

### **Members Present**

Henry A. Lambert, Chair

Tony Betaudier

Diana J Lee

Mark David

Joanne Hunt (ex-officio non-voting)

### **Others Present**

Pamptata Sanders

Colathur Janardhanan

Robert Morales

The meeting was held on December 4<sup>th</sup> at the Brooklyn Charter School. The meeting was called to order at 5:30pm. The minutes for the meeting held on November 6<sup>th</sup>, 2017 were approved.

### **After School Program**

Diana stressed the importance of the After-School Program as the key to the future success of the school and higher enrollment and she wanted to ensure that the minutes reflected that this was the highest priority at this stage. The Board and Faculty are agreed that a very active after-school program is necessary. Tony stressed the fact that he chose BCS for his own children because of such after school programs.

The faculty, under Joanne's leadership, is doing a thorough examination of the potential programs. Joanne is consulting with Roger Redhead, Dean of Students, who has run after-school programs, and with Jahde Huntley, the Dean of Students, who was part of an organization that ran after-school programs.

Joanne will oversee the specifics of the program, including what it will consist of and how it will be staffed, and will report back to the Board in the next 2 weeks. The Board has stressed that it is willing to spend significant funds on this.

Of the 103 surveys returned to the school, 73 families said that they would like an after-school program and expressed a willingness to pay for this. There would be a minimal monthly fee for this, with different need based payment options. The program would run from January 8<sup>th</sup> to June 14<sup>th</sup> and 6 to 10 teachers have indicated that they are interested in participating.

Diana asked if there was a demand for a second language to be taught at the school and Joanne was going to look into this.

### **Website**

Joanne presented the first monthly report generated by Final Piece. This reflects a significant increase in web traffic coming to the BCS website. Matt from Final Piece will be generating

regular reports on this. A key component of the website is the images and Henry has identified a photographer who will take photos of the students before the holidays. So far Joanne has releases from all but 26 of the students to let us photograph them.

The school offers regular school trips from the Natural History Museum to Farmers' Markets. This provides exposure to different experiences for the students and is something that sets BCS apart from a lot of the competitive schools. Joanne will ensure that this is highlighted on the website and in the other marketing materials.

#### Eva Moskowitz Talk

Henry and Joanne went to a talk by Eva Moskowitz of Success Academy. During the talk Moskowitz described how Success Academy interrupts the academic day with games and other non-academic activities. Joanne will consider incorporating some of this.

#### Marketing

Approximately 50% of students do not come from the surrounding neighborhood. We will push to reach more students from the areas where there are bus services with empty seats. The school will call families of children currently on these buses and offer them referral fees for any potential students who they recommend who end up enrolling at BCS.

Matt from Final Piece will create a map to reflect all the neighborhoods covered by the bus service and showing the specific bus stops. The bus service that we offer, specifically with the bus matrons, is unique to BCS and we will push this in the marketing materials and on the website going forward. The fact that bullying on buses has dramatically decreased thanks to the bus matrons is an achievement that should be stressed.

As soon as the after-school program is up and running this must be emphasized in the marketing materials and on the website. It is a key element that will differentiate BCS from its competitors.

Going forward there will be daily posts on social media, specifically Instagram and Facebook.

Starting next week Joanne and Mr. Angel will be increasing their outreach efforts to local daycares. Mr. Angel is already regularly visiting daycares, providing the children with little book-bags and toys with BCS's name and website printed on them.

There are regular open tours on Tuesdays and on Wednesdays 5<sup>th</sup> grader students lead tours of the school.

A lot of people in the community still don't know that the school is in the neighborhood. To address this we will be hanging door hangers in the area. Joanne will also work with the public school downstairs to secure signage to the front of the school. We will also hand out flyers in the morning as the faculty welcome the students. A bulletin board should also be visible outside the school listing the activities for the week or month.

The new photos will be used to update the current brochure. Joanne is also working on updating the school's logo.

The next Board Meeting will be held at the home of the Chairman, Henry Lambert, on December 20<sup>th</sup> at 6:30pm.

The meeting was adjourned at 7:45pm.