

### **Members Present**

Henry A. Lambert, Chair

Michael A. Catlyn, Vice Chair

Tony Betaudier

Diana J. Lee

Joanne Hunt (ex-officio non-voting)

### **Others Present**

Pamptata Sanders

Colathur Janardhanan

Robert Morales

The meeting was held on February 26<sup>th</sup> at the Brooklyn Charter School. The meeting was called to order at 5:45pm. The minutes for the meeting held on January 24<sup>th</sup>, 2018 were approved.

### **Website Update**

The analysis report from Final Piece consulting was reviewed. Site traffic has increased by 29% from the previous month. New visitors comprise 85% of this traffic. Organic searches topped the traffic source making up 45% (437 visitors) of traffic with paid coming in at 21% (206 visitors) and direct 18% (182 visitors). The average session time spent on the website is approximately 2:28 minutes up previously from 1:56 minutes per session. The question was raised as to how we compare to other schools. The bottom line is, have we done everything that we can do to maximize our outreach in order to get enrollment up.

There has been further increase in applications on the school's website, compared to this time last year. Overall this year there have been 82 applications compared to 6 from this time last year. Of these, 44 are for kindergarten, compared to 1 application from this time last year.

Mr. Angel continues to follow-up with every kindergarten application that comes in via the school's website to initiate communication with the school as well as invite potential families in for a tour of the school. Mr. Angel continues to come to BCS once a week. Ms. Bonnie, our school secretary, who is also a current parent serves as Angel's back-up/school advocate and conducts tours during the week for interested families in his absence.

Monday, April 9<sup>th</sup> is the lottery application deadline and Friday, April 13<sup>th</sup> is the public lottery. BCS will call all accepted families in kindergarten immediately the next week and then will begin to back fill grades 1-5 based on the waiting list. The school plans on inviting these families to school events moving forward to make them feel like part of the community and will host an orientation for new families in June 2018 to aid with commitment.

On Friday, February 16<sup>th</sup> Mr. Angel and Ms. Hunt attended the Citizens of the World Charter School (Williamsburg) School Fair. This local charter school is closing at the end of 2018. The school met with several families interested in grades 1-5. We collected a total of \_\_\_\_ physical applications and Mr. Angel is in the process of setting up tours for these interested families.

BCS has also taken an ad out in the NY Daily News Special Edition for Charter Schools which is scheduled to release on February 28<sup>th</sup>.

Ms. Hunt and Mrs. Sanders will attend the NYC Charter School Center Student Recruitment Fair on Saturday, March 3, 2018.

#### After School Program

There are currently 30 families enrolled in the After School Program. Average attendance is about 90% daily of enrolled students.

#### Academic Report

The BCS Test Prep After School Program began February 5, 2018. ELA is taught on Mondays and Math is taught on Wednesdays from 4:00-5:45 p.m. All but one teacher from grades 3-5 is able to remain and instruct their respective grade in each subject on these days. There are 102 students in grades 3-5 and 79 have signed up for the program. The school has ordered material from Triumph Learning (COACH PLUS), and has secured the most recent materials (December 2017) to support our students in ELA and Math. The school uses the most recent interim assessments in ELA and Math to group students based on immediate needs in relation to Common Core Learning Standards (CCLS).

Classroom teachers will begin test prep in the classrooms during the school day in March at least twice per week to ensure that students who are not able to attend the after school program are also receiving guided support with test-taking strategies.

The next Board Meeting will be held at the school on March 15<sup>th</sup> at 5:45 pm.

The meeting was adjourned at 6:35 pm.