

High School for Innovation in Advertising and Media	
PRINCIPAL:	Adaleza Michelena
DBN:	18K617
ENROLLMENT:	241
SCHOOL TYPE:	High School
PEER INDEX:	2.00
(see p. 7 for more details on peer index)	

OVERALL GRADE

NA

OVERALL SCORE

NA

out of 100

PERCENTILE RANK

NA

This school's overall score is greater than or equal to that of NA High Schools

Overall Grades - High School

GRADE	SCORE RANGE	% OF SCHOOLS
A	70.0 or higher	33% of schools
B	58.0 - 69.9	32% of schools
C	47.0 - 57.9	24% of schools
D	40.0 - 46.9	8% of schools
F	39.9 or lower	4% of schools

For high schools, grades are based on cut scores determined prior to the release of the Progress Report. Further, schools with a four year graduation rate in the top third citywide cannot receive a grade lower than a C. Schools in their first year, without a graduating class or in phase out receive a report with no grade or score.

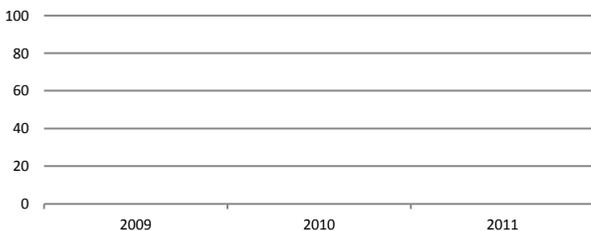
Overview

Each school's Progress Report (1) measures student year-to-year progress, (2) compares the school to peer schools and (3) rewards success in moving all children forward, especially children with the greatest needs. Strong Progress Report results are the basis for monetary rewards for school leaders, and poor results are an important factor in determining whether schools require intensive support or intervention. For more information, see schools.nyc.gov/community/planning/Support+and+Intervention.htm.

CATEGORY	SCORE	GRADE DESCRIPTION
Student Progress	out of 60 <input type="text"/>	Student Progress measures the annual progress students make toward meeting the state's graduation requirements by earning course credits and passing state Regents exams.
Student Performance	out of 25 <input type="text"/>	Student Performance measures how many students graduated within 4 and 6 years of starting high school, and the types of diplomas they earned.
School Environment	out of 15 <input type="text"/>	School Environment measures student attendance and a survey of the school community rating academic expectations, safety and respect, communication, and engagement.
Closing the Achievement Gap	(14 max) <input type="text"/>	Schools receive additional credit for exceptional graduation and/or Regents outcomes by students with disabilities, English Language Learners, and students who enter high school at the lowest performance level.
Overall Score	out of 100 <input type="text"/>	The overall grade is based on the total of all scores above, including additional credit for closing the achievement gap. Category scores may not add up to total score because of rounding.

Performance over time

Percentile rank of this school's overall Progress Report score for the past three years:



The Progress Report is a one-year snapshot of a school's performance. The Progress Report methodology has evolved over time, in response to school and community feedback, changes in state policy, and higher standards. For a description of methodology changes, visit schools.nyc.gov/ProgressReport.

Other accountability measures

These measures are separate from the Progress Report, and are an important part of school accountability in New York City and State.

Quality Review

The school's most recent Quality Review Score:

Proficient
2009-10

The Quality Review is an observational evaluation conducted by an experienced educator, focused on how well a school is organized to educate its students.

State Accountability

The school's current status:

In Good Standing
2010-11

This status is determined by the New York State Department of Education under the No Child Left Behind Act.

GRADE	GRADE	SCORE RANGE	Student Progress represents 60% of the total score. The grade is based on the annual progress students make toward meeting the state's graduation requirements by earning course credits in core subjects and passing state Regents exams. Attention is given to all students in the school and particular emphasis is given to the one-third of students who entered high school at the lowest performance level.
SCORE (out of 60)	A	42.0 or higher	
	B	34.8 - 41.9	
	C	28.2 - 34.7	
	D	24.0 - 28.1	
	F	23.9 or lower	

THIS SCHOOL'S RESULTS	COMPARISON TO PEER SCHOOLS (WEIGHTED 75%)	PERCENT OF PEER RANGE	COMPARISON TO CITY SCHOOLS (WEIGHTED 25%)	PERCENT OF CITY RANGE	POINTS POSSIBLE	POINTS EARNED
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Credit Accumulation

