



Strategic Plan: 2021 - 2025

Mission

The Main Street Academy's mission is to offer all students a challenging and enriching education from a dedicated and student-focused staff in partnership with highly involved parents. Students will leave TMSA with high expectations of themselves as they prepare for further education and become contributing members of their diverse communities.

Vision

To create a world-class school that prepares scholars to become leaders in the 21st Century.

School Summary

Intentional Excellence, Centered in Community

A Rich 12-Year History

The Main Street Academy opened its school doors to 563 students on August 23, 2010. TMSA now proudly serves over 800 students during the 2022-2023 academic school year.

Parental Involvement

In previous years, TMSA's parents contributed more than 12,000 volunteer hours yearly through events such as, PTO events & meetings, field trips, family nights, career days, classroom activities, sports & athletics, parent groups, community partnerships, volunteering, and fundraising events. TMSA encourages high levels of parental involvement and partnerships.

Leader in Me

The Main Street Academy is a proud Leader in Me (LiM) school. LiM is an evidence-based, comprehensive school improvement model developed in partnership with educators that empowers students with the leadership and life skills they need to thrive in the 21st century. TMSA is one of two Fulton County Schools (FCS) Leader in Me schools.

Schoolwide Enrichment Model (SEM)

At the core of The Main Street Academy's curriculum is the adoption of the Renzulli Schoolwide Enrichment Model (SEM). The SEM model seeks daily enrichment in the core curriculum by bringing students into contact with experts and community leaders who connect day-to-day experiences to enhance the educational journey of scholars. Experts include but are not limited to individuals who work in industries such as engineering, banking, entrepreneurship, medical technology, agriculture design, e-commerce sales & marketing, social media design, mechanical engineering, cosmetology, sports production & management, culture, arts, and history. The industry experts partner with TMSA teachers and staff to sponsor student projects that further explore the academic and real-world interconnected relationships. SEM is currently implemented in over 4,000 schools across the United States. SEM is an enrichment program for students to enjoy challenging learning experiences constructed around their interests, passions, and Project Based Learning (PBL.) PBL instructional methods allow students to gain knowledge and skills by working for an extended period to investigate and respond to authentic, engaging, and complex questions, problems, or challenges. Project-based learning is connected to each core curricula areas in addition to SEM.

Accreditation

- [Cognia Accredited](#)
- Seeking [Cognia STEAM Certification](#) 2023-2024
- Seeking Leader in Me – [Lighthouse School](#) Status 2023-2024

Community & Educational Partnerships

- Fulton County Schools
- Georgia Charter Schools Association
- Georgia Power
- B-Aware Foundation
- The University of Georgia
- Hartsfield-Jackson Atlanta International Airport
- Ellison & Sanders Design Group
- Federal Aviation Administration
- Fulton County Arts & Culture
- Atlanta Pink Sox Softball League
- Flylight Creative
- A-Town Art Agency
- Sam Flax
- Friendship Formulas, LLC
- Alpha Phi Alpha Fraternity – Nu Mu Chapter
- Dick’s Sporting Goods Foundation
- Publix Partners
- French Toast Uniforms

Student Academic Achievement

GOAL 1	TMSA will meet or exceed the performance-based goals and measurable objectives that are designed to result in the improvement of all student achievement to prepare students for high school, college, and career success.
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Fundraising and Resource Development

GOAL 2	TMSA will secure supplemental revenue and resources via fundraising, donations, corporate sponsorships, and partnerships.
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Climate and Culture

GOAL 3	TMSA will create a positive, respectful, and engaging school culture that supports students, teachers, administrators, and families.
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Administration and Operations

GOAL 4	TMSA will create administrative and operational structures that align to all strategic goals and priorities.
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Governance

GOAL 5	The TMSA Governing Board will provide excellent governance with diverse leadership representative of the school community it serves.
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Goals, Objectives and Strategies

