

Boston Day and Evening Academy  
Board of Trustees Minutes  
January 18, 2023

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**Attendance:** Jennie Hallisey, Alison Hramiec, Sonya Page, Maddrey Goode, Spencer Blasdale, Norma Suarez, Alisa Hunter, Evelyn Zayas, Tyron Boswell, Jumaane Kendrick

**Others in Attendance:** Jill Kantrowitz, Janet Platt, Rawchayl Sahadeo, Margie Samp, Adrienne Level, Crystal Shah

**Clerk:** Rawchayl Sahadeo

**Location:** Zoom

**Documents/Exhibits Used:** November 9, 2023 minutes (for review and approval), January 18 meeting agenda, BoT slides including ETWA SY24 changes slides, marketing materials, Attendance accountability data,

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### **Call to Order**

A. Hramiec called the meeting to order at 5:39 pm and asked for review of the agenda. M. Goode called for review of minutes of November 9, 2022. S. Blasdale made a motion to accept the notes. A. Hunter seconded the motion. None abstained. Approved.

### **Vote on changes to ETWA SY24**

Janet Platt discussed the ratification of the ETWA SY24 changes. The changes included changing ILT name to PCT, CFC are paid hourly pay rate for any work beyond their regular hours, staff participation in graduation are now encouraged instead of required, professional development calendar is determined through PCT surveys to staff for feedback and how stipends are paid to staff is stipulated.

Executive BoT reviewed the ETWA SY24 and approved of the document. Spencer Blasdale wanted rationale on changing the names of the “Instructional Leadership Team” to “Policy and Culture Team”. In regards to CFC hourly rate, the BPS Labor team gave guidance. M. Goode made a motion to accept the ETWA. Norma seconded the motion.

### **BDEA Board recruitment - Vote on new board members**

M. Goode shared that two new candidates were identified and the executive team created a series of questions and rubric for the interview. Maddrey and Evelyn conducted the interviews. Both members shared highlights of the interview and why each candidate would be a good fit for the BDEA Board of Trustees.

A. Hramiec shared that this would be the process moving forward - ensuring the executive team has a chance to interview finalists and present them to the board for vote. A. Hunter made a motion to accept the nominations. Evelyn seconded the motion. All in favor. None abstained. Approved

### **Marketing materials**

J.Kantrowitz provided an update on our development of marketing materials. This included multiple meetings with stakeholders and students. The final preferred slogan “I knew I was home” was chosen which aligns with relationship

building. Next update, there will be a photography shoot coming to the school to take pictures. The outcome will be for community marketing, color choice for branding, mobile ads, and use for slides, marketing materials.

The board discussed how these materials could be used to recruit students. Jill Kantrowitz shared that these materials will help us advertise the school throughout the city, district, etc. S. Blasdale said that it is great that we have involved students to finalize marketing. As we continue to market, we need to have people or a person that helps to advertise for the school. A. Hramiec shared that currently recruitment has been the Admissions Officer, Assistant Admissions Officer, and SST CFC to market or recruit for the school.

M. Goode shared that BoT members should help spread the word. A concern of “I knew I was home” is that our school is in search of a school facility, a stable permanent space. The Facilities subcommittee can support the marketing materials to encourage the district to give us a permanent home. A. Hunter shared that the “home is the heart” not the actual building. A. Hramiec would like to bring in Ms. Moise, Admissions manager, to support recruitment during the upcoming Marketing committee meetings.

### **Advancement Updates**

J. Kantrowitz said they are on target for fundraising goals this year. J. Kantrowitz is continuing to increase donors' donations, with five new donors who have given at the \$1,000+ level. The first Fundraising/Development committee meeting is upcoming in early February, with three members thus far - Marcy Ostberg, Emilie Steele and Jon Barry - and potentially 1-3 additional members being cultivated. J. Kantrowitz shared a thank you to S. Page for supporting the writing of a Case for Support that will allow us to reach out to new potential funders with Letters of Inquiry (LOIs) in coming weeks.

### **Attendance Data/Enrollment Projections - Review of BDEA's attendance data**

A. Hramiec shared current Attendance accountability data slides. The data was shown from SY19-20 until current along with attendance compared to other Alt-Ed schools. In SY19-20, the school put in place a more strategic approach on discharge, interventions, and award incentives. SY22-23 we are back to implementing those practices, as we continue to recover from the pandemic. Currently, the Attendance team has created a survey for orientation students to share what types of attendance support is needed. This information is shared with CFCs so they can address these concerns in the students first term at BDEA, helping with student retention.

The board discussed the data and implications to our programming and continuing student needs (blended learning models, expanded hours for student flexibility with scheduling). Discussed was the group of students who are choosing to work vs go to school. M. Goode shared that there has been a change in the workforce recruitment and more incentives to encourage young adults into careers. It is challenging to recruit. J. Kendrick shared that we are competing against work payroll \$ vs. school, students are trying to obtain their basic needs. BDEA needs to think about how we encourage students to value school and choose school. C. Shah said that there are a lot of confusing messages for young adults during COVID it was to take care of self, online learning, and now it is returning back to in-person learning. Students are now expected to do in-person learning and not incorporate those self-care tools they learned (or still need to learn). A. Hunter shared that

employers are having difficulty with employees returning fully, and not understanding the significant impact of COVID and the pandemic effect on mental health.

#### **SY24 BPS Enrollment and Funding Projection**

- A. Hramiec shared a slide with highlights of SY23-24, which the school will be funded for 368 students.
- There are three ESSR allocations made, we are in the process of spending the ESSR II allotment.
- In SY25, we can “front load” our salaries. We will work with the finance team and accountants to think about how to do this so we are spending all of our funds.

#### **Final Comments**

M. Goode summarized how important it is to not pack topics into our BoT meetings. He thanked everyone for participating, and the school leaders sharing their input. Happy New Year. He encouraged BoT to participate in upcoming student events and be involved in the school.

#### **Adjournment**

A motion to adjourn the meeting was made by S. Blasdale and seconded by J. Kendrick. The motion passed and the meeting adjourned at 7:24 pm.

**Next meeting** - March 8, 2023; Topics shared on agenda. A. Hunter asked to include goals to accomplish by the end of the school year, and share the Strategic Plan. BoT can determine specific goals, with the sub-committee insight. In addition, to include Connections and build relationships further.