

Application: Rochester Excellence Academy Charter School

Brittany Rumph - [REDACTED]
New Charter School Applications

Basic Letter of Intent Information

Completed May 3 2021

Instructions

Please complete the Basic Contact and Application form.

2021 PHASE I: Letter of Intent

Basic Contact and Application Information

New 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 your applicant group is applying as a **New Operator** (that does not operate a Regents-authorized charter school or any charter schools currently) or whether your applicant group is an **Existing Education Corporation** (which operates one or more Regents-authorized charter schools).

New Operator Applicant Group (operating no charter schools at all or in New York or not operating Regents-authorized charter schools)


Proposed Charter School Name

(Please write out the full name of the proposed new charter school, and include the words "charter" and "school" in the name).

Proposed School Name	Rochester Excellence Academy Charter School
Grades Served (K-5, .6-8, 9-12, etc.) During Initial 5 year Term	K-4
Max Number of Students During Initial 5 year Term	375

Please enter the name of the proposed Board Chair (or current Board Chair for existing schools) and the name of the Public/Media Contact person, 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	Laura Smith		
Public/Media Contact Person	Brittany Rumph		

Applications will only be accepted for applicant groups seeking to implement one or more of the following priority school designs (See page 5 of RFP) that align with New York State's Approved ESSA Plan and the strategic priorities of the Board of Regents:

Responses Selected:

- Partnerships with an existing CBO and/or institution of higher education;

List of Key Design Elements

List the key design elements (which are those features of the school that are innovative or unique to the school's mission and goals, are core to the school's overall design, and critical or integral to its success. The design elements may include a specific content area focus; unique student populations to be served; specific educational programs or pedagogical approaches; unique calendar, schedule, or configurations of students and staff; and/or innovative organizational structures and systems. **Approved schools will be accountable for implementation of the key design elements included in their charter.**

1	Rigorous Academics paired with High-Quality Instruction
2	Individualized Supports
3	Character Development through a values-based community
4	Participation in the arts to support academic and social success
5	(No response)
6	(No response)
7	(No response)

If available, please provide the URL to the website established for the proposed school(s).

<https://www.rocexcellenceacademy.org/>

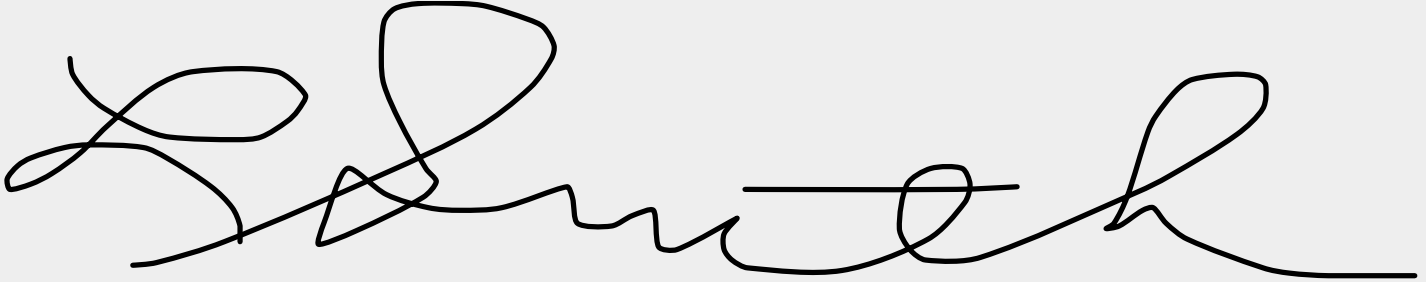
Proposed Management and/or Partner Organization(s), such as a charter or educational management company or a university, academic program partner, or whole school change partner.

(Refer to the application kit for definitions and guidance as only "substantial" partnerships should be listed here).

Proposed Management Company	(No response)
Partner Organization 1	YMCA of Greater Rochester
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

May 3 2021

Thank you for completing this form.

Letter of Intent (6 pages excluding attachments)

Completed May 3 2021

Instructions

Upload only the 6 page Letter of Intent (signed by the proposed board chair) in response to the evaluation criteria. Do NOT exceed

the 6 page limit. Do NOT submit petitions; however, keep for your own records.

Attachments are uploaded separately where indicated.

Rochester Excellence Academy Letter of Intent 2021 - signed

Filename: Rochester Excellence Academy Letter UxMFexH.pdf **Size:** 337.9 kB

Table 1: Applicant Group Information

Completed May 3 2021

Applicant Instructions


Ia. Applicant Group Members: Using **Table 1**, provide the name, contact information, current employment, the current or prospective role, and the relevant experience, skills, and/or qualifications in the proposed school for all members of the applicant group, which includes the initial proposed board of trustees and any known proposed school employees. Table 1 is a fillable table within the portal.

Table 1: Applicant Group Information


Must include a minimum of 5 members proposed as Trustees

Applicant Group Information

The term “applicant group” includes those actively participating in the planning of the application to establish the proposed charter school; those individuals who will comprise the initial board of trustees; and those individuals (if any) who will become school employees. (Employees cannot are not permitted to serve on the Board of Trustees of Regents-authorized charter schools, including as ex-officio members).

	Name/Phone/E mail Address	Current Employment	Relevant Experience/Skil ls and Role on Applicant Group	Proposed Role in School (e.g., trustee, employee, none)	Proposed Position on Board (Officer, Trustee, Constituent Rep)
1	Brittany M. 	Program Director, ROC City Learning Pods	Education	Head of School	Proposed Head of School

2	Vernon [REDACTED]	Finance Director, The Center for Youth Services Inc.	Finance School Business Administration	Trustee	Proposed Treasurer
3	Ashley [REDACTED]	Executive Director, Generation 2	Non-Profit Management Education	Trustee	Proposed Board Vice-Chair
4	Robert [REDACTED]	Development Officer, Health Equity and Inclusion Initiatives, Rochester Regional Health Foundations	Education Fund Development Board Governance	Trustee	Trustee
5	Rashondra [REDACTED]	Principal Court Attorney, State of New York Unified Court System	Legal District-level Representation	Trustee	Trustee
6	Loren [REDACTED]	Program Director, Community Services Division YMCA of Greater Rochester Center for Equity	Education Project Management Community Based Organization Operations	Trustee	Trustee
7	Bonnie [REDACTED]	Associate Partner, Bellwether	Education Policy Project	Trustee	Proposed Secretary

		Education Partners	Management		
8	Aqua 	Executive Director, Rochester Monroe Anti-Poverty Initiative	Project Management Board Governance	Trustee	Trustee
9	Jeffrey 	President, Cobbs Hill Consulting	Project Management Education Policy	Trustee	Trustee
10	Laura 	Chief Operating Officer & Co-founder, UnboundEd	Project Management Finance Education Charter School Operations	Trustee	Proposed Board Chair
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Application History

Identify whether any member of the current applicant group has ever applied to this or another charter entity to open this proposed school or another charter school, either in New York State or outside of New York State. Indicate the date on which the application(s) was/were submitted and to which charter entity; briefly describe the outcome of the charter entity's decision; and provide a concise description of significant modifications made in this application (if applicable).

Our applicant group applied for the charter authorization of Rochester Excellence on May 22, 2020. In response to the feedback provided after our capacity interview, we have focused on board development and community partnerships. We have recruited proposed board members with expertise in finance and education, have focused on board development through activities such as attending charter school board meetings, connected with existing charter school boards, such as Vertus Charter, Academy of Health Sciences, WHIN Community Music Charter, and Mesa Charter to listen and learn, and have attended professional development sessions such as Academic Dashboard Training and School Print Facilities Training. As part of strengthening our partnership with the Greater Rochester YMCA, we have added a representative to our proposed founding board, secured summer programming for our students, and we are in discussion regarding space in their facility to locate Rochester Excellence . While not included in feedback from our initial application, we have also modified our curricular choices to ensure continuity of instruction through remote and hybrid models. Though our curricular choices were modified, no significant changes to our school model have been made.

Table 2: Public Outreach Information

Completed May 3 2021

Instructions

Please click here [Table 2: Public Outreach](#) to download a blank MS Word version of Table 2. Complete and upload as a .PDF document when complete.

[Rochester Excellence Table 2_VF](#)

Filename: Rochester Excellence Table 2_VF.pdf **Size:** 327.5 kB

Attachment 2a: Initial Samples of Public Outreach

Instructions

Provide **ONE** sample of evidence from **each** of the following categories that supports the applicant group's outreach attempts:

1. The group has informed the community about the proposed charter school, including the intended location, the target student population, the grades to be served, and a description of the educational program(s) to be offered;
2. Stakeholders in the community were given the opportunity to provide input into the design of the proposed charter school; and
3. At least one public meeting with stakeholders in the community in the school district in which the proposed charter school is to be located. Reasonable public notice should be provided to community stakeholders.

Samples of evidence may include but are not limited to: a public meeting flyer with sign-in sheet and signatures; minutes of discussions with community parents, stakeholders or organizations and feedback obtained; public awareness campaign materials (emails, social media postings, media, etc.) with documented results; and/or surveys distributed with statistical analysis. For a more complete list of sample evidence, refer to the Public Outreach section of the Full Application. **Please DO NOT submit any signed petitions; keep all petitions for your own records.**

Please be aware that the Board of Regents will not consider an application if the applicant group does not sufficiently demonstrate that the extensive public outreach process described above has been conducted. Since public outreach activities are expected to be ongoing throughout the application review process, additional information about public outreach activities is expected in the Full Application and at the capacity interview with additional input provided throughout the NYSED public comment period.

Rochester Excellence Attachment 2a_VF

Filename: Rochester Excellence Attachment 2a_VF.pdf **Size:** 1.5 MB

Attachment 5a for each Applicant Group Member

Completed May 3 2021

INSTRUCTIONS

See [Attachment 5a-Trustee Background Info Sheet](#)

Please submit one combined .PDF file containing the documentation (Attachment 5a) for all members of the Applicant Group - five of which must be identified as proposed members of the initial board of trustees. If this is what you choose to do, follow these steps:

STEP 1: Collect, save and combine the required documentation for each member into a single .PDF file.

STEP 2: Upload the single combined .PDF file into the portal.

Alternatively, an applicant group may submit an individual Attachment 5a file for **each** member of the Applicant Group - five of which must be identified as proposed members of the initial board of trustees. To upload a file for **each** applicant group, follow these steps:

STEP 1: Create folders on your hard drive for each member of the Applicant Group listed on Table 1. (i.e., Vickie_Smith, Marcia_Jones, Artemio_Rodriguez, etc.)

STEP 2: Upload a single .PDF file for the first member, then the second member, then the third, and so on. Repeat this step as many times as needed, not to exceed 25 individual files.

For each member, please submit the following documentation:

- a. Submit an Applicant and Proposed School Trustee Background Information Sheet which incorporates the Signed Statement of Intent and Signed Statement of Assurance.
- b. A Resumé or Curriculum Vitae
- c. A Copy of Diploma or Transcript from Highest Degree Granting Institution. If an individual cannot provide such documentation, please submit a signed and notarized letter stating the highest level of education obtained and the reason why the documentation cannot be provided.

Note: Individuals are not required to have any of the education credentials to serve on a charter school's Board of Trustees. To the extent available, such documentation is used for identity verification.

Ashley_5a_VF_Combined

Filename: Ashley_5a_VF_Combined.pdf **Size:** 450.6 kB

Brittany_5a_VF_Combined

Filename: Brittany_5a_VF_Combined.pdf **Size:** 451.3 kB

Laura_Smith_5a_VF_Combined

Filename: Laura_Smith_5a_VF_Combined.pdf **Size:** 480.9 kB

Aqua_5a_VF_Combined

Filename: Aqua_5a_VF_Combined.pdf **Size:** 695.7 kB

Bonnie_OKeefe_5a_combined

Filename: Bonnie OKeefe 5a combined.pdf **Size:** 705.2 kB

Loren 5a_VF Combined

Filename: Loren 5a VF Combined.pdf **Size:** 503.0 kB

Robert 5a_VF Combined

Filename: Robert 5a VF Combined.pdf **Size:** 557.6 kB

Rashondra Combined

Filename: Rashondra Combined.pdf **Size:** 759.7 kB

Vern 5a_VF Combined

Filename: Vern 5a VF Combined.pdf **Size:** 420.0 kB

Jeff 5a_VF Combined

Filename: Jeff 5a VF Combined.pdf **Size:** 2.6 MB

Rochester Excellence Academy Charter School Letter of Intent

With this Letter of Intent, we formally acknowledge our intent to apply for a charter to the New York State Education Department (“NYSED”) for Rochester Excellence Academy Charter School. This letter is organized as requested by the NYSED 2021 Request for Proposals.

I. Applicant Group Information¹

a. Applicant Group. Please see **Table 1** and **Attachment 5a**.

b. Public Contact. Brittany M. Rumph, [REDACTED]

c. Application History. Our applicant group applied for the charter authorization of Rochester Excellence on May 22, 2020. In response to the feedback provided after our capacity interview, we have focused on board development and community partnerships. We have recruited proposed board members with expertise in finance and education, have focused on board development through activities such as attending charter school board meetings, connected with existing charter school boards, such as Vertus Charter, Academy of Health Sciences, WHIN Community Music Charter, and Mesa Charter to listen and learn, and have attended professional development sessions such as Academic Dashboard Training and School Print Facilities Training. As part of strengthening our partnership with the Greater Rochester YMCA, we have added a representative to our proposed founding board, secured summer programming for our students, and we are in discussion regarding space in their facility to locate Rochester Excellence. While not included in feedback from our initial application, we have also modified our curricular choices to ensure continuity of instruction through remote and hybrid models. Though our curricular choices were modified, no significant changes to our school model have been made.

