



Albany Leadership Charter School for Girls

Board meeting

Date and Time

Tuesday January 28, 2025 at 5:00 PM EST

When it's time, join the Webex meeting here.

More ways to join:

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<https://albanyleadership.my.webex.com/albanyleadership.my/j.php?MTID=m61e2e12579cd7d79cb0adae722bf07c8>

Join by meeting number

Meeting number (access code): 2637 377 1650

Meeting password:

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Agenda

	Purpose	Presenter	Time
I. Opening Items			5:00 PM
A. Public Comment			10 m
B. Call the Meeting to Order		Sojourner Brice	
C. Approve Minutes	Approve Minutes	Maggie Moree	1 m
Approve minutes for Board meeting on November 26, 2024			
II. Accountability			5:11 PM
A. Principal's Report /Accountability Committee Update	Discuss	Dale Getto	20 m
III. Finance			5:31 PM
A. January Finance Committee Report	Discuss	Maggie Moree	10 m
B. Q2 Financials to CSI	FYI	Maggie Moree	2 m
C. Recruitment Strategy 2025-26	Discuss	Neal Currie	20 m
IV. Executive Session (If Needed)			
V. Closing Items			

	Purpose	Presenter	Time
A. Adjourn Meeting	Vote		

Coversheet

Approve Minutes

Section: I. Opening Items
Item: C. Approve Minutes
Purpose: Approve Minutes
Submitted by:
Related Material: Minutes for Board meeting on November 26, 2024

DRAFT



Albany Leadership Charter School for Girls

Minutes

Board meeting

Date and Time

Tuesday November 26, 2024 at 5:00 PM

When it's time, join the Webex meeting here.

More ways to join:

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Trustees Present

A. Harrison, E. Bowman (remote), E. Harris, E. Robertson, M. Moree (remote), S. Brice, T. Coston, V. Rhodes (remote)

Trustees Absent

D. Getto, J. Celestine

I. Opening Items

A. Public Comment

B. Call the Meeting to Order

S. Brice called a meeting of the board of trustees of Albany Leadership Charter School for Girls to order on Tuesday Nov 26, 2024 at 5:04 PM.

C. Approve Minutes

E. Robertson made a motion to approve the minutes from Board meeting on 10-22-24.

T. Coston seconded the motion.

The board **VOTED** unanimously to approve the motion.

II. Accountability

A. Principal's Report /Accountability Committee Update

Mr. Currie provided a CEO Report, in the absence of Ms. Getto to provide the Committee meeting update. The CEO report had been incorporated into the agenda for Board Trustees to review. Mr. Currie provided an overview of the Committee meeting with a discussion on the committee's review of chronic absenteeism, with a goal to get below the 40%. Separately, he referenced interventions weekly for students in the middle school to ensure they are appropriately upskilled for reading comprehension and writing

state tests. The school is also also now a designated site as a food pantry (designation from Regional Food Bank), and will also be a part of the BackPack program. He noted the \$2,000 grant which will underwrite the one year cost for participation. Mr. Currie spoke wo the Writers Institute \$15,000 grant for therapeutic journalism and the 9th grade teacher would will be leading this initiative after school.

III. Finance

A. October Finance Committee Report

Ms. Moree provided the October Finance Committee update and referenced the committee meeting minutes for review. She expressed the frustration of the Committee that the audit remains incomplete and acknowledged that the Board has been cited for a second year by CSI for untimely filing for the audit. She provided an overall review to the Board noting that the business administrators have yet to be able to reconcile the desktop Quickbooks accounts with the online accounts, even with some additional information being provided by the independent auditors. It is noted that the former business administrator did not use the audited 2022-23 numbers to start the 2023-24 books of account, which is creating additional challenges. The independent auditors provided certain reconciliations for the trial balances but were unwilling to provide further detail, indicating the material was proprietary.

Cash flow statements were reviewed and provided to the Board. Mr. Currie is working with BoostEd to understand what, if any, material changes to the budget need to be made.

B. Q1 Financials

Ms. Moree noted that the Q1 financials were provided to CSI timely and referenced the attachments for the filing.

IV. Executive Session

A. Executive Session on Personnel Matters

The Board went into executive session at 5:45 pm to discuss several personnel matters and priorities on moving forward. The Board came out of executive session at 6:20pm

V. Closing Items

A. Adjourn Meeting

M. Moree made a motion to adjourn the meeting.

E. Robertson seconded the motion.

The board **VOTED** unanimously to approve the motion.

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 6:25 PM.

Respectfully Submitted,
M. Moree

Documents used during the meeting

- November AC Report 2024.docx
- ALCSG Oct24 Financials.pdf
- ALCSG 2024-2025 Quarterly Reporting (10.21.24).xlsx

Coversheet

Principal's Report /Accountability Committee Update

Section: II. Accountability
Item: A. Principal's Report /Accountability Committee Update
Purpose: Discuss
Submitted by:
Related Material: Jan2025.pdf

Albany Leadership Charter High School for Girls Board Accountability Report – January 2025

A. Activities, Events, & School Culture





Internal Events

Middle School & High School:

MS: Claw'n Drama Club Winter Play

MS POP 2 and 3 Celebration

MS: Movie & PJ Day

HS: Costume Party

HS: ICAN visit to Albany Medical Center

External/Organization Events:

Toy Drive

B. Enrollment Dashboard

Students Enrolled by Cohort – As of December 2, 2024									
Grade	PS Total	Additions	Withdrawals	No Shows	Missing	Charter	Percent of Goal	Waitlist	Enrollments in Progress
6th	52	0	1		0	65	80%	0	3
7th	54	1	3		0	65	83%	0	3
8th	53	1	1		1	65	82%	0	
Total:	159	2	5		1	195	82%	0	6

Students Enrolled by Cohort – As of December 2, 2024									
Cohort	PS Total	Additions	Withdrawals	No Shows	Missing	Charter	Percent of Goal	Waitlist	Enrollments in Progress
2024	65	0	0		1	65	100%	10	0
2023	48	0	1		2	65	74%	0	1
2022	48	0	1		1	65	74%	0	0
2021	47	0	1		1	60	78%	4	0
2020	10	0	0		9	0		0	0
Total:	218	0	3		14	255	85%	14	1

- **Withdrawals between 11/04/24 and 12/04/24**
- **No shows, newly enrolled to ALCS but has not shown up yet. Working with building leaders and attendance officer to determine who hasn't shown up yet.**
- **Missing classified as student who attended 2023-2024 and has not shown up yet.**
- **Additions: enrolled since 12/04/24**

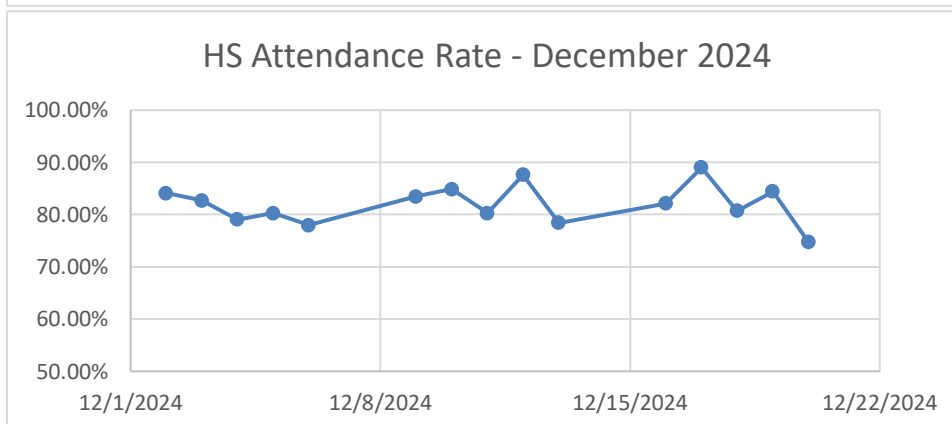
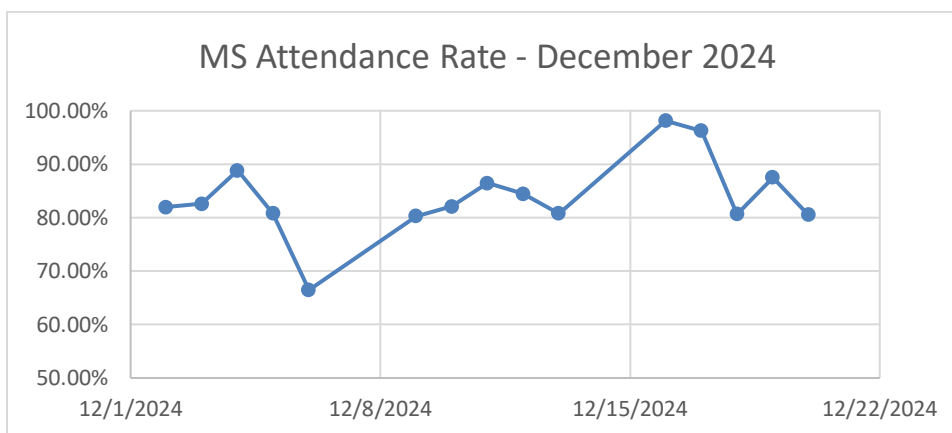
Comparison Enrollment by Month: Three-Year Trend			
Month	2022-23	2023-2024	2024-2025
September	MS=154/HS=263 417	MS=185/HS=208 393	MS=168/HS=219 387
October	MS=155/HS=259 414	MS=181/HS=209 390	MS=176/HS=221 397
November	MS=153/HS=254 407	MS=183/HS=203 386	MS=173/HS=222 395
December	MS=150/HS=252 402	MS=183/HS=205 388	MS=173/HS=220 393
January	MS=145/HS=249 394	MS=184/HS=210 394	MS=159/HS=218 377
February	MS=142/HS=243 385	MS=187/HS=209 396	
March	MS=134/HS=234 368	MS=185/HS=208 393	
April	MS=132/HS=233 365	MS=181/HS=204 385	
May	MS=131/HS=232 363	MS=180/HS=204 384	
June	MS=131/HS=232 363	MS=180/HS=199 379	

