



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

SOUTHERN NEVADA TRADES HIGH SCHOOL

NOTICE OF PUBLIC MEETING

The Southern Nevada Trades High School (SNTHS) will conduct a virtual public meeting on **Monday, December 9, 2024**, beginning at 5:00pm at our school site 1580 Bledsoe Lane, Las Vegas, NV 89110 and the following Google Meets link:

meet.google.com/kpn-jnnk-pwx

This public meeting will be conducted in accordance with Nevada's Open Meeting Law, NRS 241.020.

Public Comment: Time for public comment will be provided at the beginning of the meeting regarding any agenda items on which action may be taken by the public body and again before the adjournment of the meeting on any matter within the jurisdiction of the Southern Nevada Trades High School Board. See NRS 241.020(2)(d)(3)(I).

Public comment may also be provided telephonically by utilizing the following conference call line: +1 626-346-9543
PIN: 170 687 012#

Finally, public comment may also be submitted in writing via email at snthsinfo@gmail.com and any such public comment received prior to or during the meeting will be provided to the Board and included in the written minutes of the meeting.

A time limit of three (3) minutes, subject to the discretion of the Chair, will be imposed on public comments in order to afford all members of the public who wish to comment an opportunity to do so within the timeframe available to the Board. Public comment will not be restricted based on viewpoint.

The Board reserves the right to take agenda items out of order, items may be removed or delayed from the agenda at any time, and two or more items may be combined for consideration.

Board Members:

Officers: Brett Willis, Chair; Rebecca Merrihew, Vice Chair; Lisa Jones, Treasurer; Kelly Gaines, Secretary.

Directors: Kara Arenas, Tina Frias, Amber Hogan, Tina Morgan, Kelly Suiter, Michael Van, Dan Wright & Carlos Zuluaga

Guests:

Bob DeRuse, Advisory Board

Nicholas Mawad, EdTec

Brian Hardy, Velez-Hardy

SNTHS Staff:

Julie Carver, Executive Director

Candi Wadsworth, Principal



AGENDA

- 1) Call to Order & Roll Call.
- 2) Public Comment #1.
Public Comment will be taken during this agenda item regarding any item appearing on the agenda. No action may be taken on a matter discussed under this item until the matter is included on an agenda as an item on which action may be taken. See NRS 241.020. A time limit of three (3) minutes, subject to the discretion of the Chair, will be imposed on public comments. The Chair may allow additional public comment at his discretion. Public Comment #2 will provide an opportunity for public comment on any matter not on the agenda.
- 3) Approval of November 18, 2024, SNTHS Board Meeting Action Minutes. The Board will review and possibly approve the action minutes from the November 18, 2024 Board meeting.
Brett Willis, Chair. ***For Possible Action.***
- 4) Committee Reports. ***Information/Discussion***
 - a. Finance, Lisa Jones, Treasurer
 - b. CTE Build, Rebecca Merrihew, Vice Chair
- 5) Loan Revocation. Upon guidance of the SPCSA, Vice Chair Rebecca Merrihew will propose the board revoke their prior motion approving a line of credit from Chair Brett Willis. ***For Possible Action.***
- 6) October 2024 Financials. Nicholas Mawad will present the financials and cash flow to the Board for approval.
For Possible Action
- 7) CCSD Loan Option. Board Chair Brett Willis and Executive Director Julie Carver will present the possibility of a loan from Charter Schools Development Corporation. ***For Possible Action***
- 8) Marketing Report. Executive Director Julie Carver will update the Board on enrollment and fundraising efforts.
Information/Discussion
- 9) Marketing Proposals Review. Executive Director Julie Carver will present the proposals for marketing plans for board consideration. ***For Possible Action***
- 10) Executive Director's Report. Executive Director Julie Carver will provide the Board with information and updates. Julie Carver, Executive Director. ***Information/Discussion.***
- 11) Holiday Celebration. Chair Brett Willis will lead a discussion on possible holiday celebrations for the faculty and staff. ***Information/Discussion***

Public Comment #2.

Public comment will be taken during this agenda item on any matter not on the agenda. See NRS 241.020(d)(3). No action may be taken on a matter raised under this item until the matter is included on an agenda as an item



SOUTHERN NEVADA TRADES HIGH SCHOOL

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on which action may be taken. A time limit of three (3) minutes, subject to the discretion of the Chair, will be imposed on public comments. The Chair may allow additional public comment at her discretion.

12) Adjournment.

Supporting materials for items listed on the above-referenced agenda are available, at no charge, at the Southern Nevada Trades High School website, <https://www.snvtradeshighschool.org/> and by contacting Julie Carver, Executive Director via email at snthinfo@gmail.com, or via phone at 702-758-3512.

In accordance with Nevada's Open Meeting Law, this public notice and agenda has been posted on or before December 4, 2024, as follows:

At the Southern Nevada Trades High School website <https://www.snvtradeshighschool.org/>

and

At the State of Nevada's official website, <https://notice.nv.gov/>



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DECLARATION OF POSTING

Pursuant to NRS 53.045, I declare under penalty of perjury that the following is true and correct:

That on or before December 4, 2024, this Public Notice and Agenda was posted at the above-referenced websites and locations.

Southern Nevada Trades High School



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MEETING MINUTES

NOTICE OF PUBLIC MEETING

The Southern Nevada Trades High School (SNTHS) will conduct a virtual public meeting on **Monday, November 18, 2024**, beginning at 5:00pm at our school site 1580 Bledsoe Lane, Las Vegas, NV 89110 and the following Google Meets link:

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The Board reserves the right to take agenda items out of order, items may be removed or delayed from the agenda at any time, and two or more items may be combined for consideration.

Board Members Present:

Officers: Brett Willis, Chair; Rebecca Merrihew, Vice Chair; Lisa Jones, Treasurer

Directors: Amber Hogan, Tina Morgan, Kelly Suiter, Dan Wright & Carlos Zuluaga

Board Members Absent:

Officers: Kelly Gaines, Secretary

Directors: Kara Arenas, Tina Frias, Michael Van

Guests:

Bob DeRuse, Advisory Board

Nicholas Mawad, EdTec

Brian Hardy, Velez-Hardy

SNTHS Staff:

Julie Carver, Executive Director

Candi Wadsworth, Principal

AGENDA



- 1) Call to Order & Roll Call.
Brett Willis started meeting and Julie Carver began recording at 5:03 PM. Brett Willis took roll call of Board Members.
- 2) Public Comment #1.
Public Comment will be taken during this agenda item regarding any item appearing on the agenda. No action may be taken on a matter discussed under this item until the matter is included on an agenda as an item on which action may be taken. See NRS 241.020. A time limit of three (3) minutes, subject to the discretion of the Chair, will be imposed on public comments. The Chair may allow additional public comment at his discretion. Public Comment #2 will provide an opportunity for public comment on any matter not on the agenda.
No public comment.
- 3) Approval of October 14, 2024, SNTHS Board Meeting Action Minutes. The Board will review and possibly approve the action minutes from the October 14, 2024 Board meeting.
Brett Willis, Chair. ***For Possible Action.***
Rebecca Merrihew made a motion to approve the October 14, 2024 meeting minutes. Tina Morgan seconded. All in favor. No one opposed. Motion passed.
- 4) Audit. The Audit committee and the auditors from Velez-Hardy will present the audit report to the board.
For possible Action
Brian Hardy went through the audit report. Main points, reason for audit is for fair and accuracy of how the financials are presented. Provided a high-level overview of financial statements from perspective of charter school versus other business financials. Reported a clean audit with no findings.
Lisa Jones made a motion to approve the audit report. Carlos Zuluaga seconded. All in favor. No one opposed. Motion passed. Brett Willis signed the letter.
- 5) Committee Reports. ***Information/Discussion***
 - a. Academics, Tina Morgan, Member
No updates given/provided by Tina Morgan. Candi Wadsworth discussed the academic intervention program that went well. Benchmark for gains in January.
 - b. Facilities, Rebecca Merrihew, Vice Chair
Commission hearing coming, no date was provided.
 - c. Marketing, Kelly Gaines, Secretary
No update.
 - d. Finance, Lisa Jones, Treasurer
Bank Balance \$140,365. \$175,000 Construction tech grant approved; letter received.
 - e. Audit Committee, Lisa Jones, Treasurer
No acknowledgment of this agenda item in the meeting.
- 6) Committee revisions. Chair Brett Willis will propose changes to the board committees for discussion and possible approval. ***For Possible Action.***
Tina Morgan expressed that she doesn't think Academics is needed with Candi providing Principal updates. Julie Carver suggested the following committees: Governance, Financial, and Building projects for the students. Retain Audit and Finance, Academics, Governance committees but not report each month. Disband Facilities and Marketing committee. Begin CTE Build committee chaired by Rebecca Merrihew for student building projects.
Tina Morgan made a motion to approve the retention, disband and new committees stated. Rebecca Merrihew seconded. All in favor. No one opposed. Motion passed.



