



**Expand the Possible. Own the Future.**

Thursday, April 28, 2022 @6:03 p.m.  
Board Meeting via Zoom

Meeting ID: 817 8903 0838

Passcode: @1uB1c

### AGENDA

1. Call to Order
2. Digital Marketing Presentation, Lincoln Baretta
3. Adoption of Previous Meeting Minutes
4. Harlem Campus Report
5. Board Committee Reports
6. Public Comment
7. Adjournment

## Trustees Present

Richard Bayles
Gretchen Pusch
Noel Acey
Peter Low
Amanda Low
Reby Gulcan
Tanya Hoffler Moore

### Storefront Academy Staff:

Dr. Nicole Campbell, CEO

Mr. Stuart Wolf, Director of Finance

Ms. Natalia Perez, Director of Communications

Ms. Carol Singletary, South Bronx Principal

Ms. Nidia Evangelista, Director of Operations

Ms. Taleema Chesney, Harlem Principal

Ms. Amia Fisher, Dean of Harlem

Ms. Maria Ruiz, CEO Executive Assistant

Ms. Yoselyn Fernandez, South Bronx Assistant Principal

Mr. Lou Jimenez, Lincoln Baretta Representative

## **1. Call to Order**

- Mr. Bayles called the meeting to order at 6:03 p.m.

## **2. Digital Marketing Report - Lincoln Baretta (Lou Jimenez)**

- Currently monitored data will become more relevant next school year, after trends have been identified.
- The month of March is generally the most competitive month when bidding on digital advertisement, because schools are trying to fill their lottery spots. The original bidding from the company for digital advertising for the Harlem Campus was \$5,000, but Facebook and Google could only take and apply \$3,000 worth of advertising because of the advertisement space competition.
- As to the moment of the briefing, digital advertising had produced 53 applications in 4 months among the entire student population, having spent a total of \$10,650, averaging \$200 expenditure per applicant.
- Given the potential conversion of applications into attending students, the total expenditure per student may be approximately \$2,000, at the time of the briefing. An average of \$2,500 is generally to be expected for this campus and the specific area for the type of services offered. This expenditure could be lowered if the conversion rate increases.
- For the South Bronx Campus, there had been 100 applications received in 4 months, with an advertisement expenditure of \$6,200, which averages approximately \$62 per application.
- The numbers vary between campuses based on their specific geography and local competition.
- The Academy has focused on various aspects of its services in marketing, including the smaller class sizes, multiple teachers in lower grades, social/emotional learning classes, free tuition, family support, and other counseling services provided to students and parents. Next year, the art program will be a major marketing factor.
- Some families had been disgruntled when the school shut down abruptly in the past and then reopened, and some families were excited that it reopened. It is a mixed reaction from the community, but the staff goes out into the community to promote the Academy.
- It is possible to determine which advertising venue is more effective by providing independent and individual QR codes or websites, which would track the origin of the code; or even individual phone numbers in billboards or via radio advertising, where inquiries or applications could be traced. This would prevent having to ask families where they heard of the

Academy. This would be a more effective way to track advertisement effectiveness.

- Advertisement is one of the most important methods the Academy leadership can invest in to recruit new students.
- The board leadership discussed whether analyzing recruitment over the last 3 years would help assess new methods or finetuning techniques for the Academy's marketing strategies; however, given COVID and related issues, data from 2020 and 2021 would not reveal any useful trends, but 2019 data could be useful in assessing admission-enrollment ratios.
- The board leadership further discussed whether to increase the marketing budget immediately or upon finding and analyzing the student conversion ratio data.
- Mr. Low made a motion to add \$2,000 to the current marketing digital advertisement budget for the Harlem Campus, beginning in May. With no further discussion, or any objections or abstentions, the motion was approved.

### **3. Adoption of Minutes**

- Mr. Bayles called for a motion to adopt the minutes from the previous board meeting. A motion to adopt the minutes was made. With no further discussion, or any objections or abstentions, the minutes were accepted.

### **4. Harlem Campus Report (Ms. Chesney)**

- The school goal for the Winter MAP testing was 55% pass ratio per subject.
- Kindergarten surpassed 55% in ELA, with the assistance of the new Lavinia Group curriculum; and reached 85.7% in math.
- Third Grade surpassed the goals for math and ELA.
- First Grade fell behind in some goals. The curriculum has been analyzed and fine tuned in order to quickly improve student performance, such as assessing and changing how much time is generally allotted for whole- and small-group focus. Other specialists come into the class as well to provide focused support. These efforts should reflect positively in the next MAP testing.
- The data from the prep test examples provided to the students by Lavinia Group cannot be compared to actual state testing yet because the latter haven't been graded yet.
- Exact Path has been a very useful tool in assessing how students work on their individual learning paths, which are generated with the MAP testing data.
- Using Exact Path has been very successful, overall; however, due to changes in teachers, Third Grade has not fully benefited from this tool. The new teacher is better utilizing the tools, and quick improvement is expected.

- F&P data shows that most grades have a high ratio of students have met or exceeded the standards. Of those students who did not meet the standards in ELA, no one was more than two reading levels below the standard.

- Students are also celebrated when they reach and exceed certain standards, from early attendance to reaching their educational goals. Further, parents are invited to come and watch award ceremonies. These incentives keep the students and community engaged and positively competitive.

## 5. Committee Reports

### **Finance Committee**

- The board discussed that they were not ready to take a vote on Lavinia Group's budget increase. The Group received a contract to conduct summer school for the City, and the Academy could apply for grants that would cover all expenses for summer school math and reading curriculum, except the teacher salary, which would benefit the Academy greatly.

- The teacher salary was already budgeted, since a summer program would be developed, notwithstanding a grant to and participation with Lavinia Group's summer program.

- Succinctly, the board discussed whether they could approve the first year of the Lavinia Group contract, which would include the summer program, without addressing the second- and third- year contract issues.

- Mr. Bayles called for a motion to cover the Lavinia Group's contract for fiscal year '22-'23, while remaining with the same support team, adding a math curriculum for such year, to be covered by grant money. A motion to that effect was made. With no further discussion, or any objections or abstentions, the motion was approved.

- The \$250,000 fundraising budget was removed from ongoing expenses, given that there would likely not be any events through the end of the school year.

- The board discussed whether SUNY would agree to, or approve of, the removal of the fundraising budget, with the rationale that COVID prevented the organization of fundraising events. Despite removing the allocated budget, there was ongoing fundraising activity still progressing, such as the Give-or-Get activity, therefore it is not a full retreat from fundraising activities.

- The Academy and the board had until the end of the fiscal year to sort through the ongoing fundraising activities.

### **Real Estate Committee**

- The lease with the Children Storefront is near completion. Some language on the final agreement needs to be reworded, but no other issues.

- Cleanup, old trash removal, and various repairs were being conducted in the Harlem Campus building.

### **Audit Committee**

- Boost Ed continues their investigation on schedule.

### **Development Committee**

- A submission for a grant of \$15,000 had been submitted to Seventh District Foundation.
- Events with Harlem School of the Arts were being planned.
- An appeal and marketing video was being worked on to engage participants in viewing and networking events, where groups of people would be hosted by board members, for example, marketing videos for the Academy would be shown, questions would be answered, and participants/viewers could make donations on the spot if desired.
- An event where students' art could be displayed and sold was in the works.

### **Academic Committee**

- Juilliard personnel will visit both campuses on May 5.

## **6. Public Comments**

- There were no public comments.

## **7. Adjournment**

The meeting was adjourned at 7:38 p.m.