WCHS Board Meeting Agenda
December 20, 2018
6:00pm

1. Welcome and Introductions
2. Approval of Board Minutes
3. Burning Flame Award
4. Head of School and Academy Leader Report
5. Head of Operations Report
6. Recruitment and Enrollment
7. Human Resources
8. Finance
9. Facilities and Safety
10. Accountability and Development
    a. Board Bylaws
11. Adjournment
12. Executive Session
    a. Personnel
December 2018
Board Report

Head of School and Academy Leader Report

- Student Led Conferences held December 5 & 6, 84% of students presented on their progress
- Mock Regents given December 10-20 (US History, ELA, Algebra 1, Global, Living Environment)
- Dress for Success Day: Trimester 1 Internship Celebration and Meet and Greet
- All Grades student council meeting held. There are 43 Students serving on the Student Council School Wide
- Over 300 Students made the Honor Roll, High Honor Roll & Principal’s List this Fall! Parents and Families attended to congratulate our scholars. Cocoa, Cupcakes & Certificates held on December 18th to celebrate
- Holiday Toy Drive held for children in the Bushwick Community: Over 200 gifts were given to youth & 5 Supermarket Gift Cards were raffled to families.
- Advisory this month featured holiday traditions from around the world, making digital cards and the Holiday Door Decor Contest
- Holiday Festival of Lights was held in the lobby featuring the WCHS House Band with Christmas Tree, Menorah and Kinara lighting, honoring various holiday traditions
- WCHS is participating in the 2018-19 School Climate Survey Pilot with the NYS Education Department evaluating social emotional nurturing going on in the building

Head of Operations Report

- Collaborated with Academy Leaders to administer Mock Regents Exams from 12/10-12/20
- Preparing Regents rosters, lists, scantrons, testing accommodations, supplies, schedules and training for January Regents Exams from 1/22-1/25
- Preparing for NAEP assessment in March 2019
- Technology & Data working on setup and distribution Surface mobile devices to Teachers; roll-out will continue in January with training, classroom installation, and support
- Providing substitute coverage for 1 instructional vacancy (Part-Time Advisor)
- Interviewing for 1 operations/organization vacancy (Student Information Systems Coordinator-Transportation)
- Seeking social media marketing proposals for the following services:
  - Dynamic pop up ads on sites read by our target demographic pushing them to our apply page and analyzing conversions
  - Social media ad campaigns and monitoring on Facebook, Instagram
  - Google AdWords campaign and monitoring
○ Search Engine Optimization to increase our profile in google search results

