2019 PHASE I: Letter of Intent

Created: 04/01/2019 • Last updated: 04/03/2019

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 a New Operator Applicant Group (which does not operate a Regents-authorized charter school or does not operate any schools currently) or an Existing Education Corporation (which operates one or more Regents-authorized charter schools) is submitting this Round 1 Letter of Intent.

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 naming).

Proposed School Name	Primary Hall Preparatory Charter School
Grades Served (K-5, .6-8, 9-12, etc.) During Initial 5 year Term	K-5
Max Number of Students During Initial 5 year Term	324

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

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

	First and Last Name	Best Phone Number (###-###-####)	Email Address
Proposed/Current Board Chair	Rochelle N. Brown	[redacted]	
Public/Media Contact Person	Arielle Peterson		

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 curriculum and high-quality instruction drive achievement.
2	Structure, joy, and individualized supports lead to academic and personal success.
3	Intentional character development equips students with skills needed for life.
4	(No response)
5	(No response)
6	(No response)
7	(No response)

If available, please provide the URL to the website established for the proposed school or existing education corporation.	https://primaryhall.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	(No response)
Partner Organization 2	(No response)

Proposed Board Chair Signature

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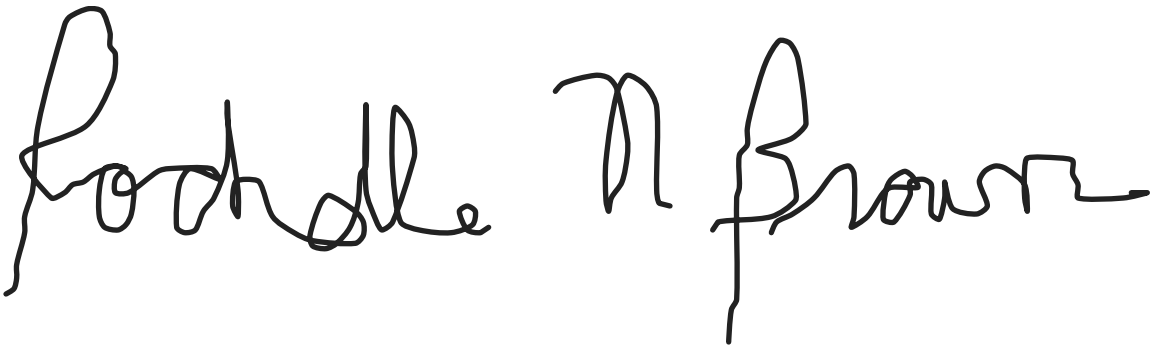

Date 2019/04/03

Thank you for completing this form.

LETTER OF INTENT TO APPLY

With this letter of Intent, we formally acknowledge our intent to apply for a charter to the New York State Education Department ("NYSED") for Primary Hall Preparatory Charter School ("Primary Hall"). This letter is organized as requested by the NYSED 2019 Request for Proposals.

I. Applicant Group Information[1]

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

b. Public Contact: Arielle Peterson; APeterson@buildingexcellentschools.org 716-579-4373

c. Application History: No member has previously applied to this or another charter entity to open the proposed school or another charter school, in NY State or outside of NY State.

II. Proposed Charter School Information

a. Proposed school name: Primary Hall Preparatory Charter School ("Primary Hall")

b. Proposed school mission statement: Through rigorous curriculum, individualized supports, and positive character development, Primary Hall Preparatory Charter School ensures all students in Kindergarten through fifth grade are prepared for academic and personal success in middle school, high school, and college.

c. Proposed school location: Primary Hall intends to locate on the East Side of Buffalo in the 14212 and 14211 zip codes and intends to lease space on the open market. We will work with local developers and commercial real estate agents to identify an accessible, viable, and affordable building that complies will all local, state, and federal requirements.

d. Target population/community served: Our target population are K-5 students residing on the East Side of Buffalo in zip codes 14211 and 14212. Buffalo Public Schools ("BPS") educates 31,398 students across 67 schools. Schiller Park on the East Side has a predominately African-American population; 81% are African-American/Black, 12% White, and 2% Asian.[2] Average household income is $18,825, with a high concentration of residents living in poverty; 83% of children live in households with Supplemental Security Income or Food Stamps/SNAP benefits; 42.9% of adults have less than a high school diploma compared to 16.1% in Buffalo.[3] The crime rate in Buffalo is high, with a 1 in 89 chance of being victim to a violent crime compared to a 1 in 266 chance in New York State.[4] In Schiller Park, the crime rate is 157% higher than the national average, with a 1 in 15 chance of being a crime victim.[5] The average performance on 2017-18 state assessments in grades 3-8 for traditional public schools in the 14211/14212 zip codes was 8% in ELA and 6% in Math. BPS currently has a 63% high school graduation rate, with a goal of 70% by the end of the 2018-2019 school year. BPS data shows a consistent trend of wide gaps in performance, particularly for students of color compared to their white counterparts as well as MLLs/ELLs and students with disabilities. There are 8,066 children under the age of 18 in

[1] https://codes.findlaw.com/ny/education-law/edn-sect-2851.html.
[2] https://www.areavibes.com/buffalo-ny/schiller+park/demographics/.
[3] https://city-data.com/neighborhood/schiller-park-Buffalo-NY.html.
[4] https://www.neiLayghborhoodscout.com/nybuffalo/crime.
[5] https://www.areavibes.com/buffalo-ny/schiller+park/crime/.

14211/14212, with ≈1,502 under the age of 5. Across Buffalo there is a demand for charter schools, with 3,000+ names on waiting lists; 1 in 5 students currently attend a charter school.[6] There are 6 elementary school options (5 Buffalo Public Schools and 1 charter school) in the proposed zip codes. FRL rates are 90%+ in all schools in the proposed community, with ≈23% students with disabilities, and 1% MLL/ELL. BPS Superintendent Dr. Kriner Cash supports school choice: "As long as charters that are proven to be effective can take all the children and continue to give options to families, that's a good thing."[7] Our Founding Team views this as a call to action and is committed to ensuring families in Schiller Park have a quality K-5 educational option.

e. Planned grades and enrollment: We will enroll 108 students in our inaugural year. Using a slow growth model, we will enroll 81 Kindergarten and 27 first grade students in the first year, adding a cohort of 54 Kindergarten students each year until we are fully enrolled.[8] We will reach full capacity in 2025-2026 with 324 students in grades K-5.

Projected Enrollment Table Over the Charter Term[9]						
Grades	Ages	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
K	5-6	81	54	54	54	54
1st	6-7	27	81	54	54	54
2nd	7-8		27	81	54	54
3rd	8-9			27	81	54
4th	9-10				27	81
5th	10-11					27
6th						
7th						
8th						
9th						
10th						
11th						
12th						
Ungraded						
Totals		108	162	216	270	324

f. Proposed management and/or partner organization(s): Primary Hall is working with the training and support of Building Excellent Schools ("BES"), a national non-profit that specializes in charter school design, governance, curriculum and instruction, and leadership. Primary Hall will be supported by BES through the planning year and at least the first two years of operation; BES is not a formal partner and has no legal or financial interest in the school.

g. Replication: Through the BES Fellowship, Lead Applicant Arielle Peterson has studied 30+ high performing charter schools across the nation and completed leadership residency at Laureate Academy Charter School in Jefferson Parish, LA, which serves a high need community and has established strong performance results.[10] Overall, Primary Hall's mission and academic program are informed by practices from high poverty, high-achieving charter schools.

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[6] https://buffalonews.com/2017/10/12/charters-grow-school-landscape-changes/.

[7] https://www.bizjournals.com/buffalo/news/2016/05/13/a-conversation-with-kriner-cash.html . ì

[8] We offer a small first grade class in our initial cohort for families who may want such access; our primary entry point will be Kindergarten.