Pct. of Students Earning 10+ Credits in 1st Year (n=59)	89.8%		83.2%		81.3%	.	.
Pct. of Students in School's Lowest Third Earning 10+ Credits in 1st Year (n=16)	81.3%		85.2%		77.0%	.	.
Pct. of Students Earning 10+ Credits in 2nd Year (n=100)	82.0%		76.3%		69.3%	.	.
Pct. of Students in School's Lowest Third Earning 10+ Credits in 2nd Year (n=26)	73.1%		78.8%		70.8%	.	.
Pct. of Students Earning 10+ Credits in 3rd Year (n=75)	76.0%		68.9%		60.8%	.	.
Pct. of Students in School's Lowest Third Earning 10+ Credits in 3rd Year (n=18)	72.2%		83.7%		71.0%	.	.
Average Completion Rate for Remaining Regents (n=178)	44.7%		63.0%		47.2%	.	.

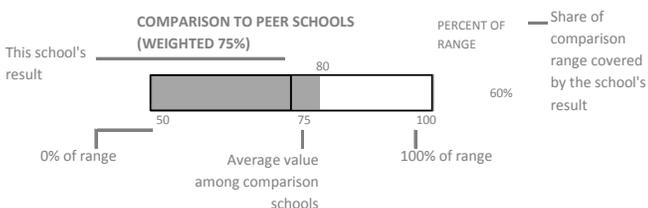
Weighted Regents Pass Rate

English (n=56)	1.54		87.3%		86.8%	.	.
Mathematics (n=123)	0.54		6.5%		3.1%	.	.
Science (n=98)	1.91		91.1%		85.7%	.	.
Global History (n=117)	1.43		62.5%		59.5%	.	.
United States History (n=50)	1.22		59.7%		56.3%	.	.

TOTAL POINTS

How To Interpret These Charts

To determine the number of points earned, this school's 2010-11 results on each metric are compared to the historical results of peer schools and all high schools citywide. The comparison to peer schools is worth 75% of the points for each metric and the comparison to all high schools citywide is worth 25% of the points. The bars represent the range of results for the peer and city comparison schools for 2006-07, 2007-08, 2008-09 and 2009-10 that are within two standard deviations of the average. The percent of the range that is shaded is the school's share of possible points. The share is multiplied by the weight (75% or 25%) and the possible points for the metric to determine the points earned.



Score Calculation Example

FORMULA	(PERCENT OF PEER RANGE x 0.75 + PERCENT OF CITY RANGE x 0.25) x POINTS POSSIBLE	=	POINTS EARNED
EXAMPLE	(60% x 0.75 + 80% x 0.25) x 5	=	3.25

GRADE	GRADE	SCORE RANGE	Student Performance represents 25% of the total score. The Student Performance grade is based on how many students graduated within 4 years and 6 years of starting high school, and the types of diplomas these students earned.
SCORE (out of 25)	A	17.5 or higher	
	B	14.5 - 17.4	
	C	11.7 - 14.4	
	D	10.0 - 11.6	
	F	9.9 or lower	

THIS SCHOOL'S RESULTS	COMPARISON TO PEER SCHOOLS (WEIGHTED 75%)	PERCENT OF PEER RANGE	COMPARISON TO CITY SCHOOLS (WEIGHTED 25%)	PERCENT OF CITY RANGE	POINTS POSSIBLE	POINTS EARNED
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Graduation Rate

Four Year Graduation Rate (n=4)	41.1%	66.4%	91.7%	35.6%	68.9%	100.0%	.	.	.
Six Year Graduation Rate (n=.)	44.4%	71.0%	97.6%	43.9%	73.8%	100.0%	.	.	.

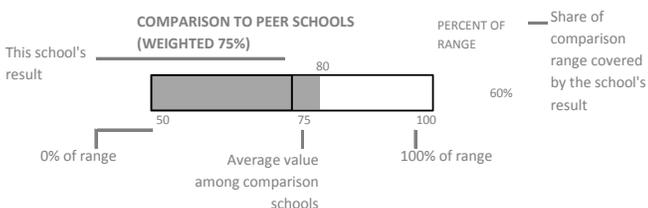
Weighted Diploma Rate

Four Year Weighted Diploma Rate (n=4)	62.7%	129.5%	196.3%	41.9%	143.2%	244.5%	.	.	.
Six Year Weighted Diploma Rate (n=.)	65.8%	126.0%	186.2%	45.9%	140.7%	235.5%	.	.	.

