



WILLIAMSBURG
CHARTER HIGH SCHOOL

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
6. Head of Operations Report
 - 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



WILLIAMSBURG
CHARTER HIGH SCHOOL

Board of Trustees Meeting

March 2019

The Burning Flame Award



...



WILLIAMSBURG
CHARTER HIGH SCHOOL

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.

7

AIN'T THIS CUTE?



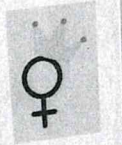
8

AIN'T THIS CUTE?

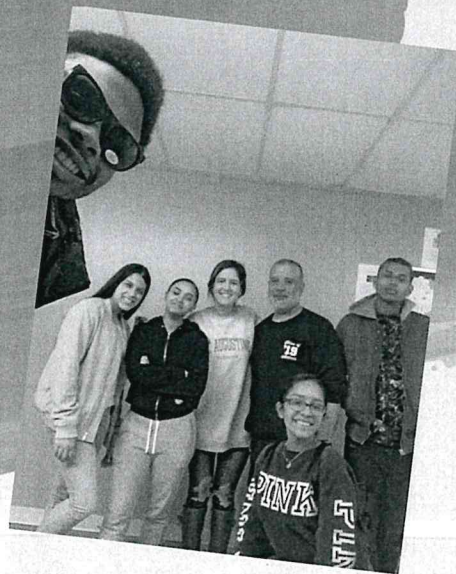


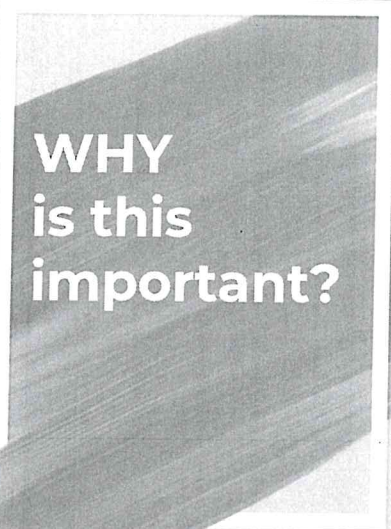
AIN'T THIS CUTE?

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





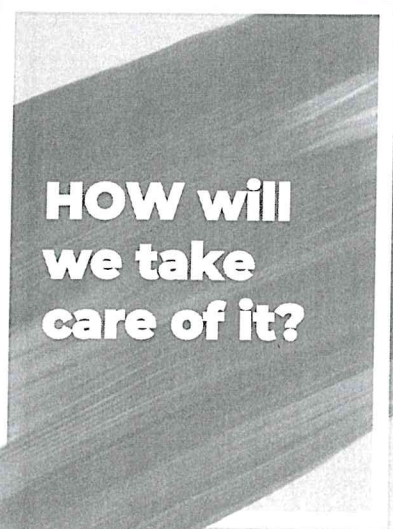
WHY
is this
important?

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!**

11



HOW will
we take
care of it?

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

12



**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



WILLIAMSBURG
CHARTER HIGH SCHOOL

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



WILLIAMSBURG
CHARTER HIGH SCHOOL

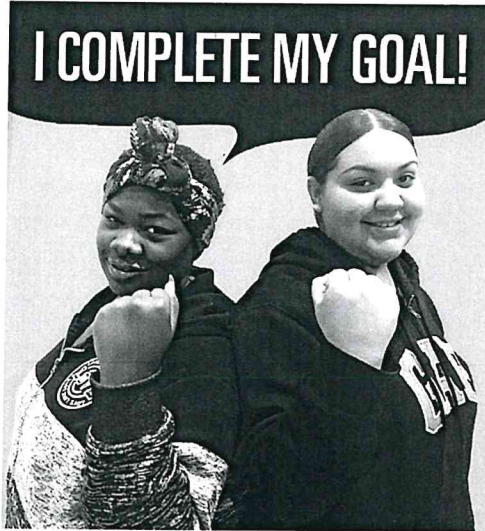
WCHS CELEBRATES WOMEN'S HERSTORY

I HELP PEOPLE AND CAN MAKE THINGS EASIER FOR THEM IN LIFE!



