



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

SOUTHERN NEVADA TRADES HIGH SCHOOL

NOTICE OF PUBLIC MEETING

The Southern Nevada Trades High School (SNTHS) will conduct a virtual public meeting on ***Monday, February 10th 2025***, beginning at 5:00pm at our school site 1580 Bledsoe Lane, Las Vegas, NV 89110 and the following Google Meets link:

meet.google.com/kpn-jnnk-pwx

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

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

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

Finally, public comment may also be submitted in writing via email at 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 comment will not be restricted based on viewpoint.

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

Board Members:

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

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

Guests:

Bob DeRuse, Advisory Board
Nicholas Mawad, EdTec

SNTHS Staff:

Julie Carver, Executive Director
Candi Wadsworth, Principal



AGENDA

- 1) Call to Order & Roll Call.
- 2) Public Comment #1.
Public Comment will be taken during this agenda item regarding any item appearing on the agenda. No action may be taken on a matter discussed under this item until the matter is included on an agenda as an item on which action may be taken. See NRS 241.020. A time limit of three (3) minutes, subject to the discretion of the Chair, will be imposed on public comments. The Chair may allow additional public comment at his discretion. Public Comment #2 will provide an opportunity for public comment on any matter not on the agenda.
- 3) Approval of January SNTHS Board Meeting Minutes. The Board will review and possibly approve the minutes from the January 13, 2025 Board meeting.
Brett Willis, Chair. ***For Possible Action.***
- 4) Committee Reports. ***Information/Discussion***
 - a. Finance, Lisa Jones, Treasurer
 - b. CTE Build, Rebecca Merrihew, Vice Chair
- 5) New Board Member Selection. Chair Brett Willis and Governance Committee Member, Lisa Jones will present Charles Landon for possible board approval. ***For Possible Action.***
- 6) December 2024 Financials. Nicholas Mawad will present the financials and cash flow to the Board for approval. ***For Possible Action***
- 7) Reduction to Approved Enrollment Cap. Board Chair Brett Willis will present an enrollment amendment and Good Cause Exemption Letter requested by SPCSA to be presented in their March board meeting. ***For Possible Action.***
- 8) Budget Amendment. Nicholas Mawad will present the proposed budget amendment. ***For Possible Action.***
- 9) SPCSA Financial Framework. Board Chair Brett Willis will share an update of SPCSA finding relative to the schools financial framework. ***Information/Discussion***
- 10) Loan Options. Board Chair Brett Willis and Executive Director Julie Carver will discuss the possible loan and purchase options being investigated. ***For Possible Action***
- 11) CSP Fall Visit Report. Executive Director Julie Carver will share the results of the Opportunity180 CSP visit. ***Information/Discussion***
- 12) Marketing Proposal. The board will discuss the possibility of engaging The Chartwell Agency. ***For Possible Action***
- 13) Executive Director's Report. Executive Director Julie Carver will provide the Board with information and updates. Julie Carver, Executive Director. ***Information/Discussion***



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

- Fundraising
- Enrollment
- Tours and Outreach

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.

14) Adjournment.

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

In accordance with Nevada's Open Meeting Law, this public notice and agenda has been posted on or before January 8, 2025, 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 February 5, 2025, this Public Notice and Agenda was posted at the above-referenced websites and locations.

Southern Nevada Trades High School

Southern Nevada Trades HS

Financial Update

NICK MAWAD

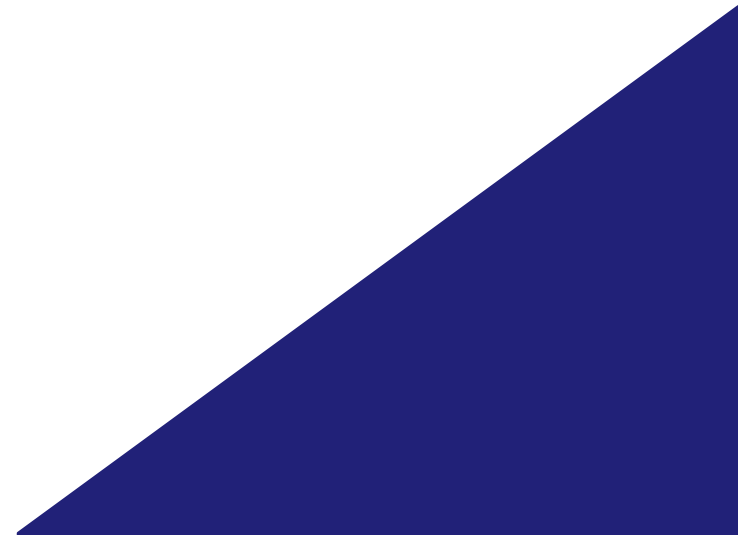
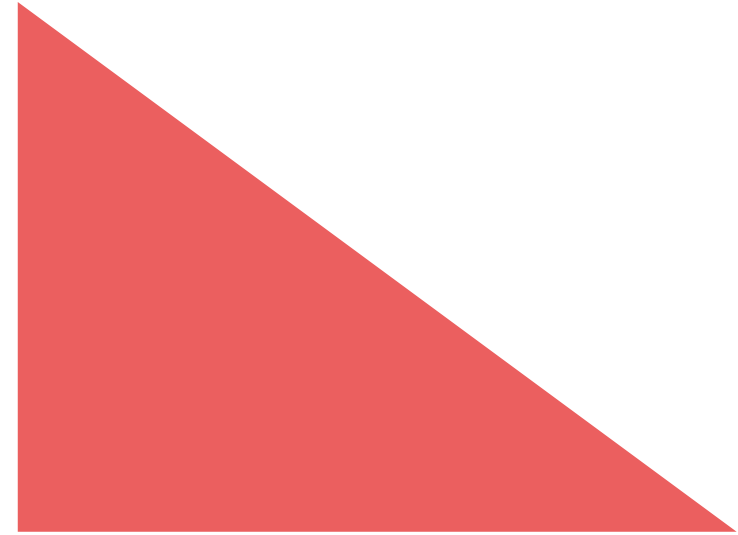
FEBRUARY 10, 2025



Contents



- December 2024 Revenue
- December 2024 Expense
- 2024–25 Cash Flow through December
- Balance Sheet as of December 2024
- CSP Grant Update
- 2024–25 Amended Budget Revenue & Expense Inputs
- 2024–25 Original vs. Amended Budget
- 2024–25 Cash Flow Projection (No Additional Fundraising)
- 2024–25 Cash Flow Projection (Amended Budget)
- SNTHS Financial Position Summary



December 2024 Financials



December 2024 Revenue Breakdown



Earned \$356,209 of Revenue in December

Revenue Source	Amount	Description
Local Revenue	\$110,350	Largest fundraising month YTD
PCFP Base Funding	\$146,545	ADE – 186.8
Other PCFP Funding	\$8,786	ELL & At-Risk
Other State Revenue	\$17,500	State Transportation reimb.
CSP	\$24,524	Two staff members, curriculum
Other Federal Revenue	\$48,504	Title I and NSLP reimb.
Total Revenue	\$356,209	

December 2024 Expense Breakdown



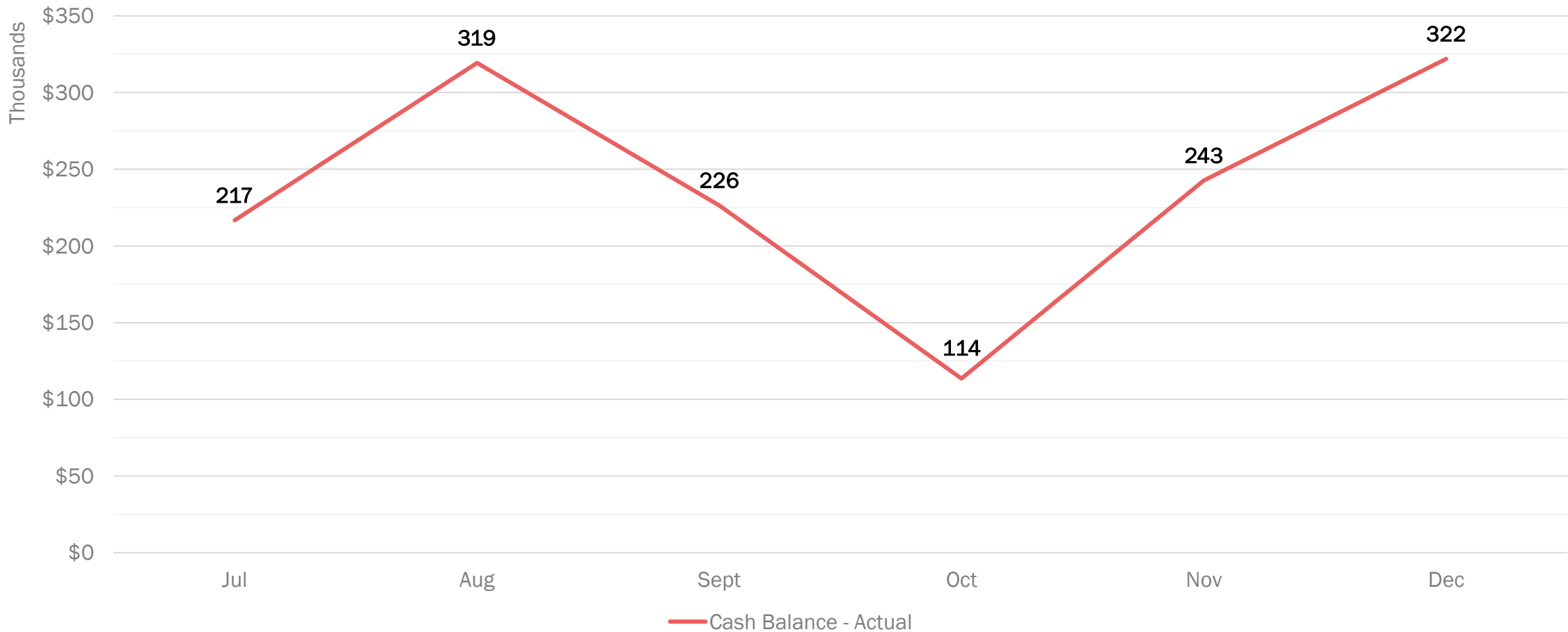
Incurred \$290,725 of Expense in December

