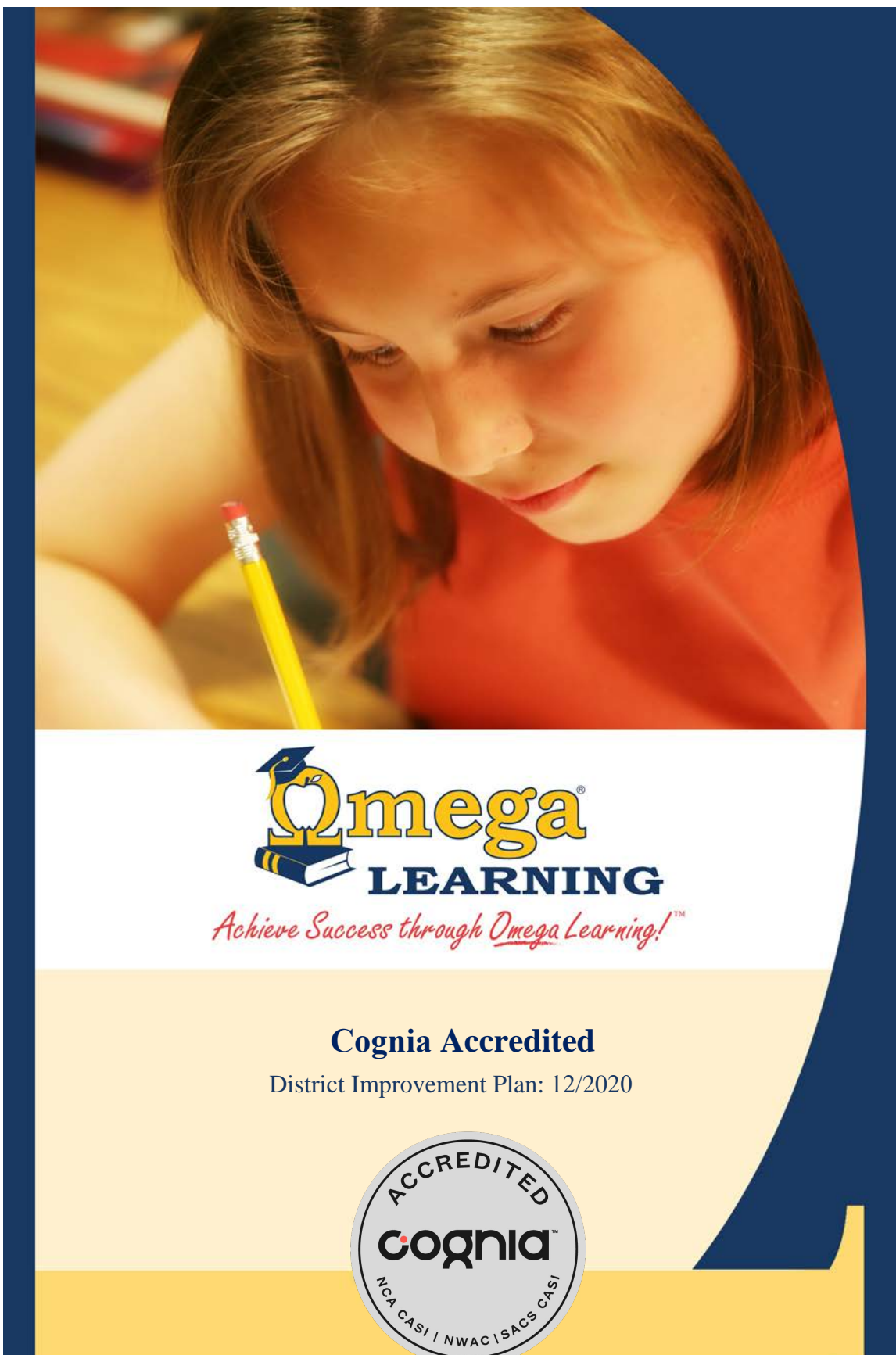


# District Improvement Plan



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# District Improvement Plan

## Mission, Vision, and Values

*Omega's Mission: To provide customized instruction that achieves each family's educational goals.*

