



CSN FOUNDATION
A Foundation for Growth in Nevada

NOTICE OF PUBLIC MEETING

CSN FOUNDATION
Marketing and Awareness Committee Meeting Agenda
Wednesday, January 24, 2024
8:00am-9:00am

Public Access via Internet and Telephone:

Meeting Link:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_NjNjZDZkNjQtMWEzMS00YmQ5LWI1MjgtZjg2YzYzOTIzNDcz%40thead.v2/0?context=%7b%22Tid%22%3a%22df35d574-9fba-48ce-a073-737868d77a48%22%2c%22Oid%22%3a%2236f0436f-9229-4f53-a7e9-1862473509af%22%7d

Phone Dial-In (audio only):

[+1 702-660-7529](tel:+17026607529), [254017531#](tel:+1254017531) United States, Las Vegas
Phone Conference ID: 254 017 531#

This meeting is being conducted by the use of a remote technology system pursuant to Nevada Revised Statutes 241.020(11). Members of the CSN Foundation Marketing and Awareness Committee and/or the public may utilize the remote technology system to attend and participate in the meeting, including to provide public comment.

Committee Members:

Dan Minella, Committee Chair
Patrick Cowart, Chairman of the Board
Caleb Dawkins, Member
Enosha Jackson, Member

Ex-Officio

Danita Simons, Executive Director, CSN Foundation
Jocelyn Metoxen, Philanthropy Coordinator, CSN Foundation
Lauren Johnson, Manager of Donor and Alumni Relations, CSN Foundation

IMPORTANT INFORMATION ABOUT THE AGENDA AND PUBLIC MEETING

NOTE: Below is an agenda of all items scheduled to be presented and considered. Notification is hereby provided that items on the agenda may be taken out of order and presented, two or more agenda items may be combined for consideration, and an agenda item may be removed from the agenda or discussion relating to an item on the agenda may be delayed at any time.



Some agenda items are noted as having accompanying reference material. Reference material may be accessed on the electronic version of the agenda by clicking the reference link associated with a particular item. The agenda may also be accessed on the Internet by visiting the College of Southern Nevada's Foundation's webpage at: <http://www.csnfoundation.org>.

Copies of the reference material and any additional support materials that are submitted to the CSN Foundation Board of Trustees staff and then distributed to the members of the CSN Foundation Marketing and Awareness Committee after the mailing of this agenda but before or during the meeting, will be made available as follows: Copies of any such material are available at the CSN Foundation office at 6375 West Charleston Blvd., Las Vegas, Nevada Building E, Office 312. A copy may be requested by contacting Danita Simons, Executive Director, CSN Foundation at (702) 651-7535; furthermore, copies of any such materials will also be available at the CSN Foundation's webpage at: <http://www.csnfoundation.org>.

Reasonable efforts will be made to assist and accommodate physically disabled persons to participate in the meeting. Please call (702) 651-7535 in advance so that arrangements may be made.

PUBLIC COMMENTS: Public comment will be taken at the beginning and end of each meeting. 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. Comments will be limited to two minutes per person. Persons making comment are asked to begin by stating their name for the record and to spell their last name. The Marketing and Awareness Committee Chair may elect to allow additional public comment on a specific agenda item when that agenda item is being considered. In accordance with Attorney General File No. 00-047, as restated in the Attorney General's Open Meeting Law Manual, the Chair of the Committee may prohibit comment if the content of that comment is a topic that is not relevant to, or within the authority of, the Board of Trustees, or if the content is willfully disruptive of the meeting by being irrelevant, repetitious, slanderous, offensive, inflammatory, irrational or amounting to personal attacks or interfering with the rights of other speakers.

LAND ACKNOWLEDGEMENT

Before beginning, we take a moment to recognize that here in Nevada we stand on the land of the Wa She Shu – Washoe; Numu – Northern Paiute; Nuwe – Western Shoshone; and Nuwu – Southern Paiute. We take a moment to recognize and honor their stewardship that continues into today. With this recognition, we state an intention to rightfully include their voice and respect them as the 27 sovereign tribal nations of Nevada.

AGENDA

- I. WELCOME, CALL TO ORDER, AND ROLL CALL** **INFORMATION ONLY**
ESTIMATED TIME: 2 mins



II. PUBLIC COMMENT

INFORMATION ONLY

(See foregoing notation regarding public comment)

ESTIMATED TIME: 2 mins

III. APPROVAL OF MINUTES

FOR POSSIBLE ACTION

Dan Minella, Committee Chair, will present meeting minutes from the meetings held on [Wednesday, March 22, 2023, \(Ref #1.1\)](#), [Wednesday, July 26, 2023, \(Ref #1.2\)](#), and [Wednesday, October 25, 2023, \(Ref #1.3\)](#), for approval.

ESTIMATED TIME: 5 mins

IV. MARKETING AND AWARENESS ACTIVITIES

INFORMATION ONLY

Dan Minella, Committee Chair; Danita Simons, Executive Director; Lauren Johnson, Manager of Donor and Alumni Relations; and Jocelyn Metoxen, Philanthropy Coordinator, will provide an update on the following marketing and awareness activities for discussion:

- Marketing & Awareness Annual Plan
- Marketing Materials
- Alumni Engagement Activities, scholarship, and new logo
- Social Media Platforms and Activity
- Giving Tuesday, November 28, 2023
- Holiday Card
- Spring Letter

ESTIMATED TIME: 30 mins

V. EXECUTIVE DIRECTOR REPORT

INFORMATION ONLY

Danita Simons, Executive Director, will provide an update on Foundation Office activities since the last Marketing and Awareness Committee meeting, to include:

- Employee Giving Program
- Impact Report for FY 2022-2023
- CSN Foundation Strategic Plan
- Prepare a schedule of deadlines in preparation of agenda's items for Foundation meetings.

ESTIMATED TIME: 15mins

VI. NEW BUSINESS

INFORMATION ONLY

Items for consideration at future meetings may be suggested. Any discussion of an item under "New Business" is limited to description and clarification of the subject matter of the item, which may include the reasons for the request.

ESTIMATED TIME: 2 mins

VII. PUBLIC COMMENT

INFORMATION ONLY

(See foregoing notation regarding public comment)

ESTIMATED TIME: 2 mins



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VIII. ADJOURN

ESTIMATED TIME: 2 minutes

FOR POSSIBLE ACTION

**Next Marketing and Awareness Committee Meeting will be
held on: Wednesday, March 27, 2024
Remotely, via Microsoft TEAMS and Phone Dial-In.**

This meeting is in compliance with the “Nevada Open Meeting Law” and this notice and agenda have been posted at or before 9:00 am on the third working day before the meeting, in accordance with NRS 241.020 and at the following public locations:

- CSN Foundation’s website (<http://csnfoundation.org>)
- The Nevada Public Notice website pursuant to NRS 232.2175 (<http://notice.nv.gov/>)
- NSHE System Administration, 4300 S. Maryland Parkway, Las Vegas, NV 89119
- College of Southern Nevada, Building D, 1st Floor, 6375 W. Charleston Blvd., Las Vegas, NV 89146
- College of Southern Nevada, Building E, 1st Floor, 6375 W. Charleston Blvd., Las Vegas, NV 89146
- College of Southern Nevada, 3200 E. Cheyenne Ave., North Las Vegas, NV 89030
- College of Southern Nevada, 700 College Drive, Henderson, NV 89002