

# Application: Rochester Sports Academy Charter School

Gabriel Marshall [REDACTED]  
New Charter School Applications

## Basic Letter of Intent Information

Completed May 2 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 Sports Academy Charter School
Grades Served (K-5, .6-8, 9-12, etc.) During Initial 5 year Term	9-12
Max Number of Students During Initial 5 year Term	400

**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	Mary Andrecolich-Montesano Diaz		
Public/Media Contact Person	Gabriel Marshall		

**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:**

- Models that will provide students with career and technical education certification(s) or a pathway to such credentials, through a program that has or will seek NYSED program approval;

## 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	Pre-freshman Summer Experience
2	Sports Career Pathways (Sports Marketing, Sports Management, Sports Medicine & Psychology, Sports Leadership, Sports Journalism)
3	Advancement of Diversity, Equity, and Inclusion
4	Innovative Curriculum
5	Instructional Framework
6	(No response)
7	(No response)

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

<https://sites.google.com/view/rsacharterschool/contact-us?authuser=2>

**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	(No response)
Partner Organization 2	(No response)

## Proposed Board Chair Signature

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



### Date

May 2 2021

**Thank you for completing this form.**

## Letter of Intent (6 pages excluding attachments)

**Completed** May 2 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 Sports Academy Letter of Intent 6 pgs](#)

Filename: Rochester Sports Academy Letter of ZMx5iF5.pdf Size: 309.6 kB

**Table 1: Applicant Group Information**

Completed May 19 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/Skills and Role on Applicant Group	Proposed Role in School (e.g., trustee, employee, none)	Proposed Position on Board (Officer, Trustee, Constituent Rep)
			Over 15 years experience working in post secondary education and		

1	<p>Dr. Gabriel</p> 	<p>Assistant Vice President for Student Success &amp; Retention, Buffalo State College</p>	<p>overseeing retention initiatives. Background as school counselor with certificate of advanced study in mental health counseling</p>	Employee	
2	<p>James</p> 	<p>Assistant Principal, Greece Central School District</p>	<p>5 years experience as a school administrator, Background as school counselor with certificate of advanced study in mental health counseling, 11 years experience as a Professional Basketball Player</p>	Employee	
3	<p>Natalie</p> 	<p>Monroe County Democratic Board of Education Deputy Commissioner</p>	<p>Licensed Social Worker, Former Rochester City School District Board Member</p>	Trustee	Trustee
4	<p>Mary Andrecolich-Montesano</p> 	<p>School Principal, Rochester City School District</p>	<p>20 years experience as a school administrator. Creator of the Rochester International Program for</p>	Trustee	Trustee

			Refugee, FIV, and Immigrant students		
5	Alcindor [REDACTED]	International Accountant, Kodak	Over 20 years experience in Accounting & Finance	Trustee	Trustee
6	Rahel Smith [REDACTED]	Counselor, Rochester CSD	15 years experience as a school counselor in the Rochester City School District; Owner and Director of Next Level Hoops, Basketball Development Business	Trustee	Trustee
7	Jon Williams [REDACTED]	Business Education Teacher, Clark County School District, Current Football/Basketball Coach, Previous Owner and Head Strength Coach at	Over 10 years Trustee experience working in education as a teacher, coach, and strength trainer.	Trustee	Trustee
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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).

No member of this applicant group has ever applied to this or another charter entity to open this proposed charter school or another charter school in New York State or outside of New York State.

**Table 2: Public Outreach Information**

**Completed** May 2 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.

**Table 2 Public Outreach Information**

**Filename:** Table 2 Public Outreach Information.pdf **Size:** 126.3 kB



# Attachment 2a: Initial Samples of Public Outreach

Completed May 3 2021

## 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.*

## Attachment 2a Initial Samples of Public Outreach

Filename: Attachment 2a Initial Samples of Pu e0ldIvy.pdf Size: 452.5 kB

## RSA Flyer

Filename: RSA Flyer.pdf Size: 81.1 kB

# Attachment 5a for each Applicant Group Member

In Progress Last edited: May 19 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.*

### **[Attachment 5a Applicant Group Members](#)**

**Filename:** Attachment 5a Applicant Group Members.pdf **Size:** 3.3 MB

### **[RSACS Att 5a for 2 BOT Mems](#)**

**Filename:** RSACS Att 5a for 2 BOT Mems.pdf **Size:** 8.3 MB

## **I. Applicant Group Information**

**Ia. Applicant Group:** Detailed information on this applicant group is provided in Table 1

**Ib. Public Contact:** Dr. Gabriel Marshall [REDACTED]

**Ic. Application History:** No member of this applicant group has ever applied to this or another charter entity to open this proposed charter school or another charter school in New York State or outside of New York State.