Expense Category	Amount	Description
Salaries & Benefits	\$145,955	Standard monthly base pay
Property Expense	\$89,853	Majority is monthly rent
Services	\$33,750	Student transportation, liability insurance, other small items
Supplies	\$19,411	Majority is food bill
Miscellaneous	\$1,756	Depreciation, fees, PY expense
Total Expense	\$290,725	

2024-25 Cash Flow through December



December balance \$322k due to December fundraising & early PCFP payment from state



Balance Sheet as of December 2024



Shows what SNTHS owns and owes as of 12/31/24

		June 2024	December 2024	YTD Change
Assets	Cash Balance	379,577	321,942	(57,635)
	Current Assets (Accounts Receivable)	230,065	64,952	(165,113)
	Capital Assets	40,039	39,209	(831)
	Other Assets	25,749,579	25,749,579	-
	Total Assets	26,399,260	26,175,681	(223,578)
Liabilities & Equity	Current Liabilities	129,757	117,473	(12,284)
	Long-Term Liabilities	26,902,693	26,902,693	-
	Beginning Net Assets	690,575	(633,190)	(1,323,766)
	Net Income (Loss) to Date	(1,323,766)	(211,294)	1,112,471
	Total Liabilities & Equity	26,399,260	26,175,681	(223,578)

Cash balance of \$322k

AR balance – November and December CSP & December Title I

Current Liabilities – November/December PERS & ACE

CSP Grant Update



As of 12/31, SNTHS has spent \$1.47 million, which leaves \$30k remaining

Account	Description	Total Budget- Current	Total Reimbursement Requests Submitted	Budget Remaining
100	Compensation	397,723	399,072	(1,349)
200	Benefits	123,747	110,021	13,726
300	Contracted services	155,022	149,263	5,759
345	Marketing	200,000	191,311	8,689
520	Insurance	3,472	3,472	-
600	Curriculum/CTE Supplies	197,176	209,736	(12,559)
651/734	Tech/IT Equipment/Software	144,646	134,366	10,281
733	Furniture & Equipment	278,213	272,559	5,654
	Totals	1,500,000	1,469,799	30,201

2024-25 Budget/Enrollment Amendment



2024–25 Amended Budget Revenue & Expense Inputs

Revenue

- \$1 million total Fundraising, \$181k collected through December
- 186 ADE → \$1.75 million in PCFP Base Funding, down from 300 ADE & \$2.8 million
- Includes \$175k Construction Commission Grant
- Other rates have been finalized: Transportation, Other PCFP, State SPED, Title

Expense

- No significant payroll changes – total \$1.78 million salaries & benefits
- Facility cost savings of \$100k due to lowered rent and overestimation of utilities cost
- Increased Supplies cost, portion nets with CSP and Construction Commission funds
- Smaller changes to several other line items based on July–December trends

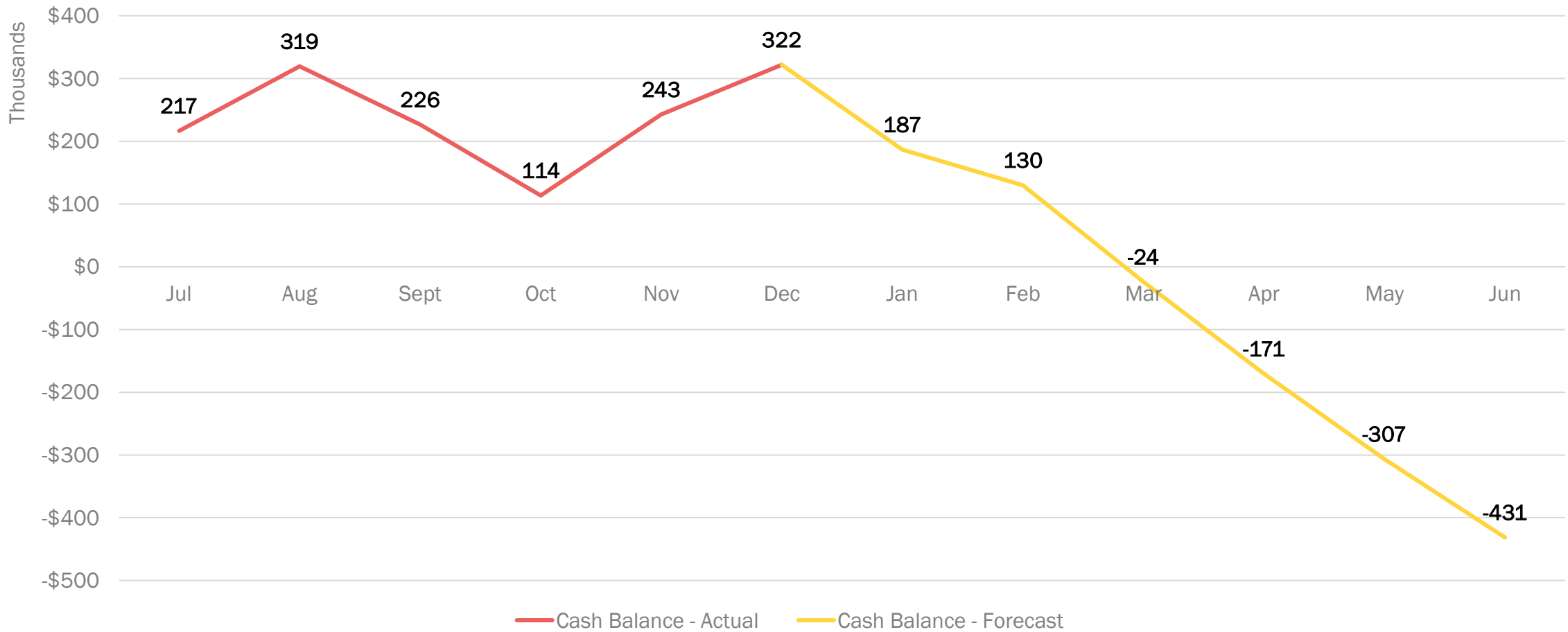
2024-25 Original vs. Amended Budget

Original and proposed Amended Budget shown below

		2024-25	2024-25	Variance
		Budget	Current Forecast	
Revenue	Revenue from Local Sources	350,000	1,010,113	660,113
	State Revenue	3,031,944	2,216,635	(815,309)
	Federal Revenue	419,540	601,258	181,718
	Total Revenue	3,801,484	3,828,006	26,522
Expenses	Personnel Services-Salaries	1,203,000	1,224,703	(21,703)
	Personnel Services-Employee Benefits	573,939	559,299	14,640
	Professional and Tech Services	249,866	237,183	12,683
	Property Services	1,033,374	925,453	107,921
	Other Services	229,538	279,873	(50,335)
	Supplies	366,170	585,855	(219,685)
	Depreciation Expense	-	1,661	(1,661)
	Debt Service and Miscellaneous	-	10,772	(10,772)
	Total Expenses	3,655,887	3,824,799	(168,911)
	Operating Income	145,597	3,207	(142,390)
	Beginning Balance (Audited)	570,217	(633,190)	(1,203,408)
	Operating Income	145,597	3,207	(142,390)
Ending Fund Balance (incl. Depreciation)		715,814	(629,983)	(1,345,798)
Ending Fund Balance as % of Expenses		19.6%	-16.5%	-36.1%