- 7) Principal Report. Ms. Wadsworth will report on the classroom management and intervention strategies.
Information/Discussion
Kids are falling into place with new behavioral plan. Teachers had professional development and reset classroom expectations at the beginning of the quarter. The intervention program has begun and is doing well. Implemented student incentive programs and clubs. 186 current student count.
- 8) SPCSA Organizational Framework. Chair Brett Willis will update the board on the new SPCSA Framework and the plan for board training. **Information/Discussion.**
SPCSA has adopted a new rating/ranking system effective this academic year and will be providing training for board members to go through.
- 9) September 2024 Financials. Nicholas Mawad will present the financials and cash flow to the Board for approval. **For Possible Action**
Excluding further auditing discussions, because Brian Hardy provided earlier in the meeting. Revenue: ~\$196K. Expenses: ~\$364K, October rent was paid in September. Cash: ~\$226K. CSP grant remaining: ~\$148K. Pressing priority is cash flow management. Full details and supplemental documents provided in board packet.
Rebecca Merrihew made a motion to approve presented financials. Tina Morgan seconded. All in favor. No one opposed. Motion passed.
- 10) Marketing Report. Executive Director Julie Carver will update the Board on enrollment and fundraising efforts as well as the possibility of engaging a marketing firm. **Information/Discussion**
This monthly report will include enrollment, fundraising and community outreach initiatives. Social media launch today. Julie Carver joined Henderson Chamber of Commerce Construction committee. Received grant approval of \$175K from NSCB Commission on Construction Education. Currently interviewing Marketing companies to provide proposals for marketing plans.
- Executive Director's Report. Executive Director Julie Carver will provide the Board with information and updates. Julie Carver, Executive Director. **Information/Discussion.**
- Tomorrow is CSP follow-up visit, teachers and students will be interviewed by Opportunity 180. Received increased transportation funds from SPSCA.
- Next Board Meeting is December 9, 2024.
- Public Comment #2.
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No public comment.
- 11) Adjournment.
Meeting adjourned at 6:21 PM.

Supporting materials for items listed on the above-referenced agenda are available, at no charge, at the Southern Nevada Trades High School website, <https://www.snvtradeshighschool.org/> and by contacting Julie Carver, Executive Director via email at snthinfo@gmail.com, or via phone at 702-758-3512.



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and

At the State of Nevada's official website, <https://notice.nv.gov/>

DECLARATION OF POSTING

Pursuant to NRS 53.045, I declare under penalty of perjury that the following is true and correct:

That on or before November 13, 2024, this Public Notice and Agenda was posted at the above-referenced websites and locations.

A handwritten signature in blue ink that reads "Julie Camar". The signature is written in a cursive, flowing style.

Southern Nevada Trades High School

Southern Nevada Trades HS

Financial Update

NICK MAWAD

DECEMBER 9, 2024



Contents



- Projected 2023–24 Financial Performance Framework Metrics
- October 2024 Revenue
- October 2024 Expense
- 2024–25 Cash Flow Projection
- Balance Sheet as of October 2024
- CSP Grant Update
- 2024–25 Projected Revenue: Current vs. Previous



2023-24 FPF Metrics Projections



Projected 2023–24 Financial Performance Framework Metrics



Metrics below meant to test school's near-term financial health

Metric	Measures	Target	Forecasted Value
Current Ratio	Ability to meet financial obligations with current assets	>1.1	4.2
Unrestricted Days Cash on Hand	How many days school can pay expenses without additional cash	>30–60	63
Enrollment Forecast Accuracy	Whether the school met its enrollment projections	>95%	100%
Debt Default	Whether the school is delinquent on its debt	No	N/A

Projected 2023–24 Financial Performance Framework Metrics



Metrics below meant to test school's long term financial health

Metric	Measures	Target	Forecasted Value
Total Margin	Deficit or surplus yielded out of revenue	Positive	-59%
Debt (Liability) to Asset Ratio	Extent to which schools relies on borrowed funds to operate	<0.9	1.03
Cash Flow	Change in cash balance from one period to another	Positive	N/A
Debt Service Coverage Ratio	Ability to cover debt obligations in current year	>1.1	N/A

October 2024 Financials



October 2024 Revenue Breakdown



Earned \$282,575 of Revenue in October

Revenue Source	Amount	Description
Local Revenue	\$2,096	Fundraising and bank interest
PCFP Base Funding	\$148,427	Q1 ADE – 186.8
Other PCFP Funding	\$8,786	ELL & At-Risk
Other State Revenue	\$17,500	Transportation Grant
CSP	\$79,519	Salaries/benefits, marketing, technology, curriculum
NSLP	\$26,247	August and September reimb.
Total Revenue	\$282,575	

October 2024 Expense Breakdown



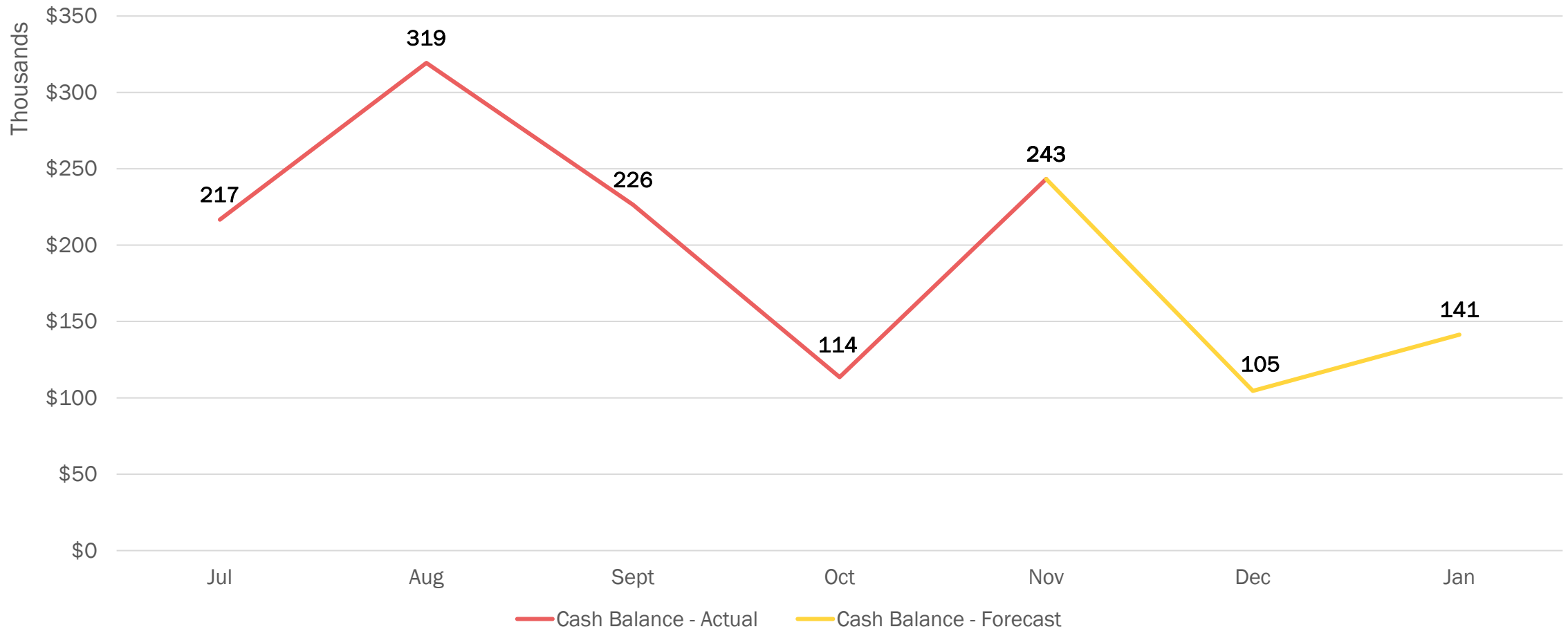
Incurred \$284,096 of Expense in October