TOTAL POINTS

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Score Calculation Example

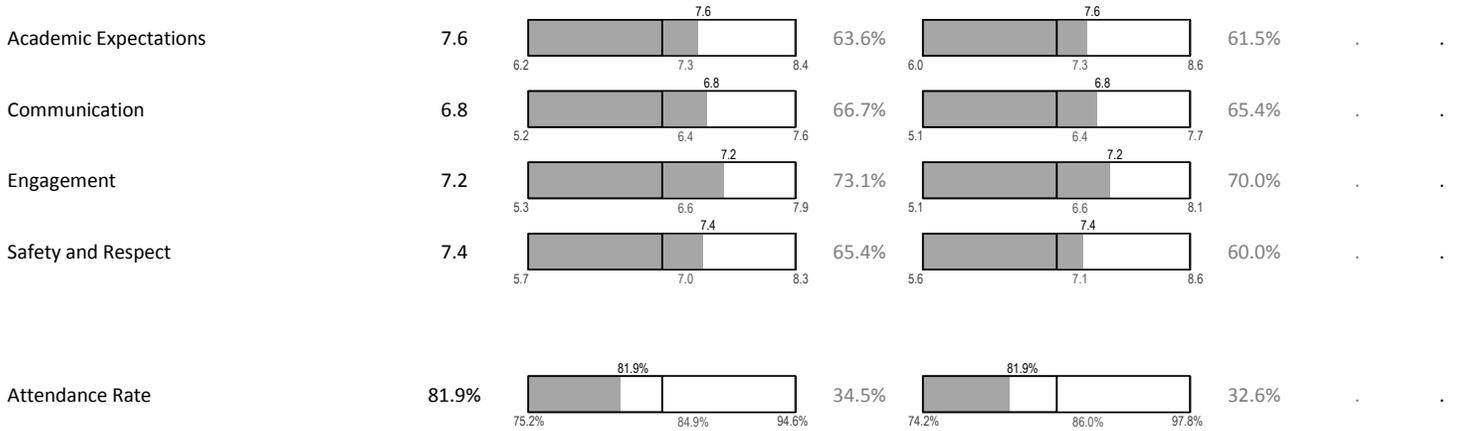
FORMULA	(PERCENT OF PEER RANGE x 0.75 + PERCENT OF CITY RANGE x 0.25) x POINTS POSSIBLE = POINTS EARNED
EXAMPLE	(60% x 0.75 + 80% x 0.25) x 5 = 3.25

GRADE	GRADE	SCORE RANGE	School Environment represents 15% of the total score. The School Environment grade is based on student attendance and results of the NYC School Survey, on which parents, teachers, and students rate academic expectations, safety and respect, communication, and engagement.
	A	10.5 or higher	
	B	8.7 - 10.4	
	C	7.0 - 8.6	
SCORE	D	6.0 - 6.9	
	F	5.9 or lower	

(out of 15)

THIS SCHOOL'S RESULTS	COMPARISON TO PEER SCHOOLS (WEIGHTED 75%)	PERCENT OF PEER RANGE	COMPARISON TO CITY SCHOOLS (WEIGHTED 25%)	PERCENT OF CITY RANGE	POINTS POSSIBLE	POINTS EARNED
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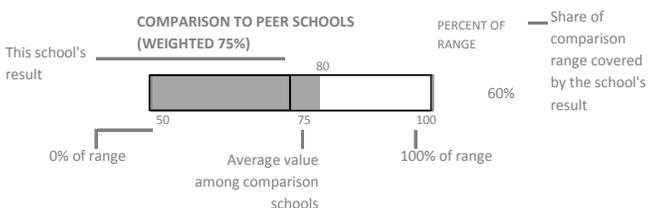
School Survey Results



TOTAL POINTS

How To Interpret These Charts

To determine the number of points earned, this school's 2010-11 results on each metric are compared to the historical results of peer schools and all high schools citywide. The comparison to peer schools is worth 75% of the points for each metric and the comparison to all high schools citywide is worth 25% of the points. The bars represent the range of results for the peer and city comparison schools for 2006-07, 2007-08, 2008-09 and 2009-10 that are within two standard deviations of the average. The percent of the range that is shaded is the school's share of possible points. The share is multiplied by the weight (75% or 25%) and the possible points for the metric to determine the points earned.