*Omega's Vision: Driven by our Christian values and passion for excellence, Omega Learning® provides superior educational services, building a stronger community one family at a time.*

*Omega's Values: F.I.R.S.T- Faith, Integrity, Respect, Service, and Teamwork*

## Protecting the District Improvement Plan

Omega's District Improvement Plan was created to educate our corporate staff about its current district improvement goals and provide a clear plan to achieve those goals.

"District Improvement Goals" are determined yearly and may vary per Omega Learning® franchised center, depending on their center-specific student needs.

It is important to protect the confidentiality of specific content. The plan must remain at the corporate office and not leave for any reason. All Support Center employees are bound by their signed confidentiality agreement.

## Organizational Structure

Omega Learning® Centers are a part of a franchise system. Each franchisee is an independent owner/operator following our "business system." Centers have the flexibility to offer state, county, and community-specific programs. As such, each franchisee has the responsibility of regularly surveying and listening to its stakeholders and customers. For more information about our district policies, please contact Omega Learning® Center's national Support Center at 770-422-3510.



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# District Improvement Plan

## History

Omega Learning® Center was founded in 2005 by long standing Cobb County, Georgia residents, Kimberly Smith, Kathy Keeton, and their mother Joyce Smith. The motivation for their business model began with a passion for educational excellence and a desire to help their community. The purpose was to provide communities with an accredited tutoring and test prep center for ALL grades, with diversified services taught by certified teachers. Omega's founders wanted to provide parents with daily tutor communication, customized programs, flexible scheduling, and affordable pricing. At the forefront of industry trends, Omega founder hired a curriculum developer to create enrichment-based curriculum to help students build vital critical-thinking skills, needed to apply their knowledge to more advanced learning concepts. Omega's founders added a library of manipulatives and multi-sensory teaching resources to help their tutors most efficiently teach students with varying learning styles.

The Omega Learning® Center school district became nationally accredited and continues to add validated teaching resources, cultivate vital school and community partnerships, and increase functionality to our proprietary, industry-leading software system. In addition, Omega Learning® was the first, and remains the only, national tutoring franchise system to facilitate daily, reciprocal, communication between stakeholders, including Omega tutors, parents, our students' schoolteachers.

## Attitude and Interpersonal Relationships

It is vitally important to the success of our students, and this business, that we foster a positive, nurturing, caring, personable, and enjoyable learning and working environment. We want Omega administrators and tutors to feel like family to our students. Our district's overall goal is to help each family achieve academic success, based on their own definition. Before they begin tutoring, we customize their program and define specific program objectives to help our educators most efficiently guide instruction. Each student is assigned a program emphasis, which is clearly defined in their student profile, accessed by tutors within our software system, OConnect™. Ultimately, we wish to instill an intrinsic love of learning in each child's life.

Because of Omega's desire to provide the absolute best educational experience in the industry, we are highly selective when hiring educators. We sincerely appreciate the role of our teachers and administrative staff in the development of the lives of our students, and understand that our success is interdependent. We want every employee to feel like family and enjoy building a long and mutually beneficial relationship with their students. We believe that communication is the cornerstone of the success of any relationship. Our learning centers focus on setting clear expectations at the beginning of the process with parents and encourage an open line of communication throughout each student's customized educational program.



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# District Improvement Plan

## Our Accreditation

Omega Learning®, including the services of Omega Private Academy®, is accredited by Cognia nationwide. Cognia is the world's largest education community, engaging 32,000 public and private schools, 4 million educators, and 20 million students across the United States and 70 other countries worldwide. The Cognia organization seeks to help schools in every state in the country improve student success by holding them accountable to a stringent set of educational standards

Omega is committed to continuous improvement. In 2016 Omega Learning® was re-accredited with Honors through 2021. Omega's re-accreditation scores exceeded the Cognia network average scores by 30%. Omega is committed to maintaining its accreditation, as most colleges and universities will accept only students who have graduated from Cognia accredited schools.