[9] https://codes.findlaw.com/ny/education-law/edn-sect-2851.html . ì

[10] At Laureate Academy (BES founded, incubated, and supported school), 83% qualify for FRL and 43% scored Mastery+ on LEAP 2025, surpassing the state average of 34% Mastery+ in its first year of standardized testing. https://www.laureatecharter.org/.

h. School Overview: We are rooted in our mission to ensure that students have the foundational skills needed to thrive in middle school, high school, and college. Emphasizing **academics**, **access,** and **impact** for all students, we have designed a K-5 school based upon three priorities to ensure that all K-5 students meet personal and academic success and are firmly on the path to college. **Priority 1: Rigorous curriculum and high-quality instruction drive achievement.** Students must be academically challenged every day. At Primary Hall, we will adopt and develop curricula aligned with New York State Next Generation Learning Standards ("NYSNGLS") to adequately prepare students for demanding middle and high school programs that will then prepare them for the colleges of their choice. Rigorous curriculum, however, must be paired with high-quality instruction. According to the National Center for Urban School Transformation, "Educators in the high-performing urban schools worked to ensure that all demographic groups of students had quality opportunities to master key concepts. Access to challenging curricula profoundly influences the achievement of excellent and equitable learning results."[11] We dedicate significant time and resources to train and equip teachers to execute strong lessons that lead to student mastery. Our school is designed to develop students with the ability to reason and think critically, articulate themselves in writing, and solve complex problems. We monitor student progress and adjust our approach to maximize learning by aggressively monitoring students' skills based on grade-specific NYSNGLS. Instruction and student learning will be measurable and assessments will be used as tools to inform instruction. Assessment data speaks to the reality of student progress and is one of our greatest asset as solutions-oriented educators. We begin the year with diagnostic testing as the initial step in being responsive to student need and use the Northwest Evaluation Association Measures of Academic Progress ("NWEA MAP") in Reading and Math in all grades K-5 to be accountable to our college preparatory mission and in preparation for the New York State Assessment beginning in grade 3. NWEA MAP scores will measure standards-based skills and allow us to consistently and reliably identify areas of growth for our students so that we are preparing them to be competitive with students in local areas like Williamsville, Clarence, and Amherst, as well as throughout our state and nation. We also know that literacy is the basis of all other learning and critical to all K-5 instruction, as literacy allows students to unlock knowledge through access to a variety of resources and standards-based, rigorous lessons. With literacy as a requirement for a life filled with opportunity, "[t]he end of third grade marks the point when children transition from learning to read to using reading to learn other subjects. Children who read proficiently by the end of third grade are more likely to graduate from high school and to be economically successful in adulthood."[12] We allocate 175 daily instructional minutes to literacy - 50% more time when compared to a range of 90, 120, and 132 minutes[13] provided in local schools. We leverage small group instruction and essential skills/enrichment groups to target student needs. We build literacy skills through guided reading, extensive phonics instruction, and whole and small group reading comprehension instruction, and students' progress to the next grade level as proficient readers who love literature. This approach is particularly critical for our MLLs/ELLs, students with

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[11] https://ncust.com/access-for-all-students-to-rigorous-challenging-curricula/.
[12] https://www.aecf.org/m/resourcedoc/aecf-EarlyReadingProficiency-2014.pdf.
[13] Schedules differ by school and grade level, from 90, to 120, to 132. Official classroom schedules can be seen at the following link: https://www.buffaloschools.org/site/Default.aspx?PageType=1&SiteID+3064&ChannelID=3103&DirectoryType=6.

disabilities, and students from economically disadvantaged backgrounds; in Buffalo, students represented in these subgroups are consistently less proficient in ELA than their counterparts and dramatically less proficient than needed to be college bound. **Priority 2: Structure, joy, and individualized supports lead to academic and personal success.** Structure is in service of academics; it allows students to focus and gives teachers the space to teach. All K-5 students will reach academic and personal success through individualized instruction and attention to their individual needs, as research informs us that children learn and develop skills at different rates.[14] To achieve our mission and make significant gains in student learning, Primary Hall will provide a school that is safe, warm, predictable, and demanding. It has been found that in urban schools, "establishing school structure sets the stage not only for academic optimism in a school but [also] for higher student achievement."[15] When there is structure, there is then room for joy that lends itself to learning. We will plan through every operational and cultural aspect of our school so that students can remain focused on academic growth and develop strong personal and scholarly habits. Attention to detail will be seen in such small things as how and where student materials are stored, as well as how learning materials are displayed and managed on student desks. There will be clear pathways for school traffic and procedures for transitions to ensure that instructional minutes are saved. We will use small group instruction, diagnostic testing, and enrichment/ essential skills time to meet students' individual needs. With individualized instruction, learning strategies will be based on student readiness, interests, and best practices - all to help each student master the skills they need as defined by established academic standards. Individualized supports are not only for students who may have greater areas of growth, but also for students already meeting benchmarks and needing more challenge. With personalized learning, "[i]ndividual students can progress through the curriculum at different speeds, based on their learning needs. This approach serves students who may need to review previously covered material, students who don't want to waste time covering information they've already mastered, or students who need to proceed through the curriculum more slowly or immerse themselves in a certain topic"[16] to master it. **Priority 3: Intentional character development equips students with skills needed for life.** Primary Hall will model, cultivate, and celebrate behaviors that will serve students well over time. We believe that "[i]nstruction . . . based on academic standards, behavioral expectations, and social and emotional competencies valued by the community . . . lead to college and career readiness."[17] We intentionally teach manners (please, thank you, excuse me) and how to respectfully disagree, and draw upon research that shows "[t]he impact of character education . . . many character education schools are reporting reduced violence, fewer discipline referrals, less vandalism, improved attendance and higher academic performance."[18] We believe that we must share in the work of helping to reach the next generation of ethical, community-oriented leaders. Our core values are all about **IMPACT** - Integrity, Mastery, Perseverance, Ambition, Confidence, and Teamwork - and we believe that embodying these values will allow students to reach academic and personal success and thus make **IMPACT** in their families, our community, and nation. Character education will be taught

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[14] https://extension.psu.edu/programs/betterkidcare/early-care/tip-pages/all/exploring-developmentally-appropriate-practice.

[15] MacGuigan, Leigh, and Wayne K. Hoy. "Principal Leadership: Creating a Culture of Academic Optimism to Improve Achievement for all Students." Leadership and Policy in Schools, vol. 5, no.3, 2006, pp.203; 229-229.

[16] https://iste.org/explore/Education-leadership/Personalized-vs.-differentiated-vs.-individualized-learning.

[17] https://www.wisconsinrticenter.og/key-system-feature/high-quality-instruction/.

[18] http://character.org/key-topics/what-is-character-education/what-works/.

with a lesson each day and will begin with a focus on our **IMPACT** values and the social and emotional development of our students. As complement, and critical to our community, all K-5 students will engage in daily **mindfulness** practices, allowing students to gain skills in maintaining focus and emotional regulation, shown to lessen stress and anxiety which can impede learning.[19]

III. Enrollment and Retention Strategies

a. Strategies for Recruitment and Enrollment. Our enrollment policies and processes will be in full compliance with all federal and state requirements, allowing full access to all students regardless of gender, race, ethnicity, home language, ability, or any other protected status. We have chosen the East Side of Buffalo, specifically the Schiller Park neighborhood, to target a student enrollment that has significant need for a quality K-5 school option. We celebrate the diversity that exists in Buffalo and will actively recruit students from various backgrounds. Recruiting a student population that reflects the local district, we anticipate that 85% of students will come from economically disadvantaged backgrounds, 15% will be ELLs, and 23% will be students with disabilities. To recruit students from economically disadvantaged backgrounds, we have created and will continue to nurture partnerships with local Head Start Programs, Community Action Organization of Western New York (CAO Head Start/Holy Cross Head Start), community support initiatives such as the Buffalo Healthy Corner Store Initiative, Historic East Side Neighborhood Initiative, churches and faith-based communities, and organizations that serve our populations in need such as The Resource Council of WNY and The Boys and Girls Clubs of Buffalo, and we will distribute flyers and hold information sessions in the Buffalo Municipal Housing Authority developments. To recruit ELLs, we will create school marketing materials in other primary languages in our community, including Spanish; while canvasing, we will have native speakers with us to aid in translation. We will work with the International Institute of Buffalo for material translations and interpreters and partner with Journey's End Refugee Services to engage families with age-eligible students new to our country. School recruitment materials will include information regarding our inclusion of special education and ELLs and our approach to individualized supports in learning. We will continue to learn from the Parent Network of WNY on how to best support and provide access to students with special needs.

b. Retention Strategies. We are committed to educating all students and we will work to retain all students each year. Our retention strategies first require that we build and maintain meaningful relationships with parents and families, beginning during the enrollment process with Home Visits and continuing with weekly check-ins with families. Each month, teachers will call every family to share students' academic and personal success in school. It is our belief that parents should have access to student progress as well as touch points with staff members that are both positive and productive. Each day, students will receive a behavior log included in their homework folder, highlighting the student's behavior during the school day as well as the daily homework assignments. Each night, parents will be expected to sign the log and the log will have an additional space for families to communicate with classroom teachers. Parents will be invited to four quarterly report card conferences, six annual family nights, as well as have a standing weekly invitation to school for a community celebration of academic success, student

