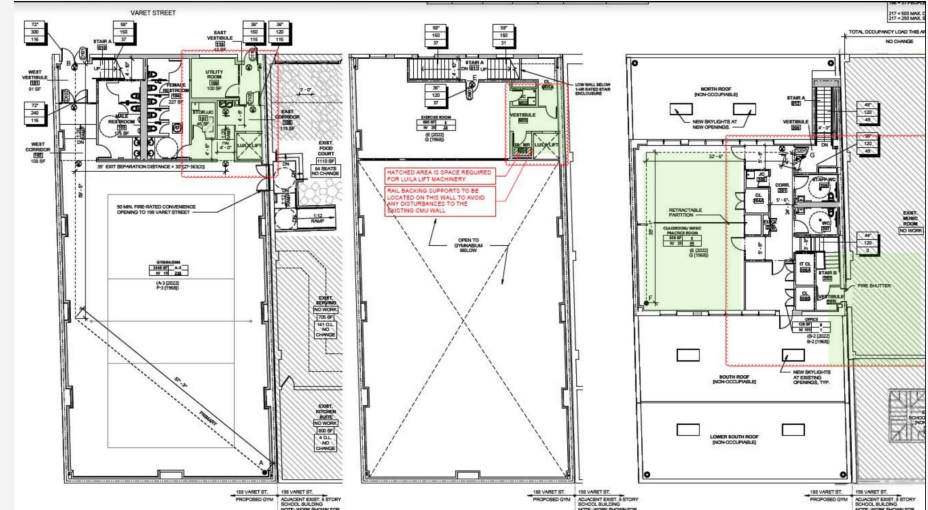
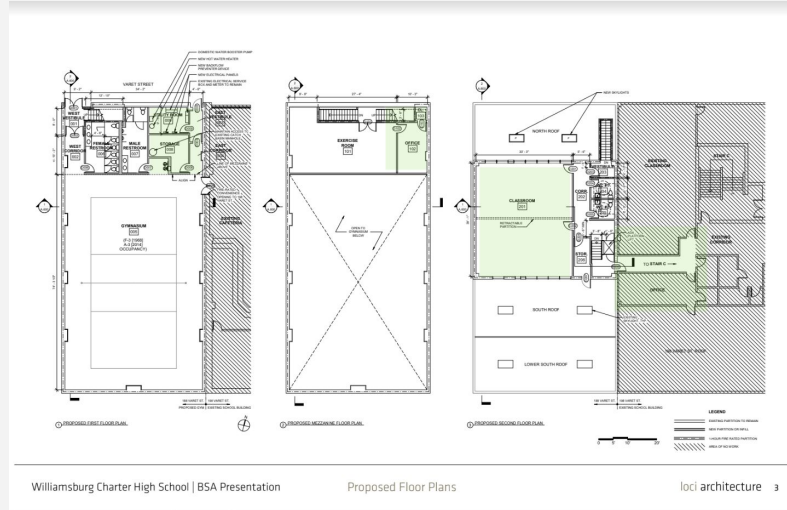
- Engaged in classroom activities and assignments
- Less dependent on electronics to do classwork
- Less likely to engage in conversations around bullying
- Less likely to be distracted and procrastinate on assignments in class

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

Facilities - New Gym Update



- Manny worked with architect to find alternative solution to permanent easement
- Changes:
 - The second floor usable space was reduced to lower occupancy to 49 people.
 - This removes the requirement of having 2 exits from the second floor. The stairway to the mezzanine will be enough.
 - A lift (small elevator) will be installed to give handicap access to the mezzanine
 - This fulfils handicap requirements allowing access to mezzanine
 - The openings into 198 Varet will be considered convenience openings and not require an easement.



Facilities

1- The school's HVAC air conditioning units are all still operational, The winter conversion to heat has not yet commenced

2- Both elevators are in working order.

3-No updates from the ConEdison underground rain water flooding issues on Varet Street at this time

4- No energy saving demands were requested from the ConEdison NY Demand Response program.

