



# Miles Ahead Charter School

## Development Committee Meeting

Published on August 26, 2024 at 2:26 PM EDT

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### Date and Time

Tuesday September 3, 2024 at 7:00 PM EDT

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### Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>7:00 PM</b>
<b>A.</b> Record Attendance			1 m
<b>B.</b> Call the Meeting to Order			
<b>C.</b> Approve Minutes	Approve Minutes		1 m
<b>II. Development Committee</b>			<b>7:02 PM</b>
<b>A.</b> Marketing Follow Up			
<b>III. Other Business</b>			
<b>IV. Closing Items</b>			
<b>A.</b> Adjourn Meeting	Vote		

# Coversheet

## Marketing Follow Up

**Section:** II. Development Committee  
**Item:** A. Marketing Follow Up  
**Purpose:**  
**Submitted by:**  
**Related Material:** 2024 Miles Ahead Website Audit\_Deliverd By TK.pdf



# MILES AHEAD

## CHARTER SCHOOL

### COMPREHENSIVE WEBSITE AUDIT

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*Website Audit By*

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# Objectives

Audits help us to review exactly where we are so that we can track how we have impacted your site with recommended updates. This is also an opportunity for you to understand what's important and why it's important.

- **Analyze Data**

We will analyze the important numbers in the following areas: *Metrics, Technical Elements, and Web Design.*

- **Educate**

We will educate you to help you understanding how to assess your website and what numbers to keep track of.

- **Make Recommendations**

We will make recommendations to help you make changes to optimize our website.

# Audit Breakdown

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**SEO Audit:** We will evaluate how you are showing up on Google in conjunction with your goals.

*What's included:*

- Keywords
- Content Prioritization/On-Page Optimization
- Strategy Alignment
- Review backlinks

**Technical Audit:** We will evaluate your overall usability and functionality.

*What's included:*

- Site Speed
- Mobile Friendliness
- Image Optimization

**Design Audit:**

*What's included:*

- Sitemapping
- Branding
- Pages

**Analytics Audit:** We will assess whether you have the web analytics systems set up to properly evaluate your website usage.

*What's included:*

- Tracking Codes
- Plug-ins

# SEO Audit

## Google Results

In terms of Google search, we were able to find you at the top of the search by searching using your direct business name.

The screenshot shows a Google search for "miles ahead charter school". The search bar is at the top with the Google logo on the left and search controls on the right. Below the search bar, there are tabs for "All", "Images", "Maps", "News", "Videos", "Forums", "Shopping", and "More". The main results area shows several entries:

- Miles Ahead Charter School**: The top result, with a link to <https://milesaheadcharter.org>. It includes a snippet: "Miles Ahead Charter School – Go the Extra Mile. Educate the ...". Below this are sections for "Contact", "Job – Teacher Positions", "Admissions", and "About MACS".
- State Charter Schools Commission of Georgia (gov)**: A result from the state government website.
- Yelp**: A review result for "MILES AHEAD CHARTER SCHOOL - Powder Springs, GA" with a 3.7-star rating.
- Facebook**: A page for "Miles Ahead Charter School" with 570+ followers.
- NBC News**: A news article titled "Miles Ahead Charter School focuses on teaching the ' ...'".
- Instagram**: A profile for "@milesaheadcharter2023" with 746 followers.
- Charity Navigator**: A result for "Miles Ahead Charter School" as an educational organization.

On the right side of the search results, there is a map showing the school's location in Powder Springs, GA, near Macland Rd and Flourish Beauty. Below the map is a business card for "Miles Ahead Charter School" with contact information: Website, Directions, Save, Call, Address (4665 Macland Rd, Powder Springs, GA 30127), Hours (Open, Closes 3:30 PM), and Phone ((770) 589-1670).

At the bottom of the search results, there is a "People also search for" section with several related search terms in a grid format:

- Northwest Classical...
- D.ELTA STEAM...
- PEACE Academy...
- Ivy Preparatory...
- Georgia Cyber...
- Marietta Charter...

Below this is a "Feedback" link and a search bar with several suggested search terms:

- Miles ahead charter school tuition
- Miles Ahead Charter School careers
- Miles ahead charter school reviews
- Miles Ahead Charter School photos
- Miles Ahead Charter School login
- MACS charter school
- Miles Ahead Charter School uniform
- Back 2 school supply Drive Miles ahead charter school 26 jul

At the very bottom, there is a "Go" button with a search bar and a "Next" button.

© 30318, Atlanta, GA - Based on your past activity - Update location

Results for Powder Springs, GA | Choose area

Miles Ahead Charter School
https://milesaheadcharter.org
Miles Ahead Charter School - Go the Extra Mile. Educate the ...
Holiday Break | School Closed | December 23rd - January 3rd. Miles Ahead Charter School Logo.
4665 Macland Road, Bldg 300, Powder Springs, GA 30127 +1 (770) 589 ...
Contact - Careers - About MACS - Meet the MACS Crew

State Charter Schools Commission of Georgia (gov)
https://scsc.georgia.gov - locations - school
Find a School - State Charter Schools Commission of Georgia
Find a School | Miles Ahead Charter School, Statewide, 4665 Macland Rd, SW Bldg 300, Powder Springs, GA 30127, Movement School Athens (Opening Fall 2025), Clarke ...

Places



International Academy of Smyrna
3.2 (61) Charter school
Smyrna, GA (678) 370-0980
Open - Closes 3:30 PM
"Extremely personal and helpful to needs of child and questions you may have."

Hearts Academy of Excellence
4.5 (32) Educational institution
4010 Farnborough Dr (770) 439-9235
Open - Closes 5 PM
"... to start your journey away from the dreaded government school."

Praise Academy
4.4 (46) High school
4052 Hiram Lutha Springs Rd SW (770) 943-2484
Open - Closes 3 PM
"Praise Academy has been a try blessing for our family!"

More places ->

State Charter Schools Commission of Georgia (gov)
https://scsc.georgia.gov - Find a Location
Miles Ahead Charter School
Miles Ahead Charter School, Miles Ahead Charter School, School, Serves: Statewide, 4665 Macland Rd, SW Bldg 300, Powder Springs, GA 30127, Hours, Closed.

Niche
https://www.niche.com - Schools - Best Charter
2024 Best Charter Schools in Powder Springs
2024 Best Charter Schools in Powder Springs - International Academy Of Smyrna, Smyrna, GA Public School - Atlanta Heights Charter School, Atlanta, GA Public ...

People also ask

- Are charter schools free in Georgia?
What is the difference between a charter school and a public school in Georgia?
What is one difference between a charter school and a traditional school?
How to start a charter school in Georgia?

Facebook Miles Ahead Charter School
579+ followers
Miles Ahead Charter School | Powder Springs GA
A K to 4th-grade public charter school in Powder Springs, Georgia. Isn't it important for your child to feel loved at school? Caring comes first at Miles Ahead ...

Georgia Charter Schools Association
https://gacharters.org - school/locator
School Locator
School Locator - DeKalb PATH Academy3.5 miles, 3007 Hermance Drive, NE; Tapestry Charter School4.9 miles, 3130 Raymond Drive; GLOBE Academy6.2 miles, 2225 ...

Yelp
https://www.yelp.com - Elementary Schools
MILES AHEAD CHARTER SCHOOL - Powder Springs, GA
Miles Ahead Charter School - 4665 Macland Rd, Bldg 300, Powder Springs, GA 30127.
Directions (770) 580-3260. Call Now - More Info, Hours - Known For, Other ...
Rating: 3.7 - 3 reviews

Niche
https://www.niche.com - Schools - Best Overall
K-12 Schools in Powder Springs, GA
Among the top 25 schools in Powder Springs, the average student-to-teacher ratio is 12. Atlanta Heights Charter School has the highest ratio ...

Miles Ahead Charter School
https://milesaheadcharter.org - contact
Contact
School Campus, 4665 Macland Road, Bldg 300, Powder Springs, GA 30127, +1 (770) 589-1670.
enroll@milesaheadcharter.org. Join our mailing list to be the first to ...

communityplatform.us
https://public-county-communityplatform.us - profile
Miles Ahead Charter School - Cobb County
Miles Ahead Charter School (MACS), a tuition-free, public K-3 school that will be opening in Fall 2022 in South Cobb County, is looking for volunteers to join ...

People also search for

- Top charter schools in powder springs ga
List of charter schools in powder springs ga
Free charter schools in powder springs ga
Charter schools in powder springs ga reviews
Best charter schools in powder springs ga
List of Charter Schools in Georgia
Best Charter schools in Georgia
Miles Ahead Charter School



# SEO Audit

## Google Results

By adding charter to the search schools in powder springs, ga we found you at the top of the listing.

# SEO Audit

## Google Results

We were not able to find you by just typing in 'schools in Powder Springs.'

