

Broome Street Academy Charter High School

A regular meeting of the Board of Trustees held by videoconference and by phone.

Date: Tuesday March 16, 2021

Notice of the meeting was duly given to members of the board and the public.

Trustees in attendance: Mónica de la Torre, Catherine Aquila, Benjamin Felt, Elaine Schott, Jeffrey Katzin, Gail Schargel, Stephanie Durden Barfield, Herb Elish, Vanda Belusic-Vollor, Katie Jaxheimer Agarwal, Noah Leff, Lauren Blum, John Quinn joined by videoconference, Marlene Nadel, Joaquin Pichardo, David Zurndorfer joined by phone.

Also present: Melissa Silberman, Eric Weingartner, Reeham Ahmed (minutes), Keith Morton, Angela Johnson, Peter Gee

The meeting was called to order at 6:04 p.m., with a quorum

Approval of Minutes of February 16, 2021 Board Meeting

The minutes for the February 16 meeting, which had been previously circulated, were approved.

Mr. Zurndorfer congratulated Vanda Belusic-Vollor as the Strategic Partner CEO of DOE. He also congratulated Benjamin Felt for his new role joining The Door Board this month.

Update on Charter Renewal

Ms. Silberman shared that BSA will attend the SUNY Hearing tomorrow for a 5-year renewal. Ms. Silberman asked David Zurnforder what the next steps would be. Mr. Zurndorfer said that after the meeting, SUNY will upload a live recording on the SUNY Trustee website.

School Reopening

Ms. Silberman requested approval for Broome Street Academy to reopen for in-person instruction on April 19, 2021. She shared plans for staff Professional Development and Safety Training on April 12, 2021. Ms. Silberman briefly discussed the safety protocols in place which included daily COVID screenings, classes in “pods” and services from The Door’s Adolescent Health Center. She asked Senior Director of Operations, Keith Morton for his input.

Mr. Morton added that they are working on presenting this communication to caregivers and staff and have been ready. He shared that staff have reacted positively to returning and students have been eager to return to the school building. Mr. Morton shared there has not been any requests from staff to remain remote, however they can ask Human Resources to remain remote if needed. Mr. Zurndorfer asked if students will have the opportunity to remain remote. Ms. Silberman stated that students would return one day a week and will have the opportunity to choose to stay remote.

The Board asked if BSA has heard of any concerns from caregivers on exposure from young people to their household as they return to in-person schooling and if BSA can provide support in getting vaccination. Interim

Executive Director, Peter Gee responded with the update that The Door is working with the Adolescent Health Center on prioritizing vaccines for staff to ensure staff have access and will follow up.

Ms. Silberman added that Dr. Elliot from The Door's Health Center and Renee McConey joined a recent Caregiver Association Meeting to go over safety measures, barriers, and vaccinations.

The Board asked how many students are coming for in-person learning. Ms. Silberman shared that 25- 30% of the school's population are expected to return in-person.

Student Recruitment for Fall 2021 --Angela Johnson and Keith Morton

Ms. Silberman introduced the Admissions Director, Angela Johnson. Ms. Johnson reviewed Broome Street Academy's enrollment history. She shared last year's target was 315 and the actual enrollment was 320 as compared to this year's enrollment target of 300, with an actual enrollment number of 316.

Ms. Johnson said the 9th grade application data as of last March totaled 317 applications compared to this March totaling 225 applications. Ms. Johnson then provided context for why the numbers were lower this year. Ms. Johnson shared that the 2021-2022 application opened over a month late this year on November 9, 2020 instead of October 1, 2020. In addition, the Department of Education did not host their annual NYC High School fair in the fall of 2020. She concluded with the DOE public schools moved to remote learning in November 2020; middle school students returned to school on February 25, 2021 which resulted in these lower application numbers.

Ms. Johnson then discussed the recruitment efforts made this year which included direct mail postcards to over 52,000 families in 41 zip codes as of March 6, 2021, newspaper advertising in the Daily News, El Diario and AM New York, outreach marketing such as targeted emails, phone calls and mailings to middle schools and community based organizations.

The Board asked Ms. Johnson how many Mott Haven students BSA has enrolled. Ms. Johnson responded that there were two who were offered a seat in the lottery and attend BSA. The Board agreed that Mott Haven and BSA have very similar values and criteria which would be great for cultivating a partnership.

Ms. Johnson continued with the recruitment efforts which included the distribution of flyers in targeted zip codes. She went over the new strategies for year 2020-21 which include connecting safely with students such as transit advertising on 60 South Bronx buses for 4 weeks, Google Ads, social media paid advertisements on various platforms, digital marketing across a range of news platforms, virtual community events such as the NYC Virtual Charter School Fair and lastly, live stream events on zoom through June 2021.