II. Proposed Charter School Information

a. Proposed School Name. Rochester Excellence Academy Charter School

b. Proposed School Mission Statement. Through rigorous academics, a values-based community, and individualized supports, Rochester Excellence Academy Charter School equips all kindergarten through fourth grade scholars with the skills, habits, and mindsets necessary for school, career, and life success.

c. Proposed School Location. Rochester Excellence Academy Charter School (“Rochester Excellence”) intends to lease space on the open market within the “Fatal Crescent” of Rochester - five neighborhoods bordering downtown and specifically the Northwest and Southwest Quadrants. We are considering leasing space within the Greater Rochester Carlson YMCA facility. We are working with John Nichols, CEO of Nichols Construction, who brings a track record of success with other local charter schools and will secure an accessible, viable, cost-effective building that complies with all local, state, and federal regulations.

d. Target Population/Community Served. Our target population are K-4 students in the Fatal Crescent, particularly in the Northwest and Southwest Quadrants. The Rochester City School District educates 25,017 students across 53 schools; 55% are Black or African American, 32% are Hispanic or Latino, 10% are White and 3% are Asian or Native Hawaiian/Other Pacific Islander.² RCSD has an ~90% FRL rate³; 22% of students have disabilities; 15% are English Language Learners/Multilingual Learners (“ELL/MLL”).⁴ Rochester has 13,202 children under the age of

¹ N.Y. Education Law § 2851(2)(m).

² <https://data.nysed.gov/profile.php?instid=800000050065>.

³ https://www.rcsdk12.org/cms/lib/NY01001156/Centricity/Domain/48/Board_of_Education_Presentation_010611.pdf.

⁴ <https://www.rcsdk12.org/Page/22>.

5.⁵ Within the Northwest and Southwest Quadrants, there are 13 elementary schools; Dr. Walter Cooper Academy No.10 and John Walton Spencer No. 16 are on the state’s receivership list.

Figure 1: 2019 NYS ELA and Math Proficiency: Northwest and Southwest Receivership Schools						
School	ELA	SPED ELA	MLL/ELL ELA	Math	SPED Math	MLL/ELL Math
Dr. Walter Cooper Academy No.10	16%	4%	8%	13%	2%	0%
John Walton Spencer No. 16	7%	0%	8%	7%	0%	0%

Kodak Park School No. 41, located in the Northwest Quadrant, was closed in 2018 due to lack of improvement despite interventions made through receivership and Lincoln Park School No. 44 was closed this school year.⁶ The remaining 11 elementary schools located in these two Quadrants consistently perform below New York State (“NYS”) proficiency averages, achieving between 9% and 23% proficiency rates in ELA and between 8% and 24% in math in 2019. There are three charter schools located within the Northwest and Southwest Quadrants. Uncommon Schools’ True North Rochester Prep Elementary Charter School is the only school located within both quadrants; when compared to both traditional public and charter schools, this school consistently performs above NYS’s proficiency averages in both ELA and math, achieving 57% proficiency in ELA and 66% in math in 2019; Rochester Prep West Elementary is the highest achieving elementary school in the city, with 70% proficiency in ELA and 81% in math in 2019. Rochester is ranked first in the nation for children living in extreme poverty.⁷ Lead Applicant and proposed Head of School Brittany M. Rumph was born and raised within Rochester’s Northeast Quadrant and attended and graduated from RCSD. We are proposing Rochester Excellence to ensure that the students of Rochester - especially students residing in the Northwest and Southwest Quadrants - have a quality elementary school option by ensuring access to rigorous curriculum within a values-based community and with a relentless focus on providing individualized supports, and which ensures within this model daily access to the arts and a relentless focus on providing the foundation for school, career, and life success for every child.

e. Priority School Design. Rochester Excellence is informed by successful charter schools in New York State and is designed in response to the needs and wants of our community. We have partnered with multiple community-based organizations which share our beliefs about what is possible for the children of our city. The Greater Rochester YMCA and Rochester Education Foundation share our belief that arts education supports academic and social success. The Greater Rochester YMCA will lead our daily Arts Exploration block, offering classes instructed by teaching artists from their Dreamseeds Program - a performing arts program encouraging a positive life outlook, confidence, leadership development, and performance opportunities. The YMCA will also offer afterschool and summer programming focused on academic achievement, social emotional development, and physical health. Komposition Kids shares our belief that students must be prepared for college and career and will provide career readiness classes twice each month for

⁵<https://www.census.gov/quickfacts/rochestercitynewyork>.

⁶<https://www.democratandchronicle.com/story/local/communities/time-to-educate/stories/2018/06/06/worst-public-schools-america-rochester-ny-rcsd-kodak-park-school-41/550929002/>.

⁷<https://www.actrochester.org/tiny/mce/source/Census%20Update%202018.pdf>.

all students using their interactive Ms. Sow Career Readiness Curriculum, following NYS Career Plan and American School Counselor Association Standards.

f. Planned Grades and Enrollment. We will enroll 120 students in our inaugural year. Using a slow growth model, we will enroll 75 kindergarten and 45 first grade students in the first year, adding a cohort of 75 Kindergarten students each year thereafter until we are fully enrolled. We will reach full capacity in 2026–2027 with 375 students in grades K-4.

Figure 2: Projected Enrollment Table Over the Charter Term⁸

Grades	Ages	2022-23	2023-24	2024-25	2025-26	2026-27
K	4 - 5	75	75	75	75	75
1st	5 - 7	45	75	75	75	75
2nd	7 - 8	-	45	75	75	75
3rd	8 - 9	-	-	45	75	75
4th	9 - 10	-	-	-	45	75
Totals		120	195	270	345	375

g. Proposed Management and/or Partner Organization(s). In addition to our community partnerships, we are working with the training and support of BES, a highly respected national non-profit that specializes in charter school incubation and leadership development. If authorized, Rochester Excellence will be supported by BES throughout the planning year and the first two years of operation. BES is not a formal partner and has no legal or financial interest in the school.

h. Replication. Through the BES Fellowship, Ms. Rumph studied over 30 high-performing charter schools and completed leadership residencies at RISE Prep Mayoral Academy Charter School in Woonsocket, RI and Persistence Preparatory Charter School in Buffalo, NY, which serve a high needs communities and has consistently demonstrated high student outcomes.⁹ Ms. Rumph served as an educator and instructional leader on the founding team of Uncommon Schools' Rochester Prep West Elementary which consistently outperforms local and state averages in ELA and math.¹⁰ She also served as a Teach Like a Champion ("TLaC") Fellow for three years where she collaborated with the TLaC team to develop model lessons, design and deliver professional development, and serve as a model teacher for training videos.¹¹ Under Ms. Rumph's leadership, Rochester Excellence will adopt literacy rotations, Cognitively Guided Math Instruction, professional development practices, and instructional coaching approaches from Uncommon Schools and RISE Prep as they have demonstrated strong student outcomes with similar students.

i. School Overview. We believe that everything a child needs to succeed is innately inside of them. Through access to rigorous curriculum delivered within a values-based community, and inclusive of individualized supports, all students can and will excel. We fundamentally believe that excellence is not an accident; rather, it is intentionally supported, fostered, and nurtured. Therefore, our school design is informed by four core beliefs. **Belief 1. Access to rigorous academics paired with high quality instruction drives academic success.** Access to rigorous curriculum is the right of all children. All curricular choices, across all content areas, are research-based, meet the New York State Next Generation Learning Standards ("NYSNGLS"), and have proven to support

⁸ N.Y. Education Law § 2851(2)(p).

⁹ RISE Prep Kindergarteners outperformed 63% of their peers and 1st Grade outperformed 85% of their peers in NWEA-MAP assessment.

¹⁰ RPWCES 3rd and 4th Graders outperformed their local peers and the state's average on NYS ELA & Math Assessments 2018-2019.

¹¹ <https://teachlikeachampion.com/blog/art-sentence-brittany-rumphs-kindergartners-can-really-write/>.

positive student outcomes in other high performing schools with similar populations. Through rigorous curricular choices and effective instructional practices, students are taught, guided, and supported to think critically and develop the problem-solving skills necessary for a strong foundation in literacy and math. Literacy deficits begin before the start of kindergarten for children in low-income communities, as they are exposed to approximately 30 million fewer words than their more affluent peers.¹² A strong literacy foundation ensures the successful transition from learning to read (K-3) to reading to learn (grades 4+). Approximately half of fourth grade curriculum, across all content areas, is inaccessible for students who are reading below grade level.¹³ Therefore, third grade reading levels are indicators for access to future opportunities, including high school graduation, entrance and success in college, and career choice.¹⁴ Our students will have 185 minutes of daily literacy instruction; small group literacy rotations will ensure targeted instruction in all literacy domains, including phonics, collaborative reading, guided reading, and reading comprehension. In 105 minutes of daily math instruction, students develop problem-solving skills through direct instruction, inquiry-based lessons, and Cognitively Guided Instruction. Students explore mathematical concepts, independently solve story problems, present strategies and thought processes, and engage in whole class discourse around conceptual understandings. Comprehensively, our academic program requires students to think critically, analyze, question, problem-solve, explain, and apply knowledge flexibly. We ensure teachers are equipped with curriculum aligned to the NYSNGLS, across all content areas, and are consistently developed through a three-week summer institute, weekly professional development, guided intellectual lesson preparation and weekly observations paired with live coaching and feedback meetings. **Belief 2. All students can achieve at high levels with individualized supports.** We recognize that each student's needs are unique and meeting those needs require strategic, consistent supports. We use a two-teacher model in each grade to allow for extended small group instruction to support the growth of all students, including students with disabilities and ELL/MLLs. To ensure all students receive appropriate support, we use data from Strategic Teaching and Evaluation of Progress ("STEP"), a researched-based literacy assessment, Northwest Education Association Measures of Academic Progress ("NWEA MAP"), a nationally normed assessment, internally-created standards-aligned assessments, and daily classroom assessments to develop and constantly inform individualized plans for all students. Our team has a relentless focus on immediately responding to student data by providing in-the-moment student feedback, differentiating instruction and assignments, and evaluating and modifying curriculum to ensure it meets all students' needs. Our Integrated Co-Teaching ("ICT") classrooms increase individualized supports through a smaller class size of 15 students with a special education certified teacher and a general education teacher. With many of our children living in extreme poverty, our students may face multiple adverse childhood experiences shown to impact academic achievement without adequate supports.¹⁵ Therefore, we believe that supporting students' social emotional development is as essential as supporting their academic success. Each school day begins with a "family meeting" where students and teachers check in on how they are feeling and engage in lessons addressing positive social emotional development. We have daily mindfulness moments, including

¹² Fernald, A., V.A. Marchman, & A. Weisleder. 2013. "SES Differences in Language Processing Skill and Vocabulary Are Evident at 18 Months." *Developmental Science* 16 (2): 234-48.

¹³ The Annie E. Casey Foundation. *Why Reading by the End of Third Grade Matters*. Baltimore, MD: 2010. Web. 5 September 2019.

¹⁴ The Annie E. Casey Foundation. *Double Jeopardy: How Third Grade Reading Skills and Poverty Influence High School Graduation*. Baltimore, MD: 2012. Web. 5 September 2019.

¹⁵ Metzler, M., et al. (2017). "Adverse Childhood Experiences and Life Opportunities." *Children and Youth Services Review*, 72, 141-149.

breathing exercises and yoga and use HighScope’s Six Steps of Conflict Resolution.¹⁶ Our staffing model prioritizes students’ social emotional development and mental health which includes both a Social Worker and Therapeutic Intervention Specialist (Year 2+). **Belief 3. Character is developed in a values-based community.** Character development, with a particular focus on virtues or values infused into the culture of the school, is critical to ensuring that students will become positive contributors to our society.¹⁷ Our **RESPECT** values guide our mindsets, decisions, and actions within our community: **R**espect - I treat myself, others, and the environment with kindness. **E**mpathy - I show concern for the feelings of others. **S**cholarship - I am eager to know, learn, and question new things. **P**erseverance - I always try my best, especially in challenging situations, and never give up. **E**xcellence - I go above and beyond every day. I only present the best version of myself. **C**reativity - I am open to new ideas, embrace change, and use my imagination when problem-solving. **T**eamwork - I understand my connection to my family, school, neighborhood, and the world. I accept the responsibility of making the world a better place through my actions and support of others. Our **RESPECT** values shape our mindsets and fosters positive character building, setting a high bar of expectation for all our community members including staff, families, and students. **Belief 4. Participation in the arts supports academic and social emotional success.** The National Assembly of State Arts Agencies is clear: “[S]tudy of the arts contributes to student achievement and success. Its multiple benefits are academic, basic and comprehensive.”¹⁸ In a city immersed in the arts, too many children in Rochester are often denied access due to affordability. We have partnered with local community organizations including Western NY Ballet Company, Judah Sealy Music, and the YMCA to offer a robust arts program including daily instruction in Music, Classical Ballet, West African Dance, and Visual Arts, as well as an additional daily Arts Exploration Block as part of our extended day, led by the YMCA Dreamseeds Program through which students will study art forms instructed by Teaching Artists. Classroom teachers and arts instructors will plan collaboratively to develop cross-curricular connections when applicable. All kindergarten and first grade classrooms will have STEAM Centers providing opportunities for collaborative and purposeful play, creative problem-solving, and student-centered exploration of cross-curricular intersectionality.

II. Enrollment and Retention Strategies

a. Strategies for Recruitment and Enrollment. While our target population are students in the Northwest and Southwest Quadrants due to the demonstrated need for a high-quality K-4 option, all students residing in Rochester will have full access to Rochester Excellence regardless of ethnicity, race, gender, religion, home language, ability, or any other protected status. Our enrollment policies and procedures will comply with all federal and state requirements. In our recruitment efforts we are intentional about reaching a diverse group of students and families, which mirrors RCSD’s population. We anticipate having 91% of students who are considered economically disadvantaged, 15% of students identified as ELL/MLLs, and 21% of students with disabilities.¹⁹ To ensure our student population reflects RCSD’s, we have established and will continue to foster relationships with community-based organizations who serve students considered economically disadvantaged, such as the City of Rochester Libraries, The City of Rochester Recreation Centers, Western NY Youth Football and Cheerleading League, the YMCA,

¹⁶ HighScope is used in RCSD’s Universal Pre-Kindergarten and Early Pre-Kindergarten programs.

¹⁷ Bollinger, Richard, and Sarah Clement. *Accelerating Progress A New Era of Research on Character Development*. Springer Science + Business Media New York, 2017.

¹⁸ Ruppert, Sandra. *Critical Evidence How the Arts Benefit Student Achievement*. National Assembly of State Arts Agencies, 2006.