The screenshot shows a Google search for "schools in powder springs ga". The top results include:

- Places:**
  - Powder Springs Elementary School** (4.3 stars, 17 reviews) - Elementary school, 4570 Grady Grier Dr. (770) 222-3746. Open - Closes 3 PM.
  - McEachern High School** (3.7 stars, 54 reviews) - High school, 2400 New MacLand Rd. (770) 222-3710. Open - Closes 4 PM.
  - Varner Elementary School** (4.6 stars, 19 reviews) - Elementary school, 4761 Gaydon Rd. (770) 222-3775.
- GreatSchools:** Powder Springs, GA School Ratings. Best Powder Springs schools listed by Powder Springs school districts.
- Public Schools (Cobb County) | Powder Springs, GA** - Public Schools (Cobb County) - Compton Elementary - Powder Springs Elementary - Varner Elementary - Tapp Middle School - McEachern High School. Cobb County.
- Cobb County School District** - Powder Springs Elementary School. Twitter: Powder Springs Elementary School Jun. 24. Powder Springs Elementary School. 4570 Grady Drive Powder Springs, GA 30127. View Map. Phone: 770-222-...
- People also ask:**
  - Is Powder Springs GA a good place to live?
  - What is the number 1 school in Georgia?
  - What happened to McEachern High School?
  - How do I contact Cobb County School District?
- Niche:** Public Schools in Powder Springs, GA. 2024 Best Public Schools in Powder Springs - Varner Elementary School - Varner Elementary School - Cooper Middle School - Cooper Middle...
- Cobb County School District** - Cobb County School District 514 Glover Street, Marietta, Ga. 30060. View Map; Phone: (770) 426-3300 - Email Us - Cobb County School District.
- GreatSchools:** Best high schools in Powder Springs, GA. Best high schools in Powder Springs, GA - Hillgrove High School. Heart icon, 9/10 - McEachern High School. Heart icon, 5/10 - Praise Academy. Heart icon, 4/52...
- Niche:** 2024 Best Public Elementary Schools in Powder Springs. 2024 Best Public Elementary Schools in Powder Springs - Varner Elementary School - Varner Elementary School - Powder Springs Elementary School.
- U.S. News & World Report:** Powder Springs Elementary School in Georgia. Powder Springs Elementary School is a public school located in Powder Springs, GA, which is in a large suburb setting. The student population of Powder...
- Public School Review:** Top 10 Best Public Schools in Powder Springs, GA (2024). The top ranked public schools in Powder Springs, GA are Kemp Elementary School, Hillgrove High School and Vaughan Elementary School. Overall testing rank is...
- People also search for:**
  - Cobb County School District
  - Clark County School District
  - Cherokee County Scho...
  - Marietta City School District
  - DeKalb County Scho...
  - Gwinnett County Publi...
- Search suggestions:**
  - high schools in powder springs, ga
  - Elementary schools in powder springs ga
  - List of schools in powder springs ga
  - Top schools in powder springs ga
  - Middle Schools in Powder Springs, GA
  - Cobb County Schools
  - cobb county school calendar 23-24
  - cobb county school calendar 24-25



# Conclusions & Recommendations

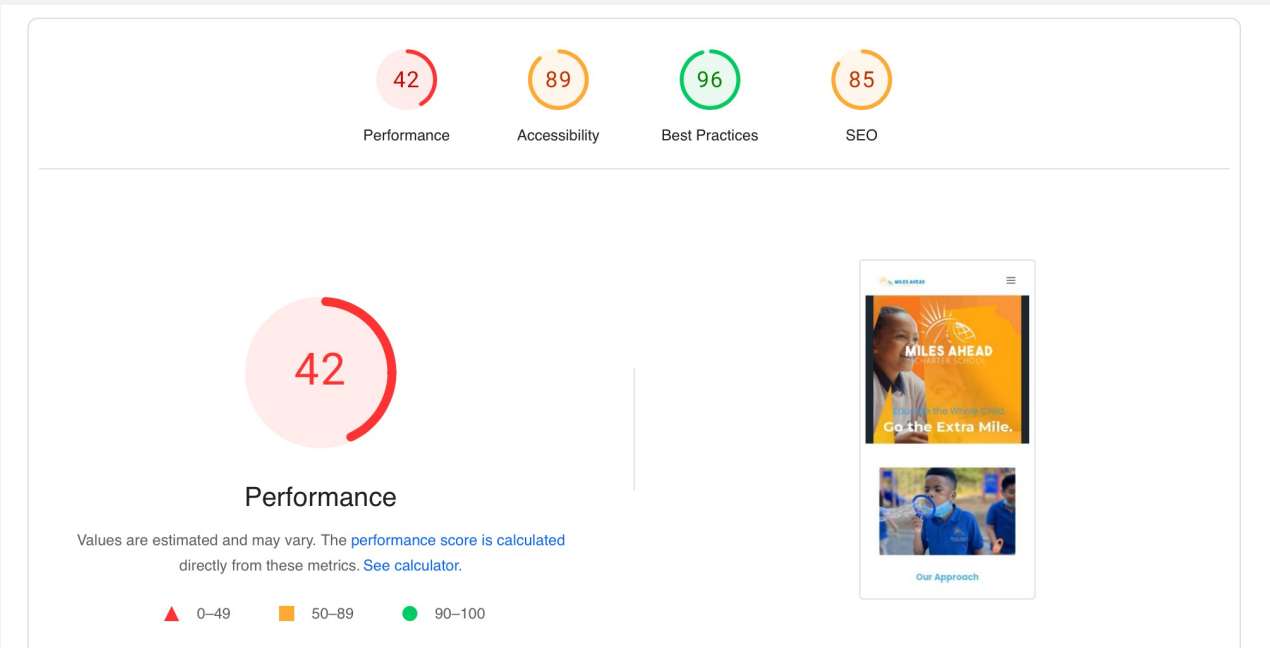
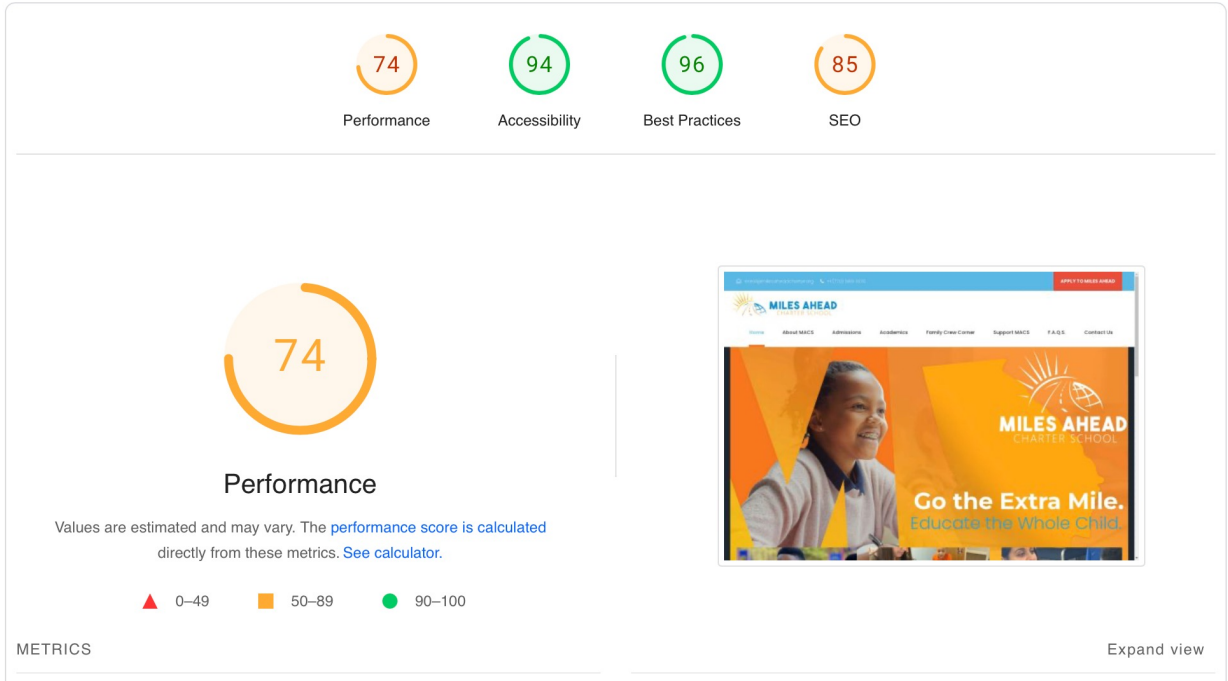
After reviewing your search, there are a few things we can do to improve it. Our first recommendation would be to set up all of the Google Tools to support improving your search, i.e. Google My Business, Google Analytics, and Google Search. Once all of your tools are functioning for at least 30 days to collect data, which will allow you to see how people are finding you and what they are doing.

It's great that, people are able to find you via search, so now we want to make sure they are seeing information that would encourage parents to register their children.

## Action Steps:

- Set up Google Analytics to see more in-depth website analytics
- Identify a list of Key Words for Search to restructure content
- Set up Google Search Console
- Develop strategy sitemap to prioritize most important behavior.
- Set up Google My Business
- Ensure Keywords are featured throughout content




# Technical Audit



# Technical Audit

## Additional Items

Here are a few other things, we consider in terms of overall functionality:

	<i>Technical Item</i>	<i>Notes</i>
	<b>HTTPS</b>	Your site has a a valid security certification
	<b>Hosting</b>	You are currently hosting with WordPress, which seems to work fine for your offering and needs at this time.
	<b>Responsiveness</b>	The website is responsive and function on both desktop and mobile.

# Conclusions & Recommendations

We don't worry too much about page speed, unless we or your users are experiencing an issue. You can review the full report [here](#).

## Action Steps:

- Review the full report and follow the recommendations you can
- Modify image sizing
- Use more Meta Descriptions

# Design/Content Audit

## Current Site map

Home

About MACS

Admission

Academics

Family Crew Corner

Support MACS

FAQs

Contact Us

Our Board

Interest Form

Donate

Careers

Schedule School  
Tour

Volunteer

Supply

2024-2025  
Application

MACS  
Grievance

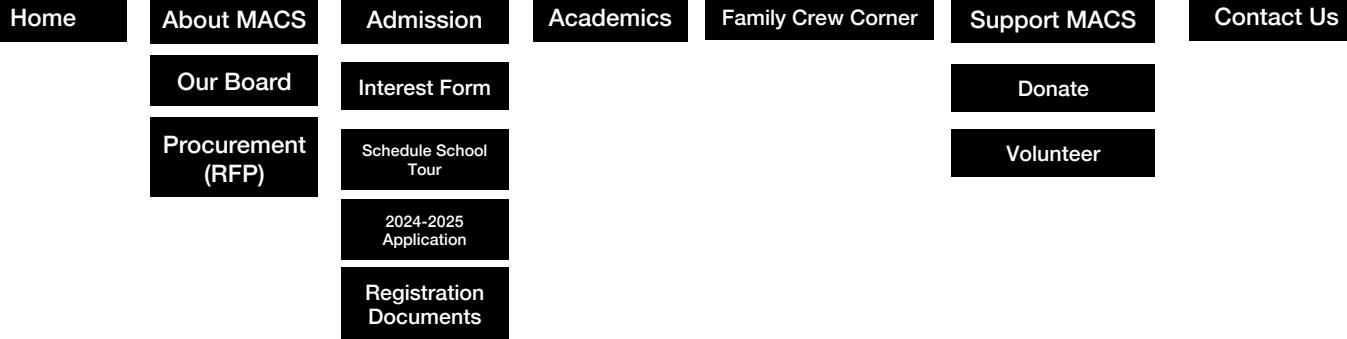
Registration  
Documents

## Recommendations:

- The top bar dropdown menu font is visually light. Would recommend a darker color and remove italics to be more visible.
- Would change Supply tab to "Procurement" or "Procurement Opportunities" or "Request for Proposal".
- Optional: Create Footer Menu – MACS Grievance, Careers, FAQs, Contact Us
- Would use a darker blue from the logo for the selected tab and hover tab font.
- Support MACS goes to Family Crew Center instead of a support page.
- I would advise making showing the board members on an internal and then leveraging your board tool for the other information
- We did not see a Privacy Policy page or Terms of Use for compliance purposes

