



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 an in-person and virtual public meeting on campus on **Monday, March 30, 2026**, beginning at 5:00pm on the following Google Meets link:

Video call link: <https://meet.google.com/tox-exte-hdq>

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 +1 414-439-0102 PIN: 401 276 164#

Finally, public comment may also be submitted in writing via email at snthinfo@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 comments 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: Tina Frias, Amber Hogan, Charles Landon, Tina Morgan, Kelly Suiter, Michael Van, Dan Wright & Carlos Zuluaga

Parent Member: Marcey Olivas

Guests:

Bob DeRuse, Advisory Board

Brain Holmes, and Miguel D'Escoto, EdTec

SNTHS Staff:

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 comments on any matter not on the agenda.
- 3) Approval of Red Hook Second Amendment to Lease Agreement. Board Chair, Brett Willis, will share with the board the amended lease with Red Hook for possible approval. ***For Possible Action***
- 4) Enrollment Amendment for FY26 and FY 27. Board Chair, Brett Willis, will review the enrollment amendment packet with the board to update SNTHS enrollment for this school year and next. ***For Possible Action***
- 5) Update on search and hiring process for new Executive Director, Board Member, Kelly Gaines, will update the board on the search and hiring process that will begin for the new Executive Director. ***For Possible Action***
- 6) 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 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.
- 7) 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 Candi Wadsworth, Principal, via email at snthsinfo@gmail.com, or via phone at 702-706-1753.

In accordance with Nevada's Open Meeting Law, this public notice and agenda has been posted on or before March 25, 2026, 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/>



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

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 March 25, 2026, this Public Notice and Agenda was posted at the above-referenced websites and locations.

A handwritten signature in blue ink, appearing to read 'C. Wadsworth', is written over a light blue horizontal line.

Southern Nevada Trades High School

This **First Amendment to Promissory Note** (the "Amendment") is made and entered into as of [Insert Date], 2026, by and between **Southern Nevada Trade High School**, a Nevada nonprofit public benefit corporation ("Maker") , and **Red Hook SNTHS LLC**, a Delaware limited liability company ("Beneficiary").

Recitals

- **Original Note:** Maker executed a Promissory Note dated May 1, 2025, in the principal amount of **\$81,821.19** (the "Note").
- **Purpose:** The parties now desire to amend the Note to extend the Maturity Date and modify the interest payment schedule as set forth below.

1. Amendments to the Note

The following sections of the Note are hereby amended and restated as follows:

A. Section 2.3 (Payments): Maker shall pay Beneficiary annual interest payments on the first day of June each year, commencing on **June 1, 2026**, and continuing until the Maturity Date. Each annual payment shall consist of all Interest accrued on the Principal Amount during the preceding twelve-month period. All payments shall be made by automatic clearing house, wire transfer, or other electronic method acceptable to Beneficiary.

B. Section 3 (Maturity Date): The outstanding balance of the Principal Amount, together with any accrued but unpaid Interest, shall be all due and payable on **June 1, 2029** (the "Maturity Date"). If not paid by the Maturity Date, any accrued but unpaid Interest shall be added to the Principal Amount and accrue Interest at the Default Interest Rate.

2. General Provisions

- **No Other Changes:** Except as expressly modified by this Amendment, all other terms, covenants, and conditions of the Note remain in full force and effect.
- **Governing Law:** This Amendment shall be governed by and construed in accordance with the laws of the State of **California**.
- **Entire Agreement:** This Amendment, together with the Note, contains the entire understanding between the parties and may not be further modified except in writing signed by both parties.

Signatures

MAKER:

SOUTHERN NEVADA TRADE HIGH SCHOOL

By: _____ Name: **Brett Willis** Its: **Board Chair**

BENEFICIARY:

RED HOOK SNTHS LLC

By: _____

Its: _____

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MAKER:

SOUTHERN NEVADA TRADE HIGH SCHOOL

By: _____ Name: **Brett Willis** Its: **Board Chair**

BENEFICIARY:

RED HOOK SNTHS LLC

By: _____

Its: _____



Nevada State Public Charter School Authority

Request for Amendment to Charter Contract Application and Guidance

For charter schools seeking to make changes for which a Request for Amendment is required, contact SPCSA staff regarding the amendment application and other required documentation.

Danny Peltier, 775-687-9178, dpeltier@spsca.nv.gov
Katie Broughton, 775-399-3397, kbroughton@spsca.nv.gov

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Amendment Process Overview and Timeline

ACTIVITY	RESPONSIBLE PARTY	TIME FRAME
Notice of Intent to submit Request for Amendment	Charter School	Spring Cycle: Due No Later than March 1 Fall Cycle: Due No Later than September 1
Request for Amendment (RFA)	Charter School	Spring Cycle: Due Between April 1 – 15 Fall Cycle: Due Between October 1 – 15
Tentative Board Meetings for Possible Action	SPCSA Staff and Authority Board	Spring Cycle: June Fall Cycle: December or January

* For charter schools submitting outside of the amendment cycle, the charter school will be required to submit a Good Cause Exemption Request that is approved by the charter school’s board, along with the amendment application. Amendments may be submitted anytime throughout the school year if the Authority Board grants the good cause exemption request.

Introduction

Eligibility

To be eligible for consideration of a contract amendment, a school must submit a complete and accurate Request for Amendment following the requirements, directions, and deadlines stated herein. For SPCSA staff to recommend the approval of a Request for Amendment, the school should be in good standing in all three domains of the Authority's academic¹, financial, and organizational performance frameworks, and it must not be considered a low-performing school or otherwise ineligible according to any definition set forth in law or regulation.

For charter schools seeking to expand (i.e., adding a new campus, increasing grade levels, or raising their enrollment cap), strong applications typically include multiple years of meeting or exceeding state standards as defined by the Nevada Department of Education (NDE). Please note that charter school expansion requests must be submitted at least nine months before the proposed implementation date.

Ineligible schools may include, but are not limited to, schools that operate an elementary, middle, or high school with a 1- or 2- star Nevada School Performance Framework (NSPF) rating and/or receive a Does Not Meet Standard or Below Standard rating on the SPCSA Academic Performance Framework; schools that operate an elementary, middle, or high school program that is a priority or focus school; schools that operate high schools with graduation rates below 60%; schools with compliance issues, including participation warnings or penalties on the NSPF; and schools with financial or organizational framework deficiencies. A school that does not have at least one independent financial audit and one year of academic performance data is ineligible to apply for an expansion amendment.²

Types of Amendment

Requests for contract amendments that must be approved by the SPCSA board generally fall into one of the following categories, as outlined in [NRS 388A](#) and [NAC 388A](#).

- Enrollment adjustment:
 - Expand enrollment in existing grade levels
 - Expand enrollment in new grade levels
 - Reduce enrollment in existing grade levels
 - Eliminate a grade level or other educational service
- Add/adjust educational program components:
 - Distance education
 - Dual credit
- Management Organizations:
 - Entering into a new contract
 - Terminating the current contract
- Facilities:
 - Acquire/construct a new facility

¹ A charter school that is rated in the lowest 5% of public schools, receives a 1- or 2-star rating, or has a graduation rate of less than 67% is eligible to apply for certain amendments identified in [NRS 388A.367](#).

² Except if the Authority approved the school as an EMO replication of a high performing charter school in another state, or the operator applied as a CMO applicant and has replicated a high performing charter school model from another state.

- Occupy a new or additional facility
- Occupy a temporary facility
- Consolidate existing locations
- Closure of a campus within a charter network
- Other:
 - Change the mission statement, vision, or goals
 - Change the name of the school
 - Change conditions in the original or most recent contract
 - Transportation

If a charter school’s governing body seeks to amend its contract in a manner not explicitly listed above, it must submit a written request to the sponsor for a determination of whether the proposed change constitutes a material or nonmaterial amendment.

Requirements When Submitting a Request for Amendment

Notice of Intent

Any school interested in an amendment to its current charter contract must submit a Notice of Intent as part of the Fall or Spring Cycle. If the amendment is submitted outside of those cycles, it must include a Good Cause Exemption Request.

Application Submission Requirements

- Amendment requests must be developed using the templates provided.
- Completeness Check: Amendment requests will be vetted for completeness, including the submission of required attachments and confirmation of eligibility for the request.

Evaluation Process

Evaluators

Requests for charter contract amendments are evaluated by SPCSA staff.

Evaluation Areas

Evaluators will only recommend approval of a requested amendment if the school:

- Meets the eligibility requirements listed above.
- Meets the requirements of the completeness check.
- Provides a plan to implement the proposed changes to the school that is both comprehensive and feasible.
- Clearly demonstrates the financial feasibility of the proposed amendment.
- Presents a sufficiently detailed timeline for the implementation of the proposed changes.

Application for Amendment

Application Coversheet

Name of Charter School	Southern Nevada Trades High School	
Application Contact Information		
Full Name	Candi Wadsworth	
Role at School	Principal	
Phone	702-224-2771	
Email	Candi.wadsworth@snvtradeshighschool.org	
Amendment Sought (<i>select all that apply</i>)		
Enrollment adjustment		
<input type="radio"/> Expand enrollment in existing grade levels		<input type="checkbox"/>
<input type="radio"/> Expand enrollment in new grade levels		<input type="checkbox"/>
<input type="radio"/> Reduce enrollment in existing grade levels		<input checked="" type="checkbox"/>
<input type="radio"/> Eliminate a grade level or other educational service		<input type="checkbox"/>
Add/adjust educational program components		
<input type="radio"/> Distance education		<input type="checkbox"/>
<input type="radio"/> Dual credit		<input type="checkbox"/>
Management Organizations		
<input type="radio"/> Entering into a new contract		<input type="checkbox"/>
<input type="radio"/> Terminating the current contract		<input type="checkbox"/>
Facilities		
<input type="radio"/> Acquire/construct a new facility		<input type="checkbox"/>
<input type="radio"/> Occupy a new or additional facility		<input type="checkbox"/>
<input type="radio"/> Occupy a temporary facility		<input type="checkbox"/>
<input type="radio"/> Consolidate existing locations		<input type="checkbox"/>
<input type="radio"/> Closure of a campus within a charter network		<input type="checkbox"/>
Other		
<input type="radio"/> Change the mission statement, vision, or goals		<input type="checkbox"/>
<input type="radio"/> Change the name of the school		<input type="checkbox"/>
<input type="radio"/> Change conditions in the original or most recent contract		<input type="checkbox"/>
<input type="radio"/> Transportation		<input type="checkbox"/>
Acknowledgement		
<input checked="" type="checkbox"/>	The board of the charter school has approved this request. Attach the agenda and minutes from the applicable board meeting.	
Authorization		
School Leader Name	Candi Wadsworth	
Signature		
Board Chair Name	Brett Willis	
Signature		

Executive Summary

This section must be completed by all applicants, regardless of the type of amendment requested. All attachments in this section are required.

