WCHS Board Meeting Agenda
March 19, 2019
6:00pm

1. Welcome and Introductions
   a. Burning Flame Award
   b. New Student Advisor to the Board
   c. Bathroom Beautification Project

2. Approval of Board Minutes

3. Staff Advisor to the Board

4. Student Advisor to the Board

5. Head of School and Academy Leader Report
   a. STEM Strategies Update
   b. Black History Month Review
   c. Evaluations
   d. Summer School Update
   e. Women’s History

   a. Lottery Update
   b. Marketing Materials

7. Recruitment and Enrollment

8. Human Resources

9. Finance
   a. Budget Update

10. Facilities and Safety

11. Accountability and Development

12. Adjournment

13. Executive Session
Board of Trustees Meeting
March 2019

The Burning Flame Award
The Burning Flame Award

Ayisha Gomez,
Recruitment Coordinator

Student Advisor to the Board

- Introducing Tatyana Clement, Junior
SCHOOL BATHROOM BEAUTIFICATION Project
Senior Student Council '19

WHAT is it?

As Senior Student Council, we wanted to improve all the bathrooms for our school. Our goal was to make these bathrooms cleaner, provide access to feminine hygiene products, and of course beautify them. The Senior Student Council wanted to leave behind something that brought comfort to our students.
WHY did we do it?

- We hoped to create a safe, clean, and welcoming space at school.

- We hoped to provide feminine hygiene products so our girls can be confident and comfortable.

- We hoped to make a change so you can too.

AIN'T THIS CUTE?
Ain't this cute?

Students! These are filled with tampons and pads! If you do not have 25 cents, you can ask your Academy Leader!

Love, the Senior Student Council
Many of our students experience a monthly menstrual cycle so we should talk about it!

Let's make school as comfortable as we can for everyone!

- Promote hygiene!
- Promote self confidence!
- Promote comfort!

We will...

- Respect the products
- Take one at a time and only when needed
- Treat our bathrooms like our homes

We will not...

- Waste the products
- Vandalize the decorations
Love,  
The Senior Student Council

Staff Advisor to the Board

- How to Contact
  - krichards@thewcs.org
Student Advisor to the Board

- **Senior**: Tra-Vaughn James
- **Junior**: Tatyana Clement

Head of School and Academy Leader Report

STEM Strategies Update

All Students are slated to take the SAT and PSAT on March 27th

Black History Month Gala took place on March 8th

Women’s Herstory Programs are underway

Student Leadership Initiatives are going strong

All classroom observations have been completed
Summer School Update

Internal postings have concluded.

Regents Proctor: 28 applicants
Summer APEX Teacher: 7
Summer Counselors: 4
Summer Regents Review: 25
Summer Regents Review Supervisor: 2
Summer School Intensives: 15
Summer School Principal: 6
Summer School Teachers: 38
Head of Operations Report

- Conducted mid-year staff reviews and charter-based goal setting for direct reports; Supervisors in process of finishing mid-year reviews
- Finalized Summer Calendar for Non-Instructional Staff and created Summer School Planning Timelines
- Collaborated with Counselors, SNAS and Data Departments to generate and disseminate Trimester 3 schedules for 3/18/19 Trimester 3 start date
- Trimester 2 Report Cards and Parent Bulletin to be issued by 3/22
- Distributed DOE Student (3/11) and DOE Parent Surveys (3/18) for collection prior to April 3rd Deadline. Response rates TBD
- DOE Teacher Survey Response Rate at 90% as of 3/14
- Working with Finance to spend FAMIS funds by 3/22 (NYSSL-$3,922, NYSTL-$40,748, NYSLIB-$1,708)
- Created SAT Day Schedule for 3/27 in concert with SNAS & College Office

Lottery Update

- Important Dates
  - 2019-20 Lottery Application Deadline: Mon., April 1 at 6pm
  - 2019-20 Lottery Date: Tues., April 2 at 6pm
  - Round 2 DOE High School Fair: Sat., Mar. 30 & Sun., Mar 31 11am-2pm
- Lottery Planning Team includes Instructional & Operational staff and meets weekly
- Independent Lottery Master will be a Representative from NYGAV; All Board members are invited to attend!
- Lottery Numbers
- Current PowerSchool HeadCount = 910 as of 3/18/19

<table>
<thead>
<tr>
<th>9th Gr. / 2022</th>
<th>10th Gr. / 2021</th>
<th>11th Gr. / 2020</th>
<th>12th Gr. / 2019</th>
<th>2018 &amp; prior</th>
</tr>
</thead>
<tbody>
<tr>
<td>227 / 190</td>
<td>308 / 238</td>
<td>144 / 210</td>
<td>231 / 253</td>
<td>38</td>
</tr>
</tbody>
</table>
Marketing Update

Physical Advertising


The Williamsburg Charter High School

ATTEND AN OPEN HOUSE!

