



# 2025 Strategic Plan

Our 2025 strategic plan was carefully designed in partnership with our community-scholars, families, alumni, community partners, staff, and board members. Our 2025 strategic plan will serve as a road map for our work and provide our organization with the clarity to focus on our wildly important shared goals.



## REGIONAL OBJECTIVE

**Our families love us and all of our KIPPsters thrive academically.**



## PRIORITIES



### Learning Experience

Our schools offer a consistent, joyful, academically excellent, identity affirming experience from campus to campus.



### Alumni Success

Upon high school graduation, alumni are equipped to pursue their passion and are supported on their chosen path to economic independence.



### Equity

KIPP Atlanta is eliminating systems of oppression and lifting up voices within our school community.



### Family Partnerships

KIPP Atlanta families are engaged with their schools and impacting change for our community.



### Growth

KIPP Atlanta Schools is built to last - getting stronger as we get bigger.



## GOALS

**Our family love score will double and we will triple the number of KIPPsters reading on grade level by 2025.**



## FREQUENTLY ASKED QUESTIONS

### Why is it important to have a strategic plan?

It is important to have a strategic plan because it sets our organization's direction and outlines measurable goals our community hopes to achieve together. The strategic plan serves as a road map, helping guide our day-to-day decisions, evaluating progress, and changing our approach as we move forward and learn through implementation.

### How were community voices considered during the strategic planning process?

It was imperative to our planning process to consider our most important stakeholders and listen to their hopes and dreams for our community. Through *Belong: A Listening Tour* held by our Chief Executive Officer, Mini'imah Shaheed, and 1:1 conversations, we were able to hear and hold the insights, ideas, and dreams of our stakeholders. Through the listening tour and 1:1 conversations, we were able to ensure our organizational design and strategic plan reflect our community.

### How will we track our progress each year as we work towards our 2025 goals?

We have ambitious goals. It will take us three years to accomplish the work associated with our priorities. As part of our annual planning process, we will identify the most important imperatives to advance that year and align organizational capacity and resources around those during annual initiative planning and our budgeting process. In addition, we will identify one wildly important initiative for the year which the whole community will rally around. We have also developed a 2025 Scorecard to monitor our Input and Impact measures for each priority.

### What is our "wildly important" initiative for the 2024-25 school year?

Our wildly important initiative for the 2024-25 school year is Big KIPPster Culture. This initiative is driven by seven foundational behaviors rooted in professionalism: Good Decision-Making, Peer Accountability, Excellence Always, Communication is Key, Scholar Over Everything, Walk Trumps Talk, and "Us" Only. Our focus is to ensure that all Big KIPPsters are contributing positively to the culture of our schools and region and that adult culture is not getting in the way of our core business of teaching and learning.

### How will the community receive updates on our progress toward our strategic plan? How often?

Absolutely! We will update our 2025 scorecard each semester to share progress, celebrate bright spots, and plan around areas of opportunity together as a community.

### If I have more questions about our 2025 strategic plan, who should I contact?

If you have more questions about our 2025 strategic plan, you can contact our Chief Strategy Officer, Ben Cabeza, at [bcabeza@kippatl.org](mailto:bcabeza@kippatl.org).