Expense Category	Amount	Description
Salaries & Benefits	\$149,723	Standard monthly base pay
Property Expense	\$15,820	Utilities, repairs, copier lease
Services	\$58,240	Substitutes, audit, marketing, liability insurance
Supplies	\$59,706	Technology, curriculum, general supplies
Miscellaneous	\$606	PY expense
Total Expense	\$284,096	

2024-25 Cash Flow Projection



October balance \$114k, projected to remain positive through January, but contingent on receipt of expected fundraising



Balance Sheet as of October 2024

Shows what SNTHS owns and owes as of 10/31/24

		June 2024	October 2024	YTD Change
Assets	Cash Balance	379,577	113,566	(266,011)
	Current Assets (Accounts Receivable)	230,065	252,574	22,509
	Capital Assets	40,039	40,039	-
	Other Assets	25,749,579	25,749,579	-
	Total Assets	26,399,260	26,155,758	(243,502)
Liabilities & Equity	Current Liabilities	129,757	92,812	(36,945)
	Long-Term Liabilities	26,902,693	26,902,693	-
	Beginning Net Assets	690,575	(633,190)	(1,323,766)
	Net Income (Loss) to Date	(1,323,766)	(206,557)	1,117,209
	Total Liabilities & Equity	26,399,260	26,155,758	(243,502)

Cash balance of \$114k
AR balance – October PCFP, September and October CSP
Current Liabilities – AP, October PERS, and ACE

CSP Grant Update

As of 10/31, SNTHS has spent \$1.43 million, which leaves \$68k remaining

Account	Description	Total Budget- Current	Total Reimbursement Requests Submitted	Budget Remaining
100	Compensation	397,723	377,372	20,351
200	Benefits	123,747	104,124	19,624
300	Contracted services	155,022	149,263	5,759
345	Marketing	200,000	190,886	9,114
520	Insurance	3,472	3,472	-
600	Curriculum/CTE Supplies	197,176	199,436	(2,259)
651/734	Tech/IT Equipment/Software	114,446	134,366	(19,919)
733	Furniture & Equipment	308,413	272,559	35,854
	Totals	1,500,000	1,431,476	68,524

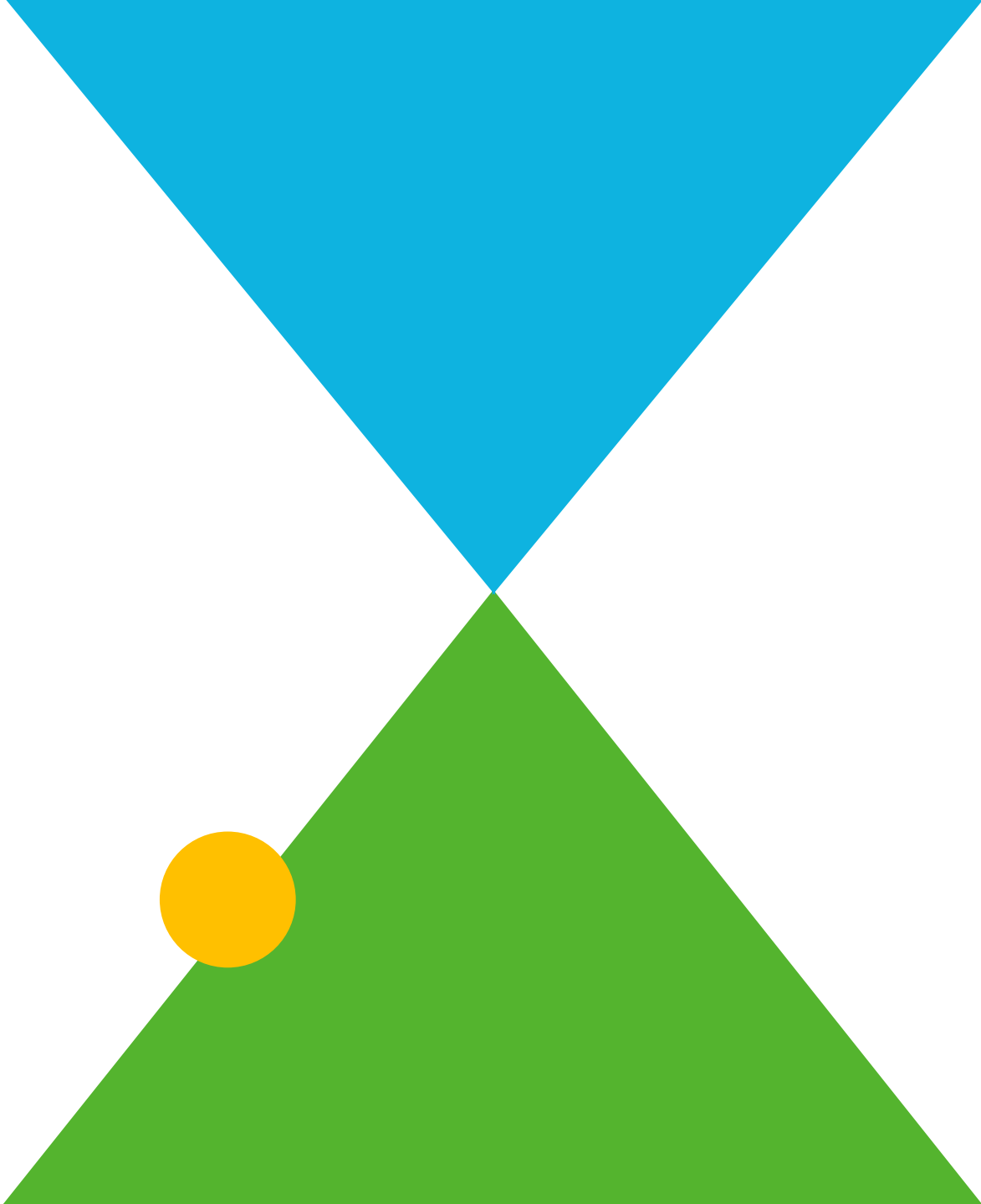
2024–25 Projected Revenue: Current vs. Previous

Fundraising and Construction Grant helping to offset ADE drop – overall \$300k increase

Previous Forecast Projected Revenue	\$2,705,031	
Fundraising	\$194,600	Majority soon to be collected
Construction Commission Grant	\$175,000	Approved in November
Other State Revenue	\$87,106	Majority is PCFP FRL based on PY
State Transportation Grant	\$27,660	Updated entitlement
Federal Revenue	-\$57,339	Final Title entitlements
PCFP Base Funding	-\$124,265	186.8 ADE vs. 200 in Previous Forecast
Updated Projected Revenue	\$3,007,793	