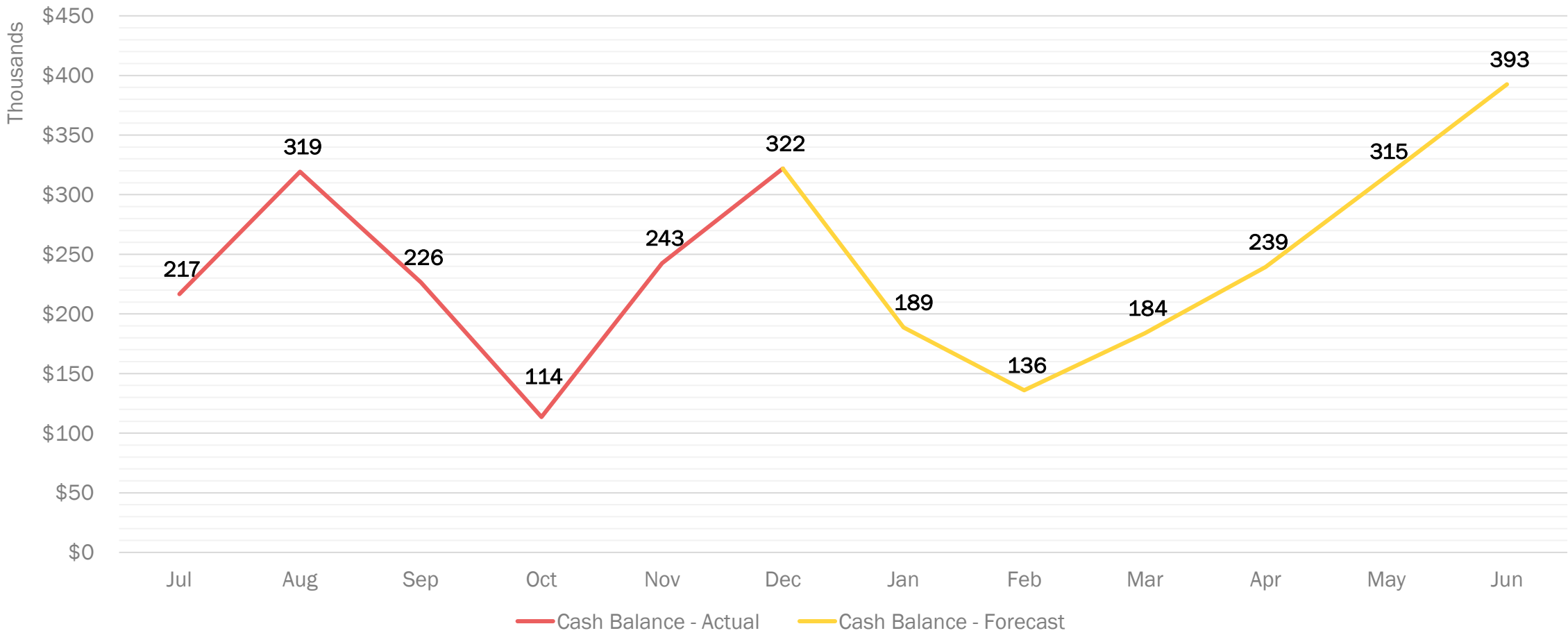
2024-25 Cash Flow Projection (No Additional Fundraising)

Without any additional fundraising, school will not have cash come April, possibly March



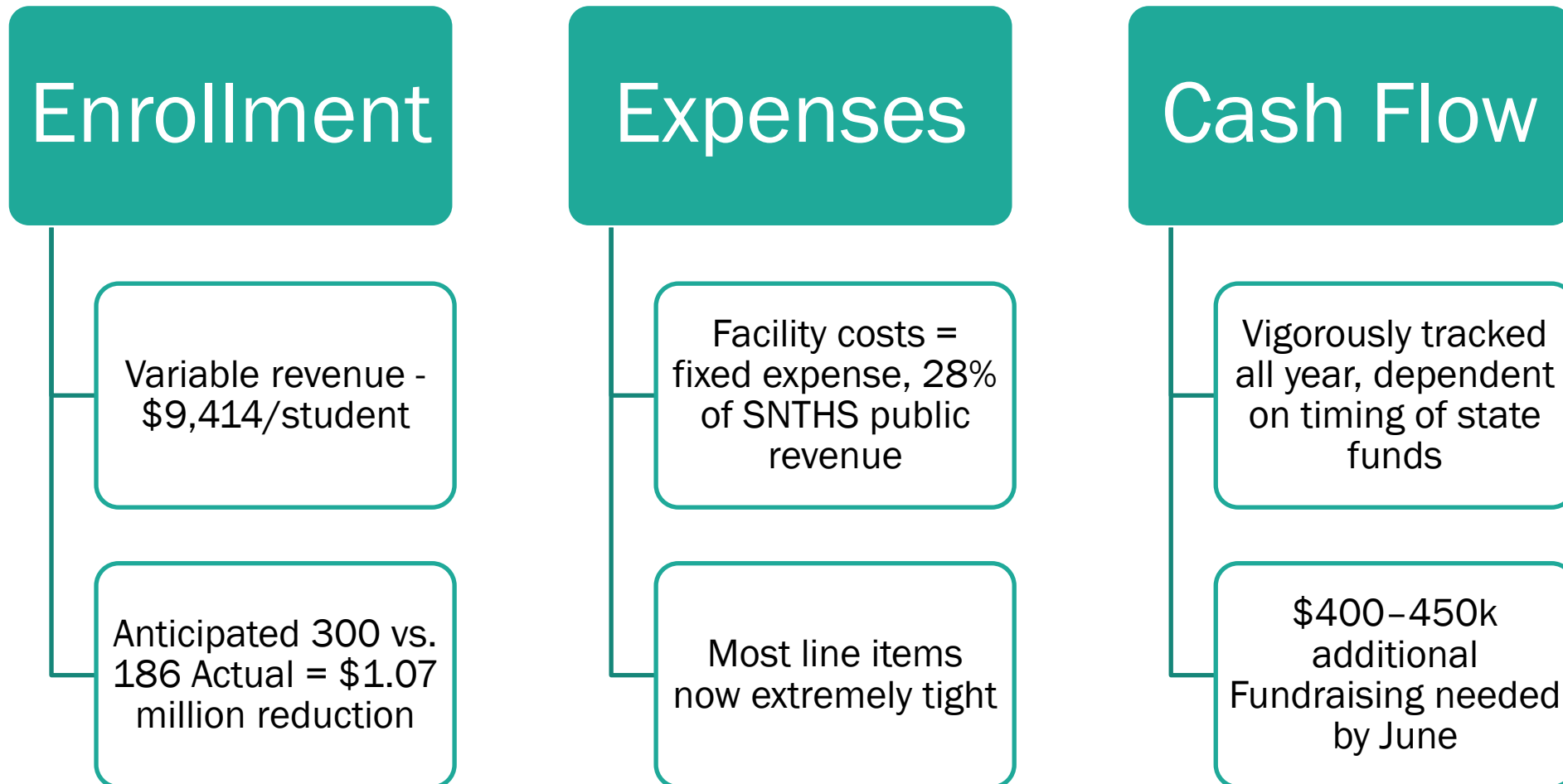
2024-25 Cash Flow Projection (Amended Budget)

Includes \$200k in Fundraising revenue each month March–June



SNTHS Financial Position Summary

SNTHS needs additional Fundraising revenue to mitigate loss of enrollment shortfall



Exhibits



Southern Nevada Trades High School
Income Statement
As of Dec FY2025

		Actual						YTD	Budget & Forecast					
		Jul	Aug	Sep	Oct	Nov	Dec	Actual YTD	Approved Budget v1	Previous Forecast	Current Forecast	Previous Forecast vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
SUMMARY														
Revenue														
	Revenue from Local Sources	5,538	9,113	110	2,096	55,380	110,350	182,586	350,000	-	1,010,113	1,010,113	827,527	18%
	State Revenue	210,079	170,264	172,203	174,714	170,891	172,831	1,070,982	3,031,944	2,058,671	2,216,635	157,964	1,145,653	48%
	Federal Revenue	211,577	32,509	23,562	105,765	23,799	73,028	470,241	419,540	646,360	601,258	(45,102)	131,017	78%
	Total Revenue	427,194	211,886	195,875	282,575	250,070	356,209	1,723,809	3,801,484	2,705,031	3,828,006	1,122,975	2,104,197	45%
Expenses														
	Personnel Services-Salaries	96,857	102,083	101,824	102,434	100,184	100,184	603,564	1,203,000	1,203,000	1,224,703	(21,703)	621,139	49%
	Personnel Services-Employee Benefits	40,286	51,060	43,291	47,289	48,401	45,772	276,099	573,939	573,028	559,299	13,728	283,200	49%
	Professional and Tech Services	17,293	20,104	21,684	42,794	13,928	9,816	125,620	249,866	242,064	237,183	4,881	111,563	53%
	Property Services	48,552	22,038	93,971	15,820	87,280	89,853	357,514	1,033,374	1,033,374	925,453	107,921	567,939	39%
	Other Services	1,921	26,701	26,459	15,446	42,073	23,934	136,534	229,538	278,470	279,873	(1,403)	143,338	49%
	Supplies	235,283	13,205	68,823	59,706	28,285	19,411	424,714	366,170	493,170	585,855	(92,685)	161,141	72%
	Depreciation Expense	-	-	-	-	-	831	831	-	-	1,661	(1,661)	831	50%
	Debt Service and Miscellaneous	-	1,071	7,484	606	140	925	10,227	-	-	10,772	(10,772)	545	95%
	Total Expenses	440,192	236,263	363,536	284,096	320,291	290,725	1,935,103	3,655,887	3,823,106	3,824,799	(1,693)	1,889,696	51%
Operating Income		(12,999)	(24,377)	(167,661)	(1,521)	(70,221)	65,483	(211,294)	145,597	(1,118,075)	3,207	1,121,282	214,501	
Fund Balance														
	Beginning Balance (Audited)								570,217	(633,190)	(633,190)			
	Operating Income								145,597	(1,118,075)	3,207			
Ending Fund Balance									715,814	(1,751,265)	(629,983)			
Total Revenue Per ADE									12,672	13,525	20,581			
Total Expenses Per ADE									12,186	19,116	20,563			
Operating Income Per ADE									485	(5,590)	17			

Southern Nevada Trades High School
Income Statement
As of Dec FY2025

KEY ASSUMPTIONS

Enrollment Breakdown
Enrollment Summary
9-12

Total ADE

Actual						YTD	Budget & Forecast					
							Approved Budget v1	Previous Forecast	Current Forecast	Previous Forecast vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
Jul	Aug	Sep	Oct	Nov	Dec	Actual YTD						

