

## Corporate Overview

EduSerc (pronounced "ej-u-serk") stands for Educators Serving the Community. EduSerc is a 501 (c)(3) tax-exempt, non-profit organization that dedicates itself to the development and advancement of youth, adults and the community across the nation. Founded in 1996, the focus of the organization is to build an infrastructure of resources to strategically and creatively address needs in the community that involve education.

EduSerc's primary directive and core capability is career and professional development. Through our network of corporate and community resources, EduSerc leverages partnerships to streamline community service efforts and enhance the value of corporate initiatives that benefit young people.

## Background

<u>Founder</u> Brian K. Smith	<u>Founded</u> 1996 – Mesa, AZ	<u>Headquarters</u> Laurel, MD	<u>Values</u> Professionalism, Quality, Integrity
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<u>US Census Regions</u> Southern Midwest	<u>Affiliates (Regional Headquarters)</u> Baltimore-Washington DC Chicago, Illinois Atlanta / Central Georgia	<u>Target Audiences</u> K-12 Grade Levels – Educators - Schools Colleges - Non Profits Companies - Government
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### Mission

To build an infrastructure of resources to strategically and creatively address needs in the community that involve education

### Vision (brief)

- To replicate the essence of each industry
- To improve access to industry opportunities
- To help individuals reach their dreams & organizations reach their goals

## Statistics / Facts

<b>Members:</b> 30 members	<u>Population Served (est.)</u>
<b>Partners:</b> 52 partnerships	- Youth: 3500
<b>Volunteers:</b> 75 volunteers	- Adults: 300
<b>Sponsors:</b> 10 active / 110 since inception	- Schools/Companies : 40/5

## Capabilities (all target audiences)

### **Core Training Capabilities / Workshops**

<u>Career Development</u> Accounting / Finance Cosmetology Culinary Arts Engineering Entertainment / Media Entrepreneurship Information Technology Journalism Law / Legal Law Enforcement Marketing, Sales Military / Armed Forces Medical Fields Sports Television Production	<u>Professional Development</u> Mentor/ Mentee Training Resume Writing Leadership Development Interview Skills Time Management Money Management Self Esteem Achieving Your Goals Job Readiness Training Dressing For Success Presentation Skills Group Problem Solving Skills Stress Management Funding Your Future/College
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### **Industry Training & Curriculum Design**

proven training in mentoring, leadership, career fields and professional development

### **Program & Community Resource Management**

quality management, development and enhancement of community service initiatives

### **Program & Product Development**

creative development of industry-based career & professional development programs

### **Corporate Advertising**

media-based promotion of corporate initiatives

### **Industry Marketing**

targeted awareness and image development of corporate programs and industry value



## Young Innovators Initiative

**The EduSerc Broadcast Network (EBN)** is a TV, video and radio communication medium that continuously promotes the value of youth and

education to the community over the internet. EBN creates employment, volunteer and career development opportunities in a variety of industries. [Originated 2005 – <http://www.eduserc.tv>]

**The Young Innovators Magazine** is a national publication distributed in over 13 states that promotes the value of youth and education in communities around the country. Managed by young people, articles focus on workforce development, corporate diversity, job readiness skills, corporate promotion of educational programs and community-based programs that uplift youth. [Originated 2004]

**The Young Innovators Games** is a hands-on initiative modeled after the Olympics to provide schools and students with an opportunity to showcase their talents in a variety of industries for scholarships, job opportunities, prizes and other types of media based recognition. [Originated 2004]

**The Young Innovators Industry Learning Experiences** are innovative programs for students to learn and experience the tasks and responsibilities associated with a particular career industry. [Originated 2004]

## Developing Goals To Reach Dreams Training Initiative

**The Developing Goals to Reach Dreams Program (DGRD)** is a continual initiative to train youth and adults on a monthly basis on career and professional development skills at schools, local convention centers and EduSerc's training facilities. All training is provided by EduSerc staff or partners. [Originated 1996]

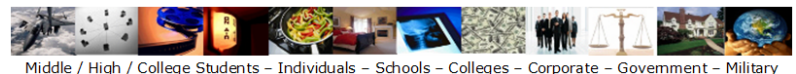
## Community Scholars Initiative

**The Community Scholars Program (CSP)** is a continual initiative to award individuals for their academic excellence and community service and provide appropriate academic and mentoring support. Individuals must have a minimum 3.0 cumulative g.p.a. or better to be an EduSerc Community Scholar. [Originated 2003]