Most amounts are final – exceptions are Fundraising and PCFP Base Funding

Exhibits



Southern Nevada Trades High School
Income Statement
As of Oct FY2025

	Actual				YTD	Budget & Forecast				
	Jul	Aug	Sep	Oct	Actual YTD	Approved Budget v1	Current Forecast	Approved Budget v1 vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
SUMMARY										
Revenue										
Revenue from Local Sources	5,538	9,113	110	2,096	16,857	350,000	-	(350,000)	(16,857)	
State Revenue	210,079	170,264	172,203	174,714	727,260	3,031,944	2,058,671	(973,273)	1,331,411	35%
Federal Revenue	211,577	32,509	23,562	105,765	373,414	419,540	646,360	226,820	272,946	58%
Total Revenue	427,194	211,886	195,875	282,575	1,117,530	3,801,484	2,705,031	(1,096,453)	1,587,501	41%
Expenses										
Personnel Services-Salaries	96,857	102,083	101,824	102,434	403,197	1,203,000	1,203,000	-	799,803	34%
Personnel Services-Employee Benefits	40,286	51,060	43,291	47,289	181,926	573,939	573,028	912	391,102	32%
Professional and Tech Services	17,293	20,104	21,684	42,794	101,876	249,866	242,064	7,803	140,187	42%
Property Services	48,552	22,038	93,971	15,820	180,381	1,033,374	1,033,374	-	852,993	17%
Other Services	1,921	26,701	26,459	15,446	70,527	229,538	278,470	(48,933)	207,943	25%
Supplies	235,283	13,205	68,823	59,706	377,018	366,170	493,170	(127,000)	116,153	76%
Debt Service and Miscellaneous	-	1,071	7,484	606	9,161	-	-	-	(9,161)	
Total Expenses	440,192	236,263	363,536	284,096	1,324,087	3,655,887	3,823,106	(167,218)	2,499,018	35%
Operating Income	(12,999)	(24,377)	(167,661)	(1,521)	(206,557)	145,597	(1,118,075)	(1,263,671)	(911,518)	
Fund Balance										
Beginning Balance (Audited)						570,217	(633,190)			
Operating Income						145,597	(1,118,075)			
Ending Fund Balance						715,814	(1,751,265)			
Total Revenue Per ADE						12,672	13,525			
Total Expenses Per ADE						12,186	19,116			
Operating Income Per ADE						485	(5,590)			

Southern Nevada Trades High School
Income Statement
As of Oct FY2025

KEY ASSUMPTIONS

Enrollment Breakdown
 Enrollment Summary
 9-12
 Total ADE

Actual				YTD	Budget & Forecast				
Jul	Aug	Sep	Oct	Actual YTD	Approved Budget v1	Current Forecast	Approved Budget v1 vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
					300	200	(100)		
					300	200	(100)		

Southern Nevada Trades High School
Income Statement
As of Oct FY2025

		Actual				YTD	Budget & Forecast				
		Jul	Aug	Sep	Oct	Actual YTD	Approved Budget v1	Current Forecast	Approved Budget v1 vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
REVENUE											
Revenue from Local Sources											
1500	Investment Income	38	113	110	96	357	-	-	-	(357)	
1920	Contributions and Donations From Private Sources	5,500	9,000	-	2,000	16,500	350,000	-	(350,000)	(16,500)	
SUBTOTAL - Revenue from Local Sources		5,538	9,113	110	2,096	16,857	350,000	-	(350,000)	(16,857)	
Intermediate Revenue Sources											
SUBTOTAL - Intermediate Revenue Sources		-	-	-	-	-	-	-	-	-	
State Revenue											
3110.201	PCFP - Base Funding	145,917	145,917	145,917	148,427	586,178	2,824,200	1,882,800	(941,400)	1,296,622	31%
3200	State Funds & Grants-in-Aid	55,376	-	17,500	17,500	90,376	144,300	95,299	(49,001)	4,923	95%
3254	PCFP - ELL	2,471	2,471	2,471	2,471	9,885	22,744	22,904	160	13,019	43%
3255	PCFP - FRL	6,315	6,315	6,315	6,315	25,261	-	-	-	(25,261)	
3270	State SpEd	-	15,560	-	-	15,560	40,700	57,668	16,968	42,108	27%
SUBTOTAL - State Revenue		210,079	170,264	172,203	174,714	727,260	3,031,944	2,058,671	(973,273)	1,331,411	35%
Federal Revenue											
4500.633	Title I	-	-	-	-	-	81,401	54,268	(27,134)	54,268	0%
4500.639	IDEA	-	-	-	-	-	77,231	51,488	(25,744)	51,488	0%
4500.658	Title III-LEP	-	-	-	-	-	6,638	4,425	(2,213)	4,425	0%
4500.661	CSP	211,577	32,509	17,673	79,519	341,278	50,000	400,000	350,000	58,722	85%
4500.688	McKinney Vento Homeless Education Funds	-	-	190	-	190	-	-	-	(190)	
4500.709	Title II	-	-	-	-	-	31,770	21,180	(10,590)	21,180	0%
4500.742	ESSER III	-	-	5,699	-	5,699	-	-	-	(5,699)	
4500.802	NSLP	-	-	-	26,247	26,247	172,500	115,000	(57,500)	88,753	23%
SUBTOTAL - Federal Revenue		211,577	32,509	23,562	105,765	373,414	419,540	646,360	226,820	272,946	58%
TOTAL REVENUE		427,194	211,886	195,875	282,575	1,117,530	3,801,484	2,705,031	(1,096,453)	1,587,501	41%