## **II. Proposed Charter School Information**

**IIa. Proposed School Name:** Rochester Sports Academy (RSA) Charter School

**IIb. Proposed School Mission Statement:** Rochester Sports Academy (RSA) Charter School's mission is to develop the next generation of off-field professionals in the sports industry. This will be achieved by providing early exposure to the business world of sports through internships, mentoring, and other professional experiences while involving students in a rigorous 21st century education.

**IIb2. Proposed Vision Statement:** Our vision is to develop well-rounded student-athletes and prepare them for careers in sports aside from being professional athletes. We will accomplish this by offering a first-class sports experience coupled with sports career pathways, an educational learning environment that encompasses quality and equitable educational instruction, character building, restorative practices, leadership, mentoring, community service, and civic engagement.

**IIc. Proposed School Location(s):** This applicant group continues looking for proposed school locations in Gates and Greece, New York.

**IId. Target Population/Community Served:** RSA Charter School will target students enrolled in grades 9-12 in the communities of Gates and Greece, New York who demonstrate an interest in one of the sports career pathways offered. The Greece Central School District is the 2nd largest and most diverse school district in Rochester. There are approximately 98,000 residents in the town of Greece, NY and 28,400 in the town of Gates, NY.

According to NYSED, during the 2018-19 school year Gates High School served 1,307 students. Gates High School boasts a positive school climate and good standing regarding accountability status. Gates's student body consists of 53 (4%) English Language Learners, 178 (14%) Students with Disabilities, and 620 (47%) Economically Disadvantaged Students. Gates had an 88% graduation rate for the 2015 4-year August cohort.

During the 2018-19 academic year, Greece Central School District had 4 high schools that served 4,304 students. Greece Arcadia, Athena, and Odyssey all had a positive school climate and good standing regarding accountability status, while Greece Olympia had a positive school climate and a targeted support and improvement accountability status. Combined the school serviced 122 (4%) English Language Learners, 633 (15%) Students with Disabilities, and 2,580 (60%) Economically Disadvantaged Students. The four schools combined for an average graduation rate of 90.5% for the 2015 4-year August cohort.

By targeting students within these districts, RSA expects to enroll a diverse incoming class each academic year and enrich the academic standard and environment students are accustomed to.

**IIe. Priority School Design:** The priority school design that RSA Charter School meets is a model that will provide students with career and technical education (CTE) certification(s), or a pathway to such credentials, through a program that has or will seek NYSED CTE program approval.

**Iif. Planned grades and enrollment:** RSA Charter School seeks to enroll students in grades 9-12. Beginning in the summer of 2022, the plan is to enroll 100 9<sup>th</sup> graders in the pre-freshman summer experience and add 100 students every year through the fall of 2025 for a total of 400 students.

**Projected Enrollment Table Over the Charter Term**

Grades	Ages	2021-22	2022-23	2023-24	2024-25	2025-26
9th	13-15		100	100	100	100
10th	14-16			100	100	100
11th	15-17				100	100
12th	16-18					100
<b>Total</b>			<b>100</b>	<b>200</b>	<b>300</b>	<b>400</b>

**Iig. Proposed management and/or partner organization(s):** RSA Charter School will not be affiliated with any charter management organization or significant partner organization.

**Iih. Replication:** RSA Charter School is not seeking to replicate an existing school model. This proposed charter school seeks to prepare students to fill a void on the business side of sports and understand career options they may not have previously considered.

**Iii. School Overview/Key Elements:** RSA Charter School is designed to provide students 21st century skills in various sports business careers by exposing them to unique career pathways and an innovative course curriculum with hands-on experiences. RSA Charter School will engage students in learning about careers in sports outside of being professional athletes. Our distinctive career pathways are designed to provide students professional experiences while building foundational relationships in their desired field of interest. Furthermore, in accordance with New York State’s initiative to advance diversity, equity, and inclusion, RSA will develop innovative policies that demonstrate the school’s commitment by educating students about racism and bigotry, providing opportunities for students to be involved in civic engagement and social justice activism, offering student-centered learning environments that affirm cultural identities, and empowering students to serve as agents for social change.