Eligibility

1. Statement of Eligibility. Please include the past three years of academic (by campus, if applicable), financial, and organizational ratings, which demonstrate eligibility.
OR
2. If the school does NOT meet the eligibility criteria, please provide a detailed explanation justifying the request and include any supporting evidence that demonstrates the school's readiness or compelling need for the proposed amendment.
 - a. We are requesting a reduction in our enrollment cap for the 2025-2026 school year and 3 subsequent years. As a newer, stand-alone charter school, that focuses on construction, the board and staff realize our former projections for enrollment may have been lofty. We have re-evaluated our enrollment projections based on the growth we have seen over the past three years and anticipate we will continue to experience.

Amendment Synopsis

1. Statement of Need. Clearly explain the circumstances prompting this amendment request. Include relevant data, facts, or events that support the need for the proposed change.
 - a. SNTHS board and staff have re-evaluated the rate at which we believe enrollment will grow based on the growth we have seen over the past three years. After this evaluation we realized that we need to reduce our enrollment cap to reflect a more realistic rate of growth.
 - b. SNTHS continues to engage in marketing campaigns on social media and with local media outlets to promote the school and increase enrollment. We have also focused on building relationships with key individuals at feeder schools and we have been successful in establishing those and reaching potential families. We are also engaging our current families and students as ambassadors to bring families to events and on tours. We continue to see success with all these enrollment measures.
2. Statement of Request. List and describe each specific amendment the school is seeking and outline how the proposed changes modify the current charter contract.
 - a. We are requesting a reduction in our enrollment cap
3. Rationale. Explain how the proposed amendment(s) directly address the identified needs or issues described in the Statement of Need. Support your explanation with evidence or anticipated benefits to students, staff, or the school community.
 - a. We believe by reducing our enrollment cap and adjusting our budget to reflect this reduction, we will be able to create and maintain a healthy budget for this year and years to follow.
4. Timeline. Provide a detailed timeline for planning and implementing the proposed changes. You may include the timeline as a written narrative or attach a separate document (e.g., project plan, milestone chart, or Gantt chart).
 - a. The schools new strategic operating plan is attached.

School Community

1. Stakeholder Notice. Identify the stakeholder groups (i.e., students, families, staff, partner organizations, etc.) impacted by the proposed amendment(s).
 - a. There is no impact on current staff or stakeholders
2. Summarize the history of communications with these stakeholders regarding the proposed amendment(s).
 - a. Lower our enrollment cap has been discussed throughout the year with the board and staff to reflect more realistic goals as the school continues to grow
3. Stakeholder Impact. Explain how each stakeholder group is expected to be affected by the proposed amendment(s).
 - a. There is no impact on current staff or stakeholders

Financial Impact

If the proposed amendment(s) will not impact the school's financials, please state "No anticipated financial impact" and proceed to the next section.

1. Describe the anticipated financial impact of the proposed amendment(s).
 - a. What are the anticipated costs associated with the proposed amendment(s)?
 - i. With the lower enrollment number, the school will have to maintain fundraising and lower costs to make up the reduction in revenue, as reflected in our attached budget
 - b. What is the school's plan to fund these costs (e.g., grant funding, budget reallocation, increased revenue)?
 - i. Fundraising and budget reallocations
 - c. How will the proposed amendment(s) impact the school's current and projected budget projections?
 - i. We have adjusted our budget to reflect the lower enrollment for this year and years to follow
2. Attach the school's board-approved budget for the current school year, including a cash flow statement.
 - a. Attached
3. Attach the school's projected budget for the school years in which the proposed amendment(s) will be implemented.
 - a. Attached

Enrollment

Complete only the current enrollment table if the proposed amendment does not contemplate a change in the school's or campus' current enrollment cap.

Current Enrollment Cap

- a. Please complete the following table to show the school's current enrollment cap. Add rows for applicable grades. Add columns for the applicable charter term.

Grade Level	Number of Students				
School Year	2025-26	2026-27	2027-28	2028-29	

9	100	100	100	100	
10	85	100	100	100	
11	72	100	100	100	
12	70	100	100	100	
Total	325	400	400	400	

Proposed Enrollment Cap

- b. Please complete the following table to show the planned changes to the school’s enrollment cap. Add rows for applicable grades. Add columns for the applicable charter term.

If the proposed amendment(s) will not change the school’s current enrollment cap, please state “No change to enrollment cap” and leave this table blank.

Grade Level	Number of Students			
School Year	2025-26	2026-27	2027-28	2028-29
9	59	75	84	100
10	65	75	84	100
11	60	73	82	100
12	73	60	75	90
Total	257	283	325	390

Facilities –

1. Describe the current school facility, including:
 - a. The number of students and staff the facility can accommodate.
 - i. The facility can accommodate 400 students and 30 staff members
 - b. Whether the proposed amendment will impact the school’s facility needs (e.g., expansion, relocation, renovation). If yes, explain the nature and scope of the impact.
 - i. There will not be an impact on the facility needs
2. Explain how the current facility aligns, or does not align, with the school’s academic, operational, and enrollment needs in terms of physical space. Include considerations such as classroom space, specialized instructional areas, outdoor areas, and accessibility.
 - a. Our current facility is equipped to hold more students and staff than we currently have or are projected to have over the next four years.

Additional Questions by Amendment Type- **Not applicable**

If the proposed amendment(s) do not apply to a particular section, please indicate “Not applicable” and proceed to the next section.

Add new grade level offerings

1. Attach the curriculum and courses to be offered at the school for all additional grades included in the proposed amendment.
2. Please provide the following documents as attachments:
 - a. Daily and/or weekly instructional schedule for students in the newly proposed or expanded grade levels.
 - b. Daily and/or weekly schedule for teachers serving those grade levels.
3. Please complete the following table to outline the school’s planned assessment schedule for new or expanded grades. Be sure to include both formative and summative assessments. Add rows as needed.

Assessment Name	Formative/ Summative	Grades Tested	Testing Window

4. Please describe the required qualifications for teachers who will serve in each newly proposed or expanded grade band.

Eliminate grade level(s) or other educational services- **Not applicable**

1. Provide a detailed explanation of the rationale for eliminating the specified instructional program, grade level, or educational service. Include relevant data, trends, or operational considerations (e.g., low enrollment, staffing challenges, strategic realignment) that support the decision.

Acquire/construct a new facility; occupy a new or additional facility; or, occupy a temporary facility- **Not applicable**

1. Explain how the proposed facility will meet the school’s identified needs, including instructional space, enrollment growth, specialized programs, or operational requirements.
2. Describe the school’s capacity and experience in acquiring, developing, or renovating school facilities. Include any relevant examples of managing build-outs, tenant improvements, or construction timelines.
3. Identify the entity responsible for acquiring and maintaining the school facility. Describe the nature of that entity’s relationship with the school and any affiliated management organization. If the school’s management organization or affiliated entity, such as a foundation, will provide capital or financial support, please identify the extent of capital support the organization is prepared to offer the school.
4. List any individuals or organizations that may have a financial interest in the current or proposed facility. Describe the nature of each relationship, including potential conflicts of interest or ownership stakes with the current and/or proposed facility.

Please provide the following documents as attachments to support your proposed facility amendment. If any required document is not available at the time of submission, please note that after the corresponding requirement below, and include an anticipated date on which the document can be provided. If a document is not applicable, please note “N/A” with a brief explanation.

5. The physical address of the proposed facility and supporting documentation verifying the location, including the Assessor’s Parcel Number (APN) and a copy of the corresponding Assessor’s Parcel Map.
6. Attach a copy of the current deed on the property (if the school owns the facility) or the proposed lease or rental agreement, including any additional square footage to be leased.
7. Attach a copy of the proposed purchase and sale agreement or lease or rental agreement, if not included in Item 6.
8. Attach a copy of the proposed facility’s floor plan and all documentation required under [NAC 388A.315](#) (Request to occupy new or additional facility). Include a table or narrative describing the square footage of the proposed facility and an assurance that final versions of these documents will be submitted as required.
9. Include conditioned space square footage and total campus acreage.
10. Full contact information for the current property owner of the proposed facility and any proposed landlord.
11. Disclosure of any relationships between the current property owner or landlord and any school-affiliated individuals or entities, including, but not limited to, any relative of a board member or employee within the third degree of consanguinity or affinity; and any connection with an educational management organization, foundation, or other entity which does business with or is otherwise affiliated with the school.
12. Attach a copy of the Certificate of Occupancy.
13. Attach documentation demonstrating that the proposed facility complies with all applicable building, safety, health, sanitation, and fire prevention codes.
14. Attach the most recent project schedule showing milestone dates, such as Certificates of Occupancy and any other government permits, waivers, modifications, or variations which may be required, with anticipated completion dates.
15. If the school is managing the tenant improvements, provide documentation that the governing body has communicated with the Division of Industrial Relations of the Department of Business and Industry regarding compliance with the federal Occupational Safety and Health Act (OSHA) in compliance with [NAC 388A.315](#). If the landlord or owner is under contract to deliver the facilities ready for occupancy, then indicate “N/A.”
16. Attach a copy of the school’s traffic flow plan, including diagrams or exhibits illustrating the planned traffic flows during the arrival and dismissal times and the designated drop-off and pick-up areas.