"I FEEL POWERFUL WHEN..."

I COMPLETE MY GOAL!



I'M DOING WHAT I LOVE TO DO!



WE MAKE SOMEONE HAPPY!



WILLIAMSBURG
CHARTER HIGH SCHOOL

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



WILLIAMSBURG
CHARTER HIGH SCHOOL

Head of Operations Report



WILLIAMSBURG
CHARTER HIGH SCHOOL

- 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



WILLIAMSBURG
CHARTER HIGH SCHOOL

- 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

9th Gr. / 2022	10th Gr. / 2021	11th Gr. / 2020	12th Gr. / 2019	2018 & prior
227 / 190	308 / 238	144 / 210	231 / 253	38

Marketing Update

Physical Advertising

- El Dario, Vanguard Postcard, Family Magazine, AMNY bi-weekly ad and an ad in AMNY Charter Schools Guide.

The Williamsburg Charter High School



The Williamsburg Charter High School unites 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.

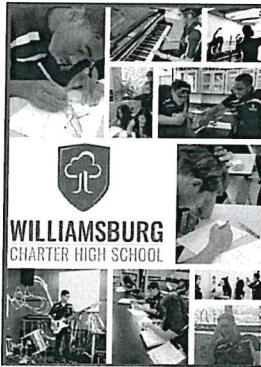
Young people will accomplish this through participation in a liberal arts education that includes language, literature, writing, science, history, mathematics, the visual and

performing arts, technology and explorations in disciplines designed to teach justice, independent thinking, respect and compassion for themselves and others as well as the skills of critical thinking, communication and research.

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 lottery!
Applications due April 1st at 6pm!

FOLLOW US!
Facebook.com/williamsburgchs
Instagram.com/williamsburgcharter
Twitter.com/williamsburgchs



Williamsburg Charter High School
198 Varet Street, Brooklyn, 11206 • (347) 217-6995 • admissions@thewcs.org

WCHS Ofrece:

- Clases de Advanced Placement (AP) y Syracuse University Project Advance (SUPA)
- Servicios de educación especial (SPED) y inglés como nuevo idioma (ENL)
- Selección de cursos impulsados por los estudiantes
- Apoyos socioemocionales
- Artes visuales y escénicas, actividades extracurriculares y atletismo

Visite www.thewcs.org/apply.php
¡APLIQUE AHORA!

¡Última oportunidad de aplicar para la lotería, es el 1ro de abril a las 6 PM!

ASISTIR A UNA CASA ABIERTA:
Sábado 9 de marzo 2019, a las 10 AM
Sábado 23 de marzo 2019, a las 10 AM

Reserve en www.thewcs.org/apply.php
¡SIGUENOS!

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



WILLIAMSBURG
CHARTER HIGH SCHOOL
(WCHS)

is still accepting applications for the 2018-2019 school year!

WCHS offers:

- Advanced Placement (AP) and Syracuse University Project Advance (SUPA) classes
- Special Education (SPED) and English as a New Language (ENL) services
- Student-driven course selection
- Social emotional supports
- Visual and performing arts, extracurricular activities, and athletics

APPLY NOW

All families may apply to our school using the following link:
www.thewcs.org/apply.php

Families may also RSVP to the next Open House using the link above for the following dates:

December 1, 2018 • January 12, 2019 • February 2, 2019
10am - 12pm

198 Varet Street, Brooklyn, NY 11206

718-782-9830 | admissions@thewcs.org



Marketing Update

Physical Advertising

- El Dario, Vanguard Postcard, Family Magazine, AMNY bi-weekly ad and an ad in AMNY Charter Schools Guide.