Southern Nevada Trades High School
Income Statement
As of Oct FY2025

		Actual				YTD	Budget & Forecast				
		Jul	Aug	Sep	Oct	Actual YTD	Approved Budget v1	Current Forecast	Approved Budget v1 vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
EXPENSES											
Personnel Services-Salaries											
101	Salaries-Teachers	54,934	59,548	59,267	60,381	234,130	721,000	661,000	60,000	426,870	35%
102	Salaries-Instructional Aides	3,333	3,333	3,333	3,333	13,333	40,000	40,000	-	26,667	33%
104	Salaries-Licensed Administration	7,875	7,875	7,875	7,875	31,500	94,500	94,500	-	63,000	33%
105	Salaries-Non-licensed Administration	17,667	17,667	17,667	17,667	70,667	152,000	212,000	(60,000)	141,333	33%
106	Salaries-Other Licensed Staff	5,583	5,583	5,583	5,583	22,333	118,500	118,500	-	96,167	19%
107	Salaries-Other Classified/Support Staff	7,465	8,076	8,099	7,594	31,234	77,000	77,000	-	45,766	41%
SUBTOTAL - Personnel Services-Salaries		96,857	102,083	101,824	102,434	403,197	1,203,000	1,203,000	-	799,803	34%
Personnel Services-Employee Benefits											
210	Employee Benefits - Group Insurance	5,981	14,483	9,186	10,118	39,768	121,800	121,800	-	82,032	33%
220	Employee Benefits - Social Security Contributions	309	362	377	346	1,394	-	-	-	(1,394)	
230	Employee Benefits - Retirement Contributions	30,250	31,643	30,394	31,845	124,133	397,980	397,980	-	273,847	31%
240	Employee Benefits - Medicare Payments	1,378	1,454	1,450	1,460	5,743	17,444	17,444	-	11,701	33%
260	Employee Benefits - Unemployment Compensation	2,367	3,119	1,883	1,821	9,190	25,922	25,010	912	15,820	37%
270	Employee Benefits - Workers Compensation	-	-	-	1,699	1,699	10,794	10,794	-	9,095	16%
SUBTOTAL - Personnel Services-Employee Benefits		40,286	51,060	43,291	47,289	181,926	573,939	573,028	912	391,102	32%
Professional and Tech Services											
310	Office/Administrative Services	245	249	166	171	831	4,464	4,464	-	3,632	19%
320	Professional Educational Services	-	-	11,685	6,415	18,100	103,408	90,605	12,803	72,505	20%
331	Training & Development Services - Teachers	5,699	1,097	-	597	7,393	12,000	12,000	-	4,607	62%
340	Other Professional Services	5,000	500	-	11,500	17,000	30,125	30,125	-	13,125	56%
340.1	Business Service Fees	5,833	5,833	5,833	5,833	23,333	70,000	70,000	-	46,667	33%
345	Marketing Services	516	12,425	-	12,425	25,366	20,000	25,000	(5,000)	(366)	101%
350	Technical Services	-	-	4,000	5,853	9,853	7,200	7,200	-	(2,653)	137%
352	Other Technical Services	-	-	-	-	-	2,670	2,670	-	2,670	0%
SUBTOTAL - Professional and Tech Services		17,293	20,104	21,684	42,794	101,876	249,866	242,064	7,803	140,187	42%
Property Services											
410	Utility Services	31	3,796	7,458	94	11,379	52,800	52,800	-	41,421	22%
411	Water and Sewer	-	1,462	586	657	2,705	48,000	48,000	-	45,295	6%
421	Garbage and Disposal	-	-	388	1,771	2,159	24,000	24,000	-	21,841	9%
422	Janitorial and Custodial Services	2,723	-	-	-	2,723	5,000	5,000	-	2,277	54%
430	Repairs and Maintenance Services	2,805	14,980	2,497	3,027	23,309	35,000	35,000	-	11,691	67%
441	Rent - Land and Building	42,768	-	81,821	-	124,589	852,154	852,154	-	727,564	15%
443	Rentals of Computers and Related Equipment	-	-	-	4,149	4,149	14,760	14,760	-	10,611	28%
450	Construction Services	-	-	972	-	972	-	-	-	(972)	
490	Other Purchased Property Services	225	1,800	247	6,123	8,395	1,661	1,661	-	(6,735)	506%
SUBTOTAL - Property Services		48,552	22,038	93,971	15,820	180,381	1,033,374	1,033,374	-	852,993	17%
Other Services											
519	Student Transportation	-	18,435	19,125	1,788	39,348	144,300	190,000	(45,700)	150,653	21%
522	Liability Insurance	-	5,638	2,426	9,043	17,108	27,335	42,335	(15,000)	25,227	40%
535	Phone & internet services	97	804	97	402	1,401	6,600	6,600	-	5,199	21%
540	Advertising	-	-	1,686	2,382	4,067	3,000	3,000	-	(1,067)	136%
550	Printing and Binding	-	-	-	-	-	1,000	1,000	-	1,000	0%
570	Food Service Management	-	-	1,301	-	1,301	12,000	12,000	-	10,699	11%
591	CS Sponsor Fee (1.25% of PCFP)	1,824	1,824	1,824	1,832	7,304	35,303	23,535	11,768	16,231	31%
SUBTOTAL - Other Services		1,921	26,701	26,459	15,446	70,527	229,538	278,470	(48,933)	207,943	25%

Southern Nevada Trades High School
Income Statement
As of Oct FY2025

		Actual				YTD	Budget & Forecast				
		Jul	Aug	Sep	Oct	Actual YTD	Approved Budget v1	Current Forecast	Approved Budget v1 vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
Supplies											
610	General Supplies	-	6,800	16,469	4,674	27,943	24,000	24,000	-	(3,943)	116%
612	Non-capitalized equipment	120,231	-	31,302	-	151,533	32,000	164,000	(132,000)	12,467	92%
630	Food	-	-	20,702	958	21,660	196,200	133,200	63,000	111,540	16%
641	Textbooks	102,547	-	-	-	102,547	42,000	100,000	(58,000)	(2,547)	103%
650	Supplies-Information Technology-related - General	9,750	6,405	120	38,095	54,370	41,970	41,970	-	(12,399)	130%
651	Supplies - Technology - Software	2,755	-	230	11,980	14,965	25,000	25,000	-	10,035	60%
653	Web-based and similar programs	-	-	-	4,000	4,000	5,000	5,000	-	1,000	80%
SUBTOTAL - Supplies		235,283	13,205	68,823	59,706	377,018	366,170	493,170	(127,000)	116,153	76%
Depreciation Expense											
SUBTOTAL - Depreciation Expense		-	-	-	-	-	-	-	-	-	-
Debt Service and Miscellaneous											
810	Dues and Fees	-	904	-	-	904	-	-	-	(904)	
832	Interest	-	168	-	-	168	-	-	-	(168)	
890.1	Miscellaneous Expenditures - Prior Year Expenses	-	-	7,484	606	8,090	-	-	-	(8,090)	
SUBTOTAL - Debt Service and Miscellaneous		-	1,071	7,484	606	9,161	-	-	-	(9,161)	
Other Items - Expense											
SUBTOTAL - Other Items - Expense		-	-	-	-	-	-	-	-	-	-
TOTAL EXPENSES		440,192	236,263	363,536	284,096	1,324,087	3,655,887	3,823,106	(167,218)	2,499,018	35%

	November	December	January
Beginning Balance	\$113,566		
Inflows:			
PCFP	\$324,441		\$154,000 <i>*November payment received early</i>
CSP		\$17,000	\$92,700 <i>*Based on submitted reimbursement requests</i>
Other Sources	\$56,000	\$210,100	\$75,000 <i>*Anticipated fundraising and Construction Commission Grant</i>
Total Inflows	\$380,441	\$227,100	\$321,700
Outflows:			
Payroll	\$100,566	\$110,000	\$100,000
PERS		\$66,000	\$33,000 <i>*Two payments in December</i>
Rent	\$81,821	\$81,821	\$81,821
Other Bills	\$68,339	\$108,000	\$70,000 <i>*Estimate</i>
Total Outflows	\$250,726	\$365,821	\$284,821
Net Difference	\$129,715	-\$138,721	\$36,879
Ending Cash Balance	\$243,281	\$104,560	\$141,439

Southern Nevada Trades High School
Balance Sheet
As of Oct FY2025

	Jun FY2024	Oct FY2025	YTD Change
ASSETS			
Cash Balance	379,577	113,566	(266,011)
Current Assets	230,065	252,574	22,509
Capital Assets	40,039	40,039	-
Other Assets	25,749,579	25,749,579	-
TOTAL ASSETS	26,399,260	26,155,758	(243,502)
LIABILITIES & EQUITY			
Current Liabilities	129,757	92,812	(36,945)
Long-Term Liabilities	26,902,693	26,902,693	-
Beginning Net Assets	690,575	(633,190)	(1,323,766)
Net Income (Loss) to Date	(1,323,766)	(206,557)	1,117,209
TOTAL LIABILITIES & EQUITY	26,399,260	26,155,758	(243,502)



**Marketing Report
November 18, 2024**

Marketing Objectives

- **Increase Enrollment**
- **Strengthen Community Engagement/Outreach**
- **Raise Funds**

Enrollment

Target	Activity	Outcome
Middle School Students	<p>12/6/2024 LIED Middle School Preview Day—11 students attended NV Prep rescheduling</p> <p>1/11/2024 Date Change- Participating in new high school fair offshoot of School Choice Fair in December</p> <p>1/25/2024 School Choice Fair</p> <p>Social media campaign with Mariposa</p>	<p>Student recruitment</p> <p>Targeted parent audience</p> <p>100k impressions, 586 clicks and 33 leads Testing Facebook leads vs. go to our website</p>
Current High School Students	<p>Coordinating efforts with Mariposa for social media and parent referral campaigns for January enrollment push</p> <p>Student referral campaign</p> <p>Juvenile Justice</p>	<p>Referral program launched this week via email campaign</p> <p>Ongoing -11 for fall</p>



	Foster Youth	Information being shared within dept and with parents 2 students enrolled Met with RennerVation Foundation and will be holding a foster youth resource fair on campus in February
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Students