**Sports Career Pathways:** RSA Charter school will inform students and families that career opportunities in the sports industry aren’t limited to those with athletic prowess. These careers support the sports industry by providing mental and physical health services, sales and marketing, journalism, sports media, and leadership. Our Sports Career Pathways include:

**Sports Marketing (Media & Production), Sports Management, Sports Medicine & Psychology, Sports Leadership, and Sports Journalism.**

- a. **Curriculum:** RSA Charter School will provide access to a guaranteed and viable standards-based curriculum. Teachers will be provided with guidance about academic curriculum, pacing charts, and evidence-based tools to assess student learning. RSA will provide a strong Tier 1 instructional program with exposure to high level tasks and higher order thinking. Our instruction will include differentiation to support and enhance the learning of all students that include research-based strategies. All students will have the

necessary instructional materials such as Chromebooks and textbooks to successfully engage in the learning process, whether in person or through remote instruction.

**Our instructional framework includes:** Setting high expectations for all students; setting non-negotiables for teaching and learning; providing instruction that is aligned to Next Generation Learning Standards; utilizing common lesson plans; providing teachers with common planning time; establishing professional learning communities; providing time for student progress monitoring; and providing curriculum and instructional support.

We will prioritize literacy and mathematics; utilize research-based criteria for the selection of materials that embed proper Tier 1 interventions and formative assessments; we will provide quality and purposefully professional development; provide well defined and well-intended culturally responsive teaching; and utilize data to inform instructional and leadership practices.

### **III. Enrollment and Retention Strategies**

**IIIa. Describe the school's strategies to recruit and enroll its students, specifically those identified in the school's mission; students with disabilities; English language learners; and Economically disadvantaged students:** RSA will use the following strategies to recruit and enroll these specific groups of students:

#### **Students with Disabilities:**

- Cultivate working relationships with local organizations that serve students with disabilities
- Conduct community information sessions to introduce school design/services and accommodations for students with disabilities (students with IEPs)
- Offer wide-ranging special education services including personal/social/emotional and academic support
- Strategically advertise RSA lottery information through school website, social media outlets, email, and flyers
- Produce advertising materials highlighting special education services offered

#### **English Language Learners:**

- Cultivate working relationships with local organizations that assist MLL/ELL students, such as, Catholic Family Services, Refugees Helping Refugees, Keeping our Promise, the Rochester Refugee Resettlement Agency, and Ibero-American Action League
- Conduct community information sessions in areas that are highly populated by MLL/ELL families to introduce school design/services and accommodations for MLL/ELL students and families in their preferred language; Hire employees from MLL/ELL communities to relate to students and build meaningful relationships
- Offer wide-ranging MLL/ELL services including personal/social/emotional and academic support to accelerate the learning process
- Strategically advertise RSA lottery information through school website, social media outlets, email, and flyers in multiple languages; Produce and distribute advertising materials and registration applications in multiple languages

### **Economically Disadvantaged Students:**

- Conduct community information sessions to introduce school design/services and accommodations for students considered economically disadvantaged
- Targeted events in zip codes identified with residents considered economically disadvantaged
- Cultivate working relationships with community centers and agencies that support economically disadvantaged students and deliver registration applications
- Strategically advertise RSA lottery information through school website, social media outlets, email, and flyers
- Offer wide-ranging services including personal/social/emotional and academic support to economically disadvantaged students

### **IIIb. Describe the school's strategies to retain its students, specifically those identified in the school's mission; students with disabilities; English language learners; and Economically disadvantaged students.**

#### **Students with Disabilities:**

- Ensure all employees are up to date regarding accommodations and trainings necessary to meet the needs of students with disabilities and provide a safe, inclusive environment
- Teachers and/or counseling staff will be available daily to provide additional support to meet social/emotional needs of students with disabilities
- Offer after school programs to help students build a sense of belonging and provide additional support; When necessary, conduct home visits to strengthen the relationship between school and home
- Routinely review academic data to ensure students with disabilities are able to maintain academic development and provide targeted academic intervention.
- Conduct town hall meetings for students and parents to share and receive program information.