Southern Nevada Trades High School
Income Statement
As of Dec FY2025

Actual							YTD	Budget & Forecast																		
	Jul	Aug	Sep	Oct	Nov	Dec	Actual YTD	Approved Budget v1	Previous Forecast	Current Forecast	Previous Forecast vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent													
REVENUE																										
Revenue from Local Sources																										
1500	38	113	110	96	62	5	423	-	-	450	450	27	94%													
1900	-	-	-	-	-	5	5	-	-	5	5	-	100%													
1920	5,500	9,000	-	2,000	54,000	110,340	180,840	350,000	-	1,008,340	1,008,340	827,500	18%													
1980	-	-	-	-	1,318	-	1,318	-	-	1,318	1,318	-	100%													
SUBTOTAL - Revenue from Local Sources							5,538	9,113	110	2,096	55,380	110,350	182,586	350,000	-	1,010,113	1,010,113	827,527	18%							
Intermediate Revenue Sources																										
SUBTOTAL - Intermediate Revenue Sources							-	-	-	-	-	-	-	-	-	-	-	-								
State Revenue																										
3110.201	PCFP - Base Funding	145,917	145,917	145,917	148,427	146,545	146,545	879,268	2,824,200	1,882,800	1,751,004	(131,796)	871,736	50%												
3200	State Funds & Grants-in-Aid	55,376	-	17,500	17,500	-	17,500	107,876	144,300	95,299	297,959	202,660	190,083	36%												
3254	PCFP - ELL	2,471	2,471	2,471	2,471	2,471	2,471	14,827	22,744	22,904	29,652	6,748	14,825	50%												
3255	PCFP - FRL	6,315	6,315	6,315	6,315	6,315	6,315	37,891	-	-	75,780	75,780	37,889	50%												
3270	State SpEd	-	15,560	-	-	15,560	-	31,121	40,700	57,668	62,240	4,572	31,119	50%												
SUBTOTAL - State Revenue							210,079	170,264	172,203	174,714	170,891	172,831	1,070,982	3,031,944	2,058,671	2,216,635	157,964	1,145,653	48%							
Federal Revenue																										
4500.633	Title I	-	-	-	-	-	25,443	25,443	81,401	54,268	37,943	(16,324)	12,500	67%												
4500.639	IDEA	-	-	-	-	10,000	-	10,000	77,231	51,488	18,735	(32,753)	8,735	53%												
4500.658	Title III-LEP	-	-	-	-	-	-	-	6,638	4,425	1,691	(2,734)	1,691	0%												
4500.661	CSP	211,577	32,509	17,673	79,519	13,799	24,524	379,602	50,000	400,000	409,000	9,000	29,398	93%												
4500.688	McKinney Vento Homeless Education Funds	-	-	190	-	-	-	190	-	-	190	190	-	100%												
4500.709	Title II	-	-	-	-	-	-	-	31,770	21,180	-	(21,180)	-	-												
4500.742	ESSER III	-	-	5,699	-	-	-	5,699	-	-	5,699	5,699	-	100%												
4500.802	NSLP	-	-	-	26,247	-	23,061	49,307	172,500	115,000	128,000	13,000	78,693	39%												
SUBTOTAL - Federal Revenue							211,577	32,509	23,562	105,765	23,799	73,028	470,241	419,540	646,360	601,258	(45,102)	131,017	78%							
TOTAL REVENUE														427,194	211,886	195,875	282,575	250,070	356,209	1,723,809	3,801,484	2,705,031	3,828,006	1,122,975	2,104,197	45%

Southern Nevada Trades High School
Income Statement
As of Dec FY2025

		Actual						YTD	Budget & Forecast					
		Jul	Aug	Sep	Oct	Nov	Dec	Actual YTD	Approved Budget v1	Previous Forecast	Current Forecast	Previous Forecast vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
EXPENSES														
Personnel Services-Salaries														
101	Salaries-Teachers	54,934	59,548	59,267	60,381	59,309	59,309	352,747	721,000	661,000	729,203	(68,203)	376,456	48%
102	Salaries-Instructional Aides	3,333	3,333	3,333	3,333	3,333	3,333	20,000	40,000	40,000	40,000	-	20,000	50%
104	Salaries-Licensed Administration	7,875	7,875	7,875	7,875	7,875	7,875	47,250	94,500	94,500	94,500	-	47,250	50%
105	Salaries-Non-licensed Administration	17,667	17,667	17,667	17,667	17,667	17,667	106,000	152,000	212,000	212,000	-	106,000	50%
106	Salaries-Other Licensed Staff	5,583	5,583	5,583	5,583	5,583	5,583	33,500	118,500	118,500	67,000	51,500	33,500	50%
107	Salaries-Other Classified/Support Staff	7,465	8,076	8,099	7,594	6,417	6,417	44,068	77,000	77,000	82,000	(5,000)	37,932	54%
SUBTOTAL - Personnel Services-Salaries		96,857	102,083	101,824	102,434	100,184	100,184	603,564	1,203,000	1,203,000	1,224,703	(21,703)	621,139	49%
Personnel Services-Employee Benefits														
210	Employee Benefits - Group Insurance	5,981	14,483	9,186	10,118	11,506	10,712	61,985	121,800	121,800	121,800	-	59,815	51%
220	Employee Benefits - Social Security Contributions	309	362	377	346	273	273	1,940	-	-	310	(310)	(1,630)	626%
230	Employee Benefits - Retirement Contributions	30,250	31,643	30,394	31,845	31,845	31,845	187,824	397,980	397,980	382,983	14,997	195,159	49%
240	Employee Benefits - Medicare Payments	1,378	1,454	1,450	1,460	1,428	1,428	8,598	17,444	17,444	17,758	(315)	9,160	48%
260	Employee Benefits - Unemployment Compensation	2,367	3,119	1,883	1,821	1,615	1,514	12,319	25,922	25,010	25,584	(574)	13,265	48%
270	Employee Benefits - Workers Compensation	-	-	-	1,699	1,734	-	3,433	10,794	10,794	10,864	(70)	7,431	32%
SUBTOTAL - Personnel Services-Employee Benefits		40,286	51,060	43,291	47,289	48,401	45,772	276,099	573,939	573,028	559,299	13,728	283,200	49%
Professional and Tech Services														
310	Office/Administrative Services	245	249	166	171	166	201	1,198	4,464	4,464	4,464	-	3,266	27%
320	Professional Educational Services	-	-	11,685	6,415	6,700	570	25,370	103,408	90,605	66,691	23,914	41,321	38%
331	Training & Development Services - Teachers	5,699	1,097	-	597	-	-	7,393	12,000	12,000	10,000	2,000	2,607	74%
340	Other Professional Services	5,000	500	-	11,500	1,229	1,198	19,426	30,125	30,125	32,125	(2,000)	12,699	60%
340.1	Business Service Fees	5,833	5,833	5,833	5,833	5,833	5,833	35,000	70,000	70,000	70,000	-	35,000	50%
345	Marketing Services	516	12,425	-	12,425	-	426	25,791	20,000	25,000	35,791	(10,791)	10,000	72%
350	Technical Services	-	-	4,000	5,853	-	1,589	11,442	7,200	7,200	15,442	(8,242)	4,000	74%
352	Other Technical Services	-	-	-	-	-	-	-	2,670	2,670	2,670	-	2,670	0%
SUBTOTAL - Professional and Tech Services		17,293	20,104	21,684	42,794	13,928	9,816	125,620	249,866	242,064	237,183	4,881	111,563	53%
Property Services														
410	Utility Services	31	3,796	7,458	94	2,844	6,602	20,825	52,800	52,800	52,800	-	31,975	39%
411	Water and Sewer	-	1,462	586	657	575	375	3,656	48,000	48,000	12,000	36,000	8,344	30%
421	Garbage and Disposal	-	-	388	1,771	-	45	2,204	24,000	24,000	14,400	9,600	12,196	15%
422	Janitorial and Custodial Services	2,723	-	-	-	1,560	-	4,283	5,000	5,000	6,283	(1,283)	2,000	68%
430	Repairs and Maintenance Services	2,805	14,980	2,497	3,027	479	740	24,528	35,000	35,000	35,000	-	10,472	70%
441	Rent - Land and Building	42,768	-	81,821	-	81,821	81,821	288,232	852,154	852,154	779,159	72,995	490,927	37%
443	Rentals of Computers and Related Equipment	-	-	-	4,149	-	86	4,235	14,760	14,760	14,760	-	10,525	29%
450	Construction Services	-	-	972	-	-	-	972	-	-	972	(972)	-	100%
490	Other Purchased Property Services	225	1,800	247	6,123	-	184	8,579	1,661	1,661	10,079	(8,419)	1,500	85%
SUBTOTAL - Property Services		48,552	22,038	93,971	15,820	87,280	89,853	357,514	1,033,374	1,033,374	925,453	107,921	567,939	39%
Other Services														
519	Student Transportation	-	18,435	19,125	1,788	19,288	19,288	77,923	144,300	190,000	180,000	10,000	102,078	43%
522	Liability Insurance	-	5,638	2,426	9,043	19,439	2,566	39,113	27,335	42,335	49,335	(7,000)	10,222	79%
531	Postage	-	-	-	-	-	28	28	-	-	150	(150)	122	19%
535	Phone & internet services	97	804	97	402	804	-	2,205	6,600	6,600	6,600	-	4,395	33%
540	Advertising	-	-	1,686	2,382	710	220	4,997	3,000	3,000	6,500	(3,500)	1,503	77%
550	Printing and Binding	-	-	-	-	-	-	-	1,000	1,000	1,000	-	1,000	0%
570	Food Service Management	-	-	1,301	-	-	-	1,301	12,000	12,000	14,400	(2,400)	13,099	9%
591	CS Sponsor Fee (1.25% of PCFP)	1,824	1,824	1,824	1,832	1,832	1,832	10,967	35,303	23,535	21,888	1,647	10,920	50%
SUBTOTAL - Other Services		1,921	26,701	26,459	15,446	42,073	23,934	136,534	229,538	278,470	279,873	(1,403)	143,338	49%
Supplies														
610	General Supplies	-	6,800	16,469	4,674	3,248	2,455	33,646	24,000	24,000	43,646	(19,646)	10,000	77%
612	Non-capitalized equipment	120,231	-	31,302	-	-	-	151,533	32,000	164,000	192,000	(28,000)	40,467	79%
630	Food	-	-	20,702	958	14,373	16,287	52,320	196,200	133,200	147,541	(14,341)	95,221	35%
641	Textbooks	102,547	-	-	-	-	-	102,547	42,000	100,000	107,000	(7,000)	4,453	96%
650	Supplies-Information Technology-related - General	9,750	6,405	120	38,095	10,300	659	65,328	41,970	41,970	70,328	(28,358)	5,000	93%
651	Supplies - Technology - Software	2,755	-	230	11,980	365	10	15,340	25,000	25,000	20,340	4,660	5,000	75%
653	Web-based and similar programs	-	-	-	4,000	-	-	4,000	5,000	5,000	5,000	-	1,000	80%
SUBTOTAL - Supplies		235,283	13,205	68,823	59,706	28,285	19,411	424,714	366,170	493,170	585,855	(92,685)	161,141	72%

