EduSerc

Presents

The Annual Career and Professional Development Conference

Theme: Workforce Pipeline Development

April 12 - 13, 2018
10am – 3pm

Hosted and Sponsored By

Microsoft

Mid-Atlantic District Conference Center
5404 Wisconsin Ave, Chevy Chase, MD 20815

Past Sponsors

The Annual Career and Professional Development Conference

About the Conference

Since 2003, EduSerc has been hosting its annual career and professional development conference to develop a robust mechanism for community organizations and corporations to train our future industry professionals for their opportunities and engage others that may be interested in those opportunities. It is vital that organizations work together in one setting to prepare our families, schools, and collegiate environments. This event is designed to bring adults, youth, and many others interested in their own development to a place where they can get all of their questions answered.

This year's theme is "***Finding the Top 100 Most Innovative.***" As we learn about career paths, it is essential for us to learn how to develop creative programs to help youth and schools develop creative outlets for themselves in the process using technology.

Hosted by Microsoft, EduSerc is hosting this event to address the following areas:

- Career Development for Youth
- Professional Development for Teachers
- Corporate Pipeline Investment Strategies for HR Managers
- Technology Training
- STEM Summer Job Opportunities

Career Development Focus
As a result, this conference will focus on the following industries (at a minimum):

- Culinary & Hospitality
- Engineering / STEM
- Medicine
- Legal / Law
- Finance / Accounting
- Information Technology
- Business / Entrepreneurship
- Cyber Security
- Media / Communications

Target Audience
- Middle / High School Students
- Educators / Teachers
- Internship Programs
- Corporate HR Managers
- Nonprofit Organizations
- Stakeholders in STEM
- Education Technology Vendors
- Industry Professionals

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Convention Agenda - Thursday, April 12th

	Workforce Pipeline Development					
10:00am – 10:20am	*Opening Session*					
10:30am – 11:20am	**Corporate** *Strategies in Talent Acquisition*	**Nonprofits** *How to Connect Curriculum with Workforce Skills*	**Schools** *Developing an Industry PD Program for Teachers*	**College** *How to Get the Job and Get Promoted*	**General / Students** *Personal Networking Strategies & Marketing Skills*	**Technology** *Office 360*
11:30am – 12:20pm						
12:30pm – 1:30pm	*Luncheon*					
1:30pm – 2:45pm	**One-on-One Matchmaking Sessions** (Corporate / Nonprofits / Schools / Students)	**Industry Competitions – Training / Preparation** Robotics | Culinary Arts | Business | Oratorical | Web/App Design		**Pipeline & Innovation Showcase**	**Technology** *Software Programming with Microsoft*	
2:50pm – 3:00pm	*Closing Session*					

Convention Agenda - Friday, April 13th

	Career and Professional Development
10:00am – 10:20am	*Opening Session – Leadership Development*
10:30am – 11:20am	**Career Development Sessions I & II**
11:30am – 12:20pm	Engineering Cyber Security Culinary Finance Business
12:30pm – 1:30pm	*Luncheon*
1:30pm – 2:45pm	**Industry Competitions – Finals** Robotics | Culinary Arts | Business
2:50pm – 3:00pm	*Closing Session*

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Workshops

Thursday Sessions - April 12th

Personal Networking Strategies & Marketing Skills
"How to present yourself professionally"

Audience: Students | General Public
Time: 10:30am - 11:20am; 11:30am - 12:30pm

This training session will teach individuals how to communicate effectively with people and showcase their talents as an asset to any college, program, or business. Topics will cover business cards networking, closing the deal in conversations, personal portfolios and maximizing your potential at networking events.

How to Get a Job & Get Promoted

Audience: College | General Public
Time: 10:30am - 11:20am; 11:30am - 12:30pm

This training session will teach individuals how most companies are hiring people and what they are looking for in a candidate. This session will take it to the next level and address how to advance in your career. Topics will cover the interview process, resources for finding jobs, landing the position and tactics to excel for higher pay and responsibility

How To Connect Curriculum to Workforce Skills

Audience: Nonprofits | Schools | General Public
Time: 10:30am - 11:20am; 11:30am - 12:30pm

This training session will teach you how to connect workforce skills to any educational or academic curriculum. This session is ideal for nonprofits, teachers or trainers looking create assignments that will help promote their content into a career path for their constituents.

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Strategies in Talent Acquisition (Part 1 & 2)

Part 1 (10:30am - 11:20am):
Best Practices for Talent Acquisition

Part 2 (11:30am - 12:30pm):
What are Companies Looking for in a Candidate

Audience: Companies | Schools | General Public

This training session is designed to learn strategies and best practices to locate, identify and recruit talent from a variety of communities. This session will also cover the things that corporations are looking for in quality talent as well. Topics will include talent versus skills, the tools used to develop a pipeline and how companies are developing their requirements to hire the best people.