# Design/Content Audit

## Suggested Site map



## Recommendations:

- Move these tabs to a footer to reduce menu subtabs: MACS Grievance, Careers, FAQs (FAQs could also be a subtab)
- Consider adding dropdowns to the 'Family Crew Corner'

Would reduce spacing to show more of the Hero Banner

# Web Design

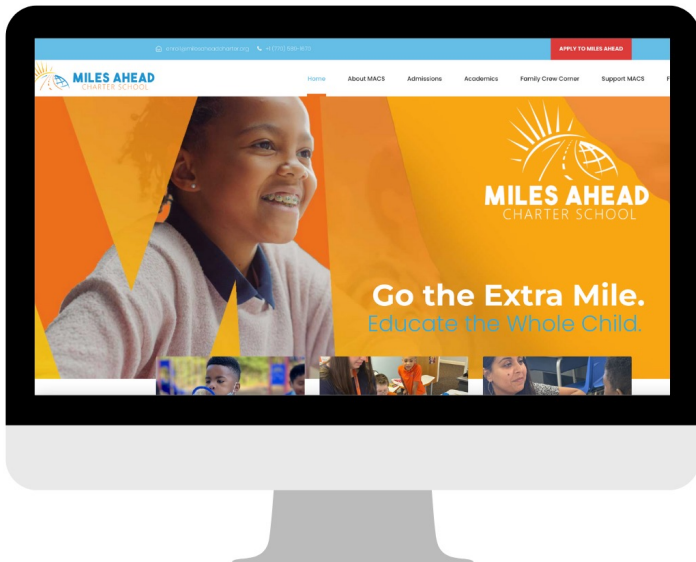
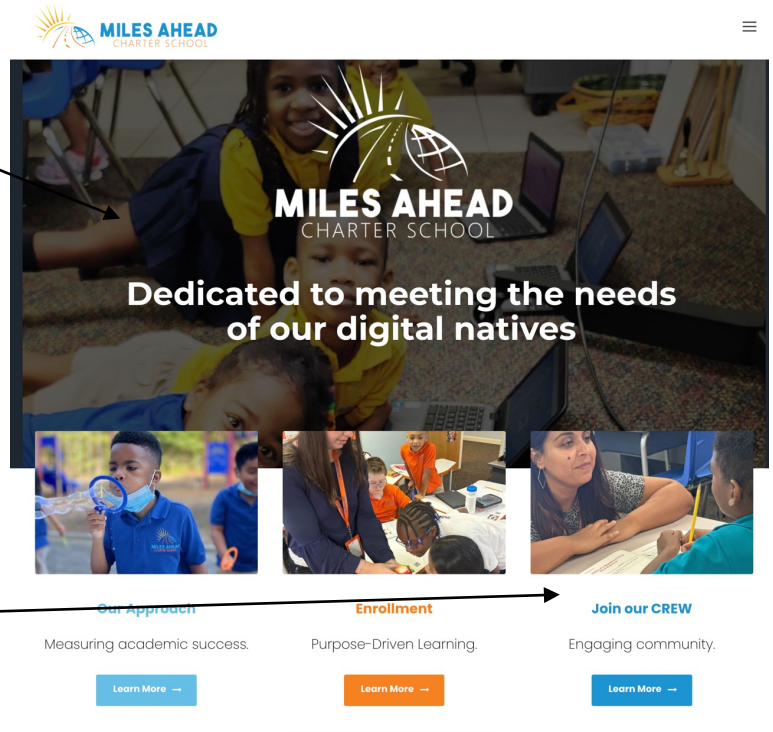
## Notes:

- Overall, the pops of color is very appealing and a great use of incorporating the brand colors.
- The paragraphs may be slightly difficult to read for some visitors.
- Would remove the mission slide and either place in a section on this page for a quick at-a-glance or just on the About MACS.
- Some of the pictures in the Hero Banner can be optimized.

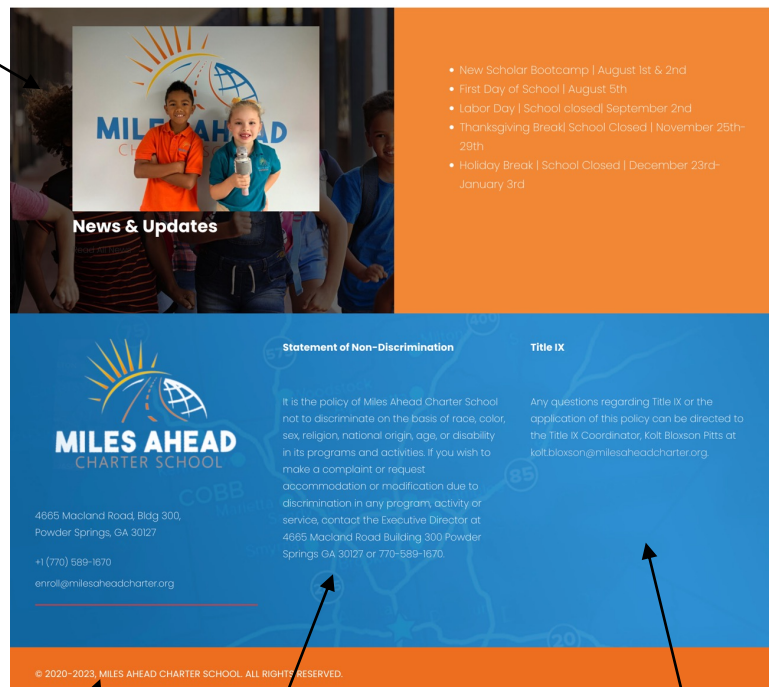
Would reformat the Hero Banner to enhance visual appeal

Would potentially change the Join Our Crew to the resources for parents, news/updates, or more about the school

Would remove image overlay and use one picture



Home Page



Needs to be updated

Would make text more visible.

Would remove extra spacing and make text more visible.

# Web Design



## Recommendations:

- *Great use of brand colors but would change the font to make it more visible. Could also use a white background with black text.*
- *Would change photo background. It's not super relevant.*

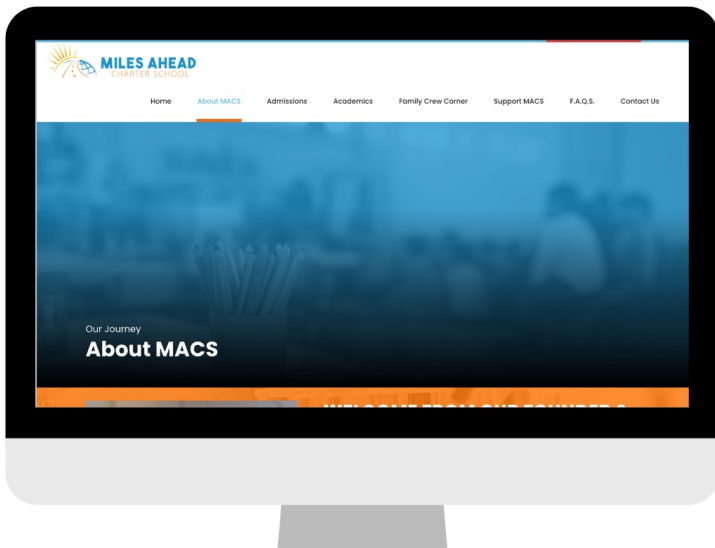
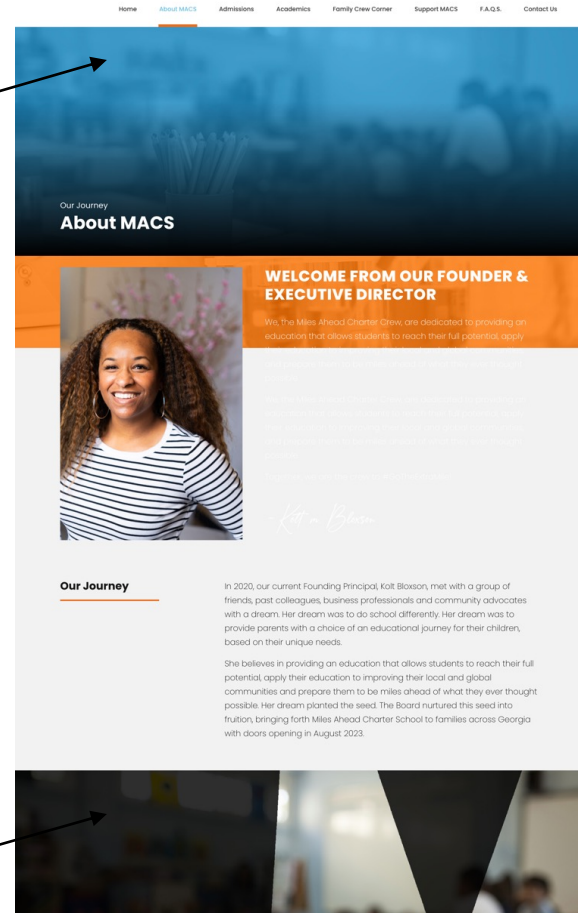


# Web Design

## Notes:

- Would recommend reorganizing the layout of this page.
- Can use the Hero Banner to immediately show Mission or move further up.
- Incorporate a call-to-action (CTA) to enroll or learn more about admissions.
- Would also use a CTA button in the hero banner.