¹⁹ <https://data.nysed.gov/enrollment.php?year=2018&instid=800000050065>.

Signature: Laura Smith

Email: [REDACTED]

the Greater Rochester Summer Learning Association, local churches, Action for a Better Community, The Boys and Girls Club, Youth for Peace, and over 15 local childcare centers. We will reach students and families whose native language is not English through our relationship with the Ibero-American Action League, including their bilingual Early Childhood Center, accessing their support in creating all marketing and school materials in Spanish; we will also have an individual whose native language is Spanish with the team during all events and canvassing. Rochester families are eager for alternatives to the district's current ICT programs, even declining such placements to enroll their children with disabilities in charter schools without ICT classrooms. We will not require families to make such a hard choice, as we will have ICT classrooms with 15:1 student to teacher ratio in addition to inclusion classrooms, and we will actively recruit students with a variety of educational needs. We have established a relationship with E3 Rochester, a community-based local non-profit which promotes charter school collaboration and supports families in choosing the best school option for their children. We will join the collaborative citywide, consolidated, online charter application to reach families.

b. Retention Strategies. Our goal is to retain at least 95% of our students each year. To meet this goal, we realize the importance of building and fostering a collaborative relationship with our families. According to community feedback, "communication is key." Our school year will begin with individual home visits and communication will continue through our personalized Excellence Report, a nightly behavior and academic progress tracker, and, at minimum, a monthly phone call to each family from classroom teachers.²⁰ We have an open-door policy for families, a standing weekly invitation to our community celebration of excellence, a monthly coffee hour with our Head of School, and quarterly family conferences. We will maintain a productive and collaborative relationship with our local district and outside service providers which will provide related services for students with disabilities. We will prioritize retention of our ESOL-certified teachers to ensure that our ELL/MLL students are adequately supported. We will also maintain our presence in the community to ensure that we are recruiting students considered economically disadvantaged, ensuring that our population reflects that of the local school district.

IV. Public Outreach and Community Support

a. A list of our community outreach to date is in **Table 2: Public Outreach Information.**

b. Initial Assessment of Parent Interest/Demand. Rochester Excellence began community outreach in September 2019. We have established relationships with families, community organizations, elected officials, local charter schools, local traditional public schools, faith-based organizations, local businesses, local foundations, and a wide range of other community stakeholders. We have incorporated community feedback on our school model including providing access to the arts, consistent academic progress reporting, community collaboration, and focusing on both college and career in our mission and school design. We have solicited feedback from over 500 community members, distributed over 500 fliers, received 290 petition signatures and 157 survey responses, and we have 693 followers on our school's social media pages. We will continue to immerse ourselves into the Rochester Community, building strong relationships and soliciting critical feedback to inform our school model.

V. Proposed Board Chair Signature and Date

Laura Smith

Laura Smith, Proposed Board Chair

05/03/21

Date

²⁰ Feedback gathered from community members, including Mayor Lovely A. Warren.

Rochester Excellence Academy_Letter of Intent 2021

Final Audit Report

2021-05-03

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"Rochester Excellence Academy_Letter of Intent 2021" History

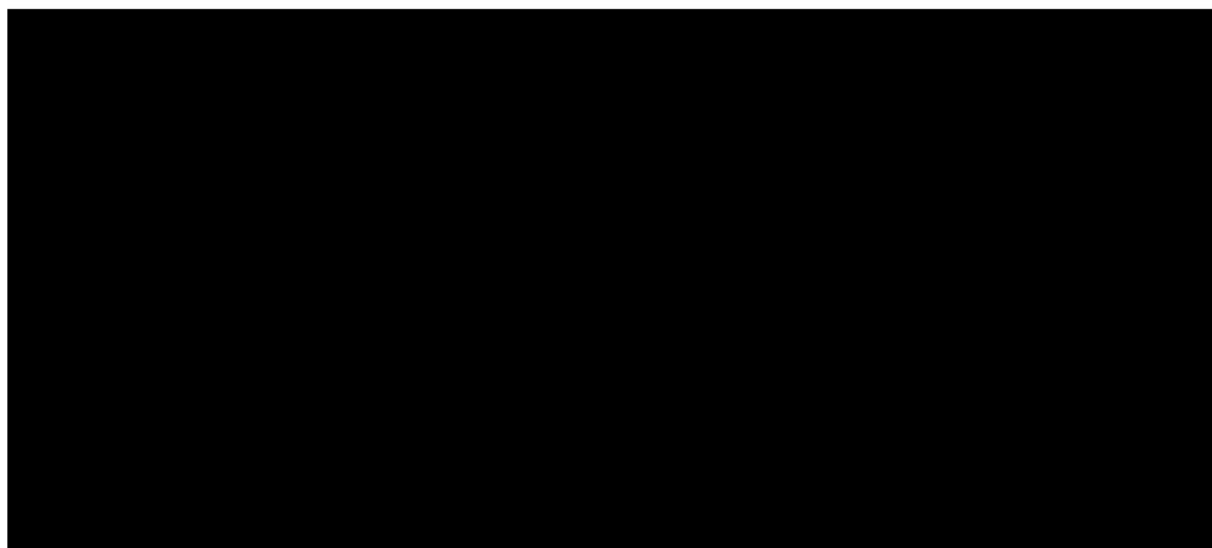


Table 2: Public Outreach Information

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Date(s) of Outreach (mm/dd/yy)	Target Stakeholder Group	Description of the Outreach	Location of Outreach	Input Obtained	Action Taken on Input	Number of Attendees
09/03/19	Community Member	Quansai Gibson, Parent and Former PTO President	The Blow Dry Lounge 298 Greece Ridge Center Dr, Rochester, NY 14626	As PTO President, Quansai expressed concerns regarding bullying and other related challenges in local schools. She spoke highly of school leaders who know each child's name and create a positive environment.	Provided insight into developing strong relationships and family partnerships. We will create a positive environment by celebrating academic effort and achievement, as well as exemplification of our core RESPECT values.	1 Parent
09/06/19 09/07/19 10/06/19 10/27/19	Age Eligible Families	Presented information regarding Rochester Excellence to families of youth cheerleaders and football players at a series of local Western New York Pop Warner Games.	Franklin High School 950 Norton St, Rochester, NY 14621 John Audubon School No. 33 500 Webster Ave, Rochester, NY 14609	Multiple families expressed interest in enrolling their children in a high-quality charter school focused on building a strong literacy and math foundation.	Rochester Excellence will continue to foster the relationship with the local Pop Warner League.	~60+ Families
09/09/19	Community Leader	Adrian Hale, Senior Manager Workforce/Economic Development & Education Initiatives	Phone Call	Mr. Hale expressed concerns regarding student outcomes in Rochester Public Schools. He expressed the desire to see discipline systems that empower students to self-regulate, advocate for themselves, and instill leadership skills. He is concerned that schools are limiting students'	Rochester Excellence's discipline policy will ensure that we are developing positive social skills. In response to feedback, we expanded our focus on college and career readiness. We have partnered with Komposition Kid and have adopted their Ms. Sow's Career Readiness Curriculum. Their staff will provide instruction on a bi-weekly basis.	1 Community Leader

				employability and future opportunities.		
9/10/19	Community Member	David McBride, Lead Applicant Believe Rochester Charter School, former Principal Uncommon Schools	Spot Coffee 200 East Avenue Rochester, NY 14604	Mr. McBride expressed that many Rochester families and community members are supportive of charter schools. He also suggested connecting with the City of Rochester Public Libraries as they were beneficial places to do community outreach.	Per Mr. McBride's advice we connected with the City of Rochester Public Libraries for community outreach opportunities.	1 Community Member
9/10/19	Community Member	Chris Dunstan, President of CT Dunstan LLC	Phone Call	"Charter schools are the answer to the district's current state." Mr. Dunstan was interested in supporting the school in the future.	Rochester Excellence will continue to update Mr. Dunstan on our progress and how he can continue to support the school and the founding team.	1 Community Member
9/12/19	Community Member	Jason Klimek, Attorney at Boylan Code	Phone Call	Mr. Klimek, a Rochester native, expressed how lack of opportunity for problem solving and redundant worksheets stole his love for learning. He expressed the importance of the arts in student achievement. Playing the bass guitar supported his success in school.	Rochester Excellence shares the belief that participation in the arts support student achievement. We increased the daily arts opportunities for students in our school design.	1 Community Member
9/13/19	Community Member	Hettie Barnhill, Musical Theatre Professor at Nazareth College	Spot Coffee 200 East Avenue Rochester, NY 14604	Ms. Barnhill expressed the importance of the arts for children, as she began dancing at three years old and attended a performing arts high school, which led to a successful Broadway Career and ultimately her current role as a college professor.	Rochester Excellence shares the belief that participation in the arts support student achievement. We increased the daily arts enrichment opportunities for students in our school design.	1 Community Member
9/14/19	Rochester City School District	Attended a workshop at East High School (EPO) Educational Partnership with the University of Rochester, Houghton Mifflin, UnboundED	East High School (EPO) 1801 East Main Street	Attended a literacy workshop where EAST EPO in partnership with the University of Rochester, Houghton Mifflin, and UnboundEd shared their model	Rochester Excellence will have 185 minutes of literacy each day and have an intentional focus on individualized supports driven by data.	~65 Educators and Community Members, 1 Local

			Rochester, NY 14609	which has proven to make academic gains in literacy for the students of Rochester adding a 70-minute whole school intervention block. We shared our school model as we workshopped with a group of RCSD teachers around Equity in Literacy.		University, 2 National Organizations
9/16/19	Community Members	Joe & Dale Klein, Founding CEO of Klein Steel, Local Charter School Board Members	Spot Coffee 200 East Avenue Rochester, NY 14604	Mr. & Mrs. Klein provided advice on selecting board candidates with varying expertise and who will be active in governing the school. They shared their experiences of serving on local charter school boards and made recommendations for potential founding team members.	Bonnie O' Keefe, a referral from Mr. & Mrs. Klein, joined the Rochester Excellence Founding Team.	2 Community Members
9/16/19	Community Member	John Rodriguez, Organizational Development Consultant at Palacio Consulting Group	Spot Coffee 200 East Avenue Rochester, NY 14604	Mr. Rodriguez explained that to create change for Rochester students all stakeholders must collaborate. John believes that we must focus on career in addition to college. He shared that we should encourage and empower students to lead in global communities. He believes that all students aren't required to return to Rochester to serve the community, if they are creating change in any community around the world.	Rochester Excellence revised the mission and vision, broadening our view on successful futures which includes vocational trades, careers, and entrepreneurship based on feedback from Mr. Rodriguez and others.	1 Community Member
9/17/19	Community Organization	Anthony Hall, Youth Intervention Gang Specialist at Pathways to Peace	Phone Call	Mr. Hall explained that we must address the effects of poverty on our children; to increase student achievement we must ensure that our schools address hunger, are trauma informed, and solicit parent involvement in creative ways. Mr. Hall is interested in supporting our school.	Rochester Excellence has included both a Social Worker and a Therapeutic Intervention Specialist into our staffing model as we realize that students may face daily adverse childhood experiences due to poverty. We will keep Mr. Hall updated on our progress and consider him a friend of the school.	1 Community Member

9/18/19	Community Members	Attended an event hosted by the Center City Community Coalition, a panel explaining both current and future education options for families who commit to living and working in downtown Rochester.	Eastman School of Music 26 Gibbs Street Rochester, NY 14604	Center City residents expressed excitement about adding additional school choices for the students of Rochester. Many connections were made where individuals expressed interest in Rochester Excellence including the Director of Music for the Eastman School, Director of Development at the Carlson YMCA, Special Projects Coordinator of E3, and an employee of the Northeast Charter Association.	Rochester Excellence later connected with the YMCA's Director of Development and the Special Projects Coordinator of E3. We will continue to foster these relationships and would consider a school location in Center City for the families in Rochester.	~40 Community Members and Community Organizations
9/19/19	Community Member	Jim Palozzi, local attorney	Phone call	Mr. Palozzi expressed that building a strong literacy foundation is important for elementary school students. He is interested in being a supporter of our school.	Rochester Excellence commits to maintaining a relentless focus on literacy. We will keep Mr. Palozzi updated on our progress and will consider him a friend of the school.	1 Community Member
9/19/19	Community Members	Attended Rochester Area Community Foundation's Annual Luncheon	Riverside Convention Center 123 East Main Street Rochester, NY 14604	Met many Rochester community members including Maya Crane of Rochester Area Foundation, with whom we later connected. LeVar Sanders, Director of Work Based Learning at the Villa of Hope, expressed a need for career readiness education within schools so that students would have viable options and employable skills after high school graduation.	Rochester Excellence has committed to partnering with Komposition Kids, a local non-profit, which will offer all of our students career readiness instruction using their Ms. SOW's Career Readiness Curriculum, twice per month. We revised our mission and vision, broadening our view on successful futures which includes vocational trades, careers, and entrepreneurship, based on feedback.	~150 Community Members
9/19/19	Community Member	John Nichols, Founding Partner of Nichols Construction Team	Spot Coffee 200 East Avenue Rochester, NY 14604	Mr. Nichols explained that he supports Rochester Excellence's mission and vision. He also believes in the lead applicant as she is a native of the community. He is interested in assisting with facilities needs in the future and	John Nichols has been actively seeking possible facilities for Rochester Excellence.	1 Community Member

				will work as a friend and connector of the school during the early stages of development.		
9/19/19	Community Member	Alex Amorese	Phone call	Mr. Amrose believes in Rochester Excellence's mission and would like to support the school with legal needs in the future.	None	1 Community Member
9/20/19	Community Member	Jason Klimek and Jennifer Aronson-Jovcevski, Associates of Boylan Code LLP	Village Bakery and Café 145 Culver Road Rochester, NY 14620	Ms. Aronson-Jovcevski represents many charter schools in the Rochester Area. She believes in the school's mission and would like to work with the school in the future. During the early stages of development, she offered her support as a friend and connector for the school.	None	2 Community Members
10/07/19	Community Leader	Dr. Paul Miller, Chief Executive Officer/Principal of Green Tech High Charter School	Phone call	Dr. Miller is a native Rochesterian who now is the Head of School at a high performing, all boys, middle and high school in Albany, NY. He explained that, similarly to Rochester, his sixth-grade students entered school with pre-k - third grade level reading and math skills. His student population consists of 97% black males and has achieved a 92-97% graduation rate with a 100% college acceptance rate. He explained that they achieved this through daily builtin RTI interventions. He suggested incorporating small group instruction , project-based learning, and holding consistently high expectations.	Rochester Excellence will provide individualized supports for all students to support their growth through using data driven instruction, small group and individual interventions, and a daily, school wide RTI block. Our RESPECT Core Values ensure that we maintain high academic and behavioral expectations for everyone in our school community.	1 Community Leader

