



PHASE I: Letter of Intent

Last updated: 06/23/2015

Basic Contact and Application Information

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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	596

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	315-380-9721	pkozik@keuka.edu
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)

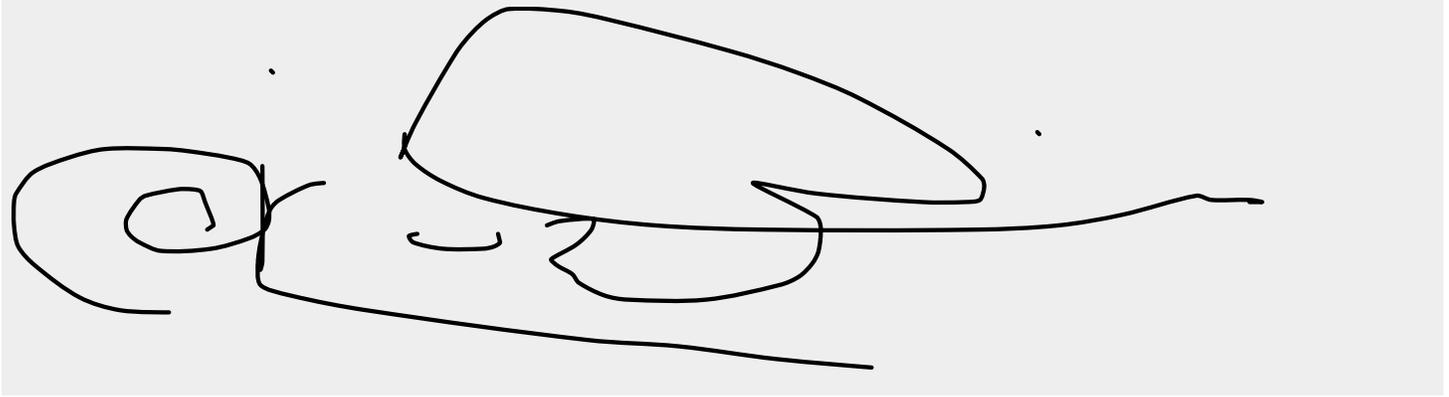
Proposed Management and/or Partner Organization(s), such as a charter or educational management company or a university, academic program partner, or whole school change partner.

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

Proposed Management Company	(No response)
Partner Organization 1	(No response)
Partner Organization 2	(No response)

Proposed Board Chair Signature

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



Date

2015/06/23

Thank you for completing this form.

New York State Education Department
Charter School Office
89 Washington Avenue, Room 471 EBA
Albany, New York 12234
June 23, 2015

To Whom It May Concern:

On behalf of the Applicant Group of ROC Charter School (ROC-CS), 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 Trustee 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 known as ROC-CS provided a letter of intent (LOI) to the charter school office at NYSED on February 23, 2015. The LOI was unaccepted due to a lack of evidence of parental and community support. This evidence has been provided herein (IV, b). The majority of the founding group was previously engaged in an application known as the Greater Works Charter School (GWCS). GWCS submitted a LOI 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. The proposed school was approved in November, 2014 with a tentative opening date of July, 2015. The original founder was asked to rescind his founding status due to inconsistencies found on his resume. Due to these inconsistencies, GWCS withdrew its application. Since this unfortunate situation, 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 serve the children and adolescents in the Rochester area. We continue to develop our founding group/board of trustees. We continually strive to 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 (ROC-CS)

B. Proposed school location: Rochester Colgate Crozer Divinity School located at 1100 South Goodman Street, Rochester, NY 14620, located in the Rochester City School District (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: 96 students in each grade and 22 students or fewer in each classroom. The 2022 cohort group is anticipated to be a class of 85-88 students based on attrition from the original group.