5-The schools building exterior & grounds were power washed, The school now utilizes its own electric powered washer

6-One visit was conducted on 9/19/24 from the Department of Health. No violations or issues were found, One EMS visit, A sick student, No other agency visits were conducted



Safety

- Morning Entry and Dismissal procedures continue to be a success.
- a. Discovered Items - Hair Pic, Rat Tail Comb, Glass Bottles.
- On 9/4/24 Safety Manager attended a Borough Brooklyn North Safety Meeting. (Exchanged contacts with NYCPS, CS, and NYPD NCO's, and YCO's).
- We have had 5 visits from the NYPD.
- a. 1- Family Custody issue - NYPD referred to Family Court
- b. 1- Non compliant student - No Action taken
- c. 3 - 311 Parking Concerns.
- NYPD provides coverage for dismissal on Bushwick ave.
- Renewed our Panic alarm system contract with DGA security .
- On 9/19/24 two safety officer injured during student physical altercation in the Cafetorium.
- 9/23/24 Attended a virtual NYPD 90th pct deployment meeting with Dep.Inspector Wernersbach, Youth coordinator Officer, and surrounding schools Administrators.
- Successful Soft Lock Down Drill. Took 11 min to complete.
- **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 9/23/24

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 9/23/24

| | | |
|---------------------------|-------------------|--------------------|
| <u>Powerschool</u> 675 | <u>ATS</u> 677 | <u>FTE*</u> TBD |
|---------------------------|-------------------|--------------------|

1. *October Billing doc due 9/27/24
2. 1 Pending Discharge, 151 Discharges and 29 Will Not Attend since 7/1/23; 65 Discharges 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 9/23/24

- # of Verified 9th Graders = 113
- # of Verified 10-11th graders = 55
- # of Current students being promoted to 10th-12th graders = 508

Total Estimated Students 24-25 = 686

Goal: 750 by 12/6

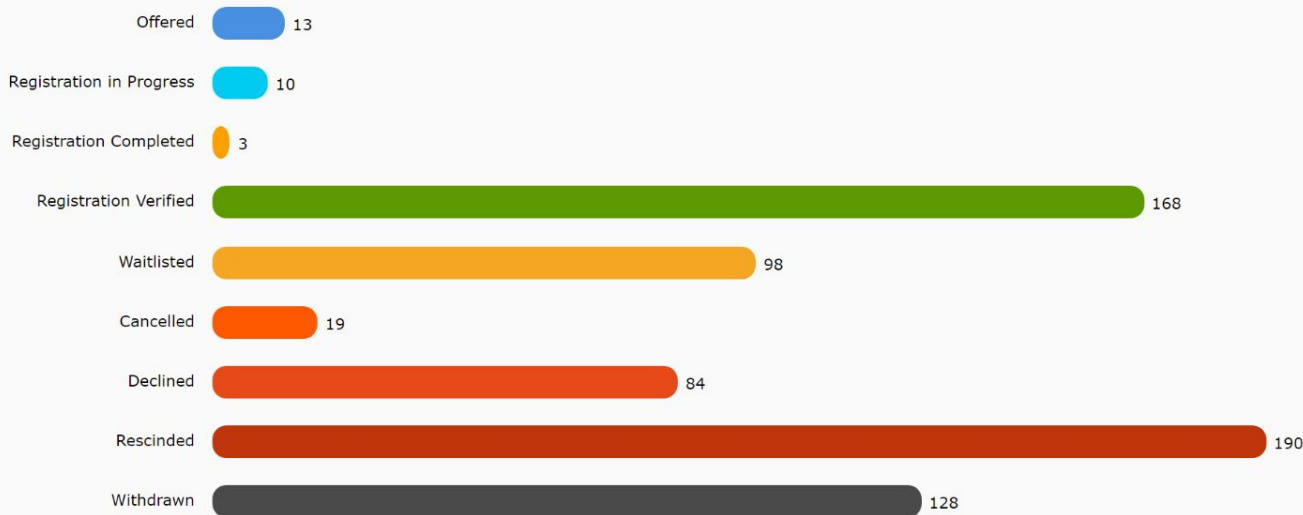
of 9th graders needed = 130



Recruitment and Enrollment as of 9/23/24

Overview Of All Applications

Total Applications: 713



Application Dashboard ?