2146167201.indd

WILLIAMSBURG
CHARTER HIGH SCHOOL

Williamsburg Charter High School (WCHS) accepting lottery submissions for the 2019-2020 school year until April 1st, 2019

WCHS offers:

- Advanced Placement (AP) and Syracuse University Project Advance (SUPA) classes
- Special Education (SPED) and English as a New Language (ENL) services
- Student-driven course selection
- Social emotional supports
- Visual and performing arts, extracurricular activities, and athletics

Open House:
3/2/2019 10am - 12pm
3/9/2019 10am - 12pm

Visit www.thewcs.org to APPLY NOW.
198 Varet Street, Brooklyn, NY 11206 • 347-217-6995
admissions@thewcs.org

WILLIAMSBURG
CHARTER HIGH SCHOOL

<p>Grade Level Academy Structure Honors and AP Courses College and Career Preparatory Culture Special Education (SPED) and English as a New Language (ENL) Services Literacy and Intervention Classes Student Support Services Career Development and Occupational Studies (CDOS) Program World Language Program Extracurricular Activities</p>	<p>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</p> <p>APPLY NOW! Visit www.thewcs.org/apply.php to apply for the 2019-2020 school year lottery! Applications due April 1st at 6pm!</p>
---	--

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

Marketing Update

Physical Advertising - Brochure

PRE-COLLEGE & INTERNSHIP PROGRAMS

Colleges New
18 CUNY campuses offer school year and summer courses

Futures & Options Internship
Provides youth with real-world work experience, professional-level internships and resume building

Syracuse University Project Advance
"Dual Enrollment" program for college credits

Career Development and Occupational Studies
Learn about opportunities while completing an internship

THE COLLEGE OFFICE

1 on 1 Planning and Application Assistance
Weekend workshops for parents
Weekly visits from Colleges & Universities
In School SAT Prep Courses

Student Introduction
CUNY Schools
SUNY Schools
Cornell University
Colgate University
Syracuse University
Rensselaer Polytechnic Institute
Mercy College
Penn State University
Pace University
Hofstra University
New York University

OPEN HOUSE DATES:

Saturday, November 3, 2018 - 10 AM
Saturday, December 1, 2018 - 10 AM
Saturday, January 12, 2019 - 10 AM
Saturday, February 2, 2019 - 10 AM
Saturday, March 9, 2019 - 10 AM
Saturday, March 23, 2019 - 10 AM
Saturday, April 6, 2019 - 10 AM
Saturday, April 13, 2019 - 10 AM
Saturday, May 4, 2019 - 10 AM
Saturday, June 1, 2019 - 10 AM

RSVP required for all open house dates listed.
To attend, please visit our website, www.thewcs.org/apply.php

APPLICATION DEADLINE:
Monday, April 1st, 2019 at 6 PM

LOTTERY:

Tuesday, April 2nd, 2019 at 6 PM

Admissions
admissions@thewcs.org
(847) 217-6995

Alycia Gomez
Student Recruitment Coordinator
agomez@thewcs.org
(718) 782-9830, ext 2047



198 Varet Street
Brooklyn, NY 11206
(718) 782-9830
www.thewcs.org



LIFE AT WCHS

EXTENDED SCHOOL SCHEDULE
Mondays, Tuesdays, Thursdays & Fridays:
7:55AM - 3:55PM
Wednesdays:
7:55AM - 2:10PM

Course	Prerequisite	Advanced Placement	Advanced Placement with Honors	WCHS Endorsed Diploma
English	1	2	3	4
Spanish	1	2	3	4
French	1	2	3	4
Latin	1	2	3	4
Math	1	2	3	4
Science	1	2	3	4
History	1	2	3	4
Art	1	2	3	4
Physical Education	1	2	3	4
Foreign Language	1	2	3	4
Electives	1	2	3	4
Total	44	44	44	44

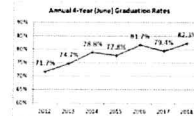
HIGHER STANDARDS
Minimum passing grade of 70

