

CHAMPION

-CHARTER SCHOOL-



Letter of Intent

January 17, 2012

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Date of Submission: January 17, 2012

I. Application Information

a. Lead Applicant Information:

Curt Courtenay

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b. Media Contact:

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Media Contact (Spanish):

Jirzia Blackman

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c. Members of the Applicant Founding Group:

| Name of Member | Description of Experience | Prospective Role |
|--|---|---|
| Bishop Curt Courtenay BA Theology | Curt Courtenay is a highly experienced in business management, financial planning, and organizational leadership. He is the CEO and founder of Emmanuel Christian Cultural Fellowship and Joshua Builders Inc. He currently serves as the overseeing Bishop of the Emmanuel Church of God. | Lead Applicant |
| Ralph T. Grant, Jr. Ph.D. MBA, MBA, Ph.D. Vice President, Somerset College Newark Center Somerset Christian College Newark | Ralph T. Grant, Ph.D. has served as Distinguished Professor of Management at the New Jersey Institute of Technology; a Consultant Trainer for the Leaguers, Inc., Head Start Program of Newark, NJ; “Life Skills” Director of External Degree Programs for Columbia Union College, Takoma Park, Maryland through Home Study International; Facilitated the Newark, New Jersey cluster; Served as Director of UWW (University Without Walls) educational offering at Shaw University. He currently serves as the Vice President of Somerset Christian College, Newark, New Jersey. | Board Member |
| Jirzia Blackman. MSW, Social Worker III, Supervisor, Care Coordinator | Jirzia Blackman has served as an Executive Administrative Assistant, a Clinical Social Worker and the Intern-After School Program Coordinator for the Jewish Board Family and Children Services; a Medical Social Worker II in the Infectious Disease Clinic, Per-diem Inpatient Medical Social Worker, General Medicine, and currently Social Work III, Supervisor, and Care Coordinator at the Elmhurst Hospital Center. | Founding Group/Bilingual Social Worker |
| Shirley Walker, Entrepreneur | As a Board Member of CADMA & CAMBA, Ms. Walker facilitates and oversees the approval for activities and functions that serve business merchants in the Brooklyn community. Holding a Doctorate of Hair Design from the National Institute of Cosmetology in New York, Mrs. Walker established Great Hair Expectations (Salon). | Board Member |
| Jean Austin, BS Marketing | Jean Austin has extensive experience in banking and finance. She served as an; Associate Director of The Ritz-Carlton Golf & Spa resort, Rose Hall, Jamaica and currently serves as the Events Manager at HSBC Bank. | Board Member |
| May J. Richardson, BA Early Childhood Education | May Richardson served for over 20 years as the Director of Administration and New York University; and served as Director of PHP Outreach Day Care Center. She currently serves as the National Supervisor and as a Trustee/Board Member of PHP International Outreach. | Board Member |
| Sylvia G. Kinard Juris Doctorate BA of Economics | Sylvia Kinard has served as the Senior Legislative Attorney for the City Council of New York and Assistant Commissioner/Deputy Counsel of the NYS Division of Housing. She worked as an affordable housing developer for the Faith Center, Seedco and the Concord Community Development Corporation. She has lectured in real estate development, non-profit management and public administration at New York University and Medgar Evers College where she currently serves as the Affirmative Action Officer. | Board Member |

d. Replication or Network Information: Not applicable—the school is not a replicated school.

e. Application History:

In January 2011, Emmanuel Charter School applied to the New York State Education Department. The former application was intended to be approved for opening the 2012-2013 school year, with grade levels starting at Kindergarten to 1st Grade. However, that application was declined.

The applicants have since corrected the deficiencies of its initial proposal and now submit the present proposal with a new school name and grades for consideration and review.