Southern Nevada Trades High School
Income Statement
As of Dec FY2025

		Actual						YTD	Budget & Forecast					
		Jul	Aug	Sep	Oct	Nov	Dec	Actual YTD	Approved Budget v1	Previous Forecast	Current Forecast	Previous Forecast vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
Depreciation Expense														
790	Depreciation	-	-	-	-	-	831	831	-	-	1,661	(1,661)	831	50%
SUBTOTAL - Depreciation Expense		-	-	-	-	-	831	831	-	-	1,661	(1,661)	831	50%
Debt Service and Miscellaneous														
810	Dues and Fees	-	904	-	-	140	143	1,187	-	-	1,400	(1,400)	213	85%
832	Interest	-	168	-	-	-	-	168	-	-	500	(500)	332	34%
890.1	Miscellaneous Expenditures - Prior Year Expenses	-	-	7,484	606	-	782	8,872	-	-	8,872	(8,872)	-	100%
SUBTOTAL - Debt Service and Miscellaneous		-	1,071	7,484	606	140	925	10,227	-	-	10,772	(10,772)	545	95%
Other Items - Expense														
SUBTOTAL - Other Items - Expense		-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL EXPENSES		440,192	236,263	363,536	284,096	320,291	290,725	1,935,103	3,655,887	3,823,106	3,824,799	(1,693)	1,889,696	51%

Southern Nevada Trades High School
Monthly Cash Forecast
As of Dec FY2025

		2024-25													
		Actuals & Forecast												Forecast	Remaining Balance
		Jul Actuals	Aug Actuals	Sep Actuals	Oct Actuals	Nov Actuals	Dec Actuals	Jan Forecast	Feb Forecast	Mar Forecast	Apr Forecast	May Forecast	Jun Forecast		
Beginning Cash		379,577	216,712	319,291	226,451	113,566	242,625	321,942	188,651	135,983	183,825	239,412	315,424		
REVENUE															
	Revenue from Local Sources	5,538	9,113	110	2,096	55,380	110,350	5,505	4,005	202,005	202,005	212,005	202,005	1,010,113	0
	Intermediate Revenue Sources	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	State Revenue	210,079	170,264	172,203	174,714	170,891	172,831	160,372	199,346	154,075	154,075	154,075	169,634	2,216,635	154,075
	Federal Revenue	211,577	32,509	23,562	105,765	23,799	73,028	21,560	21,560	20,958	9,560	19,986	16,060	601,258	21,334
	Other Financing Sources	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Other Items	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL REVENUE		427,194	211,886	195,875	282,575	250,070	356,209	187,437	224,910	377,038	365,640	386,065	387,699	3,828,006	175,409
EXPENSES															
	Personnel Services-Salaries	96,857	102,083	101,824	102,434	100,184	100,184	103,523	103,523	103,523	103,523	103,523	103,523	1,224,703	-
	Personnel Services-Employee Benefits	40,286	51,060	43,291	47,289	48,401	45,772	51,177	46,979	46,979	46,979	46,979	45,894	559,299	(1,785)
	Professional and Tech Services	17,293	20,104	21,684	42,794	13,928	9,816	19,153	17,818	27,818	17,818	17,818	11,139	237,183	-
	Property Services	48,552	22,038	93,971	15,820	87,280	89,853	96,048	92,902	96,592	92,902	92,902	96,592	925,453	(0)
	Other Services	1,921	26,701	26,459	15,446	42,073	23,934	27,292	27,292	27,292	27,292	27,292	6,877	279,873	-
	Supplies	235,283	13,205	68,823	59,706	28,285	19,411	21,448	21,448	26,901	21,448	21,448	46,448	585,855	2,000
	Depreciation Expense	-	-	-	-	-	831	138	138	138	138	138	138	1,661	(0)
	Debt Service and Miscellaneous	-	1,071	7,484	606	140	925	91	91	91	91	91	91	10,772	-
	Other Items - Expense	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL EXPENSES		440,192	236,263	363,536	284,096	320,291	290,725	318,870	310,191	329,334	310,191	310,191	310,702	3,824,799	215
Operating Cash Inflow (Outflow)		(12,999)	(24,377)	(167,661)	(1,521)	(70,221)	65,483	(131,433)	(85,282)	47,703	55,448	75,874	76,997	3,207	175,194
Accounts Receivable - Current Year		(219,119)	155,048	(9,603)	(48,847)	131,583	56,039	32,476	32,476	-	-	-	-	-	-
Other Current Assets		100,012	-	-	-	-	-	-	-	-	-	-	-	-	-
Fixed Assets		-	-	-	-	-	831	138	138	138	138	138	138	-	-
Accounts Payable - Current Year		19,138	(29,175)	85,675	(71,240)	41,245	(44,221)	(28)	-	-	-	-	-	-	-
Expenses - Prior Year Accruals		-	-	-	-	-	1,185	-	-	-	-	-	-	-	-
Other Current Liabilities		(49,899)	1,083	(1,249)	8,722	26,452	-	(34,445)	-	-	-	-	-	-	-
Ending Cash		216,712	319,291	226,451	113,566	242,625	321,942	188,651	135,983	183,825	239,412	315,424	392,559		

Southern Nevada Trades High School

Balance Sheet

As of Dec FY2025

	Jun FY2024	Dec FY2025	YTD Change
ASSETS			
Cash Balance	379,577	321,942	(57,635)
Current Assets	230,065	64,952	(165,114)
Capital Assets	40,039	39,209	(831)
Other Assets	25,749,579	25,749,579	-
TOTAL ASSETS	26,399,260	26,175,681	(223,579)
LIABILITIES & EQUITY			
Current Liabilities	129,757	117,473	(12,284)
Long-Term Liabilities	26,902,693	26,902,693	-
Beginning Net Assets	690,575	(633,190)	(1,323,766)
Net Income (Loss) to Date	(1,323,766)	(211,294)	1,112,471
TOTAL LIABILITIES & EQUITY	26,399,260	26,175,681	(223,579)

Southern Nevada Trades High School

2024-25

As of Dec FY2025

		Year 1
		2024-25
SUMMARY		
Revenue		
Revenue from Local Sources		1,010,113
State Revenue		2,216,635
Federal Revenue		601,258
Total Revenue		3,828,006
Expenses		
Personnel Services-Salaries		1,224,703
Personnel Services-Employee Benefits		559,299
Professional and Tech Services		237,183
Property Services		925,453
Other Services		279,873
Supplies		585,855
Depreciation Expense		1,661
Debt Service and Miscellaneous		10,772
Total Expenses		3,824,799
Operating Income		3,207
Fund Balance		
Beginning Balance (Audited)		(633,190)
Operating Income		3,207
Ending Fund Balance		(629,983)
Total Revenue Per ADE		20,581
Total Expenses Per ADE		20,563
Operating Income Per ADE		17
Fund Balance as a % of Expenses		-16%

Southern Nevada Trades High School
2024-25
As of Dec FY2025

Key Assumptions

Year 1
2024-25

Total ADE

186

Southern Nevada Trades High School

2024-25

As of Dec FY2025

		Year 1
		2024-25
REVENUE		
Revenue from Local Sources		
1500	Investment Income	450
1900	Other Local Revenue	5
1920	Contributions and Donations From Private Sources	1,008,340
1980	Refund of Prior Year's Expenditures	1,318
SUBTOTAL - Revenue from Local Sources		1,010,113
Intermediate Revenue Sources		
SUBTOTAL - Intermediate Revenue Sources		-
State Revenue		
3110.201	PCFP - Base Funding	1,751,004
3200	State Funds & Grants-in-Aid	297,959
3254	PCFP - ELL	29,652
3255	PCFP - FRL	75,780
3270	State SpEd	62,240
SUBTOTAL - State Revenue		2,216,635
Federal Revenue		
4500.633	Title I	37,943
4500.639	IDEA	18,735
4500.658	Title III-LEP	1,691
4500.661	CSP	409,000
4500.688	McKinney Vento Homeless Education Funds	190
4500.709	Title II	-
4500.742	ESSER III	5,699
4500.802	NSLP	128,000
SUBTOTAL - Federal Revenue		601,258
TOTAL REVENUE		3,828,006

