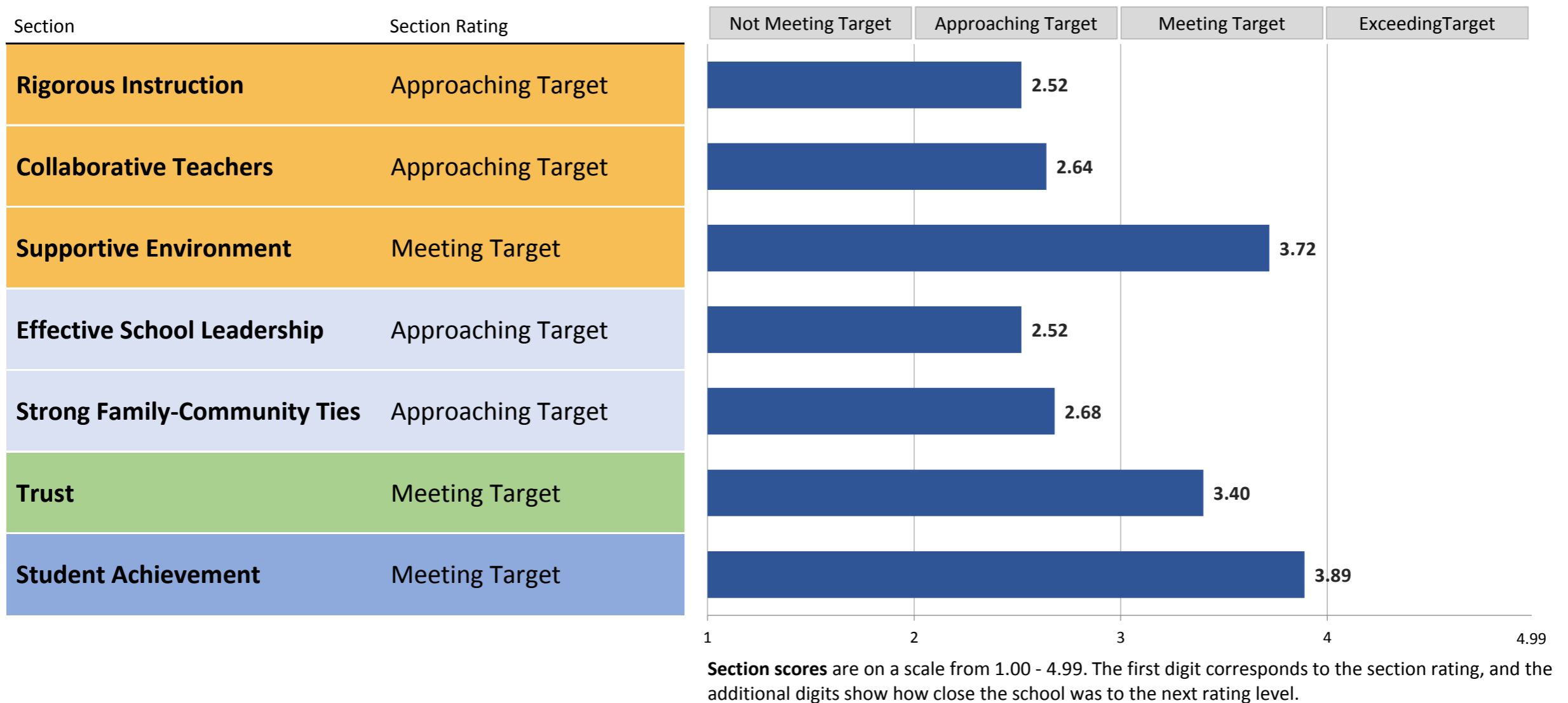


**Framework for Great Schools**

The Framework consists of six elements—Rigorous Instruction, Collaborative Teachers, Supportive Environment, Effective School Leadership, Strong Family-Community Ties, and Trust—that drive Student Achievement. The School Quality Guide shares ratings and data on each of the Framework elements, based on information from Quality Reviews, the NYC School Survey, student attendance, and movement of students with disabilities to less restrictive environments. The School Quality Guide also shares ratings and data on Student Achievement based on a variety of quantitative measures of student growth and performance.