Add distance education program components- Not applicable

1. Describe your plans for obtaining the necessary approvals from the Nevada Department of Education (NDE) for the distance education program and associated courses. If any approvals have already been granted, attach the relevant documentation.

2. Describe the credit system the school will use for distance education courses, including how credit hours are awarded and tracked.
3. Explain how the school will monitor and verify student participation and course completion. Include strategies for tracking attendance and ensuring meaningful engagement in a virtual setting.
4. Explain how the school will ensure students complete and submit coursework and participate in all required assessments.
5. Explain how the school will conduct parent-teacher conferences in a virtual or blended setting, including the format, frequency, and expectations for participation.
6. Describe how the school will administer all mandated assessments, as well as any internal exams, in a secure and proctored environment.
7. Describe the academic and non-academic supports available to distance education students. Include how frequently students will interact with teachers and what supports are provided for social-emotional needs.
8. Describe how the school will ensure that students with disabilities, English learner students, gifted students, and homeless or migrant students receive appropriate services and accommodations in the distance learning environment.
9. Describe the criteria for student eligibility to enroll in the distance education program and describe the process for reviewing and accepting applicants.

Management Organizations - **Not applicable**

If the requested amendment(s) do not include a change to a management organization relationship, please indicate “Not applicable” and proceed to the next section.

Entering into a new contract

If your proposed amendment involves entering into a new agreement with a Charter Management Organization (CMO) or Educational Management Organization (EMO), please respond to the items below and provide all required attachments.

1. Complete all worksheets in the CMO/EMO Data Request template for each of the schools affiliated with the CMO/EMO. Complete the Summary and Contact Information worksheet in the CMO/EMO Data Request template for each of the schools affiliated with the CMO/EMO. Provide any explanatory or contextual information in the Info tabs of the CMO/EMO Data Request template. Submit the completed Data Request workbook as an attachment.
2. Describe the academic, organizational, and financial performance of each school affiliated with the CMO/EMO.
3. List any charter school contracts that have been terminated by either the CMO/EMO or the school’s governing board. Include the reasons for termination and indicate whether the cause was for a “material breach.”
4. List any revocations, non-renewals, conditional renewals, or voluntary withdrawals/non-openings of affiliated schools. Explain the circumstances and contributing factors.
5. Describe any formal authorizer interventions in the past three years due to performance deficiencies or compliance violations. Summarize how the issues were addressed or resolved.
6. Provide the CMO/EMO’s five-year growth plan for developing new schools within the local community, the state, or across the country, as applicable. Include the following information regardless of school location: proposed years of opening, number and types of schools (models

and grade levels served), any currently pending applications, all currently targeted markets and the criteria for selecting them, and projected enrollments.

7. Describe how the CMO/EMO supports affiliated schools in assessing readiness for expansion and provide evidence that the CMO/EMO has the organizational capacity and infrastructure to effectively support additional schools. If applicable, attach a copy of the organization's "greenlighting" tool or decision rubric.
8. Describe the specific resources the CMO/EMO will use to support new schools. Include specific timelines for deploying these resources to ensure high-quality implementation.
9. Attach organizational charts for the current network and the network with the proposed school. Charts should include all national operations and delineate the roles, reporting lines, and relationships among the governing board, staff, advisory bodies, and any external partners that will play a role in managing the schools. Indicate the CMO/EMO's role and how its personnel fit within the structure of the proposed school, including oversight by the governing board.
10. Identify key members of the CMO/EMO leadership team and describe their roles and responsibilities.
11. Explain how and why this CMO/EMO was selected to support the school.
12. Describe the relationship between the school's governing board and the CMO/EMO. Include the internal controls that will guide the relationship, and how the governing board will ensure fulfillment of performance expectations, and the board's plan to retain autonomy and oversight of school operations.
13. Describe the services the CMO/EMO will provide, including the associated costs and fees. Attach the proposed services agreement, and highlight any substantive revisions or changes from prior draft agreements, if applicable.
14. Describe how the governing board will evaluate the performance of the CMO/EMO. The evaluation plan should align with the contract's terms.
15. Disclose any existing or potential conflicts of interest between the school's governing board and the CMO/EMO, including, without limitation, past or current employment relationships, familial relationships within the third degree of consanguinity or affinity, or financial or contractual ties to any parent company, subsidiary, or related entity.
16. Provide documentation of the CMO/EMO's for-profit or non-profit status, and evidence that it is authorized to do business in Nevada.

Terminating the current contract

1. Explain the board's rationale for terminating the existing contract with the CMO/EMO. Include relevant context, such as performance concerns, strategic realignment, or governance considerations. Attach the board agenda and meeting minutes where this matter was formally discussed and approved.
2. Attach a copy of the formal notice of termination issued to the CMO/EMO. This notice should reflect the terms required under the current agreement, including timelines, transition clauses, and any financial or legal provisions.
3. Attach a crosswalk identifying the current responsibilities held by the CMO/EMO and the individuals or positions within the school who will assume those responsibilities after the

termination. Clearly indicate the staff member or role accountable for each area of responsibility to ensure continuity of operations.

Other Amendments- Not applicable

1. Mission, Vision, or Goals

If you are proposing changes to the school’s mission statement, vision, or goals, please complete the following table. Delete any rows that do not apply.

	Current	Proposed	Rationale
Mission			
Vision			
Goals			

2. Contract Conditions

If you are requesting a change to a specific condition in the original or most recent charter contract:

- a. State the contract language of the condition to be amended.
- b. Clearly explain the requested change to the condition.
- c. Provide the rationale for the change and attach up to four pages of supporting evidence, if necessary.

3. Transportation

- a. Describe the school’s current transportation plan, including services provided to students with IEPs/504 plans and any general education transportation offered.
- b. Detail the proposed changes to transportation services. Ensure that any financial implications of these changes are reflected in the Financial Impact section of the application.

Additional amendment-specific questions

Questions in this section pertain to any discussions between SPCSA staff and school representatives regarding the proposed amendment request. Questions may be added as applicable.

List of Attachments

Provide a list of attachments included as part of the amendment application. List and label each required attachment.

1. Strategic operation plan
2. Current school year's board approved budget
3. Projected budget for subsequent years
4. Board minutes



Southern Nevada Trades High School

Strategic & Operating Manual Comprehensive Board-Ready **Draft**

Prepared for internal leadership, board governance, and funder/investor review.

Executive Summary

Southern Nevada Trades High School (SNTHS) is a tuition-free, Title I public charter school designed to deliver both a traditional high school diploma and career-ready construction skills through hands-on, industry-driven education—creating pathways to high-wage trades careers while advancing equity, strengthening the workforce, and supporting regional economic growth.

This manual integrates the organization’s strategic plan (Business Plan), annual execution playbook (Operating Plan), and accountability model (Measurement & Governance) into one document. It is intended to operate as the organization’s single source of truth for decision-making and reporting.

FY26–FY29 projections highlight key pressures driven by facility costs, transportation expense growth tied to enrollment, legislative funding uncertainty, promissory note obligations, liquidity constraints, and reliance on philanthropy. The Board and leadership have established a stabilization and recovery approach focused on lease renegotiation, enrollment acceleration, fundraising diversification, debt retirement, conservative forecasting, and rebuilding cash reserves.

Section I — Business Plan

Mission & Value Proposition

SNTHS prepares students for success in both college and the skilled trades through a construction-based, career focused education. As a Title I charter school, SNTHS prioritizes equity & access by providing transportation support & tailored services for diverse learners.

Strategic Goals

- Reach sustained enrollment to program capacity (target referenced in messaging materials: 400 students).
- Enhance general awareness and brand credibility of SNTHS.
- Build meaningful relationships with organizations and individuals who can support ongoing operations.
- Maintain high diversity and strengthen the ideal student profile.
- Position SNTHS as a leading specialized high school experience for construction-related career pathways.

Market Positioning & Demand Drivers

- Addresses regional skilled labor shortages through industry-aligned curriculum and partnerships.
- Provides dual outcomes: diploma + industry-recognized credentials and pathways to employment/apprenticeships or post-secondary options.
- Serves high-need populations (Title I), including multilingual learners and special education students, with additional wraparound supports.

Marketing Strategy & Messaging (*See Appendix A — File Library*)

Chartwell Agency developed an initial three-month Integrated Communications Plan (ICP) focused on donor development for Southern Nevada Trades High School (SNTHS). This plan represents the first phase of a comprehensive 12-month strategy. The plan has the following objectives:

- General brand awareness. Cultivate a strong, recognizable identity for the school by sharing compelling stories, highlighting achievements, and highlighting student and community impact through strategic communication, media outreach, events, and partnerships that elevate the school's presence and reputation locally and beyond.
- Build meaningful relationships with organizations and individuals who can support the ongoing operations of the school through meaningful connections, funding, volunteerism, and access to other valuable resources that enhance student experience.
- Assist in developing a comprehensive marketing and communications strategy that leverages digital, print, events, and community partnerships to maximize reach, frequency, and emotional resonance with current and prospective donors.
- Strengthen donor engagement through storytelling, events, and targeted outreach to cultivate a lifelong connection to the school and encourage continued financial and volunteer support.
- Design and promote opportunities that encourage interest, conversations, and donations to enhance donor interests and stimulate giving.
- Provide thought leadership to position SNTHS as a trusted organization further build the environment of credibility and influence.

Financial Position & Structural Drivers

Management has identified structural drivers that require Board-level attention, especially facilities and transportation. Sector guidance often targets facility costs at ~15–20% of pupil funding. It is important to regularly compare facility and transportation expenses with revenue growth and enrollment numbers.

