

PHASE I: Letter of Intent

Created Friday, February 06, 2015

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Applicant groups and Existing Education Corporations interested in submitting an application to establish Regents-authorized charter schools are asked to complete this brief information sheet. The Department will use this information to plan and coordinate peer review panels with appropriate expertise to evaluate all application materials.

Please indicate whether an Applicant Group or an Existing Education Corporation is submitting this Round 1 Letter of Intent.

Applicant Group LOI to establish a single, brand new charter school

Proposed Charter School Name

(Please write out the formal and full name for the school you proposed, and include the words "charter" and "school" in the proposed name(s)).

School Name	ROC Charter School
Grades Served (K-5, .6-8, 9-12, etc.) During Initial Term	7-12
Number of Students During Initial Term	90

Proposed or Current Board Chair and Public Contact information, including mailing address, phone number, and email address.

(The entire chart may not be visible on your screen. Use the "tab" key to move from column to column. The first column will remain static as you do so).

	First and Last Name	Best Phone Number (###-###-####)	Email Address
Proposed/Current Board Chair	Peter Kozik	[REDACTED]	[REDACTED]
Public/Media Contact Person	Peter Kozik	315-380-9721	pkozik@keuka.edu

If available, please provide the URL to the website established for the proposed school or existing education corporation.

(No response)

Proposed Management and/or Partner Organization(s), such as a charter or educational management company or a university, academic program partner, or whole school change partner.

(See pages 45-46 of the application kit for definitions and guidance as only "substantial" partnerships should be listed here).

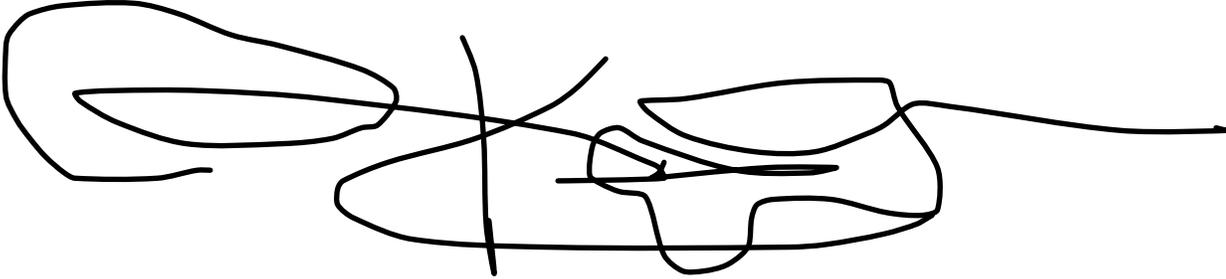
Proposed Management Company
Partner Organization 1
Partner Organization 2

Lead Applicant(s) Signature and Date

Use your PC mouse or your mobile device stylus to sign your name below.

Lead or Co-Applicant listed in section c above.

(Internet Explorer may not support this feature. Open the portal using Google Chrome, Firefox, or Safari).

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Date Signed (Lead or Co-Applicant)

2015/02/06

Thank you for completing this survey so that the Department may plan its review panel accordingly.

New York State Education Department
Charter School Office
89 Washington Avenue, Room 471 EBA
Albany, New York 12234
February 10, 2015



To Whom It May Concern:

On behalf of the Applicant Group of ROC Charter School, I am honored to submit this letter to the Charter School Office of the New York State Education Department, expressing our intent to submit an application to establish a New York State Charter School.

I. Applicant Group Information

- A.** Requested information for all members of the applicant group including initial proposed Board of Trustees is provided in Table A.
- B.** Specific current or prospective roles that each member will hold in relation to the proposed charter school is outlined in Table A.
- C.** Public contact: Dr. Peter Kozik; Phone: 585-642-8009; E-mail: info@ROCcharter.org
- D.** Applicant history: The entity now known as ROC Charter School (ROC) has no current application history. The majority of the applicant group was previously engaged in an application known as the Greater Works Charter School (GWCS). GWCS submitted Letters of Intent and prospectus' in 2010, 2011, 2012, 2013 and 2014 respectively. The 2014 application was accepted and the former GWCS founding group was invited to a capacity interview in September, 2014 after which the proposed school was approved to open in November, 2014; opening effective July, 2015. The original founder was asked to rescind his founding status due to inconsistencies found on his resume, and as a result, ultimately the school was asked to withdraw from opening. We have worked with consultants, strengthening our understanding of the requirements for a strong application, and continue to develop our understanding of the process of writing a valuable charter proposal that will reach our children in Rochester. We continue to develop our applicant group/Board of Trustees, and regularly network to make the community aware of our mission, and seek and conduct community outreach.