Southern Nevada Trades High School

2024-25

As of Dec FY2025

		Year 1
		2024-25
EXPENSES		
Personnel Services-Salaries		
101	Salaries-Teachers	729,203
102	Salaries-Instructional Aides	40,000
104	Salaries-Licensed Administration	94,500
105	Salaries-Non-licensed Administration	212,000
106	Salaries-Other Licensed Staff	67,000
107	Salaries-Other Classified/Support Staff	82,000
SUBTOTAL - Personnel Services-Salaries		1,224,703
Personnel Services-Employee Benefits		
210	Employee Benefits - Group Insurance	121,800
220	Employee Benefits - Social Security Contributions	310
230	Employee Benefits - Retirement Contributions	382,983
240	Employee Benefits - Medicare Payments	17,758
260	Employee Benefits - Unemployment Compensation	25,584
270	Employee Benefits - Workers Compensation	10,864
SUBTOTAL - Personnel Services-Employee Benefits		559,299
Professional and Tech Services		
310	Office/Administrative Services	4,464
320	Professional Educational Services	66,691
331	Training & Development Services - Teachers	10,000
340	Other Professional Services	32,125
340.1	Business Service Fees	70,000
345	Marketing Services	35,791
350	Technical Services	15,442
352	Other Technical Services	2,670
SUBTOTAL - Professional and Tech Services		237,183
Property Services		
410	Utility Services	52,800
411	Water and Sewer	12,000

Southern Nevada Trades High School

2024-25

As of Dec FY2025

		Year 1
		2024-25
421	Garbage and Disposal	14,400
422	Janitorial and Custodial Services	6,283
430	Repairs and Maintenance Services	35,000
441	Rent - Land and Building	779,159
443	Rentals of Computers and Related Equipment	14,760
450	Construction Services	972
490	Other Purchased Property Services	10,079
SUBTOTAL - Property Services		925,453
Other Services		
519	Student Transportation	180,000
522	Liability Insurance	49,335
531	Postage	150
535	Phone & internet services	6,600
540	Advertising	6,500
550	Printing and Binding	1,000
570	Food Service Management	14,400
591	CS Sponsor Fee (1.25% of PCFP)	21,888
SUBTOTAL - Other Services		279,873
Supplies		
610	General Supplies	43,646
612	Non-capitalized equipment	192,000
630	Food	147,541
641	Textbooks	107,000
650	Supplies-Information Technology-related - General	70,328
651	Supplies - Technology - Software	20,340
653	Web-based and similar programs	5,000
SUBTOTAL - Supplies		585,855
Depreciation Expense		
790	Depreciation	1,661
SUBTOTAL - Depreciation Expense		1,661

Southern Nevada Trades High School

2024-25

As of Dec FY2025

		Year 1
		2024-25
Debt Service and Miscellaneous		
810	Dues and Fees	1,400
832	Interest	500
890.1	Miscellaneous Expenditures - Prior Year Expenses	8,872
SUBTOTAL - Debt Service and Miscellaneous		10,772
Other Items - Expense		
SUBTOTAL - Other Items - Expense		-
TOTAL EXPENSES		3,824,799

STATE PUBLIC CHARTER SCHOOL AUTHORITY



RFA: Reduce in Enrollment in Existing Grade Levels

The SPCSA considers reductions to an approved enrollment cap to be a material change of the charter contract and require approval by the State Public Charter School Authority Board.

Executive Summary

Provide a brief overview of your school, including:

1. Identification of the school, its location(s), enrollment(s)(most recent ADE quarter), brief history, brief description of its board members and key leadership team members
2. Statement and overview of the mission and vision
3. A summary explanation of the reasons that the charter school is seeking to make this specific requested change.
4. Specifically identify the key reasons associated with this reduction in your enrollment cap.

Operations and Enrollment

1. Describe the rationale for the reduction in enrollment.
2. Specifically identify the key risks associated with this reduction plan and describe the steps the school is taking to mitigate these risks.
3. Describe the role to date of any parents, neighborhood, and/or community members involved in the proposed reduction in enrollment of the school.
4. Describe how you will engage parents, neighborhood, and community members from the time that the application is approved. What specific strategies will be implemented to ensure students who have already enrolled in the school maintain that enrollment and are not adversely affected?
5. If the reduction in enrollment will impact staffing, please complete the staffing chart on the budget workbook. If the reduction in the cap will not impact staffing, please write no impact below.
6. If applicable, please provide an updated Lottery Application if dates to the lottery and window change or lottery procedures are changed due to the reduction in enrollment cap.

7. Please complete the enrollment charter with the proposed enrollment changes for the remainder of the charter term. Please feel free to add rows for grades and change columns to fit the charter term.

Grade Level	Number of Students				
	2024-25	2025-26	2026-27	2027-28	2028-29
9					
10					
11					
12					
Total					

Financial

1. Please complete the amendment budget workbook and include as part of your amendment application submission or provide an updated budget in a workbook of your choosing.
2. Provide a budget narrative including a detailed description of assumptions and revenue estimates, including but not limited to the basis for revenue projections, staffing levels, and costs. The narrative should specifically address the degree to which the school budget will rely on variable income (e.g., grants, donations, fundraising, etc.). There is no page limit for the budget narrative. Include the following: A detailed discussion of Per-Pupil Revenue: Use the figures provided in developing your budget assumptions.
3. Given current the current enrollment of your school, discuss in detail the school's plans to address the loss of revenues. Please reference the submitted budget as may be appropriate.

In addition to the information above, please submit

1. The agenda and approved/draft minutes of the meeting in which the governing board of the charter school approved the Request for Amendment.
2. A board approved and board chair signed Good Cause Exemption letter along with the amendment application.

Joe Lombardo
Governor

Jhone M. Ebert
Superintendent of
Public Instruction



Southern Nevada Office
2080 East Flamingo Rd,
Suite 210
Las Vegas, Nevada 89119-0811
Phone: (702) 486-6458
Fax: (702) 486-6450

STATE OF NEVADA
DEPARTMENT OF EDUCATION
700 E. Fifth Street | Carson City, Nevada 89701-5096
Phone: (775) 687-9200 | www.doe.nv.gov | Fax: (775) 687-1116

Charter School Budget

Southern Nevada Trades High School herewith submits the
budget for the fiscal year ending June 30, 2025

AMENDED FINAL

This budget contains 1 governmental fund types with estimated expenditures of \$ 3,824,799
0 proprietary funds with estimated expenses of \$ 0 .

Per NAC 387.715:

TENTATIVE budget is due to the clerk or secretary of the Charter School Governing Body and Nevada Department of Education (NDE) by **April 15** annually.

FINAL budget must be adopted on or before **June 8** Annually. Copies of the approved final budget are **SUBMITTED** by the Charter School Governing Body to NDE, Legislative Council Bureau and the Charter School sponsor if other than the Department of Education.

CERTIFICATION

I, _____
(Print Name of Governing Board President)

(Signature of Governing Board President)

certify that all applicable funds and financial
operations of this Local Government are
listed herein

Signed _____

Dated: _____

APPROVED BY THE GOVERNING BOARD

SCHEDULED PUBLIC HEARING:

Date and Time: _____ Publication Date: _____

Place: _____

Great Schools for Nevada Charter School Program Site Visit Report

Purpose and Goals

Opportunity 180 acts as a strategic funder and thought partner to all recipients of the Great Schools for Nevada Charter School Program (CSP) Grant. To carry out the grant program with fidelity, we conduct school site visits that monitor compliance and performance. These visits help the CSP Team to better understand your school's model in action and reveal opportunities for us to be more supportive partners.

Out of the school visits, we have two goals:

- **Goal 1:** to ensure that your school complies with grant requirements, federal and state mandates, and appropriate stewardship of grant funds.
- **Goal 2:** to understand your school's model and progress toward grant goals, and to support your path to being a sustainable, high-quality school.

After reviewing the following Site Visit Report, please email greatschoolsncvscsp@opportunity180.org with any questions. It is expected that the school leader or team shares this report with the governing board at a board meeting.

School:	Southern Nevada Trades High School
Site Visit Date:	November 19, 2024
CSP Team Reviewers:	Ray Fraser, Jackson Olsen, Andrew Mieure, and Lauren Outlaw, Consultant
Reviewer Signatures:	Ray Fraser, Jackson Olsen, Andrew Mieure, and Lauren Outlaw

School Leader Name: Julie Carver

Signature: Julie Carver Date: 1/31/25

Board Chair Name: Brett Willis

Signature: [Signature] Date: 1/31/25

Site Visit Roll-up

CSP Project Goals are listed at the end of this document for your reference.