**State Accountability Status: Good Standing**

This designation is determined by the New York State Department of Education. More information on New York State accountability can be found at:

<http://schools.nyc.gov/Accountability/tools/accountability/default.htm>

**Note**

In addition, an online version of the 2014-15 School Quality Guide, with additional features, can be found at <http://schoolqualityreports.nyc>

**Student Enrollment**

<b>Grade</b>	<b>2012 - 2013</b>	<b>2013 - 2014</b>	<b>2014 - 2015</b>
Grade 9	91	86	98
Grade 10	116	112	101
Grade 11	53	67	57
Grade 12	70	48	47
<b>All students</b>	<b>330</b>	<b>313</b>	<b>303</b>

**Student Demographics**

	<b>2012 - 2013</b>	<b>2013 - 2014</b>	<b>2014 - 2015</b>
% English Language Learners	9%	6%	6%
% Free Lunch Eligible	72%	72%	76%
% Student with IEPs	23%	24%	22%
% Student with IEPs (less than 20% time)	9%	8%	10%
% Overage Under-credited	12%	12%	9%
% HRA Eligible	-	-	46%
% Temporary Housing	-	-	9%
% Asian	2%	2%	1%
% Black	85%	86%	86%
% Hispanic	10%	9%	10%
% White	2%	3%	3%
% Other	0%	1%	1%
Average Incoming ELA Proficiency	2.57	2.24	2.20
Average Incoming Math Proficiency	2.63	2.10	2.06

2014-15 School Quality Guide / HS  
Student Achievement Scoring Appendix

18K617

High School for Innovation in Advertising and Media

Student Achievement Rating <b>Meeting Target</b>	Student Achievement Score <b>3.89</b>
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Student Achievement Metrics	n	2014-15 School Value	Bottom of Target Range	2014-15 Targets			Top of Target Range	Metric Score	Weight Pct
				Approaching Target	Meeting Target	Exceeding Target			
<b>Credit Accumulation</b>									
Percent of Students Earning 10+ Credits in 1st Year	68	75.0%	55.5%	67.3%	75.4%	83.2%	95.4%	2.95	4.17%
Percent of Students in School's Lowest Third Earning 10+ Credits in 1st Year	21	52.4%	30.3%	47.9%	60.2%	71.7%	90.3%	2.37	4.17%
Percent of Students Earning 10+ Credits in 2nd Year	64	73.4%	49.5%	61.3%	69.4%	77.0%	89.8%	3.53	4.17%
Percent of Students in School's Lowest Third Earning 10+ Credits in 2nd Year	18	50.0%	24.0%	41.5%	53.5%	64.8%	84.0%	2.71	4.17%
Percent of Students Earning 10+ Credits in 3rd Year	91	63.7%	46.5%	58.3%	66.3%	73.9%	87.0%	2.68	4.17%
Percent of Students in School's Lowest Third Earning 10+ Credits in 3rd Year	25	56.0%	22.2%	39.0%	50.4%	61.1%	79.9%	3.52	4.17%
<b>Regents Performance</b>									
Average Completion Rate for Remaining Regents	193	44.4%	23.7%	36.7%	44.2%	51.2%	67.5%	3.03	4.17%
Weighted Regents Pass Rate - ELA	91	0.96	0.50	0.71	0.85	0.99	1.21	3.79	4.17%
● Weighted Regents Pass Rate - Math	87	1.05	0.38	0.66	0.86	1.04	1.35	4.03	4.17%
Weighted Regents Pass Rate - Science	158	1.12	0.34	0.71	0.94	1.17	1.58	3.78	4.17%
Weighted Regents Pass Rate - Global History	145	0.69	0.30	0.56	0.74	0.91	1.18	2.72	4.17%
Weighted Regents Pass Rate - U.S. History	64	0.93	0.35	0.63	0.83	1.02	1.32	3.53	4.17%
<b>Graduation / Diploma</b>									
● 4-Year Graduation Rate	66	80.3%	45.1%	56.6%	68.1%	76.2%	87.5%	4.36	6.25%
6-Year Graduation Rate	80	77.5%	56.7%	66.3%	76.3%	83.4%	92.6%	3.17	6.25%
● 4-Year Weighted Diploma Rate	66	225.8%	99.8%	136.9%	175.1%	202.2%	239.2%	4.64	6.25%
6-Year Weighted Diploma Rate	80	208.8%	101.1%	139.4%	180.7%	209.9%	246.9%	3.96	6.25%
<b>College and Career Readiness</b>									
● College and Career Preparatory Course Index	66	63.6%	0.0%	11.1%	25.7%	37.6%	53.9%	4.99	5.00%
● 4-Year College Readiness Index	66	27.3%	0.0%	4.8%	11.1%	16.3%	26.2%	4.99	5.00%
6-Year College Readiness Index with Persistence	80	48.8%	15.8%	26.9%	39.4%	49.6%	65.7%	3.92	5.00%
Postsecondary Enrollment Rate - 6 Months	66	53.0%	20.7%	31.5%	44.1%	54.3%	69.7%	3.87	5.00%
Postsecondary Enrollment Rate - 18 Months	80	58.8%	32.9%	42.9%	54.7%	64.3%	78.2%	3.43	5.00%