### Data Report

**NYC 2017-18 School Quality Guide/Snapshot**

<table>
<thead>
<tr>
<th>DOMAIN</th>
<th>METRIC</th>
<th>2015-16</th>
<th>2016-17</th>
<th>2017-18</th>
<th>Net Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Graduation</strong></td>
<td>Graduation Rate, 4 year (Jun)</td>
<td>84.3%</td>
<td>82.9%</td>
<td>82.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td></td>
<td>Graduation Rate, 6 year</td>
<td>92.3%</td>
<td>87.2%</td>
<td>90.3%</td>
<td>3.3%</td>
</tr>
<tr>
<td></td>
<td>HS Persistence (Non-Dropout) Rate, 4 year</td>
<td>95.3%</td>
<td>97.2%</td>
<td>92.7%</td>
<td>-4.6%</td>
</tr>
<tr>
<td></td>
<td>HS Persistence (Non-Dropout) Rate, 6 year</td>
<td>93.8%</td>
<td>91.4%</td>
<td>92.4%</td>
<td>1.1%</td>
</tr>
<tr>
<td><strong>Credits</strong></td>
<td>Percentage Earning 10+ Credits in First Year</td>
<td>79.0%</td>
<td>81.4%</td>
<td>74.1%</td>
<td>-9.0%</td>
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<tr>
<td></td>
<td>Percentage Earning 10+ Credits in Second Year</td>
<td>77.3%</td>
<td>78.8%</td>
<td>78.5%</td>
<td>-0.4%</td>
</tr>
<tr>
<td></td>
<td>Percentage Earning 10+ Credits in Third Year</td>
<td>78.2%</td>
<td>81.6%</td>
<td>67.2%</td>
<td>-17.6%</td>
</tr>
<tr>
<td></td>
<td>Lowest Third School, Percentage Earning 10+</td>
<td>60.9%</td>
<td>72.7%</td>
<td>59.7%</td>
<td>-17.9%</td>
</tr>
<tr>
<td></td>
<td>Credits in First Year</td>
<td>62.1%</td>
<td>58.0%</td>
<td>73.8%</td>
<td>27.2%</td>
</tr>
<tr>
<td></td>
<td>Lowest Third School, Percentage Earning 10+</td>
<td>67.6%</td>
<td>73.0%</td>
<td>60.5%</td>
<td>-17.1%</td>
</tr>
<tr>
<td></td>
<td>Credits in Second Year</td>
<td>62.2%</td>
<td>62.2%</td>
<td>62.1%</td>
<td>-0.1%</td>
</tr>
<tr>
<td></td>
<td>Average Completion Rate for Remaining Regents</td>
<td>54.8%</td>
<td>55.8%</td>
<td>45.8%</td>
<td>-19.9%</td>
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<tr>
<td></td>
<td>Average Regents Score, English (CC)</td>
<td>72.7</td>
<td>69.5</td>
<td>62.2</td>
<td>-10.5%</td>
</tr>
<tr>
<td></td>
<td>Average Regents Score, Algebra I (CC)</td>
<td>63.3</td>
<td>62.2</td>
<td>62.1</td>
<td>-0.2%</td>
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<tr>
<td></td>
<td>Average Regents Score, Living Environment</td>
<td>65.1</td>
<td>60.7</td>
<td>64.0</td>
<td>5.4%</td>
</tr>
<tr>
<td></td>
<td>Average Regents Score, Global History</td>
<td>63.7</td>
<td>63.2</td>
<td>61.3</td>
<td>-3.0%</td>
</tr>
<tr>
<td></td>
<td>Average Regents Score, US History</td>
<td>74.5</td>
<td>72.2</td>
<td>68.4</td>
<td>-5.3%</td>
</tr>
<tr>
<td><strong>College and Career Readiness</strong></td>
<td>College Readiness Index, 4 year</td>
<td>8.1%</td>
<td>24.0%</td>
<td>44.3%</td>
<td>84.6%</td>
</tr>
<tr>
<td></td>
<td>College Readiness Index, 6 year</td>
<td>16.3%</td>
<td>14.7%</td>
<td>14.0%</td>
<td>-4.8%</td>
</tr>
<tr>
<td></td>
<td>Postsecondary Enrollment Rate, 6 months After High School</td>
<td>61.7%</td>
<td>45.3%</td>
<td>61.0%</td>
<td>34.7%</td>
</tr>
<tr>
<td></td>
<td>Postsecondary Enrollment Rate, 18 months After High School</td>
<td>68.4%</td>
<td>66.9%</td>
<td>54.7%</td>
<td>-18.2%</td>
</tr>
<tr>
<td></td>
<td>College Readiness Index, 6 year</td>
<td>16.3%</td>
<td>14.7%</td>
<td>14.0%</td>
<td>-4.8%</td>
</tr>
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<td>34.7%</td>
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<td>68.4%</td>
<td>66.9%</td>
<td>54.7%</td>
<td>-18.2%</td>
</tr>
<tr>
<td><strong>Closing the Achievement Gap</strong></td>
<td>Graduation Rate, 4 Year - ELL</td>
<td>76.5%</td>
<td>38.5%</td>
<td>93.8%</td>
<td>143.6%</td>
</tr>
<tr>
<td></td>
<td>Graduation Rate, 4 Year - SWD</td>
<td>77.4%</td>
<td>79.4%</td>
<td>69.7%</td>
<td>-12.2%</td>
</tr>
<tr>
<td></td>
<td>Graduation Rate, 4 Year - Lowest Third City</td>
<td>71.2%</td>
<td>69.2%</td>
<td>71.6%</td>
<td>3.5%</td>
</tr>
<tr>
<td></td>
<td>Graduation Rate, 4 Year - Lowest Third City Black or Hispanic Males</td>
<td>64.3%</td>
<td>64.1%</td>
<td>64.5%</td>
<td>-0.6%</td>
</tr>
<tr>
<td></td>
<td>College Persistence, 6 yr</td>
<td>69.3%</td>
<td>50.8%</td>
<td>35.5%</td>
<td>-30.2%</td>
</tr>
<tr>
<td></td>
<td>Lowest Third City, College and Career Prep Course Index</td>
<td>8.3%</td>
<td>5.1%</td>
<td>5.9%</td>
<td>15.7%</td>
</tr>
<tr>
<td></td>
<td>Lowest Third City, 4-year College Readiness Index</td>
<td>1.4%</td>
<td>3.8%</td>
<td>19.1%</td>
<td>-402.6%</td>
</tr>
<tr>
<td></td>
<td>Lowest Third City, College and Career Prep Course Index</td>
<td>8.3%</td>
<td>5.1%</td>
<td>5.9%</td>
<td>15.7%</td>
</tr>
<tr>
<td></td>
<td>Lowest Third City, Postsecondary Enrollment Rate, 6 Months</td>
<td>47.9%</td>
<td>27.8%</td>
<td>41.6%</td>
<td>49.6%</td>
</tr>
<tr>
<td><strong>School Environment</strong></td>
<td>School Survey - Rigorous Instruction</td>
<td>85%</td>
<td>79%</td>
<td>78%</td>
<td>-1.3%</td>
</tr>
<tr>
<td></td>
<td>School Survey - Collaborative Teachers</td>
<td>82%</td>
<td>83%</td>
<td>74%</td>
<td>-10.8%</td>
</tr>
<tr>
<td></td>
<td>School Survey - Supportive Environment</td>
<td>75%</td>
<td>69%</td>
<td>68%</td>
<td>-1.4%</td>
</tr>
<tr>
<td></td>
<td>School Survey - Effective School Leadership</td>
<td>88%</td>
<td>86%</td>
<td>80%</td>
<td>-7.0%</td>
</tr>
<tr>
<td></td>
<td>School Survey - Strong Family-Community Ties</td>
<td>82%</td>
<td>81%</td>
<td>82%</td>
<td>1.2%</td>
</tr>
<tr>
<td></td>
<td>School Survey - Trust</td>
<td>92%</td>
<td>89%</td>
<td>84%</td>
<td>-5.6%</td>
</tr>
<tr>
<td></td>
<td>Least Restrictive Environment</td>
<td>0.3%</td>
<td>0.7%</td>
<td>0.5%</td>
<td>-26.8%</td>
</tr>
<tr>
<td></td>
<td>Students with 90%+ Attendance</td>
<td>75.1%</td>
<td>68.5%</td>
<td>56.8%</td>
<td>-17.1%</td>
</tr>
</tbody>
</table>
Overall Rating for Student Achievement