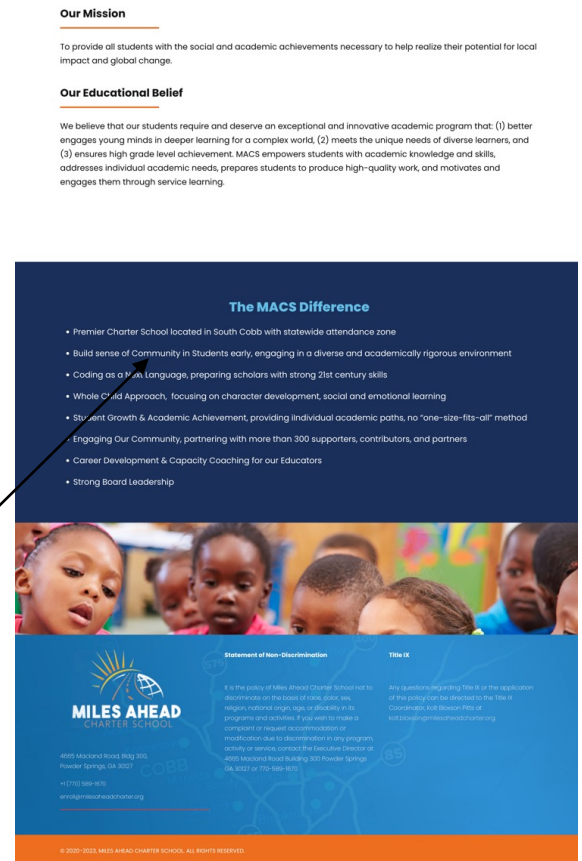
Would change picture and add a catchy headline to draw the visitor in



## About MACS

Could use this space to highlight a compelling stat for school performance

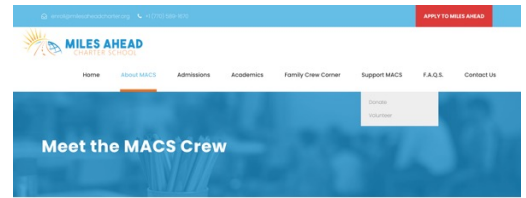
Would reformat this section to really highlight accomplishments with interactive data points.



# Web Design

## Notes:

- Love that you all have the full team visible



This part doesn't seem necessary

### Meet the MACS Crew

#### Co-Founding Team



**HOLLY ROBINSON PITTS, EdS**  
 Founder & Executive Director  
 Holly was born and raised in Massachusetts. After moving to Maryland in 2008 as a teacher and school administrator, she entered the career field of education. She has worked in various roles in public, charter, and private schools. She has a passion for education and is committed to providing a high-quality education for all students.

**TA REYNOLDS, EdS**  
 Co-Founder & Director of Operations  
 Although a native born, Ta Reynolds is a native of the state of Maryland. He is a graduate of the University of Maryland, College Park, where he earned a Bachelor's degree in Education and an Education Specialist degree in Educational Leadership from Towson State University.

**CHARITY MCSHAY, MEd**  
 Co-Founder & Director of Exceptional Child Programs  
 Charity McShay is a native of Atlanta, GA. She has a Bachelor's degree in Psychology from the University of Georgia and a Master's degree in Special Education from the University of Georgia. She is currently employed as a Special Education Teacher at a local elementary school.

We would recommend having all the bios do to a separate page.

#### Operations Team



**ALYSSA STREETMAN**  
 Operations Associate

**JANET HARCKNACK, MSN, RN**  
 School Nurse

**SHANTAY JAMES**  
 Operations Assistant

#### Exceptional Child Programs Team



**JENYA HOWARD**  
 Assistant Special Education Teacher

**CHRISTINA RUSSELL-OWENS**  
 SP Teacher

**JUSTIN WILLIAMS**  
 Special Education Lead Teacher

#### Enrichment Team



**ALONNA MCKAY**  
 2nd Grade STEAM Lead Teacher

**GABRIELLA MENDEZ**  
 4th Grade Science Teacher

**JESSICA OLIVER**  
 2nd Century Coding Teacher

**MAYA BRINKLEY**  
 4th Grade Social Studies Teacher

#### Instructional Team



**CAROLYN FOSSE**  
 Second Grade Lead Teacher

**COURTNEY WILLIAMS**  
 First Grade Lead Teacher

**JAMES SANCHEZ**  
 Kinder Assistant Teacher

**JENNIFER THOMAS**  
 Kinder Lead Teacher

**ARIANA COLEMAN**  
 Second Grade Lead Teacher



**KIMBERLY ANDERSON**  
 Kinder Lead Teacher

**LAUREN MCDUGAL**  
 Fourth Grade Lead Teacher

**MARTINA FRANKLIN, MEd**  
 Third Grade Lead Teacher

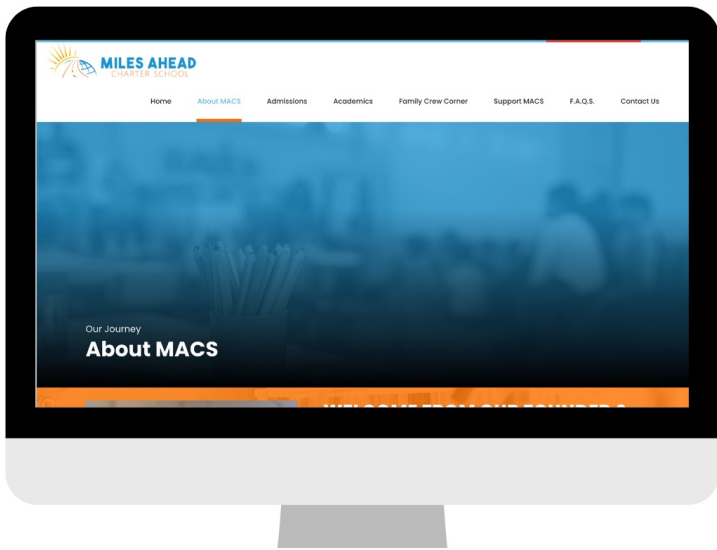
**SOFIA TOBON**  
 Kinder Lead Teacher

**STEFANIE EDWARDS**  
 Kinder Assistant Teacher



**ZINOVIA MORRISON**  
 Kinder Assistant Teacher

Would reformat this section to really highlight accomplishments with interactive data points.



## Our Team

# Web Design

## Notes:

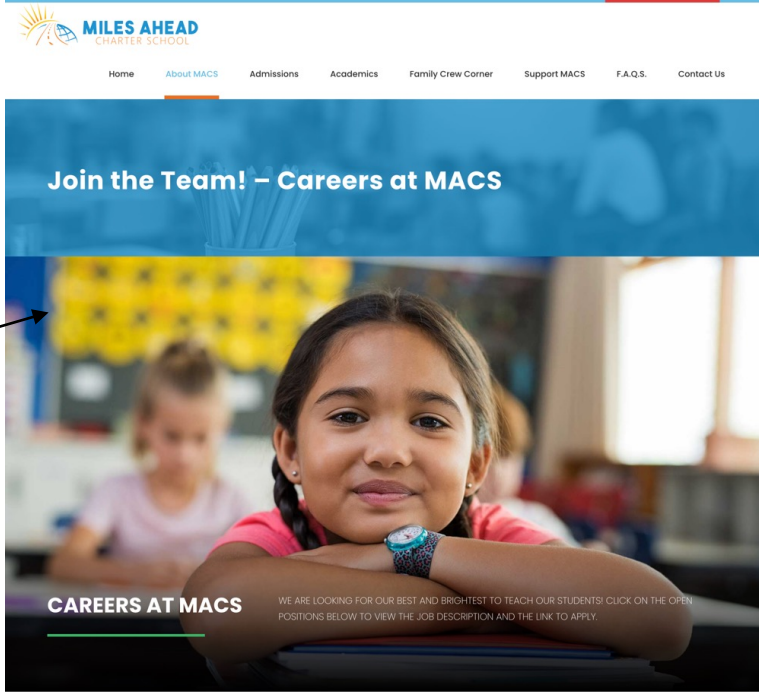
- This page should be simplified.
- The text over the image is difficult to read.

This header banner seems too large for the purpose of the page

I'm assuming that this is for teachers? But it's not very clear. I would add a blurb or language because it's easy to skip.

Is this something that people should do for every application? If so, should this be at the top. It feels fairly hidden.

Career



[Fill Out Educator Application Today!](#)

### Current Available Job Opportunities



#### JOB - TEACHER POSITIONS

Job - Teacher Positions

[More Detail](#)

#### Contact For Career Opportunities

We are open on Monday - Friday at 10am - 3pm, except on holidays.

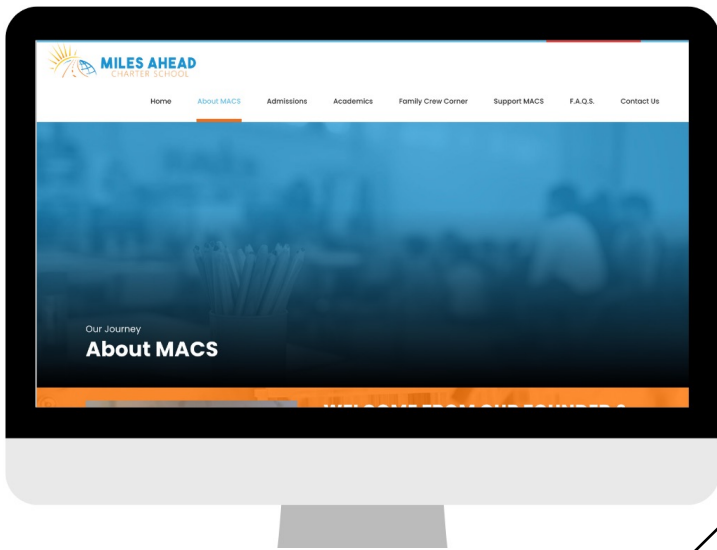
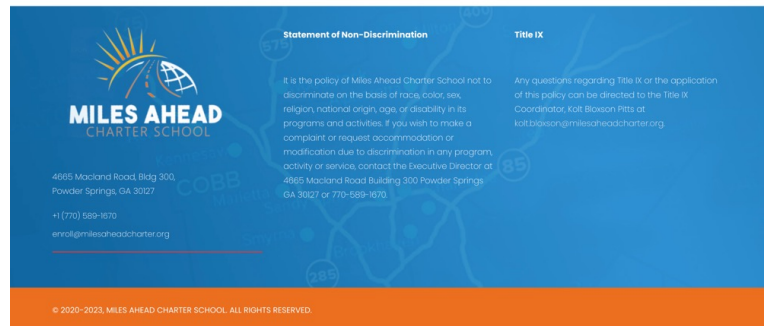
##### Miles Ahead Main Office

4665 Macland Road, Bldg 300,  
Powder Springs, GA 30127

+1 (770) 559-1670

[info@milesahead@gmail.com](mailto:info@milesahead@gmail.com)

Have questions about any of the roles above? Contact School Principal, [Kolt Blosson](#).