**Weighted Average Score 3.68**

Closing the Achievement Gap (CtAG) Metrics	n	2014-15 School Population %	Population % of Range	2014-15 School Value	Bottom of Target Range	2014-15 Targets			Top of Target Range	Metric Score	Extra Points Possible	Extra Points Earned
						Approaching Target	Meeting Target	Exceeding Target				
<b>Four-Year Weighted Diploma Rate</b>												
English Language Learners	10	15.2%	27.3%	165.0%	25.9%	103.0%	163.9%	225.7%	320.1%	3.02	0.036	0.018
Self-Contained / ICT / SETSS	11	16.7%	42.4%	277.3%	0.0%	110.0%	197.0%	285.2%	420.0%	3.91	0.036	0.026
● Lowest Third Citywide	22	33.3%	50.0%	200.0%	0.0%	71.2%	127.5%	184.6%	271.8%	4.18	0.036	0.029
● Black / Hispanic Males in Lowest Third Citywide	13	19.7%	50.5%	226.9%	0.0%	65.3%	116.9%	169.2%	249.2%	4.72	0.036	0.034
<b>College and Career Readiness</b>												
● Students in Lowest Third Citywide, College and Career Preparatory Course Index	22	33.3%	50.0%	40.9%	0.0%	7.3%	13.0%	18.9%	27.8%	4.99	0.036	0.036
● Students in Lowest Third Citywide, 4-Year College Readiness Index	22	33.3%	50.0%	9.1%	0.0%	1.4%	2.5%	3.7%	5.4%	4.99	0.036	0.036
● Students in the Lowest Third Citywide, Postsecondary Enrollment Rate - 6 Months	34	51.5%	84.7%	38.2%	0.0%	11.4%	20.4%	29.5%	43.4%	4.63	0.036	0.033

**CtAG Additional Points 0.21**

**Overall Student Achievement Score 3.89**

- Filled circle indicates a metric rating of Exceeding Target (and a metric score of 4.00 or higher).
- Empty circle indicates a metric rating of Not Meeting Target (and a metric score of 1.99 or lower).

