Building Blocks for a Private Parochial School
• Years 1-5: Mission, Goals, Target Audience

• Years 5-10: Accreditations, Curriculum, Staffing/Growth

• Years 10-20: Development of Mascot/Sports, Extracurriculars, Fundraisers/Marketing
Mission:
Provide an education grounded in respect, compassion, and academic excellence within an Orthodox Christian environment.
Motto:
Centered in Christ, Children & Community
Short-term Goals (Years 1-5)
1) Hire a Director to oversee staffing and Georgia Early Learning & Development Standards Curriculum (Preschool)
2) Start small & build: Preschool ages 18+ months – 4 yrs. old with families from the Annunciation Cathedral Parish and Orthodox sister churches (i.e.: St. Elias, Holy Transfiguration, etc.)
3) Establish a presence around surrounding metro Atlanta neighborhoods
Long-term Goals
(Years 6-15+)
1) Establishing a new School Board
2) Hiring of the first Principal
3) Updating Classrooms and Technology
4) Become one of the top, sought-after accredited parochial schools in Atlanta
5) Fill classrooms to maximum capacity
6) Explore expansion to high school
Tactical Plan (Starting in Year 10+)
1) Head of School to oversee day-to-day operations in Preschool and K-8th

Adam Greenwood
Head of School
2) Hire Office Administrator to establish tuition payment system for parents via FACTS and communications via Renweb and assist Head of School with administrative duties
3) Hire Marketing & Communications Director to grow enrollment, fundraise & manage school events, draft public relations documents, advertise, and launch/manage social media platforms (essentially this could be 2 positions as the school grows)
Target Audience
Parents seeking a private Christian school setting with a diverse learning community with small classroom sizes of no more than 16 students.
1) Years 1-5: Preschool Parents ages 18+ - 4 yrs. old
2) Years 5-11: Preschool and K-5 parents
3) Years 12-20: Preschool, K-5 & Middle School parents
4) Years 21 – 25: Potential to add High School
Accreditations and Memberships

(Obtain first accreditation after 3 successful years)

1) Georgia Accrediting Commission (GAC) – 2014
2) Georgia Independent School Assoc. (GISA) — 2014
3) Atlanta Area Association of Independent Schools (AAAIS) – 2015
4) Cognia (International Accrediting Agency) – 2020
5) Next Accreditation Goal within the next 5 years: Southern Association of Colleges and Schools (SACS)
1) 2021 Hire Curriculum Director to oversee purchasing of books, standardized testing, and support teachers’ classroom needs

2) From inception establish and follow Georgia Standards of Excellence for K-8 curriculum in: Math ~ Language Arts Social Studies ~ Science

3) Support the Head of School with classroom management and staff reviews
Staffing/Growth:
Add specials classes and teachers to the school program:
Religion:
taught by Clergy/Pastoral Assistants, once per week
Language:
Offer Greek in Preschool – 8th
Give a choice of Greek or Spanish starting in Middle School (hire two Greek school teachers, lessons twice per week and one Spanish teacher once per week.)
Physical Education:
P.E. teacher would handle Pre-K through 8th grade, twice per week
Art Class:
Art instructor would teach various forms of art and manage students to create artwork for the annual Student Art Auction fundraiser, once per week.
Music Class:
Music instructor would teach music genres and also be responsible for any musical events/programs (i.e.: Christmas concert & Spring performance), once per week.
2018 Establish benefits package (insurance and retirement)
2022 Hire School Counselor (part-time)
Hire School Nurse (part-time) - TBA
Develop Sports Program:
Goal: to attract parents/students thus growing enrollment, especially in Middle School
Create Mascot:
ADS Spartans ~ Leo

(Six different options for names were given and a vote was taken by students)
Join Sports League:
Metro Atlanta Athletic Conference
(Middle School sports in basketball, soccer, and volleyball)
Grow Athletics:
Once the new 3 million dollar Canakaris Athletic Field is built we will add Lacrosse, softball, ultimate Frisbee, etc.
Develop After-School Activities:

Clubs:

Preschool:
Ballet, Word Play, Soccer, Puppet Play

K-8:
Chess, Karate, Robotics/STEM, Lego club

After-School Care:
Offer certified teachers to watch children from 3:00 pm dismissal to 6:00 pm ($15/day per student)

Join Middle School sports team
(see above in MAAC League)
Fundraising/Marketing Push:

Annual Fund: Yearly campaign to generate additional revenue for ADS. It covers approximately 20% of operating costs not covered by tuition alone. Annual Fund campaigns should be targeted to not only parents, but staff, faculty, Clergy, school board members, grandparents, Cathedral parish family, and alumni. Annual Fund revenue helps cover the costs for:
### TYPES OF TEACHER DEVELOPMENT

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<th>Type of Development</th>
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<td>Customized Teacher Training Workshops</td>
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<td>Leadership Development Sessions</td>
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<td>Implementing In-Classroom Training</td>
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<td>Professional Development Community</td>
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Field Trips
Scholarships
Arts & Music Program

ADS STUDENTS PRESENT:
LIGHT AND DARK
THURSDAY, MAY 18, 2023
6:00 PM
KARTOS BALLROOM
DIRECTED BY: LINDSEY KINDL

SPECIAL THANKS:
ADAM GREENWOOD, HEAD OF SCHOOL
ADS CLASSROOM TEACHERS
VICTOR RODI, IT DIRECTOR
GINNIE ROGLIN, CATHEDRAL ADMINISTRATOR

ADS Student Art Auction
APRIL 27, 2023
3:00pm - 6:30pm
Kartos Ballroom
Athletics Program
Host Annual School Gala

(different growth initiatives each year)

New Sound & Lighting for Musical Programs

New State of the Art Science Lab

New Playground
And 2024...
A new building to add much-needed additional classrooms, a dedicated library, etc.
School Community Events

These events generate revenue and/or build a strong school community:
5K Spartan Run
Student Art Auction
International Dinner
Grandparent's/Special Friend Day
Both Preschool & K-8th
Thanksgiving Program/Concert
Christmas Program/Concert
K-5 Father/Daughter & Mother/Son Dance
Middle School Dance
Advertise

In local parent magazines, outdoor signage on the Cathedral campus, yard signage, local Orthodox festivals & churches, and create social media accounts on Facebook & Instagram to post daily content & targeted ads (school events, classroom happenings, promotional videos, etc.)
Establish a Parent Volunteer Association (PVA):
Goal:

Parent involvement and volunteer hours of at least 15 hours per school year
Various events run by the PVA:

Ice Cream Social (kick-off the school year)
Classroom Parties
Community Projects for the needy/less fortunate
Read-a-Thon
(annual PVA fundraiser)
Creation of a Yearbook
PVA co-chairs to report/correspond with the Marketing Director & Head of School to align with school calendar, goals, etc.
What’s next for ADS?
The Legacy Continues........
Thank you