



Astrid Perez
Chair

Jesse Welsh, EdD
Chief Executive Officer

Nevada State High School Flagship

8475 S Eastern Ave, Suite 204
Las Vegas, NV 89123

Nevada State High School Flagship Current Enrollment: 773 students

Nevada State High School (NSHS) originally opened its doors with 40 students in the fall of the 2004-2005 school year, with only 11 graduates in the first year of operation. The 2024-2025 school year is the 21st year of operation for NSHS with an enrollment of 785 11th and 12th grade students across nine campuses in both southern and northern Nevada, NSHS provides the only real college experience for high school students in Nevada; students are enrolled and fully integrated into college. A small, dedicated NSHS staff provides instruction and support to students with the transition to college and in the college environment while most classes are taught by college professors who are not employees of NSHS.

Governing Body Membership:

Member Name	County	Position	Charter
Astrid Perez	Washoe	Business	FLAG & MDW
Darrell Ward	Washoe	Parent	MDW
Beth Prior	Clark	Education	FLAG & MDW
Amy Gault	Clark	Parent	FLAG
Andy Donahue	Clark	Community	FLAG & MDW
Jonathan Via	Clark	Finance	FLAG & MDW
Megan Downs	Washoe	Education	FLAG & MDW

Collectively, the board holds the capacity, skills, and qualifications to successfully govern Nevada State High School. The time, knowledge, and experience from the Directors’ span across public, private, and nonprofit sectors including staggered terms on the board. Directors have also displayed a belief in the mission of the school and an independence to act as a reasonable person would in similar situations which make them uniquely qualified to govern the continued success of the school’s early college high school model.



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Nevada State High School Key Team Members:

Name	Position
Jesse Welsh	Chief Executive Officer
Amy Davis	Marketing and Engagement Director
Melissa McCormick	Support Services Director
Dwight Reynolds	Campus Instructional Director

Collectively, the executive leadership team holds the capacity, skills, and qualifications to successfully lead Nevada State High School. The knowledge and experience of these key members span across public, private, and nonprofit sectors. Members have also displayed a belief in the mission of the school and the ability to implement which make them qualified to guide the continued success of the school’s early college high school model.

Nevada State High School’s mission is *to support students in a college environment with personal, academic, and social skills. Our vision is every student college ready.* The core purpose of NSHS is *to provide opportunities for students’ success in a real college environment.*

As requested by the State Public Charter School Authority, we are seeking to make the requested changes outlined herein to align to our current and projected enrollment counts, based on being below our projected targets for FY25.

Operations and Enrollment

Marketing efforts to increase student enrollment include:

- In October 2024, the NSHS Governing Body approved a one-time budget investment in brand awareness and marketing for the 2024-2025 school year for a total marketing budget of \$200,000.
- NSHS has implemented incremental improvements in the application process which have resulted in a 15% increase in application conversions.
- NSHS has contracted with a media production company to create high-quality video commercials to be used in a variety of formats and locations, including but not limited to advertisements on online video streaming services and online social media platforms.
- NSHS continues to advertise on social media platforms and search engines, including Facebook, Instagram, Google search and Tik-Tok.
- NSHS has contracted with the RTC to place advertising on buses and in bus shelters across the Las Vegas valley, focusing heavily in neighborhood areas that are traditionally underserved.
- NSHS relocated its Summerlin campus in August 2024 closer to CSN West Charleston and to traditionally underserved neighborhoods.
- NSHS has campaigns established for digital advertising on electronic billboards.
- NSHS is averaging one grassroots community/marketing event weekly to engage potential students and build



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brand awareness.

- NSHS installed colorful, engaging window wraps at campuses to increase conversion from foot traffic.

The reduction in enrollment does not impact our staffing as we base our staffing on actual enrollment and not enrollment caps. We propose enrollment cap changes to better reflect our current enrollment. Please see the enrollment table below.

	Approved Cap	FY25 (Q1 Actual)	FY25	FY26	FY27	FY28	FY29
Downtown	63	22	23	50	55	61	67
Downtown Henderson	131	100	105	116	128	141	155
North Las Vegas	111	55	58	80	88	97	107
Summerlin	161	101	106	120	132	145	160
Sunrise	88	46	48	70	77	85	94

Financial

NSHS does not rely on grants/donations/fundraising to maintain its budget. Budget assumptions are generally based upon 5% YOY. Enrollment is not anticipated to impact staffing as we base our staffing on actual enrollment and not enrollment caps.



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January 16, 2025

State Charter Governing Board
State Public Charter School Authority
2080 E. Flamingo Rd., Suite 230
Las Vegas, NV 89119

Re: Good Cause Exemption Request to Amend Charter Application

As requested by the State Public Charter School Authority, Nevada State High School respectfully requests a good cause exemption from the current amendment schedule to amend their charter contract with the State Public Charter School Authority (SPCSA) in order to reduce its enrollment caps as outlined in the attached documentation. The updated enrollment caps better align with actual enrollment data and upcoming projections.

This amendment was approved by the NSHS Governing Body on 1/16/24.