Saturday, March 9, 2019 at 10 AM
Saturday, March 23, 2019 at 10 AM
RSVP at www.thewcs.org/apply.php

APPLY NOW!

Visit www.thewcs.org/apply.php to apply for the 2019-2020 school year!

FOLLOW US:

Facebook.com/williamsburgchs
Instagram.com/williamsburgcharter
Twitter.com/williamsburgchs

Williamsburg Charter High School
198 Varet Street, Brooklyn, NY 11206 • Phone: 347-217-6995 • Fax: 718-497-0476 Email: admissions@thewcs.org

Facebook.com/williamsburgchs * Instagram.com/williamsburgcharter * Twitter.com/williamsburgchs

WCHS Offers:

- Advanced Placement (AP) and International Baccalaureate (IB) courses
- Special Education (SPED) and English as a New Language (ENL) services
- Student-led admissions support
- Social emotional learning
- Visual and performing arts, extracurricular activities, and athletics

Williamson High School

Grade Level Academy Structure

Honors and AP Courses

College and Career Preparatory Culture

Special Education (SPED) and English Language Learner (ENL) Services

Life Skills and Intervention Classes

Student Support Services

Career Development and Occupational Studies (CDOS)

Program

World Language Program

Extracurricular Activities

ATTEND AN OPEN HOUSE!

Saturday, March 9, 2019 at 10 AM
Saturday, March 23, 2019 at 10 AM
RSVP at www.thewcs.org/apply.php

APPLY NOW!

Visit www.thewcs.org/apply.php to apply for the 2019-2020 school year!

Applications due April 1st at 6pm!
Marketing Update

Physical Advertising - Brochure

PRE-COLLEGE & INTERNSHIP PROGRAMS
College Now
18 CUNY campuses offer school-year and summer programs
Affords students internships
Enables students to gain valuable experience
Prepares students for life after school

Summer at University Programs
Summer University Programs

Tours & Orientation
Tours available for all ages
Learn about opportunities while completing an internship

THE COLLEGE OFFICE
I am not the person who sends letters to parents
Working with our school district is vital
Weekly visits from College & Career Counselors

Student Activities
CAMP Founder
Kaiya Gaylord
Linden Hall University
College of Staten Island
Northeastern University
Mount Holyoke College
Penn State University
Fordham University
New York University

OPEN HOUSE DATES:
Saturday, November 2, 2019 - 10 AM
Saturday, December 1, 2019 - 10 AM
Saturday, January 26, 2020 - 10 AM
Saturday, February 22, 2020 - 10 AM
Saturday, March 28, 2020 - 10 AM
Saturday, April 11, 2020 - 10 AM
Saturday, May 30, 2020 - 10 AM
Saturday, June 6, 2020 - 10 AM

WCHS Courses & Extra Curricular Activities

WCHS 2018-19 ENL PROGRAM
WILLIAMSBURG CHARTER HIGH SCHOOL

2018-19 ENL PROGRAM

ENL CLASSES
AFTER SCHOOL CLUB
PUSH-IN/PULL-OUT
REMIND

ENL PROGRAM

4 CLASSES
ENL classes are designed based on English language proficiency level and grade level.

HOMEWORK & STUDY
Students can come to Room 220 to complete their homework and incomplete assignments. Also, they can study for quizzes and State exams.

CORE CONTENT AREA CLASSES
ENL teachers support students in core content area classes by pushing in and/or pulling out of their classrooms.

STAY CONNECTED
Enter 81010
Text this message to your phone.
Marketing Update

Email Marketing
- Email blasts sent out to our mailing list gathered at DOE Fairs and open houses
- 323/563 opened
- 40 clicked

Marketing Update

Paid Online Advertising
Google Ads

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Budget</th>
<th>Status</th>
<th>Campaign Type</th>
<th>Impressions</th>
<th>Clicks</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrollment Ads</td>
<td>$20.00/day</td>
<td>Eligible</td>
<td>Display</td>
<td>110K</td>
<td>539</td>
<td>?</td>
</tr>
<tr>
<td>Lottery</td>
<td>$460.00 (total)</td>
<td>Eligible</td>
<td>Video</td>
<td>36,672</td>
<td></td>
<td>557 engagements 1.52%</td>
</tr>
<tr>
<td>Website traffic-Display-2</td>
<td>$31.00/day</td>
<td>Limited by budget</td>
<td>Display</td>
<td>85,856</td>
<td>388 clicks 0.45%</td>
<td></td>
</tr>
</tbody>
</table>

Here's a look at how Enrollment Ads did in the last 7 days:

Impressions 110K Clicks 539 Conversions ?

