Bay Area Arabic School

Parent Meeting

29 Jan 2017

Agenda

- Top of Mind
- Administration Update (Reyad)
  - 2016 year end Survey
  - Enrollment & Next Academic Year - Calendar/Registration
- Teaching Update (Reyad)
  - Attendance and Homework Performance, Report Cards
  - Rubric publication
- Events Update (Andrea)
- What you can do to help
  - Volunteer
  - Recruitment - Teachers/Principal/Board positions
- Q&A

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Mid Year Survey

Thank you for your feedback!

Demographics:

- 31 families responded (~65% response rate)
- Even distribution across classes and levels (97% in Arabic, 61% in Islam, 36% in Culture)
- 36% are in their 3rd+ year at BAAS, 29% in second, and 36% in their first
- 54% indicated that Arabic is primary language spoken at home, 43% English, 3% other
- 65% heard about the school from word of mouth; 20% from Google search *(Marketing opp.)*

Preliminary Results:

- New Location a hit (84% very satisfied, 16% satisfied); especially like classroom layout
- 91% believe children improved Arabic reading markedly or slightly, but 18% believe Arabic vocabulary has not improved (*We need to continue evolving the spoken and vocab teaching*)
- 100% believe their children have improved Islam knowledge
- 75% believe Homework quantity and level is about right; 23% believe it's too little / easy *(A lot of helpful suggestions in the comments around improving HW which we are looking at)*
- 78% of parents who were here last year believe new Arabic Playground materials are better than last year's textbooks; 16% believe it is the same

Survey Results (cont.)

- 90% are very satisfied or satisfied with teachers' performance (consistently high marks on responsiveness and weekly communications but inconsistent on engagement -- *need to dig in*)

- 50/50% Split on adding 30 minutes to the day
- 68% believe that their children enjoy coming to school (a tremendous amount or quite a bit), but 13% believe their children do not like coming to school *(We need to up engagement; Need to dig in for more specifics)*

- 81% believe that the school administration creates a positive school environment (Extremely or quite well); 19% fairly well
  97% are Very satisfied or satisfied with Administration (Overall, Communication, Availability)
- 91% are Very satisfied or satisfied with School Events but 10% were somewhat dissatisfied. Comments were split with parents wanting more events and better planning while others wanting less events to focus more on teaching *(More work to do here)*
- 97% believe that they will enroll their children at BAAS next year

- NPS (Net Promoter Score) is 58 which is a great number!

Financial Results

- 2016-17 school year has seen tremendous growth at BAAS
  - 86 paying students this school year vs 51 last year
  - Have had to turn families away in capacity classes (only one new family admitted in Jan)
- Expenses increased as well
  - Payroll = single largest item -- addition of 1 teacher as well as several teaching assistants in larger classes; added to paid admin team
  - Higher rental costs at German School
  - Scholarships granted -- employee families as well as families in need
  - Teaching materials -- Arabic Playground and copying
  - Professional fees
  - Insurance -- school now properly covered
- Overall, ended 2017 with more financial clarity and on much stronger footing
  - 990 to be posted on website once filed
- Strong financial condition and generous donations around Gala enable us to take risks next year
  - Plan to hire more teachers, paid curriculum expert and paid Principal
  - Head Teacher Alia Chehadeh to become full time Head of Teaching
  - Broadening class offering (see following page)

Next Academic Year

- Calendar for 2017/18 school year published on the website
- Class outline to be finalized but current plan is as follows:
  - School will have a capacity limit to maintain quality. As per this year, “first come first served” basis, and we will maintain a waiting list
  - Classes will include Arabic (KG-Adult), Islam (4 or 5 levels), Culture, a second Adult class for Intermediate level, and a pre-K class (Arabic/Culture)
  - Split larger classes next year to facilitate smaller student:teacher ratio while maintaining a minimum 5-7 paid students

- Registration opens in March
  - Payment before end school year guarantees child a place and will be at current Tuition/Materials Fee
  - No guarantee of a place thereafter and fees likely to include higher Materials Fee

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Attendance & Homework Performance

On-Time Arrival

- Teachers will be on time – incentives aligned
- Expectation is that students must be in class on time

Attendance

- Pre-planned, backup teacher/parent volunteers for absent teachers to minimize disruption
- Please let us know if your child will be absent. It allows the teacher to better plan and to provide the work to be completed at home. If there is consistent absence, we will ask students to leave the school

Homework

- Teachers will consistently communicate homework and lesson summary by email
- Expectation is that students must do homework to ensure learning stays on track

Respecting the Rules at Our New Campus

- Lease is week to week so we are here at the German School's pleasure
- Please remove all papers and clothing and keep food and drinks outside the classrooms

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Events

- Book Fair- Now!
- Upcoming Events
  - Community Day
  - End of Year Party
- Need Volunteers to help with upcoming events!

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We need volunteers!

- Events Team: Want to have people shadow this year so can take the lead next year
- Newsletter: Editor and Content
- Assistant Treasurer (with plan to transition to Treasurer)
- Fundraising Team
- Marketing Team
- Book Fair Team (Next Year)
- Gala Team
- Summer Camp Team
- Classroom Volunteers

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What you can do to help

- Help us fill vacant posts by volunteering or finding volunteers for Principal, Curriculum Expert, Assistant Treasurer, Marketing/ Fundraising, Website, Board positions
    - Job descriptions being completed, advertising will begin
    - Potential opportunities for high school/college community hours/internship
- Significant recruitment for new teachers next year !
- Register to sponsor a student/family
- Don’t forget employer matching for donations -- on Benevity platform!
- Always use www.smile.amazon.com and choose BAAS as the recipient
- Spread the word about the school on Facebook and other social media and recruit new Families!

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THANK YOU!

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