

Project Brief: Atlanta Youth Academy



Atlanta Youth Academy

Atlanta Youth Academy, a private inner-city school in southeast Atlanta, enthusiastically adopted a bold strategic plan in fall 2017 - Vision 20/20. Serving 150 students in pre-kindergarten through eighth grade, AYA is dedicated to its Christian mission, small class sizes, college-preparatory curriculum, and a thoughtful outplacement process, which ensures that students graduate prepared to thrive in rigorous high schools and in college.

Given the small size of Atlanta Youth Academy as well as its ambitious mission and goals (an annual operating budget of \$2.1M funded by at least \$1.8M in philanthropic sources), the school sought outside support with three projects directly related to its Vision 20/20 strategic plan. Through Confluence Educational Consulting, Megan Nellen provided embedded consulting from November 2017 to May 2018 to address three strategic challenges:

1. How might AYA celebrate its 20th anniversary while looking ahead to the future, including the launch of a \$20M comprehensive capital campaign?
2. How can AYA's administrative team embark on the initial accreditation process to promote even greater excellence in academics and operations?
3. How should AYA's new approach to branding be communicated through the updated website, specifically related to academics and student life?





During the course of the 2017-18 school year, Megan worked closely with Atlanta Youth Academy's administrative team, including the development office, to prioritize action items and align the work to the goals of Vision 20/20.

1 She envisioned, planned, and executed AYA's 20th anniversary celebration, which took place at the Atlanta History Center in March 2018 for over 300 guests. Tasks included facilitating the production of a six minute keynote video, creating invitations and managing RSVPs, securing media coverage, developing run-of-show with supporting A/V, communicating with host committee, coordinating catering, managing volunteers, and also leading the in-school celebration for students.



"Megan's leadership in orchestrating AYA's 20th anniversary celebration was incredible. I was honored to come alongside her in support, but it was her meticulous planning, attention to detail, and overall leadership that carried the day. Megan poured herself into this event! It was a smashing success!"

Erin Conrad
Director of Development,
Atlanta Youth Academy

2 Megan initiated the SACS/AdvancED and SAIS accreditation process, including securing membership with SAIS and outlining self-study goals. Tasks involved leading accreditation meetings with administrative team, developing and managing vehicles for document collection, and guiding team in creation of documents to support SAIS standards.

3 She translated AYA's new branding to various aspects of the school's new website. Tasks including proofing full website prior to launch, writing copy for various sections (including all pages listed under academics and student life -- curriculum at a glance, instructional technology, service learning, spiritual life, etc), and offering feedback about page design and layout.