	Metric Value	Metric Score	Weight Pct
<b>Rigorous Instruction</b>			
Quality Review 1.1	Proficient	3.40	22%
Quality Review 1.2	Developing	2.00	22%
Quality Review 2.2	Proficient	3.40	22%
NYC School Survey - Rigorous Instruction	73%	1.76	34%
<b>Section Rating: Approaching Target</b>	<b>Section Score:</b>	<b>2.52</b>	

<b>Collaborative Teachers</b>			
Quality Review 4.2	Proficient	3.40	50%
NYC School Survey - Collaborative Teachers	73%	1.88	50%
<b>Section Rating: Approaching Target</b>	<b>Section Score:</b>	<b>2.64</b>	

<b>Supportive Environment</b>			
Quality Review 3.4	Proficient	3.40	30%
NYC School Survey - Supportive Environment	85%	3.56	35%
Percentage of students with 90%+ attendance			
EMS			
HS	62.9%	4.24	
Overall	62.9%	4.24	30%
Movement of students with disabilities to less restrictive environments			
EMS			
HS	0.68	4.01	
Overall	0.68	4.01	5%
<b>Section Rating: Meeting Target</b>	<b>Section Score:</b>	<b>3.72</b>	

<b>Effective School Leadership</b>			
NYC School Survey - Effective School Leadership	71%	2.52	100%
<b>Section Rating: Approaching Target</b>	<b>Section Score:</b>	<b>2.52</b>	

<b>Strong Family-Community Ties</b>			
NYC School Survey - Strong Family-Community Ties	71%	2.68	100%
<b>Section Rating: Approaching Target</b>	<b>Section Score:</b>	<b>2.68</b>	

<b>Trust</b>			
NYC School Survey - Trust	85%	3.40	100%
<b>Section Rating: Meeting Target</b>	<b>Section Score:</b>	<b>3.40</b>	

		Survey % Positive	City Range			Percent of Range	Score	
			Bottom of Range	City Avg	Top of Range			
<b>Rigorous Instruction</b>								
○	Common Core shifts in literacy	Teachers	78	76.8	89.4	100.0	0.03	1.12
○	Common Core shifts in math	Teachers	66	69.2	85.8	100.0	0.00	1.00
	Course clarity	Students	91	77.5	86.9	96.3	0.70	3.80
○	Quality of student discussion	Teachers	56	55.8	77.8	99.8	0.01	1.04
<b>Section Results:</b>			73%					<b>1.76</b>
<b>Collaborative Teachers</b>								
Cultural awareness:								
	Cultural awareness	Teachers	86	85.4	94.4	100.0	0.25	
	Cultural awareness	Parents	98	82.3	91.9	100.0	0.89	
	Cultural awareness	Students	85	66.6	80.6	94.6	0.67	
	Cultural awareness	Combined	90				0.60	3.40
○	Inclusive classroom instruction	Teachers	84	82.7	93.1	100.0	0.05	1.20
○	Quality of professional development	Teachers	61	50.4	75.6	100.0	0.21	1.84
○	School commitment	Teachers	52	53.7	82.3	100.0	0.00	1.00
	Innovation	Teachers	78	65.9	84.5	100.0	0.36	2.44
	Reflective dialogue	Teachers	85	85.1	95.3	100.0	0.25	2.00
○	Peer collaboration	Teachers	79	75.2	90.6	100.0	0.15	1.60
○	Focus on student learning	Teachers	61	60.0	85.2	100.0	0.02	1.08
	Collective responsibility	Teachers	71	58.1	80.7	100.0	0.31	2.24
<b>Section Results:</b>			73%					<b>1.88</b>
<b>Supportive Environment</b>								
Safety:								
	Safety	Teachers						
	Safety	Students	84	67.5	82.9	98.3	0.55	
	Safety	Combined	84				0.55	3.20
Classroom behavior:								
	Classroom behavior	Teachers						
	Classroom behavior	Students	86	68.3	82.1	95.9	0.62	
	Classroom behavior	Combined	86				0.62	3.48
●	Social-emotional measure	Teachers	95	86.6	95.2	100.0	0.75	4.00
	Peer interactions	Students	81	58.2	74.4	90.6	0.70	3.80
●	Next-level guidance	Students	92	71.4	83.6	95.8	0.82	4.28
Press toward academic achievement:								
	Press toward academic achievement	Teachers						
	Press toward academic achievement	Students	86	76.3	86.1	95.9	0.51	
	Press toward academic achievement	Combined	86				0.51	3.04
	Personal attention and support	Students	87	69.0	81.8	94.6	0.70	3.80
Peer support for academic work:								
	Peer support for academic work	Teachers						
	Peer support for academic work	Parents	83	68.1	85.5	100.0	0.48	
	Peer support for academic work	Students	60	41.0	61.6	82.2	0.47	
	Peer support for academic work	Combined	72				0.47	2.88
<b>Section Results:</b>			85%					<b>3.56</b>