Four Year Forecast & Budget

- Model assumes enrollment will be at 97.5% capacity in school year 2028-2029 (*Ref:* Enrollment Plan & Activities)
- Property Services – Rent assumes successful re-negotiation of lease terms with landlord, Red Hook (*Ref:* Facilities Strategy)
- Revenue of Local Sources is the results from the Fundraising Forecast Framework and adds 10% for cash on hand (*Ref:* Fundraising Gap Closure Plan)
- Other Items – Expense has the promissory note payoff in school year 2028-2029. However, earlier payoff would reduce interest payments of \$39,178 currently allocated in Debt Services and Miscellaneous in prior years.

Projected Forecast with Assumptions				
	2025 - 2026	2026 - 2027	2027 - 2028	2028 - 2029
Revenue				
Revenue from Local Sources	706,187	744,942	494,782	468,442
State Revenue	2,998,284	3,250,472	3,682,775	4,432,234
Federal Revenue	299,216	306,711	331,094	368,481
Other Financing Sources	-	-	-	-
Other Items	-	-	-	-
Total Revenue	4,003,688	4,302,125	4,508,651	5,269,157
Expenses				
Personnel Services-Salaries	1,534,725	1,683,505	1,718,167	1,813,548
Personnel Services-Employee Benefits	750,192	821,544	845,453	867,548
Professional and Tech Services	306,138	299,378	307,973	316,439
Property Services - Rent	400,000	487,571	552,416	797,802
Property Services - Utilities/Repairs/Maint	127,521	105,723	108,366	111,075
Other Services	401,023	444,600	505,200	594,300
Supplies	319,210	317,009	350,997	400,734
Depreciation Expense	37,834	37,834	37,834	37,834
Debt Service and Miscellaneous	39,178	39,178	39,178	39,178
Other Items - Promissory Note	-	-	-	250,000
Total Expenses	3,952,035	4,272,556	4,501,798	5,264,672
Net Income – Government-Wide	51,653	29,569	6,853	4,485

Section II — Operating Plan

Operating Priorities

- Enrollment growth and retention through coordinated outreach, marketing, and school tours/open houses.
- Development and fundraising pipeline management, donor communications, and events.
- Facilities and lease strategy execution (renegotiation and/or alternatives).
- Transportation systems scaled to enrollment and optimized for cost efficiency.
- Debt and promissory note management, including interest accrual and repayment planning.
- Cash-flow management with defined liquidity thresholds and triggers.

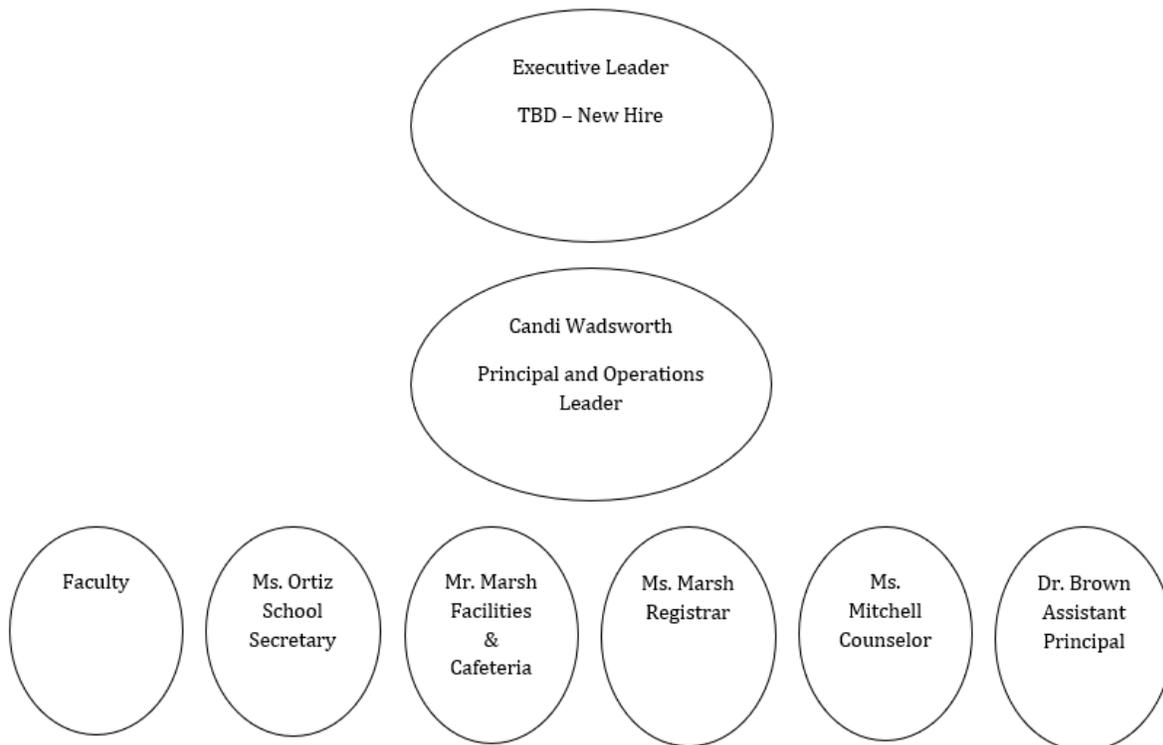
Leadership Roles & Accountability

- Executive Director (ED): strategic leadership, Board partnership, financial oversight, fundraising leadership & strategy, organizational culture, compliance and risk management, community/industry partnerships, and enrollment management
- Principal: instructional leadership, student outcomes, faculty development, compliance and assessment, school culture, transportation, facilities, safety protocols, vendor management, technology inventory, purchasing and budget adherence, operational team management.

Organizational Structure

- Hire Executive Leader
- Eliminate Director of Operations
- Redefine and allocation of Roles & Responsibilities

SNTHS – Proposed Org Chart



Enrollment Plan & Activities

This enrollment plan outlines SNTHS’s multi-year strategy to restore and grow Average Daily Enrollment (ADE) through targeted grade-level recruitment and a diversified outreach model. Projected increases from **257 to 390 students over four years** are driven by expanded middle-school partnerships, digital and broadcast marketing, community-based engagement, agency referrals, and structured family-conversion activities such as tours and open houses. The accompanying tactics table details the specific channels, costs, and cadence supporting these projections, allowing leadership and the Board to evaluate return on investment, prioritize high-impact strategies, and ensure enrollment growth assumptions are realistic, scalable, and closely monitored throughout the planning period.

Enrollment Breakdown				
	Year 1	Year 2	Year 3	Year 4
Grade Level	2025-26	2026-27	2027-28	2028-29
9	59	65	75	90
10	65	72	82	99
11	60	66	76	91
12	73	80	92	111
Total ADE	257	283	325	390
YOY Increase		10%	15%	20%

Enrollment Tactics			
Tactic	Description	Cost	Frequency
Facebook & Instagram targeted ads	Worked with 2 different firms to create and post ads that resulted in leads	\$3,000 per month to Mariposa plus cost of ads approximate \$10k (estimated because Opp180 funded last year)	Ongoing-impression and lead based
Television Ads	Roku targeted ads	\$500 one month	based on impressions
Middle School Outreach to Families	SNTHS fliers sent out by 34 out of 48 middle schools (CCSD and charter)	0	As often as partners will send. We send them at least twice a year
Middle School Preview Days	4 Middle Schools sent students to visit	0	As often as partners will allow.
Middle School Events	Attended 8th Grade Parent Events at 4 Schools (LIED, Levitt, Coral, Nv Prep)	0	Not based on student enrolled but for relationships
Probation/Parole	Spring Mountain students visit quarterly, SNTHS attend DREAM Program orientation. Parole Officers refer students to us	0	Every other month

Foster Youth	Met with Beth Hoff(Family Services Specialist II, Clark County Family Services) who visited our school and distributes school fliers to foster families.	0	Need to Develop
School Choice Fair	Admin and faculty staff attend events with hundreds of families	0	Once a year
Community Family Events	Sporting events, festivals, swap meets, churches, Halloween trunk or treat, Back to School Fairs, Partner school events	Cost of employee time off hours	Varies
Ongoing School Tours	As a result of outreach, families reach and are scheduled for school tours that are held every week	0	Weekly
Open Houses	Evening events for prospective families	0	At least one can add as needed
Referral Program	Students refer friends	\$50 per referral paid by Brett	Ongoing
Billboard		\$1800 or \$2400 per month depending on size	52-week contract

Business Development & Community Engagement

This framework outlines targeted relationship-building strategies designed to expand visibility, strengthen community partnerships, and create long-term revenue and advocacy opportunities for SNTHS.

Engagement is intended to deepen market presence, generate philanthropic and sponsorship prospects, and elevate the organization’s voice in policy and workforce-development conversations. Each opportunity area is paired with defined participation strategies and ownership to ensure sustained outreach and accountability.

Risk Area	Opportunities	Involvement	Owner
Construction Trade Associations	Nevada Subcontractors Association SNHBA Nevada Contractors Association Associated Builders & Contractors PHCC, NUCA, NAIOP	Attend Events Join Committee	

Other Professional Organization	LV Chamber of Commerce Henderson Chamber of Commerce Latin Chamber of Commerce	Attend Events Join Committee	
Charitable Non-profit Community	Association of Fundraising Professionals Rotary	Become a member Attend webinars/events	
Professional / Executive Groups	BOAR Vistage	Become a member	
Legislative Arena	Various individuals/campaigns	Meet and build relationships with local and state elected officials	
Education/Academia			

Facilities Strategy

SNTHS will pursue a lease re-negotiation with its landlord, Red Hook Development, to better align facility expenses with current student enrollment. Industry standards indicate that sustainable school operations typically maintain occupancy costs within **15–20% of annual revenue**; therefore, SNTHS will seek revised lease terms that move total facility costs toward this range while preserving required space, safety, and instructional quality. The purpose of this strategy is to address cost structure issues, boost operating margins, and ensure financial stability over the long term.