Regional Cognia accreditation divisions in the United States include the North Central Association Commission on Accreditation and School Improvement (NCA CASI), Northwest Accreditation Commission (NWAC), and the Southern Association of Colleges and Schools Council on Accreditation and School Improvement (SACS CASI).

Every five years, accredited schools are re-evaluated by Cognia representatives to ensure that they continue to provide the consistent standards of educational quality. Omega will continue to uphold and improve the highest standards in order to maintain our valuable accreditation, the integrity of our franchise system, and the trust of our customers.

AdvancED's research-based framework provides the internal and external critical analysis tools throughout each five-year "Improvement Journey." Cognia accredited organizations receive their Index of Educational Quality (IEQ) accreditation scores from a critical analysis of thirty-two Corporation Standards and thirty School Standards, which make up the following primary "Domains," areas of evaluation:

1. Leadership Capacity
2. Learning Capacity
3. Resource Capacity

Omega Learning® Center is committed to continuous improvement through in-depth data collection and analysis. On-going analysis of AdvancED's System Quality Factors (SQF) help us develop an effective and relevant Continuous Improvement Plan. SQF: Clear Direction, Healthy Culture, High Expectations, Impact of Instruction, Resource Management, Efficacy of Engagement, and Implementation Capacity.



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# District Improvement Plan

## District Improvement Plan

### District Improvement Beliefs:

Omega believes that our Support Center should participate in regular Field Visits, where we meet with each franchise owner at their center to discuss stakeholder feedback, academic growth statistics, and our District Improvement Plan. Each franchised owner is assigned a personal Field Representative from our Support Center staff. We analyze the following Key Performance Indicators (KPI) in order to ensure the success of our franchised learning centers and their students:

- KPI - 1: Tutoring Student-Teacher Ratio
- KPI - 2: New Tutoring Assessments Per Day
- KPI - 3: Percentage of Students in a 95-hour Program
- KPI - 4: Tutoring Students Average Attendance per month
- KPI - 5: New Tutoring Students Per Day
- KPI - 6: Field Visit Score

### District Improvement Goals:

Each year, Omega's Executive team reviews year-end KPI data, district-wide academic growth statistics, and district stakeholder feedback, as well as industry trends, to set our **District Improvement Goals** for the following year. In 2020 we have recommended the following goals for our district:

#### Goal 1:

**Recommend ALL students be scheduled in a 3:1 student teacher ratio.**

**Also recommend combining tables when necessary.**

*KPI #1- Tutoring Student:Teacher Ratio*

#### Goal 2:

**Recommend that all Reading and Math program students attend 3-4 hours per month in the initial parent conference.**

*KPI #4- Tutoring Students Average Attendance per month*

In order to attain quantifiable and comparable data, Omega's Field Representative generates a center-specific KPI report the day before the scheduled Field Visit. A KPI analysis worksheet is prepared and reviewed with the franchise owner to set a clear plan for center improvement. At the end of the Field Visit, the Field Representative will show the franchise owner their KPI analysis and Field visit score, which indicates where that center is positioned on the "Staircase to Excellence." Omega's Field Representative will leave the franchised owner with three center-specific recommendations to increase their KPI scores. These goals should be attained by the subsequent Field Visit date.