#### **English Language Learners:**

- Offer monthly targeted professional development for teachers and other employees to enhance their competence to assist MLL/ELL students (this will happen before school starts); Ensure there are mentors that reflect our MLL/ELL population
- Offer after school programs to help students build a sense of belonging and provide additional support; Required home visits with language support in the families preferred language to build a direct line of communication with families
- Teachers and/or counseling staff will be available daily to provide additional support to meet social/emotional needs of MLL/ELL students
- Routinely review academic data to ensure MLL/ELL students are able to maintain academic development and provide targeted academic intervention time to address students' needs
- Conduct town halls for MLL/ELL students and parents to share and receive program information.

### **Economically Disadvantaged Students:**

- Teachers and/or counseling staff will be available daily to provide additional support to meet social/emotional needs.
- Offer after school programs to help students build a sense of belonging and provide additional support; Offer wide-ranging services including personal/social/emotional and academic support.
- Routinely review academic data to ensure students are able to maintain academic development and provide targeted academic intervention time.
- Conduct town hall meetings for students and parents to share and receive program information.

RSA's strategies to retain all students begins with a Freshman 2-week summer institute. Students will be engaged in various activities, seminars, and workshops designed to prepare them for the challenging academic and athletic expectations they will encounter at RSA. Seminars and workshops focusing on holistic development will be continuous throughout student's four years at RSA. Additionally, students will be paired with selected mentors at RSA or professionals within the local community within their desired career pathway. Furthermore, students will work collaboratively with the Director of School Counseling in developing student success plans to chart their trajectory from 9th grade through 12th grade with the expectation of attending college or entering the workforce in their selected pathway.

It is equally important and an expectation that students proactively engage with and learn from their peers. A mandatory sophomore summer institute will focus on training students to be peer mentors for the incoming cohort of 9th graders. Peer mentoring will instill the importance of supporting one another and working collaboratively, not only when things are going well, but when they are experiencing challenging times. By focusing our retention efforts on summer institutes, ongoing holistic development through seminars and workshops, professional and peer mentoring, and student success plans, RSA plans to establish retention best practices that will sustain all students long after they graduate from the academy.

### **IV. Public Outreach and Community Support**

**IVa. Describe the public outreach conducted to date to solicit community input regarding the proposed school using the attached Table 2.** This applicant group has shared the proposed RSA Charter School design with prospective parents/guardians/students, business owners, community leaders, community-based organizations, current and former professional athletes, as well as local politicians and engaged in meaningful dialogue. Additionally, RSA designers incorporated various outreach and media platforms to engage the local communities including: 1. community information sessions; 2. consistent feeds through social media (facebook, instagram, twitter); 3. visits to community centers and local agencies that serve ELL, Students with Disabilities, and Economically Disadvantaged students; 4. online surveys; 5. a website; (<https://sites.google.com/view/rsacharterschool/home?authuser=2>) and 6. press releases through local radio and television. Members of the RSA applicant group will continue meeting with community members, organizations and prospective parents/guardians and spearheading outreach efforts after submitting this letter of intent. Table 2 provides insight regarding public outreach efforts.

**IVb. Describe your initial assessment of parent/guardian interest in and/or demand for your proposed charter school, which will allow the school to reach its anticipated enrollment. Include in your response a description or analysis of any data you have collected to support the initial assessment of interest.** Various individuals and groups within Rochester and the surrounding communities have encouraged the applicant group of RSA to submit their application. Based on community engagement efforts, there is tremendous support for a school designed to address the interests and passions of students with a desire to understand and excel in the business of sports.

**V. Proposed Board Chair Signature and Date**

Signature:  Date: 4-30-21



**Table 2: Public Outreach Information**

Date(s) of Outreach (mm/dd/yyyy)	Target Stakeholder Group	Description of the Outreach	Location of Outreach	Input Obtained	Action taken on Input	Number of Attendees
3/28/2021	Parents of Students in the Rochester Community	RSA Facebook Social Media Page	Facebook Social Media Platform	School Approval & Interest	Documentation of names of individuals/families who are interested	564
3/29/2021	Parents of Students in the Rochester Community	RSA Facebook Social Media Page	Facebook Social Media Platform	School Approval & Interest	Documentation of names of individuals/families who are interested	1,100
3/29/2021	Students in grades 6th & 7th	Information Meeting	Rochester, NY 14620	Inquiry on Location, Sports Programs and Academic Instruction	Documentation of names of individuals/families who are interested	15
3/30/2021	Students in grades 6th & 7th	Community Event	Rochester, NY 14620	Inquiry on Location, Sports Programs and Academic Instruction	Exploration of Sports Programming & Academic Instruction	15