10/09/19	Community Leader	Anna Hall, CEO of Northeast Charter Schools Network, Former COO of Uncommon Schools Rochester	Spot Coffee 200 East Avenue Rochester, NY 14604	Ms.Hall offered advice on working alongside key community stakeholders. We talked about a possible pre-k start and what it would take.	Rochester Excellence continues to value and seek partnership opportunities within the Rochester community.	1 Community Leader
10/09/19	Community Organization	Ann Michael Henry, Volunteer with E3 Rochester	Spot Coffee 200 East Avenue Rochester, NY 14604	Ms. Henry gave advice on joining the community collaboration of charter schools. She explained the services that her non-profit offers which includes marketing, collaboration meetings with other charter leaders, a unified online application, assistance with compiling student and family information, and access to enrollment data.	Upon authorization, Rochester Excellence will join the Rochester Charter Schools Collaborative group through E3 Rochester and will be added to E3's city wide charter application, increasing accessibility for all families.	1 Community Member
10/09/19	Community Organization	Bryan Hickman, Co-Founder of E3 Rochester	E3 Rochester 255 East Avenue Rochester, NY 14604	Mr. Hickman offered advice on board development. He was interested in hearing about the Lead Applicant's success with getting students in Rochester to read on grade level as some of the charter schools in which he works with are struggling to accomplish this. He offered to be a connector to other individuals and offered a tour of Vertus all boys charter school.	Rochester Excellence's founding team are individuals committed to serving the students and families of Rochester by responsibly governing and overseeing the charter. They understand the magnitude of their responsibilities according to charter law and the NYSED Framework.	1 Community Leader
10/11/19	Community Organization	Luis Perez, CEO of Greater Rochester Summer Learning Association	Video Conference	Mr. Perez explained that we need a school focused on literacy. He also explained the importance of collaborating with community organizations to increase the positive impact for students and families. He offered to be a supporter and connector for our school.	Rochester Excellence has a relentless focus on building a strong literacy foundation for the students of Rochester. We have also partnered with multiple community-based organizations to enhance the educational experience for our students and families. Perez's Summerleap Program will be a summer option for our students and families.	1 Community Leader

10/13/19	Age Eligible Families	Presentation at Western New York Pop Warner's Inner-City Cheer and Dance Showcase	John James Audubon School No. 33 500 Webster Avenue Rochester, NY 14609	Our Lead Applicant was given the opportunity to introduce herself and our school model to over 400 inner city families, during a local cheer and dance competition. She solicited feedback and distributed our contact information to interested families. Families expressed interest in enrolling in our school.	Rochester Excellence will continue our relationship with the Western New York Pop Warner Association as they support many inner-city families.	~over 400 Community Members
10/15/19	Community Leader	Dr. Donna Marie Cozine, Chief Education Officer of Renaissance Charter School of the Arts	Phone call	Dr. Cozine explained how her school integrates the arts. She explained their model of arts integration, skills-based classes, and after school opportunities. She invited our Lead Applicant into her school for a visit.	Rochester Excellence will have arts integration in the classrooms through our STEAM Centers and will also have cross curricular connections between Content Areas and the Arts.	1 Community Leader
10/16/19	Community Organization	Carmen, Librarian at Rochester Public Library Sully Branch	Rochester Public Library Sully Branch 530 Webster Avenue Rochester, NY 14609	Ms, Carmen explained that each day after school the library is full of children who tend to stay until the library closes at 7 pm. She explained that children arrive at the library unattended and hungry. She said that older siblings walk the younger siblings to the library or students walk over after school. She suggested that we attend the Beechwood Community Meetings as there are many active community members whom are looking to improve their community.	Rochester Excellence will continue our relationship with Sully Library Branch. We will be intentional in engaging parents through daily logs home, bi-weekly phone calls, a monthly onsite parent event, and an annual home visit for incoming students. Through our partnership with the Greater Rochester YMCA we are offering an in-house afterschool program with tutoring, snacks, and physical activities until 6pm.	1 Community Member
10/16/19	Community Organization	Johanna & Mark, Library Manager and Youth Librarian at Rochester Public Maplewood Branch	Rochester Public Library Maplewood Branch 1111 Dewey Avenue	Ms, Johanna and Mr, Mark informed the Lead Applicant that they serve a large group of children whose home language is not English. The Maplewood area is full of families who have recently moved to Rochester from different countries and speak	Rochester Excellence's school and staffing model are designed to support students whose second language is English. We will prioritize hiring and retaining staff with TESOL Certifications. Our classroom environment, taxonomy, and pedagogical practices support	2 Community Members

			Rochester, NY 14613	<p>many different languages. Students come to the library each day hungry and without parent supervision. In many cases, older siblings accompany their younger siblings. The library provides snacks, computers, and tutors. The staff noticed that children consistently perform below grade level in ELA. They noted that students come into the library, each day, and stay until it closes. Lastly, they suggested that their students need additional ELA intervention and social emotional support inside of school. The staff gave permission to table at the library to garner support.</p>	the success of all students including SPED and ELL/MLL. Through our partnership with the Greater Rochester YMCA we are offering an in-house afterschool program with tutoring, snacks, and physical activities until 6pm.	
10/16/19	Community Organization	Children's Librarian and Library Manager of Rochester Public Library Phyllis Wheatley Branch	<p>Rochester Public Library Phyllis Wheatley Branch 33 Dr. Samuel McCree Way Rochester, NY 14608</p>	<p>The Children's Librarian and the Library Manager explained that they have a teen population that come into the library to use the computers. However, they urge that teens complete their homework first. They also provide tutors geared towards assisting K-6 students. Students who live close to the library come to the library, unattended, and often stay to close. Students often arrive hungry. The library provides snacks for children. They wished that Rochester would revert to having neighborhood schools to eliminate gang related violence in schools, reduce long bus rides, and would strengthen the sense of community. They complained that most of the elementary</p>	<p>Rochester Excellence has chosen both the Southwest and Northwest Quadrants of the city as our target population, recognizing that most of Rochester's Elementary schools are located on the east side of the city.</p>	2 Community Members

				schools were located on the east side of the city or in the neighboring suburbs. The staff granted permission to table at the library to garner support.		
10/17/19	Community Organization	Mariah, Library Manager of Rochester Public Library Sully Branch	Rochester Public Library Sully Branch 530 Webster Avenue Rochester, NY 14609	Ms. Mariah explained that because her library is connected to a school, students who live in the neighborhood come to the library after school and remain until it closes. She explained that she rarely saw parents. She expressed that 99% of students want to learn but have life's worries weighing on them. She suggested that schools increase their mental health supports for students. She also wished that Rochester would revert to having neighborhood schools. She granted permission to table at the library.	Rochester Excellence is designed to support students in developing adequate social skills and positive mindsets. We support students' mental health through our daily SEL lesson, daily mental health check ins, daily mindfulness moments, conflict resolution curriculum, mindfulness room, and staffing model which includes a Social Worker and Therapeutic Intervention Specialist.	1 Community Member
10/17/19	Community Organization	Bruce, Library Manager of Rochester Public Library Arnett Branch	Rochester Public Library Arnett Branch 310 Arnett Boulevard Rochester, NY 14619	Mr. Bruce explained that students often come to the library to use the computers as they do not have internet access at home. He suggested aligning our school schedule with the local district's calendar for ease of childcare for families.	Rochester Excellence will align its school vacations with RCSD's calendar for ease of childcare for families. Students will have internet access during the school day.	1 Community Member
10/17/19	Community Leader	Rodney V. Brown, CEO of <i>Southwest Tribune</i> Newspaper	1872 Café 431 West Main Street Rochester, Ny 14608	Mr. Brown expressed the need for culturally relevant curriculum and pedagogy within our city schools. He explained that children need to see themselves in the curriculum so that they have an entry point and their culture is affirmed, giving students something of which to be proud. Following our	Rochester Excellence will use Uncommon Schools' ELA Curriculum which was specifically written to be rigorous and culturally relevant for students in urban areas. Our Board Chair is the Co-Founder and COO of UnboundEd which focuses on equity in education and culturally relevant pedagogies. We	1 Community Leader

				meeting Mr. Brown published an article in the local <i>Southwest Tribune</i> urging the community to support the development of Rochester Excellence Academy Charter School resulting in numerous individuals, organizations, and elected officials offering their support.	will lean on her knowledge to ensure that our curriculum, environment, and pedagogical practices are equitable and inclusive of all students. We will continue our relationship with Mr. Brown as he is a key supporter and connector for our school.	
10/17/19	Community Leader	Wade Norwood	Phone call	Mr. Norwood advised building a strong board for our school including good people, with diverse skills and expertise, and who can make difficult decisions. He suggested that we connect with The Urban League of Rochester, Superintendent of East High/University of Rochester Educational Partnership Organization, City Hall Employees, and the ROC the Future Initiative. He finished by explaining that families need to see the school as a part of their family.	Rochester Excellence's Founding Board is comprised of individuals with varying backgrounds and expertise, can make difficult decisions, and committed to serving our students and family by responsibly overseeing and governing REA. We have connected with all community organizations in which Mr. Norwood suggested. We have also attended community events to begin to build our relationship with families.	1 Community Leader
10/17/19	Community Organizations	Attended the Community Foundations Board and Volunteer Expo connecting with Rochester-Monroe Anti-Poverty Initiative, Junior League of Rochester, The Greater Rochester YMCA, Literacy Rochester, Allendale Columbia Private School, ROC City Rotary Club, 501WMain Inc., and The Boys and Girls Club of Rochester.	Temple B'rith Kodesh 2131 Elmwood Avenue Rochester, NY 14618	Our school's information was distributed, and each organization was given a brief introduction of our school model and outreach plan. Calvin Eaton, of 501WMain Inc., explained that Rochester needed a charter school that promotes student's creativity. Lindsay Brown of Allendale Columbia Private School requested that we connect in the future.	Rochester Excellence has a robust arts program that supports students' academic and social success. Our cross curricular collaboration helps students develop creative problem-solving skills.	10 Community Members

10/18/19	Community Leader	Shaun Nelms, Superintendent of East High School/University of Rochester Educational Partnership Organization and Director of the William & Sheila Konar Center for Urban Education Success at the University of Rochester	East High EPO 1801 East Main Street Rochester, NY 14609	Mr. Nelms explained that students arrived at East High School with literacy levels multiple years below grade level. Therefore, they modeled the school as a lower school, grades 7 – 9, and upper school, grades 10 – 12. The lower school focuses heavily on reading remediation. East EPO had to extend their school day to encompass the level of remediation necessary for student growth. He expressed the importance of adequate mental health support needed in school for the students of Rochester. East EPO has 11 counselors and 7 social workers. The entire staff is trained and utilizes Restorative Practices which has strengthened relationships between students, staff, and families. He suggested that students need space for curiosity.	Rochester Excellence has an extended school day which allows for 185 minutes of literacy instruction. We are relentlessly focused on building a strong literacy foundation for our students; Therefore, students will be prepared to meet the demands of middle school and high school. Our environment, staff model, core values, and daily practices were designed to support students' social emotional development and mental health. We support students' mental health through our daily SEL lesson, daily mental health check ins, daily mindfulness moments, conflict resolution curriculum, mindfulness room, and staffing model which includes a Social Worker and Therapeutic Intervention Specialist. Our robust Arts Program, cross curricular collaboration, inquiry-based Science and Math Curriculum, and STEAM Centers encourage students' creativity and curiosity. Scholarship is one of our RESPECT values, "I am eager to know, learn, and question new things." Which encourages students to question and explore new things	1 Community Leader
10/19/19	Age Eligible Families	Held a small listening circle with four mothers.	Kay Royal's Beauty Bar 1053 South Clinton Avenue Rochester, NY 14620	Our listening circle consisted of mothers whose children attended local suburban district schools and charter schools. All moms intentionally opted out of sending their children to our local school district. They enjoy the extracurricular clubs offered at their children's school, the caring	Rochester Excellence will offer a free afterschool program for families through our partnership with the Greater Rochester YMCA. Our students will have access to technology during their independent literacy block and during STEAM Centers. Through our partnership with the Rochester Education	4 Community Members

				<p>staff, and access to technology. They would like to see a school with more after school activities, a diverse staff, and access to instrumental music before middle school. One mother explained that she pulled her child from a local charter school as she loved the high level of rigor, however, felt the structure was too restrictive for her son who has ADHD. She felt as if the school was unwilling to make the necessary accommodations to meet her son's needs.</p>	<p>Foundation our students will have access to instrumental music. We will seek, support, and retain teachers of color as we value their importance within our community. All our staff will engage in ongoing Diversity, Equity, and Inclusion work throughout the school year. We value the uniqueness of all students and vow to ensure that our environment, pedagogical practices, and curriculum support the growth of everyone.</p>	
10/22/19	Community Organization	Yversha Roman, Senior Relationship Manager and Latino Leadership Development Coordinator and 26 th District County Legislator	United Way 75 College Avenue Rochester, NY 14607	<p>Ms. Roman attended RCSD for grades K-8 and private school for high school. Through her work she has visited many different schools in the Rochester area and explained that she could see the disparities in both quality and culture between various schools. She would like to see a school with a welcoming environment and a focus on supporting students' social emotional development, where teachers focused on building a relationship with students and bilingualism is appreciated, and students have access to a robust STEM Program.</p>	<p>Rochester Excellence will celebrate our ELL/MLLs and their families. Our signage and letters sent home will be available in both English and Spanish, as Spanish is the second most used language in the city of Rochester. Retaining both ELL/MLL students and TESOL will be a key priority each year.</p>	1 Community Leader
10/22/19	Community Members	Attended the United Way's African American Leadership Development Program	Joseph A. Floreano Riverside Convention Center 123 East Main Street	<p>Distributed our school's information and discussed our school model with community members during the networking portion of the panel discussion.</p>	.	~20 Community Members

