

**VISION:** Empowering schools to thrive through technology leadership

**MISSION:** Schools equipped for the future

## ATLIS IS THE EXPERT.

ATLIS is recognized as the key source of technology information for **school technology teams.**

ATLIS is recognized as the key source of technology information for **the leadership team and board of a school.**

ATLIS is recognized as the key source of technology information for **independent school industry.**

## ATLIS IS A MENTOR.

ATLIS produces industry-leading professional development to support technology in independent schools.

ATLIS facilitates thought leadership and collaboration from across the entire independent school ecosystem.

Independent school associations, other organizations serving the independent school community, and the broader association community turn to ATLIS for accurate, expert programming.

## ATLIS IS A RESOURCE.

The “Body of Knowledge” (BOK) empowers technology leaders to better serve their schools and constituents.

The ATLIS BOK evolves to reflect a whole-school philosophy.

The ATLIS BOK is the primary source of technology-related information for the independent school industry.

**Across all dimensions of its practice, ATLIS consistently demonstrates its commitment to creating a diverse and inclusive association.**

## PLAN SUCCESS MEASURES

- Measure the size, quality, and breadth of the ATLIS Body of Knowledge (BOK), which includes the Association's professional development offerings, to monitor growth serving its three pillars (the technology team, the leadership of independent schools, and the broader independent school community).
- Track satisfaction, particularly among technology leaders, by monitoring member engagement and DEI efforts, expecting a satisfaction index to hold steady or increase.
- Drive growth and engagement in the number of national, state, and regional organizations that reference ATLIS resources as technology best practices.
- Demonstrate growth over time of ATLIS being sought out for its expertise and engagement with school leadership.
- Expand ATLIS's membership geographically and demographically to represent the community of independent schools the Association serves.