Todd A. Theobald, principal at Majestic Elementary for the past four years, has a vision for his school: to make every minute matter. Serving this diverse community with a high rate of generational poverty has been a challenge that Theobald has energetically risen to. The hiring of a Family Learning Coordinator and a Homeless Liaison has helped the school connect with families to emphasize the importance of education, as well as to address the basic needs of struggling students and prepare them to come to school ready to achieve. Creating a safe and welcoming place for students is paramount, with teachers engaging in six days of yearly professional development around the theme of trauma-informed schools. Instead of traditional parent-teacher conferences, Theobald has implemented Academic Parent Teacher Teams, where parents are taught how to understand data related to their child’s performance on foundational skills. Parents are then given tools and activities that they can do at home with their children to support their learning. Creating an involved parent community has resulted in positive student academic gains. With strong teacher collaboration and a focus on data-driven differentiated learning, Theobald is succeeding at his goal of making every minute matter for the young learners at Majestic. Theobald holds a B.A. in Elementary Education and an M.Ed. in Educational Leadership from Brigham Young University, as well as an M.Ed. in Math Pedagogy from Southern Utah University.