

A close-up, high-angle shot of a young Black woman with dark hair styled in a bun, smiling warmly at the camera. She is wearing a dark pinstriped blazer over a white collared shirt. The background is a soft, out-of-focus white.

# EDUSERC

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*Workforce Pipeline Development Council*

*Building Industry Pipelines of Quality Diverse Candidates*



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## Workforce Pipeline Development Council



### Workforce Pipeline Development Council (WPDC)

**The Workforce Pipeline Development Council (WPDC)** is a membership network within EduSerc of corporate, academic and community stakeholders that develops and implements sustainable solutions to build industry pipelines of quality, diverse candidates.

The council serves as a strategic arm for entities looking to increase their return on investment in workforce development while strengthening our country through education and community development. By joining the council, every member plays a major role as a collaborative partner on a number of education, community and workforce development opportunities.

### What is Workforce Pipeline Development?

The council's workforce pipeline is a structured model incorporating education, community and industry resources to identify, train and produce quality diverse leaders in a number of industries. The major benefit of the pipeline is guaranteed education and work experience for those identified to participate in the model. In addition, the major benefit is to predict, project and recruit suitable candidates for any workforce initiative.

The combination of elementary, secondary, post-secondary and industry working together yields a strategic short and long-term investment for the community at-large.

### What are the functions of the WPDC?

- Identify** ➤ **Induct potential talent for future training and opportunities**
- Network** ➤ **Develop a mentoring network of future industry professionals**
- Educate** ➤ **Influence industry standards by training for career and professional growth**
- Recruit** ➤ **Employ and advance talent for success in a given industry**



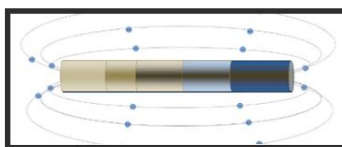
#### Workforce Services

Workforce Innovators Program  
Talent Acquisition Pipeline  
Development



#### Membership

Join the WPDC  
Benefits of Membership  
Corporate Directory



#### Pipeline Development

Talent Acquisition Development  
Pipeline Development



#### Meetings / Conferences

Networking Events  
Training Events  
Pipeline Activities



## **Core Activities of the Council**

<b>Schools:</b>	Identify 50 students interested in select industries.
<b>Corporations/Businesses:</b>	Provide guidance and direction for industry experiences and supply supplemental resources as needed (e.g. volunteers, in-kind, materials).
<b>Colleges:</b>	Provide access to resources and develop a career and technical learning map for each experience to their institution.
<b>Nonprofit Service Providers:</b>	Provide technical/professional training and supplemental support to students and their families.
<b>Council Administration:</b>	Manages the overall industry learning and training outcomes of the industry-based learning activities and manages community resources for each industry experience.

## **Meetings / Conferences**

There are several types of meetings held to network the various industries and interested groups working to further the development of a number of industries. Below indicates tentative schedules for meetings.

General WPDC Business Meetings:	Quarterly
WPDC Networking Meetings:	Monthly

## **The Value of WPDC Membership**

Becoming a corporate member is a great return on investment. By joining, EduSerc becomes:

- Your valuable advocate and strategic tool for your cause in community service
- Your diversified, community resource management arm of your organization
- Your community service outlet for your employees to serve the community
- Your short and long-term industry investment vehicle in workforce development for your corporation

### **Membership Types**

- Corporations / Small Business
- Nonprofit Service Providers
- Colleges / Universities

### **Industry Pipeline Demographics**

- K-12 Youth (all demographics)
- College students (2 year / 4 year)
- Adults

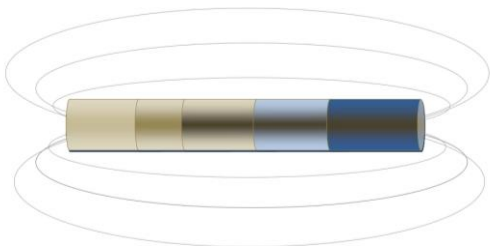


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## Workforce Pipeline Development Council



### What does it mean to be a WPDC member?



#### **Sponsor a student in an industry pipeline**

For only ***\$50/month***, a student will receive career and professional development training each month for a year to stay in a pipeline for opportunities within your industry. A minimum of one student must be sponsored.

