

# Atlanta Girls' School

## Strategic Plan 2021 – 2026

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Board of Trustees  
Strategic Planning Committee

*Updated Spring 2022*



## **Mission**

Inspiring girls to lead lives of purpose

## **Vision**

AGS is committed to helping girls and young women develop their fullest potential intellectually, physically, socially, emotionally, and spiritually

## **Areas of Focus**

Academic Programs  
Faculty and Staff  
Admissions and Enrollment  
Advancement  
Finance  
Governance



# Academic Programs

## Strategic Objectives

- AGS provides outstanding, engaging, college-preparatory curricula and programs that inspire and equip girls to lead lives of purpose and prepare them for college, life and lifelong learning.
- Academic programs and curricula at AGS are designed with diversity, equity, inclusion, and integrity in mind. This proactive approach seeks to ensure students, parents, faculty, and staff are actively welcomed, included, and represented in all aspects of school life. Academic studies are connected to social, national, and global issues to empower students to be curious, create innovative solutions, take thoughtful action, and become the next generation of leaders and agents of positive change.
- AGS provides high-quality extracurricular programs to enrich the academic programs and to ensure that girls are well-rounded and comprehensively prepared for college and beyond. We strive to have facilities that enhance our outstanding programs, and we evaluate our facilities on an ongoing basis and improve them whenever possible.



## Action Items

- Conduct annual curriculum review to ensure continuity and determine areas for improvement.
- Review curriculum and materials annually to ensure diversity and representation.
- Evaluate the quality of curricula and programs annually by examining relevant test score data, college placement, and success of AGS graduates in college.
- Evaluate and improve our 11th grade internship program.

## Guiding Questions

- What evidence can we provide that shows we are inspiring and equipping girls to lead lives of purpose?
- What evidence do we have that our academic programs are challenging and comprehensively preparing our girls for college?
- What evidence do we have that AGS is a welcoming, inclusive, and diverse community with meaningful representation in our curriculum and community?
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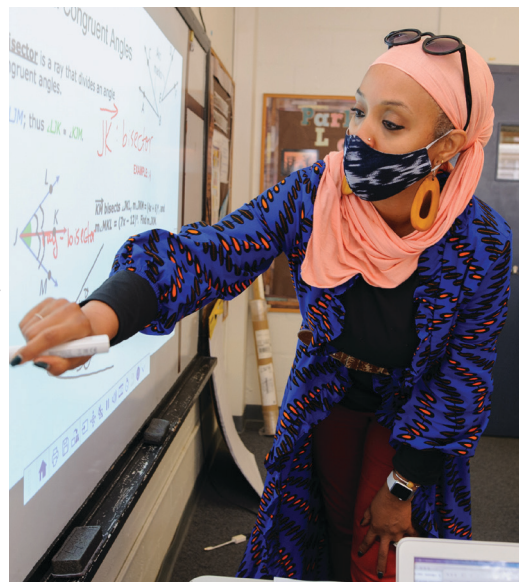
# Faculty and Staff

## Strategic Objectives

- AGS provides high-quality, engaging instruction that challenges and supports girls to excel academically and to be prepared for college and beyond.
- AGS faculty and staff inspire and support girls as they develop academically, socially, and emotionally and as they develop confidence and leadership. Teachers communicate regularly with parents regarding students' progress.
- AGS is committed to building a community of learning that embraces diversity, encourages ethical leadership, fosters inclusive relationships, and honors the dignity of every human being.
- AGS recruits and retains high quality, diverse faculty and staff who can execute our mission and vision and who represent the wide range of diversity we want in our community. Faculty and staff receive ongoing training and practice in inclusive classroom strategies that support the school's commitment to diversity, equity and inclusion.

## Action Items

- Conduct annual performance evaluations to ensure high-quality instruction.
- Implement a professional growth model for performance evaluations that ensures high-quality instruction and provides opportunities for professional growth for teachers.
- Actively recruit highly qualified, diverse teachers who can help us execute our mission and vision.
- Evaluate compensation and benefits strategies to attract and retain high-quality faculty and staff.
- Evaluate current progress reporting to parents and improve as needed.



## Guiding Questions

- How do we demonstrate that the instruction at AGS is engaging and high quality?
- What evidence do we have that our teachers challenge their students?
- How do our faculty and staff show they support the mission and vision

# Admissions and Enrollment

## Strategic Objectives

- AGS employs innovative admissions strategies to attract diverse students who fit the AGS profile and who will contribute to and benefit from attending AGS.
- AGS strives to have 100% retention of students and families from year to year, particularly in the transition year from 8th to 9th grade.
- AGS aims to have a student body of 250-300 students.
- AGS attracts girls from around the greater metro Atlanta area, and logistics can be an important part of a family's decision to attend a school. Our goal is to promote rideshare and third-party transportation options to our parents to support their family logistics.

## Action Items

- Evaluate and refine admission strategies, including early decision, the sibling admission process, financial assistance, and merit scholarships.
- Review and refine Tailored Tuition to ensure it is an equitable and sustainable financial assistance program.
- Review and revise current strategies for retention from 8th to 9th grade.
- Research and promote rideshare and third-party transportation options for families.

## Guiding Questions

- What evidence do we have that our admissions practices are innovative?
- If families are leaving AGS after 8th grade, why is that and what can we do about it?



# Advancement

## Strategic Objectives

- AGS seeks to be widely recognized in metro Atlanta as an outstanding school for girls grades 6-12. AGS is committed to marketing and branding initiatives that raise awareness of the school in metro Atlanta.
- AGS understands that word-of-mouth marketing is powerful in selecting schools, and that high-quality programs, outstanding faculty and staff, well-run operations, and excellent customer service contribute to positive word-of-mouth marketing.
- Fundraising is critical for nonprofit organizations, and AGS recognizes the importance of fundraising and prioritizes fundraising initiatives annually.

## Action Items

- Create fundraising, marketing, and communications plans annually that support financial goals, brand awareness, admissions, and enrollment
- Conduct internal professional development with faculty and staff regarding the role they play in marketing

## Guiding Questions

- What evidence do we have that our school operations are supporting our goal to be outstanding?





# Finance

## Strategic Objectives

- AGS is a strong, financially sound 501(c)(3), and it conducts its business and manages its affairs to ensure indefinite financial strength and viability.
- AGS proactively evaluates the school landscape in metro Atlanta to identify competitors and benchmark program offerings and tuition pricing.

## Action Items

- Create and analyze long-range financial projections and scenarios for board planning
- Create annual plans for tuition and financial operations
- Identify key metrics to track as indicators for financial strength
- Conduct an annual audit

## Guiding Questions

- How can we demonstrate that our price/product is competitive?



# Governance

## Strategic Objectives

- AGS is governed by a board of trustees with three primary responsibilities: selecting, evaluating, and supporting the Head of School; developing broad institutional policies that guide the school's operations; accountability for the financial well-being of the school.
- Trustees are ambassadors and financial supporters of the school and its mission and vision. The AGS board of trustees is committed to proactive trustee recruitment, thoughtful board training and education, sound leadership succession planning, and bringing new funding partners and donors to AGS.

## Action Items

- Review and revise new board member orientation
- Create training for non-trustee committee member orientation
- Review and revise the criteria used to select and recruit new board members
- Create a leadership succession plan for the board chair and committee chair positions

## Guiding Questions

- What evidence can we provide that shows that new board members are well prepared to serve on the board?
- What evidence do we have that shows trustees are ambassadors for and supporters of AGS?