Risk Mitigation Matrix

The Risk Mitigation Matrix identifies SNTHS primary financial and operational exposures over the planning horizon and links each risk to quantified impacts, defined management responses, designated accountability, and a formal Board oversight cadence. The matrix is designed to function as a living management tool, reviewed regularly to trigger corrective actions, guide contingency planning, and ensure emerging pressures—such as enrollment volatility, facility cost escalation, transportation inflation, legislative funding uncertainty, and liquidity constraints—are addressed proactively rather than reactively. This framework supports disciplined governance, financial transparency, and sustained operating stability.

Risk Area	Exposure	Likely Impact	Mitigation Actions	Owner	Board Oversight
Enrollment shortfall	ADE below budget	Revenue loss	Expand paid ads; feeder strategy; referral programs; tours/open houses		Monthly
Facility costs	Rent > 20% of funding	Structural deficit	Lease renegotiation; % cap; phased steps; alternatives model		Monthly
Transportation	Costs rise with enrollment	Cash drain	Route optimization; vendor rebids; enrollment-linked budget		Quarterly
Legislative funding	Flat/minimal PCFP increases	Revenue compression	Conservative modeling; contingency triggers; advocacy		Session updates

Debt & interest	Notes extend beyond FY26	Expense growth	Refinance/renegeotiate; repayment schedule; include interest annually		Quarterly
Liquidity	<30–60 days cash	Solvency risk	Hiring controls; fundraising acceleration; cash forecasting		Monthly
Payroll burden	PERS + taxes/insurance	Budget pressure	Attrition plan; phased hiring; budgeted burden rates		Quarterly

Fundraising Gap Closure Plan

To offset projected operating deficits, the organization must secure philanthropic support over four years. Through strategy that includes major gifts, corporate and industry partnerships, grants, and annual giving, every contribution becomes part of a collective effort to build long-term stability.

Four Year Fundraising Forecast Framework (Ref: Appendix A — File Library)

- For the 2025-2026 school year, we have secured \$138,000 to date and require an additional \$568,187 over the next four months. In the absence of an Executive Leader, our Board of Directors will play a significant role in supporting and advancing fundraising initiatives.
- In the following years, SNTHS will have as assumed an Executive Leader which will take on the responsibility of leading fundraising efforts.

Source	YEAR	YEAR	YEAR	YEAR
	2025 - 2026	2026 - 2027	2027 - 2028	2028 - 2029
Major Gifts	138,000			
Industry / Trade Association				
Corporate Sponsorships				
Grants				
Annual Campaign				
TOTAL (\$USD)	706,187	744,942	494,782	468,442

Section III — Measurement & Governance

Board-Level Financial Recovery Plan

- Phase 1 — Stabilization (0–6 months): lease negotiations; expense containment; hiring controls; emergency fundraising; monthly (or weekly) cash forecasting.
- Phase 2 — Rebuild (6–18 months): enrollment ramp; facilities restructuring; reserve accumulation; transportation efficiency.
- Phase 3 — Strengthen (18–36 months): capital planning; facility acquisition options; long-term revenue diversification; policy/advocacy readiness.

Board Decision Calendar

Timeline	Required Board Actions
March 2026 Board Meeting	Approve budget, fundraising targets, risk matrix, Lease amendments and debt restructuring decisions
April 2026 Board Meeting	2026 – 2027 Draft Budget

Oversight Dashboard & Triggers

Metric	Trigger / Escalation Threshold
Cash on hand	< 30 days (immediate action); < 60 days (heightened monitoring)
Rent as % of pupil funding	> 20%
Fundraising progress	< 75% of plan (quarterly)
Current ratio	< 1.0
Forecasted deficit	> \$25,000
Transportation variance	> 10% over budget

Financial Health Standards – FY 2025-2026

Metric	Actual	Standard
Current Ratio	0.91	≥ 1.1
Unrestricted Days Cash on Hand	24.2	≥ 60
One-Year Cash Flow	-120,569	Positive

Appendices

Appendix A — File Library

- Chartwell Agency Integrated Communications Plan – Part 1
- Donor List YTD



SOUTHERN NEVADA TRADES HIGH SCHOOL

Integrated Communications Plan – Part I
July 2025 – September 2025



Chartwell Agency has developed this initial three-month Integrated Communications Plan (ICP) focused on donor development for Southern Nevada Trades High School (SNTHS). This plan represents the first phase of a comprehensive 12-month strategy, which will be finalized and delivered by July 1. The plan has the following objectives:

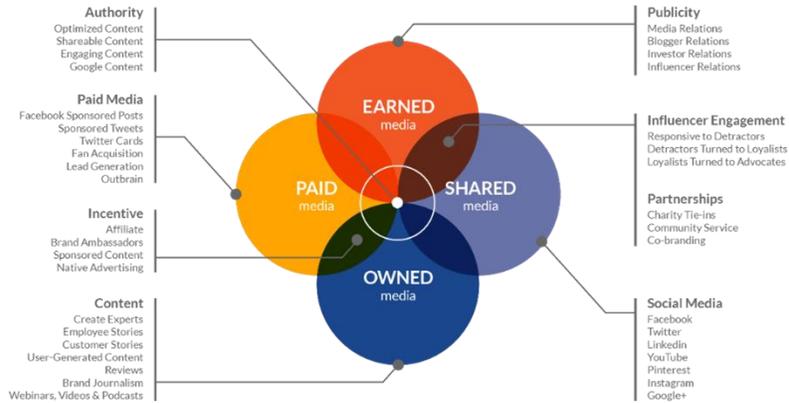
- **General brand awareness.** Cultivate a strong, recognizable identity for the school by sharing compelling stories, showcasing achievements, and highlighting student and community impact through strategic communication, media outreach, events, and partnerships that elevate the school's presence and reputation locally and beyond.
- **Build meaningful relationships with organizations and individuals** who can support the ongoing operations of the school through meaningful connections, funding, volunteerism, and access to other valuable resources that enhance the student experience.
- **Assist in developing a comprehensive marketing and communications strategy** that leverages digital, print, events, and community partnerships to maximize reach, frequency, and emotional resonance with current and prospective donors.
- **Strengthen donor engagement** through storytelling, events, and targeted outreach to cultivate a lifelong connection to the school and encourage continued financial and volunteer support.
- **Design and promote giving opportunities** that encourage interest, conversations, and donations to enhance donor interests and stimulates giving.
- **Provide thought leadership** to position SNTHS as a trusted organization further build the environment of credibility and influence.



A successful marketing strategy relies on a balanced, integrated approach to reach and influence key audiences. By leveraging the four core pillars of communication—**Owned, Earned, Paid, and Shared media** – we can maximize visibility, build credibility, and drive meaningful engagement.

Each tactic plays a distinct role: Owned media shapes the brand narrative; Earned media builds trust through third-party validation; Paid media ensures precise, scalable reach; and Shared media fosters community and amplifies impact through audience participation. When these channels work in concert, they create a powerful ecosystem that reinforces messaging, expands reach, and moves target audiences—from awareness to action. Our recommendations focus efforts in these four areas to build awareness and shape perceptions among the target audiences you want/need to reach.

- **Earned:** Earned opportunities involve no-cost visibility through aggressive media and public relations strategies via regional media. This includes pitched stories, bylined articles, speaking opportunities and other thought leadership activities. Because they are presented by objective third parties, earned opportunities improve an organization's credibility. Earned opportunities can significantly impact consumer/donor awareness and perceptions and have the potential to enhance search engine optimization (SEO) – as they are evidence of credibility and relevance on topics.
- **Owned:** Owned strategies develop and leverage the content from your organization's website, social media platforms, and any other communication channels you use. All outreach, advertising, collateral, website channels, newsletters, social media, special events and other 'owned' communications must align with the message, continuously reinforce a unique point of view, and effectively extend the life and reach of earned opportunities.
- **Paid:** Developing marketing campaigns in appropriate media/online outlets ensures your message, voice, and visuals are strongly and consistently placed in front of targeted donors. Paid strategies can focus on driving volume as well as brand identity, sometime simultaneously. In the online world, digital advertising is highly analytic and targeted, providing marketers with more concrete data to measure campaign effectiveness and adjust accordingly.
- **Shared:** Shared strategies focus on content distributed through social media platforms, where engagement is a two-way exchange between the organization and its audience. This includes posts, comments, shares, and interactions on platforms like Facebook, Instagram, LinkedIn, and YouTube. Shared media plays a critical role in building community, amplifying earned and owned content, and fostering authentic relationships with donors, partners, students, and influencers. Because shared media thrives on interaction, it helps extend reach organically and can quickly elevate visibility when audiences actively participate in telling the school's story.



Throughout this Integrated Communications Plan (ICP), you will see earned, owned, paid, and shared recommendations and opportunities to continuously reach your donors.



A successful strategy for SNTHS begins with clearly identifying and understanding the key audiences we aim to engage – and what drives them. Each of these audiences plays a unique and vital role in shaping long-term support for the organization, whether through funding, partnership, influence, or advocacy.

To be effective, our communications must be tailored to reflect the values, priorities, and motivations of each group. Our efforts will focus on informing, inspiring, and equipping these stakeholders with relevant, accessible, and emotionally resonant information that speaks directly to their interests and influence. By doing so, we can build authentic relationships, drive deeper engagement, and position SNTHS as an indispensable part of the region's educational and economic ecosystem.

Our recommendations are rooted in this audience-first approach to ensure every outreach effort builds awareness, strengthens perception, and unlocks support from the donors and partners SNTHS seeks to engage.