C. Attendance Dashboard

Month	Middle School ADA%		High School ADA%	
	2023-2024	2024-2025	2023-2024	2024-2025
September	96.23%	89.62%	82.18%	78.74%
October	89.60%	**	84.68%	84.31%
November	84.00%	84.90%**	81.53%	81.45%
December	76.84%	83.83%	80.12%	81.99%
January	78.06%		78.38%	
February	76.70%		81.34%	
March	79.97%		80.07%	
April	83.36%		76.84%	
May	83.25%		77.74%	
June	78.10%		74.22%	

Middle School			High School		
Grade	Average Daily Attendance (November 2024)	Chronic Absenteeism (YTD)	Cohort	Average Daily Attendance (November 2024)	Chronic Absenteeism (YTD)
6	86.68%	**	1 st Year	85.54%	56.67%
7	81.91%	**	2 nd Year	77.36%	71.70%
8	83.02%	**	3 rd Year	76.49%	75.93%
			4 th + Year	86.48%	51.52%
Total	83.83%	**	Total	81.99%	63.09%

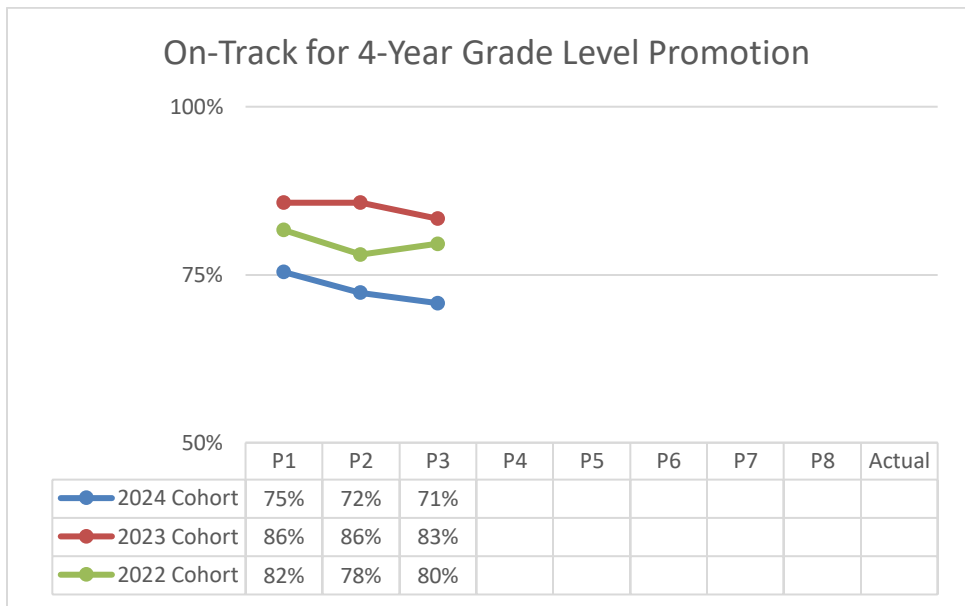
** - A glitch in PowerSchool Attendance has caused daily attendance to be marked as "Absent" for all Middle School students, 9/20 through 11/1. Causes are being investigated before fixes can be applied. Meeting (period) attendance is unaffected.



Albany Leadership Charter School for Girls - Board meeting - Agenda - Tuesday January 28, 2025 at 5:00 PM
D. Academics Dashboard (PoP 3: 11/12/24 – 12/13/24)

Achievement by Grade Level				
Grade Bin	Grade			
	6	7	8	Grand Total
At Risk (GPA less than 2.0)	33	30	23	86
Low Risk (GPA between 2.0 and 3.3)	20	22	26	68
Honor Roll (GPA between 3.3 and 3.7)	0	4	1	5
High Honor Roll (GPA at least 3.7)	0	1	2	3
Grand Total	53	57	52	162

Achievement by Cohort					
Grade Bin	Cohort				Grand Total
	2024	2023	2022	2021	
At Risk (GPA less than 2.0)	23	25	23	14	85
Low Risk (GPA between 2.0 and 3.3)	28	18	18	19	83
Honor Roll (GPA between 3.3 and 3.7)	10	2	7	9	28
High Honor Roll (GPA at least 3.7)	3	2	0	5	10
Grand Total	64	47	48	47	206



E. Teacher Retention Dashboard

Middle School November 2024 Teacher Retention				
Content Area	Total teachers	Total teachers retained	Percent of teachers retained	Reason/Notes
6 th Grade ELA	1	1	100%	
6 th Grade Math	1	1	100%	Ms. Allen is teaching 6 th Grade Math as of November 4, 2024. Updated contract is in process.
6 th Grade Science	1	1	100%	
6 th Grade Social Studies	1	1	100%	
ELA 7/8	1	1	100%	
Social Studies 7/8	1	1	100%	
Math 7/8	1	1	100%	
Science 7/8	1	0	0%	7/8 th Grade Interviews scheduled for 12/19
Encores	4	3	75%	Art/Music-Teacher Resigned 9/10/24-Not the "right fit". Job reposted on 9/11/24. Interviewed candidates; when we reach out, they have not communicated back.
Resident Teachers	1	1	100%	Currently in the 7 th and 8 th Grade Science room
SPED	1	0	0%	SpEd teacher resigned as of November 1 st . Interviews are scheduled for 11/20 and 11/25 were not successful. Next interview is on 12/19
MTSS	1	1	100%	
ENL	1	0	0%	Seeking candidates.
Total	16	12	75%	
High School November 2024 Teacher Retention				
Content Area	Total teachers	Total teachers retained	Percent of teachers retained	Reason/Notes
ELA	4	3	75%	2 mock lessons schedule 1/16 & 1/28
Social Studies	3	3	100%	
Math	3	3	100%	1 Teacher on maternity leave (returned 12.10.24)
Science	3	3	100%	
Encores	5.5	5.5	100%	
Resident Teachers	1	1	100%	
SPED	3	2	83%	Actively interviewing for qualified individuals
MTSS	1	1	100%	
ENL	2	2	100%	
Total	25.5	24.5	96%	

F. Assessments Dashboard

HS January Regents and Interval Assessments MS NWEA and CBT Simulation	Scheduled for week of 1/20/2025
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G. 9-12 Accountability Dashboard

2021 Cohort	Metric	CSI Target	As of 12/1/2024
Academic Progress	ELA	65% score 4+ 80% score 3+	9/48 4+ = 18.8% 38/48 3+ = 79.2%
	Math	65% score 4+ 80% score 3+	1/48 4+ = 2.1% 27/48 3+ = 56.3% 29/48 3+Exempt = 60.4% 40/48 including Special Appeals
English Language Proficiency	ELP	N/A	TBD
Chronic Absenteeism	CA	N/A	63.1% (HS) TBD (MS)
Graduation Rate	4-Year	75%	1/52 = 1.9% 4 Drops (potential) 48/52 = 92.3%
	5-Year	95%	26/39 = 66.7%
College, Career, and Civic Readiness	CCCRI	75% of grads demonstrate college readiness	21/48 = 43.8% (potential) 43/48 = 89.6%

Coversheet

January Finance Committee Report

Section: III. Finance
Item: A. January Finance Committee Report
Purpose: Discuss
Submitted by:
Related Material: ALCSG Dec24 Financials.pdf