[19] https://www.washingtonpost.com/local/education/how-mindfulness-practices-are-changing-an-inner-city-school/2016/11/13/7b4a274aa833-11e6-ba59-a7d93165c6d4_story.html?utm_term=.67b78342cfd4.

embodiment of our **IMPACT** values, and outstanding daily attendance. Parents will be encouraged (though not required) to support the school and their child through volunteering in Parents' Club. Additionally, we will solicit best practices with other charter schools in the region to make ourselves aware of any additional supports that can be provided to ensure students are accessing curriculum and meeting goals set in their IEPs. Our Head of School and Director of Student Supports (NY licensed special educator) will lead the work of supporting diverse learners. All staff members will receive ongoing professional development in educating all students. We will retain MLLs/ELLs by maintaining a diverse instructional staff and staffing teachers will ENL and TESOL endorsements. We will ensure that school information is translated, at minimum, into three primary languages spoken in by our families, in addition to contracting translators when engaging with the community. We will maintain economically disadvantaged students by maintaining a presence in our proposed community's libraries, recreational/community centers, and Buffalo Municipal Housing Authority, and we will build a community among families through school-based engagement activities and lift their voices as advocates for the school.

IV. Public Outreach and Community Support

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

b. Initial Assessment of Parent Interest/Demand: Primary Hall began its community outreach in August 2018. Since then, we have met with multiple community organizations and stakeholder groups and received their input for our school design. We have built relationships with community members, families, and leaders and have solicited feedback from 150+ parents and community members through 130+ surveys and 500+ in person conversations in our proposed community. We have heard from families that transportation and after-school programming are important to consider, which we are actively incorporating into our school design and operational plans. We have a social media presence with 163 supporters on Facebook and 75 followers on Instagram and 163 signatures on our petition; we have distributed 500+ flyers across our community, and we look forward to continuing to further build these relationships going forward.

V. Proposed Board Chair Signature and Date

Rochelle N. Brown

Rochelle N. Brown, Proposed Board Chair K

Rochelle N. Brown

Signature

3/30/19

Date

Table 1: Applicant Group Information

Last updated: 04/03/2019

Must include a minimum of 5 members proposed as Trustees

Applicant Group Information

	Name/Phone/Email 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)
1	Arielle Peterson [redacted]	Fellow, Building Excellent Schools	Education	Proposed Head of School	Ex-officio, Non-voting member
2	Rochelle N. Brown [redacted]	Community Office Assistant Branch Manager, Bank on Buffalo	Finance Fund Development	Trustee	Proposed Chair
3	Madeleine Fierstein [redacted]	Dean of Students Charter School of Applied Technologies	Education Charter School Operations School Leadership	Trustee	Proposed Secretary
4	Kerisha Hawthorne-Greer [redacted]	Counsel, Volunteer Lawyers Project	Legal Project Management	Trustee	Trustee
5	Christopher Hayes [redacted]	Special Counsel, Phillips Lytle LLP	Legal Board Governance	Trustee	Proposed Vice Chair
6	Breanna Penque [redacted]	VP Finance, Montante Group	Finance	Trustee	Proposed Treasurer
7	Desmond Rudd [redacted]	Manager/Development & Communications	Education Fund Development	Trustee	Trustee

	[redacted]	, Teach for America Buffalo	Community Development		
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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 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.

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
8/30/18	Community-Based Organizations	The Black Chamber of Commerce	Golden Cup Coffee 1323 Jefferson Ave. Buffalo, NY 14208	Need to engage families and learn the community	Took walking and driving tour of City, solicited information about city history from residents, community members.	1 President of the Organization
9/10/18	Community Member	Had conversation about Primary Hall's vision and current need in the community	Call	Students on East Side of city do not have equitable access to high quality education. Primary Hall should propose on East Side.	Founding team will seek more information regarding proposed location to meet needs of the community.	1 Community Member
9/10/18	Community Member	Kristen Elmore, Lawyer	Call	Spoke about need in Buffalo community for additional school options. Spoke about innovative aspects for the school, perhaps special focus on STEM.	Reviewed innovative opportunities available to students in local schools.	1 Community Member
9/10/18	Community-Based Organizations	Leah Daniel	Email	No input received.		
9/13/18	Local Business	Andrew J. Freedman, Esq.	Email/Call	Conversation included Mr. Freedman's work on local charter school's	Primary Hall's board will contract needed professionals to ensure health and	1 Community Member

				board and need for counsel upon authorization.	wellness of school upon authorization.	
9/13/18	Local Business	Susan Freed-Oestreicher Alexis Agnello	Meeting Patina 250 250 Delaware Ave. Buffalo, NY 14202	Spoke about charter school options currently available in Buffalo, and Buffalo Promise neighborhood. Suggested that Primary Hall learn from existing charter schools in area.	Primary Hall will seek to meet with and build cooperative relationships with local schools.	2 Executives from M&T Bank/Jewish Community Center of Greater Buffalo President
9/17/18	Local Business	Colleen Heidinger – 43 North	Email	No input obtained.		1 Local Organization
9/19/18	Elected Officials	Meeting with Lenora Foote-Beavers	701 Seneca St. Suite #350 Buffalo, NY 14210	Conversation yielded need for diverse board with investment in local community.	Primary Hall will assemble board that reflects diversity of City of Buffalo and proposed community.	1 Elected Official
9/20/18	Community Leaders	Meeting with Rashied McDuffie	Golden Cup 1323 Jefferson Ave. Buffalo, NY 14208	Met with Rashied McDuffie to discuss current need in community and where to garner support for Primary Hall. Rasheed made introduction to Alex Wright, owner of African Heritage Food Co-Op. Conversation continued to address disparities in educational	Primary Hall's applicant group continued to conduct research on proposed community to select zip codes that may benefit most from high-quality school option.	2 Community Leaders

				opportunity local district and where a charter school may be best placed.		
9/20/18	Community-Based Organizations	Buffalo Urban League Young Professionals Health Committee Meeting	Asker's 1002 Elmwood Ave. Buffalo, NY 14222	Members of group shared need for quality options on East Side of city and lack of opportunities for students of color to attend criterion-based schools. Both members present have preschool aged child.	Researched trends for student populations attending the city's criterion-based schools.	1 Organization
10/10/18	Local Institution	Call with Kari Bonaro, Chief Communications Officer Buffalo Niagara Medical Campus	Call	Outside of her role, Ms. Bonaro is charter school parent and discussed difficulties navigating system to enroll her children. Parents need support and information about options for schooling.	Primary Hall will execute comprehensive plan to ensure families are aware that Primary Hall will be high-quality option upon approval.	1 Organization
10/15/18	Community-Based Organizations	Cortland Purks – ED Holy Cross Head Start	Holy Cross Head Start 150 Maryland St. Buffalo, NY 14201	Mr. Purks and member of staff spoke about preparing students to be Kindergarten ready and that progress being lost in the K-2 years.	Shared foundational skills proposed in Primary Hall's model in addition to focus on literacy.	1 Organization

10/17/18	Community-Based Organizations	Phyllis McBride – Executive Director CAO Head Start	Call	Ms. McBride offered her support through access to CAO Head Starts for tabling, information sessions, and volunteer opportunities. Ms. McBride mentioned need for high-quality elementary options for families because of trend of previous Kindergarten ready students regressing over time. Ms. McBride offered number of age-eligible students served in each of Head Start locations in Buffalo and Erie County.	There are more than triple the number of age-eligible students in proposed community. Table and leave information at Head Start locations on East Side of city.	1 Organization
10/23/18	Community Members	Duncan Kirkwood Outreach & Recruitment Manager – Northland	Northland 683 Northland Ave. Buffalo, NY 14211	Mr. Kirkwood shared demand for charter school seats and waitlist that currently exists in Buffalo.	There is demand for additional charter school seats which represents current need in Buffalo.	1 Community Member
10/25/18	Community-Based Organizations	Buffalo Immigrant Leadership Task Force	Elim Christian Fellowship Church 70 Chalmers Ave. Buffalo, NY 14214	Need for multi-lingual teachers in classrooms because of diversity that exists in Buffalo schools.	Include at leaset1 ENL teacher in organizational structure	300 Community Members

