

DIVERSITY COMMITTEE MEETING

April 23, 2024

9:00 a.m.

Minutes

Members Present:

Felecia Moss

William Harrell, Chair

Geraldine Singleton

Wanda Sowell

- Review Enrollment Efforts (please see attached)

- Strategies to Recruit Students out of the Area:
Rev. Singleton and Ms. Sowell suggested spanning out into the triangle area to include the area of East Gainesville(Edyn's Garden) 32601 Zip Code
It was also suggested that we include the Alachua and LaCrosse area (32615, 32616 Zip Code)
Dr. Moss is looking into Waldo 32694 Zip Code; Starke 32091 Zip Code; Lake Butler 32054 Zip Code; Newnan's Lake 32641 Zip Code; Lake Butler 32054.
These did not appear on the list from last year.
Another target area is Newberry 32669 Zip Code (since there has been interest in Charter Schools in that area).
Dr. Moss is getting quote from Renaissance Printing for additional zip codes.
Rev. Singleton had the names of families who had requested information. We will send the flyer and contact information with her.

- The committee discussed purchasing some yard signs to place at strategic points. They noted that the yard signs print needs to be easy to see.

- Strategies to Recruit and Retain minority faculty and staff:

Dr. Moss noted that given our enrollment and no new positions added at this time, the opportunity to recruit using the Florida Fund for Minority Teachers passed. We will continue to

Diversity Community Reports

Enrollment Efforts

Updated information for our website and Facebook page

Flyer updated and awaiting information re: Renaissance Printing

Mass Mailout of Flyers in designated zones to include Montechoa

Another ad for Starke Movie Theater \$1200.00/year

Created video ads and sent out on Facebook, Instagram, \$120/month

Google and YouTube \$150/month

Sent out 1st and 2nd notice for parents to indicate if their student(s) will be returning

Valentine Dance open to other K-5 students

Advertisement in Bradford County Fair Booklet \$350

FOCUS emails to all contacts (extends past our current students emails)

Collaborating with Ms. Denise from Loving Learning (applications available on site)

Ad in Bradford Telegraph (Open Enrollment)

Ad in Bradford Telegraph (K Roundup)

Flyers to parents who work in businesses

Working on VPK

1st Kindergarten Roundup

Banners flying outside

Marquee used for advertising

Community Easter Egg Hunt

recruit through colleges and digital advertisement if/as positions become available. We discussed the fact that Mr. Singleton will not be with us next year.

- We reviewed preliminary student registration numbers. Please see enrollment count sheet. We have 1 additional Black student and 3 biracial students. We currently have 1 black and 2 multiracial students. 7/71 approximately 10%.
- Mr. Harrell reviewed the Stipulated Remedial Measures from the DOJ Consent Decree. Dr. Moss would like to discuss/brainstorm E5 : Enrollment Event for the community to engage in outreach designed to promote diversity
 - Event in Montechocha area; contact local church leaders; invite their parishioners or hold an event at the church to discuss the charter school.
 - *There is little to no youth attending the area churches. Those that do live and go to school in Gainesville and have established themselves at schools and activities in Gainesville.
- Meeting Ended 9:35.

BROOKER COMMUNITY SCHOOL

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ORGANIZATION

Diversity Committee

TIME

9 AM

DATE

April 23, 2024