**ALBANY LEADERSHIP CHARTER SCHOOL FOR GIRLS
FINANCIAL STATEMENTS FOR THE YEAR ENDING JUNE 30, 2025**

Current Month

6

	Actual YTD Dec24	Budget YTD Dec24	Variance YTD Dec24	Budget Annual FY25	Variance Annual FY25	Forecast Annual FY25	Variance vs Budget FY25	Variance vs Annual FY25	Prelim Budget FY26	Variance vs Forecast FY25
Enrollment	391.861	435.000	-43.139	435.000	-43.139	391.861	-43.139	0.000	400.000	8.139
Per Pupil-GEN	3,360	3,746	(386)	7,492	(4,132)	6,719	(773)	3,359	6,859	140
Per Pupil-SPED (including IDEA)	-	19	(19)	38	(38)	38	-	38	39	1
Federal Revenue	101	134	(33)	267	(166)	337	70	236	344	7
Fundraising	15	26	(11)	51	(36)	15	(36)	-	20	5
Other	244	185	60	369	(125)	452	83	208	461	9
Total Revenue	3,720	4,109	(389)	8,217	(4,497)	7,561	(656)	3,841	7,723	162
Personnel	2,424	2,964	540	5,928	3,504	5,077	851	2,653	5,229	(152)
Facilities	664	742	78	1,483	819	1,700	(217)	1,036	1,750	(50)
All Other Expenses	820	625	(196)	1,249	429	1,087	162	267	1,196	(109)
Total Expenses	3,908	4,330	422	8,660	4,752	7,864	796	3,956	8,175	(311)
Net Surplus (Deficit)	(188)	(222)	34	(443)	255	(303)	140	(115)	(452)	(149)
Depreciation Expense	202	191	11	382	180	382	-	180	400	(18)
EBITDA	14	(31)	45	(61)	75	79	140	65	(52)	(131)
Total Cash	2,286	55	2,232	109	2,177	1,495	1,386	(791)	1,000	(495)
Total Margin	-5%	-5%	0%	-5%	0%	-4%	1%	1%	-6%	-2%
Days Cash on Hand	107	2	104	5	102	69	65	(37)	45	(25)
Expense per Student	10	10	0	20	10	20	(0)	(10)	20	(0)
Facilities Coverage	1	1	0	1	0	0	(1)	(1)	1	1

**ALBANY LEADERSHIP CHARTER SCHOOL FOR GIRLS
FINANCIAL STATEMENTS FOR THE YEAR ENDING JUNE 30, 2025
ROLLING TWELVE-MONTH CASH FLOW PROJECTION**

	Nov24	Dec24	Jan25	Feb25	Mar25	Apr25	May25	Jun25	Jul25	Aug25	Sep25
Enrollment	397.000	391.861	391.861	391.861	391.861	391.861	391.861	391.861	400.000	400.000	400.000
Per Pupil (GEN/SPED/Facilities)	470	521	1,120	-	1,120	-	1,120	-	1,143	1,143	-
Federal Revenue	5	-	-	-	-	-	-	202	67	-	-
All Other Revenue	35	11	5	5	5	5	5	5	5	5	5
Total Revenue	510	532	1,125	5	1,125	5	1,125	207	1,215	1,148	5
Personnel	360	495	423	423	423	423	423	423	402	402	402
Facilities	298	268	275	275	275	275	275	275	146	146	146
All Other Expenses	86	128	100	100	100	100	100	100	100	100	100
Total Expenses	744	891	798	798	798	798	798	798	648	648	648
Net Surplus (Deficit)	(234)	(359)	327	(793)	327	(793)	327	(591)	568	500	(643)
Add Back Depreciation	34	35	35	35	35	35	35	35	33	33	33
Fixed Asset Purchases	-	-	-	-	-	-	-	-	-	-	-
Deferred Revenue	(470)	268	-	-	-	-	-	-	-	-	-
Accrued Revenue	1,569	(89)	-	-	-	-	-	-	-	-	-
Accrued Expenses	(114)	100	-	-	-	-	-	195	-	-	-
Total Cash Effect	785	(45)	362	(758)	362	(758)	362	(361)	601	533	(610)
Beginning Cash	1,546	2,331	2,286	2,648	1,890	2,252	1,494	1,856	1,495	2,096	2,629
Increase (Decrease) in Cash	785	(45)	362	(758)	362	(758)	362	(361)	601	533	(610)
Ending Cash	2,331	2,286	2,648	1,890	2,252	1,494	1,856	1,495	2,096	2,629	2,019
Bond and Escrow Accounts	1,451	1,230	1,325	1,325	1,325	1,325	1,325	1,325	1,525	1,525	1,525
From Ledger	2,331	2,286	-	-	-	-	-	-	-	-	-
Cash Accessible for Use	880	1,056	1,323	565	927	169	531	170	2,096	2,629	2,019
% Increase (Decrease) in Enrollment	0%	-1%	0%	0%	0%	0%	0%	0%	2%	0%	0%
% Increase (Decrease) in Revenue	-32%	4%	111%	-100%	22400%	-100%	22400%	-82%	487%	-6%	-100%
% Increase (Decrease) in Expenses	6%	20%	-10%	0%	0%	0%	0%	0%	-19%	0%	0%

Coversheet

Q2 Financials to CSI

Section: III. Finance
Item: B. Q2 Financials to CSI
Purpose: FYI
Submitted by:
Related Material: ALCSG 2024-2025 Quarterly Reporting (1.21.25).xlsx

Notice

The following file is attached to this PDF. You will need to open this packet in an application that supports attachments to pdf files, e.g. [Adobe Reader](#):

ALCSG 2024-2025 Quarterly Reporting (1.21.25).xlsx

Coversheet

Recruitment Strategy 2025-26

Section: III. Finance
Item: C. Recruitment Strategy 2025-26
Purpose: Discuss
Submitted by:
Related Material:
Recruitment & Retention_Marketing & Communications Plan 2025-2026.pdf
Albany Leadership Proposal.docx



Albany Leadership Charter School for Girls



2025-2026 Enrollment and Recruitment Strategy

● January 2025 - December 2025



Goal:

To have 400 students actively enrolled by September 2025 and maintain high retention rates during the 2025-2026 academic year.

Emphasis:

Leveraging ALCS's unique position as the only public all girls secondary school in the Capital District, as well as our offerings, such as single-gender education, small class sizes, and academic and extracurricular support, to attract new students and retain current ones.

3

RECRUITMENT & RETENTION OBJECTIVES

for 2025-2026 SY

Increase retention for Grades 7-12 to achieve a 90% retention rate.

Target: Retain 90% of the current students and meet the charter goal of 385 students in Grades 7-12.

Increase middle school applications, with an emphasis on 6th grade enrollment.

Target: Recruit enough new students to meet middle school enrollment goals and create a pipeline to high school. Region.

Attend or host at least two recruitment opportunities per month during the recruitment season (January-September).

Target: Maximize visibility and engagement during recruitment season to generate new applications.



Objective 1: Increase retention for Grades 7-12 to achieve a 90% retention rate.

Target: Retain 90% of the current students and meet the charter goal of 385 students in Grades 7-12.

Strategies

- **Build Strong Family Engagement:**
 - Host monthly family events, such as open houses, student showcases, and parent workshops, to strengthen relationships with families.
 - Introduce a family ambassador program where engaged families mentor new families.
- **Personalized Academic Support:**
 - Use FLEX periods to highlight additional academic and social-emotional support for students, showcasing ALCS's commitment to their success.
 - Regularly communicate academic progress through newsletters, progress reports, and parent-teacher conferences.

Strategies

- **Alumni Connections:**
- Share success stories of ALCS alumni to inspire current students and families to stay through graduation.
- Host alumni events such as coffee meetups and career talks to demonstrate long-term benefits of attending ALCS.

- **Re-enrollment Drives:**
- Organize a re-enrollment month with incentives like raffles, school spirit items, or family recognition.
- Assign counselors or administrators to personally connect with families of students at risk of not returning.



Objective 2: Increase middle school applications, with an emphasis on 6th grade enrollment.

Target: Recruit enough new students to meet middle school enrollment goals and create a pipeline to high school.

Strategies

- **Leverage Feeder School Partnerships:**
- Collaborate closely with Brighter Choice Charter School for Girls to engage their 5th-grade families.
- Host joint informational sessions with Brighter Choice to highlight the alignment of values and principles between the schools.
- **Promote Middle School Success:**
- Develop promotional materials featuring testimonials from families and students who attended ALCS middle school and graduated from its high school.
- Highlight academic achievements, extracurricular activities, and support services available in middle school.

Strategies

- **Community Outreach:**
- Visit elementary schools, libraries, and after-school programs to connect with potential families.
- Develop a referral program where current families receive incentives for referring new middle school applicants.



Objective 3: Attend or host at least two recruitment opportunities per month during the recruitment season (January-September).

Target: Maximize visibility and engagement during recruitment season to generate new applications.

Strategies

- **Community Event Participation:**
 - Table at local events, such as fairs, festivals, and farmers' markets in Albany, Rensselaer, and Schenectady counties.
 - Build partnerships with local organizations to co-host community events or participate in their programs.
- **On-Campus Recruitment Events:**
 - Host open houses and school tours monthly to showcase the campus, faculty, and programs.
 - Offer interactive activities, such as "Shadow a Student" days, for prospective students to experience life at ALCS.

Strategies

- **Digital and Print Marketing:**
- Use social media campaigns targeting local families with highlights of ALCS's offerings and events.
- Distribute flyers and brochures at grocery stores, libraries, community centers, and religious organizations.

- **Collaborate with Post Marketing & Schola:**
- Use data from Post Marketing Firm and Schola to identify cost-effective recruitment strategies, especially during the January-May period.