Measure your conversions to see how many website purchases, leads, or sign-ups you have.
Marketing Update

Paid Online Advertising
Facebook Boosted Posts
All Ads on Williamsburg Charter High School - WCHS

Last 60 days

<table>
<thead>
<tr>
<th>Objective</th>
<th>Status</th>
<th>Results</th>
<th>People</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Responses</td>
<td>Active</td>
<td>10 Event Responses</td>
<td>1,295 People Reached</td>
<td>View Results</td>
</tr>
<tr>
<td>Post Engagements</td>
<td>Active</td>
<td>95 Post Engagement</td>
<td>502 People Reached</td>
<td>View Results</td>
</tr>
<tr>
<td>Messages</td>
<td>Completed</td>
<td>940 People Reached</td>
<td>Messaging Conversations...</td>
<td>View Results</td>
</tr>
<tr>
<td>Event Responses</td>
<td>Completed</td>
<td>2 Event Responses</td>
<td>561 People Reached</td>
<td>View Results</td>
</tr>
</tbody>
</table>

Marketing Update

Paid Online Advertising
Facebook Boosted Posts

View Results

AUDIENCE
- People you choose through targeting
- People who like your Page
- People who like your Posts and their friends
- People in your local area
- People who like your Posts and their friends
- People in your local area
- People who like your Posts and their friends
- People in your local area

Location: Livingston, United States. 138 Vanet St. Brooklyn, NY 11203.
Age 13 - 65+

Education: Elementary school, high school, college, university, professional school, trade school, graduate school, Doctoral school.

Interest: Education, interest in politics, interest in local news.

People who like your Page:
- Williamsburg Charter High School - WCHS
- Living in United States
- Livingston, United States
- Brooklyn, New York City
- NY 11203

Show All (12): Create New Audience

Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help grow your audience.

Done

By clicking Save Changes, you agree to Facebook's Terms & Conditions. Help Center

Send another post
Cancel
See Changes

Promote: Desktop News Feed

Williamsburg Charter High School - WCHS

Williamsburg Charter High School's graduation rate is consistently higher than the city's four-year and five-year averages. Help ensure your child's academic success and apply today: www.thecityschool.org/apply
Marketing Update
Paid Online Advertising
Niche Premium Profile

- Monthly Report will help us decide whether or not premium profile is helping the school
- Here is an example of our data from February - before our paid profile began

From Williamsburg Charter High School

The Williamsburg Charter High School serves youth, families, staff, teachers and the community at large in providing young people with the tools necessary to make sense of the world, preparing them in their journey to become citizens of the local and global community.

Young people will accomplish this through participation in a liberal arts education that includes language, literature, writing, science, history, mathematics, the visual and performing arts, technology and explorations in disciplines designed to teach various, independent thinking, respect and compassion for themselves and others as well as the skills of critical thinking, communication and research.
Free Events Listings

- Facebook
- ClassifiedAds.com
- Google My Business: Setup Google My Business Page and posted event will now pop up every time you Google our school
- Yelp: Setup our Yelp Business page and posted event
- Eventbrite
- Abc7
- NY1
- NBC4
- Brooklyn Paper

Marketing Update

Free Events Listings

- Pix11 SpinGo - which also populates across these events listings:
  - PIX11
  - SocialZone Event Guide
  - News11.com Events
  - OnNYCity.com
  - New York Events
  - Social in Newark
  - Social in New York
  - Social in Manhattan
  - Social in Staten Island
  - Social in the Bronx
  - Social in Brooklyn

- Social in Queens
- Queens Ledger
- Greenpoint Star
- Glendale Register
- The Villager
- Chelsea Now
- Leader Observer
- Downtown Express
- SpinGo.com
- Forest Hills Times
- Long Island City Journal
- Queens Examiner
- East Villager News
- NY Social Agenda
- Brooklyn Downtown Star
- SpinGo NYC
Marketing Update

Free Social Media Posts
- 5-7 posts per week
- Highlighting variety of WCHS features
- Most if not all direct to Apply page

Williamsburg Charter High School - WCHS
Published by Kasia Markowska 11', Mixed T4 at 10 PM

Did you know that WCHS has a growing English as a New Language program (ENL) that includes 3 balcony teachers with a variety of services? Let WCHS help your student and apply now: www.hesch.org/apply.php

2018-19 ENL PROGRAM
WILLIAMSBURG CHARTER HIGH SCHOOL
Contact: Jelisa Park
Email: jpark@wchs.org
Phone: 718.761.0600 ext. 2014

