

BBoston Day and Evening Academy
Board of Trustees Minutes
Sept 20, 2023

Attendance: Jennie Hallisey, Alison Hramiec, Sonya Page, Alisa Hunter, Cris Rothfuss, Tyron Boswell, Jumaane Kendrick, Salesia Hughes-Hibbert, Jill Kantrowitz, Dre Woodberry

Others in Attendance: Rawchayl Sahadeo, Margaret Samp

Clerk: Rawchayl Sahadeo

Absent: Maddrey Goode, Norma Suarez, Jonathan Barry, Lisa Laguerre

Location: Zoom

Documents/Exhibits Used: June 2023 minutes (for review and approval), Sept 20 meeting agenda, BoT slides

Call to Orders

Hramiec called the meeting to order at 5:40 pm and reviewed the agenda of the meeting. C. Rothfuss called for approval of the minutes of June 2023. A. Hunter seconded the motion. All in attendance at 5:43 pm approved the meeting notes. C. Rothfuss and S. Hughes-Hibbert abstained.

There was a brief discussion of quorum raised by S. Hughes-Hibbert and why trustees would abstain from minutes approval. Decision led by C. Rothfuss to review the details on these decisions.

Hramiec appreciated M. Goode and A. Hunter for leading and speaking at graduation on September 7th. Hramiec shared that the school has made changes to student attendance expectations. Parents and students are reacting positively to the changes. We had 111 students who are attending school at 70% or higher. Overall, there is a new level of engagement throughout the school. Hramiec also spoke about the new school based health center with Whittier Street Health Center. The center opened last week and a BDEA staff nurse emailed to say that the impact is significant and deeply positive.

Connections

A. Hunter shared the Connections prompt: *"What was a highlight from the summer and what are you looking forward to this fall?"* The BoT members participated in the community building activity.

Review our Commitments: Executive and Board Members

The Executive committee met over the summer and focused on board feedback and planning for the school year ahead. Hramiec recognized the importance of taking in the feedback that the board takes time to give. Hramiec then reviewed the key takeaways from the BoT self-reflection survey from June 2023:

- Overall understanding and commitment to school mission
- Subcommittee work: focused, meeting time adequate
- All committed to continuing commitment to Board
- Only the Board Chair is interested in leading Head of School evaluation
- Continue to support Development Committee and Jill's role as Advancement Director

- Question: Should BoT members not present at the meeting vote to approve minutes? (need to review bylaws)
- Board meetings: focused, goal oriented based on strategic thinking/planning
- Overall understanding of Head of School evaluation
- Happy with finance reporting to Board (100%)
- Would like more reporting on school programming (50%)
- Need to revisit school strategic plan (as ours comes to an end)
- Priorities for this year: Attendance, Student recruitment, Fundraising, Facilities
- BoT Meeting time on set dates: Wednesdays @ 5:30 - 7:30 pm

Alisa Hunter appreciated the commitment and desire from all the BoT members, and a need to increase involvement. It still appears that everyone wants to be on the BoT. During the meeting, time was allotted for the BoT members to update the document "Current Composite BoT matrix - skill set" There is a column where BoT can discuss their terms identification, skill-set or interests, and view the BoT job description.

BoT Job description feedback:

- Change of 6th bullet - referencing details are to follow that indicates the specificity of the task/role

Board recruitment

Expertise/perspective needed:

- Legal, Finance, City Connections, Alumni
- 3 Recommendations from S. Hughes-Hibbert
- Alumni identified: Amanda Shabowich - inquiry with organization if there is a conflict of interest with United Way.

Alumni candidate interest notes:

In the chat box: Jill K wrote "We have a 7-year 1.4M grant pending with the United Way so that might need to be approved or denied before the board process happens. That application was submitted thanks to a referral from Jennie!! Due to be approved/denied in Oct." In the chat box: J. Hallisey wrote "Amanda would be awesome!" In the chat box: M. Samp wrote "Agreed. Amanda has been supporting youth opportunities in Boston since she graduated from BDEA in 2012. She has done amazing work at United Way."