Albany Leadership Charter School for Girls



Marketing & Communications Plan

● December 2024 - August 2025

Key Action Items to Address Current Challenges:

1. **CRITICAL: Enhance ALCS's Online Presence**

- Current Issue: A Google search for Albany Leadership primarily displays one negative article from the Times Union alongside the school's website link.
- Action Steps:
- Publish recent newsletters as WordPress posts on the school website to improve visibility in Google search results.
- Create and publish new, positive stories about the school's achievements, events, and student success.
- Consider reaching out to the author of the Times Union article to offer a follow-up interview with Neal Currie, highlighting progress and positive developments.
- Explore a paid "advertorial" placement in the Times Union to present a balanced narrative.

Key Action Items to Address Current Challenges:

2. CRITICAL: Launch a Modest Google Ads Program

- Begin running targeted Google Ads once positive content has been published to improve search engine visibility and drive traffic to the school website.

Key Action Items to Address Current Challenges:

3. CRITICAL: Paid Social Media Campaign

- Goal: Reach targeted demographics within Albany and surrounding areas.
- Platforms to Prioritize:
 - TikTok
 - Instagram Reels
 - Facebook Reels
 - (Optional) YouTube Ads

Key Action Items to Address Current Challenges:

4. Ongoing and Additional Marketing Initiatives:

- Event Marketing: Continue current practices, including distributing swag at community and recruitment events.
- Yard Sign Program: Maintain this initiative to increase visibility in neighborhoods.
- Postcard Campaign: Consider a traditional postcard campaign during key enrollment periods. Estimated cost: ~\$2,500 (not included in the current budget).
- Discontinue Low-Impact Advertising: Stop mall advertising and paid placement on the WTEN website due to low ROI.

3

MARKETING OBJECTIVES

for 2024-2025 SY

Brand Awareness

To **enhance brand recognition** for Albany Leadership among parents with daughters aged 10-17 residing in the Albany Capital region.

Brand Preference

To build school enrollment preference **as the premier all-girls public charter school** among parents of daughters aged 10-17 in the Albany Capital Region.

Brand Communication

To **improve and implement highly effective communication channels** between Albany Leadership and its primary stakeholders – scholars, parents/guardians, and staff members.



Tackling Brand Awareness

Through Paid Advertising

Brand Awareness

Needs and Solutions



Needs

For the Albany Leadership brand to be **recognized** as the leader in single sex-secondary education for young women in the Capital District.

Solution

Leverage paid advertising and organic media tactics across integrated channels to drive brand awareness as the leader in single sex-secondary education..



Paid Media Strategy at Glance

A mixture of **awareness** tactics and **action oriented** tactics before and **throughout prime enrollment season** (December 24 - August 25) to target our core market: **People located in the Albany, Schenectady and Rensselaer Counties**

Awareness Campaign

Channels: Nextar Advertising, Yard Signs and other promotional marketing materials

Placements: News10 Homepage, targeted communities in the Capital Region

Call to Action (CTA) Campaign

Channels: Facebook Feed, Instagram Feed, and Google Search

Placements: In Feed Boosting, Interest Lead Forms, Niche Website



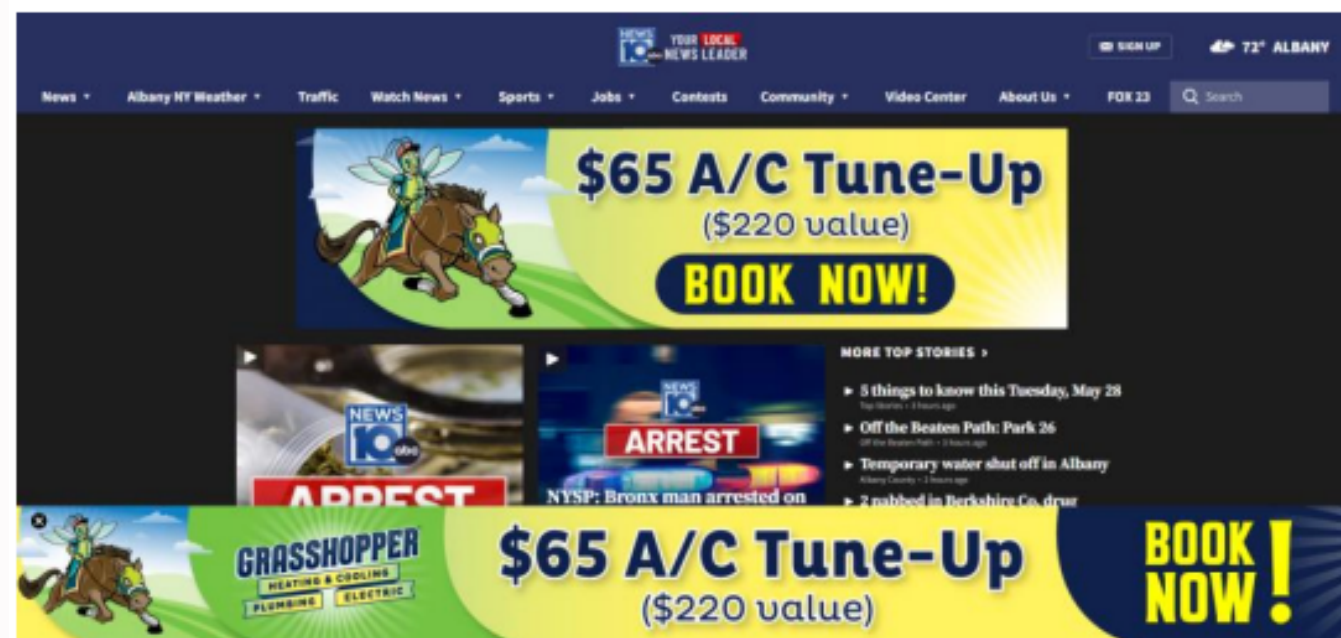
Nextar Advertising Campaign

- 1 campaign during Q4 to build awareness around the upcoming enrollment application for the 2025-2026 school year, which opens in early January.

- **Budget:** \$1,100
- **Dates:** We can choose dates in December

****No budget needed: budget will be used with already existing credits**

Product/Placement	Features	Deliverables	Dates
2x Homepage Super Adhesion + Billboard Takeover	Runs for 24 Hours on Home Page, 100% Share of Voice	30,000 Impressions Per Day (or 60K in total)	12/6 12/17
Point of Entry Page Takeovers	Takeover of all above the fold ads on page of entry of the user;	50,000 impressions	12/8 - 12/14



Homepage Super Adhesion + Billboard Takeover



Point of Entry Page Takeover



Facebook Lead Form Campaign

Urgent Push for Enrollment During Late Spring/Summer

- **Campaign Dates:** 4/15 - 8/31
- **Budget:** \$3.5K
- **Placements:** Facebook Feed
- **Audience Targeting:**
 - **Prospecting:** People located in Albany/Schenectady/Rensselaer Counties
 - **Retargeting:** People who opened the lead form but did not finish & submit

- An **ongoing, low daily ad spend** campaign from mid April through August to create an urgent push for enrollment applications.
- Monitored on a daily basis and can be turned on or off depending on performance.
- Leads from captured interest forms will be passed over to Enrollment and Recruitment for further contacting.

Facebook Lead Form Campaign

In-Feed Ad Samples

Albany Leadership Charter School for Girls
Sponsored · 🌐

Enrollment NOW OPEN for upcoming 2024-2025 school year! Enroll today and build her future at Albany Leadership! 💜 ✨

Albany Leadership Charter School for Girls
8-12 Academy of Excellence

SCHOOL YEAR 2024-25

Enroll Now

- ✔ Offers Grades 8-12
- ✔ 100% Tuition-Free
- ✔ Single-Gender Education
- ✔ No Admission Tests Required

www.albanyleadership.org

FORM ON FACEBOOK
Seats Are Still Available!
Empower your child's future.

Apply now

Like Comment Share

Albany Leadership Charter School for Girls
Sponsored · 🌐

At Albany Leadership, one leader changes everything. 📖 Enrollment for the 2024-2024 school year is NOW OPEN!

Albany Leadership Charter School for Girls
8-12 Academy of Excellence

SCHOOL YEAR 2024-25

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www.albanyleadership.org

FORM ON FACEBOOK
Unlock her potential at Albany Leadership!

Apply now

Like Comment Share

Albany Leadership Charter School for Girls
Sponsored · 🌐

Albany Leadership empowers young women for academic and leadership success in college and career. Enrollment is NOW OPEN! 📖

Albany Leadership Charter School for Girls
8-12 Academy of Excellence

ENROLL TODAY!

SCHOOL YEAR 2024-25

- OFFERS GRADES 8-12
- 100% TUITION FREE
- SINGLE-GENDER EDUCATION
- TRANSPORTATION PROVIDED

www.albanyleadership.org

FORM ON FACEBOOK
Secure Your Child's Seat Now!

Apply now

Like Comment Share

Albany Leadership Charter School for Girls
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At Albany Leadership, one leader changes everything. 📖 Enrollment for the 2024-2024 school year is NOW OPEN!

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Unlock her potential at Albany Leadership!

Apply now

Like Comment Share

**2024-2025
Samples**

New ads for 2025-2026 SY will be created***

Facebook Lead Form Campaign

Interest/Lead Form Sample (questions will be updated to reflect 2025-2026 SY)

1



2

Which Albany Leadership School Would Your Child Attend?

