

**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, Cablk, BEC Inc.)

Develop conduits for communication between the NEXUS project and stakeholders  
(Berli, Cablk, BEC Inc.)

Identify opportunities for collaboration and funding  
(Batista, Boehm, Devitt, Dascalu, Berli, Cablk)

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 web site  
(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 NSHE VPRs, NVEAC, Chancellor  
(Sheets)

Integrate the Nexus project into the Nevada community  
(Imagine Communications)

Produce Nexus informational and educational videos  
(Imagine Communication, Sheets)

Support Stakeholder Engagement Activities (Objective 1)  
(Imagine Communications, Sheets)