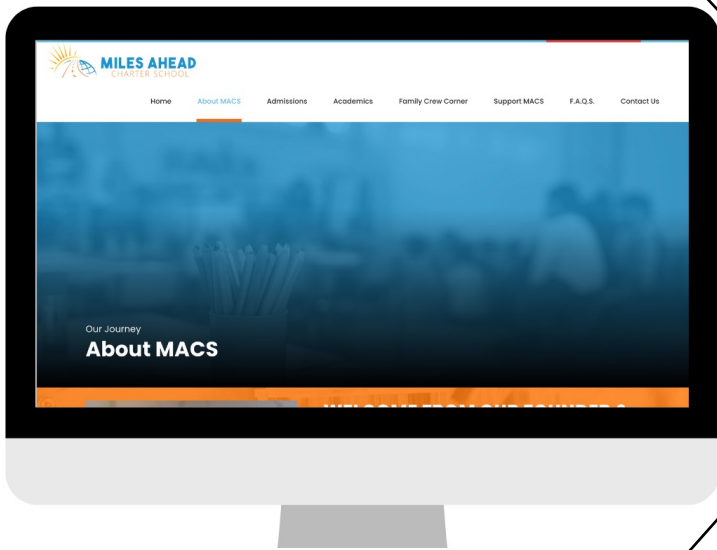
# Web Design

## Notes:

- We think the Supply/RFP process can be simplified
- We think there can be one page with all the information instead of having separate pages for each request

These images should be formatted the same as the rest of the website

These images should be specific to the role or not included.



## Supply Miles Ahead – Request for Proposal

### LOOKING TO SUPPLY MILES AHEAD CHARTER SCHOOL?

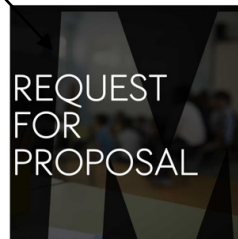
AS A K-12 CHARTER, MILES AHEAD CHARTER SCHOOL APPRECIATES OUR SUPPLIERS AND VENDORS WHO WORK HARD TO WORK WITH US TO SERVE OUR STUDENTS.

Miles Ahead Charter School is dedicated to providing the best opportunities and resources for our students, staff and families that promote the Miles Ahead Mission. Overall, we believe that our students require and deserve an exceptional and innovative academic program that: (1) better engages young minds in deeper learning for a complex world, (2) meets the unique needs of diverse learners, and (3) ensures high grade level achievement. MACS empowers students with academic knowledge and skills, addresses individual academic needs, prepares students to produce high-quality work, and motivates and engages them through service learning.

In this we look forward to working with the many vendors, suppliers, consultants and organizations that provide a great solution for our students.

### Request for Proposals

To be considered for a Miles Ahead Charter School RFP, each vendor must submit a complete response to the solicitation using any forms, documents or directions provided, along with any other documents submitted as a part of the Proposal and considered responsive to any of our RFPs.



#### REQUEST FOR PROPOSAL – TRANSPORTATION SERVICES

Supplier - Request for Proposal

More Detail



#### REQUEST FOR PROPOSAL – CLEANING SERVICES

Supplier - Request for Proposal

More Detail



#### REQUEST FOR PROPOSAL – FOOD SERVICE MANAGEMENT COMPANY (FSMC)

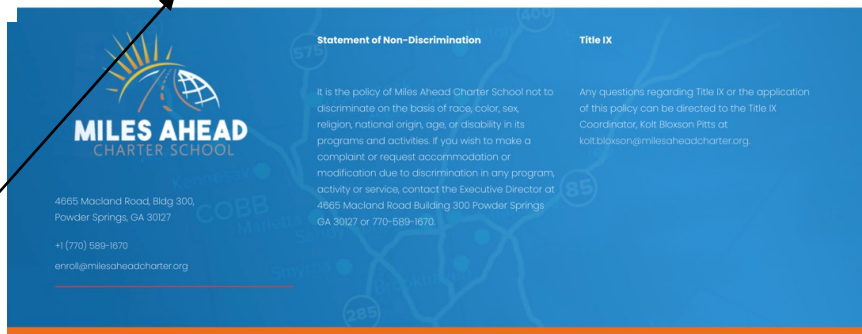
Supplier - Request for Proposal

More Detail

## Supply

Can we link this directly to the downloadable information instead of the additional clicks?

Can we add the RFP submission here?



4665 Macland Road, Bldg 300, Powder Springs, GA 30127

+1 (770) 589-1670  
enroll@milesaheadcharter.org

#### Statement of Non-Discrimination

It is the policy of Miles Ahead Charter School not to discriminate on the basis of race, color, sex, religion, national origin, age, or disability in its programs and activities. If you wish to make a complaint or request accommodation or modification due to discrimination in any program, activity or service, contact the Executive Director at 4665 Macland Road Building 300 Powder Springs, GA 30127 or 770-589-1670.

#### Title IX

Any questions regarding Title IX or the application of this policy can be directed to the Title IX Coordinator, Kait Blaxson Pitts at [kait.blaxson@milesaheadcharter.org](mailto:kait.blaxson@milesaheadcharter.org)

# Web Design

## Notes:

- Instead of a QR code, would recommend using buttons instead.
- Would use CTA in Hero Banner.

Would change picture and add a catchy headline to draw the visitor in



**The 2024 – 2025 Application Window is now OPEN! Click [HERE](#) to apply TODAY!**

Would enhance visual appeal to communicate this information

**The Application Process**

**STEP 1**

**1 Complete an Interest Form**

Stay in the KNOW! Complete an interest form to stay up to date on all things MACS. Access the QR code here to visit our admissions page to complete the interest form today! \*suggested but not required to apply.

**STEP 2**

**2 Schedule School Tour**

Visit our campus by booking a school tour. Access the QR code below to visit our admissions page to schedule a school tour today. \*suggested but not required to apply.

**STEP 3**

**3 Apply**

Families must have the following documents ready to submit alongside their application: parent/guardian ID, birth certificate, social security card, and acceptable proof of residence \*window opens December 4, 2023.



**MACS Enrollment Lottery!**  
Friday, January 26, 2024



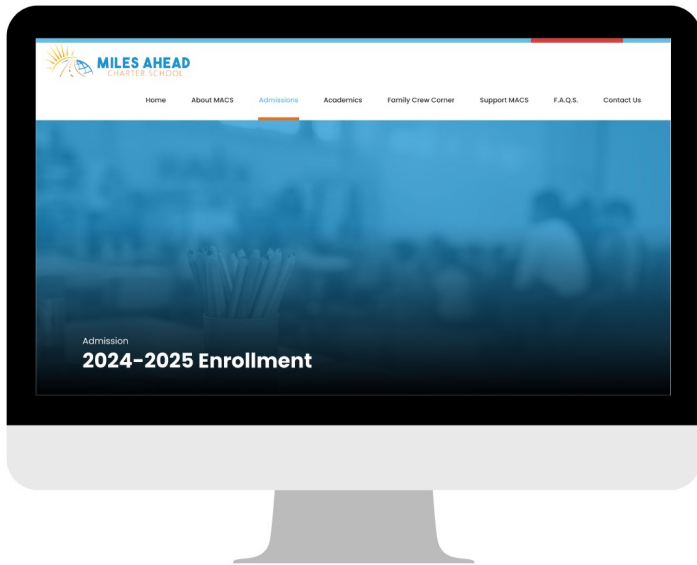
- 4 Accept Offer Within 3 Days**

Seats are offered once documents are thoroughly reviewed. Applicants must accept offers within 3 days to avoid being waitlisted.

**5 Register!**

Complete your registration by June 30, 2024. A completed registration includes the following:

  - Medical documents (Form 5300 & Form 5320)
  - Special Services info (504, IEP, etc.)
  - Student Health Form
  - Technology Accessibility Use Form
  - Media Release/Name Language Survey
  - Housing Questionnaire



Admissions



# Web Design

## Notes:

- The design for the page works, but not sure it's clear.
- If the purpose is to have parents share interest during off-season there may need to be more information about when they should use the interest form and when they can register, unless this form is only used with registration is closed?



Primary Contact Details

Salutation \* First Name \* Last Name \*

Relationship \* Email \* Mobile Phone Number \*

Would you like us to send you more information about Miles Ahead Charter School?

