

# Letter of Intent: Applicant and Media Contact Form

Created Thursday, January 31, 2013

Updated Friday, February 01, 2013

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## Page 1

**All applicants seeking to establish a charter school authorized by the Board of Regents to open in 2014 must submit a Letter of Intent to Apply, which requires completion of this applicant and media contact form, and an upload of your 5 page Letter of Intent to Apply as outlined on pages 14 of the 2013 RFP and Application Kit. Please submit these tasks by 5:00 PM on February 1, 2013. Applicants who do not submit a complete Letter of Intent to Apply by this deadline will not be permitted to submit a Full Application.**

### a. Proposed Charter School Name

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

*Collegiate Academy for Mathematics and Personal Awareness Charter School*

**Whether submitting an application in Round 1 or Round 2, all new charter school applicants seeking public space in New York City must fill out a "Request for DOE Space" by January 31, 2013. The Request Form can be found at <https://docs.google.com/spreadsheet/viewform?formkey=dHNTYVFueWd4RWhmLW5CNHBqV>**

### b. Preferred school location.

Select the preferred geographical area on the left and then select the preferred school district or community school district on the right.

*NYC CSD-Brooklyn: CSD 19*

Select a second geographical area on left and then select the school district or community school district on right.

*NYC CSD-Brooklyn: CSD 16*

If necessary, select a third geographical area on left and then select the school district or community school district on right.

*NYC CSD-Brooklyn: CSD 17*

### c. Applicant(s) information, including mailing address, phone number, and email address, and information establishing that the applicant(s) is a parent, teacher, school administrator or community resident.

(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	Street Address, City, State, Zip
Lead Applicant	Viola Abbott	718-451-1922	violaabbott@yahoo.com	[REDACTED]
Co-Applicant	Daryl Rock	[REDACTED]	[REDACTED]	[REDACTED]

As the Lead Applicant(s), I (we) can best be described as a:

(Multiple responses permitted)

- Current or former Teacher
- Current or former School Administrator

d. Media Contact: please provide a phone number and/or email address to which public inquires about the proposed charter school may be addressed.

	First and Last Name	Best Phone Number (###-###-####)	Email Address	URL (type web address or the word "none")
Media Contact	Viola Abbott	718-451-1922	violaabbott@yahoo.com	none

e. Planned grades and enrollment in each year of the proposed charter term.

	Ages (or age ranges)	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
K	0	0	0	0	0	0
1st	0	0	0	0	0	0
2nd	0	0	0	0	0	0
3rd	0	0	0	0	0	0
4th	0	0	0	0	0	0
5th	10-11	125	125	125	125	125
6th	11-12	0	116	116	116	116
7th	12-13	0	0	110	110	110
8th	13-14	0	0	0	104	104
9th	0	0	0	0	0	0
10th	0	0	0	0	0	0
11th	0	0	0	0	0	0
12th	0	0	0	0	0	0
Ungraded	0	0	0	0	0	0
Total		125	241	351	455	455

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

partner.

(See pages 36-39 of the application kit for definitions and guidance as only "significant" partnerships should be listed here).

f. 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.   Proposed Management Company	N/A
f. 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.   Partner Organization 1	N/A
f. 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.   Partner Organization 2	N/A

Thank you for completing the Applicant and Media Contact Form which will be duplicative of some information contained in your letter of intent. Having information in this form allows the Department to merge applicant contact information into our existing data system. Please proceed to upload your signed and dated 5 page Letter of Intent to Apply.

**Collegiate Academy for Mathematics and Personal Awareness Charter School**

**LETTER OF INTENT**

**I.**

**a. Applicants Information**

Viola Abbott [REDACTED]  
Tel: 718.451.1922, email: [violaabbott@yahoo.com](mailto:violaabbott@yahoo.com), teacher and school administrator

Dr. Daryl Rock [REDACTED]  
[REDACTED] teacher and school administrator

**b. Media Contact:** Viola Abbott, [violaabbott@yahoo.com](mailto:violaabbott@yahoo.com)

**c. Applicant Founding Group**

**d. Initial Board of Trustees**

<b>Name</b>	<b>Description</b>	<b>Prospective role</b>
Viola Abbott	East NY community member with 30+ years experience as a NYCDOE teacher, math coordinator, principal and superintendent in Brooklyn. Taught at Bank Street and Columbia University Principal Academy	Founder and board member
Daryl Rock	25 years experience as a NYCDOE and NYC charter school teacher, principal and superintendent	Founder and board member
Deborah Knight	35+ years experience as teacher, math coordinator, reading teacher, AP and Principal. Founding principal of a new school in Bedford Stuyvesant	Founder and board member
Jeannie Lopez	Graduated from Brooklyn Law School and currently serves as Deputy Bureau Chief for the Brooklyn District Attorney's office	Founder and board member
Joan Ramsey	30+ years experience as a NYCDOE teacher, principal and professional developer. Teaches at Mercy College	Founder and board member
JoAnne Challenger	A dedicated community volunteer with 30+ years experience as a NYCDOE teacher and principal including founding principal	Founder and board member
Julia McDonald	A lifelong East NY community member with 35 years human resources experience for Bank of NY	Founder and board member
Larry Hughes	A Certified Financial Planner with 15 years experience on Wall Street and with American Portfolios Financial Services, Inc.	Founder and board member
Lori Bennett	35+ years experience as a NYCDOE teacher, math coordinator, principal and middle school superintendent. Founding principal of a new school and former NYCDOE Director of Middle School Initiatives	Founder and board member
Michele Weekes	A lifelong BedStuy resident with 35 years experience as a NYCDOE teacher, assistant principal and principal. Spent 15 years as principal of the elementary school she attended	Founder and board member
Nordia Messam	A senior at Brooklyn Technical High School in the Media Communications major studying filmmaking and animation	Founder