Developing an Industry PD Program for Teachers

This training session is designed to help schools learn how to upgrade the skill sets of their teachers by incorporating train-the-trainer models of workforce-based training for youth. Schools will learn how to innovatively build a training program to expand the critical thinking abilities of their staff.

Part 1 (10:30am - 11:20am):
Common Resources for Industry Training

Part 2 (11:30am - 12:30pm):
Strategies in PD development

Audience: Schools | Teachers | Nonprofits | General Public

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Friday Sessions - April 13th

Engineering - Career Development Strategies

Audience: General Public
Time: 10:30am - 11:20am; 11:30am - 12:20pm

This workshop is helpful to teach students about the various fields in engineering and how to carve a pathway into a great STEM career. With so many options to choose such as Chemical, Electrical, BioMedical, Mechanical, etc., you'll learn how to position yourself to success for colleges and corporate interest.

Culinary Arts - Career Development Strategies

Audience: General Public
Time: 10:30am - 11:20am; 11:30am - 12:20pm

Interested in cooking? Are you interested in starting a restaurant? This workshop discusses what it really takes to become successful in the Culinary Industry and how to make it as a chef, business owner or other type of professional in Culinary.

Information Technology/Cyber Security - Career Development Strategies

Audience: General Public
Time: 10:30am - 11:20am; 11:30am - 12:20pm

A career in computers is always a great bet for anyone, but what are the options? What is it like being in the computer field? This session will answer all of those questions and help you to learn from top industry professionals the skills it takes to become successful.

Learn about Cyber Security, Software Development and other fields in this STEM area. You don't have to be a genius to be in career with computers. But it all begins with understanding the excitement and possibilities. This session will explore the pathways for you.

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Business/Entrepreneurship - Career Development Strategies

Audience: General Public
Time: 10:30am - 11:20am; 11:30am - 12:20pm

Interested in starting your own business? Attend this session and learn what it take to become an entrepreneur. It takes hard work and talent, but most of all it takes passion.

Attend this session and learn from CEOs that have made it out in the world. Learn how to structure a business plan and what it really takes to make it in school and college before going out into the real world!

Finance - Career Development Strategies

Audience: General Public
Time: 10:30am - 11:20am; 11:30am - 12:20pm

Want to make money in the world of finance? There is a lot of money to be made...and you could be one of the people doing so! As an accountant, investor on Wall Street or a banker, there are great careers for anyone looking to help people manage, save and make money.

Attend this session to learn about what finance all is about and how you can see yourself in a pathway toward excellence!

# The Annual Career and Professional Development Conference

Pipeline & Innovation Showcase
Thursday, April 12, 2018

You can showcase your company's product for educators, youth and other stakeholders in technology at the convention. This is your opportunity for exposure and to test your products.

Showcase your projects, display your inventions, and advertise your products!

What other better place is there to showcase your technology than at *the Annual Career and Professional Development Conference hosted by Microsoft!*

RaspberryPi
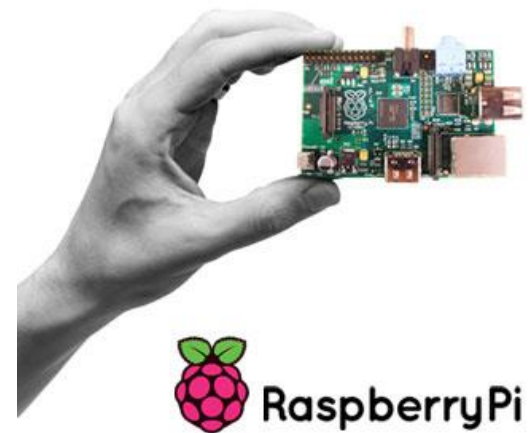
College / Nonprofits:	$150 / day
Businesses:	$250 / day
K – 12 School:	FREE (Limited Spaces)

Included with your registration is
- 1 table (6' x 30")
- 2 convention registrations

Date: Thursday, April 15, 2018	**Setup Times:** 9:00am – 10:00am
Time: 1:30pm – 2:45pm	**Breakdown**: 3:00pm – 4:00pm

Young Innovators Industry Competitions
Friday, April 12, 2018

On Friday, students will be participating in various competitions ranging in the following areas:
- Robotics / Software Programming
- Culinary Arts
- Business / Entrepreneurship
- Oratorical
- Web/App Design

Young Innovators™

By sponsoring a competition, you will be helping students gain hands-on, resume-building experience while building their confidence. Students will receive an opportunity to promote your brand name and have fun building a business idea to support your vision during the event.