			Rochester, NY 14604			
10/22/19	Community Members	Attended the United Way's United for Impact Panel	Strong National Museum of Play 1 Manhattan Square Drive Rochester, NY 14607	Distributed our school's information and discussed our school model with community members during the networking portion of the panel discussion. Community members expressed interest in bringing our school model to Rochester. John Rodriguez of Palacio Consulting Group expressed that he would like to see students have access to a robust STEM Program. Nydia Padilla of the Rochester City School District expressed that she would like to see students involved in the arts.	Rochester Excellence has incorporated STEAM Centers, an investigative, hands-on, Science Curriculum, and a robust arts program.	4 Community Members
10/23/19	Community Organization	Leah Kazmierski, Founder of Restoration Rochester	Spot Coffee 200 East Avenue Rochester, NY 14604	Ms. Kazmierski explained that she pulled her daughter from a charter school that did not fit the needs of her daughter as there was minimal structure. She suggested that children need a balance of structure and choice. She is interested in having her organization serve as a resource for the future families of Rochester Excellence.	Rochester Excellence will adopt routines and procedures from Doug Lemov's <i>Teach Like a Champion 2.0</i> to create a safe and predictable environment that maximizes every minute of the school day.	1 Community Member
10/24/19	Community Organization	Attended the New York Charter Association Conference	Marriott Syracuse Downtown 100 East Onodaga Street Syracuse, NY 13202	Distributed school information and discussed best practices upon meeting Ashley Dame, Assistant Education Director, and Fred Dicks, Dean of Students, of Discovery Charter School. They expressed that their school community was experiencing several challenges. Ms. Dame	Rochester Excellence will invite critical friends, with education expertise, in from our community to provide our leadership team with feedback.	2 Community Members

				requested that our lead applicant visit their school as a critical friend and provide the leadership team with feedback. Our lead applicant agreed and later visited Discovery Charter School.		
10/25/19	Age Eligible Families	Held a small listening circle with two mothers.	City of Rochester Adams Street Recreation Center 85 Adams Street Rochester, NY 14608	The mothers expressed that having movement opportunities throughout the day, male teachers, frequent teacher communication, and teachers of color were most important to have in a school. One mom explained that she had to pull her student from a local charter school as she felt that they were unable to make necessary accommodations due to his ADHD diagnosis. She believed that he needed more movement opportunities throughout the day than the school allowed. Another mom explained that she would like to see a more in-depth music program within a school.	Rochester Excellence will ensure that our environment supports all students. We will ensure that our school day, curriculum, instructional methods, and structures in place are responsive to the needs of all students. Our students will experience an in-depth music program through our music teacher's daily instruction, additional music instruction through our partnership with the YMCA, and access to musical instruments through our partnership with the Rochester Education Foundation.	2 Community Members
11/11/19	Community Leader	Gregory Paul Salmon, Managing Shareholder at The Law Offices of Gregory Paul Salmon, P.C.	Spot Coffee 200 East Avenue Rochester, NY 14604	As a former high school drop out of RCSD and now judge /lawyer, Mr. Salmon suggested that teachers must adapt their instructional methods to truly meet the needs of students as he felt this was the deficit for him as a student. He also suggested incorporating financial literacy.	Rochester Excellence prioritizes tailoring instruction to meet individual student needs through daily assessments, modifying lessons to respond to student data, data driven instruction, six-week assessment intervals, team planning, and small group instruction.	1 Community Leader
11/12/19	Community Members	Attended the Urban League's Equity & U Luncheon	Joseph A. Floreano Riverside Convention Center	Engaged in a facilitated table discussion about equity in Rochester. A local pastor explained that all sectors must work together to uplift our community. A community	Rochester Excellence believes that it takes a village to raise a child and we value our community partnerships. Our Social Worker will work as a connector for families to available resources	15 Community Members

			123 East Main Street Rochester, NY 14604	member explained that children in our community need mentors and families need connectors to the many resources that are available within the city, of which families may not be aware.		
11/13/19	Community Leader	Geoffrey Rosenberger, Managing Director & Financial Analyst of Lily Pond Ventures, LLC and Board Chair of Uncommon Schools' Rochester Prep	Lily Pond Ventures, LLC 7 Lily Pond Lane Rochester, NY 14534	Mr. Rosenberger advised building a board of individuals who have the time, effort, and are mission aligned. He suggested finding an individual with fund development experience. He also advised hiring teachers who are mission aligned and have the capacity to start a school from scratch.	Rochester Excellence's Founding Board is comprised of individuals who have the time, effort, and are mission aligned. Board member Robert Hoggard has experience in fund development.	1 Community Leader
11/14/19	Community Leaders	Jackie Campbell & Larry Marx, Alliance Director & Chief Executive Officer of ROC the Future	ROC the Future 1 South Washington Street Rochester, NY 14614	Ms. Campbell suggested connecting with families and faith-based organizations. Mr. Marx suggested connecting with United Way, Ibero American Action League, and The Children's Institute. Both Ms. Campbell and Mr. Marx stressed the importance of having diverse teaching staff and culturally relevant curriculum and pedagogy.	Rochester Excellence is committed to recruiting, supporting, and retaining a diverse teaching staff. As advised, we have connected with our local United Way and Ibero American Action League. We will use Uncommon Schools' ELA Curriculum which was specifically written to be rigorous and culturally relevant for students in urban areas. Our Board Chair is the Co-Founder and COO of UnboundEd which focuses on equity in education and culturally relevant pedagogies. We will lean on her knowledge to ensure that our curriculum, environment, and pedagogical practices are equitable and inclusive of all students.	2 Community Leaders
11/14/19	Community Leaders	Ashley Cross, Natalie Domino, and Leah Kazmierski, College Readiness Counselor of University of Rochester, Youth Ministry of Bethel Christian Fellowship	Bethel Christian Fellowship 321 East Avenue	Ms. Cross spoke about the literacy deficits in her high school students making it difficult to connect them with opportunities post high school graduation. Ms. Domino spoke about the literacy	Rochester Excellence has an extended school day which allows for 185 minutes of literacy instruction. We are relentlessly focused on building a strong literacy foundation for our students;	3 Community Leaders

		Church, and Founder of Restoration Rochester, respectively	Rochester, NY 14604	deficits that her students displayed in her after-school tutoring program at the church's ROC City Kids Program. Ms. Kazmierski spoke about the power of collaboration to strengthen our educational system in Rochester.	Therefore, they will be prepared to meet the demands of middle school, high school, and beyond.	
11/15/19	Community Leader	Natalie Sheppard, Commissioner of Rochester City School District	Spot Coffee 200 East Avenue Rochester, NY 14604	Ms. Sheppard stated that the three most important elements of school that we should focus on should be safety, rigor, and extracurricular activities.	Rochester Excellence commits to providing grade level appropriate curriculum for all students. We will tailor instruction to the needs of individual students to ensure adequate growth. Our shared RESPECT Core Values create a positive, supportive, celebratory, and safe environment for staff, students, and families. Through our partnership with the YMCA, we will offer our students a variety of art classes to explore during the school day and afterschool recreation opportunities.	1 Community Member
11/15/19	Community Organization	Sarah Fitts-Romig, Director for the City of Rochester's Public Toy Library, Sub-committee member of ROC the Future, SummerLeap Science Curriculum Developer, and Former RCSD Teacher	City of Rochester Public Toy Library 851 Joseph Avenue Rochester, NY 14621	Ms. Fitts-Romig expressed her concern regarding kindergarten through second grade classrooms being developmentally inappropriate and explains that the push for rigor alone is the reason she left the teaching profession. She suggested having opportunities for child-centered play in the classroom and increased hands-on learning.	Rochester Excellence's lower elementary (K-2) students will have 20 minutes of daily cooperative play within our STEAM Centers. The City of Rochester Public Toy Library has offered the usage of hands-on science kits for our students, at no cost.	1 Community Member
11/16/19	Age Eligible Family	Amanda Williams, mother of 3 children who has chosen to homeschool	Spot Coffee 200 East Avenue Rochester, NY 14604	Ms. Williams explained that she took her children out of public school because she did not feel as if they were getting the proper support needed. One of her daughters has ADHD and her	Rochester Excellence is committed to tailoring instruction to meet the needs of each student through frequent assessments, data driven instruction, and small group instruction. We will offer an ICT	1 Community Member

				school struggled to accommodate the school day and teaching style to meet her needs. She would like to see our school offer hot breakfast, individualized attention for each student, smaller class sizes, foreign language, a diverse teaching staff, and mental health support.	classroom of 15 students per grade level. We are committed to recruiting, supporting, and retaining a diverse teaching staff. Our staffing model includes a social worker and therapeutic intervention specialist. We will support positive social emotional development through daily read alouds, a daily mental health check-in, our RESPECT Core Values, daily mindfulness moments, and through the usage of our mindfulness room.	
11/18/19	Community Organization	Ashley Gannt, Lead Organizer for New York Civil Liberties Union and State Organizer for Just Leadership USA	Spot Coffee 200 East Avenue Rochester, NY 14604	Ms. Gannt expressed her concerns about Rochester schools having low expectations for students. She would like to see our school have high expectations for students, connect with the community and parents, and offer extracurricular opportunities.	Rochester Excellence will maintain high academic and behavioral expectations for all students. When a student presents a lagging skill, rather academic, behaviorally, or socially we commit to supporting that student in the growth of that skill. We value our community and parent partnerships as we believe it takes a village to raise a child. We will work to build a strong partnership with families through constant communication and in-house events. We will continue working with our local YMCA, Rochester Education Foundation, and Komposition Kids, as well as seeking other community-based partnerships.	1 Community Leader
11/19/19	Community Organizations	Attended SUNY Brockport Rochester Educational Opportunity Center's: Poverty Studies and Economic Development's MPA Meet and Greet/Panel Discussion	SUNY Brockport REOC 161 Chestnut Street Rochester, NY 14604	Our school's information was distributed, and each community member was given a brief introduction of our school model and outreach plan.		6 Community Members

11/20/19	Age Eligible Family	Alia Muhammad, mother of 2 children	Spot Coffee 200 East Avenue Rochester, NY 14604	Ms. Muhammad explained that she moved to a suburban area of Rochester in search of a quality education, however, she was met with racial tension. Therefore, she moved back to the City of Rochester and sent her children to a charter and private school. She loved the rigorous curriculum offered at the charter school, however she felt as if the heavily structured culture limited her daughter's creativity. She would like to see our school have a diverse teaching staff, have culturally relevant curriculum, and offer STEM or STEAM Exploration.	Rochester Excellence is committed to recruiting, supporting, and retaining a diverse teaching staff. We will use Uncommon Schools' ELA Curriculum which was specifically written to be rigorous and culturally relevant for students in urban areas. Our Board Chair is the Co-Founder and COO of UnboundEd which focuses on equity in education and culturally relevant pedagogies. We will lean on her knowledge to ensure that our curriculum, environment, and pedagogical practices are equitable and inclusive of all students. In partnership with the YMCA, we offer our students a robust arts program. Our core content teachers and arts' teachers will plan together to ensure that there is cross curricular collaboration. Our lower elementary has STEAM Centers in each classroom and all grades will use Amplify Science Curriculum which is based on inquiry, experimentation, and incorporates both hands on and virtual learning opportunities.	1 Community Member
11/20/19	Community Organization	Ericka Wilson, Producer at WHEC TV and Chairwoman of the Finance Committee for Rochester Association of Black Journalists	Spot Coffee 200 East Avenue Rochester, NY 14604	Ms. Wilson expressed that teachers must build a strong relationship with students. She would like to see a school which offered extracurricular activities, arts involvement, and science fairs in which she believes keeps students engaged in school. She is interested in covering Rochester Excellence in a new segment to help garner support.	Rochester Excellence teachers will be dedicated to building a strong relationship with all students. Through our partnerships with the YMCA and Rochester Education Foundation, we are offering a robust arts program during the school day and afterschool. The YMCA will also offer additional recreation opportunities at our in-house afterschool program.	1 Community Leader

