

Boston Day and Evening Academy
Board of Trustees Minutes
March 8, 2023

Attendance: Jennie Hallisey, Alison Hramiec, Maddrey Goode, Spencer Blasdale, Norma Suarez, Alisa Hunter, Jumaane Kendrick, Salesia Hughes-Hibbert, Jonathan Barry, Dre Woodberry, Cris Rothfuss, Lisa Laguerre, Tyron Boswell

Others in Attendance: Jill Kantrowitz, Janet Platt, Rawchayl Sahadeo

Clerk: Rawchayl Sahadeo

Location: Zoom

Documents/Exhibits Used: January 18, 2023 minutes (for review and approval), March 8 meeting agenda, BoT slides including SY23 Approved budget; BoT meeting topics + Data

Call to Order

M. Goode called the meeting to order at 5:37 pm and asked for review of the agenda. M. Goode called for review of minutes of January 18, 2023. S. Blasdale made a motion to accept the notes. J. Kendrick seconded the motion. Cris abstained due to absence. All Approved.

Introductions/New BoT Members

M. Goode asked all members to welcome the two new BoT members: Jonathan Barry and Dre Woodberry. The BoT members introduced themselves. The Connections community building activity was led by A. Hunter of the prompt "Appreciation for self - *What do you appreciate that you have accomplished thus far this year?*"

Short Updates

- **Charter Renewal** - BDEA's charter was renewed for another five years. The process was started last year, finalized in June and Summer 2022. It included the last 2-3 Charter site visits; with a focus group and tour in the Fall 2022. Acknowledgements that the BoT took the suggestions and recommendations of feedback with adjustments. We met all criteria except for Equity and Access but only because we do yet state on our website that we serve specific subgroups of IEP and ELs. Because we do serve those subgroups, this can be easily remedied.
- **Food service** - Currently we do not have "My Way Cafe", and moved to Family Style meals using City Fresh Foods. Students are still not eating the meals, complaining about the quality. LT reached out to Shah Foundation, and they are identifying a new vendor and helping with a new process similar to Cristo Rey's food service program. The school will continue to advocate with BPS to move us back to scratch cooking, but until then we are asking BPS to allow us to use our own vendor, paid for with BDEA dollars. Pre-Covid our cafeteria was full of students and staff eating healthy meals. It is our goal to return to that level of support for our students.
- **BDEA current enrollment** - 307 students; 368 target enrollment; About 19 students on current contract pending discharge; About 30 students incoming April 3, 2023; Attendance average a/o 2/14/23 - 32% Class Attendance and 49% Building Attendance.

Head of School - Evaluation Process

- Review HoS evaluation process - S. Blasdale shared the BoT slide of HOS Evaluation process timeline. The Team is currently working on the March/April - Staff feedback survey with Staff BoT members support; S. Blasdale will compile

the results and review Hramiec's goals; April/May - Subcommittee will submit a proposed HoS evaluation rating for BoT to share for approval

- M. Goode shared that next year, the HoS evaluation committee will need a new chair/leader since S. Blasdale will leave BoT.

Facilities

- Share the progress we have made over the past year: We are currently working on advocating for one location that supports all programming. Hramiec shared the support encountered from BPS thus far. The decision to hold programs on the first floor of Timilty will be beneficial to our efforts. M. Goode shared that community outreach is vital to our facilities campaign and the marketing materials will support efforts.
- Graduation speaker - Devin Morris who has an organization supporting educators of color called the TeachersLounge. M. Goode shared how the school needs to support allies for school safety, mental health supports, and community advocacy. M. Goode is working with the Labor Secretary, Lauren Jones, and sharing the internship, mentorship, and informed guidance for students and promoting school advocacy with city officials. M. Goode shared that we need to get alumni active to help promote school advocacy such as Dre Woodbury, and find areas that can support our young adults.
- Discuss committee focus for SY23 - Hramiec will write another advocacy letter to BPS asking them to name BDEA as one of the facilities in the next Green New Deal. A. Hunter asked that last year some of the BoT advocated at the school committee for building advocacy. Hramiec shared that is a good next step to consider. A. Hunter asked how secure our placement is at the Timilty for next year. Hramiec will confirm via email to confirm our placement at Timilty. As part of our MOU, BPS must inform us by January of this year, if we are not returning to the Timilty. BPS is renovating the 3rd floor with painting. Dre Woodberry asked to get support from the Parent Council for school advocacy.

