

Strategic Plan

2022 - 2027



MISSION

The mission of the Athens City Schools Foundation is to serve as an advocate in mobilizing community support for resources to enhance learning opportunities for students in the Athens City School District and to support teachers with initiatives that supplement the basic revenues of the school system.

KEY STRATEGIES AND INITIATIVES

Overall Strategy: Increase our impact and fulfill our mission to enhance learning opportunities for students and resources for teachers in the Athens City School District.

- **Intellectual and Cultural Enrichment Initiative:** Provide curricular activities for students that enhance both intellectual and cultural enrichment including support of the Violin Program in partnership with the Huntsville Symphony Orchestra staff.
- **Staff Recognition Initiative:** Increase public recognition and appreciation of teachers and other school staff members through the annual Gratitude Banquet for Teachers of the Year.
- **Grants Initiative:** Continue to promote learning support through grants awarded to applicants annually and expand fundraising efforts for greater grant opportunities.
- **Student Support:** Empower students utilizing the Ralph & Lib Brett funds to meet needs that may impede a student's ability to participate in educational activities.

Overall Strategy: Expand our visibility and promote community understanding and support for public education.

- **Community Involvement and Awareness Initiative:** Promote community understanding and support for the Athens City School System through greater involvement by businesses, parents and individuals. Increase visibility through social media, print media, and digital media.

Overall Strategy: Improve fundraising, expand our base of donors and maintain or create additional programs to support our mission.

- **Developing Capacity Initiative:** Expand our base of regular donors and increase revenue from current fundraising events, while launching a major campaign to support the Jackie Lane Greenhaw Foundation Room located at Athens High School, and to focus on preserving the rich tradition and heritage of the Athens City School District.