



**Notice**  
August 29, 2013

**Dennis M. Walcott**  
*Chancellor*

## **The Proposed Co-location of New District High School 01M203 with Existing School University Neighborhood High School (01M448) in Building M446 Beginning in 2014-2015**

### **I. Description of the subject and purpose of the proposed item under consideration.**

The New York City Department of Education (“DOE”) is proposing to co-locate 01M203, a new district Career and Technical Education (“CTE”)/early college high school, in school building M446 (“M446”) located at 200 Monroe Street, Manhattan, NY 10002, within the geographical confines of Community School District 1 (“District 1”). CTE programs integrate academic study with workforce skills in specific career clusters. Students receive instruction in an industry-related area and have the opportunity to graduate high school with industry-specific competencies and skills that lead to postsecondary education, further industry training and/or entry into the workforce. The early college program is designed to give students the opportunity to earn an associate’s degree free of charge, and to put them on a postsecondary pathway potentially leading to career-track employment within the advertising industry. The proposed new high school, 01M203, will offer CTE programming in advertising with a focus on business and media as well as early college programming. If this proposal is approved, 01M203 will be co-located in building M446 with University Neighborhood High School (01M448, “UNHS”), an existing district high school serving students in grades nine through twelve. M446 also houses a community-based organization (“CBO”), Grand Street Settlement. The proposed co-location of 01M203 is not expected to impact the current or future student enrollment, admissions policies or instructional programming at UNHS.

If this proposal to open and co-locate 01M203 in M446 is approved, students will have access to a new educational option in Manhattan. Through a six year program, students will have the opportunity to earn a CTE-endorsed Regents diploma, associate’s degree, and industry-recognized credentials. Students will also engage in a progressive sequence of work-based learning experiences informed by industry partners. More information about CTE endorsed diplomas can be found in Section III of this Educational Impact Statement (“EIS”). Students at CTE/early college programs can graduate high school in four years or less, or can choose to remain enrolled at the school for grades thirteen and fourteen in order to earn an associate’s degree.

CTE/early college programs provide students with a career-focused educational experience that prepares them for career-track employment within their field of study. Each CTE/early college high school program is developed and administered in close collaboration with the college that awards the associate’s degree and a high-profile employer that can offer first-in-line hiring consideration for qualified students who complete the early college program.

01M203 will be a CTE/early college school with a focus on careers in the advertising industry, partnered with the American Association of Advertising Agencies (“4A’s”), and the Borough of Manhattan Community College (“BMCC”). BMCC is one of twenty-three colleges within The City University of New York (“CUNY”), sharing CUNY’s mission to preserve academic excellence and extend higher educational opportunities to a diversified urban population. BMCC is dedicated to providing general, liberal arts, career education and continuing education programs, relevant to the needs, interests and aspirations of students of all ages. 01M203 will partner with 4A’s, a national trade association representing the advertising agency business in the United States whose members produce 80 percent of total domestic advertising volume. Studying marketing and design inside the classroom, students will have the opportunity to intern in areas such as advertising, media management, and creative technology at 4A’s member agencies outside of school.

01M203 students will have the opportunity to complete an associate's degree at BMCC at no cost to themselves or their families. 01M203 students will also have the opportunity to begin earning college credit in ninth through twelfth grade. In addition to the 4A's, 01M203 will build a network of strategic partnerships to offer opportunities related to its industry focus to its students. The partnerships supporting 01M203 will facilitate access to career opportunities with some of New York City's most successful companies.

Students enrolled in grades thirteen and fourteen will primarily be completing internships and taking off-site classes. Those students will likely not be in the M446 building full-time.

The proposed co-location of 01M203 in building M446 is part of the DOE's central goal to create new school options that will better serve future students and the community at large and to provide another option in the M446 building. UNHS is currently the only school in M446.

