

**Brilla College Preparatory Charter Schools (“Brilla”)
Board of Director Meeting Minutes from the July 2024 Meeting**

Approved by: **Brilla Board**

DATE: **August 20, 2024**

Agenda:

Date: July 16, 2024	
Time:	12:00 PM- 12:45 PM EST
Location:	Brilla Schools Network, 420 E. 145th St, Bronx, NY 10454 and Zoom (https://setonpartners-org.zoom.us/j/9762292693?pwd=RVpMY3Z1dDFBckhlclREWktlckdFdz09)
Participants:	<p>Board members: Stephanie Saroki de Garcia, David Ingles, Mary O’Grady, Eric Eckholdt, Darla Romfo, and Fr. Anthony Andreassi</p> <p>CMO Staff: Yeime Valle, Jill Limongi, Jolleen Wagner, Michael Carbone, Matt Salvatierra, Trevor Sorensen, Maria Valencia, Jhonell Williams, Ali Apfel, Margaret Rippe, Ruby Amezquita, Maura Friddle, Abby Jones, Kenneth Burchfiel, Kevin Hanratty, and Zoranlly Burgos</p> <p>Other: Joe Keeny (4th Sector Solutions), Catherine Birri (Contractor), Vanessa Barry (Enrollment Consultant), and Sheila Mulcahy (Vertex)</p>
Apologies:	James Jones and Br. Brian Carty

Item No.	Agenda Item	Person Responsible	Length (Time)
1	Call to Order	Eckholdt	12:05 pm
2	Approval of June Minutes	Eckholdt	12:06 pm
3	Vertex Update	Mulcahy	12:07 pm
4	Enrollment Update	Valle	12:11pm
5	Enrollment Prediction Tool	Carbone	12:19 pm
6	Enrollment Strategy	Barry	12:28 pm
7	Review of Upcoming Brilla Events	Valle	12:41 pm
8	Adjournment	Eckholdt	12:46 pm

Item 1. Call to Order

- The meeting was called to order by Mr. Eckholdt at 12:05pm.

Item 2. Approval of June Minutes

- Mr. Eckholdt moved for a motion to approve the minutes from the June meeting. Ms. O’Grady motioned to approve the minutes from the June meeting, and Fr. Andreassi seconded the motion. There were no abstentions. All other Board members unanimously approved the minutes from the June meeting.

Item 3. Vertex Update

- Ms. Mulcahy introduced the recognition of the site name “Vertex Partnership Academies” regarding Brilla’s “Joint High School Program” to mitigate confusion. Ms. Mulcahy noted that an external counsel had reviewed the site name and approved it.
- Mr. Eckholdt moved for a motion to approve the recognition of the site name “Vertex Partnership Academies”. Ms. O’Grady motioned to approve the site name “Vertex Partnership Academies”. Ms. Romfo seconded the motion. There were no abstentions.

**RESOLUTIONS ADOPTED BY THE BOARD OF TRUSTEES OF
BRILLA COLLEGE PREPARATORY CHARTER SCHOOLS**

July 16, 2024

The Board of Trustees of Brilla College Preparatory Charter Schools, a New York not-for-profit education corporation, does hereby adopt the following resolutions at a duly held and noticed meeting on the date set forth above:

WHEREAS, the joint high school program (the “Joint High School Program”) of Brilla College Preparatory Charter Schools is shared between certain charters of Brilla College Preparatory Charter Schools and Public Prep Charter School Academies; and

WHEREAS, Vertex Partnership Academies, Inc. manages the Joint High School Program.

NOW, THEREFORE, BE IT RESOLVED, that as of July 16, 2024, the Board of Trustees of Brilla College Preparatory Charter Schools approves “Vertex Partnership Academies” as the site name for the Joint High School Program; and

BE IT FURTHER RESOLVED, that the foregoing resolution approves the site name of the Joint High School Program only and does not in any way change the name of Brilla College Preparatory Charter School’s charter or education corporation.

Item 4. Enrollment Update

- Ms. Valle shared Brilla’s current enrollment status, including enrollment needs and the predicted enrollment percentage using the enrollment tool.
- Mrs. Valle highlighted the future plans to bolster enrollment using strategies to strengthen engagement with newly enrolled and prospective families in the community.

Item 5. Enrollment Prediction Tool

- Mr. Carbone introduced a new enrollment prediction tool designed to assist with forecasting enrollment.
- Mr. Carbone reviewed three distinct enrollment prediction models: a regression method, a formula rate method, and a sensitive formula model.
- In response to a question from Mr. Eckholdt, Mr. Carbone discussed how the predicted outcomes are higher due to different considerations depending on which model is used. Mr. Carbone noted that in one model, the outcomes are dependent on the rate of applications, and in another model, they are dependent on the number of applications that have completed registration.

Item 6. Enrollment Strategy

- Mrs. Valle introduced Vanessa Barry to the Brilla Board. Mrs. Valle shared that Ms. Barry is an Enrollment Consultant with Mariposa Consulting Group, enlisted to enhance Brilla Public Charter Schools enrollment strategy.
- Ms. Barry overviewed a new acquisition and enrollment strategy for Brilla including improved marketing campaigns and targeted events. Ms. Barry noted the strategies are geared towards increasing the waitlist across Brilla schools.
- There was a question by Mr. Eckholdt on marketing among families belonging to schools in the Department of Education. In response, Ms. Barry shared multiple plans that could be implemented to market to that demographic. Ms. Barry highlighted the advantageous potential of implementing a platform Foursquare to target this audience.
- There was a conversation had by the Board over the challenges Brilla faces regarding enrollment.

Item 7. Review of Upcoming Brilla Events

- Ms. Valle overviewed the upcoming leadership onboarding progress and shared important upcoming onboarding and school dates.
- Mrs. Valle invited all board members to visit Brilla campuses on the first day of school.

Item 8. Adjournment

- Upon being duly motioned and seconded, the meeting was adjourned at 12:46 pm.
- Minutes submitted by Maura Friddle on behalf of Mr. David Ingles, Board Secretary.