

HillmanTok How to Build Our Own Schools Workbook



Your First Steps to Starting a School

Part 1: The Power of Joyful, Identity-Affirming Schools

Higher Achievement

How does culturally relevant teaching impact student success?

Reflection Question: What are three ways your school can center joy and identity in learning?

Stronger Sense of Identity & Confidence

Why is it important for students to see themselves reflected in the curriculum and school environment?

Action Step: Write 3 ways your school will celebrate the cultural backgrounds of its students.

Better Mental Health & Emotional Well-Being

How do traditional schools ignore the emotional well-being of Black and Brown students?

Reflection Question: What strategies can your school use to build emotional intelligence and resilience?

Part 2: The Business Side – Structuring Your School

Legal Considerations

Will your school be nonprofit, for-profit, or hybrid? (Circle one)

Research the zoning laws & licensing requirements in your state. List one surprising thing you found.

Funding Options

What are three ways you plan to fund your school? (Example: ESA funds, crowdfunding, grants, tuition)

Action Step: Write down one immediate step you can take to secure funding.

Early Budgeting Basics

What are the four biggest expenses you expect to have? (Example: Rent, curriculum, teacher salaries, supplies)

How will you start small to reduce costs while growing your school?

Part 3: Announcing Your School & Building Interest

Creating an Interest Group

Where will you gather families & supporters? (Check all that apply)

Action Step: Write your first outreach message to introduce your school to potential families.

Choosing a School Name & Branding Basics

Brainstorm 3 potential school names:

What message do you want your name to convey?

Claiming Your Space on Social Media

Which platforms will you use to share your journey? (Check all that apply)

Action Step: Write your first social media post announcing your school.

Part 4: Writing Your Mission & Vision Statement

Mission Statement Formula:

“I create a school that [impact] for [audience] by [unique method].”

Example: “I create a school that nurtures creativity for Black middle schoolers by using project-based learning and hands-on exploration.”

Your Turn: Write your mission statement below: “I create a school that _____ for _____ by _____.”

✓ Vision Statement Formula:

“Our vision is to create a world where [big goal] by [how you’ll do it].”

Example: “Our vision is to create a world where students feel seen, valued, and empowered by providing culturally responsive education.”

Your Turn: Write your vision statement below: “Our vision is to create a world where _____ by _____.”

Final Steps & Homework

📌 Post Your Work!

Share your mission & vision statement in the comments or group chat.

Post “I’m starting a school because…” on social media and tag @KindAcademy using #KindMicroschools.

Engage with at least 2 other people’s posts in the community.

📌 Next Week’s Topic: Finding Your Niche & Identifying Community Needs

🚀 You are now officially in motion—your school is starting!

Module 2 Worksheet: Own Your Lane

Finding Your Niche & Identifying Community Needs

Step 1: Define Your Ideal Learner

💭 **Reflection:** Who are the students you feel most called to serve? What type of learner would thrive in your school?


✍️ **Fill in the blanks:**

1. My ideal learner is _____, who _____, and needs a school that _____.

Examples:

- “My ideal learner is a creative middle schooler who loves hands-on projects and needs a school that focuses on the arts.”
 - “My ideal learner is a neurodivergent elementary student who thrives with flexibility and needs a school that supports social-emotional learning.”
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Step 2: Identify Gaps in Your Community


 **Reflection:** What’s missing in education for Black and Brown students in your community?

Answer these questions:

1. What do families in your community say they need in a school? _____
 2. What does the data show about gaps in services for Black and Brown students?

 3. What would a school look like if it truly met those needs? _____
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Step 3: Craft Your Niche Mission Statement

 **Mission Statement Formula:** “I create a school that [impact] for [audience] by [unique method].”


 **Your Turn:**

1. **Impact:** What difference do you want your school to make? _____
2. **Audience:** Who will your school serve? _____
3. **Unique Method:** How will you create that impact? _____

 **Put it all together:**

“I create a school that _____ for _____ by _____.”

Step 4: Community Needs Assessment

 **Mini Research:** Talk to 3 families or do a quick data search. What's one key need in your community that your school could address?


Insight: _____


Social Media Challenge


Homework:

1. Write your niche mission statement and share it on TikTok, Instagram, or Facebook.
2. Tag @KindAcademy and use #KindMicroschools.

Choose Your Format:

 **Auditory:** Record a short video sharing your mission.

 **Kinesthetic:** Create a mind map or visual representation of your school's niche.

 **Visual:** Write a post explaining why your school's mission is necessary.

Next Steps:

- Complete your **niche mission statement** and share your insights!
- Join us next week for **Module 3: Mind on Money, Heart on Mission**—we'll focus on pricing, budgeting, and abundance mindset for your microschool.