

Board Meeting via Zoom
Wednesday, February 10, 2021
6:30 pm

AGENDA

1. Call to Order
2. Reminder for Public Comments
3. Adoption of February 2021 Agenda
4. Approval of January 2021 Minutes
5. School Leadership Update
6. Network Update
7. Adjournment

Board of Trustees Meeting via Zoom

Wednesday, January 13, 2021

6:30 pm

Minutes

Trustees Present

Vanessa Goldberg-Drossman
Scott Wickham
Sara Bloom
Linda Aristondo
William Allen

Also Present:

Emily Carson, Head of School, Harlem Hebrew
Jon Rosenberg, Chief Executive Officer, Hebrew Public
Lauren Murphy, External Relations Manager, Hebrew Public
Roger Katz, Assistant Director of Student Recruitment, Hebrew Public
2 Members of the Public

1. Call to Order & Reminder to for Public Comments

Linda Aristondo opened the meeting at 6:30 pm and reminded everyone in attendance to use the “chat” feature to sign up for public comments or to email the board at info@hebrewpublic.org or boardharlem@hebrewpublic.org and the comments will be addressed within 48 hours.

2. Adoption of January 2021 Agenda

Linda Aristondo asked for a motion to adopt, Sara Bloom made a motion to adopt the January 2021 agenda. Scott Wickham seconded, and the motion carried unanimously.

3. Approval of the December 2020 Minutes

Linda Aristondo asked for a motion to approve, Sara Bloom made a motion to approve the December 2020 minutes. Scott Wickham seconded, and the motion carried unanimously.

4. Network Update

Jon Rosenberg, CEO of Hebrew Public informed the board of the following:

- COVID-19 Update
 - All Hebrew Public NY schools closed in December
 - 2 unrelated positive cases in Harlem
 - Increase need of staff coverage due to quarantine mandates
 - Loss of education consistency for Hybrid students and teachers with closures
 - Hebrew Public continues to offer a heavily subsidized child care program for Harlem Hebrew families
 - In order to re-open a few key measures need to be examined
 - Not only the percentage of positive tests but an estimated number of new cases per 100,000 residents according to Covidactnow.com (real-time positive case tracking) is 48.4 which is about 15x the number of new cases since September. In the Bronx, the number is 67.1 per 100,000 people-- nearly 20 times the number from September
 - Additional evidence to support Hebrew Public's decision of closure
 - Health & Safety is the number one priority
 - New strains of COVID-19 are even more communicable
 - People who are recovering from the virus are experiencing lingering symptoms (brain fog, chronic fatigue...etc)
 - Travel spike since Thanksgiving and rates have only increased since Winter break in the NYC area
- COVID-19 Vaccine
 - Strong evidence of efficacy
 - City & State opened up category 1B which includes teachers and those who work in educational settings
 - A memo went out to all staff from Hebrew Public with guidance on registration for vaccination
 - No guidance from City & State regarding vaccine requirements/protocols for school buildings
 - Encouraging vaccination for our staff

- Hebrew Public is prioritizing reopening, waiting to get the majority of staff vaccinated, or until there is a declining number of new daily cases

Roger Katz, Hebrew Public's Assistant Director of Student Recruitment updated the board on the following:

- Student Recruitment Challenges due to COVID-19
 - Pre-pandemic Harlem Hebrew was facing a decline in enrollment, but since March many public and charter schools numbers have declined
 - This challenge is not unique to Harlem Hebrew or Hebrew Public
 - 50% decrease or greater across all grade levels from last year
 - Imperative to hold on to families we have, emphasizing ethical decision making, technology questions, concerns...etc
 - School tours or traditional methods have been on hold
 - Delays with Postcard Mailers and DOE application
 - Parents have not been able to effectively plan for next year when circumstances are still unknown
- How we are responding
 - Increased digital ad budget 3x to:
 - Drive website traffic to our apply page
 - Collect leads for us to follow up with
 - Re-target interested families with banner social media ads
 - Working with digital school marketing company, Schola
 - Launching ads with Pandora & Youtube
 - Streamlining the application process
 - Planning socially distant school tours and outdoor recruitment events for early Spring
 - Reaching out to every family on the UPK waitlist

5. Leadership Update

Emily Carson, Head of School informed the board of the following:

- Harlem Hebrew paused Hybrid learning in late December, the school is fully remote until at least March 1
 - Focusing on enhancing the quality of remote instruction
 - Hebrew classes are now provided four days in addition to Chugim on Wednesday

- Leadership focusing on teacher feedback & support
 - Engaging in weekly professional development
 - Coaching & feedback for all staff
- General School Updates
 - Student Council-run can drive ended, 300 cans were donated to Andrew's Healing Hands (A member of the community's organization)
 - Bullying Prevention Month in January
 - Addressing attack on Nation's Capitol Building
 - Every class had a conversation about the event (differentiated approach based on grade level)
 - The mission of Harlem Hebrew is to create global citizens, it is important to speak to the students about these historical events
 - Co-taught Israeli studies lessons by Gen-ed and homeroom teachers
 - Successfully launched guided reading during students ELA block
 - All students were tested for reading level either virtually or in-person
- Family Support
 - Weekly communications
 - Always includes updates, resources for families, PTO events...etc
 - 8th-grade family meeting for highschool applications
 - 5th-grade town hall meeting for middle school
 - Hebrew Public Network Academy winter semester begins in February
 - Enrichment workshops to add to the core Hebrew & Israel studies
 - Family conferences for the second marking period are upcoming
- Coming Up
 - New round of Chugim (student-selected electives)
 - Black history month celebrations
 - Harlem studies monthly
 - New student council initiatives
 - Mid-year reviews for teachers

6. Adjournment

Linda Aristondo made a motion to adjourn. Vanessa Goldberg-Drossman seconded, and the meeting adjourned at 7:17 pm.