Student Details

First Name \* Last Name \*

Year of Enrollment (i.e. 2018) \* Grade Level of Entry (i.e. Grade 7) \*

Current School \* Current Grade Level \* \*

Do you have any present or future siblings that may attend our school? \*

Yes  No

How Did You First Hear About Us \* Please add any additional information or questions here \*

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**SUBMIT**

**MILES AHEAD CHARTER SCHOOL**

4865 Macland Road, Bldg 300, Powder Springs, GA 30127  
+1 (770) 589-1670  
enrol@milesaheadcharter.org

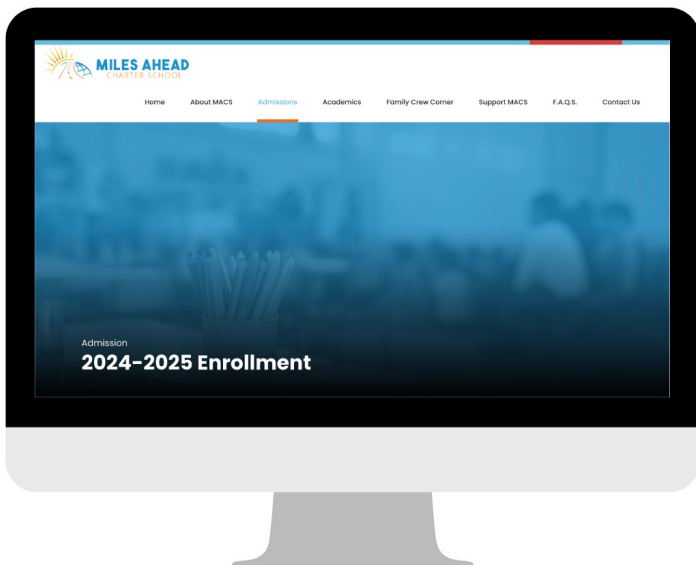
**Statement of Non-Discrimination**

It is the policy of Miles Ahead Charter School not to discriminate on the basis of race, color, sex, religion, national origin, age, or disability in its programs and activities. If you wish to make a complaint or request accommodation or modification due to discrimination in any program, activity or service, contact the Executive Director at 4865 Macland Road Building 300 Powder Springs, GA 30127 or 770-589-1670.

**Title IX**

Any questions regarding Title IX or the application of this policy can be directed to the Title IX Coordinator, Kelli Blawie Pitts at [kblawie@milesaheadcharter.org](mailto:kblawie@milesaheadcharter.org)

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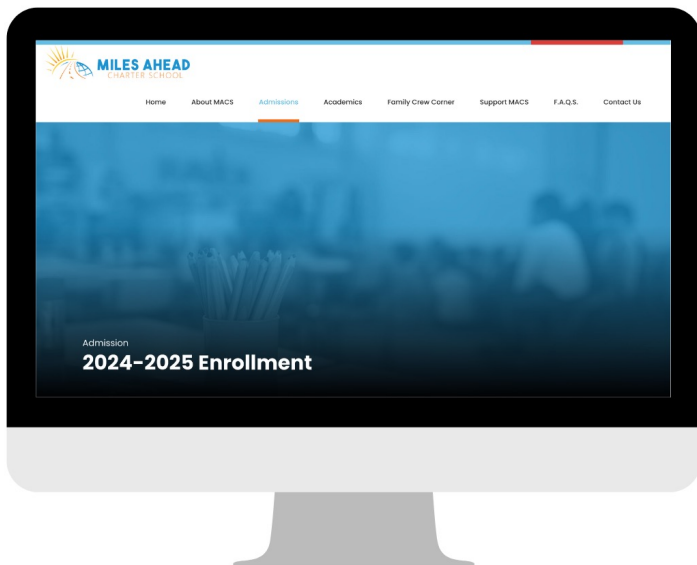
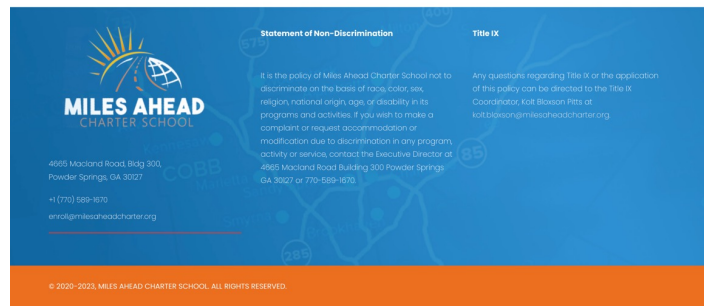
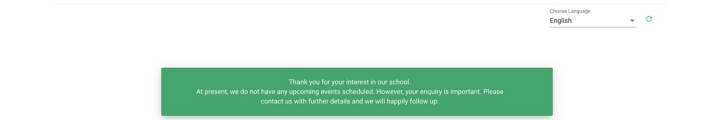
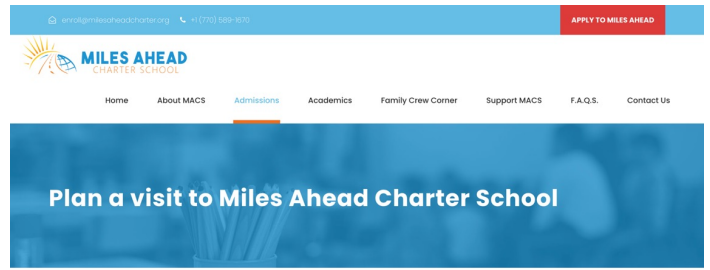


## Admissions

# Web Design

## Notes:

- Is it possible to have a form or contact information here so that people who would like to tour can schedule even with no dates available



Admissions

# Web Design

## Notes:

- Would use more images to break up text.
- Would condense information or separate into other pages to prevent long scrolling.
- CTA button in banner.

Would make banner consistent with other pages



### Our Mission & Vision

Miles Ahead Charter (MACS) is a tuition-free, K-8 school with a mission to grow whole, healthy, happy people for the 21st century. MACS is focused on student growth and academic achievement through a whole child approach to education.

Our vision is to provide all scholars with the social and academic successes necessary to help them realize their potential for local impact and global change.

### A COMMITTED CREW OF EDUCATORS



### Elements of Student Success

When scholars have completed their academic career and entered adult life, they'll be judged not by performance on basic skills tests – but rather by the quality of their work and quality of their character. This promise serves as the foundation for Miles Ahead Charter School's overarching vision of increasing student engagement and elevating student achievement.

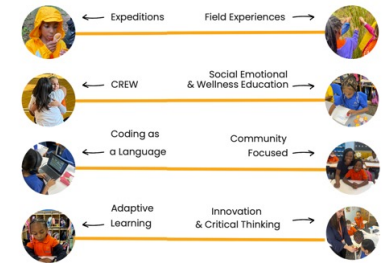
To realize that vision, we focus on scholar excellence in three core areas:

**Character & Culture – High Quality Work – Mastery of Knowledge & Skills**

### The MACS Scholars Experience

MACS is dedicated to meeting the needs of our digital natives. This means rethinking the current practices in education and offering a curriculum that speaks to the world our scholars were born into. This includes offering coding as a language, social emotional, wellness and character education, real-world experiences of learning, and other opportunities to synthesize and apply their learning.

### WHAT THIS LOOKS LIKE:



### The 4 Principles of Teaching & Learning at MACS

#### Whole Child Approach:

MACS believes that academic success is built on strong character qualities of respect, collaboration, perseverance, responsibility, and compassion. To lay the foundation for academic success, MACS will foster and celebrate scholar character development by building a culture in which scholars and staff work together to become effective learners and school people who contribute to a better world.

#### Student Growth and Achievement:

At MACS, we quantify mastery as both standards-based proficiency and individual growth across disciplines over time. No two scholars start the school year in the same place. Thus, MACS prioritizes the need to ensure scholars are receiving academic content that is equitable for their individual pathway and prepares them for success at each level of their education. Supporting the balance of growth and achievement across disciplines are the scholar-engaged assessment practices that position scholars to be leaders of their own learning.

#### A Purpose Driven Learning Environment:

A quality education can change the culture of a young child's life ensuring that we take deliberate steps to ensure that the school, classroom and school climate promote both joy and rigor. The success of a school begins with the environment set within the walls of a classroom, hallway, common areas, and appearance of the entire facility and is manifested by the well-being of its community.

#### Community:

Families and community members are key partners in the education of children. At MACS, staff members make families welcome, value their contributions and backgrounds, and engage them actively in the life of the school. Leaders and teachers explicitly recognize that families care about their children's education, bring strengths, and add value to the community.

### Our High 5 Habits

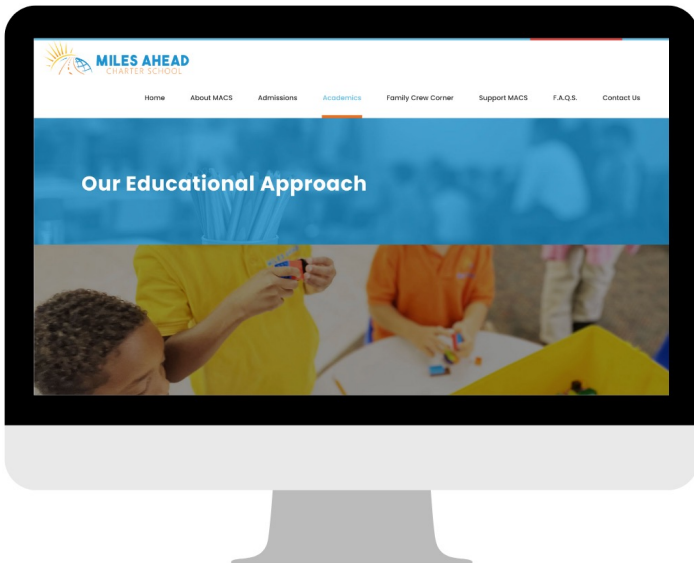


Would change formatting/layout of this section to enhance visual appeal

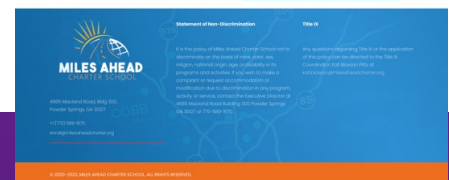
Would change format to convey this information

Would change format into columns to save space.

