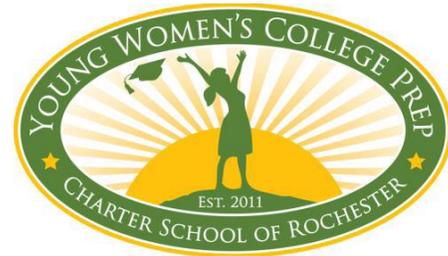


YWCP Board of Trustees Meeting

Date: Friday, February 1, 2019
Time: 8:00 am
Location: Young Women's College Prep
Hoover Drive

*Minutes officially approved
on March 7, 2019*

*Respectfully Submitted:
Barbara Jarzyniecki*



MINUTES

Board of Trustees Present: Jennifer Allen, Chuck Falcón, Erin Duffy Kruss, Kristin Lowe, Barbara Jarzyniecki, Suzanne Johnston, Laura Norris, Carolyn Vacca, Jennifer Weinstein, Jill Wynn, Belimar Velazquez (Processing Application for SED approval)

Sarah Boldin (processing application for SED approval)

Absent: Julia Green, Pam Kissel, LaQuanna Sparkman

School Administration: Barbara Zelazny, Principal, Roberta McInnis, Director of Operations

Foundation Representative (Director of Development): Lauri Bonnell

I. **Call to Order:** Laura Norris, Chair

Laura Norris called the meeting to order at 8:02 a.m.

II. **Roll Call:**

Jarzyniecki called the names of the Board of Trustees to determine the presence or absence of the Board membership.

III. **Communications:**

Jarzyniecki stated that there were no communications in writing to the Board.

IV. **Public speakers:**

There were no speakers registered to speak.

V. **Approval of the January 4, 2019 (Regular Meeting Minutes):**

Norris asked for a motion to approve meeting minutes from **January 4, 2019 Regular Board Meeting**. Carolyn Vacca advanced the motion and Jennifer Allen seconded the motion. All agreed, minutes were approved unanimously.

VI. **Executive Report:** Norris

1) *Performance Dashboard*

Norris distributed copies of the Performance Dashboard aligned with the Charter School Performance Framework dated September 2018. First of all, Norris asked Board members to reacquaint themselves with the Performance Framework from 2015 and most recent (2018). She asked the Board to review the dashboard for discussion at the March Board meeting. Norris pointed out that the metrics listed could be used as a starting point for Board Committees as a measurement of progress in areas focusing on their work. Norris referred to a document submitted by Lauri Bonnell, Director of Development listing additional requests for statistical data covering the college application process and Regular Board Meeting: February 1, 2019

enrollment, SAT and AP scores, members in the National Honor Society, visits to colleges and universities to prepare students and student participation of extracurricular activities (clubs, sports and community engagement). Norris reviewed the document with Principal Zelazny and discussion continues as the Board works to develop a standard set of metrics to support its Strategic Plan.

2) *Board Management Software*

Norris stated she is seeking a *Board Management software* to enhance productivity and the Board's knowledge management system as a way to streamline information and resources in one designated secure location. In the Chair's report, she referred to several examples of systems she is scheduling demos and stated that she would also reach out to the school's IT specialist. As an example of a comprehensive Board management system, she provided a link for Board member's review.

3) *Invitation to Regents*

Norris informed the Board that letters were sent to Board of Regents representatives Vice Chancellor T. Andrew Brown and Regent Wade Norwood along with SED Charter Office representatives as an invitation to visit and tour the school in the near future. It was suggested that a SAVE THE DATE card highlighting the June graduation (June 22) be sent as well.

4) *Renewal Agreement*

Norris stated that she was in contact with Charter School representatives to begin the process for the development of the renewal agreement that will be presented to the Board of Regents possibly in April.

5) *Background Check Confirmation*

Norris asked Jarzyniecki to introduce the next item. Jarzyniecki stated that Belimar Velazquez met all requirements of the BOT Charter School Application Process along with the background check. Norris asked for a motion to accept Resolution #8. Jarzyniecki advanced the motion, Allen seconded the motion. All agreed. The resolution was accepted unanimously. Jarzyniecki stated that the next step that follows is the submission of the application to Vicki Smith, Regional School Liaison and Coordinator of New Schools NYSED-Charter School Office. She stated that the office has 45 days to review and respond.

Resolution #8 (2018-19): *The Young Women's College Prep Charter School Board of Trustees, having conducted a thorough background check via a fingerprint scan as required and having discovered no State or federal criminal history, or having provided such history to SED if found, has voted to select Belimar Velazquez as a final candidate to its Board of Trustees, with a term expiring in Year 2022, pending approval by SED. The resolution approving Belimar Velazquez is formally adopted upon SED's approval.*

VII. **Principal's Report: Barbara Zelazny, Principal**

1) *Enrollment Report*

Principal Zelazny provided a detailed recruitment and marketing report and referred to Benchmark 9: Enrollment, Recruitment and Retention. She stated that the school is currently meeting its enrollment target and making progress meeting targets enrolling and retaining students with disabilities, English Language Learners and students eligible for free and reduced lunch. She stated that this was a major conversation with Ms. Vicki Smith given this year's enrollment and the extensive work to meet the target of 410 students or within 85% of the target goal. She stated that the school staff dedicated to recruitment, enrollment targets and retaining students are diligently looking into systems and ways to process applications, engage families in discussions, keep students in their seats for the entire high school school experience. Principal Zelazny distributed a very comprehensive marketing plan highlighting activities from December to September 2019. She listed several strategies:

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General

1. Good Schools Roc
 - a. Online hosting of application, tracking of applicants.
 - b. Part of their general marketing and advertising.
 - c. Examining electronic document upload feature.
2. Website Redesign into a more user friendly tool

Marketing Efforts

1. Radio Advertising hitting audiences to meet target populations
2. Print Marketing (Postcards/Mailers to all 6th and 8th graders in RSCD and non-competing Charters
 - a. Postcards/Mailers - to all 6th & 8th graders in RCSD & Non-Competing Charters
 - b. Rack Cards - handouts for office, tours, visits, events, etc.
 - c. Interior/Exterior Bus Ads & Bus Shelters
 - i. Centered on routes/zip codes where a large percentage of students live
 - d. Hand deliver and distribute flyers/rack cards to businesses and community/non-profit organizations.
3. Social Media Campaigns
 - a. Facebook, Instagram, Twitter
4. Recruitment Video
 - a. 2 Minute Highlight video about life at YWCP from a student's perspective, to use at recruitment events, open houses, school visits
 - b. Posted to application page on website and on GoodSchoolsRoc.org
5. Hosting several open house events (Family Bingo, Sports-a-Palooza, etc.)

Jill Wynn suggested that the school team reach out to sororities and fraternities. She added that it was importance to get members engaged and informed about the school. She stated that these organizations have fund raising opportunities resulting in scholarships dollars for students

Principal Zelazny stated that the school has had significant growth in the area of English Language Learners (15%). She distributed a document from Good Schools Roc that provided extensive information on the student population (demographics), mapping where the girls live, and hits on the website, along with blasts on social media sites. She did note that the school team is reviewing the process for retaining students regardless of circumstances, the importance of connecting and engaging families in discussing the advantages of staying with YWCP.

Allen suggested getting parents involved who are extremely satisfied with the school to meet, talk with other parents and solve issues. Wynn and Belimar Velazquez suggested adding students presently enrolled and connect with alumni, with an invitation to sit on the Board's Enrollment, Recruitment and Retention Committee.

3. Status of 2019 Senior Class

Principal Zelazny shared an academic data report highlighting the status of the graduating class for 2019. She highlighted at what stage each of the seniors are in meeting graduation requirements. She discussed areas where students were at-risk and how the school is working individually with the student in a credit recovery program. The Principal shared the results of the January Regents exams in Common Core ELA, Global History and Government, US History and Government, Common Core Algebra 1 and Living Environment. She shared concerns about the junior class and discussed the ways the school are interacting with students at-risk or not on a course to graduate. She discussed the instructional team's focus on Living Environment, reviewing instructional practice, evaluating of teacher's work, addressing achievement gaps and the change in how the coaches are working with the teachers.

Jennifer Weinstein asked for an update on the college application process at the next meeting.

IX. Governance (Audit) Committee: Jennifer Allen, Chair

Jennifer Allen stated that the Governance Committee met and re-visited outstanding items: policy and procedures whereby sub teams are working on reviewing sections of the Policy Manual, the schedule for Policy review and future discussion regarding suggested changes to be brought to the Board for approval, a process for keeping informed of changes in education law and policies updates from the State and Federal level, lessons learned from the last Board Orientation ending in the development of a plan for the next orientation.

Allen stated that a member of the Committee is linked to a site that informs changes in education and labor law. Kristin Lowe and several Board members felt that it was important to support the school (Director of Operations) by seeking a Human Resource expert on HR law and procedures. It was suggested that this individual review the HR policies within the YWCP Policy Manual.

Allen reiterated the plan to have the Policy review completed by the June retreat. She stated that a dedicated time for review will be scheduled on the monthly meeting agenda.

Jarzyniecki highlighted the importance of the school administration team's review to ensure appropriate implementation of listed policies.

X. Development Report: Jennifer Weinstein, Chair

Weinstein shared information regarding the 'Cool Women, Hot Jobs' event on February 15th. She highlighted an array of careers represented: marketing, law enforcement, politics, business, fashion design, music (singer, songwriter), food science and nutrition, forensic science, engineering, social work, and more. She stated that the keynote speaker is Melany J. Silas and included in her written report a biography.

XI. Finance Committee: Chuck Falcon, Chair

Falcon referred to the documents distributed prior to the meeting providing the December financials (profit and loss statement, dashboard, revenue, balance sheet. He stated that the Form 990 was reviewed by the Finance Committee and is presented for an official vote before submission to the Internal Revenue Service.

Norris asked for a motion to approve the Form 990. Johnston advanced the motion and Vacca seconded the motion. All were in favor. The resolution passed unanimously.

Resolution #9: 2018-2019: Approval of Form 990-Return of Organization Exempt from Income Tax

Whereas, Young Women's College Prep Charter School (YWCP) is required to file an annual Form 990 - Return of Organization Exempt from Income Tax with the Internal Revenue Service covering the year, July 1, 2017 through June 30, 2018; and

Whereas, The Bonadio Group prepared and presented the Form 990 to the Director of the Operations and provided the Form to the YWCP Finance Committee on January 7, 2019; therefore be it

Resolved, that the YWCP Board of Trustees received and reviewed Form 990, and further be it

Resolved, that the YWCP Board of Trustees approves the Form 990 for submission to the Internal Revenue Service.

XII. School Operations: Roberta McInnis, Director of Operations No Report

XIII. Old Business: None

XIV. New Business: None

XV. Adjourn to Executive Session: Personnel Matters, Other within regulations of Open Meeting Law. NA

XVI. Adjournment: Next Meeting: Thursday, March 7, 2019, 6:30 pm

Norris called for a motion to adjourn the meeting. Johnston advanced the motion and Weinstein seconded the motion. The meeting was adjourned at 9:45 am