

The background of the slide features several overlapping, wavy bands of color. From top to bottom, the colors transition from a light purple at the top, through various shades of pink and magenta, to a white base at the bottom. The bands have a soft, ethereal quality, creating a layered, watercolor-like effect.

Academy of Alameda

Messaging Presentation

January 26, 2023

Reminder: Purpose of This Work

To have a clear and shared understanding amongst staff, students, families, and the board why The Academy of Alameda is a social justice school.

Reminder: Timeframe and Scope of This Work

- August: Interview with Executive Director
- September: Interviews with Middle School Principal
- October: Interviews with Elementary School Principal
- November: Board, Staff, Parent, and Student Focus Groups
- December: Final Survey to Staff Based on All The Focus Group Findings

Outcomes

In a survey, staff was asked to:

- Choose three words they thought best represented AoA
- Rank six phrases they best thought represented AoA in the categories of:
 - School Culture
 - Approach to Learning
 - Social Justice
 - Equity
 - The top two or three choices chosen
- Free write answers for why they thought students should attend AoA

School Culture

- At the Academy of Alameda, relationships are the roots that anchor and nourish every student's learning.
- At the Academy of Alameda, there is a closely-connected team supporting every student and family.
- At the Academy of Alameda, we support the whole child—academically, emotionally, socially, physically, and creatively.

Approach To Learning

- At the Academy of Alameda, we focus on continuous growth, and understanding what each student needs to grow to their fullest potential.
- At the Academy of Alameda, we are building confident learners who understand how they learn and know what support they need to succeed.

Social Justice

Complete this sentence: The Academy of Alameda is a social justice school because...

- ...it exposes students to diverse perspectives and elevates diversity and differences among its students, families, and staff.
- ...it builds students', families', and staff understanding of social justice through its curriculum, which addresses the systematic social, racial, economic, and political barriers in our society.
- ...it provides all students, families, and staff with access to the opportunities and resources needed to reach their full potential.

Equity

Complete this sentence: The Academy of Alameda is an equity-centered school because...

- ...it exposes students to diverse perspectives and elevates diversity and differences among its students, families, and staff.
- ...it sets high expectations and provides all students, families, and staff with access to the tailored opportunities and resources they need to reach their full potential.
- ...it builds students', families', and staff understanding of equity through its curricular approach to addressing the systematic social, racial, economic, and political barriers in our society. (e.g., Equity Studies)

Top Three Words

- Diverse
- Community
- Support

What To Do With These Outcomes?

The top chosen phrases for each category will be used:

- Rewriting our new website
- Ad campaigns
- Marketing materials for the school

Top Three Words

The top three words, diverse, community, and support, were chosen to be represent AoA. These words are turned into a motto for the school that we are asking the board to vote on tonight.

The motto should be simple, easy to remember, and resonate with everyone.

As these words came out of the work that staff, students, families, and the board participated in, the school leadership team puts forth this motto as a representation of The Academy of Alameda:

The Academy of
Alameda: A diverse,
supportive community for
every learner

Draft Motion

The Academy of Alameda Board of Directors votes on the school motto "The Academy of Alameda: A diverse, supportive community for every learner."

Questions?