Middle School (Grades 6-8)

High School (Grades 9-12)

3

What Grade Would Your Child Enroll In?

Select an option

Select an option

6th Grade

7th Grade

8th Grade

9th Grade

10th Grade

4

How Do You Prefer to Learn More About Albany Leadership and Our Enrollment Process?

Email From Enrollment Team

Phone Call with Enrollment Team

5

When Does Your Child Need to Be Enrolled?

For the Next Academic School Year (2024-2025)

Other

6

Contact information

We'll use your information to contact you about next steps in the enrollment process!

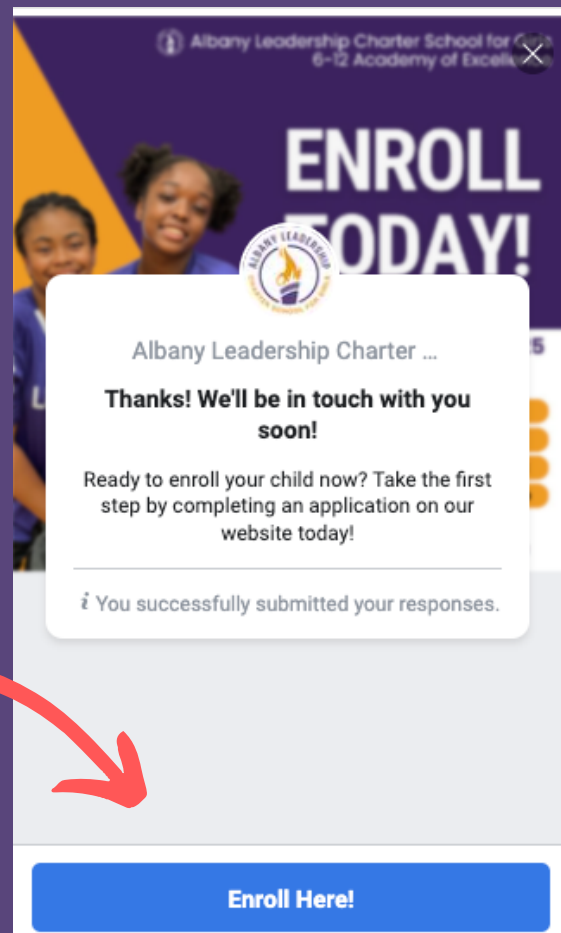
First name
Enter your answer.

Last name
Enter your answer.

Phone number
Enter your answer.

Email
Enter your answer.

7



Links out to enrollment page on Website

****People who click on the ad will be asked to fill out this Interest form.**

Meta Boosted Post: Open Enrollment

Each month, we'll boost a post on Meta featuring a link to our enrollment applications, serving as a monthly reminder to our online community that applications are now open.

- **Campaign Dates:** January – August (end of every month)
- **Budget:** \$50 per post / \$800 total spend
- **Placements:** Facebook Feed and Instagram Feed
- **Audience Targeting:** People who engaged with the post or ad within 180 days



Albany Leadership Charter School for Girls
Sponsored

Middle and high school enrollment for the 2024-2025 academic year is now open! 📚 Kickstart the enrollment process by completing an application. Access the digital application by scanning the QR code or clicking the link in our bio.

Albany Leadership Charter School for Girls
ENROLLMENT NOW OPEN

- 100% Tuition-Free
- Single-Gender Education
- No Admission Tests Required
- College Courses Available

www.albanyleadership.org

Albany Leadership Charter School for Girls
Nonprofit organization

LEARN MORE

1 share

Like Comment Share

Instagram

albanyleadershipcharter
Sponsored

Albany Leadership Charter School for Girls
ENROLLMENT NOW OPEN

- 100% Tuition-Free
- Single-Gender Education
- No Admission Tests Required
- College Courses Available

www.albanyleadership.org

Learn more

albanyleadershipcharter Middle and high school enrollment for the 2024-2025 academic year is now open! 📚 Kickstart the enrollment process by completing an application. Access the digital application by scanning the QR code or clicking the link in our bio.

Links out to enrollment page

New ads for 2025-2026 SY will be created***

Yard Sign Advertising

Eye-catching yard signs to announce that enrollment applications are now open!

- **Budget:**
 - \$40 per sign / 25 Signs
 - **\$1,000 in total**
- **Placement Targeting:** Key areas within the Capital Region where our core demographic resides.



New sign for 2025-2026 SY will be created***



Tackling Brand Preference

Through Organic Media

Brand Preference

Needs and Solutions



Needs

For the Albany Leadership brand to be **preferred** as the leader in single sex-secondary education for young women in the Capital District.

Solution

Leverage organic content across social media channels to **authentically** showcase the essence of Albany Leadership's unique culture and values..



Increasing Brand Preference on Social Media

Priority 1: Emphasize Student-Centered Imagery:

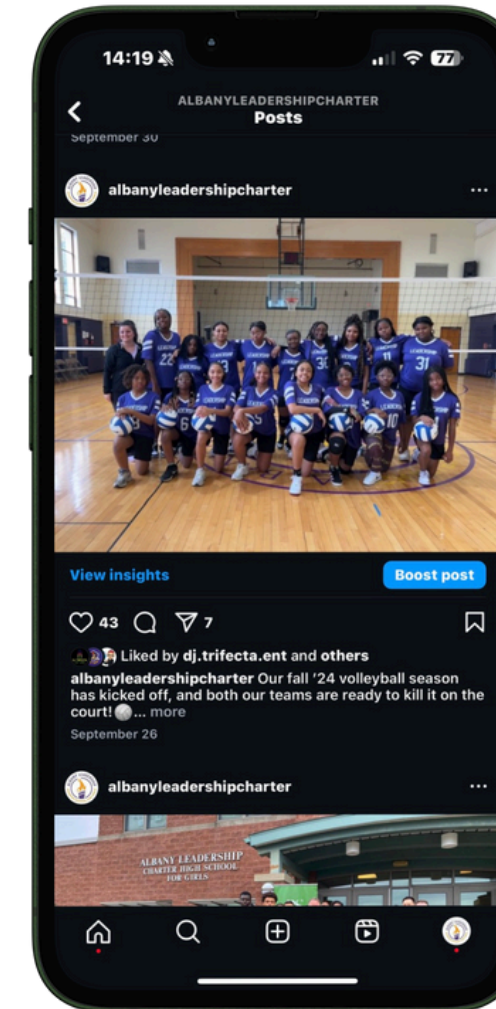
We will be transitioning to a more **student-focused** approach in our visuals, with an emphasis on showcasing scholars in ALCS social media imagery.

Examples include:

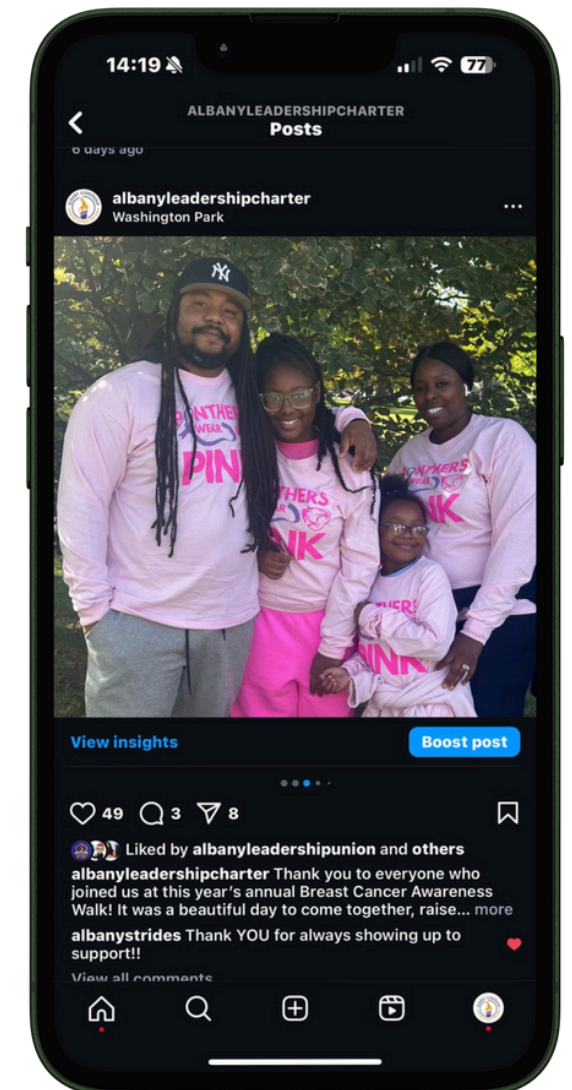
- *Candid Photos: scholars participating in activities, sports, classroom moments, etc.*
- *Student Spotlight and Success Content*
- *Event Highlight and Recaps*
- *Content Showcasing ALCS Culture*
- *Student Testimonials*

This approach reinforces a positive perception of ALCS by highlighting real-life examples of our unique culture, values, and academic environment through the lived experiences of our scholars.