11/28/18	Community Member	Key Bank Buffalo Pitch Competition - The Foundry	Keybank Center	I was able to network and building connections with community members. Met Mayor Brown and introduced Primary Hall and requested a meeting to discuss educational needs on the East Side.	Spoke with 10 people about Primary Hall, exchanged cards and sent follow up emails	150 Community Members
11/29/18	Community Members	Buffalo Community Career Fair	The Resource Council WNY, Inc. 347 E Ferry St. Buffalo, NY 14208	Spoke with Councilman Wingo, Jennifer Parker, "Mama Charlene," and David Blackburn about Primary Hall. Made introduction to resource center and services provided to students on East Side in Masten District. Interest where school will be located, emphasis on accessibility for families (bus routes, walkability).	Renewed commitment to finding accessible facilities for proposed community.	~25 Community Members
11/30/18	Community-Based Organizations	Buffalo 40 Under 40	Buffalo Niagara Center 153 Franklin St. Buffalo, NY 14202	Spoke to 10 professionals about Primary Hall and made 5 connections including Tanya Staples (Say Yes	Literacy is area of focus for city; new school should focus on this and providing access to resources	200 Community Leaders/ Partners

				Buffalo) and Morgan Williams- Bryant (Girl Scouts WNY).	for students and their families.	
12/3/18	Community Members	Shakespearean Idol	The Buffalo History Museum 1 Museum Ct. Buffalo, NY 14216	Members of community expressed need for additional schools on East Side and differences in resources available.	Reaffirmed need to place Primary Hall on East Side.	~100 attendees
12/8/18	Educators	Teach For America Community Day	Buffalo Collegiate Charter School 45 Jewett Ave. Buffalo, NY 14214	Networking with individuals and people of influence in education reform movement in Buffalo. There is still great need for high quality education in Buffalo. Members spoke about Say Yes Program, professional development for teachers, and transportation as issues.	Professional Development at Primary Hall will begin in summer and PD onboarding in Y1 will be about 3 weeks.	75 Teachers/ Community Members from City of Buffalo
12/8/18	Educators	Teach For America - Buffalo Christmas Party	Embassy Suites 200 Delaware Ave. Buffalo, NY 14202	Spoke with attendees about Primary Hall and its mission. Teachers and attendees shared information about their experiences	Teachers will have input in evaluating curriculum and will receive regular feedback and support in instruction.	50 Educators and Stakeholders in the Buffalo Education Community

				working in local schools.		
12/12/18	Community Members and Families	Tabling Event	Frank E. Merriweather, Jr. Library 1324 Jefferson Ave. Buffalo, NY 14208	Met with community members to share mission and vision of Primary Hall. Members of community spoke about college preparatory mission of the school.	Primary Hall is college-preparatory elementary charter school and holds belief that if all students are prepared for a college career, they will be equipped to make sound decisions about their future and will find personal success.	20 Community Members
12/12/18	Community Members and Families	"Your ideas and voice are needed" Indoor Sports Facility Community Planning Meeting -	The Makowski Early Childhood Center (BPS #99) 1095 Jefferson Ave. Buffalo, NY 14208	Learn about planning process for fieldhouses in City of Buffalo and how it will impact communities, and what resources will be available to students. While at event spoke with Assemblyman Darius Pridgen about support for charter schools in city and more quality options on East Side.	No input on Primary Hall's design	50 Community Members
12/14/18	Community-Based Organizations	WNY Special Education Collaborative	Daemon College 4380 Main St. Amherst, NY 14226	There is currently a gap in services provided to diverse	Ensure Primary Hall model prepares to meet needs of all	~25 Members of the WNY Charter School Community

				learners in charter schools.	learners and collaborate with other charter schools in area to learn best practices and share resources for students where applicable.	
12/14/18	Community Members and Families	Tabling Event; Distributed information about Primary Hall and spoke with families about their desire for high-quality school of choice	Delevan Grider Community Center 877 E Delavan Ave. Buffalo, NY 14215	Parents were excited about idea of school of choice within their community and spoke about need for increased parent involvement.	Community is important element to school structure and Primary Hall will include Family Nights throughout year in addition to weekly standing invitation to join community celebrations each week.	20 Community Members
12/15/18	Christmas Brunch with Masten District	Distributed flyers and information about Primary Hall.	Delevan Grider Community Center 877 E Delavan Ave. Buffalo, NY 14215	Networking and building connections with East Side Community. Members of community wanted to know where location would be and offered suggestions for facilities.	Community members want school that is accessible by public transportation or in close proximity to their homes.	30 Community Members
12/15/18	Feet on the Street	Distributing Flyers	2777 Bailey Ave. 14215	Engaging with community members and getting feedback on Community Survey.		25 Community Members

12/16/18	Community Members	Attended Service and Distributed Flyers and Surveys	New Beginnings COGIC 828 Genesee St. Buffalo, NY 14211	Engaging with community members and getting feedback on Community Survey.		25 Community Members
12/17/18	Community Leaders	Karin N. Meyer Sponsor a Teacher Program Dinner (Teach For America)	Private home of Jeff Meyer 200 Delaware St. Buffalo, NY 14202	Network with members of community, build relationships, and support for Primary Hall. Discussed facilities and needs present on East Side.		50 Attendees
12/20/18	Winter Wonderland Event CAO Head Start	Annual Winter performance, Site Principal allowed Primary Hall to speak with families, post and distribute flyers	George K. Arthur Community Center 2056 Genesee St. Buffalo, NY 14211	Parents expressed need for quality school on East Side that was "closer to home."	Primary Hall will work to secure facilities in or near proposed community.	35 Age-eligible Families
1/3/19	Frank E. Merriweather Library	Tabling Event	Frank E. Merriweather, Jr. Library 1324 Jefferson Ave. Buffalo, NY 14208	Engage with members of community to continue to garner support for Primary Hall.		15 Community Members
1/6/2019	Community Member	Gloria Quarles	Call	There is need to redirect learning path for our children; get parents involved.	Primary Hall will engage parents on weekly basis through homework trackers and bi-weekly phone calls with updates on student progress.	1 Community Member

1/10/19	Breakfast of Champions - Teach For America Buffalo	Spoke to members of education community to introduce Primary Hall, seek input, and engage with stakeholders	The Westin 200 Delaware Ave. Buffalo, NY 14202	Strengthen community partnerships and inform public of school's needs.	We will provide adequate public notice for major events and updates for school upon authorization	220 Attendees
1/4/19	Buffalo Urban League Networking with a Purpose	Network with Buffalo young professionals	Roost 1504 Niagara St. Buffalo, NY 14213	There is need for teachers from diverse backgrounds that understand students' culture and experiences.	Primary Hall will seek to employ diverse staff with attention paid to local candidates as well as candidates from diverse backgrounds both ethnically and culturally.	30 Attendees
1/7/19	Community Organizations that support students and families	Ms. Patty Torbin, Center Director for St. Agatha's CAO Head Start	Call	Because many students have experienced trauma teachers must receive PD and support in SEL for all students. Also schools should employ social worker to support students.	Primary Hall will include social worker in organizational plan to support all students.	1 Center Director
1/16/19	Community Member-BuffSci graduate	Xavier Walker	Call	There is need to teach discipline along with academics. We must create better learning environments for students.	This is alignment with Primary Hall's vision of structured and joyful environment.	1 Community Member

1/26/19	Community Members	Tabled and sought input through surveys and conversation	Frank E. Merriweather Library 1324 Jefferson Ave. Buffalo, NY 14208	Engage with members of community to continue to garner support for Primary Hall.		40 Community Members
1/12/19	Community Organizations	Email sent to ask permission to table/meet with families of students with special needs	Resource Council of WNY-Community Center 347 E Ferry St. Buffalo, NY 14208	No input received.		Organization Director and Americorps Intern
2/3/19	Community Members	Presented Primary Hall during Sunday service and surveyed members of congregation and visiting congregation after Sunday service.	New Beginnings COGIC 828 Genesee St. Buffalo, NY 14211	Received 10 survey responses		35 Community Members
2/4/19	Resource Council of WNY-Community Center	Meeting with organization to learn about potential partnerships	Resource Council of WNY-Community Center 347 E Ferry St. Buffalo, NY 14208	Parents are looking for accessible and affordable after school care for students. Transportation is continued issue for students and families.	We will offer transportation to students living in Buffalo.	Organization Director and Americorps Intern