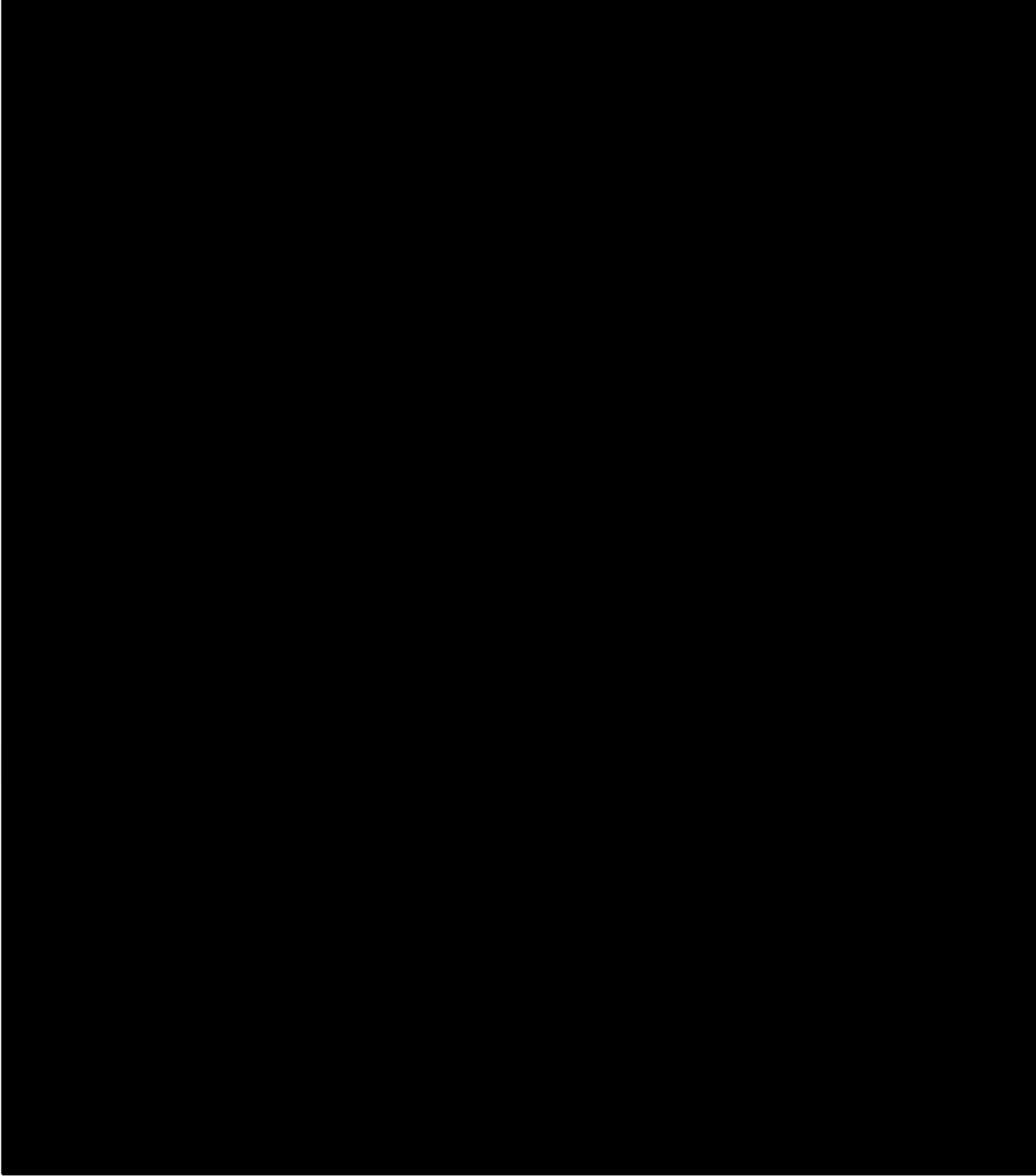
3/31/2021	Parents of Students in the Rochester Community	RSA Facebook Social Media Page	Facebook Social Media Platform	School Approval & Interest	Documentation of names of individuals/families who are interested	706
4/1/2021	Students in grades 4th-7th	Informal Meeting	Rochester, NY 14612	Inquiry on Location, Sports Programs and Academic Instruction	Documentation of names of individuals/families who are interested	20
4/1/2021	Students in grades 4th-7th	Community Event	Rochester, NY 14612	Inquiry on Location, Sports Programming, Academic Instruction	Documentation of names of individuals/families who are interested	20
4/4/2021	Parents of Students in the Rochester Community	RSA Facebook Social Media Page	Facebook Social Media Platform	Interest & Approval	Documentation of names of individuals/families who are interested	391
4/5/2021	Parents of Students in the Rochester Community	RSA Facebook Social Media Page	Facebook Social Media Platform	Interest & Approval	Documentation of names of individuals/families who are interested	153