Current Examples:



Celebrating the Middle School Volleyball Team



Recapping the Breast Cancer Walk

Increasing Brand Preference on Social Media

Priority 2: Adopting Girl-Oriented Language on Social Media

Shift the focus of our social media language to reflect and celebrate the essence of sisterhood and womanhood. This can be achieved by incorporating empowering phrases and wording such as:

- *Sisterhood*
- *She Leads*
- *Girl Power*
- *My Sister's Keeper*
- *The Future is Female*
- *Where Girls Become Leaders*

This approach emphasizes ALCS's unique position as the first and only all-girls public charter school in the capital region, showcasing a commitment to sisterhood and womanhood that sets it apart from other schools.

Current Example:



“..Here's to a year of growth, ***sisterhood*** and success at Albany Leadership...”

Increasing Brand Preference on ALCS Website

Top Priorities for Revamping the ALCS Website:

Implement a Streamlined Design: Introduce a cohesive, modern design that embodies the essence and excellence of ALCS and reflects our school culture.

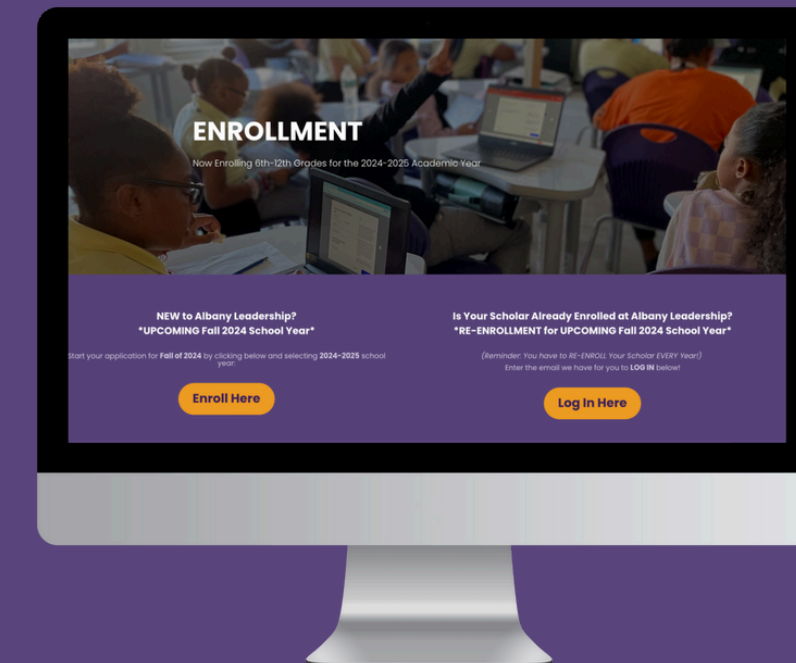
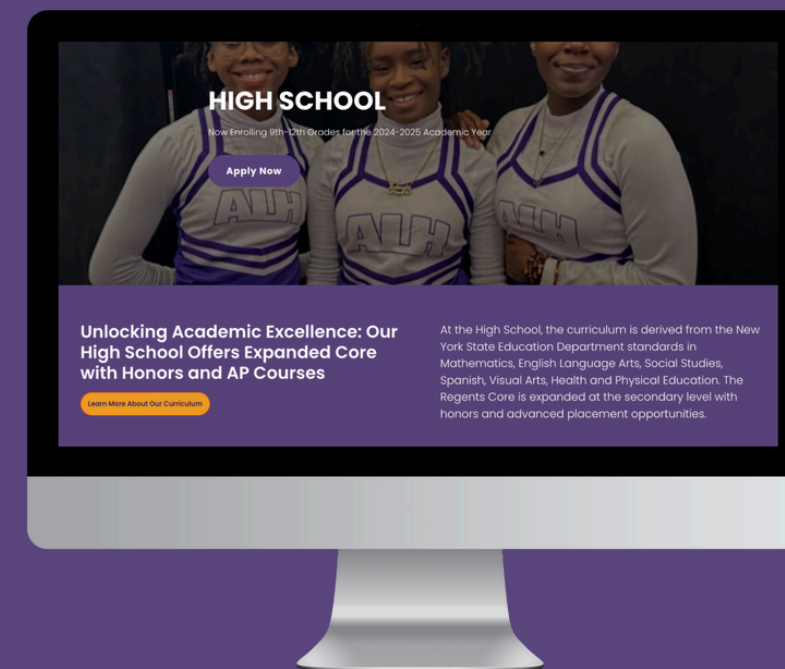
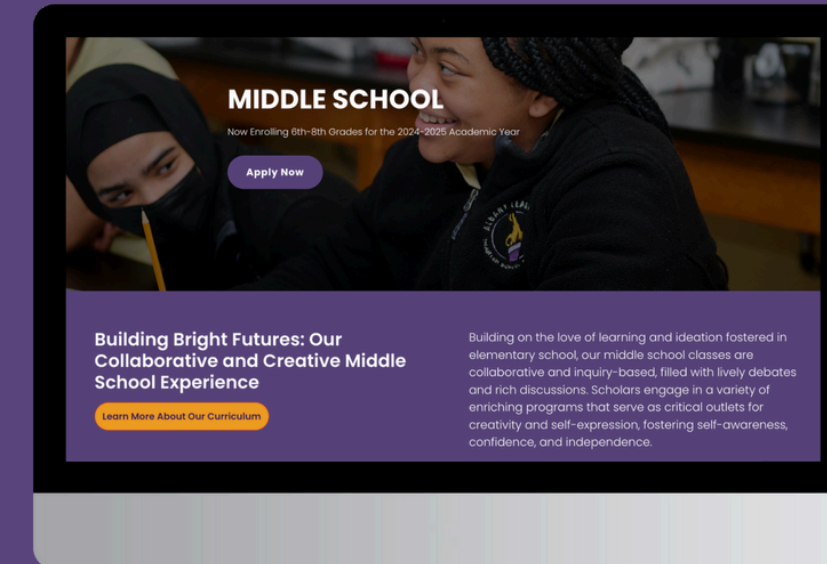
Amplify Student Imagery: Incorporating more images of our students, showcasing the heart of ALCS school community and culture.

Introduce a “Why All Girls” Page: Develop a dedicated page highlighting research on the unique benefits of an all-girls education.

Feature Testimonials: Spotlight authentic testimonials from students, parents, and community members to share their experiences with the organization

Showcase Success Stories: Celebrate our alumni and current students by featuring their success stories, illustrating the impact of an ALCS education.

Current Changes: Streamlined Design





Tackling Brand Communication

Through Internal and External Communication Channels

Brand Communication

Needs and Solutions



Needs

To improve and implement **highly effective communication channels** between Albany Leadership and its primary stakeholders – scholars, parents/guardians, and staff members.

Solution

Implement **multiple touch points** for communicating important ALCS messages, events and general information to all stakeholders throughout the month.





Improving Communication Tactics:

- 01 **Albany Leadership Newsletter**
- 02 **Social Media Event Reminders Posts**
- 03 **Utilizing KINVO, ClassDojo and Schoology**
- 04 **Internal Flyers around School Buildings**
- 05 **Morning Announcements**

Albany Leadership Newsletter

The "Panther Press"

A Central Place for All News Albany Leadership

- Sent out the 30th of each month
- Sent to the emails of ALCS scholars, staff and families

Featured Sections:

- Upcoming Events
- Event Recaps
- Important ALCS Updates & Reminders
- Athletic Section
- Student Generated Content Section
(scholars are able to submit a written piece to be featured in the newsletter)



The Latest Albany Leadership News in One Place.

October 31, 2024

Celebrating Our Building Leaders for National Principals Month

October was National Principals Month, and of course, we couldn't let it end without shouting out the two incredible women who lead our schools!

Ms. Marshay Hines



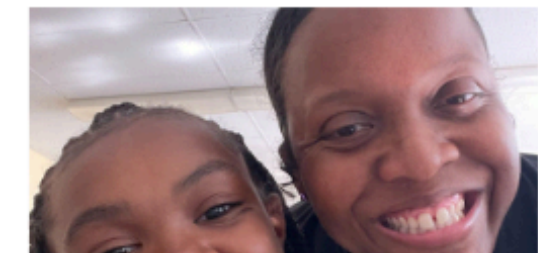
Ms. Hines is a proud lifelong resident of Albany's South End. As a dedicated educator, active community member, and passionate youth advocate, she is committed to empowering our scholars, families, educators, and community members. With a

focus on diversity and inclusion, Ms. Hines works tirelessly to equip everyone with the tools and skills needed to thrive as productive citizens within their community. Now in her second year as our Middle

KEY UPCOMING DATES:

- NOV 11** VETERANS DAY (SCHOOL CLOSED)
- NOV 13 & 14** PARENT/TEACHER CONFERENCES 4:30PM - 7PM | Middle School & High School
- NOV 14** FAMILY ACTION COMMITTEE MEETING 5PM | Albany Leadership Charter High School
- NOV 21** COMMUNITY DINNER 5PM | Albany Leadership Charter High School
- NOV 27 - 29** THANKSGIVING BREAK (SCHOOL CLOSED)

especially among our middle school girls. We thank you, Ms. Hines, for all that you bring to our community!