The Board shared that these recruitment efforts were exciting and asked how these methods can be evaluated to determine their success and efficiency. Ms. Johnson shared the tracking tools, and reporting analytics that are provided at the end of google, social media and digital advertisements. There is also a survey question in the BSA application asking how they heard of BSA. Ms. Johnson explained that all these data points are ways to analyze the success of these recruitment methods.

Mr. John Quinn said that he has worked with some other CBOS and asked if Ms. Johnson can share a list with the Board to be of support with outreach. The Board asked if there were any concerns on location of the school given

the commute and families wanting to stay local. Ms. Johnson responded that based on the calls so far, some parents work in the neighborhood and may find it beneficial to commute with their child to Soho.

Mr. Zurndorfer asked Ms. Silberman if there was a concern on reaching our target number. Ms. Silberman responded that Ms. Johnson's leadership has continued to demonstrate keeping the retention up from 305 to 320 due to the recruitment efforts, work from the cabinet and all the operations team. She shared that they are only 59 applications away from the target number.

The Board asked about the plans for recruiting upper classmen. Ms. Johnson said that retention is important for 9th and 10th graders and will need to work on an as needed basis with the School Counselor, Ms. Sylvia Gil to save those seats. The Board asked if BSA will meet the target numbers on the incoming class or if there will be a challenge with the application process. Ms. Johnson responded that once caregivers enroll and relationships are built, BSA can target retention efforts based upon what family's value.

Mr. Morton shared that these new strategies have increased the cost of recruitment budget which will be reported in the coming months to decide what has been most effective to keep in the budget.

Ms. Johnson concluded with the recruitment calendar and important upcoming dates.

Update on State and Federal Aid for 2021-22 School Year

Mr. Zurndorfer shared the status of aid from the Charter Center. He reported the state tuition payment per student to be \$1,400 for the 2021-22 year. The budget for the current year received was \$16,123 per student which will increase to \$16,845. This proposed budget is due by April 1 by the Governor and assembly. The Federal aid was divided into three COVID relief funds starting in December 2020. This will include the American Recovery Act which is estimated to receive \$2,925 per student. The funds must be spent regarding COVID. To conclude, the total aid BSA will be receiving is 1.3 million dollars.

BSA student utilization of Door services --Peter Gee

Mr. Gee shared that The Door is working on increasing student utilization of Door services. He briefly discussed the barriers since the pandemic and working remotely has caused a lack of participation from students given the circumstances. Mr. Gee disclosed that there are 43 students accessing the education program at The Door, 17 students accessing the Adolescent Health Center, 2 students receiving legal services, 16 students participating in center space programming such as youth council and 4 students in central services aligned with food. Mr. Gee concluded with sharing The Door has provided 261 ID's and 21 students need to complete the membership intake.

Mr. Zurndorfer agreed the numbers of engaged students will increase once the return of in-person instruction begins as it will allow for easier collaboration and participation within the building.

The Board asked if BSA can share Data Dashboards to track services utilization. Mr. Morton said that the departure of BSA's Data Manager has caused a delay in capturing these data points but will resume next month. He added that BSA did connect with The Door's Data team to add some capacity on integration and will investigate using tools from New Visions to track services being used at BSA.

Report on status of split of Administrative Departments --Eric Weingartner

Eric Weingartner shared an update on the status of split of Administrative Departments. He announced he is meeting with senior staff and will circulate the job description to the Board for suggestions before publishing. Mr. Weingartner added that the approval to split teams by February 18, 2021 was approved by the committee and an announcement to all staff will be made on April 1, 2021.

Report on Status of search for New CEO -- Monica de la Torre and Ben Felt

Mónica de la Torre provided an update to the Board on the CEO search. She announced that they have narrowed the search to four candidates who are all experienced, diverse, and interesting. She shared that the search firm has been on schedule and feel strongly about the finalists. The team will continue to meet weekly with the intention of getting to an offer in approximately three weeks.

CEO Report

Mr. Weingartner reported that right before the Board meeting, Mr. Gee did a Townhall on the one-year anniversary since the pandemic. He reminded the Board of tonight being his last Board meeting as CEO. Mr. Weingartner shared his confidence of transitioning the work to his colleague, Ms. Silberman, as the school will continue to do the work to move forward.

Board President's Comments:

Mr. Zurndorfer shared his remarks on Mr. Weingartner joining BSA and the work he has done since onboarding in 2016. These included administrative support from all departments, fundraising, Board support and relationship transformation with The Door and BSA. Mr. Zurndorfer has asked Mr. Weingartner to become an Honorary Board member and Mr. Weingartner thanked him and the Board.

Ms. Silberman shared her farewell for Mr. Weingartner and thanked him for his leadership.

At 7:31 p.m. the board then adjourned.