II. Proposed Charter School Information

a. Proposed School Name: Champion Charter School

b. Proposed School Location: 1365 Flatbush Ave. NYC CSD 22

c. Projected Grade Levels and Enrollment:

i. Total Grade Levels Served: 6, 7, 8th

ii. Total Projected Enrollment for 5 year term: 300 Students

iii. Maximum Enrollment at growth: 300 Students

d. Proposed Management and/or Partner Organization:

The Charter school will be managed initially by its Board of Directors, who has the responsibility to hire the school’s executive staff and faculty. Prospective community partners include the YMCA Flatbush branch and Brooklyn College, School of Education.

e. Proposed School Mission:

The Champion Charter School’s mission is to focus on the critical middle school years of the student’s educational experience by establishing a strong academic and social bridge between elementary and high school. With a challenging curriculum focusing on English, we will academically equip students to be proficient for their transition into high school. To accomplish this mission, our school will specialize in creative arts such as music, dance, drama, poetry, and crafts as a physically engaging tool. High standards and expectations will be set for all students, which in turn will foster effective social development, self-discipline and teamwork.

III. Target Population:

The catchment area for the Champion Charter School will be Community School District (CSD) 22 (where there is currently no Junior High Charter School). Although CSD 22 is the primary focus, enrollment will be available to other Districts in the Brooklyn Community at large. With a middle school concentration, the focus age will be from 10-14 including English Student

learners and students with Free and reduced price lunch eligibility. Known as one of the most populous counties in the United States, “Kings County’s (which contains Brooklyn)” population equals roughly 2.5 million¹. 65,308 of the 2.5 million are located in the 11210 zip code area (proposed charter location). Within this sector, 5,245 middle school students (age 10-14) will now have the ability to attend a charter school.² Although CSD 22 has been noted as a fairly well performing community being “the last place³” for a charter school, our assessment in the Flatbush area has shown that there is a large number of children who come from immigrant families. These parents may be monolingual with children in need of additional assistance in English, which makes this charter a unique one. The Home Language Questionnaire will be used as a tool to screen entrants in English, Spanish and French (Creole). Receiving training for all ELL students, our staff will create an environment where special need and ELL students are free to express their differences and feel comfortable.



Marketing Plan: Proposed Logo:

The Marketing Plan has been divided into several programs that will foster community awareness and support. Below is a list of the proposed programs:

- 1) Media Broadcasting-** As a sponsor of the charter school in the community, the Emmanuel Church of God will provide the proposed school with a 1 min. commercial slot during their weekly television broadcastings. The church is currently featured every Sunday morning at 9:30 am on Cablevision Television. We will also include radio advertisement on GDR 92.1 FM and newspaper advertisement in local print media outlets such as Caribbean Daylight, Carib News, Brooklyn Paper, Jewish Press and AM New York.
- 2) Social Networking-** A website Interface has been designed and will be launched upon approval of the charter for the purposes of building community support, brand awareness and facilitating student recruitment. Additional marketing platforms include the National Charter School Resource Center, GreatSchools.org, Facebook and Twitter.

¹“Geography and Trivia: Kings County.” <http://brooklyn.com/population.html>.

² “Zip Code 11210.” <http://www.poedit.org/zipcode/11210.html>

³ “Charter school ‘forced’ on District 22 - Community Education Council president calls DOE move ‘a very unnecessary action’” http://www.brooklyndaily.com/stories/2008/44/bay_news_newschartersch10242008.html

3) **Community Outreach**- First, we will travel door-to-door in our Brooklyn neighborhood, to introduce the school to families and answer questions and concerns. Prospective students and their families will be invited to attend events, productions and recreational activities that will be hosted by the founding group. In addition, we will provide transportation for families to sponsored events. The Census Bureau for 2009 has estimated the population of Brooklyn to be 2,567,098 people. Our goal is to reach a minimum of 2% - or 50,000 people through our community awareness programs. Community outreach will include English, Spanish and French translators to ensure accurate communication)

IV. Public Outreach and Community Support

a. Public Outreach:

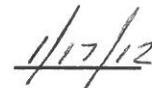
- i. YMCA
- ii. Senator Kevin Parker
- iii. Assembly Women Roda Jacobs
- iv. Brooklyn College, School of Education
- v. Emmanuel Church of God

b. Initial assessment

- i. Signatures of Commitment. One hundred (100) signatures have been acquired from parents in the Brooklyn Community who agree to support, promote, and devote their selves to the establishment of the Champion Charter School.



Signature of Lead Applicant or Authorized Representative



Date