e. **Replication or Network Information:** N/A

f. **Application History:** Daryl Rock was a member of the proposed Lamad Academy Charter School, whose application was submitted to SUNY Charter School’s Institute summer 2012. The application was not approved.

## II. Proposed Charter School Information

a. **Proposed School Name:** Collegiate Academy for Mathematics and Personal Awareness Charter School (CAMPA)

b. **Proposed School location:** Community School District 19 (CSD 19), Brooklyn, New York

c. **Planned Grades and Enrollment**

Grade	2014-15	2015-16	2016-17	2017-18	2019-20
5	125	125	125	125	125
6		116	116	116	116
7			110	110	110
8				104	104
<b>Total</b>	125	241	351	455	455

d. **Proposed Management and/or partner Organization:** N/A

e. **Proposed School Mission**

The Collegiate Academy for Mathematics and Personal Awareness (CAMPA) will work tirelessly to insure that our students will be in a serious, nurturing environment that will foster academic success and promote character development. Our students will not only leave CAMPA with a command of the skills necessary to perform at a high level in high school and college, but will also develop the social tools required to thrive in our ever-changing global society.

f. **School Overview**

The Collegiate Academy for Mathematics and Personal Awareness will insure that all of our students achieve at high levels through rigorous instruction with a focus on mathematics. After a comprehensive study and review of mathematics data from TIMSS (The Trends in International Mathematics and Science Study) and the District 19 mathematics data for elementary and middle schools, we discovered that there is a great need for our youngsters to be exposed to a developmental, yet rigorous, curriculum in mathematics. Our students will take a minimum of two math periods per day. They will be required to master foundational math skills and be able to apply them to real world situations before moving on to algebra.

In addition to the mathematics program, there will be a second focus for our school – health and wellness. The community health profile for East New York and New Lots indicate that adults in

these communities have an increased risk of heart disease, obesity and diabetes. Heart disease hospitalizations are well above the city average, nearly 1 in 3 adults is obese and 16% have diabetes. The Journal of American Medicine also reports that 32% of children and adolescents between the ages of 2 and 19 years old are overweight or obese. Research further supports that well-nourished children have higher test scores, better school attendance and fewer classroom behavior problems and in future years, have healthier and more productive lives in the workplace.

The CAMPA health/wellness program will be designed to help students focus on personal awareness. The program will consist of physical education, nutrition, and community health and will be paired with a social and emotional learning program to develop the whole child. Current scientific research supports the need and implementation of the Social Emotional Learning model, defined as the students' "ability to successfully manage emotions, establish healthy relationships and make responsible ethical decisions" (Elias and Payton).

The combination of a rigorous academic program with a mathematics focus, a health and wellness program developed in response to community need, a social development program, rigorous instruction, insightful leadership and a strong understanding of and commitment to the community will foster a school environment that supports and drives academic achievement.

#### **g. Target population and Community to be Served**

CAMPA seeks to serve CSD 19 located in East New York, Brooklyn which serves a mostly low-income population including residents of the 19 tower Boulevard public housing project and the Linden houses, with more than 3,000 residents. East New York is 93% Black and Latino and is a high need community, with 89% of students eligible for free or reduced price lunch and 13% Limited English Proficient. CSD 19 is a District In Need of Improvement (Year 8) for English Language Arts and a District In Need of Improvement (Year 1) for Math under NCLB.<sup>1</sup> Further, of those graduating high school, the 2012 report by the Annenberg Institute for School Reform found that only 12% of students are graduating high school ready for college, ranking among the lowest college readiness rates in New York City.<sup>2</sup> Having deep ties to the East New York and New Lots community, and as evidenced by the community outreach conducted to date to the NYCHA houses located in East New York, CAMPA seeks to serve a population representative of the high need community in CSD 19.