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Robotics Competition – Maze Navigation

Training/Prep: Thursday, April 12, 2018 | 1:30pm – 2:45pm
Competition: Friday, April 13, 2018 | 1:30pm – 2:45pm

Description: Students will be tasked to program a Parallax robot to migrate through an obstacle course simulating an automated path to carry a small payload from one point to another. The first team that can carry their payload through the course making their appropriate 90 degree turns along the way and crossing the finish line will win.

Team Setup: Each team must comprise of 2 individuals representing their school
- 4 Middle School Teams
- 4 High School Teams
-

Programming Language: PBasic
Level of Knowledge: Beginner
- Main Website: www.parallax.com
- Free Software - PBasic: http://www.parallax.com/downloads/basic-stamp-editor-software
- Sample Robot - http://www.parallax.com/product/28132

NOTE: Each team will be given a laptop and a robot to use on the day of the competition.

Culinary Arts – French Toast Competition

Training/Prep: Thursday, April 12, 2018 | 1:30pm – 2:45pm
Competition: Friday, April 13, 2018 | 1:30pm – 2:45pm

Description: Students will be tasked to make a common, yet flavorful dish found on most restaurant menus: French Toast. Students will receive training on Thursday how to make various types and will implement their creative solutions for the tasty dish during Friday's competition. Other items may accompany your dish (e.g. bacon, eggs, fruit, etc.). Each team must make 3 plates to show consistency. The most beautiful and best tasting dish wins.

It is highly recommended that each team has an idea of what type of meal they want to make. This will cut down on time.

Team Setup: Each team must comprise of 3 individuals representing their school

- 3 Middle School Teams
- 3 High School Teams

Food Provided: Eggs/Eggnog, Bread, Milk, Meat, Various Vegetables and Fruits and other special ingredients

NOTE: Teams can bring their own ingredients, but they must be refrigerated and inspected by the judges before use and approval.

Level of Knowledge: Beginner

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SERC Tank Business Presentation – "Shark Tank"

Training/Prep: Thursday, April 12, 2018 | 1:30pm – 2:45pm
Competition: Friday, April 13, 2018 | 1:30pm – 2:45pm

Description: Similar to ABC's hit show Shark Tank that yields upcoming entrepreneurs, *SERC Tank* is EduSerc's version where students will have an opportunity to present a business idea to a panel of successful business owners / managers for the opportunity to win funding, supplies or other resources to help them start their idea.

But there is a twist...Each product idea must

- be able to address a direct need in the community or help solve a problem in the community.
- must have a prototype (or simulated prototype for products)
- must be able to be produced or build (if given the opportunity over the summer through an internship program)

How Will It Work?

A panel of business owners will entertain a three (3) minute presentation and prototype demonstration of a product idea from 5 teams. Each team must present the following:

1. The amount of money they are asking for (up to $500 of cash or resources) to help them start their business and how the funds would be used
2. The percentage (%) contribution from their net profits they are willing to provide to a scholarship fund.
3. Prototype demonstration of their product
4. 3-minute verbal presentation w/ 5 hard copies (PowerPoint is required)

The best idea from all of the 5 presentations will receive an offer from the panelists to support and/or start the business idea from EduSerc.

NOTE: Any panelist at any time can make an offer from their budgets or companies...outside of the main prize from the competition. Also, the more detailed with projections of figures, numbers, profit/loss, and any pre-sales (if applicable)...the better it will help the panelist see you as a true entrepreneur.

TOP PRIZE: $1200 worth of business consulting, (up to $500 cash or resources) to build your idea.

Team Setup: High school teams only. Teams can be a minimum of 1 up to 5 or more (but if more, it must make sense on why there is a large number presenting)

Level of Knowledge: All Levels (Intermediate / Advanced)

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How To Sign-Up

Register for the convention and mark the box for the competition you want to participate. You may only participate in one competition. If you are in a group ensure to discuss a group name and write in your group name.

Question: Can you register on the day of the competition?
Answer: Yes, if slots have not been filled. We strongly encourage you to sign-up ahead of time.

Question: Do I have to register for the conference to participate in the competitions?
Answer: Yes.

Question: Do I have to attend the training and preparation on the first day of the competition?
Answer: Yes. Each team **must be present** for training and qualification rounds on the first day.