11/20/19	Community Organization	Attended Urban League's Learning Circle	Antioch Baptist Church 304 Joseph Avenue Rochester, NY 14605	Two mothers explained their difficulty with navigating single parenthood in the city of Rochester. They would like to see a school with high expectations, consistent parent communication, and a school that considers single families when planning events.	Rochester Excellence commits to holding all students to high expectations and providing individualized supports to aid students in meeting our high academic and behavioral expectations. We will communicate with our families daily through a log, at least monthly via phone, monthly events with the school leader, and through three family conferences.	5 Community Members
11/21/19	Community Organizations	Attended ROC the Future's: The State of Our Children	Joseph A. Floreano Riverside Convention Center 123 East Main Street Rochester, NY 14604	Distributed our school's information and gave a brief overview of our school model and academic program to community members. Joi DiGennaro-McMurty, Executive Director of Friendship Children's Center, suggested continuing the use of Highscope's Six Steps of Conflict Resolution and focusing on the SEL Triangle Model as most incoming kindergarteners would be familiar with these models through their work in both Early Pre-kindergarten and Universal Pre-kindergarten.	Rochester Excellence will use Highscope's Six Steps of Conflict Resolution and will support students developing their five SEL competencies, from the SEL Model Triangle.	~20 Community Members
11/21/19	Community Leader	Nydia Padilla-Rodriguez, Director of Community Partnerships at Rochester City School District and Founder/Artistic Director of Borinquen Dance Theatre	Rochester City School District Central Office 131 West Broad Street Rochester, NY 14614	Ms. Padilla-Rodriguez expressed that she would like to see our school focus on building a strong literacy foundation. She also suggested viewing the Arts as a CORE subject as she believes its within our "Human Fabric" which allows students to express themselves creatively and produces valuable transferable skills. Lastly, she stated that to create a positive school culture	Rochester Excellence offers a robust arts program both during the day and afterschool, through our partnership with the YMCA. Our core content teachers and arts teachers will plan together to ensure that there is cross curricular collaboration. Our school-wide commitment to our RESPECT Core Values will contribute to positive school culture.	1 Community Leader

				we must teach and guide CORE values, as they may not be taught in the home, and incorporate systems in which will allow students to develop self-regulation. Through this approach she believed that we may have a low suspension rate.		
11/22/19	Community Organization	Megan DeFranco and James Smith, Director of Development and Director of Development and Community Engagement at the Greater Rochester YMCA	YMCA of Greater Rochester Association Office 444 East Main Street Rochester, NY 14604	Ms. DeFranco wanted to hear more about our school model as she was intrigued by a brief introduction at the Center City Coalition Panel Discussion. Mr. Smith explained that the Greater Rochester YMCA had been searching for opportunities to push into schools in order to serve children whom do not get to visit the YMCA. He suggested incorporating their Dreamseeds Program into our school model as it focused on the arts and building leadership skills. He also offered to incorporate an aquatics program to address water safety for our students.	Rochester Excellence has partnered with the Greater Rochester YMCA to offer a robust arts program and afterschool program for our students.	2 Community Leaders
11/22/19	Age Eligible Families	Held a small learning circle with two mothers who chose to homeschool their children	City of Rochester Adams Street Recreation Center 85 Adams Street Rochester, NY 14608	Rachel explained that she felt as if the school environment was not accommodating for her child with special needs. She would like to see a school that is active in the broader community and teaches Rochester's History. Tracey explained that her son has cerebral palsy and had experienced both racism and discrimination in school; therefore, she chose to homeschool him. She would like to see a school which teaches	Rochester Excellence will ensure that our academic programming, curriculum and instruction, and staffing model supports the growth of all learners, especially students with special needs. We offer an ICT classroom of 15 students at each grade level. We will also prioritize recruiting, supporting, and retaining SPED Certified teachers. We will use Uncommon Schools' ELA Curriculum which was specifically written to be rigorous and culturally relevant for students in urban areas.	2 Community Members

				black history and explores other world viewpoints.	Our Board Chair is the Co-Founder and COO of UnboundEd which focuses on equity in education and culturally relevant pedagogies. We will lean on her knowledge to ensure that our curriculum, environment, and pedagogical practices are equitable and inclusive of all students. We will explore the history of the City of Rochester within our Social Studies Curriculum.	
11/23/19	Community Members/Age Eligible Families	Attended the I am H.E.R (Humble, Educated, Respected) Woman's Empowerment Event	Carmen Clark Lodge 777 Westfall Road Brighton, NY 14620	Tabled during the event and presented our school model and academic programming to a group of parents. Collected several signatures of support.		~35 Community Members
11/24/19	Community Members	On-air interview at 105.5 The Beat local radio station with Host Racqui B.	16 West Main Street Rochester, NY 14614	Our Lead Applicant was interviewed, on-air, where she provided an in-depth explanation of our school model, staffing model, academic programming, her background and experience, proposed board members, and solicited feedback. She also provided our school's contact information. Lastly, the host allowed community members to call in and ask questions or give comments. Several community members called in reminiscing about their experiences they have had when Ms. Rumph was either a teacher or leader in their child's school. Community members were eager to show support for Rochester Excellence Academy.		Hundreds of Community Members

12/2/19	Community Organization	Invitation to observe Discovery Charter School	Discovery Charter School 133 Hoover Drive Rochester, NY 14615	Our Lead Applicant observed classrooms and provided feedback to Discovery's Leadership Team, in efforts to support their goals for school culture improvement and academic growth. She observed a 3 rd /4 th Grade ICT Classroom which provided ample individualized supports. She also observed the effectiveness of a Lead Teacher and Teacher Assistant co-teaching model. The leadership team advised choosing effective curriculum upon authorization as they initially planned to develop their own curriculum which proved to be unsuccessful and they are now searching for effective curriculum, years after authorization.	Rochester Excellence will adopt an ICT classroom per grade level. The other two classes will be co-taught with a Lead Teacher/Teacher assistant model. We have selected curriculum which has proven to be successful within the Greater Rochester and/or other urban areas with similar student populations. Our team will consistently monitor, accommodate, and evaluate our curriculum choices for relevance and effectiveness.	8 Community Members
12/05/19	Community Member	Chris Fox, Vice President of Sales and Development at SMP	Phone call	Mr. Fox expressed concern regarding Rochester schools. He suggested that our school have a strong Science and Math component to prepare students for careers in the future.	Rochester Excellence has a relentless focus on building a strong math foundation through Cognitively Guided Instruction, direct instruction, and inquiry based lessons which focus on building students' conceptual understandings. Our Science curriculum allows students to question, explore, and experiment to solve real life scenarios.	1 Community Member
12/07/19	Community Members	Attended Youth For Peace's Christmas Giveback for families effected by violence	John Marshall High School 180 Ridgeway Avenue	We tabled at the event and presented our school model, academic programming, and solicited feedback. Antonia of Enhanced Outlook Global Media explained that Rochester is desperately in need of quality	Rochester Excellence is committed to serving the Rochester Community to meet the need for high quality school options.	~50 Community Members

			Rochester, NY 14615	schools. Several signatures of support were collected.		
12/07/19	Community Members	Attended The City of Rochester's Liberty Pole Lighting & Kick-Off of the ROC Holiday Village	Dr Martin Luther King Jr. Park 252 Court Street Rochester, NY 14607	Distributed our school's information and gave a brief overview of our school model and academic program to community members.		~250 Community Members
12/16/19	Community Organization	Walter Larkin, Jr. and Malcolm Lee, Chief Executive Officer and Athletic Director of University Preparatory Charter School for Young Men	U Prep 1290 Lake Avenue Rochester, NY 14613	Mr. Larkin and Mr. Lee urged the importance of building a strong and diverse board and school leadership team. They spoke of the importance of having mission aligned individuals who have expertise in all domains of the school's operations, academic programming, and fiscal management.	Rochester Excellence's Founding Board is comprised of mission aligned individuals whom have the time, effort, and expertise to provide oversight for the school. Our Lead Applicant will hire a Director of Operations and Director of Curriculum and Instruction during Year 0 to ensure a strong start for the founding year.	2 Community Leaders
12/16/19	Community Organization	Kelly McDermott, Community Liaison at the University of Rochester	Spot Coffee 200 East Avenue Rochester, NY 14604	Ms. McDermott was interested to learn about the school model after meeting our Lead Applicant at a previous education reform panel attended. She is hoping to find a way to partner with our school to improve the physical and mental healthcare options for our students.	We will continue to build our relationship with the University of Rochester as they are a great resource for our students and families.	1 Community Member
12/16/19	Community Organization	Ida Perez, Director of Ibero's Early Childhood Center	777 Clifford Avenue Rochester, NY 14621	Ms. Perez explained that in many Early Pre-K and Universal Pre-K programs families have a Family Support Associate which supports families in meeting all their basic needs including financial resources, physical and mental health resources, housing resources, and education. She suggested having at least one employee dedicated to support	Rochester Excellence prioritizes family partnerships and are committed to support both our students and families. Our Social Worker will support families by connecting them to resources within our community to meet their needs. We will use Highscope's Six Steps of Conflict Resolution and will support students in developing their	1 Community Member

				families as they rely on that connection which seems to get lost when kindergarten begins. She suggested that we study and adopt the SEL Pyramid Model, the importance play, the role of the arts, and incorporate Highscope's six steps of conflict resolution into our model.	five SEL competencies, from the SEL Model Triangle.	
12/17/19	Community Organization	Maya Crane, Program Officer of Equity at The Rochester Area Community Foundation	Ugly Duck Coffee 89 Charlotte Street Rochester, NY 14607	Ms. Crane advised that parent engagement and community engagement are very important in the success of a school. She shared her experience navigating Special Education in Rochester. She also advised getting a coach for our lead applicant to help navigate founding year.	Rochester Excellence will partner with parents keeping them updated, soliciting feedback, and inviting them into our school. We value our community partnerships and we will actively seek more partnership opportunities support our students and families. We will prioritize recruiting, supporting, and retaining teachers with Special Education Certifications. BES will provide a follow-on support for our school leader throughout year 2 of operation.	1 Community Leader
12/18/19	Community Organization	Mary Louise Musler, Co-Director of the Early Training Academy through The Children's Institute	The Children's Institute 274 North Goodman Street Rochester, NY 14607	Ms. Musler explained that she would like to see charter schools collaborate with the Universal Pre-kindergarten community to increase the effectiveness of the kindergarten transition.	Rochester Excellence has adopted Highscope's six steps of conflict resolution, incorporated STEAM centers which mirror Pre-k Centers, incorporated 20 minutes of daily cooperative play, and shares a focus on supporting the 5 SEL Competencies. Our Lead Applicant has also joined the Early Training Academy's Advisory Committee to begin bridging the gap between charter schools and the Rochester City School District.	1 Community Leader
12/18/19	Community Organization	Holli Budd and Alicia Jinks, Chief Executive Officer and Program Officer of the Farash Foundation	Farash Foundation 255 East Avenue	Ms. Budd and Ms. Jinks are supporters of our school. They suggested connecting with the City of Rochester to inquire about	We have reached out to get the schedule for The Academy of Health & Sciences Charter School's board meetings. We plan to attend	2 Community Members

			Rochester, NY 14604	cohabitation. They also suggested attending a monthly board meeting for The Academy of Health & Science Charter School to gain insight into founding year expectations.	to gain insight into Year 1 expectations.	
1/3/19	Community Organization	Jamila Smith, Workforce Development Manager of Finger Lakes Performing Provider System	Spot Coffee 200 East Avenue Rochester, NY 14604	Ms. Smith suggested that our school host community events to build a relationship with the broader community. She also suggested considering expansion to build a high quality K-6 option. Jamila hopes to collaborate with our school to increase the physical health of our students by providing an on-site Nurse Practitioner.	Rochester Excellence will continue to work with Ms. Smith hoping our collaboration works out. We will work as a team to ensure that we are connecting with the broader Rochester Community.	1 Community Member
1/9/20	Elected Official	Mayor Lovely Warren of the City of Rochester and Sandra Simon Director of Special Projects and Education Initiatives for the City of Rochester	City Hall 30 Church Street Rochester, NY 14614	Mayor Warren is a supporter of Rochester Excellence. She suggested that we have curriculum that requires mastery before moving on and that each student's progress is tracked. She requested that parents have access to their student's progress, throughout the school year. She would like to see a diverse teaching staff who take time to build relationships with each student. Ms. Simon suggested that we have a plan to support homeless students as Rochester's homelessness rate is rising.	Rochester Excellence will use STEP to track reading mastery levels. Math skills will be tracked through daily exit tickets and interim assessments. Student data will be communicated to parents through daily communication logs and bi-weekly phone communication. Families will be updated on students' present levels of performance, benchmarks, and instructional methods to support student growth. We are committed to recruiting, supporting, and retaining diverse teaching staff. Our School Social Worker will work to support all students and families, including families facing homelessness.	2 Community Leaders
1/15/20	Community Member	Linda Thornton Hillery, Realtor of Re/Max Plus	Phone call	Ms. Hillery is an enthusiastic supporter of Rochester Excellence. She believes that teacher and leader diversity is	Rochester Excellence will prioritize recruiting, supporting, and retaining a diverse teaching staff. We will	1 Community Member

				essential in a school located in an urban area. She expressed the need for high quality educational options in Rochester.	continue to work with Linda in the future.	
1/20/20	Age Eligible Families	Attended the Rochester Rams Football and Cheerleading League Annual Banquet	John Audubon School #33 500 Webster Avenue Rochester, NY 14609	We tabled and presented our school model and academic programming. We also solicited feedback and collected several signatures of support.		~150 Community Members
1/28/20	Community Organization	Lawrence Forte of Komposition Kids	Video Conference	Mr. Forte expressed the importance of career readiness curriculum beginning in elementary school.	Rochester Excellence formed a partnership with Komposition Kids. Their staff will provide career readiness instruction, for our students, twice a month.	1 community Member
2/4/20	Community Organizations	Attended the Advisory Committee for the Early Learning Training Academy	Ibero Children's Center 777 Clifford Avenue Rochester, NY 14621	RCSD Early Childhood Teachers and community organization Pre-Kindergarten teachers expressed the importance of a developmentally appropriate early childhood educational experience. They hope to improve the relationships with traditional public and charter schools to improve the Pre-K to Kindergarten transition.	Rochester Excellence will continue our relationships with our local early childhood centers to improve students and families' Pre-k to Kindergarten Transition. Our Lead Applicant joined the advisory committee.	4 Community Organization
2/7/20	Community Organization	Lindsey Brown, Director of SummerLeap at Allendale Columbia Private School	Phone call	Ms. Brown advised collaborating with as many community organizations and schools as possible. She suggested sharing our school model, developments, and successes with the broader Rochester community. She invited our Lead Applicant to be a critical friend to both Allendale Columbia Private School and RCSD School #17, observing and providing feedback to the leadership teams. Ms. Brown	Rochester Excellence will continue to seek community-based organizations and schools to increase our number of partnerships, to enhance the support of our students and families. Our Lead Applicant will observe at both Allendale Columbia Private School and RCSD's School #17 and will provide feedback based on observation and best practices. We will continue our relationship with Mr. Brown.	1 Community Leader

				hopes to form a future partnership.		
2/19/20	Community Members	Held a Public Meeting to solicit feedback.	Legacy Drama House 112 Webster Avenue Rochester, NY 14609	Families expressed the importance of parent communication throughout the school year and a strong literacy focus. Students expressed the importance of feeling heard and supported, relationship building, and the desire to learn cursive.	Rochester Excellence is committed to constant parent communication through initial home visits, daily communication logs, bi-weekly phone calls, and three family conferences. We devote 185 minutes to daily literacy instruction. Teachers will take the first week of school to build a strong relationship with each student and will nurture this relationship throughout the year through family meetings and individual check-ins.	11 Community Members
2/19/20	Community Organization	Interview with Spectrum News	Legacy Drama House 112 Webster Avenue Rochester, NY 14609	Spectrum News attended our public meeting and interviewed our Lead Applicant. The interview was aired on our local news two days later.		1 Community Organization
2/25/20	Elected Official	Councilwoman Lashay Harris of Rochester's City Council and Career Pathways Coordinator at Rochester City School District	1872 Café 431 West Main Street Rochester, NY 14608	Councilwoman Harris explained that the 11 th and 12 th graders in her program often drop the program or are unable to be placed into a career field post-graduation as they lack the literacy foundation required to pass the civil service exam. She suggested having a literacy focus for our school.	Rochester Excellence has a relentless focus on building a strong literacy foundation beginning in kindergarten through devoting 185 minutes of daily literacy instruction.	1 Community Leader
3/14/20	Community Organization	Presented at the St. Paul Holiness Church's Annual Scholarship Banquet	RIT Conference Center 5257 West Henrietta Road	We presented our school model and key design elements to the banquet attendees. We also distributed our school and contact information, requesting feedback.	Rochester Excellence will continue our relationship with the St. Paul Holiness Church's Congregation Members.	~80 Community Members