Highlights!
<i>Great things we saw at the site visit related to compliance/performance monitoring goals. We use highlights to disseminate best practices and to inform technical assistance opportunities.</i>
- During a classroom observation conducted during the visit, students were highly engaged in their learning activities, demonstrating active participation and focus. The teacher fostered a warm and inclusive

<p>atmosphere, marked by frequent positive interactions with students.</p> <ul style="list-style-type: none"> - Interviews indicated that the board demonstrates strong engagement and involvement in governance and strategic oversight. Board members actively support school initiatives, contribute to addressing key challenges, and monitor progress toward organizational goals. The board chair was noted for their proactive leadership and engagement, ensuring alignment between the board's efforts and the school's mission and priorities.
<p>Recommendations</p>
<p><i>Ideas for your consideration that are not required by the CSP grant but that might impact progress toward achieving your CSP grant goals! These recommendations are based on the compliance and performance goals.</i></p>
<ul style="list-style-type: none"> - During the visit, the team observed that the school does not consistently implement standard inventory and tagging processes, which may hinder effective asset tracking, accountability, and compliance with grant requirements. Developing a comprehensive inventory system with standardized tagging protocols is critical for efficient asset management and alignment with best practices. The team recommends that the school implement a standardized process for tagging all inventory items, ensuring each item is clearly labeled and easily trackable.
<p>Corrective Actions: Required next steps</p>
<p><i>Required next steps with deadlines- these corrective actions are based on the site visit compliance and performance checklist and interviews and are required for the CSP grant. Failure to complete these corrective actions on the outlined timeline may result in a withholding of your CSP reimbursements.</i></p>
<ol style="list-style-type: none"> 1. The website is missing key federally required elements, including student enrollment and academic data by subgroup. By January 17, 2025, please update or provide a date by which the website will be updated to include student enrollment and academic data by subgroup. 2. During the visit, it was noted that while one observed Chromebook matched the submitted inventory list, the list only included student Chromebooks, omitted other assets, and did not meet federal requirements. This issue was also part of corrective action resulting from the Spring 2024 site visit, during which the school had failed to submit an inventory list in advance. By January 17, 2025, please upload to Basecamp a revised inventory list that complies with federal requirements to Basecamp and maintain moving forward. See the attached CSP Inventory List for details. 3. The school did not provide its Professional Development Plan in advance of the onsite visit. By January 17, 2025, please upload a sample of your professional development materials or plan to Basecamp. Examples of acceptable items include slide decks, sign-in sheets, agendas, handouts, or schedules. Note: It is not necessary to upload all materials; a representative sample will be sufficient. 4. <u>Goals 1, 2, and 3.</u> During the visit, the team found a lack of clarity regarding the plan to achieve Goals 1, 2, and 3. Progress towards Goal 1 was unclear based on interviews during the visit. On goal 2, there was a lack of a structured or clearly articulated plan for PLCs, making it unclear how these would be used to support or advance the goal. Lastly, progress toward Goal 3—creating a high-quality learning environment for underserved students—was not addressed during the onsite interviews, and no data, evidence, or strategies were provided to demonstrate advancement toward this objective. By January 17, 2025, please upload a status update to Basecamp detailing your progress toward Goals 1-3. Additionally, include an implementation plan outlining your strategies for achieving these goals during the remainder of the grant period. 5. <u>Goal 4.</u> The school is not currently meeting its enrollment target. While the goal for the 2024-2025 school year is 300 students, as of the visit, 184 students are enrolled, with an additional 4 students expected to join after the holiday break. Onsite interviews also revealed that the limited number of families in surrounding zip codes challenges the enrollment target, a key part of the broader goal to enroll students reflective of the community. By January 17, 2025, please upload to Basecamp any reports Mariposa has provided on their recruitment support. If Mariposa is not providing regular reports, please upload evidence of strategies implemented to increase enrollment and reach the target of 300 students. This should include recruitment efforts, such as recruitment and retention plans, outreach campaigns, targeted marketing initiatives, or similar approaches/artifacts.

6. Please sign and date the report and upload a signed copy to Basecamp by January 17, 2025.

Risk Assessment

Based on the results of this site visit, Southern Nevada Trades High school is High Risk due to financial concerns and significant challenges associated with operating within tight cash flow margins. Due to this change in risk level, SNTHS has been shifted to a quarterly site visit cadence and should anticipate two additional site visits between the beginning of 2025 and the end of the school year.

Low-Risk	Moderate Risk	High Risk
Conditions for Risk Assessment		
<p>Has an existing track record of success, particularly in serving at-risk student populations.</p> <p>Is in good academic, and operational standing with the authorizer.</p> <p>The financial plan demonstrates a long-term, sustainable plan for delivering the full program; After year one audits with no findings and no concerns identified by the authorizer on financial standards.</p>	<p>First-year subgrantee</p> <p>No existing track record of success but has strong plans and evidence-based strategies in place to lead a quality school.</p> <p>Is in good academic and operational standing with the authorizer.</p> <p>Financial plan that shows narrow cash flow margins; After year one audit with no findings and either or non-material changes to financial practices noted in a management letter or a concern identified by authorizer on financial standards.</p>	<p>No existing track record of success.</p> <p>Not in good academic, financial, or operational standing with the authorizer.</p> <p>Receives a Notice of Concern from the authorizer.</p> <p>A financial plan that shows narrow cash flow margins; after year 1 audit with findings and or multiple concerns identified by the authorizer on financial standards</p>
Frequency of Monitoring Activities		
<p>Annual Site Visits and Data Assessment to ensure continued success</p>	<p>Biannual Site Visits</p> <p>Annual Data Assessment with mid-year check-in</p>	<p>Quarterly site visits and progress reports</p> <p>Schools that receive a notice of Concern from the authorizer will receive intervention TA to improve within 3-years, all remaining CSP funds will be revoked as the school enters the closure process with its authorizer</p>

CSP Project Goals

1. By August 2025, SNTHS will have developed and implemented at least two CTE-integrated unit in each of

the four core subject areas (literacy, math, science, and social studies) for all 9th and 10th graders, including modifications for students with special needs as measured by one fully integrated unit in Year 1 and another in Year 2 as presented in lesson plans as well as demonstrated in quarterly instructional leader observation.

2. By 2025, will have faculty trained and routinely collaborating in Professional Learning Communities resulting in a guaranteed and viable curriculum unit by unit and common formative assessments as demonstrated through PLC calendar and a finding of over 70% of faculty agree or strongly agree that the PLC has led to collaboration.
3. By 2025, have created a high-quality learning environment for underserved students that is conducive to experiential learning and the mastery of construction technology as reflected in over 70% of students receiving an employability grade of B (indicating strong attendance, timeliness, and preparedness for school) and CTE assessment of 70% or higher in 2023, 75% in 2024 and 80% in 2025 each quarter.
4. By August 2025, SNTHS will have developed and implemented a successful community and family outreach program resulting in a minimum of 400 students enrolled who accurately reflect the surrounding community and have the supports in place for success. In 2023 we will have at least 200 students enrolled each quarter, 300 each quarter for 2024 and 400 by August 2025.
5. By FYE 2023, SNTHS will have infrastructure and policies in place to ensure strong fiscal management and efficient daily operations resulting in a clean first year audit. This will be monitored through quarterly financials and a review of personnel handbook, as well board and staff survey feedback regarding operations.



SNTHS
SOUTHERN NEVADA
TRADES
HIGH SCHOOL

Chartwell Agency
Revised Proposal for Marketing Support
January 2025

Dear Julie,

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

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

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

Sincerely,



Rebecca Epperson
Founder/CEO, Chartwell Agency



Emily Hartzog
President, Chartwell Agency



EXPERTS

IN EDUCATION MARKETING

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

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

<https://chartwellagency.com/ourwork/>.

K-12 PRIVATE AND PUBLIC SCHOOLS

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

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

COLLEGES AND UNIVERSITIES

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

EDUCATIONAL SUPPORT ORGANIZATIONS

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

KEY PERSONNEL



REBECCA EPPERSON, FOUNDER/CEO

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

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



EMILY HARTZOG, PRESIDENT

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



CASSI STEURER, DIRECTOR

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



JASON EDLÉN, VICE PRESIDENT, CREATIVE SERVICES

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

OVERVIEW

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

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



OBJECTIVES

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

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

ABOUT US

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

22

years in education marketing

5

service lines for your needs

9+

experienced go-getters

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



A TWO-STEP APPROACH

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

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

STEP ONE: FOUNDATION: GETTING IT RIGHT

STRATEGIC FACILITATION & MESSAGE DEVELOPMENT

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

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

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

INTEGRATED COMMUNICATION PLAN – DONOR & COMMUNITY OUTREACH

Chartwell develops a comprehensive 12-month marketing plan, called an Integrated Communications Plan (ICP), which integrate activities across traditional marketing, digital marketing, traditional advertising, public relations, social media, and community outreach toward desired objectives. These plans are both strategic in approach and implementable in nature. Once developed, SNTHS will have an expertly designed marketing gameplan to build awareness and set the stage for ongoing growth and success. The plan could include:

- ✓ Public relations strategy to earn media coverage and visibility.
- ✓ Recommendations for ongoing communications and content strategy (newsletters, blogs, etc.).
- ✓ Recommendations for a social media strategy and engagement.
- ✓ Recommendations for community outreach and relationship-building activities that cultivate meaningful connections.