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

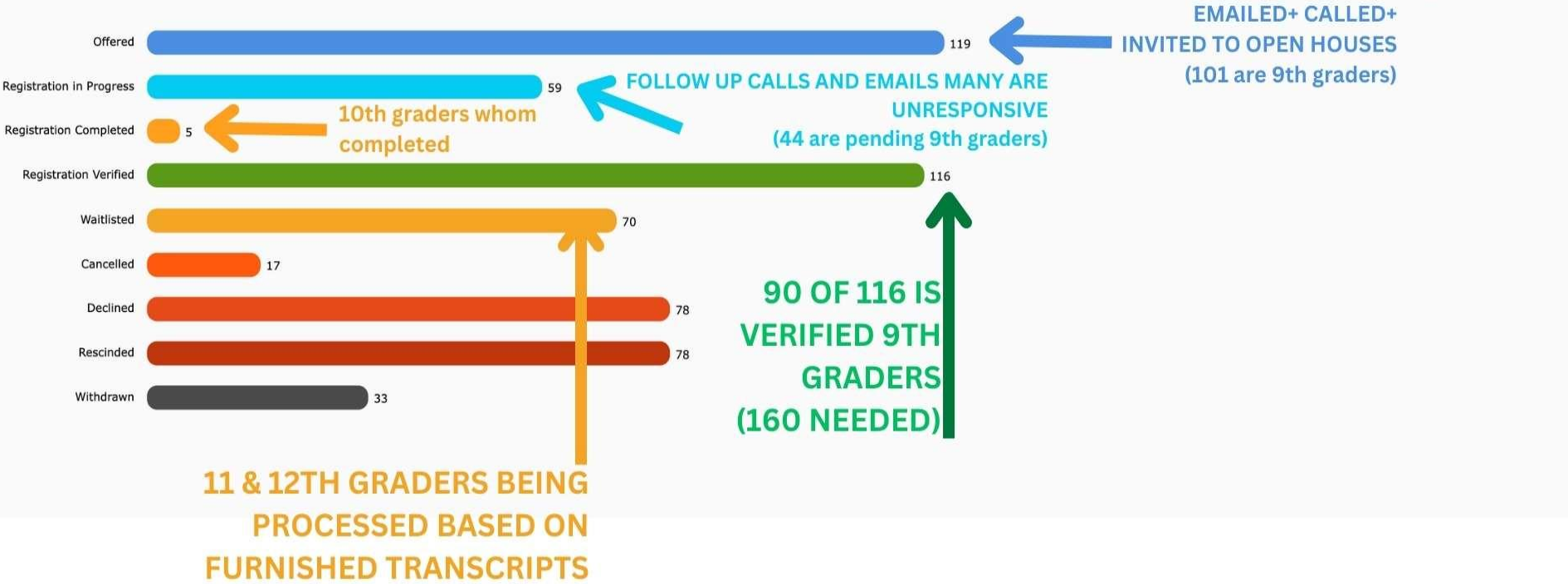
Total Schools: 1

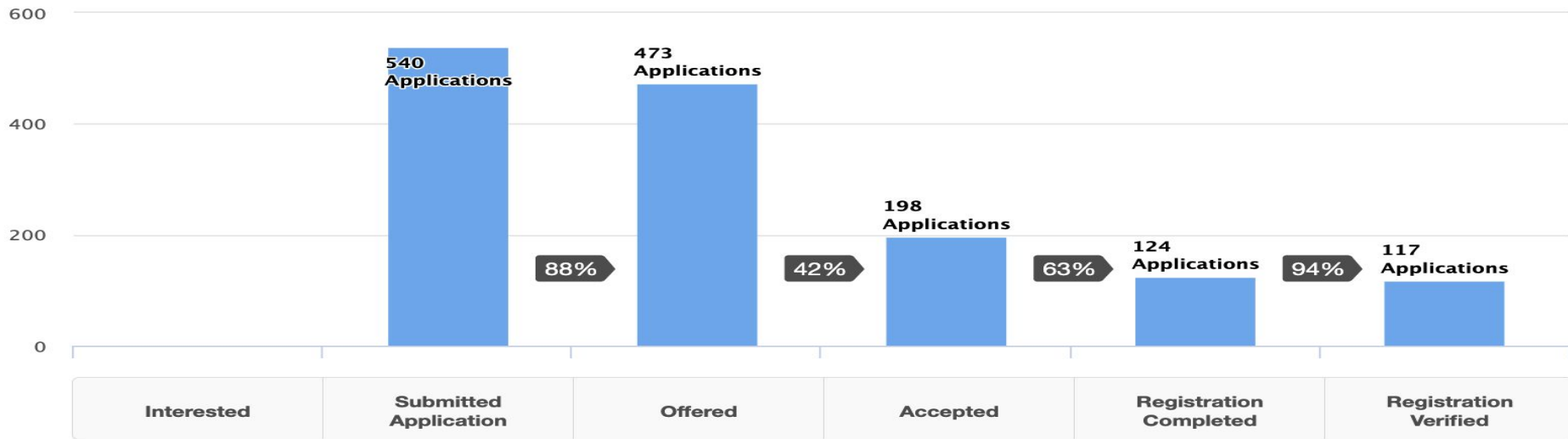
SCHOOLMINT ENROLLMENT DATA (AS OF JULY 30).