- **Professional Organizations.** This group includes businesses, construction firms, industry associations, and economic development or chamber organizations. These stakeholders recognize the critical value that SNTHS brings to the region by preparing skilled graduates who strengthen the local talent and workforce pipelines. They understand that SNTHS provides a competitive edge for Southern Nevada by cultivating job-ready individuals who meet industry needs.
- **Non-Profit Organizations.** Non-profit organizations are natural allies for SNTHS, often sharing similar missions around youth development, education, equity, and workforce readiness. These organizations understand the power of collaboration and are well-positioned to amplify the school's mission through strategic partnerships.
- **Family Foundations/Regional Giving Organizations.** While Las Vegas has a limited pool of family foundations and regional giving organizations compared to larger philanthropic markets, the ones that do exist are often mission-driven and highly relational in their giving. These funders value deep community impact, transparency, and a clear return on investment. To effectively engage this audience, SNTHS should focus on building trust, articulating alignment, and presenting compelling, measurable opportunities for giving.
- **Educational Partners & Pipeline Partners.** These partners – ranging from K–8 feeder schools to postsecondary institutions, training providers, and workforce development organizations – are integral to the student journey and long-term success of SNTHS. They share a vested interest in ensuring students are well-prepared, supported, and successful at each stage of their educational and career pathways. Building strong, reciprocal relationships with these organizations is key to maintaining a robust talent pipeline and reinforcing SNTHS's credibility and impact.



Marketing Themes to Donors

To effectively connect with donors, it's essential to craft a narrative that speaks to both the heart and the mind. The following themes provide a strategic foundation for promoting SNTHS in a way that highlights the school's mission, the measurable impact of giving, and the long-term value of donor support. Together, these messages convey not only the urgency of the need but also the promise of transformation — for students, families, and the broader community.

- **Transformational Impact:** Emphasize how donations help break the cycle of poverty through education and provide impact for the region.
- **Real Stories, Real Results:** Showcase students' success stories and donor outcomes.
- **Urgency + Hope:** Balance the serious need (Title I challenges) with stories of resilience and potential.
- **Community Investment:** Show that donors are not just giving — they're investing in the future and economic vitality of the region.



Integrated Communications Calendar

Q3 2025 (July-September)	
Key Priorities	<ul style="list-style-type: none"> ▪ Inventory/Audit Current Marketing Materials ▪ Develop Key Audience Lists ▪ Finalize Messaging for Key Audiences ▪ Approve Marketing Campaign Approach/Budget <p><i>*We recognize that during the month of July, SNTHS and its board are less available, thus much of the work would be completed in August and September.</i></p>
Administrative	<ul style="list-style-type: none"> ▪ Conduct a current audit of marketing materials inclusive of (but not limited to). Begin the audit by reviewing existing marketing materials such as presentations/slide decks, print and digital brochures, flyers, direct mail/email, videos, sponsorship/donor sheets, letters/communications with donors. <ul style="list-style-type: none"> ○ Once the list is finalized, prioritize based on what is needed first. ▪ Begin developing audience lists in the key categories: <ul style="list-style-type: none"> ○ Professional organizations ○ Non-Profit organizations ○ Family Foundations/Regional Giving Organizations. ○ Educational Partners & Pipeline Partners ○
Content Strategy	<p>Working from the approved Message Map, a cohesive content messaging program ensures the content created across platforms relates to SNTHS' key priorities. Messaging will be leveraged across different media platforms including e-newsletters, social media, and website blogs, to increase frequency, and provide a cohesive and consistent approach to communicate with your donors.</p> <ul style="list-style-type: none"> ▪ Begin to update materials, as appropriate, based on messaging and audience priorities ▪ Begin developing topics and timing for a Q4 launch of the donor development efforts, inclusive of: <ul style="list-style-type: none"> ○ E-Newsletter ○ Social media calendar ○ Blogs ○ Family/student testimonials <p>Editorial Calendar: An editorial calendar of topics has been developed to create cohesive content in all SNTHS' communications. These topics can be utilized for social media, PR, e-newsletters, blogs, website updates, etc. The full editorial calendar can be found in the Editorial Calendar & Topics overview in the Appendix.</p>

<p>Marketing & Website</p>	<p>Research shows that the more frequently you post content to your website, the more likely you are to appear higher in relevant organic Google search results and increase the number of high-quality visitors to your website. As a result, Chartwell recommends the following:</p> <p>Insights & Stories Landing Page:</p> <ul style="list-style-type: none"> ▪ Chartwell recommends adding a “Insights & Stories” (or another chosen name) page to the website in to share this content in future quarters. Information could include both written and video content. ▪ Blogs: Publish one blog per month leveraging topics outlined in the full editorial calendar can be found in the Editorial Calendar & Topics overview in the Appendix. Here are some suggested blogs and timing for Q3: <ul style="list-style-type: none"> ▪ August: The Impact of the Trades in the Region’s Economic Prosperity <ul style="list-style-type: none"> ○ Showcase how skilled trades are vital drivers of economic growth, workforce development, and community stability in the region. ▪ September: The Future of Skilled Trades <ul style="list-style-type: none"> ○ Develop blog on how SNTHS is helping bridge the skills gap in the region’s workforce. <p>News:</p> <ul style="list-style-type: none"> ▪ Share staff and company announcements, media coverage, and any other newsworthy items on the “Blog” page. <p>E-Newsletter:</p> <ul style="list-style-type: none"> ▪ Reach out to local Chamber to purchase its member list of C-Suite members as these will be some of your best connections for donors ▪ Develop topics/ideas based on Editorial Calendar & Topics for a Q3 e-newsletter to raise/enhance awareness and identify opportunities for giving. <p>Testimonials:</p> <ul style="list-style-type: none"> ▪ Develop one student or family testimonial (video or content) a quarter to post. <p>Leverage all content to further its reach by promoting on social media, in e-newsletters, and in other communications.</p> <p>Quarterly Reporting: Track user behavior and analytics on the SNTHS website and identify the most visited pages. This provides valuable insight into visitor behavior and what information is being sought out most. Results can determine content to share with potential/current donors, leverage on social media, in newsletters, and more.</p>
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<p>Social Media</p>	<p>Strategy: Social media should consist of a proactive and reactive strategy.</p> <ul style="list-style-type: none"> ▪ Proactive: Develop content calendars for Facebook, Instagram, and LinkedIn to proactively plan for the topics, graphics, and timing of posts throughout each month. This ensures consistency in posts and allows for the frequency needed to keep SNTHS relevant on all platforms, increase engagement, promote outcomes/impact to potential donors, and overall followers. ▪ Reactive: SNTHS should also be prepared to share relevant third-party posts and publish additional posts to address time sensitive trends, topics, and newsworthy items in which the organization wants to comment on and raise its credibility in the region. <p>Q3 Priorities:</p> <ul style="list-style-type: none"> ▪ Profile optimization: Chartwell recommends auditing Facebook, Instagram, and LinkedIn profiles to ensure an optimized and consistent voice and brand presence across all platforms. ▪ Facebook: <ul style="list-style-type: none"> ○ Post 2-3 times per week ○ Update cover photo quarterly ○ Optimize profile quarterly ▪ Instagram: <ul style="list-style-type: none"> ○ Post 2-3 times per week ○ Optimize profile quarterly ▪ LinkedIn: <ul style="list-style-type: none"> ○ Post 1-2 times per week ○ Optimize profile quarterly <p>Ongoing/monthly topics/themes</p> <ul style="list-style-type: none"> ▪ Student Spotlights (with consent): Before/after stories of student progress. ▪ "A Day in the Life" Series: Feature teachers, students, administrators, and/or partners/donors. ▪ #MissionMonday or #WhyIGiveWednesday: Weekly posts featuring donors or staff. ▪ Instagram/Facebook Stories: Quick updates, live events, thank-you shoutouts to donors. ▪ Impact Stats Carousel Posts: Use graphics to show metrics (e.g., % improvement in scores). ▪ Mini Video Testimonials: 30–60 sec clips from parents, students, current donors (to encourage other donors). ▪ Behind the Scenes: Show how resources are used (e.g., new books, tech, meals, programs). ▪ Did You Know? trades facts and stats: Share economic impact of, or work conducted by, trades ▪ Media Visibility: Share all news articles and other secured media
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	<p>Specific topics to leverage in Q3:</p> <ul style="list-style-type: none"> ▪ Independence Day (7/4) ▪ National Wellness Month (August) ▪ National Skilled Trades Day (8/6) ▪ Labor Rights Week (8/25-8/29) ▪ National Preparedness Month (September) ▪ Labor Day (9/1) ▪ Construction Appreciation Week (9/15-9/19) ▪ National Tradesmen Day (9/19) ▪ National Voter Registration Day (9/23) <p>Enhanced Recommendations: Determine monthly budget to dedicate toward boosting posts across and/or running social media ads to promote specific services, events or key initiatives. See the Social Media Overview section in the Appendix.</p>
<p>Public Relations</p>	<p>Community Events/Speaking Engagements:</p> <ul style="list-style-type: none"> ▪ Research and identify events to attend and/or speak at in the region. <i>(NOTE: While we recognize this is not the highest priority, we do recommend identifying key organizations/association in which to speak at to carry your message to right-fit donors.)</i> <p>Awards and Recognitions:</p> <ul style="list-style-type: none"> ▪ Research and identify awards and recognitions in the region to provide opportunities for further visibility and credibility to SNTHS. Some examples SNTHS may want to look into include: <ul style="list-style-type: none"> ○ LVGEA’s Annual Awards Program ○ NAIOP Southern Nevada Spotlight Awards <p>Media Relations:</p> <ul style="list-style-type: none"> ▪ Topics to pitch: <ul style="list-style-type: none"> ▪ Leverage National Safety Month blog to local media and pitch Paul Nolley as an expert speaker on the subject. ▪ See the Editorial Calendar and Media Relations sections in the Appendix for more topic ideas. ▪ Ongoing: <ul style="list-style-type: none"> ▪ Develop press releases to announce new initiatives, partnerships, donors, etc. <p>Leverage all news articles and other secured media to further its reach by publishing on the SNTHS website, promoting on social media, in e-newsletters and other communications.</p>



Appendix



Editorial Calendar & Topics

The following editorial calendar of topics has been developed to create cohesive content in all SNTHS' communications. A consistent messaging program ensures that the content created across platforms relates to SNTHS' key priorities. The topics should be leveraged across various platforms including blogs, e-newsletters, social media, and media relations to increase frequency, visibility and provide cohesive branding.