UNHS is a high school serving students in ninth through twelfth grades. UNHS enrolls students in two programs for the 2013-2014 school year: a bilingual Mandarin program, which admits students through a language-screened admissions method; and the University Neighborhood High School program, which admits students through an educational option admissions method. According to the High School Directory, in 2014-2015, UNHS is expected to enroll students in a new program, the University Neighborhood Early College program, which will admit students through a screened admissions method. The University Neighborhood Early College program is a new program that is not expected to increase the future total enrollment of UNHS, because available seats for the early college program will be offset by an equal reduction in the available seats for the University Neighborhood High School program. Neither program is expected to be impacted by this proposal, and total enrollment of UNHS is not expected to change due to this proposal.

If this proposal is approved, 01M203 will open in September 2014 in building M446, where it will be co-located with UNHS. 01M203 will be open to students through the Citywide High School Admissions Process and will have a limited unscreened admissions method, with priority for students residing in Manhattan. In 2014-2015, 01M203 will enroll approximately 75-85 students in the ninth grade. 01M203 will gradually phase in by adding one grade per year. The school is expected to reach full scale in 2019-2020, when it will serve approximately 450-510 students in grades nine through fourteen. Again, this enrollment figure is likely overstated. The DOE anticipates that students working to earn their associate's degree during the early college program will also be able to earn additional industry-recognized certifications.

M446 has been identified as an under-utilized building. M446 has a target capacity to serve 694 students. During the 2013-2014 school year the building serves a total of approximately 275 students, yielding a building utilization rate of approximately 40%. If this proposal is approved, there will be sufficient space to accommodate UNHS and 01M203.

In 2019-2020, once 01M203 has fully phased in, there will be approximately 705-805 students served in the building, yielding a building utilization rate of approximately 102%-116% using the DOE's standard calculations. However, this standard rate is likely overstated because it includes 150-170 students in grades thirteen and fourteen who will primarily complete their studies at off-site locations and will only occasionally be in the M446 building. Regardless, because the use of the building by students in grades thirteen and fourteen cannot be fully estimated at this time, the utilization rates in this EIS conservatively treat those students like all other students in the school. This utilization estimate also overestimates enrollment and utilization in that it presumes that all incoming ninth-grade students will exercise their option to enroll in grades thirteen and fourteen. Therefore, the DOE expects that utilization in the fifth and sixth years of this proposal will be on the lower end of all projected ranges.

The DOE supports parent choice and strives to ensure that all families have access to high-quality schools that meet their children's needs. CTE programs empower students to complete high school and advance to higher education and career-track employment. The DOE strongly believes in the importance of CTE education and supports the opening of a new high school in the M446 building which will offer CTE programming in advertising. The DOE has been eager to bring new CTE opportunities to M446 to serve the City's families and connect students with an early college educational option that will give students the opportunity to earn an associate's degree free of charge; the co-location of 01M203 will help meet this goal.

## **II. Information regarding where the full text of the proposed item may be obtained.**

The Educational Impact Statement (“EIS”) describing this proposal can be found on the Department of Education’s Web site:

<http://schools.nyc.gov/AboutUs/leadership/PEP/publicnotice/2013-2014/Oct15SchoolProposals>.

Copies of the EIS are also available in the main offices of UNHS

## **III. Submission of public comment.**

Written comments can be sent to [D01Proposals@schools.nyc.gov](mailto:D01Proposals@schools.nyc.gov).

Oral comments can be left at 212-374-3466.

## **IV. The name, office, address, email and telephone number of the city district representative, knowledgeable on the item under consideration, from whom information may be obtained concerning the item.**

Name: Jennifer Peng  
Office: Division of Portfolio Planning  
Address: 52 Chambers Street, New York, NY 10007  
Email: [D01Proposals@schools.nyc.gov](mailto:D01Proposals@schools.nyc.gov)  
Phone: 212-374-3466

## **V. Date, time and place of joint public hearing for this proposal.**

October 7, 2013 at 6:00 p.m.  
Building M446  
200 Monroe Street  
New York, NY 10002

Questions about the proposal should be directed as indicated in section IV above.

Speaker sign-up will begin 30 minutes before the hearing and will close 15 minutes after the start.

## **VI. Date, time and place of the Panel for Educational Policy meeting at which the Panel will vote on the proposed item.**

October 15, 2013 at 6:00 p.m.  
Prospect Heights Campus  
883 Classon Avenue  
Brooklyn, NY 11225.