Next Steps Recruitment:

- Outreach to identify BoT interest
- Invite to school for visit - One BoT from Executive Committee, HoS, and Jill K. + any interested BoT member to join
- Interview candidate conducted by the Executive Committee
- Present the candidates to Board for vote

Goal: Bring on new BoT in January 2024

A. Hramiec encouraged more recommendations to send names to the Executive Committee for review.

BoT Priorities

- Head of School Evaluation - process has been defined in its structure. Interest of a BDEA Staff member to join the committee and provide any necessary context; there is a proposal to be led by Alumni of the school.
- Finance - Oversee budget, audit and general finances; utilize tools created to project and plan for gap in funding from ESSER funding
- Marketing - Support development of marketing strategy to leverage funding; further develop and support student recruitment strategies; metrics

Jill K. shared that the Marketing group continues to meet monthly since February, and has been a “labor of love” to move from strategic level, to move into the action and data level; there is a shift to utilize the marketing materials and support for more financial funding for the school.

- Family/Parent Engagement - Support from new Family Liaison and Director of School Culture & Operations; re-engage the Parent Council; re-energizing the role of our families
- Facilities - remain an ongoing focus for the full board to promote to BPS and City officials. Will not be a subcommittee this year - instead focus of entire board.

Present committees for SY24

A. Hramiec shared the BoT committee selection preference survey form. Time was given to complete the survey for BoT members.

Student Recruitment and Marketing Update

A. Hramiec reviewed the Student Enrollment updates. Our SY24 target is 368 students. The current enrollment is 296 students. For the next enrollment of 9/28, we have approximately 30 new seminar students. The potential fall discharges are 20-27 students. The Oct 1 projected enrollment will be 306 students. The next enrollment will be Nov. 27 for the start of Project Month.

Marketing/Recruitment Strategies

Media/Marketing - Encouraging using marketing materials, clear message, continue with the community influencers, providing info to the Re-Engagement Center.

There are some additional areas to impact:

- Community Influencers - Promoting the school through middle and high school guidance counselors; Re-Engagement Center, etc
- Donor Community - use of database; MOVES management for stewardship and cultivation calendar
- Media/Marketing - continue the recruitment mailings, positioning our expertise, social media channels, and paid advertising (possibly in the future)
- Community & Cultural TouchPoints - School partners, Faith Community, Non-profit community, neighborhoods/friends
- Service Organizations - Whittier Street Health Center; continue finding social service orgs that support the school

Tactics/Next Steps:

- Changes to the BDEA application form - Q: *How did you hear about us?* Check all that apply of action steps on the part of school

- Revamping school's website - more updated with our marketing materials, pictures
- Build more community connections
- Continual Recruitment Tactics: Alumni engagement, new branding, student showcases, teacher showcases, website refresh, community tabling, community canvassing

With the heightened focus on building community connections, one of the BoT members, Sonya Page, shared a community organization connection that provided the school with free toiletries needed for students. Jill K. shared the marketing materials and pics from Student Registration dates with the organization. The students are enjoying the high quality toiletries products, very much appreciated and received.

Metrics and Accountability - Jill K. shared the Media plan, monthly plans/events, and Targeted Relationship Marketing Development matrix of supporting action.

SY24 Enrollment Targets

T1 - 300 students, T2 - 330 students, T3 - 360 students

Vote on SY24 Board Officers

The BoT conducted an election of officers.

- Chair - Maddrey Goode
- Vice Chair - Alisa Hunter
- Treasurer - Jonathan Barry
- Clerk - R. Sahadeo

Vote: Motion to approve - C. Rothfuss; 2nd motion - J. Hallisey

Vote meetings location

A proposal was shared for BoT to vote on meeting location for the current school year. The proposal was to continue with ZOOM BoT meetings.

Vote: Motion to approve - C. Rothfuss; 2nd motion - Sonya Page

Present Calendar of Events

A. Hramiec shared an overview of upcoming events throughout the SY23-24, categorized by months, with encouragement for BoT members to attend more school events, and sharing that it is good for the school community to witness/observe BoT involvement.

Adjournment

A motion to adjourn was conducted by C. Rothfuss; J. Hallisey seconded the motion. The meeting adjourned at 7:04 pm.

Next meeting - October 21, 10 am - 12:30 pm - Saturday retreat @ Wheatley campus