4/6/2021	Parents of Students in the Rochester Community	RSA Facebook Social Media Page	Facebook Social Media Platform	Interest & Approval	Documentation of names of individuals/families who are interested	80
4/7/2021	Parents of Students in the Rochester Community	RSA Facebook Social Media Page	Facebook Social Media Platform	Interest & Approval	Documentation of names of individuals/families who are interested	117
4/7/2021	Students in grades 4th-7th	Distribution of School Promotional Flyers	Rochester NY 14617	Inquiry about Special Education, Enrollment, Academic Curriculum	Enrolled in training on Chairing Committee of Special Education meetings	30
4/8/2021	Parents of Students in the Rochester Community	RSA Facebook Social Media Page	Facebook Social Media Platform	Interest Regarding Parent & Community Involvement	Documentation of names of individuals/families who are interested	113
4/9/2021	Parents of Students in the Rochester Community	RSA Facebook Social Media Page	Facebook Social Media Platform	Interest & Approval	Documentation of names of individuals/families who are interested	137
4/12/2021	Parents of Students in the	RSA Facebook Social Media Page	Facebook Social	Interest & Approval	Documentation of names of individuals/	112

	Rochester Community		Media Platform		families who are interested	
4/13/2021	Parents of Students in the Rochester Community	RSA Facebook Social Media Page	Facebook Social Media Platform	Interest Regarding Parent & Community Involvement	Documentation of names of individuals/families who are interested	18
4/14/2021	Parents of Students in the Rochester Community	RSA Facebook Social Media Page	Facebook Social Media Platform	Interest & Approval	Documentation of names of individuals/families who are interested	174
4/17/2021	Parents of Students in the Rochester Community	RSA Facebook Social Media Page	Facebook Social Media Platform	Interest & Approval	Documentation of names of individuals/families who are interested	95
4/18/2021	Parents of Students in the Rochester Community	Distribution of School Promotional Flyers	Rochester NY 14623	Parent & Community Involvement, Sports Programming	Calls to local community partners who have expressed interest in collaborating.	15
4/20/2021	Member of the Board of Trustees at Ibero American Action League	Face to face conversation	Rochester, NY 14612	Discussion about MLL student recruitment a	Scheduled future meeting to provide more information to MLL students and families.	1

4/22/2021	General Manager of Total Sports Experience (Gates)	Phone Conversation	Rochester, NY 14624	Discussion about facility usage, internships, and collaboration	Schedule future meeting dates to provide promotional material at the TSE facility and discuss collaboration opportunities.	1
4/23/2021	Parents of Students in the Rochester Community	RSA Facebook Social Media Page	Facebook Social Media Platform	Interest & Approval	Documentation of names of individuals/families who are interested	16
4/29/2021	YMCA of Gates and Greece	Email Conversations	Rochester NY 14626 & 14624	Discussion about Collaboration & Internships	Scheduled a future meeting to discuss collaboration opportunities	1
4/30/2021	YMCA of Gates and Greece	Phone Conversations	Rochester NY 14626 & 14624	Discussion about Collaboration & Internships	Discussion on potential partnership and internships	1

**Rochester Sports Academy Charter School  
Proposed Opening 2022-2023  
Co-Ed Grades 9th-12th  
Parent Interest Sign-Up Sheet**

