

(18K617)

High School for Innovation in Advertising
and Media

High School Quality Snapshot

The School Quality Snapshot provides a summary of key information about this school. For more information, please see:

School Quality Guide: http://schools.nyc.gov/OA/SchoolReports/2013-14/School_Quality_Guide_2014_HS_K617.pdf

Quality Review: http://schools.nyc.gov/OA/SchoolReports/2013-14/Quality_Review_2014_K617.pdf

NYC School Survey: http://schools.nyc.gov/OA/SchoolReports/2013-14/Survey_2014_K617.pdf

High School Directory: <http://schools.nyc.gov/ChoicesEnrollment/High/Directory/school/?loc=K617>

For more information about this document, please see the Family Guide to the School Quality Snapshot:
<http://schools.nyc.gov/NR/rdonlyres/E4A430B6-F078-49B6-8484-E39C3CDED3E1/0/FamilyGuideHighSchool.pdf>

The School Quality Snapshot provides families with information about the quality of a school by taking a balanced look at the school's practices, environment, and performance. The report is based on multiple measures, including a review by an experienced educator, survey responses of students, teachers, and parents, and a variety of achievement and progress measures. The report also helps families identify what the school is doing well and areas for doing better.

This report, along with the High School Directory, can help families with the school admissions process by helping them identify which schools best meet the interests and needs of their child. The Snapshot also provides useful information to families about their child's current school so that families can have meaningful conversations with school leaders about how to make the school a better place to learn.

General Information

Address	1600 Rockaway Parkway Brooklyn NY 11236
Phone	718-290-8760
Website	www.iam-hs.org
Grades Served	09,10,11,12,SE
Report Type	High School
Enrollment	313
Student Demographics	Asian: 2% Black: 86% Hispanic: 9% White: 3%
English Language Learners	6%
Students with Special Needs	24%
Average SAT Score	1207
Student Attendance	85%
Teacher Attendance	96%
Principal	Adaleza Michelena
Years of Principal Experience at This School	6.0
Shared Space	Yes
Admissions Methods	Limited Unscreened

SCHOOL OVERVIEW (From Directory)

Through a unique partnership with the advertising industry, we provide a strong education that prepares students for college and careers. Mentorships, internships and long-term advertising projects reflect real-world experience. Students may graduate with an Advanced Regents diploma and certifications in Microsoft Office and Adobe software. Those who complete the Career and Technical Education sequence receive a certification in Communications and Advertising Design and are eligible for an IAM (Innovation in Advertising and Media) endorsement to pursue work in the industry or college.

KEY:



QUALITY REVIEW

An evaluation of the school by an experienced educator based on a formal school visit. The educator observes classrooms and engages in conversations with parents, students, teachers, and school leaders to assess schoolwide practices. The Quality Review provides specific feedback to support the school's efforts. The Quality Review information displayed here reflects the most recent year that a Quality Review was conducted at this school. Some schools will not have Quality Review information if they opened within the last two years or if their most recent review took place prior to August 2010.

Most Recent Quality Review:

October 29, 2013

Principal at Time of Review:

Adaleza Michelena

How interesting and challenging is the curriculum?



How effective is the teaching and learning?



How well does the school assess what students are learning?



How clearly are high expectations communicated to students and staff?



How well do teachers work with each other?



STUDENT PROGRESS

How well students are making progress towards graduation by accumulating credits and passing Regents exams.

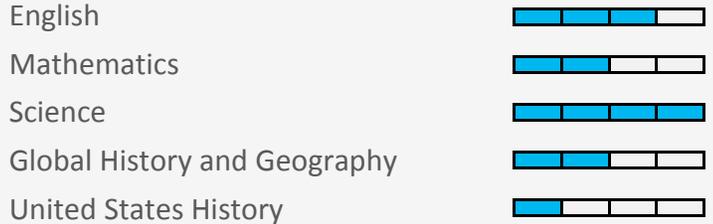
82% of students earned enough credits in 9th grade to be on track for high school graduation

City Average: 83% Borough Average: 82%

67% of students earned enough credits in 10th grade to be on track for high school graduation

City Average: 78% Borough Average: 77%

How well does this school help students improve from their incoming proficiency levels and pass Regents exams?



STUDENT ACHIEVEMENT

Graduation rates, after four and six years.

70% of students graduated within 4 years

City Average: 68% Borough Average: 68%

74% of students graduated within 6 years

City Average: 73% Borough Average: 73%

SCHOOL ENVIRONMENT

What it is like to be at this school. Parent, student, and teacher satisfaction based on the NYC School Survey.

68% of students feel that their school offers enough variety of programs, classes, and activities to keep them interested in school

City Average: 72% Borough Average: 72%

96% of parents are satisfied with the education that their child has received

City Average: 94% Borough Average: 93%

85% of students feel safe in the hallways, bathrooms, locker rooms, and cafeteria

City Average: 81% Borough Average: 79%

N/A of teachers would recommend this school to parents

City Average: 76% Borough Average: 74%

What postsecondary options do students from this school pursue?

- 10% CUNY (City University of New York) - 4 yr
- 23% CUNY (City University of New York) - 2 yr
- 10% New York State Public
- 5% New York State Private
- 4% Out of State
- 0% Other

COLLEGE AND CAREER READINESS

How well prepared students are for college and careers, based on their achievements in high school and their outcomes after leaving high school.

24% of students successfully completed approved college preparatory courses and assessments

City Average: 46% Borough Average: 45%

21% of students graduated college ready

City Average: 33% Borough Average: 31%

51% of students graduated from high school and enrolled in a college or other postsecondary program within 6 months

City Average: 51% Borough Average: 50%

CLOSING THE ACHIEVEMENT GAP

How well this school is serving English Language Learners, students with special needs, and students with low past performance.

How well this school helps different groups of students graduate in four years

English Language Learners	N/A
Students with Special Needs	
Lowest Performing Students	

Movement of students with special needs to less restrictive environments