2/4/19	Head Start Ferry	Flyer Distribution	909 E Ferry St. Buffalo, NY 14211	No input obtained		45 age- eligible families
2/4/19	Head Start Schiller Park – Shayla Jackson	Conversation regarding needs of age-eligible students and families in Buffalo.	Call	Parent engagement is struggle in some parts of city, and many parents do not have information they need to make informed choices for their child's education. Put supports in place for students who have experienced trauma and recruit a diverse staff.	Primary Hall will seek input from families through surveys and invitation to feedback sessions. Upon authorization we will seek diverse candidates by recruiting at HBCUs, and we will research forms of SEL to support all students, but with particular interest in students who have experienced trauma.	1 Center Director
2/4/19	Feet on the Street	Distributed and hung flyers for Primary Hall at locations in proposed community.	Tops Supermarket Metro PCS Boost Mobile Master Barbers Jericho Road CAO Head Start Bailey St. BMHA Various locations across community	Members of community had positive responses to additional school option. Many asked if Primary Hall will provide transportation.		~50 Community Members
2/5/19	Teach For America - Ed Talk (Black History Month)	Attended talk and asked teachers and community members to	Teach For America 345 W. Ferry St. Buffalo, NY 14213	Teachers and community members responded with: "Healthy and empowering	Primary Hall will prioritize hiring teachers from diverse backgrounds and those who are	15 Community Members

		answer question, "What are non-negotiables for quality education in Buffalo?"		conversations that lead to actions." "Culturally relevant education from teachers embedded in Buffalo communities." "Educators who care about individual students." "Creating an environment that is conducive to learning."	invested in the Buffalo community.	
2/6/19	Tabling – Memorial Temple CAO Head Start	Survey age-eligible families and inform them about Primary Hall.	Memorial Temple CAO Head Start 800 Sycamore St. Buffalo, NY 14212	Families were interested in the proposed location of the school and what programmatic offerings Primary Hall will have. Parents were enthusiastic a school proposed for the East Side.	Primary Hall will seek to be located in the proposed community.	35 families
2/7/19	Community Organizations – St. Agatha's CAO Head Start	Meet with director of location to build relationship and learn what age-eligible families look for in elementary option.	St. Agatha's Head Start 65 Abbott Rd. Buffalo, NY 14220	Families need to be aware of options that are available.	Primary Hall will execute comprehensive recruitment plan to inform families that Primary Hall is high-quality option for students ages 4-6.	1 Director

2/7/19	Age-eligible Families	Tabling – George K. Arthur CAO Head Start Table and share information about Primary Hall with age eligible families.	George K. Arthur CAO Head Start 2056 Genesee St. Buffalo, NY 14211	Parents shared desire for high expectations for students and having option that will grow past elementary school for their children.	Primary Hall is proposing K-5 model but will consider expanding grades served in coming years.	40 Age-eligible Families
2/8/19	Community Organizations	Met with the CAO Head Start Drexel Academy ED and members of staff	CAO Head Start 122 Schiller St. Buffalo, NY 14206	Members of staff discussed facilities concerns and finding suitable building.		7 Staff Members
2/16/19	Community Members	Spoke with several patrons attending event	North Park Theater – Shirley Chisholm Tribute 1428 Hertel Ave, Buffalo, NY 14216	People agreed there is need for better schools in Buffalo.		7 Community Members
2/28/19	Tabling Delevan – Grider Community Center	Tabled to share information about Primary Hall and seek input from members of community.	Delevan- Grider Community Center 877 E Delavan Ave. Buffalo, NY 14215	Parents shared they are looking for school for all of their children to attend and asked about growing grade spans.	Primary Hall is proposing K-5 model and in time may consider applying to expand grades served.	10 Community Members
3/2/19	Community member	Spoke about Primary Hall's mission with feet on the street	East Ferry St. Buffalo, NY 14211	Suggested students learn additional languages and attend longer school days	Primary Hall will have extended school day as part of programmatic model.	1 Community Member
3/4/19	Community Members	Tabling at Central Buffalo Library	Buffalo and Erie County Public Library 1 Lafayette Sq. Buffalo, NY 14203	Community Members spoke about needs for additional support for ELL students.	Primary Hall will have 1 ENL teacher and will adjust organizational plan to meet needs of enrolled student population.	20 Community Members

3/7/19	Age-Eligible Families	Tabling at Drexel Head Start	Drexel Head Start 122 Schiller St. Buffalo, NY 14206	Parents/Families spoke about need for schools locally and how parent involvement is a need.	Primary Hall will begin relationship-building process with founding families beginning in spring of 2020 if authorized. We will prioritize home visits and family events to build strong positive founding year school culture.	30 Age-eligible Families
3/7/19	Community Members	Tabling at Frank E. Merriweather Library	Frank E. Merriweather Library 1324 Jefferson Ave. Buffalo, NY 14208	Community Members asked about facilities, and how students will be recruited.	Upon authorization Primary Hall will host events, place ads in the local papers, and partner with established community based organizations to enroll students.	20 Community Members
3/8/19	Local Schools	Contacted Tapestry Charter School	Email	No input		1 Charter School
3/9/18	Public Meeting	Engaging with community members and getting feedback on Community Survey. Community members were offered opportunity to ask questions and	New Beginnings COGIC 828 Genesee St. Buffalo, NY 14211	Some topics included community services, transportation, educating all learners, and professional development for teachers.		15 Community Members

		raise concerns. There were multitude of questions asked. Some topics included community services, transportation, educating all learners, and professional development for teachers.				
3/9/19	Frank E. Merriweather Library	Tabling Event	Frank E. Merriweather, Jr. Library 1324 Jefferson Ave. Buffalo, NY 14208	Engage with members of community to continue to garner support for Primary Hall.		30 Community Members
3/10/19	Frank E. Merriweather Library	Tabling Event	Frank E. Merriweather, Jr. Library 1324 Jefferson Ave. Buffalo, NY 14208	Engage with members of community to continue to garner support for Primary Hall.		30 Community Members
3/12/19	Community Member	Barbara Stone Reden - Director of Early Childhood Services	JCC 787 Delaware Ave. Buffalo, NY 14209	Spoke about need in Buffalo community for additional school options. Spoke about focus on individual supports for students.	Reviewed innovative opportunities available to students in local schools.	1 Staff Member

3/12/19	Local Schools	Meeting with West Buffalo Charter School	West Buffalo Charter School 113 Lafayette Ave, Buffalo, NY 14213	Begin with small leadership team and grow professionals in your building as you grow.	Primary Hall will begin year 1 with staff needed to provide educational experience possible; this will include leadership team comprised of Head of School and Manager of Operations.	1 Charter School
3/12/19	Local Schools	Meeting with Buffalo Academy of the Sciences Charter School	Buffalo Academy of the Sciences 89 Clare St. Buffalo, NY 14206	Enrollment and Recruitment strategies to target all learners	Primary Hall will collaborate with other local charter schools when applicable to recruit and retain our students and extend our reach and positive impact on our community.	1 Charter School
3/13/19	Community Members	Luke Gill - Former Charter School Teacher	Electric Tower 535 Washington St. Buffalo, NY 14203	Spoke about strengthening curricula and focusing on individual learning styles.	Primary Hall will adopt rigorous NYSLS aligned curricula and continually make adjustments to meet needs of all learners.	1 Community Member
3/13/19	Local Businesses	Attendance at Grand Opening Event	Electric Tower 535 Washington St. Buffalo, NY 14203	Spoke to commercial business owners about Primary Halls mission and requested support for new school.	Will provide flyers to display at businesses	5 Community Members
3/14/19	Community Members	Tabled at LA Fitness	LA Fitness 69 Delaware Ave. Buffalo, NY 14202	Schools need to be extension of the community and	Primary Hall has begun relationship-building process with	20 Community Members

				should build relationships within community.	stakeholders in community and will remain vigilant in maintaining those relationships to support mission of school.	
3/15/19	Local Business	Meeting with Shine Digital Media and Management	EM Tea Coffee Cup Café 80 Oakgrove Ave. Buffalo, NY 14208	Parents need to know about their options. Communication is biggest in my children's school.	Primary Hall will canvas proposed community to build in personal touchpoints and relationships with potential families. Because our age-eligible students are currently aged 3-5, partnering with local Head Start programs and preschools will help us to build authentic relationships with families early. In addition, we will have weekly communication with families through homework/behavior trackers.	1 Organization
3/15/19	Local Schools	Meeting with Demario Strickland, Principal of	Harvey Austen School 97 (BPS) 1405 Sycamore St. Buffalo, NY 14211	Put all your time, energy, and focus on teaching students to read. Offer small learning community,	Primary Hall is proposing literacy focused academic program, with firm belief in benefits of	1 Local School