9 th	53
10 th	61
11 th	67
TOTAL	181
Incoming 2024-25	31

Community Engagement/Outreach

NCRGB	Golf tournament and board meeting attendance to receive \$2100 check
Beazer	Tentative 2/28/2025 “Beazer Day” including student assembly, faculty lunch and school beautification
Lennar	Site Trip for Juniors in the Spring
KB Home Energy Star 200k Home Celebration	10 SNTHS students attending as honored guest for tour and lunch
Nevada Builders Foundation	Follow up from summer meeting- 12/ 2 check presentation with students \$3000
Legislator Visits	12/4 Speaker Steve Yeager and Assemblymember Lisa Cole 12/11 9:30AM-10:30AM <ul style="list-style-type: none"> ○ Councilwoman Olivia Diaz ○ Councilman Scott Black ○ Commissioner Segerblom



	<ul style="list-style-type: none"> • 10:30AM-11:30AM <ul style="list-style-type: none"> ○ Councilman Brian Knudsen ○ Councilwoman Nancy Brune ○ Commissioner Michael Naft • 11:30AM-12:30PM <ul style="list-style-type: none"> ○ Councilman Isaac Barron ○ Senator Roberta Lang
Henderson Chamber	12/16 Construction Committee Meeting
Opp180 Public Service Campaign in favor of Charter Schools	Commercials are complete but can't be shared until Opp180 launches
Teen Fix and Flip	Met with Clifton Hinds who is spear-heading-trailer is done and being pitched

Fundraising

- \$30k from Southern Nevada Concrete & Aggregates Association
- \$10k Red Rock Insulation
- \$40K Silver Lake Construction
- \$75k SNHBA early donation in lieu of next fiscal year
- US Bank and Wells Fargo grants in process
- Planning ABC Donor Event with Kara Arenas
- Recognition signs finalized and will be in place for event

QUOTE FOR REQUESTED MARKETING SERVICES

This proposal outlines the scope of work for developing a comprehensive marketing plan for Southern Nevada Trades High School. The plan will focus on increasing brand awareness, attracting new students, and securing additional funding.

Project Deliverables

Brand Audit:

Visual Identity Audit:

- *Logo:* Evaluation of the logo's effectiveness, relevance, and versatility.
- *Color Palette:* Assessment of the color scheme's impact on brand perception and consistency.
- **Typography:** Analysis of font choices and their alignment with the brand's personality.

Messaging and Tone of Voice:

- *Brand Messaging:* Review of the core brand message and its effectiveness in communicating the school's value proposition.
- *Tone of Voice:* Evaluation of the brand's tone of voice across various channels (e.g., website, social media, print materials).

Digital Presence:

- *Website Audit:* Assessment of website design, user experience, and mobile optimization.
- *Social Media Audit:* Analysis of social media presence on relevant platforms (e.g., Facebook, Instagram, TikTok, LinkedIn).
- *Online Reputation Management:* Review of online reviews, ratings, and social media sentiment.

Competitive Analysis:

- *Identification of Key Competitors:* Identifying direct and indirect competitors in the education sector.
- *Competitive Analysis:* Comparing the school's brand positioning, messaging, and marketing tactics to those of competitors.



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Las Vegas Nevada 89119
Phone: (702) 430-1080
Fax: (702) 430-1560

QUOTE FOR REQUESTED MARKETING SERVICES

Project Deliverables Continued

Marketing Strategy:

- Development of a comprehensive marketing strategy aligned with the school's goals.
- *Target Audience Segmentation*
 - Identify Primary and Secondary Audiences
 - Develop Audience Personas
- Decide best marketing channels
- Creation of a marketing calendar outlining key activities and deadlines.

Marketing Plan Document:

- A detailed written document outlining:
 - Marketing Strategy
 - Tactics
 - Budget.
- This document will include a detailed breakdown of the marketing mix to include:
 - *Product*: Analyze the school's programs and offerings.
 - *Price*: Determine tuition fees and financial aid options.
 - *Place*: Identify distribution channels (e.g., online applications, open houses, partnerships).
 - *Promotion*: Outline the marketing tactics to be used (e.g., social media, email marketing, public relations, advertising).
- It will also include Measurement and Evaluation
 - *Key Performance Indicators (KPIs)*: Identify key metrics to track the success of the marketing plan (e.g., website traffic, social media engagement, enrollment rates, fundraising revenue).
 - *Analytics Tools*: Utilize analytics tools to measure website traffic, social media engagement, and email performance.
 - *Regular Reporting*: Develop a system for tracking and reporting on marketing performance.



QUOTE FOR REQUESTED MARKETING SERVICES

Project Costs

The estimated cost for developing the marketing plan is as followed per phase:

- **Market Research and Analysis:** \$1400.00
- **Strategy Development:** \$2100.00
- **Marketing Plan Document Creation:** \$1120.00

Total \$4620.00



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SNTHS
SOUTHERN NEVADA
TRADES
HIGH SCHOOL

Chartwell Agency
Proposal for Marketing Support
December 2024

Dear Julie,

Thank you so much for the opportunity to share information about Chartwell Agency and a potential partnership with Southern Nevada Trades High School (SNTHS). Before you browse the proposal, we thought it might be helpful to share a bit more about Chartwell Agency, our award-winning capabilities; expertise with schools; depth of enrollment and fundraising experience; and our unique approach. We hope you can see why we are excited about working with SNTHS and what makes us a great partner.

- Chartwell **knows education**. We have worked with a variety of clients in the education industry, including large public-school districts, small private college-preparatory schools, charter schools, independent colleges, and regional universities. From developing exciting and effective enrollment campaigns to digital advertising and compelling content strategy, we've helped our clients shape, share, and leverage marketing that delivers awareness, enrollment, and fundraising success (because that is what it's all about!).
- We focus on **results, not just marketing activities**. With your goal to enhance the profile, enrollment, and resources of your school, our results-focused strategies are designed to meet your specific objectives.
- We have a **strong differentiator: messaging**. We are known for our ability to identify and collaborate with clients to create strong, authentic messaging to inform all other marketing strategies and tactics.
- We have expertise across five service lines, which allows for an **integrated approach** to all our recommended strategies. We'll consider and offer recommendations for every project, helping your team seize and balance opportunities across public relations, traditional advertising, digital marketing, social media, and training.
- We are **strategists and implementors**. We have the experience to create effective strategies and the team to turn that vision into reality. You can be assured that we'll help you think it through and get it done - we're your partners in this.
- Chartwell Agency is a **team** that works together with our clients. We are nine seasoned marketing, design, and public relations professionals, with a reputation for being a smart, "can-do" agency that is fun to work with.

We appreciate the opportunity to provide you with additional information, would be honored to work with you!

Sincerely,



Rebecca Epperson
Founder/CEO, Chartwell Agency



Emily Hartzog
President, Chartwell Agency



EXPERTS

IN EDUCATION MARKETING

We know and understand the education industry. With more than 20 years of educational marketing expertise under our belt, we understand the educational landscape and have worked with a variety of educational institutions, organizations, and associations.

Following are the school organizations we have worked with in the past. ***Bolded clients*** are linked to case studies for your reference. Additionally, case studies can be found on our website: <https://chartwellagency.com/ourwork/>.