Academic Achievement	
GOAL 1	TMSA will meet or exceed the performance-based goals and measurable objectives that are designed to result in the improvement of all student achievement to prepare students for high school, college, and career success.
Objectives	<ul style="list-style-type: none"> • TMSA's School Improvement Plan • Meet or exceed Fulton County Schools CCRPI as measured by the GADOE Office of Accountability • TMSA students will achieve a minimum of one-grade level growth in Reading and Mathematics from Fall benchmark (1) to Spring benchmark (3) on iReady Assessment • Students will take the WriteScore assessment. Results will be used to alter classroom instruction • TMSA will establish protocols that promote transparency and collaboration regarding student learning and progress • Schoolwide Enrichment Model (SEM) will be implemented and made available to students to enhance the existing curriculum • Administer the Teacher Keys Effectiveness System (TKEYS) and Leader Keys Effectiveness System (LKEYS) with fidelity and timeliness to improve administrative and teaching practices • Increase STEAM Instruction • Increase Project Based Learning (PBL) • Student Technology and Digital Literacy Standards
Strategies	All strategies will be aligned with the actions and plan of the School Improvement Plan (SIP).
Responsibility	<p>Staff/Administration = TMSA Administration, TMSA Principal, Director of Curriculum, Instruction, & Innovation</p> <p>Governing Board = Academic Performance Committee</p>
Annual Benchmarks	<p>State of the School Address (Administration)</p> <p>End of Year Address (Administration)</p> <p>School-based Assessment Reporting (Administration) on the following:</p> <ul style="list-style-type: none"> • iReady: August, January and May • School based assessments • WriteScore: August, February, May • Georgia Milestones: May
Monitoring	<ul style="list-style-type: none"> • TMSA will utilize the School Improvement Plan (SIP) to monitor school performance • Monthly Principal's Report

Fundraising and Resource Development

GOAL 2	TMSA will secure supplemental revenue and resources via fundraising, donations, corporate sponsorships, and partnerships.
Objectives	<ul style="list-style-type: none"> Maintain a balanced budget that will provide financial support for short and long-term operations. Remain financially sound with a positive cash flow while staying in compliance with all Fulton County Schools required accounting ratios Ensure fiscal responsibility to ensure that all programs are aligned to student success Revenue and resource development impacting TMSA programs
Strategies	<ul style="list-style-type: none"> Ensure that TMSA has the ability to cover short-term and long-term financial obligations Seek grants and community partnerships Evaluate contracted grant researcher and writer (if applicable). Develop and implement a regular fundraising calendar Increase board participation and ensure that annual contributions are meet/exceeded as outlined in the TMSA Governance Manual and Bylaws Support the TMSA's Annual Innovation Fund Development of a TMSA School Fundraising Committee supported by the TMSA Governing Board Creation of advertising and marketing materials that support the TMSA the Annual Innovation Fund and other fundraising initiatives
Responsibilities	Staff/Administration = Executive Director, Communications Director, Principal
	Governing Board = Finance Committee, Board Treasurer
Annual Benchmarks	<ul style="list-style-type: none"> Annual Audit Report (Staff/Administration) Annual Fundraising Report (Staff/Administration) Board Contributions Report (Governing Board Treasurer)
Monitoring	Continue monthly financial monitoring and reporting with an emphasis on additional revenue. Progress will be tracked with an Annual Fundraising Report.

Climate and Culture	
GOAL 3	TMSA will create a positive, respectful, and engaging school culture that supports students, teachers, administrators, and families.
Objective	<ul style="list-style-type: none"> • Create a culture of academic excellence • Encourage creative leadership and teaching models • Comply with all state and local health and safety requirements • Student retention • Timely and streamlined communications
Strategies	<ul style="list-style-type: none"> • Leader In Me implementation and execution plan with fidelity • Parent/Student Climate Survey Participation • Focus Groups • Development of Schoolwide behavior management, discipline, and rewards and incentives system • Recruit and retain highly qualified faculty and staff or implement programs to nurture and retain the faculty and staff (link to GAPSC definition of high quality teachers) • TMSA students will create and track their individual Leader in Me Wildly Important Goal (WIG) for academic growth • Increase parent involvement/engagement-Utilize the volunteer experience to maximize engagement, impact, and overall school spirit. • Tracking and monitoring of attendance • Creation of Communications Policy • Volunteer tracking
Responsibility	Staff/Administration = Principal, Assistant Principals, School Operations Manager, School Nurse, Director of Curriculum, Instruction, & Innovation, School Social Worker, Director of Communications, Teachers and Staff, Parent Liaison, School Counselor
Benchmarks	Health and Safety Standards Reports Leader in Me Measurable Results Analysis State and Local Surveys Climate Survey Data Collections Cognia Accreditation Survey Aligned School Calendar of Events
Monitoring	Title 1 Compact Report GaDOE Annual Report Monthly Reports to the TMSA Governing Board Compliance Reports to Authorizer