		Harvey Austen School 97 (BPS)		find dedicated team, and build relationships with stakeholders in community.	small group instruction. We are building meaningful relationships in community and will continue to do so because we believe it is vital for our success as school embedded in our community.	
3/16/19	Community Members	Tabled at Frank E. Merriweather Library	Frank E. Merriweather, Jr. Library 1324 Jefferson Ave. Buffalo, NY 14208			15 Community Members
3/18/19	Community Members	Tabled at Central Library	Buffalo and Erie County Public Library 1 Lafayette Sq. Buffalo, NY 14203	Students should have exposure to gifted and talented programs. Schools should focus on how students treat one another and interact.	Primary Hall will begin with curriculum focused on foundational skills in literacy and mathematics and based on student population will provide individualized supports to ensure all students are challenged. Primary Hall will also have character development each day to promote strong interpersonal skills that will allow our students to be competitive and well-	10 Community Members

					rounded members of our community.	
3/19/19	Community Members, Organizations, Faith-Based Communities	Mailed introduction letter, information about Primary Hall and Public Meeting flyer to churches and major organizations in the proposed zip codes, with additional letters mailed to prominent churches on East Side of Buffalo	Calvary Baptist Church 1184 Genesee St. Buffalo, NY 14211 True Bethel Baptist 907 E Ferry St. Buffalo, NY 14211 St. Luke's Mission of Mercy 325 Walden Ave. Buffalo, NY 14211 Antioch Baptist Church 1327 Fillmore Ave. Buffalo, NY 14211 Resurrection Church 1609 Genesee St. Buffalo, NY 14211 Bethlehem Missionary Baptist 165 Doat St. Buffalo, NY 14211 Centennial AME Zion Church 127 Doat St. Buffalo, NY 14211			65 Letters Mailed

			Temple of Christ 1230 Genesee St. Buffalo, NY 14211 Faith Baptist Church 626 Humboldt Pkwy. Buffalo, NY 14211 Fellowship World Church 878 Humboldt Pkwy. Buffalo, NY 14211 New Generations Ministries 97 Doat St. Buffalo, NY 14211 Metropolitan United Methodist 657 Best St. Buffalo, NY 14211 Memorial Baptist Church 770 Humboldt Pkwy. Buffalo, NY 14211 Lincoln Memorial United 641 Masten Ave. Buffalo, NY 14209 Upper Room COGIC 131 Florida St.			

			Buffalo, NY 14208 Emmanuel Temple Seventh Day 300 Adams St. Buffalo, NY 14212 Revelation Missionary Baptist Church 833 Fillmore Ave. Buffalo, NY 14212 Fillmore Community Church 821 Fillmore Ave. Buffalo, NY 14212 Faith COGIC 814 Broadway Buffalo, NY 14212 Deliverance Temple 177 Sherman St. Buffalo, NY 14212 Open Praise Full Gospel Baptist Church 761 Fillmore Ave. Buffalo, NY 14212 Faith Chapel COGIC 935 Broadway Buffalo, NY 14212			

			Ethiopian Orthodox Tewahedo Church Buffalo Medhanealem700 Tonawanda St. Buffalo, NY 14207 World of Life Community Church 760 Fillmore Ave. Buffalo, NY 14212 Church of the Transfiguration 929 Sycamore St. Buffalo, NY 14212 The Universal Church 1049 Broadway Buffalo, NY 14212 First Holy Baptist 703 Fillmore Ave. Buffalo, NY 14212 Pentecostal Temple Church 618 Jefferson Ave. Buffalo, NY 14204 First Timothy Baptist Church 1463 Genesee St. Buffalo, NY 14211			

			Pentecostal Temple 618 Jefferson Ave. Buffalo, NY 14204 Redeeming Fire Fellowship Church 145 Lewis St. Buffalo, NY 14206 Hananiah Lutheran Church 900 Genesee St. Buffalo, NY 14211 St. Aaron Missionary Baptist 538 Genesee St. Buffalo, NY 14204 Hopewell Baptist Church 1301 Fillmore Ave. Buffalo, NY 14211 Thankful Missionary Baptist 197 Sumner Pl. Buffalo, NY 14211 Old Landmark COGIC 896 Jefferson Ave. Buffalo, NY 14204 New Zion Baptist			

			313 High St. Buffalo, NY 14204 Humboldt Parkway Baptist Church 790 Humboldt Pkwy. Buffalo, NY 14211 Young Tabernacle Holiness Church Assembly 623 Best St. Buffalo, NY 14211 Friendship Baptist Church 402 Clinton St. Buffalo, NY 14204 St. John Baptist 184 Goodell St. Buffalo, NY 14204 Tried Stone Baptist Church 559 Woodlawn Ave. Buffalo, NY 14208 Mount Moriah Baptist Church 400 Northampton St. Buffalo, NY 14208 Evening Star COGIC			

			1552 Fillmore Ave. Buffalo, NY 14211 Mt. Zion Church of God Holiness 32 Oakgrove Ave. Buffalo, NY 14208 St. Phillips Episcopal 22 Sussex St. Buffalo, NY 14215 Trinity Baptist Church 2930 Bailey Ave. Buffalo, NY 14215 New Beginning Church of God 75 Hewitt Ave. Buffalo, NY 14215 St. Aloysius Gonzaga RC Church 157 Cleveland Dr. Buffalo, NY 14215 Prince of Peace Church of God 669 Kensington Ave. Buffalo, NY 14215 Greater Faith Bible Tabernacle 391 Edison Ave.			

			Buffalo, NY 14215 Temple of Christ Church 1230 Genesee St. Buffalo, NY 14211 Greater Apostolic House of Prayer 1455 Fillmore Ave. Buffalo, NY 14211 The Journey Church 360 Genesee St. Buffalo, NY 14211 Miracle Missions Full Gospel Church, Inc. 406 Sycamore St. Buffalo, NY 14204 Greater Refuge Temple 943 Jefferson Ave. Buffalo, NY 14204 Macedonia Baptist Church 237 North St. Buffalo, NY 14204 Second Chance Ministries 381 E. Ferry St. Buffalo, NY 14208			

			Church of the Lord Jesus Christ 943 Jefferson Ave. Buffalo, NY 14204 State Tabernacle 234 Glenwood Ave. Buffalo, NY 14208 Mt. Moriah Missionary Baptist Church 540 Genesee St. Buffalo, NY 14202 Promise Land Missionary Baptist Church 225 High St. Buffalo, NY 14204 Buffalo Urban League 15 Genesee St. Buffalo, NY 14203 Parent Network of WNY 1000 Main St. Buffalo, NY 14202 William C. Baird Community Center 2061 Bailey Ave. Buffalo, NY 14211			

			Delevan Grider Center 877 E Delavan Ave. Buffalo, NY 14215			
3/20/19	Community Members	Spoke about Primary Hall and promoted Primary Hall's Public Meeting as guest on Radio Show Real Talk Live, Power 96.5	Power 96.5 FM 143 Broadway Ave. Buffalo, NY 14203	No input obtained.		5,000 Listeners
3/21/19	Age-Eligible Families	Distributed information and flyers to Head Start Parents	65 Abbott Rd. Buffalo, NY 14220	Conversation consisted of grade span to be served and rationale.	Primary Hall will be a K-5 school to focus on foundational skills in literacy and math and may consider expansion at the end of the first charter term based on demand and performance.	25 Flyers Distributed
3/21/19	Community-Based Organizations	Distributed and posted flyers at community center and Boys and Girls Club	Edward Saunders Community Center 2777 Bailey Ave. Buffalo, NY 14215 William Baird Clubhouse 2061 Bailey Ave. Buffalo, NY 14211	Spoke to members of staff about after-school programs and potential partnerships		2 Community-Based Organizations
3/21/19	Community-Based Organization	Buffalo Urban League Young Professionals Meeting presented	Northland Workforce Center 683 Northland Ave. Buffalo, NY 14211	Students must take TABE assessment to be admitted to program which requires 10th grade	Primary Hall's focus on literacy and mathematics will create strong foundation for	20 Organization Members