<b>Parent Name</b>	<b>Address</b>	<b>Phone Number</b>	<b>Email Address</b>
			





## CHARTER SCHOOL

**PROPOSED 2022-2023 TUITION FREE  
CHARTER SCHOOL FOR 9TH-12TH  
GRADE STUDENTS IN ROCHESTER, NY.**



### ROCHESTER STATE MISSION

ROCHESTER SPORTS ACADEMY (RSA) CHARTER SCHOOL'S MISSION IS TO DEVELOP THE NEXT GENERATION OF CRAFTED PROFESSIONALS IN THE SPORTS INDUSTRY BY PROVIDING EARLY EXPOSURE TO THE BUSINESS WORLD OF SPORTS THROUGH INTERNSHIPS, MENTORING, AND OTHER PROFESSIONAL EXPERIENCES. OUR INNOVATIVE ACADEMIC CURRICULUM AND SPORTS CAREER PATHWAYS PROGRAMS ARE DESIGNED TO PREPARE STUDENTS TO PURSUE VARIOUS CAREERS IN SPORTS AND BUILD MEANINGFUL PROFESSIONAL RELATIONSHIPS IN THE PROCESS.

### SPORTS CAREER PATHWAYS

ROCHESTER SPORTS ACADEMY CHARTER SCHOOL WILL HELP STUDENTS AND FAMILIES UNDERSTAND THAT CAREER OPPORTUNITIES IN THE SPORTS INDUSTRY AREN'T LIMITED TO THOSE WITH ATHLETIC KNOWLEDGE; THERE ARE A WIDE RANGE OF POSITIONS IN THE FIELD FOR NON-ATHLETES TOO. THESE JOBS SUPPORT THE SPORTS INDUSTRY BY PROVIDING MENTAL AND PHYSICAL HEALTH SERVICES, SALES AND MARKETING REVENUE, AND SPORTS MEDIA CONTENT. OUR SPORTS CAREER PATHWAYS INCLUDE:

[HTTPS://WWW.RSAACADEMY.COM/ APPLY](https://www.rsaacademy.com/apply)





# Post Insights

Apr 3 - Apr 30 · Last 28 days

**945**  
Post Reach

**130**  
Engagements

**0**  
Link Clicks

## Posts ?

16 posts published in the last 28 days.

### MOST ENGAGING

### RECENT

#### MOST ENGAGING POSTS



**Research has demonstrated rep...**  
April 14

Reach **181**  
Engagements **22**



**Photo only post**  
April 4

Reach **417**  
Engagements **19**



**What is a Sport Psychologists?**  
April 5

Reach **170**  
Engagements **12**



**Photo only post**  
April 12

Reach **115**  
Engagements **9**



**Photo only post**  
April 9

Reach **156**  
Engagements **9**



### Post Insights



**What is a Sport Psychologists?**  
April 5

Reach **170**  
Engagements **12**



**Photo only post**  
April 12

Reach **115**  
Engagements **9**



**Photo only post**  
April 9

Reach **156**  
Engagements **9**



**What is sports management?**  
April 8

Reach **121**  
Engagements **9**



**What is Sports Analytics?**  
April 7

Reach **155**  
Engagements **9**



**Are charter schools required to provide...**  
April 14

Reach **102**  
Engagements **5**



**What Is A Sports Physical Therapist?**  
April 6

Reach **102**  
Engagements **4**



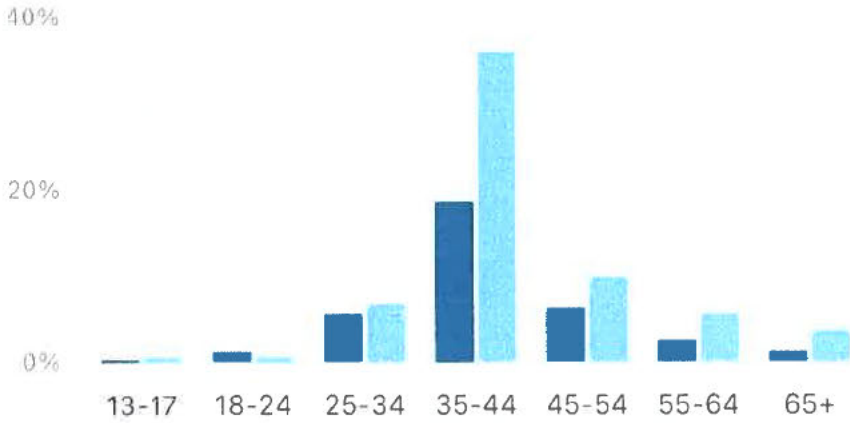
**Photo only post**  
April 30

Reach **79**  
Engagements **2**



## Audience Insights

57 (35%) **Women**    102 (63%) **Men**



### Top Locations

People who like your Page are in these locations. These numbers are estimates.