D. Proposed Management and/or Partnership Organizations: N/A

E. Proposed school mission: The mission of the ROC-CS is to foster a respectful, secure, learner-centered community focused on personal growth for its students. ROC-CS supports every student in making responsible choices; to realize lives of meaning and self-worth. ROC-CS 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-CS 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 Regents diploma, and become resourceful, contributing members of society. The school's key design elements will include a year round school year; a rigorous academic program and responsive social emotional curriculum with high standards and expectations that are supportive and personalized; arts and technology integration across academic content; ongoing professional development, teacher mentoring, strong instructional leadership, and peer coaching; ongoing monitoring, accountability, and assessment; individual learning plans (ILP); collaborations with local social services agencies, employers, educational opportunity center, and an arts organization; and a restorative justice approach to discipline. 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-CS will improve student learning and achievement and increase learning opportunities for all students including students with disabilities, English language learners (EL's), and students who qualify for the free and reduced price lunch program (low SES).

G. Target Population/Community Served: The school's target population is all students in the City of Rochester (including students with disabilities, EL's, and students with low SES) who have the desire to graduate from high school and become a resourceful and contributing member of society. ROC-CS 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 EL's and 18% of enrollment is made up of students with disabilities or special needs. 85% of the student population is considered economically disadvantages (<http://data.nysed.gov/enrollment.php?year=2013&instid=800000050065>). 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, EL's, and students who are eligible applicants with low SES.

a. ROC-CS has targeted students within RCSD in its mission. ROC-CS 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-CS 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.
- ROC-CS leaders/applicant group are well versed in the school's design elements, vision and mission. The team has presented at meetings with community, school and local business leaders, community centers, and libraries. The team will continue to see opportunities to present within the community.
- Presence outside sixth grade graduation ceremonies in the RCSD in 2016 so they become aware of ROC-CS to prepare for enrollment in 2016.
- Active involvement in the 2016 School Choice Fair, facilitated by the RCSD in Jan. 2016 and other related school fairs and public events (The Lilac Festival, Public Market, etc.).
- Further development of our website and other social media (i.e. Facebook, Instagram, LinkedIn, Twitter, 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, door-to-door canvassing, and more. Information about ROC-CS will be presented in a neutral fashion, offering students who are interested and their families a school brochure and a one-page admissions application in English or Spanish. If these parents/students are interested, a representative may collect their contact information and provide follow-up. The students' interest and contact information will be recorded for future reference and further contact.

b. ROC-CS will utilize several strategies and 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 in English or Spanish, highlighting ROC-CS's special education program, (b) outreach to local programs and agencies (including: The Center for Disability Rights, Developmental Disabilities Services through Catholic Charities, Learning Disabilities Association, the Urban League, Youth Advocacy Programs, etc.) where we will request opportunities to provide ROC-CS information during meetings and events hosted by these organizations. In addition, we will seek to collaborate through the Rochester Institute of Technology's National Institute for the Deaf in identifying outlets for the deaf community and students who may want to consider attending ROC-CS. ROC-CS will provide sign language interpreting services for informational meetings as the situation warrants. During the application

process and meetings about the school, the special education services at ROC-CS will be outlined, including co-taught classes with certified special education teachers and teaching assistants working in collaboration with general educators; (c) provide connections to ROC-CS school leaders and special education teachers for parents of students with disabilities and their children and how ROC-CS might meet the needs of their child. Students with disabilities will be retained at ROC-CS through an exemplary, highly engaging, evidence based special education program that focuses 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-CS 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 ELs, ROC-CS will work with the Rochester community and with the RCSD to identify the major languages spoken in the schools other than English. ROC-CS will then work within areas of highest EL concentration in the City of Rochester and provide information about ROC-CS to the potential students and their families in those areas in their languages. ROC-CS will work with local clergy whose congregations are non-English speakers to provide brochures and application materials. In addition, ROC-CS will provide outreach in the form of events and the distribution of materials in different cultural centers, such as Ibero, 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-CS 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-CS 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, and 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-CS to retain EL students and lead them to greater mastery and to academic success.