GRADUATION REQUIREMENTS
(Minimum for Regents Diploma)

1 English Regents
1 Math Regents
1 Science Regents
1 Social Studies Regents
1 additional regents, exam or assessment

Course	Prerequisite	Advanced Placement	Advanced Placement with Honors	WCHS Endorsed Diploma
English	1	2	3	4
Spanish	1	2	3	4
French	1	2	3	4
Latin	1	2	3	4
Math	1	2	3	4
Science	1	2	3	4
History	1	2	3	4
Art	1	2	3	4
Physical Education	1	2	3	4
Foreign Language	1	2	3	4
Electives	1	2	3	4
Total	44	44	44	44

LIFE AT WCHS continued...



WCHS' graduation rate is consistently higher than the New York City average

- Offers Latin, French, Spanish
- Access to professional recording, dance, and art studios
- Comprehensive ELL Services



WCHS UNIFORM

- WCHS polo
- Solid black pants, skirt or jeans
- Green, black or white shoes or sneakers
- WCHS sweater

WCHS Courses & Extra Curricular Activities

COLLEGE CREDIT COURSES

Advanced Placement:
AP Biology
AP Calculus
AP Ceramics
AP English
AP Government
AP US History

SUPA Courses:
Academic Writing
Personal Finance
Intro to Sociology
Physics

SPECIAL EDUCATION (SPED) & COMPREHENSIVE LITERACY PROGRAM

Resource Room
Integrated co-teaching
Self-contained core classes
Speech and Language
Hearing Specialist (provided by the DOE)
Reading Specialist
Academic Intervention Specialists

LEADERSHIP OPPORTUNITIES AND CLUBS

National Honor Society
Principal's Ambassador
Student Government
Creative Writing
Musical Theatre
Chess
Dance

SPORTS

Soccer (Girls) (CSAA)
Soccer (Boys) (CSAA)
Flag Football (CSAA)
Volleyball (Girls) (CSAA)
J Varsity Basketball (Boys) (CSAA)
J Varsity Basketball (Girls) (CSAA)
Varsity Basketball (Boys) (CSAA)
Varsity Basketball (Girls) (CSAA)
Softball (PSAL)
Baseball (CSAA)
Track (Boys)
Track (Girls)

Marketing Update

Physical Advertising - SNAS and ENL Flyers

SPECIAL NEEDS & ACADEMIC SERVICES Williamsburg Charter High School

Special Education Program & Services

The Special Needs and Academic Services department includes programs and services that support students with disabilities and struggling learners.

These services focus on enhancing student achievement by offering services such as Student Education Teacher Support Services (SETSS), Integrated Co-Teaching, and individualized (1:1) classes for students with Individualized Education Programs (IEP).

The SNAS department also offers reading and academic intervention services for students that are struggling academically. Services ensure compliance with federal and state regulations for special education.

Related Services

Speech: Students meet with the Speech Pathologist individually or in groups to address language delays.

Mandated Counseling: Students meet with our Social Work & Counseling staff individually or in groups to address social-emotional needs.

Other related services currently provided by the Department of Education include paraprofessionals.

Stay Connected:
Melissa Wade - mwade@thewcs.org Phone: 718-782-9830 ext. 2016
Laura Raczka - lraczka@thewcs.org
Kelsey Tisa - ktisa@thewcs.org www.thewcs.org/special



2018-19 ENL PROGRAM

WILLIAMSBURG
CHARTER HIGH
SCHOOL

Contact
Sol Kang
skang@thewcs.org
Maria Candelario
mcandelario@thewcs.org
Anny De Luna
adeluna@thewcs.org
Phone: 718.782.9830 ex. 2014

ENL PROGRAM

ENL CLASSES

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

AFTER SCHOOL CLUB

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

PUSH-IN/PULL-OUT

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


REMIND

STAY CONNECTED
Enter: 81010
Text this message: @ehjparents

Marketing Update



Email Marketing

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



WILLIAMSBURG
CHARTER HIGH SCHOOL

Leading Brooklyn Charter High School Wants You!
Future world leaders. Noble Nobel Prize winning scientists. Future Oscar nominees and top athletes. Williamsburg Charter High School is waiting for you!