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# District Improvement Plan

## District Improvement Plan (continued)

### KPI Analysis Report:

Omega's software system provides real-time KPI analytics:

 <b>Tutoring Key Performance Indicators Report - Acworth, Douglasville, South Forsyth, Lake Norman, Dallas, West Kendall, Doral, South Hills</b>			
Tutoring KPI	Date Range	Tutoring KPI Results	Tutoring KPI Scores
KPI - 1: Tutoring Student-Teacher Ratio	10/01/2020 - 10/31/2020	1.25	10
KPI - 2: New Tutoring Assessments Per Day	10/01/2020 - 10/31/2020	0.15	20
KPI - 3: 95-Hour Tutoring Program Percentage	10/01/2020 - 10/31/2020	80.07	50
KPI - 4: Tutoring Students Average Attendance per month	10/01/2020 - 10/31/2020	7.28	10
KPI - 5: New Tutoring Students Per Day	10/01/2020 - 10/31/2020	0.27	30

### Staircase to Excellence:

Each center will land on one of the following steps on the Staircase to Excellence:

- Step 5: **SUCCESS**
- Step 4: **Growing**- At the conclusion of your field visit, your field rep will give you three goals to increase your KPI scores.
- Step 3: **Maintaining**- At the conclusion of your field visit, your field rep will give you three goals to increase your KPI scores.
- Step 2: **Developing**- At the conclusion of your field visit, your field rep will give you three goals to increase your KPI scores.
- Step 1: **Intervention**- First time: Support Center schedules an intervention visit to implement a strategic plan for increasing scores. Second time: Franchisee is required to come back to corporate for a week of re-training.

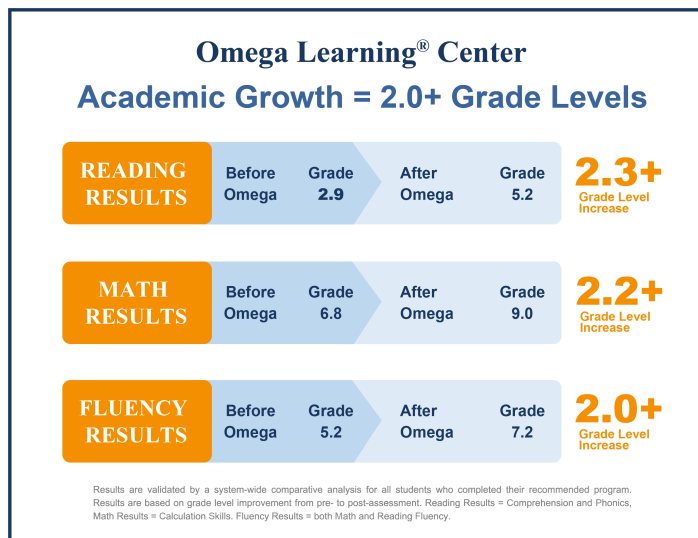


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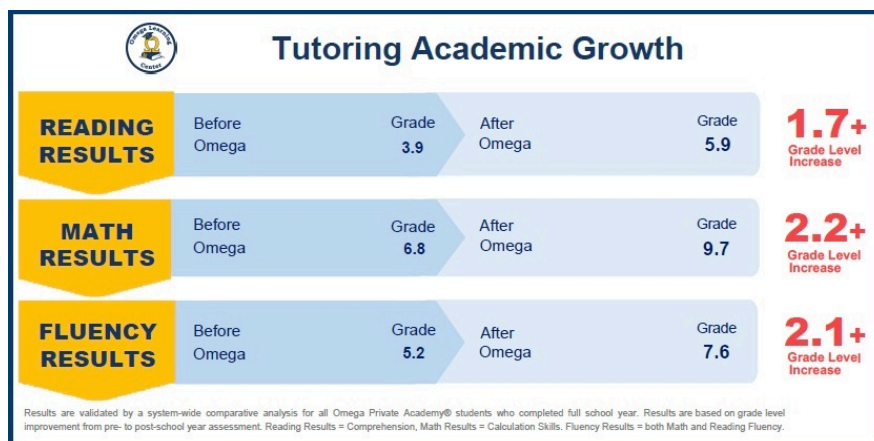
# District Improvement Plan

## 2016-2021 Published District Growth Statistics

Omega Learning® Franchisor updates the district's published growth statistics in all marketing materials every five years. results are validated by a system-wide comparative analysis for all students who completed their recommended program. Results are based on grade level improvement from pre- to post-assessment. Reading results Comprehension and Phonics, Math results Calculation Skills. Fluency results both Math and Reading Fluency. Below is the current published district growth statistics based on the district's average from 2016. The next updated statistics is scheduled for 2021.