Administration and Operations	
GOAL 4	TMSA will create administrative and operational structures that align to all strategic goals and priorities.
Objectives	<ul style="list-style-type: none"> • TMSA will implement an educational program that provides essential and innovative features. • Adhere to the educational program identified in its charter contract • Ensure operating budget align to priorities of the school program and offerings • Provide the necessary resources to ensure facility, staff, and students are successful
Strategies	<ul style="list-style-type: none"> • Empower overall organization Operational Excellence • Clear and consistent communication among Administration, Teachers, Staff, and Families • Ensure compliance with GaDOE and Authorizer requests • Improved Instructional Technology Professional Development for teachers • Recruit and Retain highly-qualified Teachers and Staff • Budget Goals dedicated to Technology and Infrastructure • Ensure compliance of all Federal, State, and Local Individuals with Disabilities Education Act (IDEA) Requirements • Provide training and coaching to teachers and staff that align to school goals and intended outcomes
Responsibility	Staff/Administration = Executive Director, Principal, Assistant Principals, School Operations Manager, Human Resources Manager, Director of Curriculum, Instruction, & Innovation, IT Manager, Director of Communications, Teachers and Staff, Director of Student Services
Benchmarks	Comprehensive Performance Framework Survey Results Authorizer Compliance Requests Adherence to Charter Contract (Governance Committee)
Monitoring	TMSA Governing Board Committees (Finance Committee & Academic School Performance Committee) Monthly Reports to Governing Board GaDOE Annual Report

Governance	
GOAL 5	The TMSA Governing Board will provide excellent governance with diverse leadership representative of the school community it serves.
Objectives	<ul style="list-style-type: none"> • Ensure compliance with all applicable laws, rules, regulations, provision of its charter contract • Adherence to policies relating to the Georgia Open Meetings Act and Open Records Act • Complying with all applicable governance training requirements • Effectively and transparently communicating with stakeholders • Adherence to TMSA Governing Board Policy Manual and By-laws • Complying with all applicable general governance requirements
Strategies	<ul style="list-style-type: none"> • Update the TMSA Board policy library, calendar, and board repository • The board policy library will be accessible for all Board Members and the public • Committee Members will be encouraged to make quarterly updates that will be provided to the Governance Committee for review. • The Governance Committee will then present updated policies to the entire board for approval. • Establish and maintain governance best practices and policies that identify roles, responsibilities, and overall structure. • Initiate a process for board recruitment and succession planning. • All Governing Board Members will be trained annually. • Strong partnership between school leaders and Board. • Conduct an annual meeting to review succession plan for leadership and the need for recruitment for new board members • Review and update policies as needed • Support fundraising Initiatives including Identify fundraising needs and supporting the TMSA School Fundraising Committee • CharterBoards Training
Responsibility	TMSA Governing Board Board Committee Chairs Governance Committee
Benchmarks	Quarterly Board Training (Board Chair and Governance Committee Chair) Frequent Charter Boards Updates (Committee Chairs) Governing Board Calendar of Events and Deliverables
Monitoring	Governance Chair: Annual Committee Chair discussion to address needs, reviews, and updates Fulton County Schools - EPiCenter



2020-2021 Planning Committee & Governing Board Members

Heather Wells, Esq. – Board President
Mitchell Foster, II
Kristal Ramirez, Esq.
Satonja Scott, Esq.
Kelly Johnson
Bridgette Bell, Treasurer
Carla Wagner, Secretary
Kelly Brokenburr
Kristen Jackson
Farrah Brown
Willie Davis

Staff

Cheryl Parker, Principal
Marlon Temprow, Director of Curriculum
Virginia Smith, Vice President of Operations

2022-2023 Planning Committee & Governing Board Members

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Mitchell Foster, II, Vice Chair & Treasurer
Kristal Ramirez, Esq., Vice Chair
Shameka Smith
Dr. Kimberly Walker-Browner
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