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Sponsorship

General Conference Sponsorship Levels	Contribution tax-deductible	Benefits / Contribution							
		Web / Program Recognition / Logo on Badges of Sponsored Attendees	Convention Admissions (Corporate / School)	Program Booklet Advertisement (color)	Expo Table	Continental Breakfast Sponsorship	Speaking Opportunity & Product Inserts in Conference bags	School Sponsorship by Company for Industry Projects	Summer Internship hosted by EduSerc in the Sponsor's Industry
Ultimate	$25,000	✓	25 / 55	(2) Two-page spread	✓	✓	✓	$7,500	1 teacher / 2 students
Diamond	$20,000	✓	20 / 50	Two-page spread	✓	✓	✓	$5,000	1 teacher / 1 students
Platinum	$15,000	✓	15 / 45	1 full pg	✓	✓	✓	$4,000	-
Gold	$10,000	✓	10 / 40	½ pg	✓	✓	✓	$3,000	-
Silver	$7,500	✓	7 / 25	¼ pg	✓	-	-	$2,000	-
Bronze	$5,000	✓	5 / 20	Business Card Size	✓	-	-	$1,000	-

Why Sponsor?

Your sponsorship will contribute to other educators and students attending the convention and having an opportunity to receive hands-on internships. EduSerc is dedicated to supporting the long-term dreams of our participants through your contributions to this event.

Here are a few additional reasons to sponsor:
- Awareness of products / services to potential customers or future employees
- Corporate presence and marketing amongst other convention sponsors (*e.g. Microsoft, Wegmans, Starbucks, etc.*)
- Future investment in youth development programs
- Sponsorship of an industry project for teachers and students to gain experience related to the skillsets of your company
- Marketing of convention sponsorship to EduSerc's 2500 email mailing list
- Opportunity to speak at workshops or other activities at the convention

In-Kind Sponsorship

You can also provide in-kind sponsorship for this event in many ways. EduSerc is in need of the following:
- Gifts, Prizes and/or Scholarships for Young Innovators Competitions
- Convention bags
- Laptop computers for training
- Videotaping / Photography Services
- Printing / Copies
- Kitchen Supplies for Cooking Competitions

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Conference Registration Forms

Attached are registration forms for you to print and use for sponsorship or registration for exhibiting

EduSerc Con Rev. Jan 2018 EduSerc, Inc.	**EduSerc Convention 2018** **General Registration Form**	For Official Use: Date Received: _____

Instructions: Complete this form and **Mail** to EduSerc, Inc. P.O. Box 2536, Laurel MD 20707 or **Email to registration@eduserc.org**

NOTE: All information is used to identify potential scholarship opportunities, internships, programs and other career related resources for the participant

1) Individual Information	**2) Organization / Business / School Info** (if applicable) (provide general information about your school)
1a Full name	**2a** Organization / Business / School
	2b Type ☐ Public ☐ Private ☐ Charter ☐ Home School
1b Mailing Address (room, apt, suite no, P.O. box)	**2c** Mailing Address (room, apt, suite no, P.O. box)
1c City, State, Zip Code	**2d** City, State, Zip Code
1d Phone	**1e** Fax	**2e** Phone	**2f** Fax
1f Email	**2g** Email

3) STUDENTS ONLY (Grade Level) (if applicable)
▶☐ 4th ▶☐ 5th ▶☐ 6th ▶☐ 7th ▶☐ 8th ▶☐ 9th ▶☐ 10th ▶☐ 11th ▶☐ 12th ▶☐ College Student (2 year) ▶☐ College Student (4 year)

4) Potential Scholarship / Recognition at Convention Luncheon (High School Seniors only)
  Provide your Cumulative Grade Point Average (by 2nd Quarter: 2015 – 2018 academic school year)

- Attach a copy of your transcript (college or high school), **or**
- Obtain the signature and confirmation from your guidance counselor: Cum. GPA _____Counselor's Signature_____

NOTE: Students w/ 3.0 or higher will receive awards and recognition at the Luncheon at the conference during Apr 15. To be considered for a potential scholarship, submit one letter of recommendation from two separate organizations where you currently perform community service.

