

Boston Day and Evening Academy
Board of Trustees Minutes
November 09, 2022

Attendance: Jennie Hallisey, Alison Hramiec, Sonya Page, Maddrey Goode, Norma Suarez Quiles, Spencer Blasdale, Lisa Laguerre, Norma Suarez Quiles, Jummane Kendrick, Alisa Hunter

Others in Attendance: Jill Kantrowitz, Janet Platt, Rawchayl Sahadeo, Margie Samp, Adrienne Level, Camella Scott

Clerk: Janet Platt

Location: Zoom

Documents/Exhibits Used: October 22, 2022 retreat minutes (for review and approval), November 9 meeting agenda, October 22 retreat feedback survey, marketing materials, accountability data, board recruitment and nomination process, list of potential board candidates

Call to Order

M. Goode called meeting to order at 5:36pm, reviewed agenda, called for review of minutes October 22nd. S. Page motion to accept minutes, S. Blasdale seconded. C. Rothfuss abstained. Approved.

Reflect on Oct Retreat

Executive team felt it was a good mix of getting to know each other and beginning work this year. In the future, ask folks if Saturdays work, and perhaps meeting earlier in the school year will avoid some conflicting calendars. Returning members felt more steeped and informed about BDEA, and better prepared with an understanding of our students and our challenges.

BDEA Marketing Update

J. Kantrowitz shared the work that Brodeur Marketing has done to date and their plan for future work. Brodeur's main contact for us is their Director of Equity, who both deeply understands our students, and also deeply understands fundraising. She formulated 3 pillars to guide talk of our school, particularly targeting students and families we are recruiting. The company did a competitor analysis and carried out focus groups at BDEA, and found overwhelming evidence that students do not know about us until they need us, and outside of our school we need to overcome an image as a place for "bad kids." The three pillars that address this are Welcome, Embrace, and Inspire. They created a talk track for key messaging about BDEA and hosted first draft "Tissue Sessions" to try out different ideas.

Next steps include tightening the creative materials, creating community stories, creating our hard products and our branding set.

The concept of BDEA as a leader in our field is absent from the materials. The values and words expressed are specific to attracting and recruiting students, but the point is important to potential funders. Sonya pointed out that the feel of the materials is aligned with the messaging the students shared in the focus groups. Maddrey feels that "Inspire" is too aspirational. Graduates and students in school really express the "embrace" theme. From a PGP standpoint, "inspire" is an

important part of our messaging to students. What is not visible is all of the work a student must do while at BDEA. Jumaane pointed out that Inspire is such an important value at BDEA, it's just normal.

The grounding concept of the creative materials is changing the story from lost and forgotten to "finding a better me" and "writing a new story." Various products were shared and the feedback is:

- These are amazing because they're all good. Top two: 1A and 2, but all are good.
- Highlighted message gets lost in 1.
- What do students say about these? Can they do a charrette and say what resonates?
- The mosaic is most liked. And ask the students.
- Potentially enlarge some of the options and have students vote with a QR code in both buildings.
- Second shot language is problematic with the amount of violence in the city right now.
- Single student posters do not convey the community aspect
- Include something that symbolizes Roxbury?

Data Dive: Accountability

Last Summer, we voted to renew our charter. DESE came for a site visit, will send the report in January and a decision in February whether we get our 6th re-charter. The data they will pull includes our MCAS scores (not 2020 or 2021 because of COVID, so they will use 2019 and 2022 last spring) in conjunction with our other work.

Cam introduced the state's accountability system and the levels of performance. BDEA falls in the "focused/targeted support" rating, as expected given our student population and the time in their career when they join BDEA. In 2022, DESE flagged our graduation rate. We had a really good participation rate, so that was not a flag. Our cohort size is often too small, which is beyond our control, as is the graduation rate measure. DESE understands this. Cohort size affects SGP (Student Growth Percentiles). In the future we may see growth in Advanced Work opportunities for students.

The cohort size from 2021 to 2022 really shrunk because of the state's Competency Determination process that holds students harmless for MCAS if they were supposed to take the MCAS those years (COVID). In 2021, 87% of the students passed the ELA MCAS and 78% passed math; in 2022, 100% passed ELA, and 71% passed math. Jumaane asked if there is a way to flag students who come in with their cohort. We track how close a student is to graduation through the roadmap. Much of the data we get about students comes to us months after they join us.

How big a barrier is the MCAS for students? In a traditional school you would want all of the seniors to pass the MCAS. At BDEA, who is considered ready to take the MCAS and how do they do? Right now we have 56 students who "need" MCAS and over 200 who are done with MCAS entirely. Of the 56, we decide who is ready to test and who needs to complete more coursework to be ready. The retesters do not factor into our participation rate, only the first-time testers count.

In 2021, of the 23 students who took the ELA MCAS, 3 did not pass and 5 students did not pass Math.

For WIDA/Access testing, we had excellent participation in 2020 before COVID. 2021 during partial remote our levels were very low, and last year we started to build participation again and many students shifted levels and showed progress in 2022.

Board Recruitment

A specific area of need on our Board is in the area of fundraising and foundation support. We have a candidate who is interested and can fulfill the fundraising side of our need, has filled out a profile, and is ready for Board consideration. Other candidates are also available to consider, particularly with connections to BPS or with legal experience. Comments about potential candidates: Dre Woodberry has both BDEA and BPS experience.

Jon Barry is interested in being on the board and sitting on the fundraising committee. His background and expertise is in finance and he worked at Audax Capital. He connected us to the Audax Foundation and through their inaugural fundraising golf event, BDEA received \$40,000 in corporate sponsorships.

How do we ensure that potential Board members are aligned with our mission, and find out how they fit into our anti-racist work? The interview posed questions about this. We could add an executive board interview into the process to make sure the board is included in the process. Alternatively, the candidate could attend a board meeting, and then have a conversation about how the candidate would fit in and contribute to BDEA, whether on the Board or otherwise.

This vote was delayed in order to allow the Executive Team to meet with candidates and lay out a recruitment strategy for the board.

Subcommittee sign up

Board members took a survey to sign up for the Finance, Facility, or Marketing subcommittees.

Adjournment

After M. Goode thanked everyone who came to the Partner Breakfast, a motion to adjourn the meeting was made by L. Laguerre and seconded by S. Blasdale. The motion passed and the meeting adjourned at 7:28 pm.