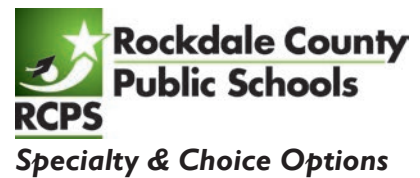




Academy for Innovation and Entrepreneurship at Salem High School

3551 Underwood Road, Conyers, GA 30013 • 770-929-0176 • shs.rockdaleschools.org



Academy Overview

Empowering Students to Create, Innovate, and Lead

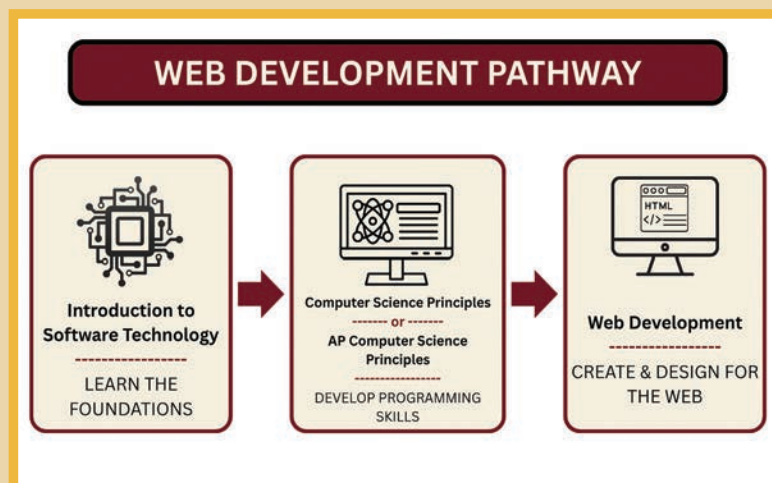
The Academy for Innovation & Entrepreneurship at Salem High School provides students with dynamic, career-focused learning experiences designed to prepare them for success in college, careers, and business ownership. Through rigorous academics, hands-on projects, leadership opportunities, and real-world experiences, students develop the skills needed to thrive in an increasingly digital and entrepreneurial world.

A unique advantage of Salem's academy model is the opportunity for students to complete multiple pathways throughout their high school career, allowing them to explore diverse interests while building a competitive skill set that prepares them for future success.

Signature Pathways

Web Development Pathway

Students learn how to design, develop, and maintain professional websites and digital experiences while gaining valuable technical skills in coding, web design, user experience, and digital communications. Through project-based learning and real-world applications, students build a portfolio that prepares them for careers in technology, digital media, and related fields.



Entrepreneurship Pathway

Students develop the knowledge and skills needed to launch and manage successful ventures while exploring innovation, business planning, marketing, financial management, and leadership. Through authentic learning experiences, students learn how to transform ideas into opportunities and become future business leaders and problem-solvers.



Application, Eligibility, and Lottery

RCPS will use an electronic application process for 2027-2028 School Choice programs. Students may apply for **one** School Choice program only for the 2027-2028 school year.

The application window is November 13 through December 11, 2026, to apply for the 2027-2028 school year. The online application will be available on the district website at: rockdaleschools.org

Only completed applications will be accepted.

Eligibility Criteria

- Students must meet the student registration requirements for Rockdale County Public Schools.
- Students who change schools after day one of their 9th grade year may not be eligible for varsity sports, literary competitions or One Act Play. All GHSA eligibility rules apply for all programs.

Lottery

In the event there are more eligible applicants than space available, students will be selected via a random lottery drawing. If needed, a lottery will be held in January.



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Additional CTAE Pathways at Salem:

Web & Digital Design

Students develop creative and technical skills in graphic design, branding, digital communication, multimedia production, and visual storytelling using industry-standard software and technology.

Financial Services

Students gain a strong foundation in personal finance, banking, investing, financial planning, and business finance while developing lifelong financial literacy skills.

Audio Video Technology & Film

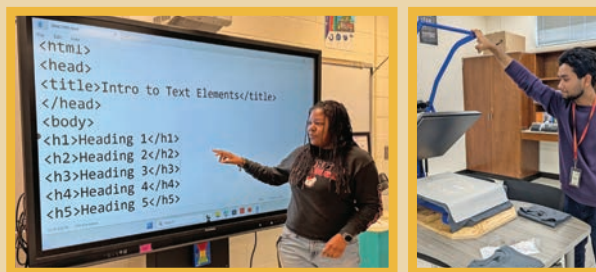
Students explore the world of media production through hands-on experiences in filming, editing, broadcasting, storytelling, and content creation while learning industry practices and techniques.

Marine Corps JROTC

Students strengthen leadership, citizenship, teamwork, communication, discipline, and personal responsibility through classroom instruction, service learning, and leadership development experiences.

Coming Soon: AP Business with Personal Finance

Salem High School is excited to be in the process of adding the AP Business with Personal Finance course, providing students with an advanced opportunity to strengthen business knowledge, financial literacy, career readiness, and college preparation.



A Message from the Principal

At Salem High School, we are committed to preparing students for success beyond graduation. Through our Academy for Innovation & Entrepreneurship, students gain the skills, experiences, and opportunities needed to excel in college, careers, and an ever-changing global workforce.

Our signature pathways in Web Development and Entrepreneurship empower students to become digital creators, innovators, and business leaders through hands-on, real-world learning experiences. Students can also explore pathways in Web & Digital Design, Financial Services, Audio Video Technology & Film, and Marine Corps JROTC, with the unique opportunity to complete multiple pathways during their high school journey.

Through participation in FBLA (Future Business Leaders of America), industry certifications, dual enrollment, work-based learning, and leadership opportunities, students develop the confidence and skills needed for future success. We are also excited to be expanding opportunities through the addition of AP Business with Personal Finance.

At Salem High School, students are encouraged to create, innovate, and lead while preparing for a future filled with possibilities.

Charles Chavous, Salem High School Principal
#BeThatNOLE



Why Choose Salem's Academy for Innovation & Entrepreneurship?

- Complete Multiple Pathways Throughout High School
- Pathway Certifications & College Credit Opportunities
- Work-Based Learning Experiences
- Confidence & Character Building
- Business and Entrepreneurial Experiences
- Real-World Project-Based Learning
- College and Career Readiness
- Future Business Leaders of America (FBLA) Participation and Leadership Opportunities
- Networking with Business and Industry Professionals

Certifications