Sustained visibility positions the school as a vital contributor to regional development and workforce readiness. This visibility not only engages the public but also signals to potential donors that their support will have measurable, long-term impact.

Specific-Date Opportunities

Goal: Throughout the year, certain stories are tied to key dates—what we call Specific-Date Stories. These include community announcements, seasonal events, and opportunities aligned with editorial calendars. They can be planned in advance to maximize impact.

Examples of Specific-Date opportunities include:

July 2025

- **Celebrating Labor on Independence Day:** The importance of trades in building America
- **Exploring Careers in the Skilled Trades:** Why students should consider careers in apprenticeships and trades

August 2025

- **National Back to School Month:** Educating students and educators about career paths in the trades
- **The Future of Skilled Trades:** How SNTHS is helping bridge the skills gap in the workforce
- **National Nonprofit Day (August 17):** This day recognizes nonprofit organizations' ongoing efforts to serve the local community. SNTHS can highlight how the school benefits the region

September 2025

- **National Workforce Development Month:** How SNTHS supports workforce development and prepares students for successful careers
- **International Day of Charity (September 5):** Promote the efforts and impact of SNTHS on students and the region
- **National Tradesmen Day (September 19):** Honoring the contributions of skilled tradespeople to the economy and society



News-Driven Opportunities

Goal: Throughout the year, there are specific “news” events that you can leverage to raise visibility for SNTHS as an expert on the timely issue. We cannot predict these but can be ready when they do happen.

Examples of News-Driven topic ideas may include:

- Skilled labor shortage. SNTHS can explain the root causes and promote its programs and other proven solutions to rebuild the trades workforce.
- Legislative changes impacting funding. SNTHS can offer expert analysis on how these changes may affect local students, workers, and contractors.
- Project breaks ground. SNTHS can highlight the tradespeople behind the work and explain the project’s significance to the local economy and community.

Evergreen Opportunities

Goal: There are always stories that are not timed around a specific season of the year but rather are “evergreen” in nature. In other words, they can be developed into a blog, shared as social media post or pitched to the media anytime during the year.

Topic	Description
Careers in the skilled trades	SNTHS can highlight pathways into construction while emphasizing apprenticeships, training programs, and long-term career growth.
How trades strengthen communities	SNTHS can explain how skilled labor contributes to schools, infrastructure, and community pride.
Myths about the trades	Despite offering high-paying, high-demand careers, the trades are still misunderstood. SNTHS Rate can tackle common myths like "trades are a backup plan" or "college is the only path" and present facts to reshape how students, parents, and educators think about trade careers.
The Trades: High Demand, High Reward	Report on labor shortages in the region and how entering the trades offers job security and above-average starting salaries. Frames the trades as an in-demand and respected career path.
The ROI of Technical Education: Meet the Donors Who Invested in the Future	Profile donors who gave to the school and the tangible impact of their support (e.g., new equipment, expanded capacity, scholarships).
Why They Give: Donor Perspectives on Supporting the Next Generation of Builders	Share testimonials from industry professionals, alumni, or philanthropists on why they support trade education—and what they want others to know.
Hard Hats and High Hopes: Students Talk About What This School Means to Them”	Feature student voices talking about their aspirations, the role of the school in shaping their path, and what support (like scholarships or tool stipends) has meant to them.



Social Media Overview

Social media is an ongoing, open dialog with a variety of audiences. The ability to present information, share stories, initiate, and encourage conversations with and between multiple audiences is the focus of all the activities within this plan and will be critical to your success. As with all conversations, the information needs to flow in both directions, so “listening” and responding is as important as sharing.

In addition to the social media tactics outlined within the plan, Chartwell recommends SNTHS continue to be active on Facebook and to put more effort to growing its Instagram following. Additionally, YouTube should also remain top of mind to house videos, as this will help users explore videos in one place while also helping to enhance search engine optimization (SEO). LinkedIn should be used for disseminating information to current businesses and community partners.

It is important to provide relevant, interesting content for followers on each of these social media platforms. Therefore, all SNTHS' social media platforms should operate under a pre-determined set of guidelines, including mission statements, voice, posting guidelines and brand standards.

- **Facebook** is best for community engagement and education and brand awareness. Content should focus on SNTHS culture, offerings, activities, its people and successes. Facebook Reels and Stories are great ways for showcasing this type of content as well.
- **Instagram** is all about visual storytelling and must have photography or videography to help to engage individuals' content through Reels and Stories.
- **LinkedIn** is designed for professional networking, thought leadership, and business engagement. Content should focus on community education, donors, employee highlights, industry trends, and community impact. Articles, infographics, and video content work well to showcase SNTHS expertise and partnerships.
- **Posting Guidelines:** It is essential to note that quality content is more important than quantity. As easy as it is to fall into “posting for the sake of posting,” you’re better off to post a few quality posts that will receive a high level of engagement than a lot of posts that people aren’t interested in and will in turn hide from their feeds. Remember that posts can be scheduled ahead of time on many platforms, and accounts can be linked (Facebook and Instagram, for example), to post the same and/or similar content.
 - **Cadence/Timing:** Post on these mediums 3-4 times per week. According to a recent survey by Hootsuite, the best time to post is between 12 p.m. and 3 p.m. Monday, Wednesday, Thursday, and Friday and on the weekends from 12 p.m. to 1 p.m. Posts should add value and include a call to action. Always include a link and image (or video) in your updates.

For more engagement, posts should have 40-80 characters. This will ensure posts are not cut off in a user’s newsfeed, which would force them to expand the text if they want to read the full post.



- **Boosted Posts:** We recommend allocating marketing dollars to boost posts to reach an audience outside of your current social media followers. As social media algorithms continue to change, it is imperative to boost posts to ensure your posts get the visibility and engagement they deserve. Boost your pages to increase likes and boost individual posts (especially original content such as blogs and alum/student stories).
- **Compelling Images and Video:** For social media posts to be effective, they must be engaging. All posts should include engaging images, graphics, or video. Be thoughtful about image selection to ensure your posts get noticed.
- **Boosted Posts:** We recommend allocating marketing dollars to boost posts to reach an audience outside of your current social media followers. As social media algorithms continue to change, it is imperative to boost posts to reach your targeted audience and gain traction – and it doesn't have to cost a lot. You can boost a Facebook post for as little as one dollar per day, but the more you spend, the more people you will reach. Boost your pages to increase likes and boost individual posts (especially original content such as blogs and testimonials).
- **Compelling Images and Video:** For social media posts to be effective, they must be engaging. All posts should include engaging images, graphics, or video. Be thoughtful about image selection to ensure your posts get noticed.

Social/Digital Marketing

Incorporating social and digital media into our donor development strategy offers an opportunity to build greater awareness, trust, and engagement among prospective and current donors. Platforms such as Meta (Facebook and Instagram) and LinkedIn present unique advantages in reaching target audiences—particularly when supported by compelling, video content.

While precise targeting has become more challenging due to recent privacy changes, paid social advertising remains a cost-effective way to generate visibility and reinforce your mission. Even if direct donations are not immediate, a consistent presence on these platforms can cultivate long-term donor relationships and increase brand familiarity.

Proposed Budget Allocation:

- Meta Sponsored Ads (Facebook & Instagram): \$500/month
- LinkedIn Ads: \$750/month

These investments will allow us to run targeted campaigns focused on storytelling, impact highlights, and donor engagement calls-to-action. Over time, this approach can support both acquisition and retention goals by nurturing a digital pipeline of potential supporters.

Photography

Images are a powerful way to tell and share your story and can be useful in social media, digital/traditional marketing, newsletters, website and so much more. When coordinating a shoot, capture the following:

- Images of as many of your school both with and without people in them for perspective.
- Candid shots of people interacting, showing the space “in action.” As examples, get a teacher talking with a student, parents connecting with leadership, students connecting with the community, etc.
- Capture people and faces, paying attention to capturing diversity in grades, gender and ethnicity representative of the students you serve.



Videography

Videos are another way for donors, potential employees, families, and the community to engage with SNTHS. They are a compelling way to distribute your message and stories, highlight your internal culture, and create additional content that can be shared online (website, social media, etc.).

On social media, viewers want video content to be authentic, so videos can be simple (not overproduced) and short (15 to 60 seconds is a good guideline). Video might feel intimidating or like one more thing to add to the to-do list, but it doesn't have to be complicated. Viewers crave authentic content, so start simple when deciding on equipment and editing needs.

Following are evergreen topics and ideas to consider throughout the year:

- Video messages from students/families
- Donor and community partner testimonials
- Behind-the-scenes footage from school/job sites

Email Marketing/Online Giving

An ongoing email appeal is an excellent way to supplement a direct mail appeal. Response increases across the board when direct mail and e-mail are combined in a multichannel campaign. Your message should be reinforced — many times, and in multiple channels — until the decision maker you want to influence sees you as a recognizable brand.

Chartwell Agency recommends sending an email appeal to your direct mail list group (and/or purchase a list of email and addresses of C-Suite executives from your Chamber). This inexpensive and easy way to solicit funds gives your donors multiple options for how to donate. The first email should hit inboxes one week after the direct mail piece hits mailboxes.

Chartwell Agency recommends that SNTHS use an email marketing program such as Constant Contact or Mail Chimp to develop email appeals. Your email template and direct mail template should have the same branding and messaging, so your audience realizes it's the same appeal.

Your direct mail/email appeal should also be supplemented by sharing the appeal on your social media pages with a link to your website online donation page.

