APPROVED

Martin Luther King, Jr.
Charter School of Excellence

Martin Luther King Jr. Charter School of Excellence

Minutes

Strategic Planning Committee Meeting

Date and Time
Wednesday November 5, 2025 at 5:00 PM

Location
Zoom
https://mlkcs-org.zoom.us/j/4132147806?pwd=RWl5VkEwNVVLTFdPc0JjUHM0NjhoUT09&omn=86182715017

Committee Members Present
Alton Jones (remote), Denise Pagan-Vega (remote)

Committee Members Absent
None

Guests Present
Kendra Salvador (remote), OShane Thorpe (remote)

I. Opening Items

A. Call the Meeting to Order

Denise Pagan-Vega called a meeting of the Strategic Planning Committee Committee of Martin Luther King Jr. Charter School of Excellence to order on Wednesday Nov 5, 2025 at 5:04 PM.

B. Record Attendance

C. Public Comment

II. Strategic Planning Goals for the Year

A. Goals Discussion

Fundraising Infrastructure Development:
Building CRM system and website for capital campaign preparation
Creating pre-capital campaign strategy to establish donor relationships
Developing case for support document and FAQ section

Board Engagement Strategy:
Network Leveraging: Board members to provide contact lists of potential donors and make warm introductions
Increased Giving Goal: Proposing $200 per board member contribution (up from $50-$100)
Transparency Dashboard: Anonymous tracking of collective board giving progress toward $2,600 goal (13 members × $200)

Capital Campaign Vision:
Phase 1: Common spaces for current enrollment (library, science lab, family resource center, proper cafeteria)
Phase 2: Additional classrooms and offices when seat expansion becomes available
Gym not feasible as is due to 10-foot ceiling height limitation

Immediate Actions:
Giving Day participation on December 2nd, 2025
Architect meeting scheduled for next week to create mock-ups and cost estimates
Board storytelling interviews for website and newsletters

Strategic Considerations:
Need for clearer priorities and specific goals before major donor outreach
Emphasis on relationship-building over cold solicitation
Parent demand for middle school and preschool expansion continues to be strong

The meeting focused on establishing foundational systems and board buy-in before launching the full capital campaign.
Alton Jones made a motion to approve the minutes from Strategic Planning Committee on 10-16-25.
Denise Pagan-Vega seconded the motion.
The committee **VOTED** to approve the motion.

III. Closing Items

A.

Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 5:47 PM.

Respectfully Submitted,
Kendra Salvador