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

Describe the school's strategies to attract and recruit its students, particularly:

- a. Those identified in the school's mission**
- b. Students with Disabilities**
- c. English Language Learners**
- d. Students eligible for the free and reduced price lunch program**

Enrollment: To recruit students with disabilities, English Language Learners and students eligible for the free and reduced lunch program, CAMPA has already met with three NYCHA housing communities in the East New York, the Community Education Council of CSD 19, the

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<sup>1</sup> <https://reportcards.nysed.gov/files/2010-11/AOR-2011-331900010000.pdf>

<sup>2</sup> <http://annenberginstitute.org/sites/default/files/Demography%20is%20Destiny.pdf>

Brownsville Recreation Center, the Dr. Betty Shabazz Health Center, presented to parents of the Beacon program and met with Superintendent Joyce Stallings to personally communicate our commitment to the community and to serving a population representative of the East New York community. Eighty nine percent of CSD 19's students qualify for free or reduced price lunch and all of the organizations just mentioned serve a comparable, if not higher, percentage of free or reduced price lunch eligible students and families than the district average.

Specifically, to recruit students with disabilities at a rate comparable to the number enrolled in CSD 19 schools, CAMPA will implement in its recruitment efforts strategies to attract and interest special needs students and their families. These efforts have included meetings with tenants associations, community-based organizations, local public education leaders and community health centers that serve a comparable special education population. Continuing efforts will include: (1) meetings with local elected officials, (2) public meetings at local recreation centers, (3) open-house sessions held in the community geared towards parents and families of Special Education students, (4) continue outreach to community based organizations and tenants associations by conducting neighborhood walks and letter campaigns, and (5) distribution of materials that describe CAMPA's Special Education program printed in English and Spanish, the primary languages spoken in the community.

According to NYSED Demographic data for CSD 19, 13% of the student population is classified as LEP/ELL students. To recruit LEP/ELL students at a rate comparable to or greater than the number enrolled in CSD 19 schools, CAMPA relationships with community-based organizations and tenant associations has informed multi-lingual outreach efforts, the translation of materials and identification of individuals who work with or provide services to families whose children are classified as LEP/ELL students. CAMPA staff will conduct outreach to LEP/ELL coordinators and teachers of CSD 19 elementary schools. The school will make available to parents and families of LEP/ELL students all marketing and outreach materials in the family's native language.

Describe the school's strategies to retain its students, particularly:

- e. Those identified in the school's mission**
- f. Students with Disabilities**
- g. English Language Learners**
- h. Students eligible for the free and reduced price lunch program**

Retention: To support and retain our students, CAMPA will provide necessary and qualified staff and a systematic, explicit instructional program that is organized, inclusive, differentiated and comprehensive. CAMPA will evaluate each student's performance in academic and content areas to measure the student's progress in core subjects and provide academic interventions and modifications to the instructional program to ensure all students are achieving and progressing. CAMPA will use the Morningside Center Program for Teaching Social Responsibility. The 4Rs (Reading, Writing, Respect, & Resolution) is a curriculum developed by Morningside Center aimed at developing students' social, emotional and academic skills and building a caring classroom community. The program requires intensive classroom instruction and provides professional development to support teachers in consistently teaching social and emotional learning curricula. Additionally, to promote student retention, the school will monitor attendance to ensure students are engaged in the academics and educational supports offered by CAMPA.

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

##### **a. Public Outreach Conducted**

##### **b. Initial Assessment of Sufficient Interest**

In an effort to engage the East New York community in conversations about the proposed CAMPA charter school, the founding group members visited a number of varied public, private, religious and secular organizations and had both formal as well as informal sessions with groups and individuals over the past two years. Our intent was to share information about the proposed school and to listen with an open mind to the needs and wants of the stakeholders. Anecdotal evidence gathered indicates that the East New York community is eager to embrace alternative educational opportunities for children; in particular at the junior and high schools levels. Parents and community residents were aware that schools in East New York are not meeting the needs of all students in the community and were welcoming of an alternative school at the middle school level. The community was also aware that the mathematical achievement of students in CSD 19 schools is poor and seemed delighted about a middle school option with a focus on mathematics.

At all meetings we attended, a fact sheet about the school was disseminated with answers to the most FAQs. To reach a broader audience, we established a Facebook page and created an email address. Community residents were encouraged to email concerns and questions to the founding group. A member of our group was designated to visit the Facebook page and gather emails regularly to bring the concerns, questions and suggestions for the school to the founding group.

A short list of constituencies we met with in advance of this submission includes:

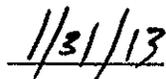
- I.A. Superintendent, Joyce Stallings-Harte
- NYCHA Pennsylvania-Wortman Houses: 875 Pennsylvania Ave
- NYCHA- Pink Houses
- NYCHA -Cypress Hills Houses
- CEC Dist.#19 Business Meeting
- 75<sup>th</sup> Pct. Community Council Meeting
- Community Health Network, Dr. Betty Shabazz Health Center: 999 Blake Avenue, Brooklyn 11208
- I.S. 218-Beacon's Parent Meeting: 370 Fountain Avenue
- Brownsville Recreation Center: 1555 Linden Boulevard, Brooklyn, NY 11212
- Brookdale Hospital: Community Affairs Department

In addition, CAMPA has received over 100 signatures from prospective parents and community supporters in response to the proposed school.

Sincerely,



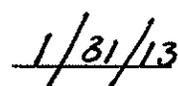
Viola Abbott



Date



Daryl Rock



Date