II. Proposed Charter School Information

- A. Proposed school name:** ROC Charter School
- B. Proposed school location:** Rochester City School District (Downtown Rochester) aka RCSD
- C. Planned grades and enrollment**
- a. Year 1 (2016-17): Grades 7; 96 students
 - b. Year 2 (2017-18): Grades 7-8; 192 students
 - c. Year 3 (2018-19): Grades 7-9; 288 students
 - d. Year 4 (2019-20): Grades 7-10; 384 students
 - e. Year 5 (2020-21): Grades 7-11; 480 students
 - f. Year 6 (2021-22): Grades 7-12; 576 students
- Grade and class sizes: There will be 96 students in each grade and 24 students or less in each classroom. Upon graduation we would anticipate a 2022 class of 85-88 students based on attrition from the original group.
- D. Proposed Management and/or Partnership Organizations:** This request not applicable.

E. Proposed school mission: The mission of the ROC Charter School is to foster a respectful, secure, learner-centered community focused on personal growth for its students. ROC supports every student in making responsible choices; to realize lives of meaning and self-worth. ROC provides the knowledge and skills necessary to enable each student to graduate prepared for career or college, and to become a resourceful, contributing member of society.

F. School overview: ROC Charter School has formulated key design features for learners that will provide them with a unique and feasible educational opportunity. It is through these design features that learners will master and develop confidence in their educational goals, graduate with a New York State Regents diploma prepared for career or college, and become productive members of society. The school's key design elements will include a longer school day and school year; a rigorous academic program and responsive social emotional curriculum with high standards and expectations that are supportive and personalized, with meaningful and relevant learning; arts and technology integration across academic content, providing a hands-on approach and engaging all learning styles; ongoing professional development, teacher mentoring, strong instructional leadership and peer coaching; ongoing monitoring, accountability and assessment; individual learning plans; collaborations with local social services agencies, employers, educational opportunity center, and an arts organization; a restorative justice approach to discipline and more that will be detailed in our full application. Together the school's key design elements will be put into action to create a safe and supportive learning environment that will prepare all students for college, work, and life. ROC Charter School will improve student learning and achievement and increase learning opportunities for all students with special emphasis on students with disabilities, English language learners, and students who qualify for the free and reduced price lunch program.

G. Target Population/Community Served: The school's target population is all students in the City of Rochester (including students with disabilities, English language learners, and students who qualify for the free and reduced price lunch program) who have the desire to graduate from high school and become a self-sufficient and contributing member of society. ROC Charter School will recruit students from throughout Rochester. RCSD is the third largest urban school system in NYS. The district's student enrollment is comprised of 61% African-American, 25% Hispanic, 10% White, 3% Native American/Asian/East Indian & other minorities. Approximately 11% of the district's enrollment is made up of English Language Learners (EL) and 18% of enrollment is made up of students with disabilities or special needs. 85% of the student population is considered economically disadvantaged.

<http://data.nysed.gov/enrollment.php?year=2013&instid=800000050065A>

Approximately 79.3% of RCSD's students are eligible for federally free or reduced price lunch. This makes the RCSD the poorest big-city school district in the state. Graduating more students and enabling them to become resourceful, contributing members of society is imperative and will contribute to the Rochester region's economic growth.

<http://www.actrochester.org/children-youth/family-support/children-poverty>

H. Replication of High Quality School Models: N/A

III. Enrollment and retention of students with disabilities, English language learners, and students who are eligible applicants for the free and reduced price lunch program.

a. ROC Charter School has targeted students within RCSD in its mission. ROC will seek out and enroll students regardless of race, creed, ethnicity, disability, national origin, sexual identity, or socio-economic background. We will enroll 96 students in grade 7 in our first year. Once a

charter has been awarded, ROC Charter School will develop and implement numerous recruitment efforts to find, recruit, and enroll students. These methods for recruiting students will include:

- Collaborating with local print and electronic media outlets widely available throughout the community at libraries and recreation centers (i.e. Minority Reporter, City News, La Voz, Democrat & Chronicle, etc.) as well as several television stations where connections with reporters have been made
- Utilizing local radio shows (including stations whose audience includes those speaking languages other than English) whose audiences reflect the demographic of students in the City of Rochester
- Collaborating with Monroe County and the City of Rochester to provide applications and information to neighborhood organizations, clubs, agencies (Monroe County Youth Bureau, Rochester Compeer, Big Brothers Big Sisters, Center for Youth, Boys and Girls Club, Volunteers of America, Threshold, etc.) and local churches and religious groups. Admissions materials and applications will be made available at the offices of these organizations
- Board members and ROC Charter School leaders are well versed in the school's design elements, vision and mission and have presented and will continue to present at meetings, community centers, media events, etc
- Presence outside sixth grade graduation ceremonies in the RCSD in 2015 so they become aware of ROC to prepare for enrollment in 2016;
- Active involvement in the 2016 School Choice Fair, facilitated by the Rochester City School District in January 2016 and other related school fairs and public events (The Lilac Festival, Public Market, Malls, etc)