The Student Achievement rating looks at students’ progress towards graduation, graduation rates, college and career readiness, and postsecondary enrollment.

The overall section rating is a combination of many Student Achievement measures, including those presented here.

Graduation

4-Year Graduation Rate: 83%
- Graduated within four years
  - Comparison Group: 84%
  - Brooklyn: 76%
  - City: 76%

6-Year Graduation Rate: 90%
- Graduated within six years
  - Comparison Group: 84%
  - Brooklyn: 80%
  - City: 80%

College and Career Readiness

23%
- Successfully completed approved college or career preparatory courses and exams
  - Comparison Group: 27%
  - Brooklyn: 47%
  - City: 49%

44%
- Graduated college ready (met CUNY’s standards for avoiding remedial classes)
  - Comparison Group: 55%
  - Brooklyn: 50%
  - City: 51%

61%
- Graduated from high school and enrolled in college or other postsecondary program within six months
  - Comparison Group: 67%
  - Brooklyn: 57%
  - City: 59%

Graduation Rates for Students of Different Achievement Levels

Over the past two years, what was the graduation rate for seniors who entered the school with different eighth-grade test scores?

<table>
<thead>
<tr>
<th>8th-grade test score</th>
<th>Graduated in four years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 5 or 4</td>
<td>94% (Comp Group: 96%)</td>
</tr>
<tr>
<td>Level 2</td>
<td>96% (Comp Group: 90%)</td>
</tr>
<tr>
<td>Level 1</td>
<td>73% (Comp Group: 74%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>8th-grade test score</th>
<th>Graduated college ready</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 5 or 4</td>
<td>73% (Comp Group: 87%)</td>
</tr>
<tr>
<td>Level 2</td>
<td>41% (Comp Group: 59%)</td>
</tr>
<tr>
<td>Level 1</td>
<td>15% (Comp Group: 23%)</td>
</tr>
</tbody>
</table>

Progress Towards Graduation

Credits
74%
- Earned enough credits in ninth grade to be on track for graduation
  - Comparison Group: 82%
  - Brooklyn: 83%
  - City: 86%

79%
- Earned enough credits in tenth grade to be on track for graduation
  - Comparison Group: 79%
  - Brooklyn: 80%
  - City: 81%

Where Did Students Go After Graduating?

- 25% CUNY (City University of New York) - 4 year
- 22% CUNY (City University of New York) - 2 year
- 8% New York State Public
- 4% New York State Private
- 2% Out of State
- 2% Other

Closing the Achievement Gap

How well did this school help different groups of students graduate in four years?

English language learners: NA
Students with special needs: 
City’s lowest performing students: 

Regents

How well does this school help students improve from their incoming proficiency levels and perform on Regents exams?