WILLIAMSBURG
CHARTER HIGH SCHOOL

WCHS Offers

- Advanced Placement (AP)
- Syracuse University Project Advance (SUPA) classes
- Special Education (SPED)
- English as a New Language (ENL) services
- Student-driven course selection
- Social emotional lessons
- Visual and performing arts, extracurricular activities, and athletics

Are you currently an 8th grade student seeking high school options?

Click below to apply for the 2019 - 2020 school year.
Application deadline for the 2019 - 2020 admission lottery is April 1st at 6pm!

[Click Here to Apply Now!](#)

Open House for All Interested Students

Join us at our next open house for more information about Williamsburg Charter High School. Open houses and school tours happen monthly. See the flyer for our next date and RSVP!



123 1st Street Brooklyn, NY 11206
admission@wchs.org
www.thewchs.org
347-317-6905

FUTURE STUDENTS OF WCHS - WE'RE LOOKING FOR YOU!

Visit the wolverine headquarters at our next Open House - **Saturday, March 23rd, 2019 10 A.M. - 12 P.M.**

RSVP for our open house and apply to our lottery today, to join the Wolverines next Fall 2019!
www.thewchs.org/apply.php

[Click Here to RSVP!](#)



Marketing Update

Paid Online Advertising Google Ads

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

Impressions → Clicks → Conversions
110K → 539 → ?

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



<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget	Status	Campaign type	Impr.	Interactions	Interaction rate
<input type="checkbox"/>	<input checked="" type="radio"/>	Enrollment Ads	\$20.00/day	Eligible	Display	44,437	711 engagements	1.60%
<input type="checkbox"/>	<input checked="" type="radio"/>	Lottery	\$400.00 (total) Mar 5, 2019 - A...	Eligible	Video	36,672	557 views	1.52%
<input type="checkbox"/>	<input checked="" type="radio"/>	Website traffic-Display-2	\$31.00/day	Limited by budget	Display	85,956	388 clicks	0.45%

Example of your image ad at 300x250



Visit WCHS



Not sure where to send your 8th grader next year? Visit WCHS today.

Example of your text ad at 300x250

Apply to WCHS Today

Not sure where to send your 8th grader next year? Visit WCHS today.

Williamsburg Charter High

OPEN

Example of your native ad at 300x250



Apply to Williamsburg Charter for the 2019-2020 school year today

Williamsburg Charter High

Visit Site >

AS YOUTUBE SEARCH AD

AS YOUTUBE RELATED AD



Mobile Desktop

Marketing Update



Paid Online Advertising Facebook Boosted Posts

All Ads on Williamsburg Charter High School - WCHS

+ Create Ad

Last 60 days ▼

Objective	Status	Results	People	Actions
Event Responses Boosted event: WCHS 2019-2020... Created Mar 11	● Active Ends in 16 days	10 Event Responses	1,295 People Reached	View Results ▼ ⓘ
Post Engagements Boosted post: Williamsburg Charter Hig... Created Mar 6	● Active Ends in 14 days	95 Post Engagement	502 People Reached	View Results ▼ ⓘ
Messages Boosted post: Williamsburg Charter Hig... Created Mar 9	● Completed Completed	-- Messaging Conversations...	949 People Reached	View Results ▼
Event Responses Boosted event: WCHS Open House Created Mar 6	● Completed Completed	2 Event Responses	561 People Reached	View Results ▼