		Primary Hall and announced our public meeting Toured the Northland Workforce Center and learned about programs offered		reading and math level. Each week Northland Workforce Center administers test to 20 community members with average pass rate of 5/20.	students to access opportunity within our community.	
3/22/19	Community Members	Tabled at Leroy Coles, Jr. Library Branch	Leroy Coles, Jr. 1187 E Delavan Ave. Buffalo, NY 14215	No input obtained		10 Community Members
3/22/19	Community Members	FOTS – Flyer Distribution	Fillmore District Buffalo, NY 14212			20 Community Members
3/23/19	Community Members	Tabled at Frank E. Merriweather Library	Frank E. Merriweather, Jr. Library 1324 Jefferson Ave. Buffalo, NY 14208			25 Community Members
3/24/19	Community Members	Tabled at Frank E. Merriweather Library	Frank E. Merriweather, Jr. Library 1324 Jefferson Ave. Buffalo, NY 14208	Community members were concerned about credentials of founding team and proposed school leader.	Primary Hall's founding team is diverse in skill sets and expertise. Primary Hall's lead founder holds a MA in Education Administration.	30 Community Members
3/25/19	Local Schools	Met with the Executive Director of Tapestry Charter School	Tapestry Charter School 111 Great Arrow Ave. Buffalo, NY 14216	During the conversation we spoke about enrollment, servicing special populations, and teacher	Based on feedback and Tapestry's experience and expertise Primary Hall will seek to employ diverse teaching candidates, and	1 Local Charter School

				recruitment and retention.	explore avenues to train, retain, and build strong relationships as a staff and in the community.	
3/26/19	Local Schools	WNY Charter School Leaders Meeting Local Charter School leaders met to discuss proposed schools, transportation concerns, and platform for enrollment lottery.	275 Oak St # 100, Buffalo, NY 14203	No input received.		10 Charter School Leaders
3/28/19	Community Members	Public Meeting	Frank E. Merriweather Library Auditorium 1324 Jefferson Ave. Buffalo, NY 14208	Community asked questions about Primary Hall's design elements, and ideal location.		27 Community Members

Attachment 2a: Initial Samples of Public Outreach

1. Primary Hall Preparatory Charter School One Pager

Primary Hall Preparatory Charter School

A proposed K-5 charter school for the students of Buffalo's East Side

Our Mission

Through rigorous curriculum, individualized supports, and positive character development, **Primary Hall Preparatory Charter School** ensures all students in Kindergarten through fifth grade are prepared for academic and personal success in middle school, high school, and college.

College Preparatory Curriculum

Extended School Day & School Year

Focus on Literacy & Mathematics

Character Development

Mindfulness

Individualized Supports

We Want to Hear From You

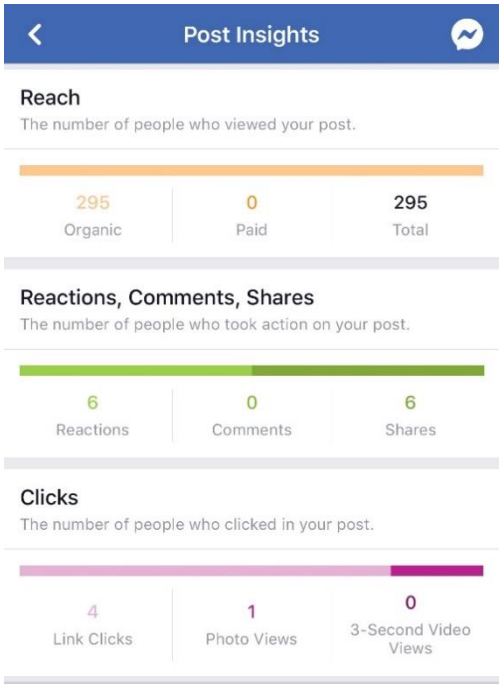
Your input is valuable, your feedback will help inform **Primary Hall**'s design. Complete our Community Survey at **PrimaryHall.org.**

Contact Us

Arielle J. Peterson, Lead Founder
716. 597. 4373 | APeterson@buildingexcellentschools.org
PrimaryHall.org

Academics. Access. Impact.

2. Primary Hall Preparatory Charter School Social Media Post, Insights, and Survey for Input



We are in the process of building a game-changing school for our students in Buffalo. We need to hear from you! Thank you for supporting our mission of educational equity, opportunity, and excellence.

Our Mission:

Through rigorous curriculum, individualized supports, and positive character development, Primary Hall Preparatory Charter School ensures that all students in Kindergarten through fifth grade are prepared for academic and personal success in middle school, high school, and college.

Name: Email Address:

Do you live in the City of Buffalo? Yes No

What is your zip code? _____

Do you have school-aged children? Yes No

If so, what age(s)?

What are the strengths of the schools in our community?

What are the major challenges you see in our current schools?

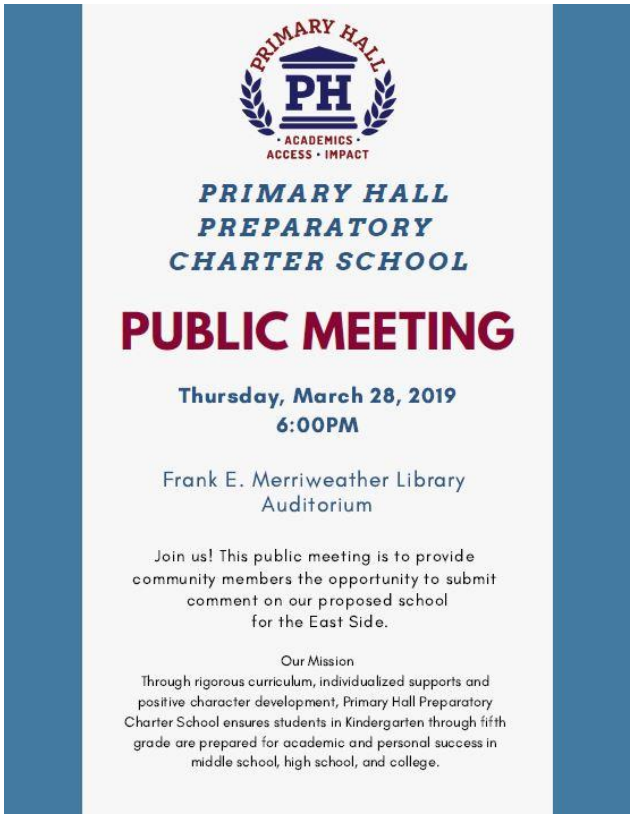
Do you wish there were more school options?

Which of the following are important to you? (Check all that apply)

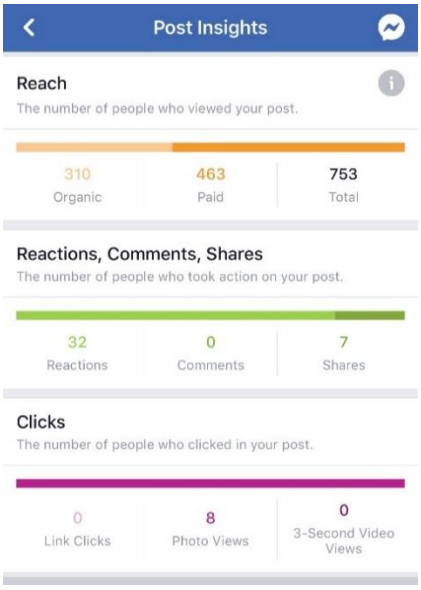
- Extended School Day
- Extended School Year
- Enrichment Activities
- High Expectations
- Inclusive/Supportive Environment

Would you be willing to support a college preparatory elementary school for the students of Buffalo?

3. Primary Hall Preparatory Charter School Public Meeting Flyer, Post Insights, Media Announcement, and Sign-In Sheets



Facebook Post Insights



Announcement Primary Hall Public Meeting (Please Share)

Reply | Reply All | Forward | ...

AP **Arielle Peterson**
To
Bcc [redacted]
Mon 3/11/2019 5:22 PM

This message was sent with High importance.

Primary Hall Announcement.docx
156 KB

Good Afternoon-

I hope you all are enjoying this lovely Buffalo weather!

Attached to this communication is the announcement that I am requesting you share via your news announcements.

