



PENCIL
Public Education Needs Community Involvement and Leadership

FY27 Strategic Plan – BOARD External

DG PENCIL Box and Long-Term Facility – Chief Programs Officer

Chair: Kfir Alexandroni

FY27 BOARD Goals ~ *PENCIL will secure and sustain a long-term facility that meets our operational needs while investing in program delivery systems that increase the number and frequency of classroom resources for Metro educators.*

1. Actualize a long-term, low-cost leasing agreement with the City of Nashville for an MNPS-owned building
2. Manage a budget for renovations, including construction of an expanded warehouse, and timeline targeting a summer 2027 move-in
3. Design a sponsorship model for pop-up shops to ensure their sustainability

Marketing and Public Relations – Chief Philanthropy Officer

Co-chairs: Minh Le and Christina Feagins

FY27 Goals ~ *PENCIL will amplify PENCIL's unique value to our business partners and public schools through an increased focus on brand awareness that drives increased engagement, investment, and recognition across the community.*

This committee is responsible for ensuring that:

1. All PENCIL Governing Board members are amplifying the day-to-day work of PENCIL, in ways such as (but not limited to):
 - a. Sharing their PENCIL impact stories through your social media channels (event attendance, volunteering etc.),
 - b. Sharing a writeup + photos of volunteering or event work with their employer or organization's PR team to communicate the volunteering impact of one of their team members;
 - c. inviting a PENCIL leader to speak at their department or organization's all-hands meeting about PENCIL's mission and ways to engage
 - d. recruiting a colleague or connection to visit the PENCIL Box and learn more about our mission and the new facility
2. PENCIL's new messaging document has been strongly embedded across the board; that board members are using the language and talking points confidently to speak in more detail about our mission and pillars of work.

Linking community resources to Nashville Public Schools to help young people achieve academic success and prepare for life.

7199 Cockrill Bend Blvd | Nashville, TN 37209 | (615) 988-4928

Info@PENCIL615.org | www.PENCILforSchools.org



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Board Engagement – Chief Partnerships Officer

Chair: Leslie Cowell

FY27 Goals ~ *PENCIL will continue to recruit, engage and celebrate a diverse and enthusiastic group of board members. We will seek their guidance and support in all aspects of PENCIL work.*

1. Recruit and retain a diverse cohort of professionals to support volunteerism and fundraising through the Governing Board and Emerging Leaders Board
2. Recruit and equip board members to host lunch-and-learns to expose their professional/personal networks to PENCIL's work
3. Design & pilot opportunities for board members to engage with each other, building community and trust
4. Provide mentoring of new members to facilitate their connection to the group
5. Annual satisfaction survey results indicate that at least 85% of board members are Highly Satisfied with their experience

***Capital Campaign – Chief Executive Officer**

Co-chairs: Norman Merrifield and Lillian Blackshear

FY27 Goals ~ *PENCIL will plan and execute a 3-yr plan fundraising campaign to secure capital investments in a long-term facility including an expanded warehouse and infrastructure upgrades..*

1. Ensure 100% board giving to campaign and help each member be a confident and informed advocate for the project
2. Meet capital campaign fundraising pledge goal of \$4M

***Finance – Chief Finance Officer**

Chair: Kenny Crapse

FY27 Goals ~ *PENCIL will maintain robust practices in financial oversight and compliance that underpin our ability to grow purposefully and sustainably in our staffing, fundraising, and fiscal sponsorship models.*

1. Establish monthly, quarterly, and annual cadences to monitor our financial health and budget, and support PENCIL's annual audit process

Seasonal committees

- Back to School Breakfast
- Principal For a Day
- A Little Night of Music

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