		Survey % Positive	City Range			Percent of Range	Score
			Bottom of Range	City Avg	Top of Range		
<b>Effective School Leadership</b>							
● Inclusive principal leadership	Parents	97	76.5	88.9	100.0	0.87	4.48
○ Teacher influence	Teachers	55	40.6	71.4	100.0	0.24	1.96
○ Program coherence	Teachers	66	57.0	82.6	100.0	0.22	1.88
○ Principal instructional leadership	Teachers	66	58.2	84.6	100.0	0.18	1.72
<b>Section Results:</b>		71%					<b>2.52</b>
<b>Strong Family Community Ties</b>							
Teacher outreach to parents:							
Teacher outreach to parents	Teachers	80	75.2	89.0	100.0	0.19	
Teacher outreach to parents	Parents	93	76.7	88.1	99.5	0.71	
Teacher outreach to parents	Combined	86				0.45	2.80
Parent involvement in the schools	Parents	56	41.2	61.0	80.8	0.38	2.52
<b>Section Results:</b>		71%					<b>2.68</b>
<b>Trust</b>							
● Parent-teacher trust	Parents	99	84.9	93.1	100.0	0.93	4.72
● Parent-principal trust	Parents	98	84.5	93.7	100.0	0.84	4.36
Student-teacher trust	Students	85	68.5	81.1	93.7	0.66	3.64
○ Teacher-principal trust	Teachers	53	55.0	84.0	100.0	0.00	1.00
Teacher-teacher trust	Teachers	90	75.7	90.9	100.0	0.59	3.36
<b>Section Results:</b>		85%					<b>3.40</b>



**2014-15 School Quality Reports / HS**  
**Targets for 2015-16**

18K617

High School for Innovation in Advertising and Medi

These tables show the values needed in 2015-16 for the school to achieve a rating of Exceeding Target, Meeting Target, Approaching Target, or Not Meeting Target on each metric.

Student Achievement Metrics	2014-15 School Value	2015-16 Targets			
		Not Meeting Target	Approaching Target	Meeting Target	Exceeding Target
<b>Credit Accumulation</b>					
10+ Credits in 1st Year - All Students	75.0%	65.8% or lower	65.9% to 73.8%	73.9% to 79.4%	79.5% or higher
10+ Credits in 1st Year - School's Lowest Third	52.4%	50.9% or lower	51.0% to 62.0%	62.1% to 69.7%	69.8% or higher
10+ Credits in 2nd Year - All Students	73.4%	62.2% or lower	62.3% to 69.7%	69.8% to 75.0%	75.1% or higher
10+ Credits in 2nd Year - School's Lowest Third	50.0%	47.8% or lower	47.9% to 58.4%	58.5% to 65.9%	66.0% or higher
10+ Credits in 3rd Year - All Students	63.7%	65.2% or lower	65.3% to 72.9%	73.0% to 78.3%	78.4% or higher
10+ Credits in 3rd Year - School's Lowest Third	56.0%	49.1% or lower	49.2% to 59.7%	59.8% to 67.1%	67.2% or higher
<b>Regents Performance</b>					
Average Completion Rate for Remaining Regents	44.4%	37.9% or lower	38.0% to 44.8%	44.9% to 49.6%	49.7% or higher
Average Regents Score - English (non-Common Core)*	59.0	66.4 or lower	66.5 to 69.7	69.8 to 72.1	72.2 or higher
Average Regents Score - English (Common Core)*	72.0	69.2 or lower	69.3 to 73.0	73.1 to 75.7	75.8 or higher
Average Regents Score - Living Environment*	62.0	61.2 or lower	61.3 to 64.9	65.0 to 66.9	67.0 or higher
Average Regents Score - Global History*	62.0	57.9 or lower	58.0 to 61.4	61.5 to 64.9	65.0 or higher
Average Regents Score - US History*	66.0	65.3 or lower	65.4 to 69.3	69.4 to 72.1	72.2 or higher
Average Regents Score - Algebra I (Common Core)*	55.0	57.0 or lower	57.1 to 59.9	60.0 to 64.9	65.0 or higher
<b>Graduation / Non-Dropout</b>					
4-Year Graduation Rate	80.3%	61.9% or lower	62.0% to 69.0%	69.1% to 74.1%	74.2% or higher
6-Year Graduation Rate	77.5%	67.9% or lower	68.0% to 73.5%	73.6% to 77.4%	77.5% or higher
4-Year Non-Dropout Rate	86.4%	80.8% or lower	80.9% to 85.1%	85.2% to 88.1%	88.2% or higher
6-Year Non-Dropout Rate	78.8%	71.9% or lower	72.0% to 76.8%	76.9% to 80.3%	80.4% or higher
<b>College and Career Readiness</b>					
College and Career Preparatory Course Index	63.6%	24.0% or lower	24.1% to 36.1%	36.2% to 44.6%	44.7% or higher
4-Year College Readiness Index	27.3%	8.1% or lower	8.2% to 12.3%	12.4% to 15.2%	15.3% or higher
6-Year College Readiness Index with Persistence	48.8%	36.5% or lower	36.6% to 43.4%	43.5% to 48.3%	48.4% or higher
Postsecondary Enrollment Rate - 6 Months	53.0%	47.9% or lower	48.0% to 56.2%	56.3% to 62.1%	62.2% or higher
Postsecondary Enrollment Rate - 18 Months	58.8%	51.2% or lower	51.3% to 57.4%	57.5% to 61.7%	61.8% or higher