			Henrietta, NY 14467	Many community members offered signatures of support.		
3/18/20 3/19/20 3/20/20	Community Members	Partnered with Community Leaders to provide emergency childcare for families due to school closures	Legacy Drama House 112 Webster Avenue Rochester, NY 14609	Our Lead Applicant partnered with Dr. Mary Bisbee-Burrows to offer emergency childcare which included literacy and performing arts instruction.		4 Community Members
3/18/20	Community Member	Marvin Creative Writing Teacher at Urban Choice Charter	Legacy Drama House 112 Webster Avenue Rochester, NY 14609	Mr. Marvin expressed the importance of building a strong literacy foundation in the early elementary grades to negate the need for intense remediation in middle and high school, which Rochester is experiencing now. He suggested building relationships with families and students is essential for academic success.	Rochester Excellence has a relentless focus on building a strong literacy foundation beginning in kindergarten through devoting 185 minutes of daily literacy instruction. We will build and continue to nurture relationships with our families through constant communication, opportunities to provide feedback, as well as social and celebratory gatherings.	1 Community Member
3/20/20	Community Member	Jamayne Fleming Home School Advisor for Young Women's College Prep Charter School	Legacy Drama House 112 Webster Avenue Rochester, NY 14609	Mr. Fleming expressed the need for connecting with families to increase student achievement.	Rochester Excellence Academy will begin building a relationship with parents through Parent Orientation Events and Home Visits. We will continue building relationships with families as we partner in supporting the growth of their child.	1 Community Member
4/25/20	Community Organization	Attended Restoration Rochester's Virtual Situation Room Community Meeting	Via Google Meet	Community members from multiple community-based organizations expressed the current community needs and we brainstormed ways we could band together to meet the needs of children and families of our community during the COVID-19 pandemic.	Rochester Excellence Academy developed a virtual Kindergarten Readiness Series, streamed on social media, to assist parents with 3-5 year old children with homeschooling and kindergarten readiness activities.	Multiple Different Organizations

5/4/20	Community Organization	Attended Restoration Rochester's virtual Community Collaborative Meeting	Via Google Meet	Community organizations were introduced to the Care Portal which links specific family needs with community resources.	Rochester Excellence Academy has formed a partnership with Restoration Rochester to assist our families in crisis.	Multiple Different Organizations
5/4/20	School Leadership	Video Conference with Wanda Perez Brundage Founding Principal of Academy of Health Sciences Charter School	Via Zoom	Mrs. Perez-Brundage provided advice on building family relationships, having a plan for distance learning, and setting/maintaining high expectations for students. She expressed the need for filling academic gaps due to her fifth-grade start.	Rochester Excellence Academy will have a relentless focus on providing increased and extended literacy supports for all students to build a strong literacy foundation by the end of third grade, to prevent academic gaps as our students move on to middle school. We will continue our relationship with Mrs. Perez-Brundage throughout our journey.	1 Community Member
5/18/20	Age Eligible Families	Hosted a virtual Kindergarten Readiness Session via Social Media for parents of 3-5 year old children	Via Facebook Live	In response to our current pandemic, our Head of School hosted the first of a series of Kindergarten Readiness Sessions to assist parents prepare their 3-5 year old children for kindergarten in the fall. The session was viewed by 665 community members.	We will continue to host weekly Kindergarten Readiness Sessions for parents of 3-5 year old children during the COVID-19 pandemic.	665 Community Members
7/24/20	Community Members	Tabled at The Melanin Public Market	Legacy Drama House 112 Webster Avenue Rochester, NY 14609	Provided our school's information to community members in attendance and requested feedback.	We will continue to visit the local Melanin Public Market to connect with community members.	100 Community Members
8/14/20	Community Members	Video Conference with Maya Crane (Rochester Area Community Foundation) Deb Hamner (Greater Rochester Parent Leadership Training Institute) Felecia Drysdale (Rochester City School District) Shanai Lee (Uncommon Schools)	Via Zoom	Our Lead Founder, Brittany Rumph, connected with multiple community members to discuss supporting students and families through the 2020-2021 school year as the Rochester City School District and many local charters were only offering remote	Our Lead Founder developed ROC City Learning Pods, with the oversight of an advisory committee, in partnership with the Rochester Public Libraries to support children and families. She will continue to serve as the Program Director throughout the 2020-2021 school year.	5 Community Members

		Rochester Prep) Ashley (Child Time Learning Centers)		instruction, which left families in crisis.		
8/26/20	Community Organization	Presenter at the Racial Growth Webinar hosted by the Rochester Area Community Foundation	Via WebEx	Our Lead Founder, Brittany Rumph, delivered a presentation addressing the impacts of the COVID-19 Pandemic for underprivileged families living in inner city Rochester.	Through the webinar Ms. Rumph connected with local philanthropists and secured funding to operate ROC City Learning Pods. Our team will continue to foster relationships with local philanthropists in efforts of inspiring individuals to continue to support initiatives that uplift the children and families of Rochester.	100+ Community Members
9/14/20	Community Organizations	Attended the Community Collaborative hosted by Restoration Rochester	Via Zoom	Multiple community organizations discussed systems integration and streamlining processes that provide resources for those in need within our community. The collaborative ended with time to network with each other.	Rochester Excellence Academy has formed a partnership with Restoration Rochester to assist our families in crisis.	Multiple Community Organizations
10/27/20	Community Organization	Presenter at the Joe U. Posner Breakfast hosted by the Rochester Area Community Foundation	Via Zoom	Our Lead Founder, Brittany Rumph, delivered a presentation addressing the impacts of the COVID-19 Pandemic for underprivileged families living in inner city Rochester.	Through the webinar Ms. Rumph connected with local philanthropists and secured funding to operate ROC City Learning Pods. Our team will continue to foster relationships with local philanthropists in efforts of inspiring individuals to continue to support initiatives that uplift the children and families of Rochester.	100+ Community Members
12/15/20	Community Organizations	Presenter at the Digital Divide Virtual Briefing	Via Zoom	Our Lead Founder, Brittany Rumph, delivered a presentation addressing the impacts of the digital divide for underprivileged families living in inner city Rochester. Multiple community organizations brainstormed ideas and actions that could be taken to ensure digital access for all of Rochester's families.	Our team reviewed and revised our plan surrounding digital access to ensure that our families are not affected by the digital divide. We will ensure that all families have a technology device and internet access allowing students to access virtual instruction.	Multiple Community Organizations

12/17/20	Community Organizations	Meeting with Jacquetta Harris and Melissa Berrien of Rochester Housing Authority	Via Zoom	Harris and Berrien expressed their concerns with the lack of support experienced by children and families engaged in remote instruction.	Our team reviewed and revised our plan to address remote instruction, ensuring that all curricular choices had digital components and families possessed devices allowing internet accessibility.	Community Organization
1/18/21	Community Member	Meeting with Duwaine Bascoe	Via Zoom	Bascoe stressed the need for quality education options for the children of Rochester. He also shared best practices for charter school boards.	Our team has continued to connect with multiple charter school boards for best practices and lessons learned to strengthen our ability to provide governance and oversight.	Community Member
1/19/21	Community Organization	Attended Vertus Charter School's Monthly Board Meeting	Via Zoom	Our team attended Vertus Charter School's Monthly Board Meeting as observers. Vertus' Board Members extended the invitation to connect at any point for guidance.	Our team learned the importance of codifying systems and procedures to ensure effective transitions of employees.	Community Organization
1/25/21	Community Organization	Attended Academy of Health Sciences Charter School's Monthly Board Meeting	Via Zoom	Our team attended Academy of Health Sciences Charter School's Monthly Board Meeting. The ACHS Team extended an invitation to connect for guidance.	Our team will continue to connect with ACHS to learn best practices.	Community Organization
1/29/21	Community Organization	Interview regarding education inequities and Rochester's Black History Roots with WHEC News 10	Via Zoom	Our Lead Founder participated in an interview with two local district superintendents regarding education and Black History in Rochester. Ms. Rumph also shared the future plans for Rochester Excellence Academy		Community Organization
2/1/21	Community Organization	Attended the Monthly Community Collaborative hosted by Restoration Rochester	Via Zoom	Multiple Organizations discussed racial justice, racial inequities in our area, and systems integration. The meeting ended with a networking session.	Rochester Excellence Academy has formed a partnership with Restoration Rochester to assist our families in crisis.	Multiple Community Organizations
2/10/21	Community Organization	Attended the A Tale of Two Cities: Redlining and Racist Policies in Rochester, NY hosted by the Rochester Area Community Foundation	Via Zoom	Two presenters discussed the history of redlining and other racist policies in Rochester, NY and their impact on our community, today.	Our team is committed to ensuring that our policies, practices, procedures, curriculum, and outlook are developed with an anti-racist lens. We will continuously self-evaluate and seek feedback to	Community Organization

					ensure that all voices in our community are acknowledged, heard, and valued.	
2/17/21	Community Organization	Tour of the Greater Rochester YMCA Carlson Metro Center	444 East Main Street Rochester, NY 14604	Kevin Fitzpatrick of the Greater Rochester YMCA expressed a desire to lease space in their centrally located facility to Rochester Excellence Academy as that facility is no longer in use.	Our Founding Team will be taking a second tour on Tuesday May 4, 2021. We are considering leasing space in the Carlson YMCA as it is centrally located and would strengthen our partnership with the Greater Rochester YMCA.	Community Organization
3/24/21	Community Member	Meeting with Darin Price	Via Zoom	Darin expressed the importance of quality school options and access to the arts. He suggested partnering with the Hochstein School of Music and Dance.	Rochester Excellence Academy has a robust arts program as we value the arts and their proven ability to support both academic and social success. We plan to explore a potential partnership with Hochstein.	Community Member
4/28/21	Community Members	Rochester Excellence Academy Charter School's Public Meeting	Via Zoom live streamed on Facebook	The proposed full founding team, including proposed board members and head of school, hosted a community meeting. Our team discussed our school model, timeline, and took questions.	We will continue to connect with community members to ensure that our school model is tailored to the needs of the community.	264 Community Members

Attachment 2a: Initial Samples of Public Outreach

1. Our applicant group has informed the community about the proposed charter school, including the intended location, the target student population, the grades to be served, and a description of the educational program(s) to be offered.

Rochester Excellence Academy Charter School (“Rochester Excellence”) has held two public meetings, attended 28 community events, connected with 30 community organizations and over 500 families, and hosted three listening circles where we have distributed over 500 fliers in both English and Spanish. Our flier was posted on our social media pages which has 693 followers. We have met with five elected officials including our city’s mayor, Mayor Lovely Ann Warren. The applicant group has also had the opportunity to share information about Rochester Excellence through interviews with our local radio station 105.5 The Beat, the *Spectrum News*, *WHEC News 10*, *WXXI*, and the *Southwest Tribune Newspaper*. Our community outreach will continue throughout the application process with the goal of connecting with age-eligible Rochester families, including those who are economically disadvantaged, have children with special needs, and families with children identified as multilingual learners.

Figure 1: Rochester Excellence Academy Flier – English and Spanish



ROCHESTER EXCELLENCE ACADEMY

Rochester Excellence Academy Charter School is a proposed K-4, tuition free, public charter school for the young leaders of Rochester.

We believe everything a child needs to succeed is already inside of them. When properly supported all students can and will excel.

Therefore, excellence is not an accident.

Through rigorous academics, a values-based community, and individualized supports Rochester Excellence Academy equips all kindergarten through fourth grade scholars with the skills and mindsets necessary for success in middle school, high school, college, career, and life.

CORE BELIEFS

All students can achieve at high levels with individualized supports.	Literacy is the key that opens doors of opportunity. We offer 185 minutes of daily literacy instruction.	It takes a village to raise a child. We value our parent and community partnerships.
Rigorous academics drives student achievement.	Access to the arts supports academic achievement and social emotional development.	Character is developed in a community based on values.

Contact Us:
Brittany Rumph, Lead Founder
(585) 867-1034
brumph@bes.org

Stay connected:
@ROCEXcellenceAcademy
@roc.excellence.academy
www.rocexcellenceacademy.org

Fill out our community survey @ <http://bit.ly/ROCEXcellence>



ROCHESTER EXCELLENCE ACADEMY

Rochester Excellence Academy Charter School es una propuesta de grados K-4, libre de matrícula, escuela charter pública para los jóvenes líderes de Rochester.

Creemos que todo lo que un niño necesita para tener éxito ya está dentro de ellos. Cuando se apoya correctamente todos los estudiantes pueden superar.

Por lo tanto, la excelencia no es un accidente.

A través de académicos rigurosos, una comunidad basada en valores, y apoyos individualizados Rochester Excellence Academy equipa a todos los académicos de kindergarten a cuarto grado con las habilidades y mentalidades necesarias para el éxito en la escuela, la escuela superior, la universidad, la carrera y la vida.

Creencias básicas

Todos los estudiantes pueden lograr en niveles altos con apoyos individualizados.	La alfabetización es la clave que abre las puertas de las oportunidades. Ofrecemos 185 minutos de instrucción diaria de alfabetización.	El acceso a las artes apoya el logro académico y el desarrollo emocional social.
Académicos rigurosos impulsa el logro de los estudiantes.	El carácter se desarrolla en una comunidad basada en valores.	Se necesita un pueblo para criar a un niño. Valoramos nuestras asociaciones para padres y comunidades.