d. ROC-CS will seek to recruit and attract students who are eligible applicants for the free and reduced price lunch program (low SES) by connecting with information about ROC-CS to social service agencies including but not limited to the Hillside Family of Agencies, The Monroe County Bureau for Youth, the Judicial Process Commission, Compeer, the Advocacy Center, Lifespan, 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-CS trustees and applicant 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-CS 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 ILP's, 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 founding members of ROC-CS have formed strong community connections through their journey to provide the Rochester area with a unique learning experience. We plan on continuing these relationships in hopes of gaining a wider level of support. ROC-CS's applicant group has held multiple formal public community meetings, and will continue to hold regular meetings throughout the application process. ROC-CS's applicant group has had representatives at numerous community events to help spread the word about ROC-CS. To date, ROC-CS's founding members have had representatives at the following venues (for a complete list, refer to Table B). Finger Lakes Independent Higher Education Forum at Roberts Wesleyan College, October 14, 2014; Rochester Mentoring Summit, at Monroe Community College, January 22, 2015; an Evening of Art and Jazz at Rochester's City Hall's Link Gallery, February 5, 2015 for Black Heritage Month; Food Tasting at Rochester City Hall's Link Gallery, February 20, 2015 for Black Heritage Month; the Annual Diversity Conference at the University of Rochester, April 16, 2015; 1st Annual Best Practices Conference sponsored by the Rochester City School District, May 2, 2015; Upper Mount Hope Neighborhood Association, May 18, 2015; Rochester Business Alliance-Networking with Bob Duffy May 19, 2015; Rochester Board of Education meeting and Metro Justice Rally May 28, 2015; Family Affair in the Park sponsored by the Rochester City School District's Office of Parent Engagement May 30, 2015; Head Start Fun Day/Moving Up, June 11, 2015; Latino Parent Conference sponsored by the Rochester City School District's Office of Parent Engagement, June 13, 2015; and Hope Hall June 15, 2015. In addition to community events, once approved for a full application, ROC-CS will continue to post on social media sites and send out email blasts to reach out to potential students and their families. We have collected over 200 signatures supporting the creation of ROC-CS and have nearly 200 additional verbal supporters willing to come forward as needed. The purpose is to keep the community updated on the status of the school. Our website is www.ROCcharter.org, community feedback line (585-642-8009), and email info@ROCcharter.org were developed to keep the lines of communication open between the community and the founding group.

b. In addition to the events attended in a.), the founding group of ROC-CS has informally assessed parent interest at meetings the founding group members have attended. The founding group members have attended and presented our plan for the ROC-CS. These presentations and vendor table events occurred at Phillis Wheatley Library May 2, 2015; Unity Neighborhood Association Meeting May 19, 2015; a Head Start event May 27, 2015; and the Rochester Public Market May 30, 2015 and June 6, 2015. At these meetings the applicant group has solicited feedback from parent and community members to assist in designing the school to meet the needs of the community. Parents and community members have provided very insightful feedback that has helped to drive the programming of the ROC-CS. The future application will be outlining that community driven programming needs. 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. The ROC-CS's founding group has met with the RCSD Superintendent's Office to discuss collaborating if the application were to advance. Parents to whom founding members have spoken believe another charter school would benefit the community and have expressed a keen interest in ROC-CS. Our analysis is both the climate in this community as well as the response thus far indicates that ROC-CS will be able to reach its anticipated enrollment with a 2016 opening.

