Goal 4

External Engagement
Enable Nevada scientists to collaborate and develop relationships with industry, institutions, and the public to strengthen research that will support the economic development of Nevada

Objective 1
Develop and sustain key stakeholder collaborations and partnerships

- Identify key stakeholders (Berli, Cablik, BEC Inc.)
- Develop conduits for communication between the NEXUS project and stakeholders (Berli, Cablik, BEC Inc.)
- Identify opportunities for collaboration and funding (Batista, Boehm, Davis, Dascalu, Berli, Cablik)
- Disseminate research from the NEXUS project to stakeholders (Imagine Communications)

Objective 2
Increase public knowledge of project activities and benefits through media development and dissemination

- Create roadmap for launching marketing efforts (Imagine Communications, Brazfield)
- Create and optimize Nexus website (Sheets, Imagine Communications)
- Create messaging for Nexus project (Imagine Communications)
- Develop traditional media relations (Imagine Communications)
- Utilize social media (Imagine Communications)
- Communicate project information to NVEAC, Chancellor (Sheets)
- Integrate the Nexus project into the Nevada community (Imagine Communications)
- Produce Nexus informational and educational videos (Imagine Communications, Sheets)
- Support Stakeholder Engagement Activities (Objective 1) (Imagine Communications, Sheets)