#### Cities

#### Countries

Rochester, NY	135
Henrietta, NY	5
Greece, NY	3
Shortsville, NY	2
Penfield, NY	2
Brighton, NY	2
Columbus, OH	1
Montrose, CO	1
Atlanta, GA	1
Chili Center, NY	1



# Audience Insights

**161**  
Total Page Likes  
Lifetime

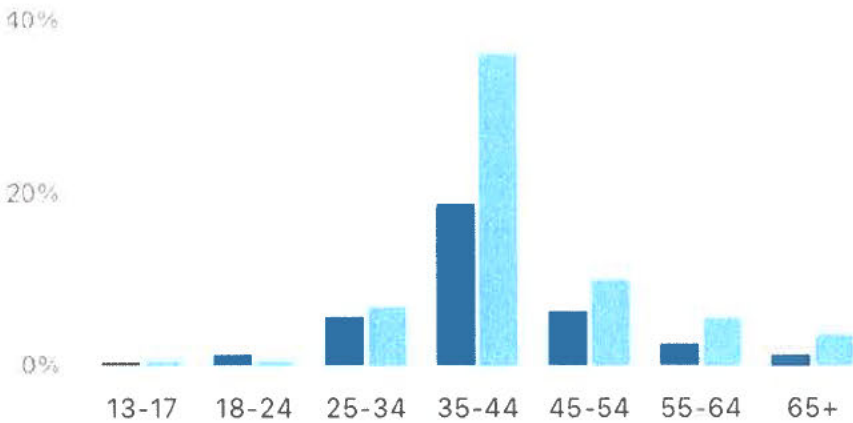
**▲ 64**  
New Page Likes  
Last 28 days

[Redacted] and 159 other people like your Page

## Age and Gender

People who like your Page are in these age and gender groups. These numbers are estimates.

**57 (35%) Women**    **102 (63%) Men**



## Top Locations

People who like your Page are in these locations. These numbers are estimates.

Cities

Countries

Doonster, NY

105

## ROCHESTER SPORTS ACADEMY



### CHARTER SCHOOL

PROPOSED 2022-2023 TUITION FREE  
CHARTER SCHOOL FOR 9TH-12TH  
GRADE STUDENTS IN ROCHESTER, NY.

#### MISSION STATEMENT



ROCHESTER SPORTS ACADEMY (RSA) CHARTER SCHOOL'S MISSION IS TO DEVELOP THE NEXT GENERATION OF OFF-FIELD PROFESSIONALS IN THE SPORTS INDUSTRY BY PROVIDING EARLY EXPOSURE TO THE BUSINESS WORLD OF SPORTS THROUGH INTERNSHIPS, MENTORING, AND OTHER PROFESSIONAL EXPERIENCES. OUR INNOVATIVE ACADEMIC CURRICULUM AND SPORTS CAREER PATHWAYS PROGRAMS ARE DESIGNED TO PREPARE STUDENTS TO PURSUE VARIOUS CAREERS IN SPORTS AND BUILD MEANINGFUL PROFESSIONAL RELATIONSHIPS IN THE PROCESS.



#### SPORTS CAREER PATHWAYS

ROCHESTER SPORTS ACADEMY CHARTER SCHOOL WILL HELP STUDENTS AND FAMILIES UNDERSTAND THAT CAREER OPPORTUNITIES IN THE SPORTS INDUSTRY AREN'T LIMITED TO THOSE WITH ATHLETIC PROWESS! THERE ARE A WIDE RANGE OF POSITIONS IN THE FIELD FOR NON-ATHLETES TOO. THESE JOBS SUPPORT THE SPORTS INDUSTRY BY PROVIDING MENTAL AND PHYSICAL HEALTH SERVICES, SALES AND MARKETING REVENUE, AND SPORTS MEDIA CONTENT. OUR SPORTS CAREER PATHWAYS INCLUDE:



FOR MORE INFORMATION CONTACT US:  
[ROCHESTERSPORTSACADEMY@GMAIL.COM](mailto:ROCHESTERSPORTSACADEMY@GMAIL.COM)