

Broome Street Academy Charter High School

A regular meeting of the Board of Trustees was held in person and by video conference.

Date: Tuesday, January 20, 2025

Notice of the meeting was duly given to members of the Board and the public.

Trustees in attendance: Cathy Aquila, Lauren Blum, Stephanie Durden Barfield, Katie Jaxheimer Agarwal, Jeff Katzin, William Murdock, Susan Notkin and, Alexandra Wood.

Also present: Ruth Caraballo (Admissions and Parent Coordinator), Lynnette Ford (Head of School), Jill Glassbrook (Future Leaders Incubator), Cameyia Letts (minutes), Kelsey Louie (CEO), Chris Means (Associate Head of School), Felicia Rowe, and Lester Samson (Senior Director of Operations).

The meeting was called to order at 5:35 PM

#### Approval of the Minutes

The Board voted to approve the minutes of the December 16, 2025 meeting.

#### BSA Turnaround Plan and Academic Update

Jill Glassbrook, *Future Leaders Incubator*, provided an update on implementation progress to date.

Instructional routines have become more consistent across classrooms, with increased student engagement when lesson foundations were present. Classroom disruptions decreased week over week, and overall progress was noted to be consistent and measurable.

On-time lesson launches stabilized at above 90 percent since the SUNY visit in December. When lesson foundations were posted, student engagement was observed in approximately 94–100 percent of classrooms, even during periods with low attendance. At the time of reporting, lesson foundations were present in approximately 60 percent of classrooms.

Classroom distractions decreased across all Phase One indicators, with improvements aligned to targeted professional development efforts. Engagement and instructional practices continue to strengthen alongside ongoing coaching and training.

Ms. Glassbrook emphasized that sustaining momentum would require continued leadership accountability, consistent data collection, and disciplined follow-through, particularly during periods of disruption, to ensure long-term system reliability.

## Recruitment and Enrollment

Ruth Caraballo, *Admissions and Parent Coordinator*, provided an update on recruitment and enrollment efforts, which have continued throughout the charter renewal process.

As of the reporting date, 102 applications had been received for the 2026–2027 school year, broken down as follows:

- 9th Grade: 69
- 10th Grade: 11
- 11th Grade: 15
- 12th Grade: 7

This represents an approximate 38 percent increase in total applications compared to the prior year.

Approximately 75 percent of the current student body holds an active Door membership, with a goal of reaching 100 percent participation by the end of February.

Monthly open houses have been scheduled to align with Door programming and highlight extracurricular offerings at BSA. Print and digital advertisements efforts are targeting the Lower East Side, Chinatown, Harlem, and select Bronx zip codes, with LinkNYC advertisements scheduled to launch in February. Marketing materials have been refined to more clearly communicate the school’s demographic focus based on prior feedback.

Print and digital advertising partnerships include New York Family Media, New York Post, AMNY Charter School Special, New York Daily News, El Especialista, Epoch Media Group, and Strauss Media.

“Transfer Tuesdays” have been implemented to support ongoing backfill efforts, with approximately ten new students anticipated to enroll during the second semester. An early intent-to-return survey will be included in the March parent newsletter. The Belonging Committee continues to collaborate with AIDP to support student retention.

“Feeder Fridays” have also been introduced, allowing partner schools to visit BSA in person and providing prospective students with firsthand exposure to the School. Outreach efforts are strategically aligned to students with feasible commuting options.

Kelsey Louie, *CEO*, provided additional context on the broader recruitment and enrollment strategy. He noted the development of a year-long calendar of recruitment activities with defined timing and resource planning. Leadership is evaluating the effectiveness of individual strategies, assessing staffing capacity across The Door and BSA, and strengthen accountability systems. Efforts are also underway to analyze historical data, relationship yield, and enrollment trends to enable more strategic use of limited time and resources.

The meeting was adjourned at 6:22 pm.