K-12 PRIVATE AND PUBLIC SCHOOLS

- [**Rockford Public Schools**](#)
- [**Faith Christian School**](#)
- Harlem School District
- Hononegah School District
- [**Rockford Christian Schools**](#)
- Freeport Public Schools
- Rockford Lutheran
- Milwaukee Public Schools
- [**Belvidere School District**](#)
- North Boone School District
- Byron School District
- [**The Meadows School – Fundraising Campaign**](#)
- [**The Meadows School – Fund Development Video**](#)
- [**The Meadows School – Donor Publication**](#)
- Boylan Catholic High School
- [**Catholic Diocese of Rockford - Catholic Education**](#)
- St. Pope John Paul II Catholic Academy
- [**All Saints Catholic Academy**](#)
- [**Keith Country Day School – Digital Campaign**](#)
- [**Keith Country Day School – Marketing Campaign**](#)
- [**Keith Country Day School – Direct Mail Campaign**](#)
- [**Keith Country Day School – Website**](#)
- Saint Stanislaus

- Warriner Schools
- [**Racine Unified School District - Marketing Campaign**](#)

COLLEGES AND UNIVERSITIES

- Fairmont State University
- [**Highland Community College – President’s Report**](#)
- [**Highland Community College – Admissions Viewbook**](#)
- Lindenwood University
- [**Monmouth College**](#)
- [**Rockford University – Horizon Grant Marketing Campaign**](#)
- [**Rockford University – New Degrees Marketing Campaign**](#)
- Rock Valley College
- [**University of Illinois College of Medicine**](#)
- UW System Institute for Business & Entrepreneurship

EDUCATIONAL SUPPORT ORGANIZATIONS

- [**Alignment Rockford – Annual Report**](#)
- [**Alignment Rockford – Ready to Learn Campaign**](#)
- Diamond Assets
- [**RAMP**](#)
- [**Rockford Promise**](#)

KEY PERSONNEL



REBECCA EPPERSON, FOUNDER/CEO

Rebecca Epperson has more than 30 years of corporate communications, public relations, and marketing experience with a variety of organizations in developing and implementing strategic communications programs on a local, regional, national, and global basis.

Epperson has led the marketing and communications activities for a wide breadth of clientele including healthcare, education, technology, non-profits, biotechnology, consumer products, legal services, food service, hospitality, retail, financial services, communitywide initiatives, city governments and manufacturing. Her experience includes a full spectrum of marketing initiatives such as strategic direction, planning and implementation, corporate and brand positioning, collateral development, crisis management, media relations, industry analyst relations, presentation and media-interview training, event and trade show coordination, and editorial services, among others.



EMILY HARTZOG, PRESIDENT

Emily Hartzog has more than 20 years of experience in sales, marketing and public relations for industries as varied as financial services, economic development, higher education, technology, municipal agencies, and nonprofits. Hartzog has a strong background in strategic planning, integrated marketing communication evaluation and creation, event planning, writing, crisis communication, and social media initiatives.



CASSI STEURER, DIRECTOR

As a Director at Chartwell Agency, Cassi Steurer focuses on marketing initiatives for Chartwell clients, with a concentration on the education sector. She works with clients to provide thoughtful strategies that align with their business goals, elevate their brand, enhance their visibility, and better connect with their audiences.



JASON EDLÉN, VICE PRESIDENT, CREATIVE SERVICES

Jason Edlén has almost 20 years of experience in graphic design and creative direction. Edlén brings strong team and project organization, management, and photo, art, and video direction skills to the organization. He has won several awards for art direction, design and illustration, and video. His passion is creating design for clients that connects emotionally and meaningfully with their audiences.

OVERVIEW

Southern Nevada Trades High School (SNTHS) is an independent, free public charter school, open to all students. It started as a partnership between local industry and educators with a desire to provide Las Vegas high school students a quality education that prepares them for both college and career.

Its goal is to promote excellence in both academic and career technical education, providing students with a solid foundation for a career in construction-related careers after graduation. The school aligns academics, community partnerships, career and technical training, and career readiness planning in a high school experience that uniquely prepares its students for high-paying jobs in the community.



OBJECTIVES

SNTHS seeks a partner to assist in achieving the following objectives:

- Increase the admissions funnel, with the goal to reach the maximum enrollment of 400 students.
- Enhance general awareness of SNTHS, positioning the school as an option for students who are looking for a career-focused technical program or for whom traditional educational settings are not a good fit.
- Build meaningful relationships with organizations and individuals who can support the ongoing operations of the school with meaningful connections, funding and other valuable resources.
- Continue to build the ideal student profile, increasing the diversity of the student population.
- Assist in developing a comprehensive marketing plan that balances opportunities across channels for maximum reach and frequency.
- Position SNTHS as the top choice for students interested in an alternative high school experience.

ABOUT US

Chartwell Agency is an experienced team of 9+ professional marketing, content, public relations, social media, graphic design, and digital media experts. We pride ourselves on being a “can-do” agency that focuses on the results meaningful to our clients and thoughtfully integrates our strategies across platforms and tactics. We work in partnership with our client’s team, taking the heavy lifting off their shoulders and making it fun in the process.

22

years in education marketing

5

service lines for your needs

9+

experienced go-getters

Chartwell Agency’s roots are in meaningful storytelling. Founded 22 years ago as a focused PR firm, our philosophy is rooted in identifying, shaping, and sharing client stories to build connections to the people central to their success. Marketing is both an art and a science, and we weave thoughtful messaging with best practices to create marketing plans that deliver meaningful results.



A TWO-STEP APPROACH

There's a great expression that doing things right matters only if you are doing the right things.

Chartwell's process enhances marketing through a two-step approach. The first step, called the Foundation, makes sure we have the right message and solid working strategy in place. The second, called Implementation, ensures we are partners with your team to get the work done, measure the results, and adjust our strategies.

STEP ONE: FOUNDATION: GETTING IT RIGHT

STRATEGIC FACILITATION & MESSAGE DEVELOPMENT

We believe that a strong, shared vision and corresponding message is critical to any long-term efforts to establish and build the SNTHS awareness in the community. While we know initial background about SNTHS, our strategic facilitation process brings together a group of representatives from the school (administrators, board members, students) to help define how to best position the charter school with its external audiences like prospective students and families, donors, and potential employers.

Out of this meeting comes a summary of the conversations and a message map – a visual representation of the most important positioning statements about SNTHS' model, offerings, and opportunities to share repeatedly and consistently in all formal and informal communications. This session helps chart direction, provide focus, and serve as a foundation upon which all other activities are based.

Deliverables include:

- ✓ Facilitated 90-minute message meeting
- ✓ Message meeting summary
- ✓ SNTHS message map

INTEGRATED COMMUNICATION PLAN

Chartwell develops a comprehensive 12-month marketing plan, called an Integrated Communications Plan (ICP), which integrate activities across traditional marketing, digital marketing, traditional advertising, public relations, social media, and community outreach toward desired objectives. These plans are both strategic in approach and implementable in nature.

Once developed, SNTHS will have an expertly designed marketing gameplan to build awareness and set the stage for ongoing growth and success. The plan could include:

- ✓ Public relations strategy to earn media coverage and visibility.
- ✓ Recommendations for ongoing communications and content strategy (newsletters, blogs, etc.).
- ✓ Recommendations for a social media strategy and engagement.
- ✓ Recommendations for community outreach and relationship-building activities that cultivate meaningful connections.
- ✓ Opportunities to extend the reach of messaging through traditional and digital advertising.

MARKETING CAMPAIGN

The goal of a marketing campaign is to provide the creative vehicle to carry the SNTHS message to families, donors, and employers in the market. The campaign becomes the umbrella that extends awareness of the SNTHS brand while having the flexibility to also drive enrollment and fundraising goals.

Deliverables include:

- ✓ A minimum of three campaign narratives defining the campaign headline, potential supporting copy, connection to the messaging, and use cases. From narratives, we select 1-2 concepts to advance to creative exploration.
- ✓ A minimum of two creative explorations, bringing the preferred concept(s) to life with sample applications for reference.
- ✓ Refinement of the selected campaign

STEP TWO: IMPLEMENTATION: GETTING IT DONE

Chartwell focuses on the development of strategies *and* serves as implementors of those strategies. We pride ourselves on becoming a seamless extension of our client's team, managing as much or as little of the campaign's creation and rollout as necessary. Chartwell Agency extends SNTHS with extremely diverse, experienced marketing, content, design, PR, and social media professionals.