Total Applications: 575

Overview Of All Applications





100%

88%

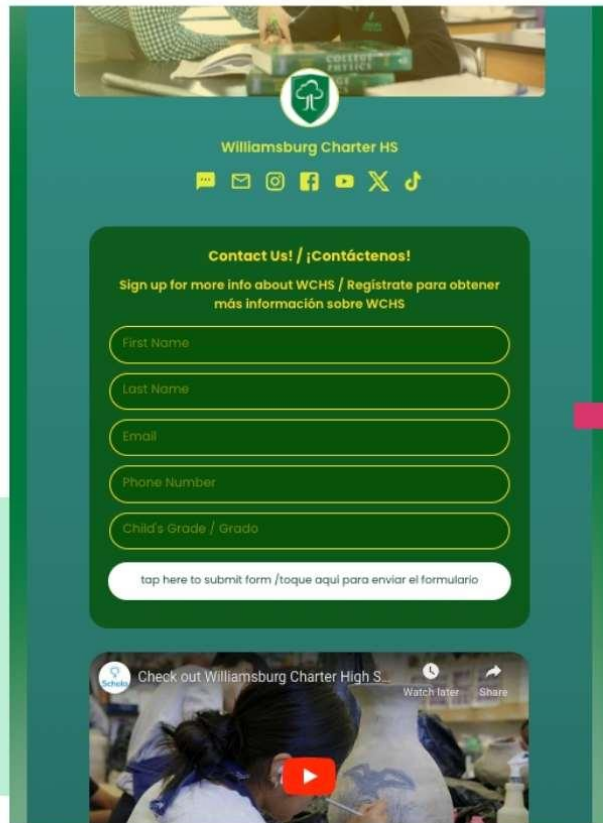
37%

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 |

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

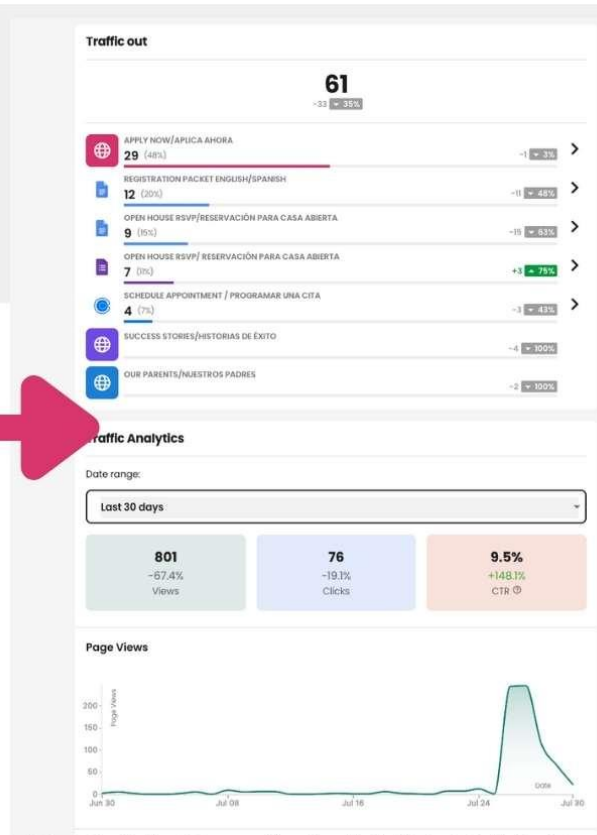
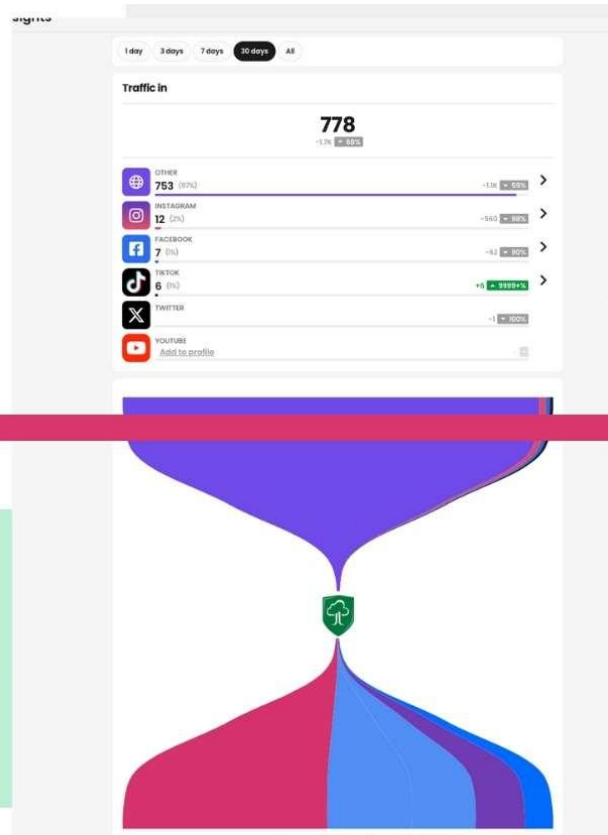
Email

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 9/23/24

2024-25 Lottery Application Numbers

- Registrations Completed & Verified = 171

| 9th | 10th | 11th | 12th | Total |
|-----|------|------|------|-------|
| 114 | 51 | 5 | 1 | 171 |

- Registrations in Process =10

| 9th | 10th | 11th | 12th | Total |
|-----|------|------|------|-------|
| 7 | 3 | 0 | 0 | 10 |

- Offered =13

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

Recruitment and Enrollment 9/23/24

- Applications Waitlisted = 98

| 9th | 10th | 11th | 12th | Total |
|-----|------|------|------|-------|
| 0 | 0 | 53 | 45 | 98 |

Total Applications 24-25 =713

| 9th | 10th | 11th | 12th | Total |
|-----|------|------|------|-------|
| 438 | 138 | 86 | 51 | 713 |

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
- 10 Applications as of 9/23/24
- 24-25 Seats Declared: 9th Gr - 240, 10th Gr - 30; 11th Gr - 15; 12th Gr - 0

