



Board of Trustees Meeting Agenda

October 21, 2021, 6:30 pm

Location: Zoom Meeting

1. Call to Order & Public Comment Reminder
2. Adoption of October 2021 Agenda
3. Approval of September 2021 Minutes
4. Leadership Update
5. Network Update
6. Presentation of Proposed Charter Revisions
7. Public Comments
8. Adjournment

Board of Trustees Meeting Minutes

September 30, 2021, 6:30 pm

Location: Zoom

Trustees Present

Noemi Zibuts
David H. Sorkin
Yelena Sklyar
Angela Mirizzi-Olsen
Sigalit Grego, <i>Prospective Member</i>
Veronica Bakhrakh, <i>Prospective Member</i>
Bonita Sussman, <i>Prospective Member</i>

Others Present:

Lissette Roman, Head of School, Staten Island Hebrew Public
Valerie Khaytina, Chief External Officer, Hebrew Public
Roger Katz, Assistant Director of Student Recruitment
Lauren Murphy, Hebrew Public, External Relations Manager

1. Call to Order

David H. Sorkin opened the meeting at 6:33 pm.

2. Adoption of the September 2021 Meeting Agenda

David H. Sorkin asked for a motion to adopt, Yelena Sklyar made a motion to adopt the September 2021 agenda, Angela Mirizzi-Olsen seconded, and the motion was carried unanimously.

3. Approval of the August 2021 Meeting Minutes

David H. Sorkin asked for a motion to approve, Noemi Zibuts made a motion to approve the August 2021 meeting minutes, Yelena Sklyar seconded, and the motion was carried unanimously.

4. Board Member Recruitment

David H. Sorkin gave an update on the progress of Bonnie and Veronica's paperwork and discussed board member terms.

David emphasized the need for board expansion. Ideally, the SIHP board will have at least nine trustees total. The SIHP board is actively seeking members who are diverse in gender, race, skillset, connections to different communities, professional background, and more.

5. Resolution to elect Sigalit Grego to the Staten Island Hebrew Public Board of Trustees pending approval by NYSED

David H. Sorkin made a motion to elect Sigalit Grego to the Staten Island Hebrew Public Board of Trustees pending approval by NYSED, Yelena Sklyar seconded the motion. The motion went to a vote, with no abstentions and no objections the motion was approved unanimously.

Formal Board of Trustees Resolution:

The Staten Island Hebrew Public Charter School Board of Trustees, having conducted a thorough criminal history record check via fingerprinting which is deemed acceptable by NYSED, and having discovered no State or federal criminal history, or having provided information regarding such history to NYSED, if found, and having verified that any academic and/or professional credential or qualification presented by the proposed member is genuine, and having reviewed the application in its entirety, has voted to select Sigalit Grego as a member to its Board of Trustees, with a term expiring on June 30, 2023, pending approval by NYSED. The resolution approving Sigalit Grego is adopted upon NYSED's approval.

6. Leadership Update

Lissette Roman, Staten Island Hebrew Public's (SIHP) Head of School shared information and updates on three important focuses: student recruitment, community outreach, and hiring.

Lissette and the External Relations team partnered up this month to attend community events in Staten Island and spread the word about SIHP and engage with prospective families.

Applications for next fall are currently live and Lissette is personally reaching out to those families who have applied. Prospective families will have an opportunity to join Lissette and Hebrew Public staff members for virtual informational sessions as well as school tours in our Brooklyn schools.

The External Relations team compiled an extensive list of pre-schools and community organizations on Staten Island for relationship building. Lissette will be attending a board meeting for Community Board 2 this month.

Currently, the only open position at Staten Island Hebrew Public is for a Director of Operations. Lissette and the Hebrew Public Talent team have been interviewing potential candidates- no decision has been made at this time.

7. Staten Island Hebrew Public Student Recruitment

Valerie Khaytina, Hebrew Public's Chief External Officer, and Roger Katz, Hebrew Public's Assistant Director of Student Recruitment shared an extensive overview of student recruitment goals as well as reviewed the action plan for student enrollment & retention, and shared current happenings.

The following was shared with board members:

- Student Recruitment Goals
 - Fill every seat in the school
 - Build a waitlist
 - Recruit students from diverse backgrounds
 - Make families feel welcome
- State of Enrollment Locally and Nationally
 - 10,000 public schools lost 20% K enrollment last year nationally
 - Between September 2019 and June 2021, DOE enrollment dropped 142,388 students or roughly 14%
- Theory of Action for Student Recruitment and Retention
 - Targeted and consistent social media marketing on Facebook, Instagram, and Youtube (ongoing)
 - Boosted online searches (ongoing)
 - Direct mailers (3-5 times a year)

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CHARTER SCHOOL

- Referrals from local UPK's and CBO's (ongoing)
- School-based events (virtual when necessary)(4-8 a year)
- School-sponsored external events (3-8 a year)
- Ads in local newspapers and magazines, in multiple languages (2-4 times a year)
- Word of mouth
- Social Media Marketing Plan
 - ADs in different languages
- Direct Mail Campaigns
 - Send three to four targeted postcards to families with children entering K or 1st grade for the 2022-2023 school year
 - Historically, targeted recruitment postcards have been Hebrew Public's **most effective** tool for collecting applications
- Post Card Mailing Campaign
 - Display & Ad Banners
 - External websites banners and ads lead people to our page/apply now
- Community Outreach
 - Canvassing after-school programs and community organization sites.
 - Introductions
 - Marketing materials distribution
 - Event invitations
- Open Houses/Tours/Events
 - Virtual open houses
 - HLA tours for prospective families
 - Other school parents to present to Staten Island families
- Community Events
 - Sponsored tables at community events help to collect applications, build brand awareness, and build relationships with community partners
- Recruitment Updates
 - 65 leads from our Facebook campaign
 - 15 leads from JCC SI event and Oktoberfest Event
 - Display banners at the facility contractor's sites
 - Staten Island Mall holiday season campaign
 - Staten Island Parent campaign
 - Staten Island Advance campaign
 - Lissette signed up for two community memberships
 - SI Chamber of Commerce
 - Not for Profit Association
 - NetCost market campaigns
 - Actively canvassing communities

The trustees engaged in discussions and asked thoughtful questions throughout the presentation. Board members will be provided social media ads to share with their networks to help the recruitment process.

8. Public Comments

No public comments were made during this time.

9. Adjournment

David H. Sorkin asked for a motion to adjourn. Angela Mirizzi-Olsen made the motion to adjourn at 7:30 pm, Noemi Zibuts seconded, and the motion was carried unanimously. The board will meet next on October 21st at 6:30 pm.