Score Calculation Example

FORMULA	(PERCENT OF PEER RANGE x 0.75 + PERCENT OF CITY RANGE x 0.25) x POINTS POSSIBLE	=	POINTS EARNED
EXAMPLE	(60% x 0.75 + 80% x 0.25) x 5	=	3.25

Schools receive additional credit for exceptional gains by students with disabilities, English Language Learners, and students with the lowest 8th grade proficiency citywide. A school earns full additional credit when its results are in the top 20% of schools citywide. It earns half credit when its results are in the top 40%. Additional Credit can only improve a school's Progress Report score. It cannot lower a school's score. High schools are eligible for points on 7 additional credit metrics, each of which is worth up to 2 points. In the table below, "." in "This School's Results" indicates that a school has fewer than 10 eligible students in one of the weighted diploma rate categories or fewer than 15 eligible students in one of the other categories.

CATEGORY	THIS SCHOOL'S RESULTS	TOP 20% CUTOFF	TOP 40% CUTOFF	POINTS EARNED
Four Year Weighted Diploma Rate				
English language learners (n=1)	.	175.0%	142.0%	.
Self-contained/CTT/SETSS (n=3)	.	252.6%	188.9%	.
All Students in the lowest third citywide (n=1)	.	153.3%	117.5%	.
Black/Hispanic males in the lowest third citywide (n=.)	.	151.2%	114.6%	.
Scored 75 or Higher on Regents				
Students in lowest third citywide, English (n=12)	.	26.8%	19.6%	.
Students in lowest third citywide, Math (n=49)	0.0%	8.2%	5.6%	.
Movement of students with disabilities to less restrictive environments (n=49)	1.16	0.89	0.70	.

TOTAL POINTS

SPECIAL RECOGNITION



High schools build the foundation of skills and knowledge students need to achieve postsecondary success. As we move toward the Common Core State Standards and the goal of ensuring that our students not only graduate from high school, but graduate ready for the demands of college or the workforce, the Progress Report is evolving to reward high schools whose students successfully engage in rigorous coursework, graduate having met the standards necessary to begin taking college courses for credit, and go on to enroll in college after graduation.

Three new college readiness measures are reported below as unscored metrics, and will be integrated into schools' Progress Report scores and grades beginning with the 2011-12 Progress Report. The peer and city averages represent school-level averages for peer high schools and all high schools citywide, and are provided for context.

College Preparatory Course Index

This metric measures the percentage of students in the 2011 cohort (all students who entered high school four years earlier) who have achieved any of the following:

- Scored 65+ on the Algebra II, Math B, Chemistry, or Physics Regents exam, or
- Scored 3+ on any Advanced Placement (AP) exam, or
- Scored 4+ on any International Baccalaureate (IB) exam, or
- Earned a grade of "C" or higher in a course for college credit (e.g. College Now, Early College)

Students meeting more than one of the requirements above will only be counted once in the numerator.

	THIS SCHOOL'S RESULT	PEER AVERAGE	CITY AVERAGE
College Preparatory Course Index (n=4)	.	21.6%	29.8%

College Readiness Index

This metric measures the percentage of students in the 2011 cohort (all students who entered high school four years earlier) who graduated and met the Regents exam, SAT, and/or course standards for passing out of remedial coursework at the City University of New York (CUNY), by August 2011.

	THIS SCHOOL'S RESULT	PEER AVERAGE	CITY AVERAGE
College Readiness Index (n=4)	.	10.6%	21.5%

College Enrollment Rate

This metric measures the percentage of students in the 2010 cohort (all students who entered high school four years earlier) who graduated and enrolled in a degree program at a two- or four-year college or university by December 31, 2010.

	THIS SCHOOL'S RESULT	PEER AVERAGE	CITY AVERAGE
College Enrollment Rate (n=.)	.	44.2%	50.4%

* This school did not have a graduating cohort in 2010.

PEER INDEX CALCULATION

The Peer Index is used to sort schools on the basis of student population. A lower Peer Index indicates a higher need population. The Peer Index operates on a 1.00-4.50 scale and is calculated using the following formula.

$$\text{FORMULA } (\text{Average 8th grade English and Math proficiency}) - (2 \times \% \text{ students with disabilities}) - (2 \times \% \text{ in self-contained settings}) - (\% \text{ students overage on entry to 9th grade}) = \text{PEER INDEX}$$

$$\text{FOR THIS SCHOOL } (2.54) - (2 \times 22.0\%) - (2 \times 0.4\%) - (9.5\%) = 2.00$$

PEER GROUP FOR: High School for Innovation in Advertising and Media

Each school's performance is compared to the performance of schools in its peer group. Peer schools are those New York City public schools with a student population most like this school's population, according to the peer index. Each high school has up to 40 peer schools.

