

Members Present

Henry A. Lambert, Chair
Michael A. Catlyn, Vice 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 January 24th at the Brooklyn Charter School. The meeting was called to order at 5:30pm. The minutes for the meeting held on December 20th, 2017 were approved.

Marketing

The photographer came to the school on 20th December and his photos have now been uploaded to the website. There has been a great response to these images. Matt from Final Piece matched the photos with the appropriate sections of the website. There is a Gallery section on the website for the remainder of the photos and for videos.

The photos were used to help launch the school's social media campaign on Instagram, with new images being posted every day. The school has a camera that will be used to keep the photos current. The Instagram account currently has 225 followers.

There has been an increase in applications on the school's website, compared to this time last year. Overall this year there have been 59 applications compared to 6 from this time last year. Of these, 24 are for kindergarten, compared to 1 application from this time last year. The school's website applications are a good indication of real interest in the school, especially compared to Mint, the NYC Charter School Application Portal. Families using Mint will apply to 30 or 40 schools and so it is not reliable to count on any of these students attending. Last year the school accepted 60 students for this school year and only 4 of these students actually attended.

Once an application has been received, the school follows up with a phone call and a tour. Mr. Angles is responsible for the follow ups. Mr. Angel is currently at BCS about once a week. Given the importance of this role of following up and outreach we discussed increasing his time commitment to the school or adding a second person to work with us. There is a parent who works in the school's office, who can work with Mr. Angel as a back-up and advocate of BCS. This parent could be a good reference for families interested in the school.

On November 28th Mr. Angel visited different Day Cares and as a result 3 families are seriously interested in sending their children to the school. He has also been in touch with Citizens of the World Charter School, a local charter school that is closing. Citizens is engaging with BCS to try to find homes for some of their students and possibly teachers as well. BCS will participate in a school fair hosted by Citizens, and will bring student representatives.

Mr. Angel is also reaching out to families on the bus routes. 106 students currently take the buses.

BCS has been inviting prospective families to all school events to make these families feel like part of the community.

Joanne has ordered 4 banners, for a total of \$400, to mark the entrance to the school. One will be hung above the entrance on Willoughby and the other at the Vernon entrance.

Joanne distributed the draft flyers and the feedback was that these should have more specific information about the school and how it differentiates itself. As the school only goes through 5th Grade it was also suggested that we mention what we do to try to place these students in their next schools.

Budget Report

BCS will lose about \$500,000 this year as a result of a drop in enrollment to 200 students. So far, as of January, there has been a loss of \$166,000. The school needs to be close to break even next year, and with an extra 40 students we will be there. The expenses have been cut this year.

After School Program

There are currently 29 families enrolled in the After School Program, all paying \$125 per month. An additional 4 families will start in February. There are discounts for families with more than one child attending and for families who cannot afford it the students are able to enroll free of charge. The parents have been very happy with the program, especially the homework help.

Academic Report

Pam shared details on the new curriculum for ELA. She was drawn to the strong texts of this curriculum for each grade. Every week there is a vocabulary and grammar deep dive, which also addresses the use of punctuation. Each module addresses an "Essential Question."

Last year, students weren't writing in 1st Grade. Now students have to write something after each module, relevant to the reading for that module.

There is a parent tip sheet that informs parents of the books their children are reading, as well as how they can support their children in their learning. The parents have been excited about this and find the assigned books very interesting. There are recommended places to visit, relevant to their children's reading, but the students have also all been on trips to visit some of

these relevant places. Parents were invited to Curriculum Night to review the curriculum and how they could support their children with this. Joanne suggested that it would be good to have a refresher event.

Grades two through five all have question sets based on each module, as well as periodic writing exercises.

Pam is very happy that the school is doing everything it can in terms of ELA at this point. It is a rigorous and demanding curriculum but everybody, including ICT students, are reading at a higher level. Some teachers have been pushing back because of the demands of the curriculum but Joanne and Pam have been leading the professional development efforts and have been continuously observing teachers in their classrooms. Next year Joanne and Pam would like to have a Professional Development program for the teachers.

Pam, Joanne, and Robert have been covering for Mary Kate while she is on maternity leave. Mary Kate will be back at the school in May.

Joanne and Pam will be teaching Test Prep, beginning February 5th. There will be 19 sessions before the test.

It was emphasized that this is a crucial year for the school and that we have to do whatever is necessary to get results.

The next Board Meeting will be held at the school on February 26th at 5:30pm.

The meeting was adjourned at 7pm.