Matching Gift

Appeal programs are successful fundraising opportunities, but non-profit groups who secure matching funds prior to the appeal often see even more success. For your specific appeals, Chartwell Agency recommends identifying corporations that match employee giving or an individual who will match what you raise for the appeal. You can share details about the matching gift on your social media platforms, direct mail collateral, in your email appeal "XYZ Corporation will match each individual gift" or "Jane Doe will match all donations up to \$15,000."



Round Ups with Local Stores

A round-up feature with relevant partner organizations (e.g. Home Depot, Menards, Lowes) may be a quick, easy and low-cost way to raise additional funds for the SNTHS. Every customer that makes a purchase in the can be asked if they want to round up their purchase to the nearest dollar with the donation going to support SNTHS.

The store employees should be equipped with language to ensure the messaging is on point and consistent for all customers.

A round-up campaign can take place during a couple months of the season or during a busy weekend (Labor Day weekend). Hosting a round-up campaign during a busy weekend could be a great test for whether or not your visitors are interested in rounding up. If you are successful, you can continue the campaign. If you are not, you can decide not to continue or you can try for another time frame.

You may also consider asking for a small flat donation (\$1, \$3, \$5) at checkout like what some of the larger retail stores do for national charities.

Day of Giving Campaign

A Day of Giving is a powerful way for the school to mobilize its community, inspire pride, and generate meaningful financial support within a focused 24-hour period. To ensure success, the campaign should combine strategic planning, compelling storytelling, and multi-channel engagement. It can be done at any time during the year, or tied into Giving Tuesday which is held the Tuesday following Thanksgiving (this year: December 2, 2025). Below is a recommended framework:

Set Clear Goals

- Fundraising Target: Establish a specific dollar amount or donor count to motivate participation.
- Purpose: Align the campaign with a defined need—scholarships, technology upgrades, facility improvements, etc.

Develop a Strong Theme and Message

- Create a compelling campaign name and tagline (e.g., “Building our Future Together:” One Mission.” or “24 Hours for Southern Nevada Trades High School”).
- Emphasize the impact of giving and why every gift—regardless of size—matters.

Build a Multi-Channel Marketing Plan

- Email: Create a countdown series and day-of reminders with clear donation links.
- Social Media: Use Meta and LinkedIn to share stories, videos, and real-time updates. Include a hashtag to track momentum (e.g., #GiveToSNTHS).
- Website: Develop a dedicated landing page with a donation form, thermometer tracker, donor wall, and campaign updates.
- Text Messaging: For schools with SMS lists, send short, timely reminders.

Engage Ambassadors

- Recruit students, parents, current donors, faculty, and board members as peer-to-peer champions to spread the word and solicit gifts through their personal networks.



Use Matching Gifts and Challenges

- Secure advance commitments for matching gifts (e.g., “Every dollar up to \$10,000 will be matched”) to incentivize giving.

Create a Day-of Action Plan

- Post hourly updates on progress and milestones.
- Feature real-time donor shoutouts and gratitude videos.
- Highlight stories from students, teachers, and alumni that show the direct impact of donations.

Follow Up with Gratitude

- Send personalized thank-you emails immediately.
- Share campaign results with the community.
- Recognize top ambassadors and donors through social media and newsletters.

Timeline: Begin Planning 6–8 Weeks in Advance

- Week 1–2: Set goals, theme, and secure leadership gifts
- Week 3–4: Build digital assets and identify ambassadors
- Week 5–6: Launch early promotion and ambassador training
- Week 7: Send countdown emails and begin paid ads
- Week 8: Execute the Day of Giving
- Week 9: Steward donors and evaluate campaign performance



THANK YOU

Chartwell Agency is proud to partner with SNTHS to support the internal and external rollout of general brand awareness, community education and thought leadership initiatives. Please review this plan to ensure it aligns with your goals and messaging. Once approved, we will collaborate to prioritize and implement the recommended strategies and tactics. Together, we will amplify SNTHS' mission and ensure its story is shared with impact and purpose across your key audiences.



Southern Nevada Trades High School

Building a Brighter Future

Southern Nevada Trades High School (SNTHS) is a tuition-free, public charter school where students earn a traditional high school diploma and develop the career-ready construction skills employers demand through hands-on, industry-driven education.

Our Blueprint for Success

Our graduates enter the workforce confident and career-ready, with real-world construction experience and essential life skills needed to succeed long-term.

- SNTHS students earn BOTH a high school diploma and career-focused industry certifications.
- Core subjects like math, science, history, and English are blended with hands-on career technical education (CTE) endorsed by industry experts.
- Partnerships with leading industry professionals give students real-world experience and valuable connections that help them transition directly into careers, apprenticeships, or post-secondary education.



Every Kid. Every Opportunity.

SNTHS is a **FREE** public charter school, open to all students.

- It's a perfect fit for students seeking a practical, career-focused education that goes beyond what traditional schools offer.
- Our flexible, supportive learning environment includes dual enrollment for advanced learners, extra academic support when needed, and individualized course planning for every student.
- Our experienced faculty, including dedicated Special Education and English Language Learner instructors, meet every student's unique needs.

SNTHS serves primarily low income and at risk-students and provides them the wrap around support to succeed including free meals, transportation, and counseling.

Bridging the Gap

As a public school, SNTHS receives per pupil funding from the state based on enrollment.

However, we do not receive funding for facilities, transportation and other essential needs. Generous donors and partners help bridge these resource gaps, fueling programs that change students' lives.

Generous donors help fund:

- Operational gaps as the school continues to grow.
- Free transportation for students from underserved communities.
- Specialized equipment and facilities to provide real-world training.
- Individualized academic support to meet every learning need.

Meeting the Needs of Students and Our Region

SNTHS creates pathways to high-paying trades careers while strengthening the local workforce and supporting regional economic growth.

- Our students graduate career and college-ready, especially for high-demand jobs in the construction trades.
- We're building a talented workforce pipeline to meet Southern Nevada's growing demand for trades professionals.
- We graduate skilled trades workers who fuel the projects that drive economic growth for our entire region.

See opportunity in action. Schedule a tour today.
Call 702-224-2771 or visit snvtradeshighschool.org.





SNTHS Donors

ABG Builders	\$500.00
ACM Services	\$1,000.00
Alpha Landscape	\$15,000.00
Avanti Windows & Doors	\$55,000.00
Battle Born Specialties	\$2,500.00
Beazer Homes	\$120,100.00
Bill Laub	\$500.00
Brass2Copper Mechanical	\$10,000.00
Builders FirstSource	\$35,000.00
Cashman Equipment Company	\$5,000.00
Classic Door & Trim	\$1,500.00
Closets Las Vegas	\$7,500.00
Commission on Construction Education	\$334,000.00
Cooper Roofing and Solar	\$100,000.00
Coronado Concrete	\$3,000.00
DCES	\$5,000.00
Debra Fitzgerald	\$25.00
Desert Concrete, Framing, Plastering & Steel	\$33,000.00
Distinctive Insurance	\$10,100.00
DR Horton	\$26,500.00
Edgewater Custom Pools & Landscaping	\$10,000.00
Enix Mechanical	\$10,000.00
Federal Charter Schools Program	\$1,500,000.00
Focus Plumbing	\$38,000.00
Frazee Paint	\$1,000.00
Frosty Heating and AC	\$1,000.00
Gina Risk	\$100.00
Google	\$100,000.00
Gothic Landscaping	\$2,500.00
Hearth & Home Specialties	\$19,000.00
Hirschi Companies	\$110,000.00
Howard Hughes Holdings	\$11,000.00
IES Residential	\$2,500.00
ISI Design & Installation Solutions	\$30,000.00
Jennifer L Page Foundation	\$5,000.00
JMAC Plumbing and AC	\$10,000.00
Julie Carver	\$3,525.00
KB Home	\$26,000.00
Kelly Kwasniewski	\$1,000.00



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

Kenny O'Connell	\$4,000.00
KTGY Group	\$2,000.00
Laura Randall	\$100.00
Lennar Foundation	\$305,000.00
Lewis Properties	\$2,000.00
LGI Homes Group LLC	\$5,000.00
Longboard USA	\$5,000.00
Mitsubishi Cement Corp	\$25,000.00
Monica Larson	\$300.00
National Association of Home Builders	\$3,000.00
Nevada Builders Foundation	\$3,000.00
Nevada Stairs	\$2,500.00
Nevada Subcontractors Association	\$125,000.00
NRCGA	\$5,100.00
NV Energy Charitable Foundation	\$25,000.00
Opportunity180	\$100,000.00
Patriot Framing	\$5,000.00
PowerHouse Plaster	\$20,000.00
Pulte Group	\$90,000.00
Red Rock Insulation	\$25,000.00
Rew Materials	\$5,000.00
Richard Willis	\$100.00
Rightway Drywall & Paint	\$25,000.00
Robertson's Ready Mix	\$25,000.00
Sandra Roche	\$500.00
Say it with Style Promos	\$500.00
Shannon Nordstrom	\$200.00
Sherwin-Williams	\$2,500.00
Sierra Air	\$5,000.00
Silver Lake Construction	\$140,000.00
SonRay Construction	\$6,000.00
Southern Nevada Concrete & Aggregates Assoc.	\$60,000.00
Southern Nevada Home Builders Association	\$335,000.00
Southern Nevada International Code Council	\$125,000.00
Southwest Gas	\$10,000.00
Storage One	\$5,000.00
Sunrise Carpentry	\$10,000.00
Suzan Lewis	\$50.00
Suzanne Lea	\$100.00
Taylor Morrison Foundation	\$3,500.00
Toll Brothers Foundation	\$17,500.00



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

Tri Pointe Homes	\$15,000.00
Troesh Family Foundation	\$25,000.00
WestCor Framing	\$6,000.00
Woodside Homes	\$5,000.00
World Wide Safety	\$10,000.00
TOTAL	\$4,234,800.00