

**Bronx Community Charter School  
Board Meeting  
December 5, 2011**

**Attended:** Ariel Behr, Angel Crespo, Robert Jain, Greg Lobo-Jost, Cynthia Rogers, Roo Rogers

Non-Members: Martha Andrews, Sasha Wilson, Carola Jain

**Minutes:** Minutes from the November 11, 2011 meeting were approved.

**Communicating the Vision of BxC:** Consultant, Carola Jain, led the Board in an exercise on communicating the school's vision. She used four questions to help establish the "elevator speech."

- **Who:** who is the target audience?
- **What:** what do we actually offer?
- **Why:** what were students before, and what has been the impact of education at BxCC?
- **How:** what is the actual methodology/pedagogy and proof points to support it?

The Board was asked to identify **three** things that make BxC special. The ideas generated were:

- Independent, progressive education, educator led
- Choice-making, independence and child-centered education creates multi-dimensional thinkers
- Academically successful, raising amazing thinkers, empowering children
- An independent charter school, not part of a chain
- Turning children into change agents
- The poverty of the district, at risk students
- Tie the education to the specific community of the Bronx (important to keep Bronx in the school's name)
- Fewer choices; this is one of the most overcrowded districts; only charter in the district; poorest district in the US
- Everyone is invested in the process (parents, students, teachers, administrators, Board)
- Cutting edge of what American education should be (as a young organization, BxC needs to be more aggressive about getting this message out)

Carola Jain will write up a summary of the points raised in this meeting and get that back to the Board.

**Upcoming topic:** In what context will the Board do this outreach? Fundraisers? Capital Campaigns?

**New Business:** The Board will start using Drop Box to compile documents, therefore having a central place for everyone to refer to.

There was a suggestion for a morning Board meeting to be held at Bronx Community Charter. There was a suggestion that all Board members should visit the school at least once a year (during school hours).

Year-end appeals for donations will be coming out soon. The appeal is focusing on raising money for the kitchen at the new facility.

The next Board meeting will be a phone conference at 5:00pm on January 9, 2012.

*Respectfully submitted by Cynthia Rogers*