Contáctenos:
Brittany Rumph, Principal Fundadora
(585) 867-1034
brumph@bes.org

Stay connected:
@ROCEXcellenceAcademy
@roc.excellence.academy
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Fill out our community survey @ <http://bit.ly/ROCEXcellence>

2. Stakeholders in the community were given the opportunity to provide input into the design of the proposed charter school.

Rochester Excellence has collected 157 surveys from community members. Our online survey is available to the public through our website, social media pages, and through scanning a QR code located on our flier. All community input obtained through surveys, meetings, listening circles, and community events has been documented in **Table 2: Public Outreach Information**.

Figure 2: Rochester Excellence Academy Survey and Analytics

The image shows a screenshot of an online survey titled "Rochester Excellence Academy Survey". The survey is divided into sections, with the first section containing a header image and several questions. The header image features the text "ROCHESTER EXCELLENCE ACADEMY" and "A proposed K-4 public charter school for the students of Rochester" above a photo of three children in a classroom. The questions are: "Name", "Email", "Are you a parent or legal guardian of a school age child?", and "Are you a parent or legal guardian of a child between the ages of 3 - 5?". Each question has a "Short answer text" field or radio button options for "Yes" and "No".

Section 1 of 2

Rochester Excellence Academy Survey

Form description

Image title

ROCHESTER EXCELLENCE ACADEMY

A proposed K-4 public charter school for the students of Rochester

Name *

Short answer text

Email *

Short answer text

Are you a parent or legal guardian of a school age child? *

☐ Yes

☐ No

Are you a parent or legal guardian of a child between the ages of 3 - 5 ? *

☐ Yes

☐ No

Are you satisfied with the education options for Kindergarten - 4th Grade students in your neighborhood? *

☐ Yes

☐ No

What are the 3 most important things you want to see in your child's elementary school? *

Short answer text

Would Rochester benefit from a K- 4 public, tuition-free charter school focused on building a strong literacy and math foundation, supporting students' social emotional development, and providing access to the arts? *

☐ Yes

☐ No

Parents/Guardians Only: Given the opportunity, Would you enroll your child in a K - 4 public, tuition- free charter school focused on building a strong literacy and math foundation, supporting students' social emotional development, and providing access to the arts?

☐ Yes

☐ No

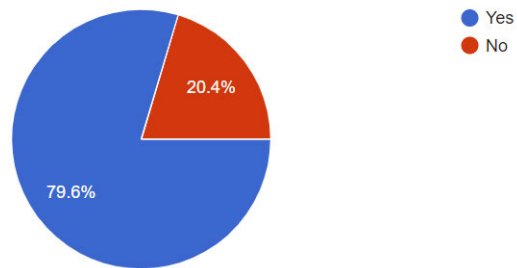
Are you interested in joining our volunteer email list? *

☐ Yes

☐ No

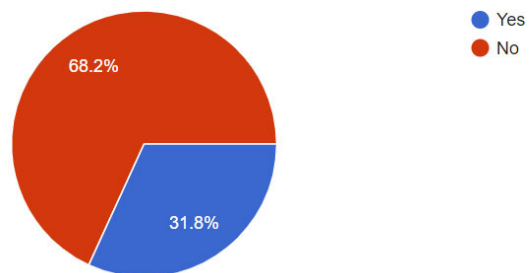
Are you a parent or legal guardian of a school age child?

157 responses



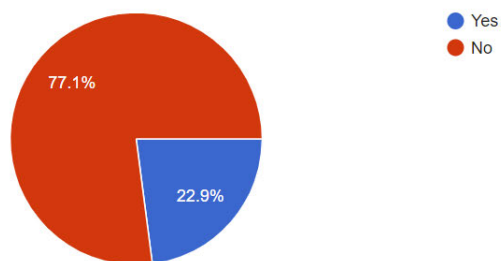
Are you a parent or legal guardian of a child between the ages of 3 - 5 ?

157 responses



Are you satisfied with the education options for Kindergarten - 4th Grade students in your neighborhood?

157 responses



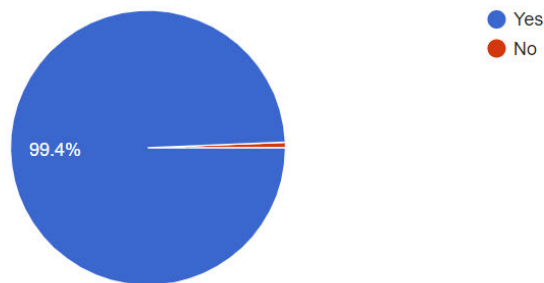
What are the 3 most important things you want to see in your child's elementary school?

157 responses

Discipline. A caring and nurturing staff. A curriculum and activities that are comparable to the better schools in the area
Better Grades and better pay for teachers
Reading fundamentals thoroughly taught, educators who care, results and changes made when students receive poor evaluations.
Sports, enhanced and reading programs
Individualized support, rigorous curriculum, Arts
Restorative Practice- Building more relationship with students and students with peers. Focus on childrens skills to build weak areas. Commitment to family, school and community connections.
Safety, Education, & Teachers who actually care about the students.
Good teachers, Good leadership, good culture

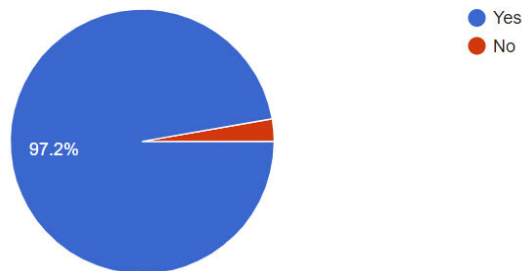
Would Rochester benefit from a K- 4 public, tuition-free charter school focused on building a strong literacy and math foundation, supporting students' social emotional development, and providing access to the arts?

157 responses



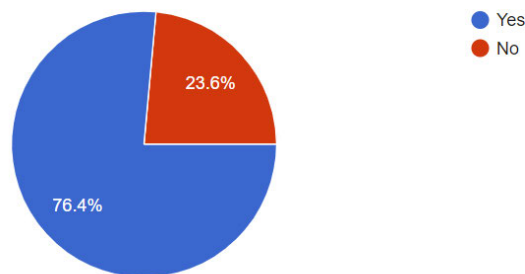
Parents/Guardians Only: Given the opportunity, Would you enroll your child in a K - 4 public, tuition- free charter school focused on building a strong literacy and math foundation, supporting students' social emotional development, and providing access to the arts?

145 responses



Are you interested in joining our volunteer email list?

157 responses



3. At least one public meeting with stakeholders in the community in the school district in which the proposed charter school is to be located. Reasonable public notice should be provided to community stakeholders.

To date, Rochester Excellence has held two public meetings on February 19, 2020 at the Legacy Drama House 112 Webster Avenue Rochester, NY 14609 and a live streamed public meeting on April 28, 2021. The first public meeting was advertised for three weeks in the local newspaper, both print and online, as well as through posted meeting dates on the local news channels' community calendars and through our social media pages. The second virtual public meeting was advertised through a Facebook Ad.

Figure 3a: Public Meeting Notifications

10C | SUNDAY, FEBRUARY 9, 2020 | ROCHESTER DEMOCRAT & CHRONICLE

Classified

Buzz

Announcements

All classified ads are subject to the applicable rate card, copies of which are available from our Advertising Dept. All ads are subject to approval before publication. The Democrat and Chronicle reserves the right to edit, refuse, reject, classify or cancel any ad at any time. Errors must be reported in the first day of publication. The Democrat and Chronicle shall not be liable for any loss or expense that results from an error in or omission of an advertisement. No refunds for early cancellation of order.

Rochester Excellence Academy
Charter School Public Meeting,
Wednesday February 19, 2020
Legacy Drama House
112 Webster Avenue
5:45-6:45 pm
We want to hear from ALL community members, especially children.
(585)867-1034 bump@bes.org

Wanted to Buy

BASEBALL SPORTS CARDS + ALL Vintage Collectables 1910 to 1979 Top \$ Paid 535-645-4379

PAID FOR YOUR PETRIC TEST STRIPS, Same Day Pickup, Prices Paid Up to \$500, All Brands Considered! between 11am-6:30pm
Bob 585-284-3455

Wanted to Buy

WANTED ANTIQUES & ESTATE JEWELRY

For over 35 years we specialize in buying antiques, silver, costume & estate jewelry, Pocket watches, rings, cameos, stick pins, bracelets, cuff links, masonic items, gold, sterling, etc., etc.

WE NEED STERLING SILVER! Over 5000 flatware patterns now needed. Bowls, candlesticks, compotes, etc. We Also Buy Silverplate

"NO ONE PAYS MORE"

COSTUME JEWELRY WANTED

Classified

585-454-1111
classified.democratandchronicle.com

Buzz

Announcements

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For over 35 years we specialize in buying antiques, silver, costume & estate jewelry, Pocket watches, rings, cameos, stick pins, bracelets, cuff links, masonic items, gold, sterling, etc., etc.

WE NEED STERLING SILVER! Over 5000 flatware patterns now needed. Bowls, candlesticks, compotes, etc. We Also Buy Silverplate

"NO ONE PAYS MORE"

Also buying all Antiques, glassware, china, hummers, old toys, fenton, postcards, military items, paintings, oriental rugs, primitives, coins, stamps, paper items, art glass, pottery, clocks, art objects, etc. etc.

WHY CALL US FIRST? SIMPLY WE PAY MORE! Unlimited Capital means we can pay you the correct price for your antiques & valuables!

Former R News Antique Expert

Wanted to Buy

OLDEN WOOD FURNITURE IN ANY CONDITION WILL PAY CASH! Call 585-739-4098

PAYING CASH for Rock, Metal, Jazz Records/CDs, Video Games & Systems. Call Don 585-622-3790

RIDGE COIN GOLD SILVER

Pets

Domestic Pets

Alaskan Malamute Older Pups - Reg'd, large, house broken, Price Reduced, \$400, 585-281-2344

English Bull Dog Pups - 3 M, 3 F, ready 2/15, shots LTD, Parents well mannered, \$800, 315-310-3382

Boxer Pups - 3 M, 3 F, ready 2/15, shots LTD, Parents well mannered, \$800, 315-310-3382

French Bulldog Puppies great little family pets, well socialized, family raised, old on vacs, worming, health cert. Deposit will hold. Ready 2/15. Call or text 585-425-5123

German Shepherd Puppies BW/Tan, AKC, 1st shots, dewormed, \$700. Call 585-704-8891

German Shepherd Puppies - Reg, Family raised, Very friendly, Ready Now, \$475, 315-538-2121 No Sunday Calls!

German Shepherd Pups, AKC, 8 wks, old, 1st shots & dewormed, black & red/bell tan, parents on premises - \$800 Call 585-851-1408

German Shorthaired Pointer Pups M/F, AKC/DFA, Ch/C parents, champ lines, gorgeous! 607-566-8317 ewes

LABRADOODLE 8 mos, Neutered male, Well trained, beautiful, sturdy, cuddly & happy, vet checked, LTD shots, house broken & well socialized, \$750. Contact by phone only 585-285-6786

LABRADOR RETRIEVERS, AKC, Silver & Charcoal Pundred, born 12/16. For info call 607-363-3412, www.highknollabs.com

Labrador Retriever We are taking deposits for Chocolate, Silver, and Charcoal Labrador retriever puppies. English style, champion bloodlines, limited, 2 year guarantee, with great personalities and demeanor, be the first in your neighborhood to own one of these beautiful Silver or Charcoal puppies. \$1,000-\$1200 (807)969-0027

Miniature cockapoo 8 weeks, Black, de-wormed, family raised, guaranteed, m/f on premises, shots, vet checked (605)50-5557/604-0950

ROCHESTER EXCELLENCE ACADEMY

A proposed K-4 public charter school for the students of Rochester



28

WEDNESDAY, APRIL 28, 2021 AT 6:30 PM EDT – 7:15 PM EDT

Rochester Excellence Academy Charter School's Public Meeting

Facebook Live

Event Ended

Audience

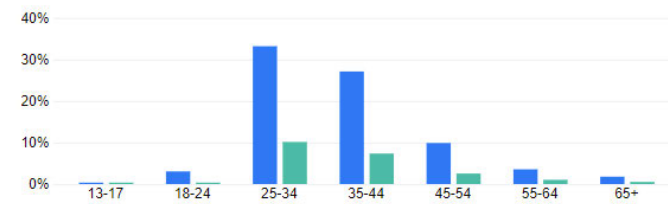
This ad reached 399 people in your audience.

People

Placements

Locations

78.5% Women 21.5% Men



Audience Details

Location - Living In
United States

Age
18 - 65+

People Who Match

People who like Rochester Excellence Academy and Friends of connections: Friends of people who are connected to Rochester Excellence Academy

Figure 3b: Public Meeting Flier – English and Spanish



REUNIÓN PÚBLICA

Miércoles 28 de abril de 2021
via Facebook Live
@ROCExcellenceAcademy
6:30 – 7:15 PM



¡Queremos saber de todos los
miembros de la comunidad,
especialmente de los niños!



PUBLIC MEETING


Wednesday April 28, 2021
via Facebook Live
@ROCExcellenceAcademy
6:30 – 7:15 pm



We want to hear from **ALL**
community members, especially
children!



Figure 3c: Public Meeting Sign In-Sheet - February 19,2020




ROCHESTER EXCELLENCE ACADEMY

Our Mission: Through rigorous academics, a values-based community, and individualized supports Rochester Excellence Academy equips all kindergarten through fourth grade scholars with the skills and mindsets necessary to succeed in middle school, high school, college, career, and life.

We believe everything that a child needs to succeed is innately inside of them. When properly supported all students can and will excel. Therefore, excellence is not an accident.

**Public Meeting
February 19, 2020**

Name / Nombre	Zip Code / Código Postal	Phone Number / Número de Teléfono	E-Mail / Correo Electrónico	Age of Child(ren) / Edad del Niño(s)



ROCHESTER EXCELLENCE ACADEMY

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**Public Meeting
February 19, 2020**

	Name /	Zip Code /	Phone Number /	E-Mail /	Age of Child(ren) /
6					
7					
8					
9					
10					

Figure 3d: Virtual Public Meeting - April 28, 2021