ONGOING SUPPORT

Chartwell Agency offers ultimate flexibility around support to meet organizational needs while being efficient and effective with the budget. Each client's scope of work and budget is customized to our client's needs and we offer flexibility in the type of support relationship. The most common options include:

- **Core Retainer:** Chartwell defines a specific monthly scope of work and outcomes upon which our clients can rely for a flat monthly fee. The core retainer provides both our team and SNTHS with consistency and predictability in monthly outcomes and billing. Chartwell is charged with responsibility for longer-term strategies and outcomes and implements all tactics associated with those proactively, thoughtfully, and creatively.
- **Drawdown Budget:** The creation of an established drawdown budget allows flexibility in how and where you allocate a pre-approved budget. A drawdown budget sets a maximum investment annually from which we invoice against as activities are completed. Drawdowns are not pre-billed, but rather tracked, reported, and billed as utilized each month. As a result, the work and budget are variable month to month.
- **Project-Based Support:** Project work is best for well-defined, specific deliverables such as landing page development, collateral creation, or press conference coordination. Projects can be managed within an annual drawdown budget or quoted on a project-by-project basis.

BUDGETS

While our relationships and scopes of work are scalable, here are our estimates for SNTHS' consideration.

FOUNDATION			
Activity	Summary		Budget*
Facilitation and Message Map	Facilitated message meeting and SNTHS message map. Serves as the foundation of all communications efforts moving forward.		\$3,400
Integrated Communications Plan	A 12-month actionable marketing strategy to coordinate tactics across traditional/digital marketing, public/media relations, social media, special events, and outreach efforts for the school.		\$8,500 - \$10,000
Marketing Campaign	Development of at least three narratives, two creative campaign concepts, and refinement of the preferred concept.		\$8,750
ONGOING SUPPORT			
	Core Retainer	Drawdown Budget	Project-Based Support
Scope	Flexible within a broader definition of the scope of work and scaled within the core retainer budget each month. <i>*Additional work can be quoted outside the retainer.</i>	Included within overall drawdown budget; each month Chartwell will report on the amount of budget used and left for the year.	Estimated and billed by project
Monthly Budget	Consistent (Averages \$3,000 - \$4,500 though each client's budget is determined based on needs and available resources)	Varies	Varies

Budgets do not include printing, stock photography/video, printing, or other ancillary out-of-pocket expenses (such as ad buys). If needed, travel expenses include a travel day rate of \$500 per team member (for days traveling to and from the client location), plus all associated expenses (airfare, airport transfers, hotel, car, meals, gratuities, and other associated travel expenses). Necessary travel expenses will be estimated for approval prior to booking.

If selected, Chartwell Agency will work with SNTHS to confirm the approach and finalize firm **not-to-exceed** budgets. Unless the scope of work changes, Chartwell always stays within the presented budgets, even if the time spent exceeds our estimation. We want clients to feel confident in our partnership and secure knowing we're invested in your success.



ADDITIONAL RECOMMENDATIONS

Should time, interest, and budget allow, Chartwell also recommends and offers the following options as potential recommendations for SNTHS:

- **SEO Audit:** An SEO audit covers a variety of technical specifications and content that drive website performance from an organic search perspective. An SEO audit addresses potential roadblocks and presents recommendations to strengthen your website's core performance and SEO profile for targeted searches. Following an audit, Chartwell provides a full report and analysis to SNTHS along with next-step suggestions that can be implemented by your team staff and/or outsourced, as needed. Deliverables for the SEO Audit include a high-level executive summary, full report of findings, analysis of data, and actionable recommendations.
- **Website Updates:** A website is a school's virtual front door and your most active recruitment tool. As the place prospective families and donors visit to learn more about your school, it's important the user experience, interface, and backend structure meet ever-changing best practice standards. Website updates can implement recommendations from the SEO audit and support other needs to ensure your website is working as hard as you are to recruit, retain, and share the successes of your school.

NEXT STEPS

We look forward to connecting with you to walk through our proposal and answer all your questions!



www.snvtradeshighschool.org

Proposal for Marketing Plan Development

December 5, 2024



ADTACK[®]
creative



Introduction

Southern Nevada Trades School plays a vital role in equipping individuals with the skills needed for success in today's job market. As an institution with tremendous potential, the school can significantly expand its reach and impact through a focused marketing strategy tailored to its goals. ADTACK Creative proposes an initial engagement to collaboratively develop a comprehensive marketing plan that aligns with the school's vision, mission, and growth objectives.

This proposal outlines how ADTACK Creative will partner with Southern Nevada Trades School to analyze its current position, define strategic marketing goals, and create a detailed plan for effective execution.





Engagement Objectives

The purpose of this engagement is to collaborate with Southern Nevada Trades School to:

- 1. Understand Your Needs:** Deeply explore the school's objectives, challenges, and target audience.
- 2. Identify Opportunities:** Analyze the competitive landscape and uncover unique opportunities for growth and differentiation.
- 3. Develop a Customized Plan:** Create a flexible and actionable marketing strategy designed to achieve measurable results.
- 4. Establish a Foundation for Execution:** Lay the groundwork for a phased implementation of the plan, should you choose to move forward with execution services.



SNTHS
SOUTHERN NEVADA
TRADES
HIGH SCHOOL

Scope of Engagement

Our engagement will include the following key components:

1. Discovery Phase

- Conduct in-depth discussions with key stakeholders to understand the school's vision, offerings, target audiences, and current challenges.
- Review existing marketing materials, communication channels, and data to evaluate the current state.
- Perform a high-level analysis of the competitive landscape.

2. Goal Definition

- Collaborate to establish clear and measurable marketing goals.
- Define primary and secondary target audiences, including demographic and psychographic profiles.
- Align on key performance indicators (KPIs) to measure success.

3. Strategic Planning

- Develop an outline of potential marketing opportunities and tactics based on insights gathered during the discovery phase.
- Recommend marketing channels, messaging approaches, and branding strategies to position the school effectively.
- Create a high-level roadmap for implementation, tailored to budget and resource availability.

4. Presentation of Marketing Plan

- Deliver a detailed proposal outlining the marketing strategy and its components.
- Provide insights and recommendations for next steps, including options for ADTACK Creative to support execution.





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Engagement Timeline

We anticipate the engagement to unfold over the course of 2-3 weeks:

- **Week 1:** Kickoff meeting and discovery session.
- **Weeks 2-3:** Stakeholder interviews, data collection, and market analysis., goal-setting, tactics collaboration, budgeting.
- **Week 4:** Finalize and present the marketing plan.

This engagement represents the foundation of a successful marketing strategy and is priced to reflect the thorough research, collaboration, and expertise provided by ADTACK Creative.

Investment \$4,000

This fee covers discovery, stakeholder interviews, analysis, strategy development, and the final presentation of the marketing plan.



OUR PROCESS

GOALS

Focus on most profitable areas of growth

1

RESEARCH

Competitive analysis, keywords, audiences, platforms

2

STRATEGY

Personas, buyer's journey, messaging, conversion paths

3

AMPLIFY

Review what works and what doesn't.
Adapt.

7

ANALYSIS

Detailed and actionable reporting

6

EXECUTE

Implement plan

5

TACTICS

SEO, content, PPC, Social Media, Database Marketing and more

4



AD: prefix;
“to, towards”

TACK: sailing term; “adjust your sails to catch the wind in the direction you want to go”



OUR COMPANY

Since 2008, ADTACK Marketing has been front and center leading businesses and teams to reach exponential growth and amplify success. We specialize in digital and traditional marketing with a skilled marketing team that is continuously dedicated to finding your business’ winning formula for success.

We have a reputation of being our client’s secret weapon by providing resourceful, detailed and data-driven strategies in achieving your plotted business’ goals. We’re not just another marketing agency, we’re passionate people, with the same goal in mind as you—GROWTH.

Consider us an extension of your business. Expect nothing short of strategically driven results, creative, research, testing, technology, transparency and adaptation to bring your business goals and results to life.