- English
- Algebra
- Social Studies
- Living Environment
New York State School Report Card

Annual Regents

Annual Regents examination results include those from August, January, and June of the reporting year. If a student takes the same Regents examination multiple times during the reporting year, only the highest score is included in these results.

ANNUAL REGENTS ENGLISH (2017-18)

ANNUAL REGENTS ALGEBRA I (2017-18)

ANNUAL REGENTS GEOMETRY (2017-18)

ANNUAL REGENTS ALGEBRA II (2017-18)

ANNUAL REGENTS LIVING ENVIRONMENT (2017-18)
Regents Completion (Total Cohort, Class of 2018)
Recruitment and Enrollment

Enrollment as of

<table>
<thead>
<tr>
<th>Powerschool</th>
<th>ATS</th>
<th>FTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>934</td>
<td>933</td>
<td>917.48</td>
</tr>
</tbody>
</table>

- Virtual Outreach
  - RSVP Link on WCS website
    - 9 RSVP's for 1/12 as of 12/19
  - Event on Facebook Page for Open House 1/12
  - Posts on Instagram and Facebook

- Physical Outreach
  - Saturday, 12/1 Open House
    - 18 families attended (including 1 transfer student) and completed applications on SchoolMint
  - Brooklyn Family Welcome Center
  - Bed-Stuy Community Partnership Meeting

- Upcoming Outreach
  - Middle School Outreach
  - January 22-25, Regents Week - Family Enrollment Center, Brooklyn
  - Bed-Stuy Community Partnership Program, January 28
  - Community Council Meetings, Precincts 83, 90, 94
  - Monthly Open House at WCS, 1/12
Finance

WCHS Financial Update
December 20, 2018

As of November 30, 2018, total collected revenue for the period is $6,842,124 million and total expenses for the period is $6,429,392 million.

Total excess of revenue over expenses as of November 30, 2018 is $412,732.

<table>
<thead>
<tr>
<th>Total Assets</th>
<th>$13.9 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total cash</td>
<td>$9.4</td>
</tr>
<tr>
<td>Total Fixed Assets</td>
<td>$2.2</td>
</tr>
<tr>
<td>Building Deposit</td>
<td>$1.5</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$10.7(*)</td>
</tr>
</tbody>
</table>

* Primarily – Deferred Rent of $8,819,465 million.

Human Resources

- BEDS reporting complete
- Filled 3 staff positions
- Internal IS system in January

Facilities and Safety

Facilities
1. Elevators 1 & 2 was tested on 12/11/18 for their annual category 1 & 5 operational test. Both elevators passed & will be updated in the Department of Buildings database
2. The Backflow system was tested on 12/7/18 for the schools drinking water. The system passed and all three devices are free from contaminants and will be updated in The Department of Buildings database
3. One FDNY violation was issued on 11/7/18 due to two reported activated unwarranted fire alarms. Hearing date set for 12/18/18. First alarm was due to an Verizon telephone line issue. and alarm was due to a faulty pull station. Jack Jaffa & Associates scheduled to represent the school

Safety
1. There was a rise in student altercations from last month to nine altercations on property to date
2. No off property incidents have been reported
3. No truancies have been reported by the NYPD.
4. Area businesses reported students congregating on Bushwick & Varet street at dismissals. NYPD Housing Unit and 90 PCT have been alerted to observe.
5. Safety / Security is fully staffed. Summit Security provides officers for staff call outs. Training continues day to day.
6. Uniforms violations and hallway issues are being monitored and corrected.
7. There were no NYPD visits and three Ambulance visits to the school.

Accountability and Development

Marketing/Advertising/Recruitment
- Niche Proposal
  - #1 Search Website for K-12 Schools
  - Facebook advertising,
  - $4,990
  - Google Ads
- Researching Marketing Companies
  - 1. Kreativeworks, Inc. - lead nurturing and strategized emails
  - 2. VisoVita - video production, professional photography and digital marketing
  - 3. Carrot New York - marketing company specializing in education
- Google AdWords/Facebook
  - Getting a tutorial on 12/21 to improve results

Development
- Holiday Cards
  - Alumni, parents
  - Local businesses, real estate developers, legal offices, music venues, film studios
- Coming Up
  - My Brother’s Keeper
    - Beginning work January 2 -- Proposals due in February and March
  - Sports Showcase/Fundraiser Spring 2019
    - Most NY sports team take donation requests for 6-8 weeks in advance
    - Setup sports showcase in spring with athletes
    - Solicit requests from local teams to appear, donate sports items, and perhaps participate in sports challenge/game
    - Invite local community to come - giveaway memorabilia from sports teams (if donated)
    - Money would go to scholarships
  - WCHS one-pager