Last Send: 10/31

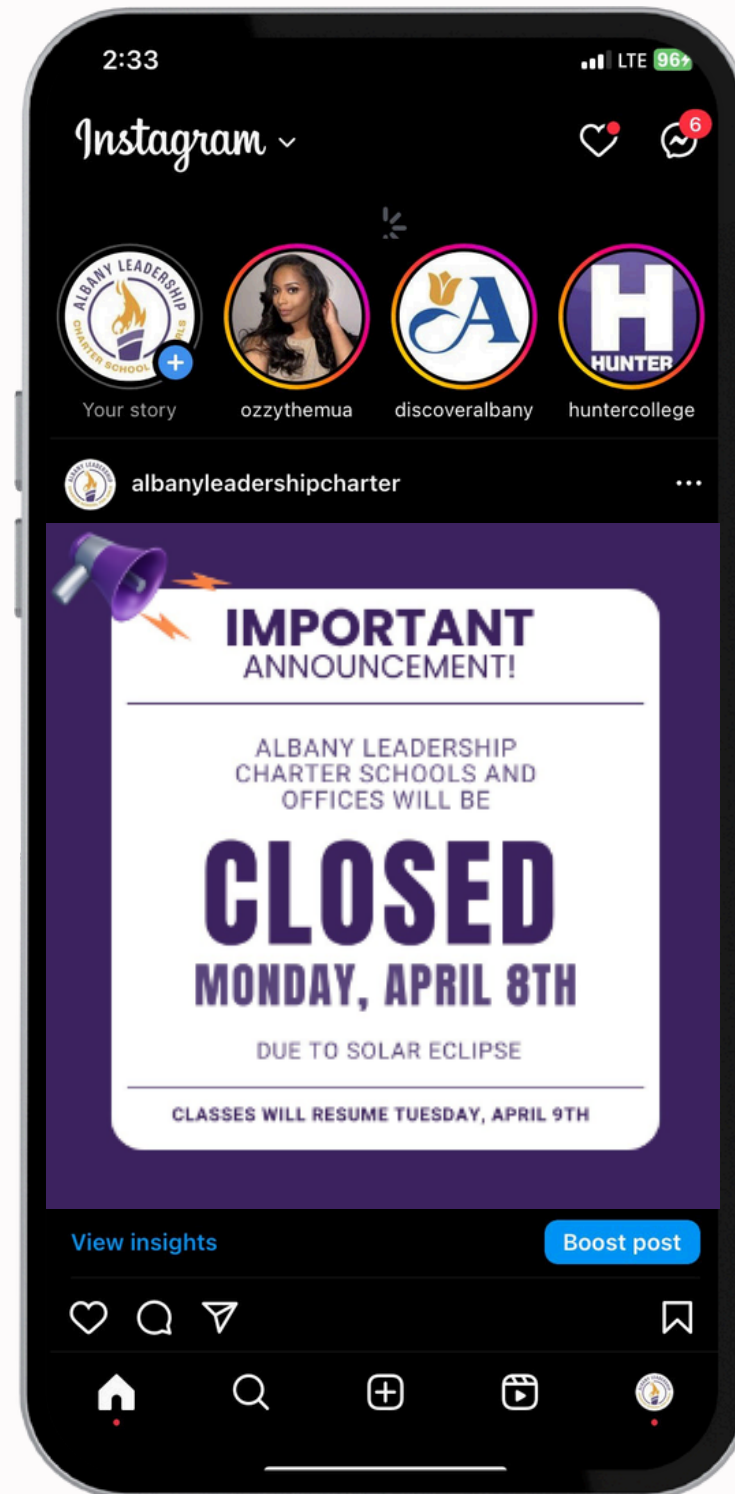
Next Send: 11/26 (before break)

Social Media Event Reminders

Refining our approach to Feed posts versus Story posts based on engagement history

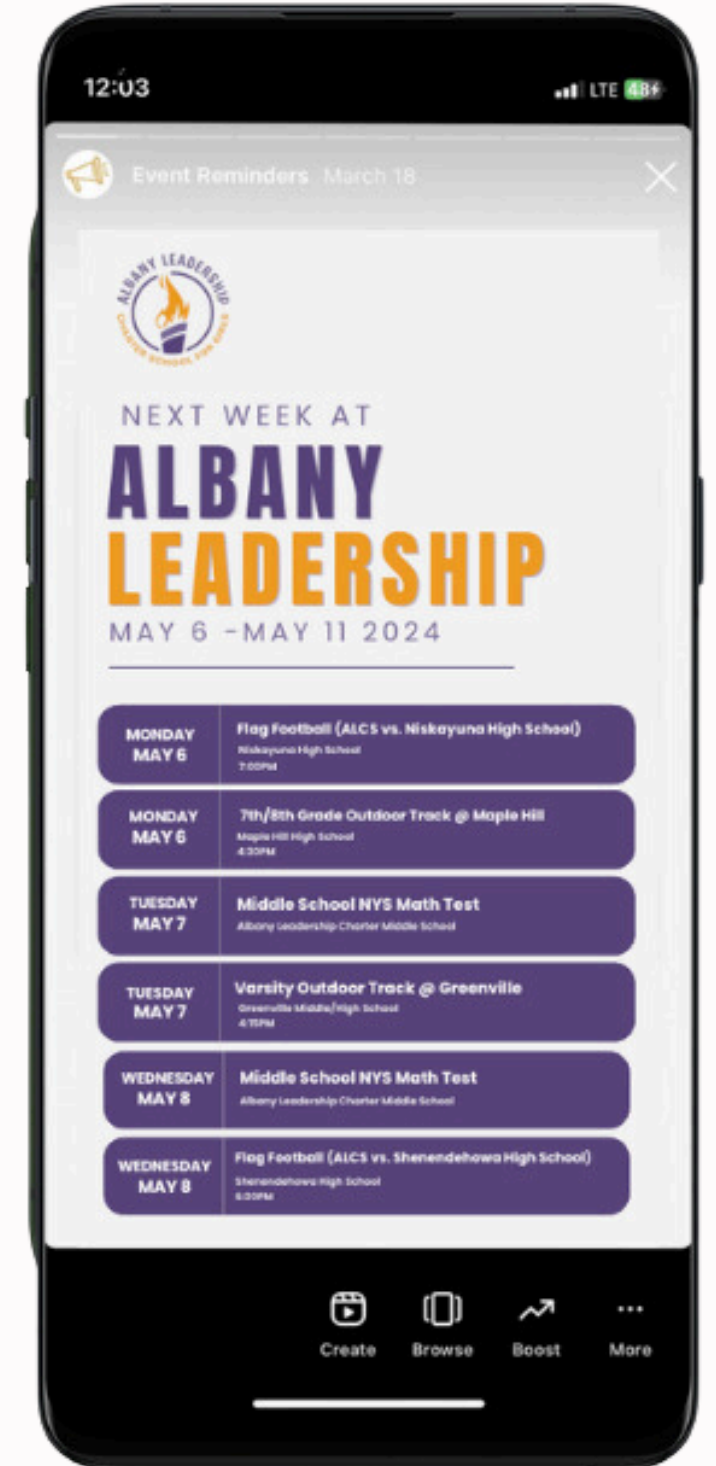
Feeds:

- Organizational-wide reminders and updates on Feeds



Stories:

- Friday event reminder post of a summary of events happening the following week
- Building specific flyers/event announcements



Utilizing KINVO, ClassDojo and Schoology

to tailor messages to specific groups within the ALCS community

- **KINVO:** Utilize for communication about attendance, behavior, and other student engagement updates, allowing for direct and immediate outreach to parents and guardians.
- **ClassDojo:** Utilize for middle school classroom communication, especially for sharing updates on individual student progress or classroom activities.
- **Schoology:** Utilize for both academic-related and general announcements, ideal for high school scholars, teachers, and parents.



