



Board of Trustees Meeting Agenda

January 19, 2023, 6:30 pm

1. Call to Order & Public Comment Reminder
2. Adoption of the January 2023 Agenda
3. Approval of the December 2022 Minutes
4. Resolution and Vote to elect Rachel Amar to the Staten Island Hebrew Public Board of Trustees pending approval by NYSED
5. School Leadership Report
6. Student Discipline Report
7. Public Comments
8. Adjournment

Board of Trustees Meeting Minutes

December 15, 2022, 6:30 pm

Trustees Present

David H. Sorkin
Noemi Zibuts
Angela Mirizzi-Olsen
Sigalit Grego
Ernest Paige

Others Present:

Misty Awan, Head of School, Staten Island Hebrew Public
Valerie Khaytina, Chief External Officer, Hebrew Public
Lauren Murphy, Senior External Relations Manager, Hebrew Public

1. Call to Order & Public Comment Reminder

David H. Sorkin made a motion to open the meeting at 6:38 pm and reminded everyone in attendance in order to sign up to make a public comment prior to our board meeting, email boardsihp@hebrewpublic.org. Members of the public who missed the public notices can sign up during the meeting using the chat function and/or those present in the building can sign up on the attendance sheet. Members of the board and staff do not typically respond to public comments at the time they are made. However, unanswered questions will be responded to within a few business days.

2. Adoption of the November 2022 and December 2022 Meeting Agendas

David H. Sorkin asked for a motion to adopt, Noemi Zibuts made a motion to adopt the November and December 2022 agendas, Angela Mirizzi-Olsen seconded, and the motion was carried unanimously.

3. Approval of the October 2022 and November 2022 Meeting Minutes

David H. Sorkin asked for a motion to approve, Sigalit Grego made a motion to approve the October and November 2022 meeting minutes, Angela Mirizzi-Olsen seconded, and the motion was carried unanimously.

4. School Leadership Report

Misty Awan shared a presentation and the following updates with the board:

- General Updates

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- Current enrollment is 84 students
 - Still enrolling for this year!
- Halfway through Quarter 2
- Instructional Updates
 - Implementing school-wide initiatives to improve reading skills IRLA
 - Misty discussed in depth IRLA (reading levels) of all students in the school
 - Details about benchmarks for each grade level were shared
 - Writing and Math samples were shared!
- Professional Development
 - Misty meets 2x a week with teachers
 - Reviewing student data closely
 - Following NY state and DOE guidelines
- OLAM Updates
 - Holiday Festival of Lights
 - Last Friday
 - Students learned about all winter holidays
 - Students enjoyed sufganiyot, which are Israeli donuts
- Family and Community supports
 - Family volunteers and donations
 - Brooklyn Zoo Field Trip
 - The entire school went on the field trip!
- Virtual Learning
 - The day before Thanksgiving break
 - 12/23 - before winter break
 - 1/3 will be professional development for staff members

5. Student Recruitment Report

Valerie Khaytina shared the following information with the board:

- Recruitment Goals
 - Data-driven goals, fill every seat in the school
 - 23-24 Enrollment
 - 57 kids in each grade
 - K-2 grade next year
 - 171 Students
 - Building a waitlist
 - Recruit students from diverse backgrounds
 - Make every family feel welcome
 - Comparing last year data, we are ahead of game
 - Students who are already enrolled in school do not reapply
 - Last year 28% of applicants who received an offer of enrollment were converted
 - If the goal is to enroll 60 K and 60 1st for 23-24 year we aim to collect
 - 225 K applications
 - 70 1st grade applications
 - 70 2nd grade applications

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CHARTER SCHOOL

- Sector Overview
 - 58% of NYC charter schools shrank during COVID
 - Recruitment numbers are down across the city
 - Charter schools that did not add grades have shrunk
 - Luckily, enrollment at SI HP is doing well
- Current Strategies
 - Targeted and consistent social media marketing on Facebook, Instagram, and Youtube (ongoing)
 - Brand Recognition Ads
 - Drive website traffic to the website/apply page
 - Lead Generating Ads
 - Collect contact information of those who want to apply or learn more information about the school
 - When a FB user clicks a Staten Island Hebrew Public ad, they are retargeted to continue to see our content
 - Ads in Hebrew, Spanish, Ukrainian, Russian, French Creole, Mandarin
 - Boosted online searches (ongoing)
 - Direct mailers
 - Sending three to four targeted postcards to families with children entering K - 2nd grade for the 2023-24 school year
 - Historically, targeted recruitment postcards have been our most effective tool for collecting applications
 - Our first set of postcards were mailed out last week, to approximately 11,000 households
 - As of last week, 20 new applications were received as a result
 - 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)
 - Ads in local stores
 - Word of mouth

6. Public Comments

No public comments were made during this time.

7. Adjournment

David H. Sorkin made the motion to adjourn at 7:25 pm, and the motion was carried unanimously. The board will meet next on January 19th, 2023.