DBN	SCHOOL	PEER INDEX	AVERAGE PROFICIENCY	% IEP	% SELF-CONTAINED	% OVERAGE
18K589	Arts & Media Preparatory Academy	1.95	2.42	19.2%	0.0%	8.6%
10X243	West Bronx Academy for the Future	1.95	2.43	18.3%	2.0%	7.2%
08X405	Herbert H. Lehman High School	1.95	2.60	20.7%	8.0%	7.0%
17K533	School for Democracy and Leadership	1.96	2.43	15.8%	2.2%	11.1%
31R445	Port Richmond High School	1.96	2.58	20.7%	8.0%	5.0%
03M299	High School for Arts, Imagination and Inquiry	1.96	2.48	19.6%	2.3%	7.9%
19K618	Academy of Innovative Technology	1.96	2.46	20.2%	0.3%	8.9%
09X263	Validus Preparatory Academy: An Expeditionary Learning School	1.97	2.47	15.7%	4.9%	9.2%
17K408	Academy of Hospitality and Tourism	1.97	2.39	13.9%	0.3%	13.2%
19K510	World Academy for Total Community Health High School	1.97	2.45	19.7%	0.0%	8.7%
13K499	ACORN Community High School	1.97	2.51	17.9%	5.8%	6.3%
19K507	Performing Arts and Technology High School	1.97	2.46	19.1%	2.1%	6.2%
18K629	Cultural Academy for the Arts and Sciences	1.98	2.48	21.2%	0.9%	6.2%
16K688	The Brooklyn Academy of Global Finance	1.98	2.56	22.9%	2.1%	8.3%
07X473	Mott Haven Village Preparatory High School	1.98	2.48	20.4%	0.6%	8.3%
19K683	THE SCHOOL FOR CLASSICS: AN ACADEMY OF THINKERS, WRITER	1.99	2.56	16.4%	7.6%	9.2%
17K544	International Arts Business School	1.99	2.54	18.7%	4.8%	7.8%
11X418	Bronx High School for the Visual Arts	1.99	2.56	22.8%	2.1%	6.8%
18K567	Brooklyn Theatre Arts High School	1.99	2.49	21.5%	0.0%	7.3%
03M403	THE GLOBAL LEARNING COLLABORATIVE	1.99	2.60	23.3%	1.4%	11.0%
18K617	High School for Innovation in Advertising and Media	2.00	2.54	22.0%	0.4%	9.5%
17K524	International High School at Prospect Heights	2.00	2.24	3.2%	0.0%	17.8%
14K454	Green School: An Academy for Environmental Careers	2.00	2.46	17.7%	0.8%	9.4%
16K393	Frederick Douglass Academy IV Secondary School	2.00	2.45	19.0%	0.4%	6.3%
02M625	High School of Graphic Communication Arts	2.01	2.54	17.5%	4.5%	9.4%
22K495	Sheepshead Bay High School	2.01	2.50	13.2%	6.1%	10.9%
11X513	New World High School	2.01	2.37	1.9%	0.0%	32.1%
06M463	High School for Media and Communications	2.01	2.40	14.7%	0.4%	8.5%
23K514	Frederick Douglass Academy VII High School	2.01	2.54	20.5%	3.6%	4.4%
23K493	Brooklyn Collegiate: A College Board School	2.02	2.54	16.4%	8.2%	3.0%
24Q296	Pan American International High School	2.02	2.17	1.4%	0.0%	12.7%
15K448	Brooklyn Secondary School for Collaborative Studies	2.02	2.57	26.5%	0.0%	2.3%
06M552	Gregorio Luperon High School for Science and Mathematics	2.02	2.24	0.0%	0.0%	22.0%
08X367	Archimedes Academy for Math, Science and Technology Applicat	2.03	2.61	21.0%	4.0%	8.0%
01M448	University Neighborhood High School	2.03	2.58	23.0%	0.6%	7.4%
21K337	International High School at Lafayette	2.03	2.30	1.2%	0.0%	24.6%
18K563	It Takes a Village Academy	2.03	2.47	9.7%	0.3%	24.5%
05M367	Academy for Social Action: A College Board School	2.04	2.52	20.0%	0.4%	7.4%
10X213	Bronx Engineering and Technology Academy	2.04	2.52	19.8%	0.0%	8.2%
07X551	Bronx Academy of Letters	2.04	2.59	16.0%	9.4%	4.2%
15K464	Park Slope Collegiate	2.04	2.54	14.1%	8.1%	
PEER GROUP AVERAGES		2.00	2.48	16.8%	2.5%	9.9%