Updated FB Cover Photo to clip of new branding video

Recruitment and Enrollment as of 3/15/19

<table>
<thead>
<tr>
<th>Powerschool</th>
<th>ATS</th>
<th>FTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>909</td>
<td>908</td>
<td>910.75</td>
</tr>
</tbody>
</table>

School Mint Applications

Total Applicants for 2018-19: 895

Applicants Enrolled: 280

Current Waitlist: 0

- Enrollments in Process: 5

Total Applicants for 2019-20: 441

Total Applicants at 2018-2019 March Meeting: 527, but meeting occurred after the NYC DOE Fairs, which are March 30 and 31 this year
Recruitment and Enrollment

Virtual Outreach
RSVP Link for Open Houses on WCS website
  • 17 RSVPs for 3/23 as of 3/18
  • MailChimp Campaign sent out 3/16 at 2:33pm

Physical Outreach
  • WCHS hosted a tour for 33 students from Bed-Stuy New Beginnings Charter School on Thursday, March 7th
  • Saturday, 3/9 Open House
    ○ 15 families attended and 14 completed applications on SchoolMint
  • Presented at a Parent’s Association meeting on Thursday, March 14th, at IS 291, two parents interested in attending the next open house

Recruitment and Enrollment

Upcoming Outreach
  • Saturday, March 23, WCHS Open House
  • Saturday, March 30 and Sunday, March 31, Round 2 High School Fair
  • Email blasts through the Daily News to 60,000+ families in our top feeder zip codes
    ○ 11206, 11221, 11385, 11231, 11208, 11207, 11211, 11213, 11233, 11212
    ○ Adults with children ages 8 through 17
    ○ Price: $2200
  • Middle School Parent Teacher Conference March 26 and 27
    ○ Tabling at MS 126, TBD
Human Resources: Overview

- Currently evaluating Mid-year data. Midyear letters - March 25th-31
- Planning sequels to both excellent all-staff PD sessions on LBGTQIA in Inclusive Schools and Mental Health - Youth
- 403b ‘seminar’ workshop PD is scheduled April 10
- Reviewing Agreement templates for 2019

Human Resources: Recruiting active candidates

- Shared support staff
  - An HR associate for work for HR and Finance
  - A student information systems person who can also assist student recruiting
- Summer School staff for positions not filled by our teachers
- Indeed and jobs@wchs.org - good yield of active candidates
- Upcoming Job Fairs - low yield, $ adding up

  Sat Feb 9  Great Oaks Charter School
  Sat Mar 16  Progressive Public Charter School Job Fair for Teachers of Color
  Sat Apr 6   Metro NY Teachers College Job Fair (K12Conect)
  Mon Apr 10  Teachers College Virtual Job Fair
  Sat May 11  Ascend Job Fair
  Sat Jun 1   Harlem Children’s Zone Job Fair
Finance

WCHS Financial Update
March 19, 2019

As of February 28, 2019, total collected revenue for the period is $10,918,104 million and total expenses for the period is $10,527,891 million.

Total excess of revenue over expenses as of February 28, 2019 is $390,213.

<table>
<thead>
<tr>
<th>Total Assets</th>
<th>$15.1 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total cash</td>
<td>$10.8</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>$11.9(*)</td>
</tr>
</tbody>
</table>

* Primarily – Deferred Rent of $9,007 million.

Facilities

1. All heating units are operational
2. Department of Building permits are pending for the scaffold erection and window leak repairs
3. Elevators are both operational and scheduled for the Department of Buildings mandatory emergency brake service upgrade in July 2019
4. Building owners working on one ECB notice for a Required Report of Critical Examination. In regards to the exterior condition of the building rooftops and walls
5. Building owners working on one ECB notice for Filing a Benchmark Report of Energy Use
6. One visit from Health Department on 3/19/19 with no violation issued. One warning issued to clean one vent
7. One visit from the FDNY on 3/18/19 with no violations issued
8. No NYPD or EMS visits to the school
Safety

1. No reports of student altercations on or off property
2. No NYPD truancy reports
3. Cafeteria monitoring is still active
4. Random selective bag inspections are active
5. April 1st 2019 operation “Mandatory Uniform” goes into effect

Accountability and Development

- Marketing Update (see earlier)
- Lottery 4/2: 1 Board of Trustee attend
- Scholarship Fundraising - $5,000 from Building Hope
  - Letter also sent to: Brooklyn Nets and New York Yankees
  - Aggregating list of local banks, businesses, former donors, developers to send ask to week of 3/25
- SPage Usage
  - Rachel Inquirer
  - Recording Studio
- Upcoming Accountability Deadlines
  - CRDC