Recruitment and Enrollment 7/16/24

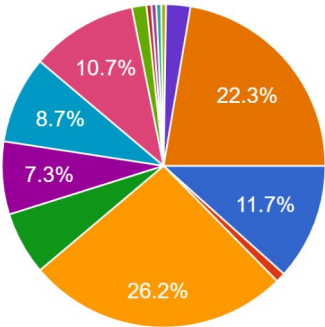
2024-25 Open House Dates

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

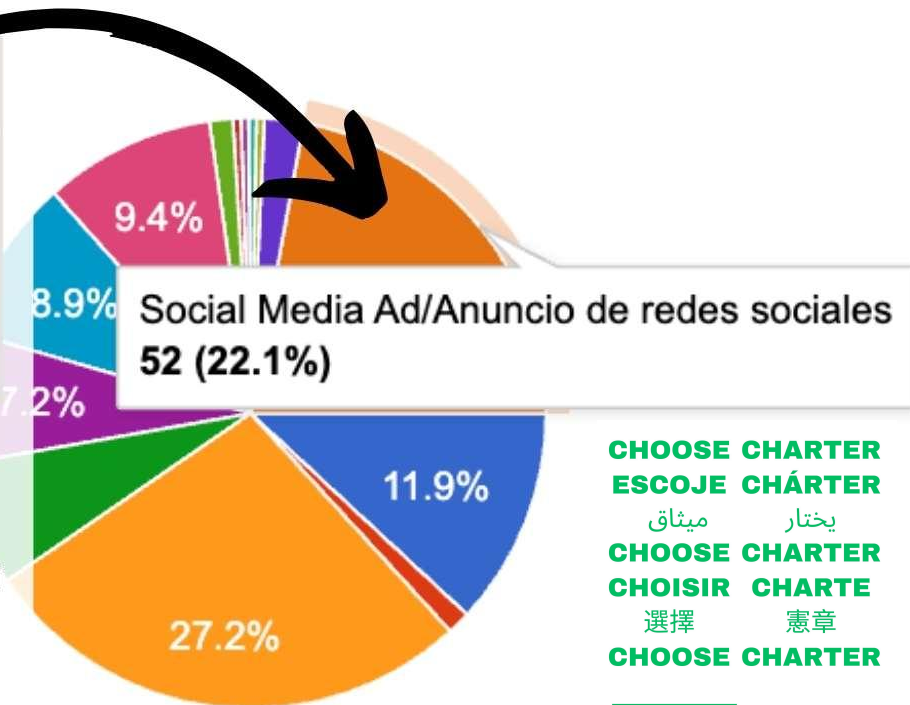


- Current Staff or Student/Personal o es...
- Guidance Counselor/Consejero de es...
- Friend or Family/Amigo o familia
- High School Fair/Feria de escuelas se...
- School Event/Evento escolar
- Postcard Mailing/Envío de carta postal
- NYC Charter School Center Open Ho...
- Hot 97 Radio

▲ 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 9/23/24

- **Canvassing local businesses, food pantries, community centers, community boards, enrollment centers**
 - Police Athletic League High School Fairs:
 - The first fair will take place at the PAL Harlem Center, located at 441 Manhattan Avenue, NY, NY 100, on October 8th from 5:00 p.m. - 7:00 p.m.
 - The second fair will take place at the PAL Wynn Center, located at 495 Gates Ave., Brooklyn, NY, 11216, on October 15th from 5:00 p.m. - 7 p.m.
 - Maritza Davila District Office Grand Opening 9/27 from 3-6pm
 - SchoolFest at 424 Leonard St 9/28 12-4pm
 - Canvassing street team daily
- **Video Marketing and outreach for schoolwide events on social media:**
 - Hispanic Heritage Month Events, Athletics, Beatmaking and Performing Arts courses
- **Upcoming marketing**
 - SBS Radio (La Mega Spanish streaming) & iHeart Media (English streaming)
- **Middle School Tours: Bushwick Ascend - 30 students October 24th**
- **Recruitment Open House @198 Varet ST**
 - 9/14 @10am (4 families) & Upcoming 10/19 @10am



Recruitment and Enrollment 9/23/24

- beacons.ai traffic over past 30 days

Traffic out

106

+17 ▲ 19%



APPLY NOW/APLICA AHORA

42 (40%)



OPEN HOUSE RSVP/ RESERVACIÓN PARA CASA ABIERTA

19 (18%)



REGISTRATION PACKET ENGLISH/SPANISH

15 (14%)



OPEN HOUSE RSVP/RESERVACIÓN PARA CASA ABIERTA

11 (10%)



OUR PARENTS/NUESTROS PADRES

8 (8%)



SCHEDULE APPOINTMENT / PROGRAMAR UNA CITA

7 (7%)