Would move further up on the page



Academics





# Web Design

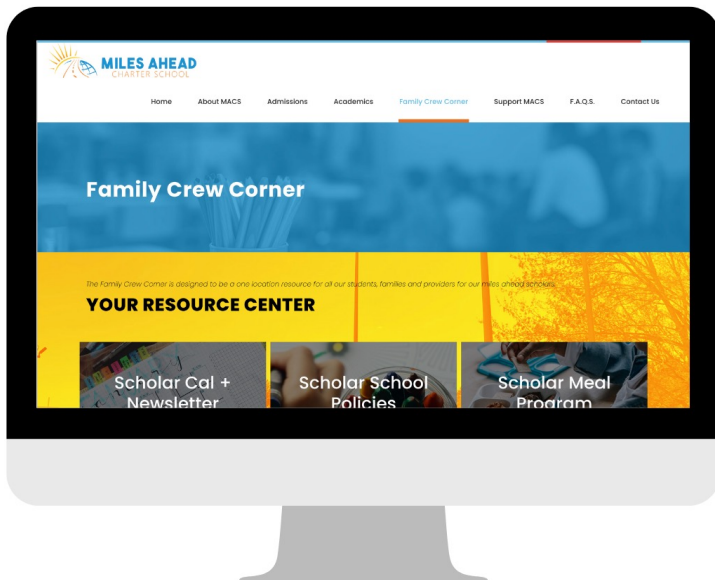
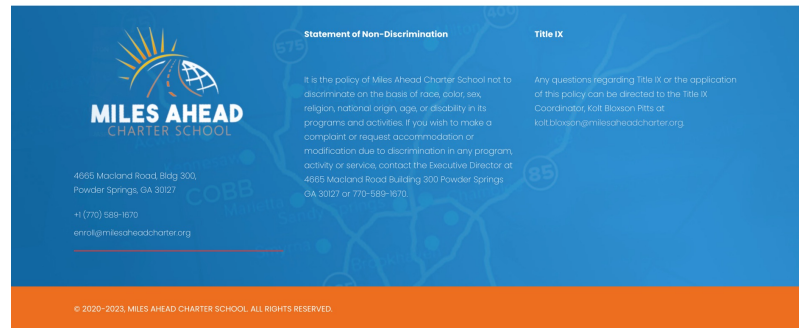
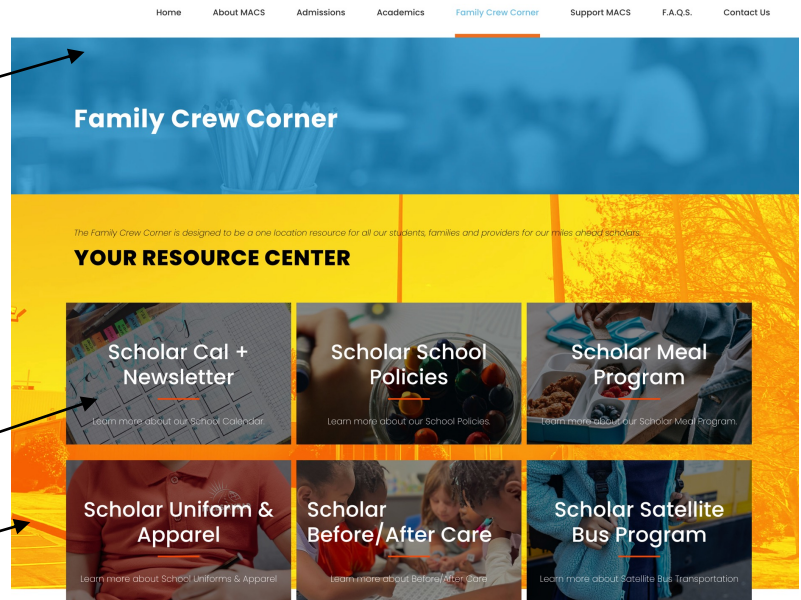
## Notes:

- Would incorporate consistent Hero Banner.
- Reformat to make easily digestible for visitors.
- Are the images suppose to link to what's mentioned? Right now it appears to be clickable but doesn't go anywhere.

Would make banner consistent with other pages

Would change background and font to make text more visible

Would change background colors to make less distracting



Family Crew Corner

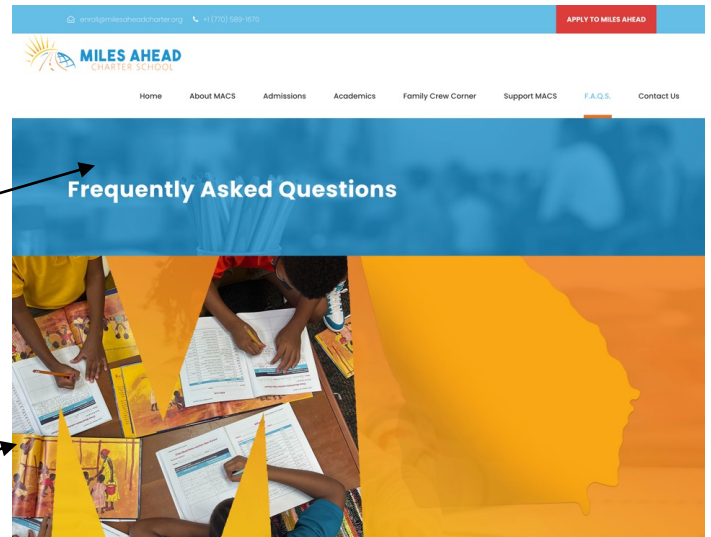
# Web Design

## Notes:

- Would break FAQs into categories such as Enrollment, Requirements, Amenities, etc. to prevent overwhelming the visitors with questions.

Would make banner consistent with other pages

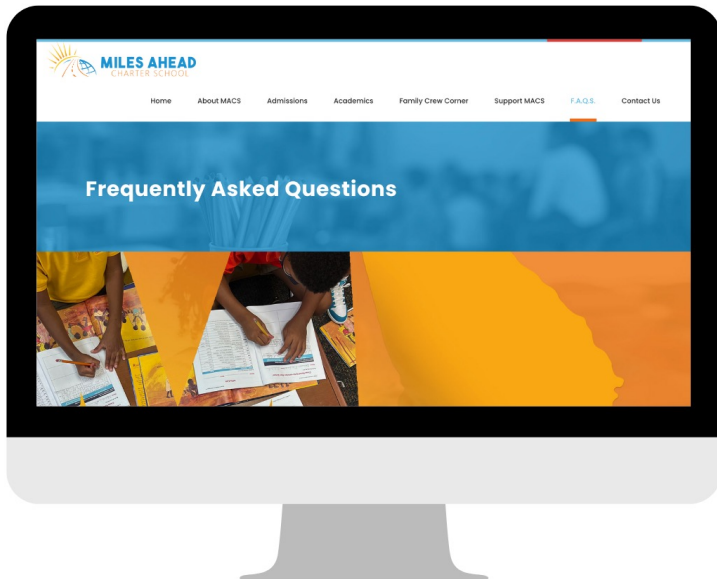
These graphics are interesting but not functional or consistent. I would leverage these graphics with content beside it.



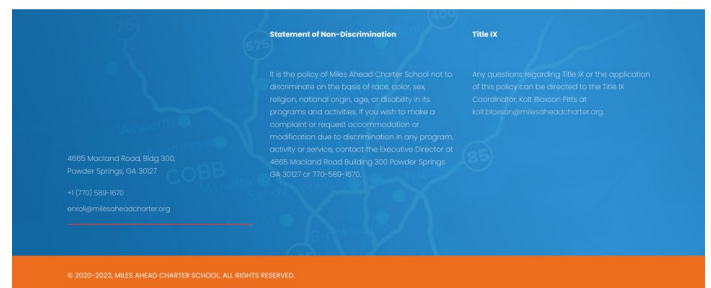
### Frequently asked questions.

- + What grade levels will MACS offer for the 2024-2025 school year?
- + What are some programs that MACS will offer my child (ren)?
- + What is the "Whole Child Approach"?
- + How is "whole child approach" used at MACS?
- + What other curriculum resources does MACS use to support instruction?
- + What is EL Education and how is it used at MACS?
- + Even if I don't live in Cobb County, my child (ren) can still attend MACS?
- + Does MACS provide transportation?
- + Does MACS provide meals?
- + Does my scholar have to wear uniforms?
- + Does MACS offer before/after-care?
- + What about siblings who are not in K-5th? Will you accept them?
- + What if one of my scholars gets in and the other one (s) doesn't?
- + What is the cut-off age for Kindergarten enrollment?
- + What is the cut-off age for First Grade enrollment?
- + How do I apply?
- + What happens once I am notified that my child (ren) has been granted an available seat?
- + Is anyone given preference in the enrollment process?
- + What are some programs that MACS will offer my child (ren)?
- + Will my scholar have to participate in the lottery each year?
- + When can I contact to discuss questions related to enrollment or to receive assistance with enrollment?
- + If my desired tour date is booked, can I walk-in for a tour?
- + What are the documents required to complete my application?
- + Why does the school require the submission of a birth certificate?
- + Why does the school require the submission of the SSN?
- + What are acceptable forms for Proof of Residence?
- + If my scholar & I are currently living with family or friends, are we required to submit residency documentation?
- + What is required to actually register my scholar once I have received seat acceptance?
- + What are the exemptions for Form 323P?
- + What is the registration deadline for the 24-25 school year?
- + What if my scholar's doctor's appointments are scheduled for after June 30th?