## Professional Conferences

**The Annual Career & Professional Development Conference (ACPDC)** is a comprehensive event that provides the community with an opportunity to gain hands-on experience with a variety of industries from a career and professional development standpoint. The conference includes professional training sessions, workshops, hands-on competitions, scholarship awards and a career expo featuring organizations, corporations and schools. [Originated 2003]

### THE ANNUAL CAREER & PROFESSIONAL DEVELOPMENT CONFERENCE



Middle / High / College Students – Individuals – Schools – Colleges – Corporate – Government – Military

## National Red Carpet Awards Ceremony

**The Educators Serving the Community Awards (The EduSerc Awards)** is a national red carpet awards ceremony on the scale of the Emmys or Oscars that is designed to recognize excellence in education, community service and accomplishments amongst educators, companies, non profits and others in the community. [Originated 2004 – <http://www.eduserc.org/awards>]



## Corporate Success Stories

### **DC GEAR UP Program**

**Jul 2008 – Current**

EduSerc currently provides career & professional development training to upcoming and graduating low-income disadvantaged youth within schools in the District of Columbia. Our services are designed to help them gain access to college resources, mentors and other training to ensure they are on the right path to a positive career and utilizing college as a key resource to achieve their dreams. Our program involves hands-on exercises, job readiness training and occupational skill training in Microsoft related technologies.

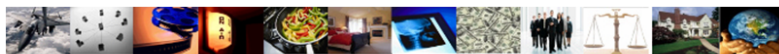


### **Career & Professional Development Training**

**Nov 2003 – Oct 2008**

**Baltimore City Public School System  
Prince George's County School System  
Howard County Public Schools  
Baltimore County Public School System  
DC GEAR UP – Office of the State  
Superintendent – Washington DC**

**THE ANNUAL CAREER & PROFESSIONAL  
DEVELOPMENT CONFERENCE**



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EduSerc provided career & professional development training to members of various school systems at its conferences. Funded by the previous Mayor of Baltimore City (Martin O'Malley), students from schools were able to receive job opportunities, career development training and scholarships to attend college from a variety of partners local and remote to the city.

	<u>Overall</u>
Schools Served:	32
Students Trained	1160
Teachers Trained	150

### **NOAA Summer Weather Camp**

**July 2007**

**Howard University – Washington DC**

Provided professional development training & communication skills training to 12 youth from various parts of the country for the National Oceanic Atmospheric Association (NOAA) in Washington DC.



**Northrop Grumman Corporation**  
***Worthwhile to Help High School Youth (WORTHY) Program***

**Jun 2005 - Present**

The focus and primary objective of the WORTHY Program is to select students who are challenged by their environment, and are in need of industry resources and support systems, yet demonstrate the academic excellence and leadership ability necessary to successfully complete college studies in engineering, physics, computer science, math or business.



EduSerc provides the annual mentor/mentee orientation training and the monthly career & professional development training for the mentees. In addition, our organization develops, designs and manages the engineering summer internship component of the WORTHY program whereby 5 – 30 high school & college students engage in customized engineering projects created by EduSerc that directly relates to real-world industry tasks and responsibilities.

EduSerc services this program in four (4) different states: Baltimore, MD; Charlottesville, VA; Rolling Meadows, Illinois; Amherst, New York.

EduSerc Projects

- Spy Robot for Military & Police Units (30 students – UMBC, Baltimore, MD) [2005]
- Disaster Recovery Robot for FEMA (24 students – UMBC, Baltimore, MD) [2006]
- Air Traffic Control System [24 students – UMBC, Baltimore, MD) [2007]

**Howard County School System**  
***Black Student Achievement Program***  
***Secondary Student Enrichment and***  
***Accelerating Achievement for Leadership***  
***Columbia, Maryland***

**Jul 2006 - Present**



The Black Student Achievement Program (BSAP) of The Howard County Public School System in Maryland guides Black students to develop education, career, and personal/social competencies.

EduSerc currently implements and manages its Young Innovators Engineering Summer Program, as a component of SEAL, having students build and design roller coasters and design robots. Managing 7 educators and 63 students, this program has provided students the opportunity to develop their skills in the areas of team building, accounting, leadership, graphic design, media and architectural design.

**GEAR UP Program**  
***University of Maryland College Park***

**Jun 2005, Apr 2007, Jul 2007**

Provided professional development skills training for over 60 students in communication, problem solving, time management, career development and networking strategies.

**Boys and Girls Club**  
***Dunbar Pre-Engineering High School – Adelphi, MD***

**Apr 2003 – May 2003**

Provided job-readiness training in interviewing, resume writing and professional development skills to over 25 students.