#### **Host an annual networking event at your business**

Sponsor a breakfast or lunch meeting for candidates in your pipeline, a WPDC meeting, networking event for nonprofits or schools or other activity. Your participation helps bring the community together for industry development initiatives with the council.



#### **Discounts on Products/Services or In-Kind Investment**

Serve the community by encouraging support for your brand of products or services. Provide discounts for your services through EduSerc membership and increase additional candidates into your industry pipeline. In addition, your in-kind investment of products or services can retain candidates in your pipeline.

#### **Mentoring or Shadowing Opportunities for Candidates**

Host one day a year for mentoring and shadowing candidates in your pipeline to learn more about your industry and receive additional contacts for job placement. One day a year can make the difference in developing your industry pipeline.



#### **Participate in the Annual Industry Pipeline Census**

Once a year, your business will be provided a survey to determine the viability of job growth at your location, learn more about your long term goals in professional growth and determine how the EduSerc WPDC needs to recruit and training future candidates for positions in our organization.



## **Proposed Partnership Opportunities**

### **➤ Becoming an EduSerc WPDC Member**

Standard \$350 / year membership. Includes a WPDC window decal, logo and information on website and all materials developed by the organization for all events.

### **➤ Sponsorship/Pledge of 1 or more students in Pipeline**

1 student x (\$50/month x 12 months) => \$600. Supports one student (or more) in either an Engineering or Information Technology industry pipeline.

### **➤ Hosting an Annual Networking Breakfast**

Each year, your business can host an annual breakfast for a particular target group in their pipeline (i.e. upcoming youth and their parents) in order to network with other professionals and have an opportunity to learn about community efforts from other WPDC members.

### **➤ Donation of Gift Cards**

To be used as prize donations for students during the Annual Career and Professional Development Conference held by Microsoft in Chevy Chase, MD (April 14-15, 2016) or other future conferences. More information can be found at <http://www.eduserc.org/convention>

### **➤ 10% Off Coupon with EduSerc Loyalty Membership Card**

Allowing members to receive 10% off on products and/or services for members that showing their EduSerc membership card at a local store. Each card will host an expiration date to indicate whether their membership is active or expired.

### **➤ Mentoring/ Shadow Day Activity (1 day or 4 hours)**

A general day to allow students to learn how to implement customer service in a restaurant setting and learn culinary cuisine from an established partner.



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## **2016 WPDC Membership Benefits**

### **➤ Logo advertisement in all EduSerc materials provided to youth in an industry pipeline model**

This includes website advertisements and other print media for the WPDC.

### **➤ Leveraged benefits from other members in EduSerc's WPDC Membership**

This may include discounts on copies, printing, banking or other services within the WPDC network.

### **➤ Free table at the Annual Career and Professional Development Conference**

Your business will be able to have a table every year by sponsoring someone in an industry pipeline.

### **➤ Video / Interview on the Value of your business for Career Awareness and Promotion**

A standard video that highlights the value of Outback as a great community partner and valued employer for jobs and careers.

### **➤ Professional Development Training for Employees**

You can receive quarterly professional development and leadership training at a fraction of the cost by joining the WPDC. Trainings may include customer service, leadership, communication training and project management trainings (as a sample) and may start as low as \$250 per person.