SUCCESS STORIES/HISTORIAS DE ÉXITO

4 (4%)

Traffic Analytics

Date range:

Last 30 days

1.9k

+56.4%
Views

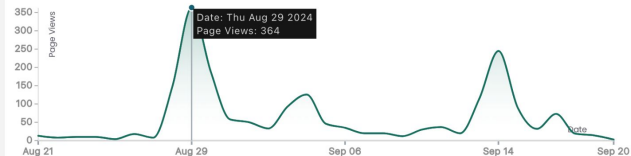
129

+44.9%
Clicks

6.6%

-7.3%
CTR

Page Views



Link clicks

-1 ▼ 6%

+4 ▲ 57%

+5 ▲ 167%

-3 ▼ 30%

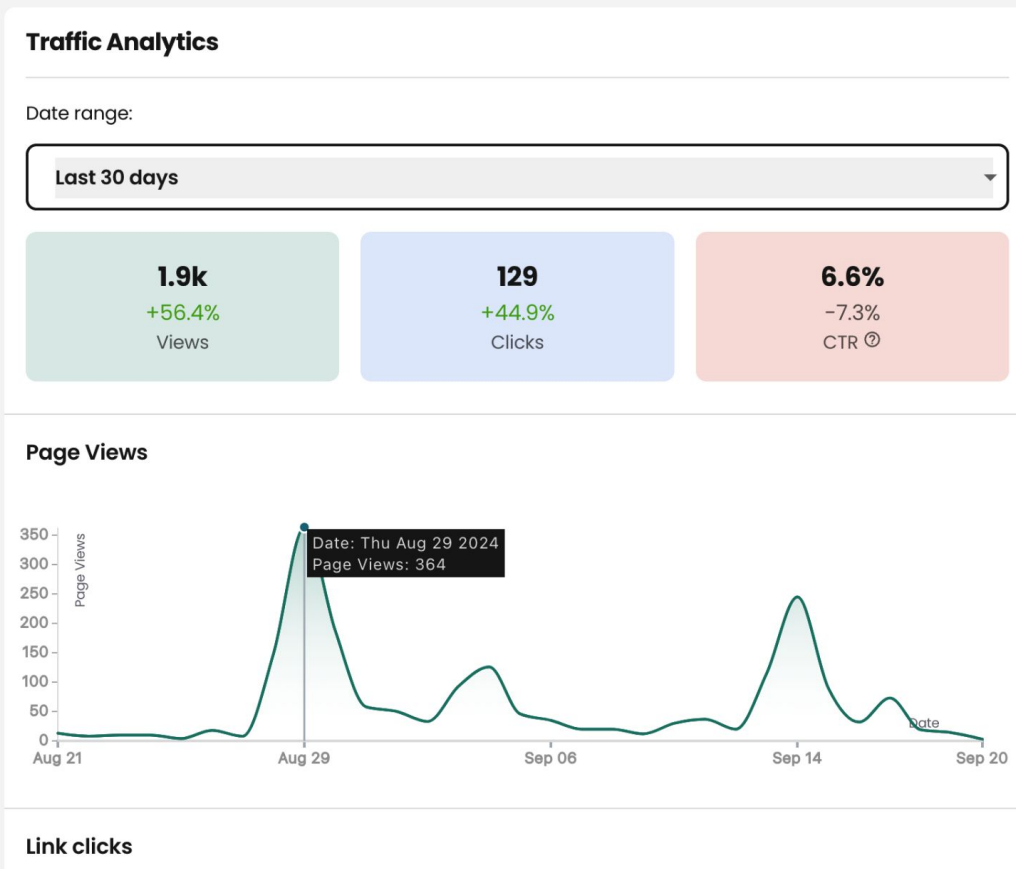
+2 ▲ 100%



WILLIAMSBURG
CHARTER HIGH SCHOOL

Recruitment and Enrollment 9/23/24

- beacons.ai traffic over past 30 days



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!
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PERO GRATIS!*

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(347) 217 6995 | ADMISSIONS@THEWCS.ORG

