

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. The focus of the organization is to build an infrastructure of resources to strategically and creatively address needs in the community that involve education.

Our main focus is to develop creative programs and services in the following areas:

- Career and Professional Development
- Community Resource Management
- Industry Promotion & Enhancement
- Workforce Development

Background

Founder

Brian K. Smith

Founded

1996 – Mesa, AZ

Headquarters

Laurel, MD

Values

Professionalism, Quality, Integrity

Affiliates

Baltimore-Washington DC
Chicago, Illinois
Atlanta / Central Georgia

Target Audiences

K-12 – Educators – Schools
Colleges - Non Profits
Companies – Government

EduSerc Services/Programs

Washington DC; Baltimore, MD
Buffalo, NY; Chicago, IL, Orlando, FL
Cincinnati, OH; Charlottesville, VA
Annapolis, MD; Salt Lake City, UT
Maryland (various counties)

Mission

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

Vision (brief)

To improve the quality of life

Statistics / Facts

Members: 30 members
Partners: 60 partnerships
Volunteers: 75 volunteers
Sponsors: 10 active / 110 since inception

Population Served (est.)

- Youth: 3500
- Adults: 300
- Schools/Companies : 40/5

Capabilities (all target audiences)

Core Training Capabilities / Workshops

Career Development
Accounting / Finance
Cosmetology
Culinary Arts
Engineering
Entertainment / Media
Entrepreneurship
Information Technology
Journalism
Law / Legal
Law Enforcement
Marketing, Sales
Military / Armed Forces
Medical Fields
Sports / TV Production

Professional Development
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

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

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]

Workforce Innovators

As a division of *EduSerc*, **Workforce Innovators** is a workforce development pipeline initiative to allow individuals to train, test and demonstrate their skills on simulated industry projects for direct placement in employment opportunities with sponsoring corporations. [Originated 2010 – www.workforceinnovators.org]

EBN – The EduSerc Broadcast Network

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>]

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>]



EduSerc Conference and Training Center

The EduSerc Conference & Training Center (ECTC)

provides you with a wide opportunity to learn, train and even host your own events using the latest technologies in the market. As an organization that specializes in industry training, we are available serve the community with quality and professional services, courses and customized training.



As an expanded project of the EduSerc Training & Learning Institute (ETLI), our training facility is designed to accommodate a number of industry training needs for your business, non profit or community organization. If you need a kitchen, media room, broadcast center or a simple computer lab for PCs or Macs, EduSerc is ready to serve the community.

Computer Lab Technologies / Operating Systems

ECTC is ready with all of the latest technologies for your rental or lease needs.



Mac OS X Snow Leopard

Final Cut Pro 7
Motion 4
Soundtrack Pro 3
Color 1.5
Compressor 3.5
DVD Studio Pro 4
iMovie
iLife
iWork
MobileMe

and other major applications



Windows

Windows 7 Enterprise / Vista / XP

Office 2007 Suite
and other major applications



Unbunta Linux

and other major applications



EduSerc Online Courses

EduSerc provides over 300+ online courses and offerings to the public. These courses range in a wide variety of areas:

Accounting / Financial Services / Tax Preparer

Career & Services

Education / Teacher

Healthcare / Allied Health

Information Technology Certifications

Programming / Web Design & Development

Business / Management / Leadership

Desktop Skills / Computer Applications

Green / Renewable Energy

Industrial & Skilled Trades

Law / Legal

Spanish Speaking Courses

EduSerc On-Site Training

EduSerc provides a number of offerings for youth, adults, corporate professionals and the community:

Microsoft Office Training

Word 2007

PowerPoint 2007

Access 2007

Excel 2007

Outlook 2007

Customer Service & Language Skills

Retail / Real Estate

Law Enforcement

Hospitals / Nursing

Fire Fighters

Banking

Corporate & Leadership

Project Management Essentials

Organization Development

Enhancing Your Personal Image

Developing a Mentoring Program

Setting and Achieving Your Goals

Managing the Top 10 HR Issues

Personal & Professional Development

Resume Writing

Interview Skills

Financing College

Preparation for College

Effective Networking

Time Management

Communication Skills

Problem Solving

Public Speaking

Presentation Skills

Customized Training Development

EduSerc provides a number of consulting services and training offerings that are customized to our customer's needs and goals. Whether it is for upper management or the general population of training for your employees, EduSerc can service the needs of the entire community.

Since 2006, EduSerc currently provides customized training to Northrop Grumman in over six different states to employees, parents and high school youth.



Corporate Success Stories

21st Century Grant-Delegate Levi

July 2009 – Aug 2009

Bowie State University & Delegate Gerron Levi (Prince George's County)

The 21st Century Grant Opportunity involved developing STEM programs for over 80 students in 4 different high schools in Prince George's County. Students learned how to develop and design video games while enhancing their graphic design knowledge in video gaming.

EduSerc facilitated, designed and managed all interactions with students at Gaywood Elementary, Duvall High School, Thomas Edison Middle School and Claggett Elementary School

DC GEAR UP Program

Jul 2008 – August 2009

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.



Prince George's County Economic Development Corp.

August 2008

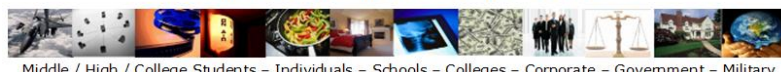
EduSerc provided a STEM program for 22 students in the Prince George's County Economic Development's summer youth program. The students worked on teams to response to a Request for Proposal as well as design a robot based on the specifications outlined in the document. The project based program provided students with real-world engineering experiences which included research, design, implementation, writing skills and presentation skills. Team presentations and each group's robot was judged based on specific criteria.

Career & Professional Development Training

Nov 2003 – Oct 2009

**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:	35
Students Trained	1190
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 five (5) different states: Baltimore, MD; Charlottesville, VA; Rolling Meadows, Illinois; Amherst, New York; Orlando, Florida.

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]
- Spy Robot (15 students - Chicago, IL); Spy Robot (4 students - Buffalo, NY); Space Station (24 students - Baltimore, MD) [2008]
- Space Station (22 students - Chicago, IL); Intergalactic Rescue Vehicle (9 students - Buffalo, NY); Global Communications System (23 students - Baltimore, MD) [2009]

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.