**EduSerc**Rev. Feb 2016  
EduSerc, Inc.**Workforce Pipeline Development Council  
Membership Form 2016**For Official Use:  
Date Received: \_\_\_\_\_**Instructions:** Complete and mail the form to EduSerc, Inc. P.O. Box 2536, Laurel, MD 20709 or email to info@eduserc.org or Fax to (301) 584-3179**1) Point of Contact Information****1a** Full name**1b** Mailing Address (room, apt, suite no, P.O. box)**1c** City, State, Zip Code**1d** Phone**1e** Fax**1f** Email**2) Organization / Business (if applicable)****2a** Organization / Business**2b** Type☐ Public ☐ Private ☐ Nonprofit ☐ Small Business**2c** Mailing Address (room, apt, suite no, P.O. box)**2d** City, State, Zip Code**2e** Phone**2f** Fax**2g** Email**3) Is this company a subsidiary? (if applicable)**☐ Yes ☐ No

NOTE: If Yes, what is the name of the parent company? \_\_\_\_\_

**4) Pipeline Investment****Each member must support at least one student for a year for career and professional development in your industry.**

Select the type of student(s) you want to sponsor in your pipeline:

☐ Elementary School Student ☐ Middle School Student ☐ High School Student ☐ College Student ☐ Adult / General Candidate**5) Select if you have any business diverse classifications**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> MBE (Minority-Owned)   | <input type="checkbox"/> LGBT               | <input type="checkbox"/> 8(a) Business       |
| <input type="checkbox"/> WBE (Woman-Owned)      | <input type="checkbox"/> HUBZONE            | <input type="checkbox"/> Small Disadvantaged |
| <input type="checkbox"/> Small Business (SBE)   | <input type="checkbox"/> Veteran Owned      | <input type="checkbox"/> Large Corporation   |
| <input type="checkbox"/> Disabled Veteran Owned | <input type="checkbox"/> Disadvan. Business |  |

**6) Industry Pipeline (check only one)**

- |   |  |   |                                      |  |
|---|--|---|--------------------------------------|--|
| <input type="checkbox"/> Architecture         | <input type="checkbox"/> Cosmetology   | <input type="checkbox"/> Finance                | <input type="checkbox"/> Journalism  | <input type="checkbox"/> Social / Human Services |
| <input type="checkbox"/> Arts & Entertainment | <input type="checkbox"/> Culinary Arts | <input type="checkbox"/> Government             | <input type="checkbox"/> Law / Legal | <input type="checkbox"/> Sports                  |
| <input type="checkbox"/> Automotive           | <input type="checkbox"/> Education     | <input type="checkbox"/> Healthcare             | <input type="checkbox"/> Military    | <input type="checkbox"/> Other _____             |
| <input type="checkbox"/> Business             | <input type="checkbox"/> Engineering   | <input type="checkbox"/> Hospitality            | <input type="checkbox"/> Non Profit  |  |
| <input type="checkbox"/> Communications       | <input type="checkbox"/> Fashion       | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Real Estate |  |

**7) What type of support do you wish to offer as a WPDC member? (check all that apply)**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Job / Internships            | <input type="checkbox"/> Hosting Networking Activities | <input type="checkbox"/> Discounts on Products / Services           |
| <input type="checkbox"/> Hands-On Experiences         | <input type="checkbox"/> Scholarships                  | <input type="checkbox"/> Mentors / Role Models / Tutors             |
| <input type="checkbox"/> Career Assessment Assistance | <input type="checkbox"/> College Info                  | <input type="checkbox"/> Financial Aide / Financial Mgmt Assistance |
| <input type="checkbox"/> Career Plan Development      | <input type="checkbox"/> Personal Development Training | <input type="checkbox"/> Mentoring / Shadow Day Activity (1 day)    |

**Membership Fees**

►Corporate (Basic Membership)

**\$350****PIPELINE INVESTMENT (minimum of 1 students)**

+ \_\_\_\_\_ Student(s) x \$50/month x \$12 months

\$ \_\_\_\_\_

**Total Annual Membership**

\$ \_\_\_\_\_

**Method of Payment**☐ American Express ☐ Master Card ☐ Visa ☐ Check / Money Order

(Make Payable to EduSerc, Inc. P.O. Box 2536, Laurel, MD 20709)

Name of Cardholder: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Billing City/State/Zip: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_ CSC \_\_\_\_\_

Billing Phone: \_\_\_\_\_