Building Flyers:

Hanging up/leaving event flyers and announcements around school buildings in high traffic areas such as:

- Main Office
- Student Union
- School Bulletin Boards
- Near Bathrooms/Water Fountains
- Entryways

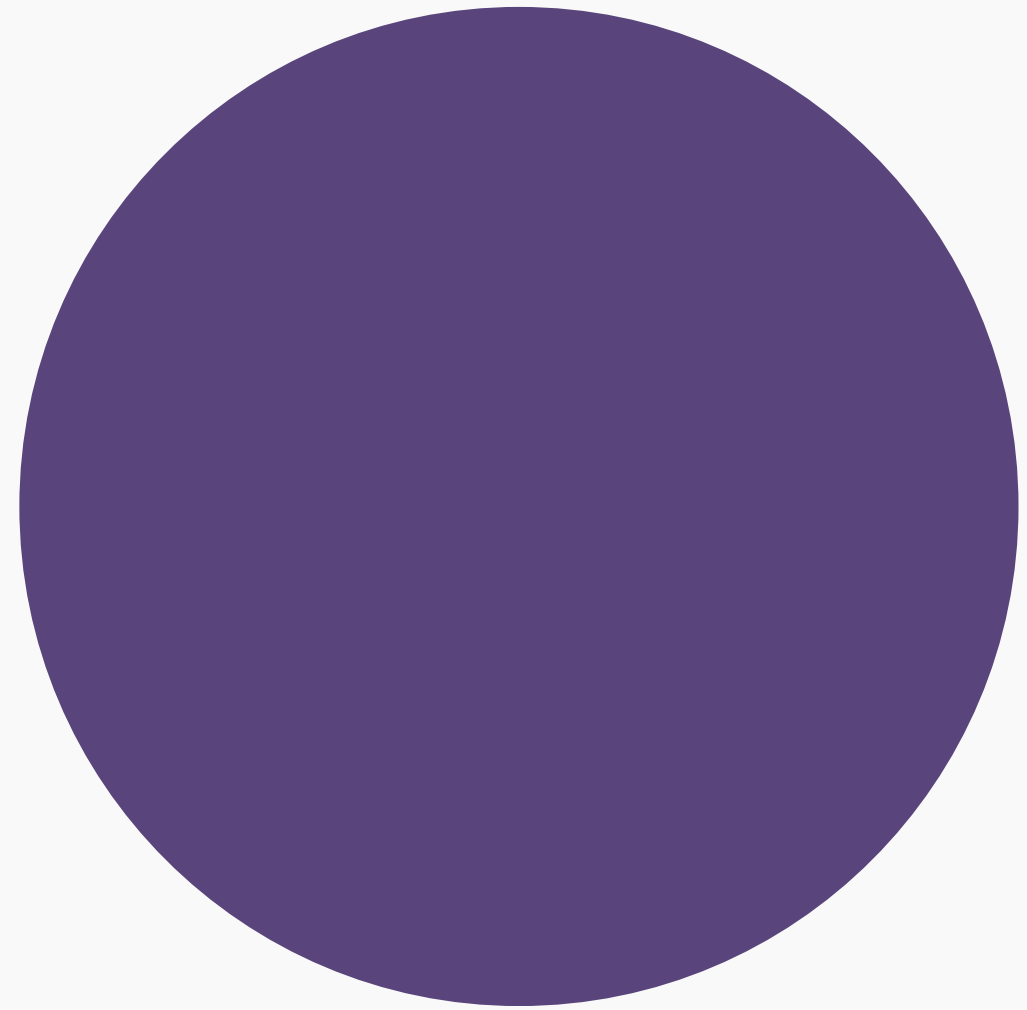
This approach ensures internal information is shared widely and accessed easily for all scholars and staff member.





Albany Leadership Charter School for Girls

Thank You



● Recruitment & Retention

Marketing & Communications Plan
January 2025 - December 2025



OFFICE: 30 Jay Street, Schenectady, NY 12305
BILLING: 2305 Algonquin Rd Niskayuna NY 12309
518 729-7206
ron@postmktg.com

Albany Leadership Charter School for Girls

Branding, Promotion, Recruitment, and Retention

1/8/2025

PROPOSAL & CONTRACT

[POSTMKTG](#) is pleased to offer this proposal and contract for strategic advisory services, branding, search marketing, paid promotion, website support, and public relations support on behalf of Albany Leadership Charter School for Girls.

QUALIFICATIONS

POSTMKTG has extensive experience serving clients in education, both at the primary and secondary school level and at the college and university level. We currently serve as the agency of record for the region's two largest single gender institutions, [Christian Brothers Academy](#) and [Academy of the Holy Names](#), and previously proudly served as agency of record for [Albany Community Charter School](#) (from 2013 to 2020). We also serve many clients in the nonprofit sector, including the [Regional Food Bank](#), [Historic Cherry Hill](#) (under development), the [Joshua Project of Schoharie County](#), and the [Underground Railroad Education Center](#).

REQUEST AND INITIAL RECOMMENDATIONS

Albany Leadership Charter School for Girls (Albany Leadership) has requested POSTMKTG assist in prioritizing branding and marketing needs, improving the school's search profile, and developing an annual promotional program focused first on ensuring enrollment growth and second on improving retention of both current students as well as faculty and staff. Based on our initial strategy meeting, POSTMKTG recommends the following:

- **CRITICAL:** Improve search results for anyone seeking information on Albany Leadership through a significant content marketing program. Currently, a Google search, in addition

to offering a link to the school’s website, displays just one news story – a very negative article published last summer to the *Times Union*.

- Publish recent PDF newsletter to the website as Wordpress Posts (to make visible to Google)
- Write additional stories for website publication
- Consider contacting the author of the negative TU article and offering a follow-up with Neal Currie
- Consider paid “advertorial” with the Times Union
- **CRITICAL:** Implement a modest Google Ads program once more positive content is published to the web
- **CRITICAL:** Develop and immediately implement a paid social media campaign purchasing placement on those channels where we can control for both geographic and demographic factors:
 - TikTok
 - Instagram Reels
 - Facebook Reels
 - YouTube (optional)
- Continue event marketing including all current swag
- Continue the yard sign program
- Consider adding a traditional postcard campaign during key enrollment period (~\$2,500 not included in budget below)
- Discontinue mall advertising and paid placement on the WTEN website

BUDGET

Following are rough estimates for media costs and associated agency support for a baseline **annual promotional campaign** for Albany Leadership. The Content Marketing program would rely on substantial in-house support to create articles. Agency services would primarily be in support of paid advertorial. The Google Ads program would run all year. The Paid Social (TikTok, Meta Reels, YouTube) would be flighted, with a concentrated spend between May and June.

Program	Media	Agency Services
Content Marketing (free + TU advertorial)	\$4,000	\$3,500
Google Ads (annual at \$10/day to start)	\$3,600	\$2,000
Paid Social Branding and Promotion (8 weeks total)	\$15,000	\$6,000
 Subtotal	 \$22,600	 \$11,500
 Total		 \$34,100

Please note, though the above are experience-based estimates, they are intended to provide Albany Leadership with a general sense of priorities and costs. It is likely Albany Leadership will call on POSTMKTG for additional services (web support, design support, additional content development, etc.) during the normal course of business. Additional agency services would be billed by the hour (See: Fee Structure & Payment). A contingency budget of \$5,000 would not be unwarranted.

CONTRACT

FEE STRUCTURE & PAYMENT

POSTMKTG bills by the hour for all agency services. The agency's blended rate varies per client and per the maturity of a client relationship, but averages approximately \$130/hr. Digital media and printing are charged at cost plus 20%. Traditional media is usually direct billed to clients. Production services are billed at cost. Expenses are billed at cost. Office supplies, postage, and other incidental fees are not charged.

POSTMKTG is happy to provide general estimates for all projects and work toward budgets and/or pre-established monthly caps on services. We account for our time daily and can provide updates on progress and expected final costs at any time upon request.

POSTMKTG invoices its clients on or about the first of each month. POSTMKTG may request the client take direct billing on large purchases (print projects, traditional paid media buys, etc.).

All invoices are due net 30 days.

INDEPENDENT CONTRACTOR RELATIONSHIP

POSTMKTG shall, for all purposes, be deemed an independent contractor and shall be fully independent in performing any authorized services and shall not act or hold itself out as an agent, partner, joint venturer, or employee of Albany Leadership Charter School for Girls (Albany Leadership). It is expressly understood and agreed that all services provided under the terms of this contract shall be performed by employees or independent contractors of POSTMKTG and that no employee or independent contractor of POSTMKTG shall be considered an employee of Albany Leadership for any purpose whatsoever. POSTMKTG will be responsible for its own expenses, wages, employee benefits, and all taxes, contributions and withholdings under all applicable federal, state, or local laws or regulations, and insurance coverage (including workers' compensation) related thereto. POSTMKTG does not have any authority to

make commitments on behalf of Albany Leadership or to otherwise bind Albany Leadership to any obligation or liability.

LENGTH OF CONTRACT

The term of this contract (“Term”) shall be for one (1) year from the Effective Date. This contract may be terminated at any time by Albany Leadership for convenience or for cause. Upon termination for convenience, POSTMKTG will deliver to Albany Leadership (i) all work completed up to the termination date, and Albany Leadership’s sole liability is to pay POSTMKTG for such work completed and accepted; and (ii) a final invoice covering hours expended to the termination date, along with any outstanding invoices for vended services purchased in accordance with this contract, due net 30 days.

PERFORMANCE OF SERVICES

Meetings will be set by mutual agreement. Specific hours to be worked outside of meetings will be determined by POSTMKTG.

SUPPORT

Albany Leadership agrees to provide necessary available documents and timely feedback on all queries during the contract period.

LIABILITY

POSTMKTG will not be held responsible for any consequential damages resulting from errors in the work.

ACCEPTANCE

This proposal contains the entire agreement, superseding all prior negotiations and agreements by and between the parties. When signed by an authorized Albany Leadership representative (Kelly Young, Executive Director), this proposal shall become the contract. No amendment or modification of this contract shall be binding unless it is in writing and signed by both parties.

Albany Leadership has executed this contract to be effective as of the date signed below (the “Effective Date”).

Signature: _____ Date: _____
Printed Name: _____
Title: _____

CONTACT

POSTMKTG

Ronald Ladouceur, Principal & Founder

2305 Algonquin Road

Niskayuna, NY 12309

(518) 729-7206

ron@postmktg.com