Marketing Update



Paid Online Advertising Facebook Boosted Posts

View Results

Overview Edit

AUDIENCE

- People you choose through targeting Edit
 - Location - Living in United States, 198 Varet St, Brooklyn (~30 mi) New York
 - Age 18 - 65-
 - People Who Match Interests: School, Secondary education, High school, Parenting, Learning, Private school, Higher education, Education or Middle school, Education Level: In high school or Some high school, School: High school, Parents: Parents (All) or Parents with preteens (03-12 years) Less ▲
 - People who like your Page
 - People who like your Page and their friends
 - People in your local area
 - Katie Manion
- [See All \(10\)](#) [Create New Audience](#)

Automatic Placements (Recommended) ON
 Use automatic placements to maximize your budget and help show

Preview: Desktop News Feed ▼

Williamsburg Charter High School - WCHS
Sponsored

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.thewcs.org/apply.php

Williamsburg Charter High School - WCHS Learn More

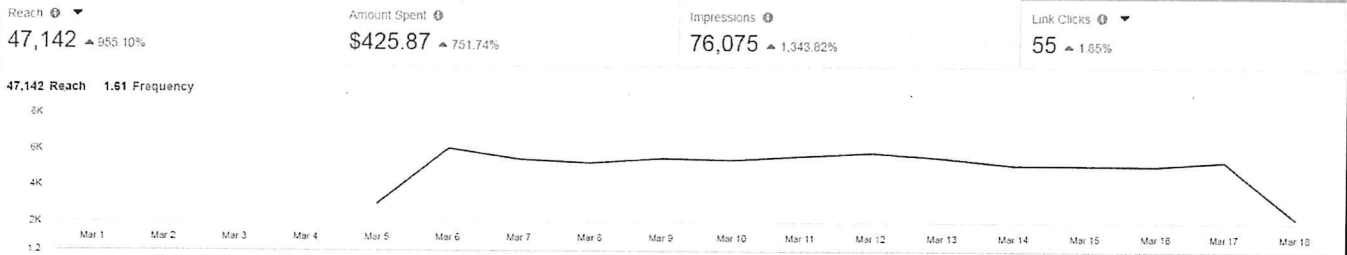
By clicking Save Changes, you agree to Facebook's Terms & Conditions | [Help Center](#)

[Boost Another Post](#) [Cancel](#) [Save Changes](#)

Marketing Update

Paid Online Advertising Facebook Campaigns

Amount spent towards limit: \$1,225.83 / \$1,600.00



WILLIAMSBURG
CHARTER HIGH SCHOOL

Marketing Update

Paid Online Advertising Facebook/Instagram Campaigns

Williamsburg Charter High School - WCHS shared an event. Sponsored



MON, APR 1 AT 6 PM EDT

WCHS 2019-2020 Application Deadline

11 people interested

INTERESTED

Steve Dor and 13 others

Like Comment Share

Williamsburg Charter High School - WCHS Sponsored

APPLY NOW! Williamsburg Charter High School is now accepting applications for the 2019-2020 school year. <http://www.thewcs.org/apply.php>



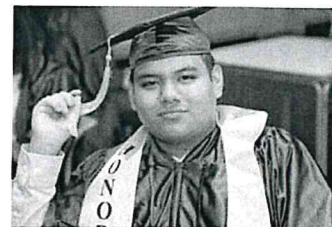
Steve Dor and 118 others
4 Comments 54 Shares

Like Comment Share

Refresh preview • Report a problem with this preview

Williamsburg Charter High School - WCHS Sponsored

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.thewcs.org/apply.php



Williamsburg Charter High School - WCHS
High School

Learn More

Kathy Gaffney and 15 others

1 Comment

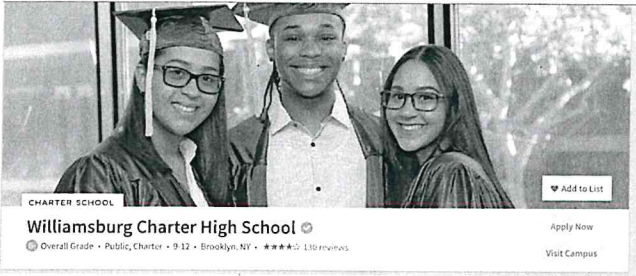
Like Comment Share



WILLIAMSBURG
CHARTER HIGH SCHOOL

Marketing Update

Paid Online Advertising Niche Premium Profile



From Williamsburg Charter High School

The Williamsburg Charter High School unites 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 justice, independent thinking, respect and compassion for themselves and others as well as the skills of critical thinking, communication and research

