



AGENDA
Southern Nevada Public Television
Strategic Fundraising & Marketing Taskforce Meeting

Vegas PBS Educational Technology Campus,
3050 E Flamingo Road, Room(s) 319
Las Vegas, NV 89121

Tuesday, March 13, 2018

10:00am

In conformance with the Corporation for Public Broadcasting Open Meeting requirements, the agenda for the meeting of the Southern Nevada Public Television Strategic Fundraising & Marketing Taskforce Meeting has been posted at the following locations:

Vegas PBS, VegasPBS.org, <https://notice.nv.gov>, North Las Vegas Library, Education Center, Paseo Verde Library, West Las Vegas Library, West Charleston Library, Whitney Library, Vegas PBS

Southern Nevada Public Television's Strategic Fundraising & Marketing Taskforce may take items on the agenda out of order; may combine two or more agenda items for consideration; and may remove an item from the agenda or delay discussion relating to items on the agenda at any time. Members of the public requiring reasonable accommodations to attend this meeting should call (702) 799-1010 ext. 5351 at least 24 hours in advance.

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| 1. Call to Order and Welcome | Tracy Bower, Chair |
| 2. Certification of Posting | Nadine R. Morris |
| 3. Comments from Public (if present) | Tracy Bower |
| 4. This working group will look across different programs and evaluate how the Board measures and report outcome. It will ensure internally we are reporting metrics and progress in similar ways and packaging it for the public and ensure its accessibility to them. | |
| 5. Discussion of Strategic Fundraising
5.1 Strategic Decision Making Rubrics | Niki Bates |
| 6. Discussion of Strategic Marketing
6.1 FY18 Quarterly Communications Metrics Reports
6.2 Annual Communications Metrics Report (FY17) | Shauna Lemieux |
| 7. Items for Next Meeting | Tracy Bower |
| 8. Adjournment | Tracy Bower |

Next SNPT Strategic Fundraising & Marketing Taskforce Meeting: TBD, 2018
Location: Vegas PBS, Room(s) 319