Marketing + Advancements

Jill Kantrowitz gave background of subcommittee work thus far of the new marketing materials. The team has finalized marketing materials and our revised messaging: Welcome, Embrace, and Inspire - new pillars. Jill Kantrowitz shared the creative assets components: Brand color palette, posters and flyers, postcards, PowerPoint templates, zoom backgrounds, table cover, messaging toolkit, icon tools, outdoor advertising, logo - revised and brightened the logo colors. Jill Kantrowitz shared the marketing materials "I knew I was home" with student images. Some will be mailings, panel 5 ft display stands, postcards.

A. Hunter shared that we need to support other opportunities that support our marketing and advocating for our school. With the enrollment of the upcoming school year, we need to be intentional about next recruitment efforts and which marketing next steps to prioritize. Hramiec shared that the next step is to finalize the budget allocation to start purchasing the items to start recruitment efforts. Hramiec would like Dre Woodberry to support Moise with ideas on how to support the orientation and recruitment given his past role in BPS admissions. M. Goode and T. Boswell asked about advertising locations such as billboards and MBTA buses, and the need to be very intentional with our efforts for recruitment. Salesia Hughes-Hibbert shared that maybe we can use social media to highlight students on social media. In the chatbox, Dre Woodberry wrote "QR codes that take folks straight to the collateral PDF would be cool as well." In the chatbox, Hramiec wrote "We do have the QR code on all of our flyers - goes to our application." A. Hunter shared how we can incorporate the students and use of social media to competencies/particular coursework to encourage recruitment efforts. In the chatbox, Salesia Hughes-Hibbert wrote "I think this is great and well thought out."

The Communication Plan Overview will highlight the tenets of:

- Thought Leadership - Elevate the voice of BDEA in conferences, forums, speaking opportunities
- Community Relations - Establish presence and relationships in communities of students
- Earned Media - Proactively write and share story ideas and news releases
- Social/Online Content - Increase our use of social media
- Paid Advertising - Pay to advertise to key audiences for student recruitment. Update the website.

Next Steps: 1) Roll out new materials internally, 2) Determine communication plan priorities, 3) Ongoing collaboration with Marketing Committee

BDEA Financials SY23 + SY24

Hramiec shared updates from the finance team committee. Her focus was on: 1) monitor and review current financials of the school, 2) Strategic planning of BDEA's \$4 million ESSER funding, and 3) Long term Financial and investment stability. The school must revise our 5-year funding gap once ESSR funding leaves (not available). The school has to think about our strategy for the next 5 years to keep programming strong.

Hramiec reviewed ESSER spending priority areas for SY21-22, SY22-23, and SY23-24 is in progress draft, will share May BoT. We need to spend all of our ESSER FY25. S. Blasdale shared that our enrollment has decreased but we have added additional roles to staffing, which is not normal spending justification. The school needs to focus on increased enrollment and is really important to what happens in the future. Hramiec shared that the programming investment is to support retention.

Additional Financial considerations: What is BPS plans for ESSER Cliff?; timeline of Mayor's investments; WSF increased by 17% what will trend be next few years

Upcoming BoT Events

- BoT members are welcome to join us at the Graduation Luncheon, Graduation ceremony - BoT welcome speaker (brief)
- M. Goode recommended himself if no BoT volunteers to be the BoT Graduation Welcome speaker.

Final Comments

M. Goode concluded the meeting by thanking for BoT participation, and if there are any questions or concerns to reach out to him and he hopes all is well in their lives.

Adjournment

A motion to adjourn the meeting was made by S. Blasdale and seconded by Cris Rothfuss. Approved and no abstain to end the meeting. The motion passed and the meeting adjourned at 7:29 pm.

Next meeting - April 26; Topics shared on agenda.