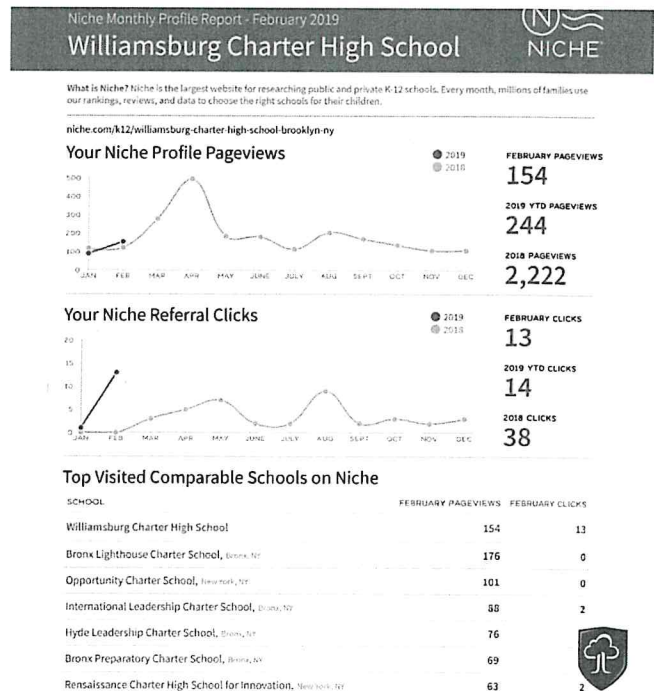
- Why Students Like WCHS >
- Why Parents Like WCHS >
- Visit Our College Office >



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



Marketing Update



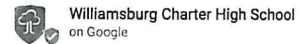
Free Events Listings

- [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](#)

Google My Business Page

From Williamsburg Charter High School

"The Williamsburg Charter High School unites 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...More



Apply by 4/1 at 6pm for the 2...
Apr 1, 6:00 PM - 8:00 PM
Williamsburg Charter High
4 days ago

[Learn more](#)

Add
Tell customer
event, de

Visible



WILLIAMSBURG
CHARTER HIGH SCHOOL

Marketing Update

Free Events Listings

- [Pix11 SpinGo](#) - which also populates across these events listings:
 - [PIX11](#)
 - [SocialZone Event Guide](#)
 - [NewsLI.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](#)



WILLIAMSBURG
CHARTER HIGH SCHOOL

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 Kate Manion [P] · March 7 at 9:35 PM

Viewing: English

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



Updated FB Cover Photo to clip of new branding video

Recruitment and Enrollment as of 3/15/19

<u>Powerschool</u>	<u>ATS</u>	<u>FTE</u>
909	908	910.75

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

18 applications since last night

↓

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



WILLIAMSBURG
CHARTER HIGH SCHOOL

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



WILLIAMSBURG
CHARTER HIGH SCHOOL

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



WILLIAMSBURG
CHARTER HIGH SCHOOL

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 (K12Connect)

Mon Apr Teachers College Virtual Job Fair

Sat May 11 Ascend Job Fair

Sat Jun 1 Harlem Children's Zone Job Fair



WILLIAMSBURG
CHARTER HIGH SCHOOL

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.

Total Assets	\$15.1 million
Total cash	\$10.8
Total Fixed Assets	\$2.2
Building Deposit	\$1.5
Total Liabilities	\$11.9(*)

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



WILLIAMSBURG
CHARTER HIGH SCHOOL

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



WILLIAMSBURG

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