Newly proposed charter school, Primary Hall Preparatory, will host its second public meeting to provide community members the opportunity to submit comment on the proposed school. The Public Meeting will take place at Frank E. Merriweather, Jr. Library's auditorium on Thursday March 28, 2019 from 6-7:30pm EST.

Please feel free to reach out if you have any additional questions.

Thank you in advance.

Challenger Community News • thechallengernews.com • March 27,2019

AREA BRIEFS

Destiny's Restaurant – Open for Busi

Dr. Umar Johnson

Dr. Umar, Noted Pan-Afrikan lecturer, Returns to Buffalo

Noted Pan-Afrikan lecturer Dr. Umar Johnson will speak April 6, at 2 p.m. (doors open at 2) at the St. Luke A.M.E. Zion Church at 314 E. Ferry Street. He will speak on "War Against Black Parents & How To Fight Back." Dr. Umar Johnson is former Minister of Education for the Marcus Garvey Movement, the Universal Negro Improvement Association and African Communities League. Dr. Umar is a writer, political scientist, and consultant to families, educators, mental health professionals and charter schools throughout the country.

Doors open at 2 p.m. Children 17 & under are free. Elders 65 & older with ID are free as well. Vendor opportunities are available. Link for tickets: https://www.eventbee.com/v/drumarjohnson

Betty Jean Grant

Canisius to Honor Grant With Community Service Award

Former Erie County Legislator Betty Jean Grant will be presented with Canisius College's 2019 Lorch Award for Community Service on Wednesday, March 27th, 5-7 p.m. in the college's Grupp Fireside Lounge located in Richard Winter Student Center, 81 Hughes Ave.

This event is open to the public and Dr. Tanya Loughead, Co-director of Canisius College's Women and Gender Studies department has extended an invitation to the family and friends of Mrs. Grant and members the community to attend and celebrate with her. Refreshments will be provided and the event is free.

"Unified Against Violence Community Walk"

Representatives from the city's anti-violence organizations held a press conference in Martin Luther King Park Tuesday in the wake of the violence that escalated over the past weekend to announce a "Unified Against Violence Community Walk" on the anniversary of the assassination of Dr. Martin Luther King Thursday, April 4. The Walk will begin at 5:30 p.m. at Eller and Genesee Street, proceed down Genesee to Moselle. Participants will start lining up at 5p.m. on Humason at the 7-11 store. Bring photos of loved ones, signs, etc.

All homicide victims family members, non-violence groups, community and religious and business leaders are urged to take part in this show of solidarity.

Among the anti-violence organizations that took

Primary Hall Prep: Proposed New Charter to Host Public Meeting

Primary Hall Preparatory Charter School will host a public meeting on Thursday, March 28 at 6 p.m. at the Merriweather Library auditorium on Jefferson & E. Utica. This public meeting is to provide community members the opportunity to submit comments on the proposed school for the East Side for students in kindergarten through fifth grade.

Uncrowned Queens in Niagara County to be Recognized

The Niagara Falls (NY) Chapter of the Links, Incorporated and the Uncrowned Queens Institute For Research and Education on Women will celebrate Women's History Month in recognition of 63 women in Niagara County as they become the first Uncrowned Queens of Niagara County on Saturday, March 30 at the Seneca Niagara Resort and Casino 310 4th Street in Niagara Falls, from 2-5 p.m.

Anti-Violence organizations announce "Unified Against Vio Community Walk" April 4.

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COMMUNITY CALENDAR

Up Right

the Lady Bulls will eld on another great

Bills Football

week saw the Buffake more moves cy to improve the ces of success as linebacker Mauer and Jake Fisher eals. The Bills are king to put the Josh Allen and nd best defensive season. The fans that can compete yoffs year in and city of Buffalo ayoff games not ss" slogans. As period is seem- uiet, the Bills ed on making the NFL Draft t choices that eam long term. mpact players ght now. Who uire in the 1st s NFL Draft? Williams is n their list. hts from this llengernews. up right tab. s news and s on Face- nson & Rise Group Ins- rch716 and site @ rise-

RT L SES!

Wednesday March 27

Finding our Voices: Honest Talk, Deep Listening, Real Healing 6-8 p.m., McKinley High School 1500 Elmwood Avenue, Lobby, Community Building Team Contact: Gail V Wells, wellsgv7@gmail.com Theresa Harris-Tigg, tharris-tigg@gmail.com

The Durham Central City Baby Café Info and support for pregnant and breastfeeding moms 5:30 – 7:30 p.m. 200 Eagle St. (716) 427-0566.

Dorie Miller Rifle & Pistol Club Topic "Safe Act and Gun Owners Rights :" 6 p.m., Merriweather Library, 1324 Jefferson Ave. Open to the public.

Thursday March 28

Primary Hall Preparatory Charter School Public Meeting: 6 p.m. at the Merriweather Library auditorium on Jefferson & E. Utica.

Board of Block Clubs Meeting: Belmont Resource Center, 1195 Main St. 6:45-8 p.m.

Yoga & Jembe Every Thursday at Juneteenth headquarters 1517 Genesee 5:30 p.m.

The Durham Central City Baby Café Info and support for pregnant and breastfeeding moms 5:30 – 7:30 p.m. 200 Eagle St. (716)427-0566.

Saturday March 30

Uncrowned Queens Event in Niagara Falls: Seneca Niagara Resort and Casino 310 4th Street, 2 5p.m.

Summer Camp and Fun Fair: Boulevard Mall, 11a.m. to 3 p.m.

A Women's Empowerment Conference: 10 a.m. - 6 p.m. Wiley Stadium,1100 Jefferson Ave. Registration On-Site. Tickets $15 and at https://weinspirechanges.eventbrite.com

Tuesday April 2

"For Men Only: Prostate Cancer in Communities of Color": 5:30-7:30 p.m., Community Health Center of Buffalo, 34 Benwood Ave.; Karla Thomas 986-9199 or 400-1817

Charter School of Inquiry Regular Monthly Business Meeting Board of Trustees: 5:45 p.m., 404 Edison, 833-3250 or email info@csicharter.org

VOICE-Buffalo and the Buffalo Immigrant Leadership Team Joint forum addressing candidates running for the School Board., Lafayette High School, 370 Lafayette Ave. 6 p.m.

Wednesday April 3

The Durham Central City Baby Café Info and support for pregnant and breastfeeding moms 5:30 – 7:30 p.m. 200 Eagle St. (716) 427-0566.

Thursday April 4

Yoga & Jembe Every Thursday at Juneteenth headquarters 1517 Genesee 5:30 p.m.

The Durham Central City Baby Café Info and support for pregnant and breastfeeding moms 5:30 – 7:30 p.m. 200 Eagle St. (716)427-0566.

Saturday April 6

"Diamonds in the Rough Inc.," Spring Gala: "3 p.m. the Lucarelli's Banquet Center located at 1830 Abbott Road in Lackawanna. Tickets $30 and are available at Eventbrite or for more info 716-715-8580 or email: Diamondsinthereroughtflo@gmail.com

Wednesday April 10

The Durham Central City Baby Café Info and support for pregnant and breastfeeding moms 5:30 – 7:30 p.m. 200 Eagle St. (716) 427-0566.

Thursday April 11

The Durham Central City Baby Café Info and support for pregnant and breastfeed

The Durham Central City Baby Café Info and support for pregnant and breastfeeding moms 5:30 – 7:30 p.m. 200 Eagle St. (716) 427-0566.

Thursday April 18

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The Durham Central City Baby Café Info and support for pregnant and breastfeeding moms 5:30 – 7:30 p.m. 200 Eagle St. (716)427-0566.

Wednesday April 24

The Durham Central City Baby Café Info and support for pregnant and breastfeeding moms 5:30 – 7:30 p.m. 200 Eagle St. (716) 427-0566.

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- Renters Insurance
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Mission: Through rigorous curriculum, individualized supports, and positive character development, Primary Hall Preparatory Charter School ensures all students in Kindergarten through fifth grade are prepared for academic and personal success in middle school, high school, and college.

Public Meeting – March 28, 2019

Name	Phone/Email Address	Zip Code	Do you have a child aged 3-5?	Would you be interested in a high-quality K-5 option in Buffalo?	Signature
[redacted]	[redacted]	[redacted]	Y/N	Y/N	[redacted]
			Y/N	Y/N	
			Y/N	Y/N	
			Y/N	Y/N	
			Y/N	Y/N	
			Y/N	Y/N	

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			Y/N	Y/N	