Recruitment and Enrollment 7/16/24

- **Taradel Postcard mailing delivered plus additional upcoming**
 - Route Description: Selection of 17 carrier routes
 - Across 7 ZIP Codes
 - Residential deliveries will reach 10,568 postal customers.
 - Carrier Routes: 11203C028, 11203C030, 11203C031, 11203C032, 11203C033, 11203PBOX, 11207PBOX, 11208PBOX, 11221PBOX, 11221C019, 11237PBOX, 11237C001, 11237C011, 11221C023, 11206PBOX, 11237C008, 11221C025
- **OurTime Press** - TBD
- **Brooklyn Family, New York Family & Queens Family Magazine**
 - Aug/September Back-to-School Special, Half-page color ad, Print and online
- **1010WINS Radio ad** - TBD
- **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



APPLY NOW
GRADES 9 - 12
CREATING IN COMMUNITY
SINCE 2004



PERFORMING ARTS



SPORTS

MUSIC STUDIO



CERAMIC STUDIO



FREE CHROMEBOOK



ADVANCED PLACEMENT COURSES



STUDENT DRIVEN COURSE SELECTION



SPECIAL EDUCATION SERVICES



ENGLISH AS NEW LANGUAGE SERVICES



COLLEGE AND CAREER PREP

INTERNSHIP PROGRAMS

SOCIAL & EMOTIONAL SERVICES

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.

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



Recruitment and Enrollment 7/16/24

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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 – September 18, 2024

This is a draft of the Financial Statement as of July 31, 2024
total collected revenue for the period is \$1,671,872
(93% Per Pupil Revenue, 7% other)

Total expenses for the period are \$1,757,495 million.
(74% Personnel Services, 6% Contracted Services, 17% Rent, .12% Utilities, 3% Other expenses)

Total deficiency of revenue over expenses for the period is (\$85,623),

| | | |
|---|-------------|--|
| Assets | | |
| Cash and Cash Equivalents | 10.6 | Bank Acct, Petty Cash, |
| Account Receivable | 2,346,393 | Title Funds/ESSER/Title |
| Total Fixed Assets | 2.2 | Leasehold improvement, Furniture, Equipment, software |
| New Building | 4.2 | New Building |
| Building Security Deposit | 1.5 | Rent Deposit |
| Prepaid expenses and Deposits | 632,976 | Utility, Insurances, other |
| Total Assets | 21.6 | |
| Liabilities | | |
| Accounts Payable, Accrued expenses | 1.6 | Bills, Accrued salaries/taxes |
| Unearned Revenue | 1,560,342 | Advanced Per Pupil fund |
| | | |
| Total Liabilities & Net Assets | 21.6 | 7.0 Net Assets |

Notes:

- General Audit is in process



Human Resources

- First half of the month things were a little slow with staff still on vacation.
- August - Instructional new hires - 0 (1 Operations new hire - Safety Manager))
- August - Instructional separations - 8 resignations. 9 positions discontinued that were not placed into new roles.
- LOA - 1 Instructional Support employee currently on Leave.
- Developed new lateness policy in conjunction with the HS leadership team.
- Finished revision of the 2024/2025 Personnel Handbook.
- Audit of all employee benefits.
- Utilized week long PD to roll out annual NYS Sexual Harassment training.
- General housekeeping to get ready for new year and increased hiring of open positions.



Updates from the Staff Liaison to the Board

- ✓ Temperature Check Update for September
- ✓ Support of Teacher Led Initiatives
- ✓ Committee Meetings Upcoming
- ✓ Thoughts to help enrollment/leveraging all of our wonderful attributes
- ✓ Advisory Walkthrough- Brainstorming



Accountability and Development

Accountability

- **Board/Governance**
 - **Annual meeting** rescheduled for **October Board meeting**
 - Board meet and greet
 - Board elections and self-evaluations
 - 2024-25 calendar and possibility of moving to third Wednesday of month
- **Reporting**
 - **Annual Report** progress towards goals, budget, and audit due November 1
 - **Title Funding**
 - 2024-25 Title funding approved

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**
 - Appeal letter campaign in fall
 - Exploring fundraising opportunities with local businesses