\* Because it is not possible to accurately predict who will take the Regents exams in advance, the table above provides *estimated* targets for the Regents score metrics. These targets will be adjusted based on the students at the school who actually take the exams.

Closing the Achievement Gap Metrics**	2014-15 School Value	2015-16 Targets			
		Not Meeting Target	Approaching Target	Meeting Target	Exceeding Target
<b>Four-Year Graduation Rate</b>					
English Language Learners	50.0%	42.4% or lower	42.5% to 53.2%	53.3% to 60.7%	60.8% or higher
Self-Contained / ICT / SETSS	63.6%	42.8% or lower	42.9% to 54.2%	54.3% to 62.3%	62.4% or higher
<b>Lowest Third Citywide</b>					
Lowest Third Citywide	72.7%	46.3% or lower	46.4% to 57.4%	57.5% to 65.1%	65.2% or higher
Black / Hispanic Males in Lowest Third Citywide	76.9%	40.0% or lower	40.1% to 51.8%	51.9% to 60.1%	60.2% or higher
<b>College and Career Readiness of Students in Lowest Third Citywide</b>					
College and Career Preparatory Course Index	40.9%	15.4% or lower	15.5% to 23.2%	23.3% to 28.7%	28.8% or higher
4-Year College Readiness Index	9.1%	2.4% or lower	2.5% to 3.7%	3.8% to 4.9%	5.0% or higher
Postsecondary Enrollment Rate - 6 Months	38.2%	24.3% or lower	24.4% to 33.0%	33.1% to 39.1%	39.2% or higher

\*\*To earn additional points from the Closing the Achievement Gap section on the 2015-16 School Quality Reports, the school must meet the targets below and have a population percentage (of the relevant high-need group) that is not more than one standard deviation below the citywide average.

Supportive Environment Metrics	2014-15 School Value	2015-16 Targets			
		Not Meeting Target	Approaching Target	Meeting Target	Exceeding Target
Percentage of Students with 90%+ Attendance	62.9%	51.5% or lower	51.6% to 59.9%	60.0% to 69.9%	70.0% or higher
Movement of Students with Disabilities to Less Restrictive Environments	0.68	0.47 or lower	0.48 to 0.61	0.62 to 0.72	0.73 or higher