Further development of our website and other social media (i.e. Twitter, Facebook, etc.) will be a critical component of our success. Our recruitment efforts will be focused in several high youth concentration areas including libraries, community centers, churches, youth events, the downtown area and more. Information about ROC Charter School will be presented in a neutral fashion, offering students who are interested and their families a school brochure along with an admissions application. If these students appear interested, in addition to the school information provided, a representative will collect their contact information from willing participants and provide follow-up. The students' interest and contact information will be recorded for future reference and further contact.

b. ROC Charter School will utilize several strategies to recruit and retain students with disabilities at a rate comparable to or greater than the percentage of the RCSD (18 percent). Recruitment efforts will include: (a) distribution of brochures highlighting information about the school and our school's special education program, (b) outreach to local programs and agencies (The Center for Disability Rights, Developmental Disabilities Services through Catholic Charities, Association of Retarded Citizens of Monroe County, Learning Disabilities Association, the Urban League, and Youth Advocacy Programs) where we will request opportunities to provide ROC Charter School information during meetings and events hosted by these organizations. In addition, we will seek to collaborate through the Rochester Institute of Technology National Institute for the Deaf in identifying outlets for the deaf community and

students who may want to consider attending ROC Charter School. ROC will endeavor to provide sign language interpreting services for informational meetings as the situation warrants. During the application process and meetings about the school, we will clearly identify the special education services that will be available at ROC, including co-taught classes with certified special education teachers and teaching assistants working in collaboration with general educators; (c) provide connections to ROC school leaders and special education teachers for parents of students with disabilities and their children who express an interest in ROC and need more information how ROC might meet the needs of their child. Students with disabilities will be retained at ROC through an exemplary, evidence based special education program focused student strengths and interests supported by regular advisement and on an adherence to the goals and objectives of the IEP within an inclusive setting supported by the necessary services. ROC will retain a comparable number of enrolled students with disabilities to that of the RCSD and to realize a high degree of parent satisfaction.

c. To reach English Language Learners (ELs), ROC will work with the Rochester community and with the RCSD to identify the major languages spoken in the schools other than English. Once this information has been gathered and considered, ROC will then connect to students within areas of highest EL concentration in the City of Rochester to provide information about ROC Charter School to potential students and their families in those areas in their languages. ROC will work with local clergy whose congregations are non-English speakers to provide brochures and application materials. In addition, ROC will provide outreach in the form of events and the distribution of materials in different cultural centers, such as the Puerto Rican Youth Development Center, American Action League and Urban League, etc. Native speakers, interpreters or translators will be available to facilitate these events such as those for recruitment and open houses prior to and during the enrollment process. ELs will be retained through a flexible, culturally responsive curriculum focused on building communication and academic competency through flexible and personalized learning. Arts and technology integrated at ROC will help to implement methods that tap into a variety of learning styles and intelligences that may be represented among the EL population at the school. ROC will focus its efforts in the same way on students with disabilities and gifted students by providing a strength-based program developed through the clear development of multiple intelligences and student learning preferences, a positive and appreciative community, and mindful, realistic goal setting. These emphases along with our other key design elements like co-teaching and advisory and a supportive and dedicated staff will also allow ROC to retain EL students and lead them to greater mastery and to academic success. Additional detailed information about our school's recruitment and retention strategies for vulnerable populations of learners will be included in ROC's full application.

d. ROC will seek to recruit and attract students who are eligible applicants for the free and reduced price lunch program (low SES) by connecting information about ROC to social service agencies such as the Hillside Family of Agencies, The Monroe County Bureau for Youth the Judicial Process Commission, Compeer, the Advocacy Center, Life Span, Best In Class, Generation 4, Women Helping Girls, Genesee Mental Health, Success Pathways, 211 Lifeline, the Coffee Connection, Step by Step and the Volunteers of America WNY, as well as local churches and food pantries. ROC trustees and founding group members will establish a presence in low SES communities in Rochester through Boys and Girls Clubs, local libraries, and community events and meeting places where information about ROC and the opportunities it offers can be distributed. An important component of retention will also include strong

mentoring with continual communication and involvement of parents and mentors. Low SES students will be retained through its personalized, strength-based, and mastery focused approach to learning. Low SES students will benefit from Individualized Learning Plans, blended learning, close connections with school staff through regular advisory, co-taught classes, and a learning environment that emphasizes respect and responsibility that fosters belonging, independence, generosity and mastery.

