



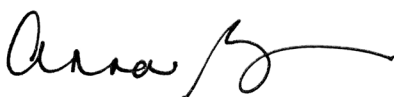
Strategic Plan

2025



Spring 2025 marked the beginning of an exciting new chapter for The Howard School as we launched a comprehensive strategic planning process. A committee of 20 current and past parents, faculty, staff, and trustees joined forces with an expert consulting team to ensure that our priorities for the coming years reflect the values and aspirations of our entire community while honoring and celebrating the legacy and unique vision of Marian Howard.

After months of thoughtful dialogue and collaboration, the committee completed its work in August and presented its proposed plan to the Board of Trustees. I am delighted to share that the Board unanimously approved the strategic pillars that will guide and inspire The Howard School's work for the next three to five years.



Anna B. Moore, Ph.D.

Head of School



Priority One: Celebrate Each Child

We celebrate each child as they are, while seeing and understanding who they can become, empowering them to self-advocate and shape their own future.

- + We are a community of hope, joy, and optimism with an unwavering belief in the potential of each child.
- + We build strong collaborations among faculty, students, and parents, to uncover challenges and develop strengths and potential in every student.
- + We build deliberately toward student independence and self-advocacy.
- + We are national leaders in the use of assistive technologies to support, remediate, and enhance the learning of our students.



Priority Two: Transforming the Learning Experience

We transform the learning experience so that each member of our community thrives.

- + We provide a supportive, dynamic and enriched environment for families and students.
- + We use scientifically grounded best practices to engage students in learning that honors their unique minds, fuels their confidence, and inspires them to imagine what's possible.
- + We attract, develop, and retain professionals who aspire to make an impact and are committed to continuous learning and improvement in their craft.



Priority Three: Developing Lifelong Strengths

We discover and develop each child's lifelong strengths. Beginning with a solid academic foundation, we ensure students better understand themselves and deliberately engage with one another and the world around them.

- + We equip students with the tools, experiences, and confidence to thrive beyond Howard—as thinkers, creators, and compassionate contributors to the world.
- + We develop our programs with an emphasis on preparing our graduates for success in their next steps after Howard.
- + We strengthen our curriculum by incorporating implementation science and conducting an ongoing review of how that research manifests in our classrooms.
- + We develop opportunities for our students to engage with and positively impact the city of Atlanta, the state of Georgia, and beyond.



Priority Four: Sustaining and Sharing the Vision

We will formulate a dynamic and innovative business plan that leads us into the future and secures this work for generations to come.

- + Leveraging our strong credit and debt-free position, we explore ways to expand and strengthen our revenue sources to diversify income and increase the legacy of the school.
- + We enhance our financial aid model to allow optimized access for students and sustain a robust financial aid program to ensure every student who belongs at Howard can enroll.
- + We leverage The Howard Exchange, not just as an extension of The Howard School, but as a catalyst for advancing education, advocacy, and workforce development for neurodiverse learners.
- + We create and enact a robust plan for marketing and communications to support implementation of all pillars of our Strategic Plan.





Marian Howard founded The Howard School in 1950 to revolutionize education, believing that when students struggled, it was a failure of the school, not the child. Over 75 years later, we continue to be inspired by this bold perspective: envisioning a world that embraces learning differences and moves beyond labels and limitations. We believe in a world that understands different minds solve complex problems and ignite innovation.

Guided by our core values to practice kindness and respect, seek a spirit of partnership, honor our humanity and celebrate our differences:

We celebrate each child, transforming the learning experience and developing lifelong strengths.



1192 Foster Street, NW | Atlanta, GA 30318 | (404) 377-7436



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