STEP TWO: IMPLEMENTATION: GETTING IT DONE

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

ONGOING SUPPORT

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

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

BUDGETS

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

FOUNDATION			
Activity	Summary		Budget*
Facilitation and Message Map	Facilitated message meeting and SNTHS message map. Serves as the foundation of all communications efforts moving forward.		\$3,000
Integrated Communications Plan	A 12-month actionable marketing strategy to coordinate tactics across traditional/digital marketing, public/media relations, social media, special events, and outreach efforts for the school.		\$6,500
ONGOING SUPPORT			
	Core Retainer	Drawdown Budget	Project-Based Support
Scope	Flexible within a broader definition of the scope of work and scaled within the core retainer budget each month. <i>*Additional work can be quoted outside the retainer.</i>	Included within overall drawdown budget; each month Chartwell will report on the amount of budget used and left for the year.	Estimated and billed by project
Monthly Budget	Consistent <i>(Averages \$3,000 - \$4,500 though each client's budget is determined based on needs and available resources)</i>	Varies	Varies

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

Our estimates represent **not-to-exceed** budgets. Unless the scope of work changes, Chartwell always stays within the presented budgets, even if the time spent exceeds our estimation. We want clients to feel confident in our partnership and secure knowing we're invested in your success.

NEXT STEPS

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



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

SOUTHERN NEVADA TRADES HIGH SCHOOL

MEETING MINUTES

NOTICE OF PUBLIC MEETING

The Southern Nevada Trades High School (SNTHS) will conduct a virtual public meeting on ***Monday, January 13, 2025***, beginning at 5:00pm at our school site 1580 Bledsoe Lane, Las Vegas, NV 89110 and the following Google Meets link:

meet.google.com/kpn-jnnk-pwx

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

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

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

Finally, public comment may also be submitted in writing via email at 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 comment will not be restricted based on viewpoint.

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

Board Members Present:

Officers: Brett Willis, Chair; Rebecca Merrihew, Vice Chair; Lisa Jones, Treasurer, Kelly Gaines, Secretary (joined later)

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

Board Members Absent:

Directors: Kara Arenas, Tina Morgan, Mike Van, Tina Frias

Guests:

Nicholas Mawad, EdTec
Emily Hartzog, Chartwell Agency

SNTHS Staff:

Julie Carver, Executive Director
Candi Wadsworth, Principal



AGENDA

- 1) Call to Order & Roll Call.
Brett Willis began meeting and recording of meeting at 5:01 PM.
- 2) Public Comment #1.
Public Comment will be taken during this agenda item regarding any item appearing on the agenda. No action may be taken on a matter discussed under this item until the matter is included on an agenda as an item on which action may be taken. See NRS 241.020. A time limit of three (3) minutes, subject to the discretion of the Chair, will be imposed on public comments. The Chair may allow additional public comment at his discretion. Public Comment #2 will provide an opportunity for public comment on any matter not on the agenda.
No public comment.
- 3) Approval of December SNTHS Board Meeting Minutes. The Board will review and possibly approve the minutes from the December 09, 2024 Board meeting.
Brett Willis, Chair. ***For Possible Action.***
Rebecca Merrihew made a motion to approve. Carlos Zuluaga seconded. All in favor. No one opposed. Motion carried.
- 4) Committee Reports. ***Information/Discussion***
 - a. Finance, Lisa Jones, Treasurer
Bank Balance \$306,085.53
 - b. CTE Build, Rebecca Merrihew, Vice Chair
A couple more people joined the committee with a total of six members. Trades have donated/dropped off materials for the sheds.
- 5) Marketing Presentation. The Chartwell Group will make a presentation and address any questions the board may have relative to their marketing plan proposal. ***Information/Discussion***
Emily from Chartwell Agency went over their proposal for a marketing plan for SNTHS. Full proposal provided alongside agenda. Specific efforts reaching the parents of the demographics of SNTHS. Work can be done based on budget. Q&A between board members and Chartwell.
- 6) November 2024 Financials. Nicholas Mawad will present the financials and cash flow to the Board for approval. ***For Possible Action***
Nick Mawad talked through the financials provided in the meeting packet and presented in supplemental recording of this meeting. Additional review of financials through a cash flow report. Falling short in school's enrollment is the largest impact to financials. Amber Hogan made a motion to approve, Tina Morgan seconded. All in favor. No one opposed. Motion passed.
- 7) Budget Revision. Nicholas Mawad will present the preliminary budget revision to be submitted for board approval in the February meeting. ***Information/Discussion***
Due to short days with holiday, budget revision is unable to be presented. Agenda item pushed to next meeting.
- 8) SPCSA Financial Framework. Board Chair Brett Willis will share the SPCSA finding relative to the schools financial framework. ***Information/Discussion***
Received Preliminary notice of recommendations from Financial performance. Enrollment variances fall below standard, however, we had submitted an adjustment for enrollment.
- 9) CCSD Loan Option. Board Chair Brett Willis and Executive Director Julie Carver will present the possibility of a loan from Charter Schools Development Corporation. ***For Possible Action***



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

We received notice that we do not qualify for this loan, due to not meeting cash flow requirements. No action taken.

10) Marketing Proposals Review. The board will discuss the possibility of engaging a marketing firm. ***For Possible Action***

Members provided different insights. A couple board members did express we do need exposure. The costs clarified as an a la cart pricing between \$8500 - \$10000. Board would like additional clarification regarding revising the proposal to include public relations and donor relations but not specifically enrollment planning.

11) Executive Director's Report. Executive Director Julie Carver will provide the Board with information and updates. Julie Carver, Executive Director. ***Information/Discussion***

- Fundraising
Grant request submitted for \$25,000 to NVE. Kara Arenas ABC hosting tour for her Board members. Some signage will be created/installed, estimated ~\$5000. \$30,000 ask to US Bank donation.
- Enrollment
Currently at 178 students. 122 applications for next year.
- Operations/Facilities
Two CTE openings. Kids are starting OSHA course this week.

12) New Business. Brett Willis shared that there is an active search for a new board member, preferably one that fills the parent requirement. As we have an even number of board members currently.

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.

No public comment.

13) Adjournment.

Brett Willis adjourned the meeting at 6:36 PM.

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

In accordance with Nevada's Open Meeting Law, this public notice and agenda has been posted on or before January 8, 2025, 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/>

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 January 8, 2025, this Public Notice and Agenda was posted at the above-referenced websites and locations.



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

Julie Camar

Southern Nevada Trades High School



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

Marketing Report February 10, 2025

Marketing Objectives

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

Enrollment

Target	Activity	Outcome
Middle School Students	1/25/2024 School Choice Fair Guinn Middle School Student Preview 2/14 Johnston Middle School trip in March Social media campaign with Mariposa	Student recruitment and middle school networking 20 students 226k impressions, 1280 clicks and 146 leads Testing Facebook leads vs. go to our website
Current High School Students	Ongoing efforts with Mariposa for social media and parent referral campaigns for January enrollment push Student referral campaign Juvenile Justice	Referral program netted 23 students Spring Mountain counselors visited and we enrolled first



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

	Foster Youth	<p>student. Enrolled 3 other probation/parole</p> <p>Planning resource fair with Rennervation.</p> <p>Clark County Family Services met with faculty</p>
--	--------------	---

Current Students

9 th	55
10 th	65
11 th	67
TOTAL	187

Next Year

9 th	50
10 th	55
11 th	70
12 th	75
TOTAL	250

Community Engagement/Outreach

Lennar	<p>Successful Student tour day 2/6/2025</p> <p>Foundation tour scheduled 2/12/2025</p>
Beazer	Service day will be March 14th
Hirschi	Tour with Crystal and North Las Vegas Charter Authorizer
Engelstad	Connection made, packet sent and they are facilitating contact with Mike Rowe
ABC Craft Championships	20 SNTHS 10 th graders attending 2/26/2025
ABC Tour	Tour held on 1/24/2025
Careers in Construction Day	All 9 th Graders attending 2/28/2025
Workforce Connections	1/29/2025 Meeting to discuss resources for students and \$10k ISP work ready intern funding



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

Simpson Strong Tie	2/06/2025 Tour and offer to donate supplies
Opp180 Public Service Campaign in favor of Charter Schools	Opp180 launched on social
Vegas Golden Knights	2/24/2025
Olympia Companies	2/13/2025

Fundraising

- \$12,500 Robertsons Ready Mix
- \$12,500 Mitsubishi
- \$25,000 Confirmed NVE
- \$10,000 Committed Coronado Concrete
- \$2,500 IES, Steve Wilde
- Wells Fargo grant cycle April
- United Way deadline 2/14/2025 (Crystal Hirschi referral)
- Recognition signs in place.

Southern Nevada Employers

Empower Your Workforce with ISP Work Ready Funds!

Reimbursement up to \$10,000 for Employee Training:

- Pre-employment Training
- Vocational Programs
- On-the-Job Training
- Upskilling Current Employees
- Supportive Services

Benefit Your Business:

- Build a tailored talent pipeline
- Boost employee retention and morale
- Gain a competitive edge in hiring



Find Your Perfect Fit!

*Connect with a skilled workforce through
Southern Nevada's Industry Sector
Partnerships (ISPs):*

- Healthcare Services
- General & Advanced Manufacturing
- Information & Communication Technologies
- Transportation & Logistics
- Clean Technologies
- Business & Financial Services
- Creative Industries



Contact us today for more information!
[**Employers@employnvbusinesshub.org**](mailto:Employers@employnvbusinesshub.org)

Invest in Skills. Invest in Success.

Programs are supported in whole or in part with federal funds awarded by the U.S. DOL through Nevada DETR to Workforce Connections.
An equal opportunity employer/program. Auxiliary aids and services are available upon request for individuals with disabilities.
TTY (800) 326-6868 or Nevada Relay 711.