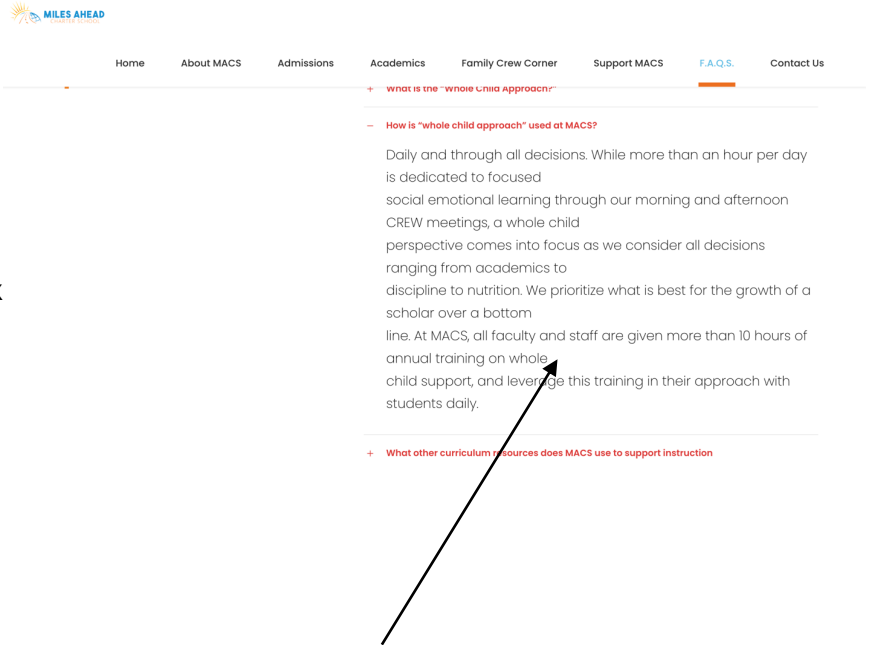
Using categories can prevent reader fatigue as they try to find answers relevant to them



FAQs



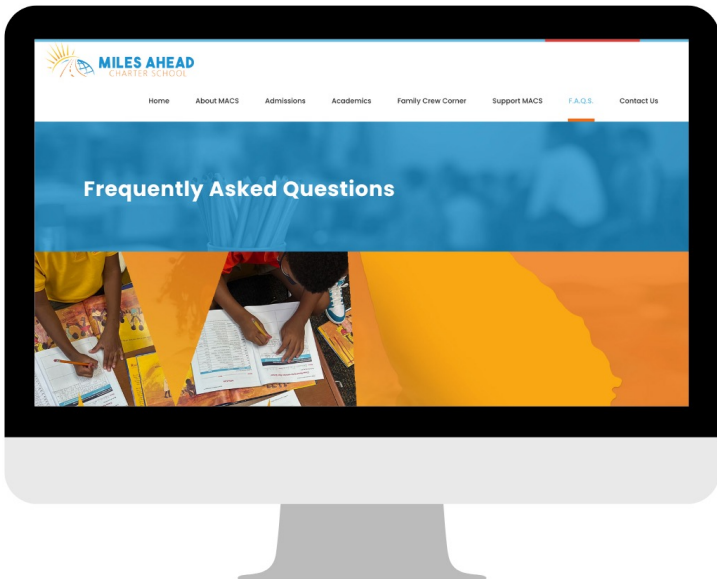
# Web Design



## Notes:

- We would recommend review all of the responses to the FAQ page to fix the unnecessary breaks in the paragraphs

This is not formatted appropriately.



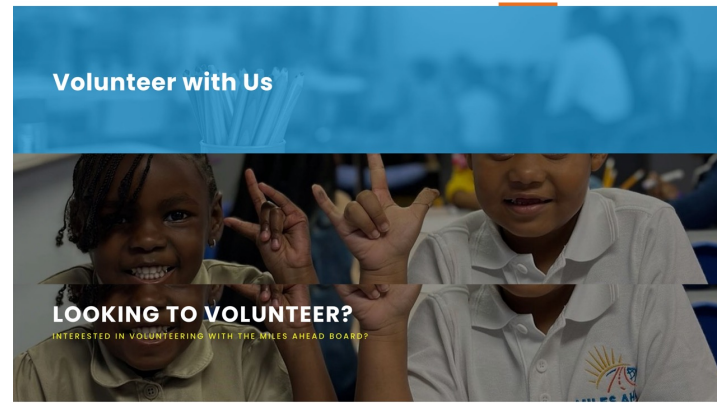
FAQs



# Web Design

## Notes:

- The support page links directly to the volunteer page
- We would recommend making a landing page that helps people understand that you all are a 501(c)3 and why you need support
- Also, if there are other ways to give, we'd recommend adding those instead of just monetary (i.e. in kind gifts, etc.)



Email Address

Confirm Email Address

Full Name

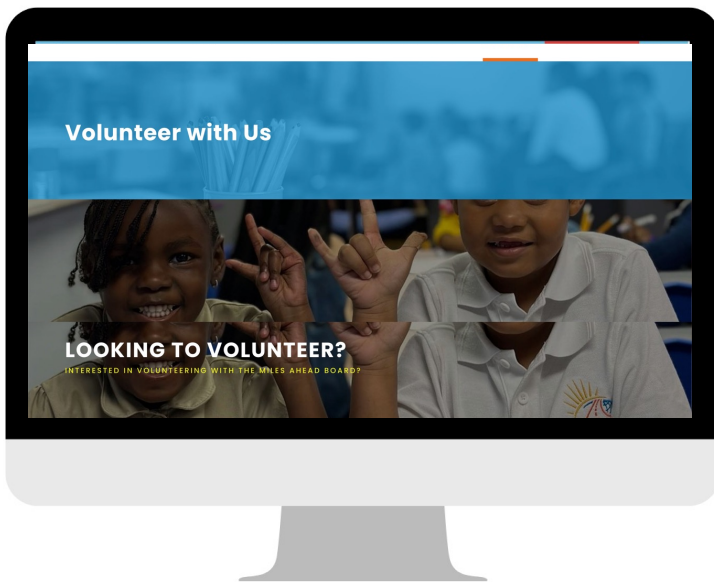
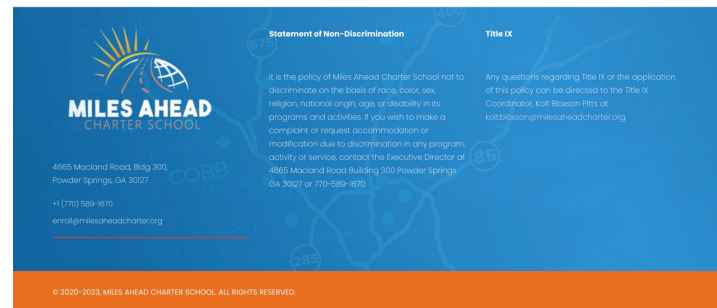
Tell us a little bit about you.  
Background

Why are you interested in serving with Miles Ahead Charter School? Please include details of any relevant experience and capacity to serve.  
What's your capacity to serve?

Address (Street, Zip Code, State)  
Full Address

Main Contact Phone Number

If you have a student Enrolled, Student(s) Name.  
Students Name



Support Page

# Web Design

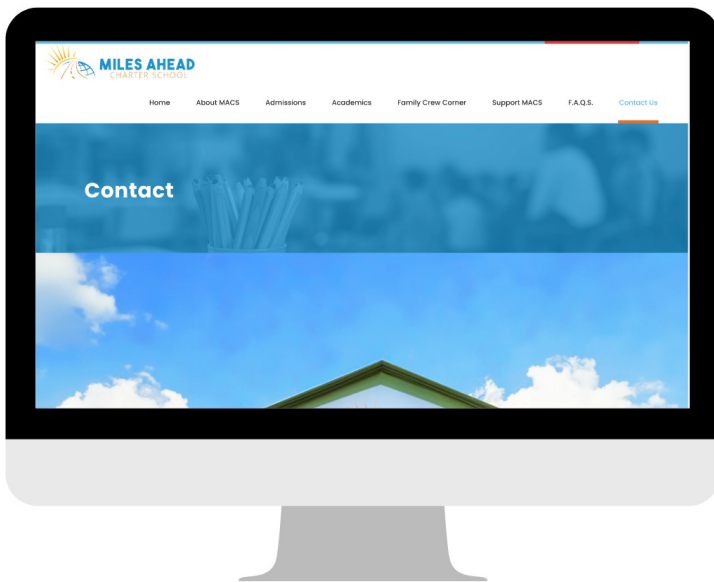
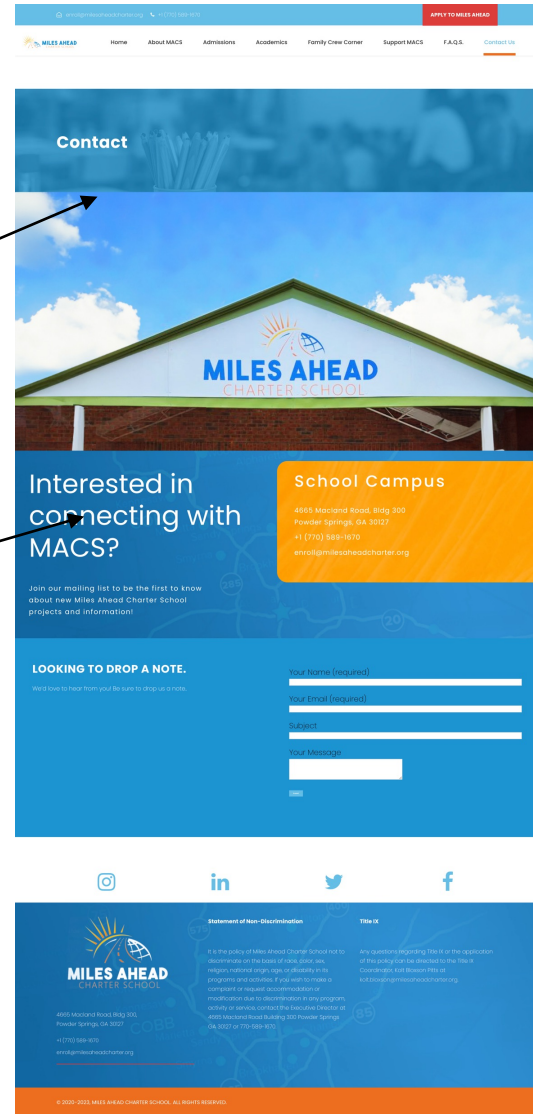
## Notes:

- Would reformat layout
- Move the form up and add emails for specific departments

Would make banner consistent with other pages

Move below form and have a CTA button to join mailing list. Also, an opportunity to have a lead magnet

Would move form further up and modernize form layout



Contact Us

# Conclusions & Recommendations

Ultimately, the website is branded really well, but there are a few recommendations we have to make the site easier to read and more consistent throughout. Additionally, we don't believe the sitemap is considering who your target audience is. It's very informational but not easy to follow. Lastly, we would recommend the use of original video and images to allow people to experience the school

## Action Steps:

- Revisit content to optimize and condense
- Reformat pages to enhance visual appeal
- Update pages to reflect changes
- Incorporate consistent Hero Banners
- Use more CTAs
- Consider adding a language translation tool and review accessibility needs



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