IV. Public Outreach and Community Support

a. The Applicant Group of ROC Charter School has formed strong community connections through their journey to provide the Rochester area with a unique learning experience. We as a group plan on continuing these relationships in hopes to gain a wider group of support. As of today, the ROC Charter School has not held any formal public community meetings. Meetings will be held in the near future and the Applicant Group has been involved in previous charter school public community meetings with GWCS, along with hosting public forums on education and parent suggestions and concerns. ROC Charter school's founding group has had representatives at several community events to help spread the word about ROC Charter School. To date, ROC Charter School Applicant Group has had representatives at the Finger Lakes Independent Higher Education Forum, held at Roberts Wesleyan College on October 14, 2014; Rochester Mentoring Summit, held at Monroe Community College on January 22, 2015; as well as an Evening of Art and Jazz held at City Hall's Link Gallery on February 5, 2015. In addition to community events, ROC will be launching a social media campaign to reach out potential students and their families and to keep the community updated on the process of opening the school. www.ROCcharter.org has been launched and is under construction. Soon to follow will be a corresponding Facebook and Instagram page. We have also set up a community feedback line (585-642-8009) and email info@ROCcharter.org to keep the lines of communication open between the community and the founding group.

b. The Applicant Group of ROC has informally assessed parent interest at meetings the Applicant Group has attended. Rochester is a city where the recognition of the need for alternatives to the city's public schools has taken hold and charter schools are viewed favorably. Parents to whom the Applicant Group has spoken believe another charter school would benefit the community and have expressed a keen interest in the former GWCS, and now ROC. Before asking that their charter be rescinded, the Trustees for GWCS had already encountered 20 families who had expressed interest through social media about enrolling their children in the school that had been chartered and approved to open. Through networking, our analysis is that both the climate in this community as well as the positive response to our moving forward received thus far indicates that ROC will be able to reach its anticipated enrollment with a 2016 opening.

Respectfully submitted,



Peter Kozik

Assistant Professor, Keuka College

TABLE 1: APPLICANT GROUP INFORMATION

*Minimum of 5 members must be designated as trustees.

Applicant Group Member Name/ Email Address	Current Employment	Relevant experience/skills and role on applicant group (Key Words)	Proposed role(s) (if any) Trustee, Employee or None	Proposed position on the board (e.g. officer, trustee, or constituent representative)	Length of initial term	Voting member Yes/No
Peter Kozik [REDACTED]	Keuka College	Educator, Former School Administrator, Founding Group Member, Assistant Professor of Education, Keuka College	Trustee	Trustee	3 years	yes
Roberta Favitta [REDACTED]	Copier Fax Business Technologies Inc	Operations, Banking, Marketing, Sales, Management. Results oriented, year over year top performance. Recruiting, developing, training, coaching, inspiring talent, exceeding expectations. Communication and presentation skills. Passionate, dedicated, driven to succeed. Committee Chair and Board Member Gates-Chili Chamber of Commerce. Former Corporate Campaign Coordinator on behalf of the United Way. Volunteer Big Brothers Big Sister mentor. Applicant Group	Trustee	Trustee	1 years	yes

		Member.				
Asfa Sill [REDACTED]	Action for a Better Community Head Start Program	Assistant School Director, ensure implementation of performance standards, regulations and standards set by the NYS department of education. training, supervision, and guidance of selected staff and recruitment. Collaboration with human resources on a consistent basis. Ensure school maintain proper adult-child ratio at all times. Conduct regular monitoring to ensure that program policies and procedures are being followed. Monitors and oversees implementation/completion of all site-specific activities, reports documentation according to program, agency, funder and licensing requirements.	Trustee	Trustee	2 years	yes
Bonni Thousand [REDACTED]	University of Rochester	Administrator - Fiscal Administration, Operational Administration, Personnel Management; Higher Education; Volunteer Management and Board Liaison; Program Development; Non-Profits; Banking;	Trustee	Trustee	3 years	Yes

		Advancement/Fundraising; Community Outreach; Event Planning; Data Analysis; Staff Development and Training; Negotiation; Procurement; Mentoring Staff and Youth; Former United Way Campaign Coordinator for Non-Profit Agency; Current Young Leader Representative on United Way Campaign Cabinet; Applicant Group Member.				
Christie Weidenhamer [REDACTED]	CHE Senior Psychological Services	Licensed mental health counselor for children/adolescents and the elderly, substitute teacher, supervisor of mental health counselors, educational consultant, teacher, business owner, chairperson of the New York Mental Health Counseling Association's professional development program	Trustee	Trustee	2 years	yes
Emily Robbins [REDACTED]	Barry York Insurance	Founding Group Member	Trustee	Trustee	3 years	yes
Chiya Glenn [REDACTED]	Mary Cariola Children's Center	Founding Group Member, Early Childhood Educator, currently pursuing BSW	N/A	N/A	N/A	no