## 2019 District Growth Statistics



# District Improvement Plan

## District Improvement Plan (continued)

**How Omega Learning® Executive team and support staff can help franchise owners achieve their goals:**

1. Support staff at the Corporate office has a communication calendar to offer support to franchise owners. Weekly support includes district-wide TRwo-Minute Tuesdays and Marketing Minutes video Powerpoints for the franchised owner and their administrative staff.
2. Executive team will analyze the franchise center's KPI report at Support Center and compare with the standard KPI report for profitability comparison prior to each field visit.
3. The Field Representative will review each center's KPI Score Report with the franchisee during their field visit and show where the franchise center is on the Omega 'Staircase to Excellence' chart.
4. The Field Representative will give the Franchise owner three center-specific recommendations to increase their KPI scores.
5. Support staff is available for on-call phone and email support, as well as monthly webinars and yearly franchise meetings.
6. Support staff provides each center with a customized monthly newsletter and daily social media postings on Facebook, Yahoo, Bing, Google+, and Twitter and monthly blog posts.
7. Support staff provides district-recommended surveys for distribution to stakeholders.
8. Support staff provides each center with a local website with optimized content and the ability for each franchised owner to customize their own content to promote parent seminars and community events.

**How Omega Learning® Center Corporate can engage franchise owner engagement:**

- **Consistent Communication:** The Support staff will create and distribute Two Minute Tuesday BDP training videos and weekly Marketing Minutes training videos to support franchise owners and help them reach their goals on the Staircase to Excellence.
- **Forum for Engagement:** The Support Center provides a district-wide webinar monthly, so that franchise owners and Omega Advisory Board members can collaborate and learn from each other.
- **Setting Clear Expectations:** The Support Center staff will distribute an updated Operations Manual each year providing franchise owners with the latest operational improvements, new best demonstrated practices, system enhancements, and approved vendor alliances.



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# District Improvement Plan

## District Improvement Plan (continued)

### How Omega Learning® Center franchise owners can contribute to the District Improvement Plan:

1. Actively participate in monthly franchise webinar forums.
2. Watch all Two Minute Tuesday BDP training videos and take all applicable quizzes.
3. Follow the Key Performance Indicators to ensure business growth and profitability.
4. Share positive business experiences within our franchise network.
5. Contribute to our social media network by making positive and informative posts.
6. Send regular stakeholder surveys.

### How Omega Learning® Center Support Center monitors the achievement of our goals:

Omega Learning® Center sends regular surveys to its franchisees for the purpose of improving our support system, effectiveness of franchise owner training, curriculum development, state/region-specific trend analysis, and software system updates. Our system transparency provides an open line of communication and allows us to assess the need for additional or changing educational services.

In addition Omega's Support Staff analyzes the following center-specific reports.

1. Support Center analyzes the following center-specific reports weekly: gross income reports, social media standings, and Listen360 customer feedback and reviews.
2. Support Center analyzes the following center-specific reports monthly: profit and loss statement, newsletter/mass email customer communication, monthly webinar surveys, and one-on-one call/email from the Chief Operating Officer.
3. Support Center analyzes the following center-specific reports quarterly: quarterly marketing reports, KPI analysis report, Field Visit report, and profitability analysis
4. Support Center analyzes the following center-specific reports yearly: academic growth statistics, academic growth statistics, franchise owner surveys, District Improvement Plan, Cognia data documents: student data document and stakeholder feedback data document.



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