5) How would you classify yourself (check all that apply)
▶☐ Middle / HS Student   ▶☐ Industry Professional   ▶☐ Business Owner   ▶☐ School System Employee
▶☐ College / Grad Student   ▶☐ HR / Diversity Rep   ▶☐ Community Leader   ▶☐ Educator/Teacher
▶☐ College Recruiter   ▶☐ Military   ▶☐ Government Employee ▶☐ Principal / Counselor
▶☐ Nonprofit Org.   ▶☐ Political Official   ▶☐ Parent   ▶☐ Tutor / Mentor

6) Career Industries of Interest (check all that apply)
▶☐ Architecture   ▶☐ Cosmetology   ▶☐ Finance   ▶☐ Journalism   ▶☐ Social / Human Services
▶☐ Arts & Entertainment ▶☐ Culinary Arts ▶☐ Government   ▶☐ Law / Legal   ▶☐ Sports
▶☐ Automotive   ▶☐ Education   ▶☐ Healthcare   ▶☐ Military   ▶☐ Other
▶☐ Business   ▶☐ Engineering   ▶☐ Hospitality   ▶☐ Non Profit   _____
▶☐ Communications   ▶☐ Fashion   ▶☐ Information Technology ▶☐ Real Estate   _____

7) What do you hope to receive or need from this conference?
▶☐ Job / Internship   ▶☐ Potential Candidates / Networking Contacts ▶☐ Summer Program / After School Program Info
▶☐ Hands-On Experience   ▶☐ Scholarship Info   ▶☐ Mentors / Role Models / Tutors
▶☐ Career Assessment Assistance ▶☐ College Info   ▶☐ Financial Aide / Financial Mgmt Assistance
▶☐ Career Plan Development   ▶☐ Personal Development Training   ▶☐ Professional Development Training

YOUNG INNOVATORS COMPETITIONS (Tentative)
Friday, April 7
Sign-up early to be entered into a Young Innovators Competition in the following areas. Check the box below to officially sign up:

☐ **Culinary / Cooking**
☐ **Robotics / Engineering**
☐ **"*SERC Tank*" Business / Entrepreneurship Challenge**
☐ *Web/App Design*

DEADLINE FOR EARLY BIRD REG: FEBRUARY 15, 2018
Online registration of 10% discount only up to the deadline date: COUPON CODE: EARLYBIRD

One Day Only Registration	Youth < 18 yrs	Adult 18yrs+ (Non-Corporate)	Corporate
▶☐ Apr 12 (Thursday)	$45	$55	$65
▶☐ Apr 13 (Friday)	$45	$55	$65

Full Registration	Youth < 18 yrs	Adult 18yrs+ (Non-Corporate)	Corporate
▶☐ Apr 12 - 13, 2018	$85	$105	$120
NOTE: Groups of 50 or more receive $10 per registration		**TOTAL $_____**	

Method of Payment   ☐ American Express   ☐ Master Card   ☐ Visa   ☐ Check / Money Order (Make Payable to **EduSerc, Inc**.)

Name of Cardholder: _____   Billing Address: _____

Credit Card Number: _____   Billing City/State/Zip:_____

Expiration Date: _____ / _____   CSC _____   Billing Phone:_____ Signature_____

EduSerc 2018 Rev. May 2017 EduSerc, Inc.	Convention Sponsorship Form	For Official Use: Date Received: _____

Instructions: Complete this form in its entirety and mail the form to EduSerc, Inc. P.O. Box 2536 Laurel, MD 20709. Remit the appropriate in-kind donations or sponsorship in the form of a check or money order payable to EduSerc, Inc. (FEIN: 86-0818526)

1) Individual & Organization Information

1a Full name

1b Organization Name

1c Job Title / Occupation (if applicable)

1d Mailing Address (room, apt, suite no, P.O. box)

1e City, State, Zip Code

1f County or municipal

1g Phone | **1h** Fax

1i Email

1j Web Address (if applicable)

2) Sponsor Designation

Specify your type of sponsorship
▶ ☐ General Sponsor   ▶ ☐ In-Kind / Activity Sponsor

3) Organization Overview
(2 – 3 sentences about your organization)

4) Target Audiences For Your Business

▶ ☐ Elementary Students   ▶ ☐ Middle/High School Students   ▶ ☐ College Students   ▶ ☐ Adults / Parents   ▶ ☐ Schools / School Systems

5) Please describe the items, supplies or equipment you will provide (if applicable)

_____
_____

6) Please describe any other types of contributions.

_____

7) Sponsorship Selection

Conference Sponsorship	Sponsorship	Quantity	Other Amount	Total Sponsorship
Ultimate	☐ $25,000			
Diamond	☐ $20,000			
Platinum	☐ $15,000			
Gold	☐ $10,000			
Silver	☐ $7,500			
Bronze	☐ $5,000			
Other Sponsorship_____	☐ _____			
In-Kind Sponsorship (Please Describe):				

Method of Payment   ☐ American Express   ☐ Master Card   ☐ Visa   ☐ Check / Money Order (Make Payable to **EduSerc, Inc**.)

Name of Cardholder: _____   Billing Address: _____

Credit Card Number: _____   Billing City/State/Zip:_____

Expiration Date: _____ / _____   CSC _____   Billing Phone:_____ Signature_____