Date	Title of Event	Sponsor	
2/5/2015	Leadership Competencies	Medaille Business Institute	
2/5/2015	Black Heritage Month-An Evening of Art & Jazz	City of Rochester	
2/12/201	Chamber of Commerce	Gates-Chili	
2/20/201	Black Heritage Month-Food Tasting	City of Rochester	
3/17/201	Networking Event	Moxxie	
3/19/201	Networking Event	Union Street Professionals	
3/24/201	Networking Luncheon		
4/16/201	Networking Event	Rochester Business Alliance (RBA) & SCORE	
4/16/201	Networking Event	Rochester Tool & Manufacturing Association (RTMA)	
4/16/201	Annual Diversity Conference	University of Rochester	
4/18/201	Networking Event	Pink Place (Mary Kay)	
4/21/201	Networking Event	Moxxie	
4/21/201	Networking Event	North East Charter Network	
4/23/201	Sporting Event	West Irondequoit Track Meet	
4/24/201	Networking Event	Java Joe's	
4/24/201	Meeting with Justin Kwaisa	North East Charter Network	
4/29/201	Networking Luncheon	Veterans Business Council	
4/29/201	Open House	Rochester Business Alliance (RBA)	
4/30/201	Awards Banquet	Gates-Chili	
5/2/2015	Best Practices Summit	Rochester City School District	
5/2/2015	Phillis Wheatley Library	ROC Charter School	
5/3/2015	Picnic	Trinity Church	
5/5/2015	Theatre	Jewish Community Center (JCC)	
5/6/2015	Tour of Klein Steel	Rochester Business Alliance (RBA)	
5/6/2015	Seminar-Cloud Security	Rochester Business Alliance (RBA)	
5/7/2015	Mega Mixer	Chamber	
5/13/201	50th Anniversary Celebration	SCORE	
5/16/201	Theatre	Jewish Community Center (JCC)	
5/18/201	Community Meeting	Upper Mount Hope Neighborhood Association	
5/19/201	Networking with Bob Duffy	Rochester Business Alliance (RBA)	
5/19/201	Networking Event	Moxxie	
5/19/201	Community Meeting	Unity Neighborhood Association Meeting	
5/21/201	Professional Quality Committee Meeting	Volunteers of America (VOA)	
5/21/201	Networking Event	Rochester Tool & Manufacturing Association (RTMA)	
5/27/201	Family Event	Head Start	
5/28/201	Board of Education Meeting/Metro Justice Rally	Rochester City School District	

5/30/201	Public Market	City of Rochester/ROC Charter School	
5/30/201	Family Affair in the Park	Rochester City School District-Office of Parent Engagement	
5/30/201	No Ordinary Love: 1st Annual Fashion Show & Showcase		
6/6/2015	Public Market	City of Rochester/ROC Charter School	
6/7/2015	Block Party		
6/9/2015	Tour of Colgate Divinity Seminary	ROC Charter School	
6/10/201	Breakfast Event	Step by Step	
6/10/201	Tour of Oxford Capital		
6/11/201	Fun Day/Moving Up Ceremony	Head Start	
6/13/201	Latino Parent Conference	Rochester City School District-Office of Parent Engagement	
6/15/201	Partnership Meeting	Hope Hall	
	Blue = Initiated the Program/Event (Presented, vendor, etc.)		
	Red = Participated in Program/Event, Solicited Support		
	Black = Attended and solicited support		

TABLE 1: APPLICANT GROUP INFORMATION

**Minimum of 5 members must be designated as Trustees*

NAME OF APPLICANT GROUP MEMBER	EMAIL ADDRESS	CURRENT EMPLOYMENT	RELEVANT EXPERIENCE, SKILLS, AND ROLE ON APPLICANT GROUP (Key Words)	PROPOSED ROLE (if any) (Trustee, Employee, Consultant, or No Continuing Role)	PROPOSED POSITION ON THE BOARD (e.g., officer, trustee, or constituent representative)	LENGTH OF INITIAL TERM	VOTING MEMBER (YES OR NO)
Peter Kozik	[REDACTED]	Keuka College	Educator, Former School Administrator, Founding Group Member, Assistant Professor of Education, Keuka College	Trustee	Potential Board Chair	3 years	yes
Roberta Favitta	[REDACTED]	Copier Fax Business Techn	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 Member.	Trustee	Trustee	2 years	yes

Asfa Sill		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		University of Rochester	Administrator - Fiscal and Operational Administration, Personnel Management; Higher Education; Volunteer Management/Board Liaison; Program Development; Non-Profits; Banking; Advancement/Fundraising ; Community Outreach; Event Planning; Data Analysis; Staff Development and Training; Negotiation; Procurement; Mentoring Staff/Youth; Former United Way Campaign Coordinator for Non-Profit Agency; Current Young Leader Representative on United Way Campaign Cabinet; Applicant Group Member.	Trustee	Trustee	3 years	Yes

Christie Weidenhamer		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. Committee secretary	Trustee	Trustee	2 years	yes
Chiya Glenn		Mary Cariola Children's Ce	Founding Group Member, parent of two RCSD students, Early Childhood Educator, graduate of Keuka College with BSW	Trustee	Trustee	1 year	yes