EduSerc

Workforce Pipeline Development Council

Building Industry Pipelines of Quality Diverse Candidates
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
Core Activities of the Council

**Schools:** Identify 50 students interested in select industries.

**Corporations/Businesses:** Provide guidance and direction for industry experiences and supply supplemental resources as needed (e.g. volunteers, in-kind, materials).

**Colleges:** Provide access to resources and develop a career and technical learning map for each experience to their institution.

**Nonprofit Service Providers:** Provide technical/professional training and supplemental support to students and their families.

**Council Administration:** 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
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.
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.
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

☐ MBE (Minority-Owned)  ☐ WBE (Woman-Owned)  ☐ Small Business (SBE)  ☐ Disabled Veteran Owned  ☐ LGBT  ☐ HUBZONE  ☐ Small Disadvantaged  ☐ Large Corporation  ☐ Veterans/Disadvantaged Business

6) Industry Pipeline (check only one)

☐ Architecture  ☐ Arts & Entertainment  ☐ Automotive  ☐ Business  ☐ Communications  ☐ Cosmetology  ☐ Culinary Arts  ☐ Education  ☐ Engineering  ☐ Fashion  ☐ Finance  ☐ Government  ☐ Healthcare  ☐ Hospitality  ☐ Information Technology  ☐ Journalism  ☐ Law / Legal  ☐ Military  ☐ Non Profit  ☐ Real Estate

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

☐ Job / Internships  ☐ Hosting Networking Activities  ☐ Discounts on Products / Services  ☐ Mentors / Role Models / Tutors  ☐ Mentoring / Shadow Day Activity (1 day)

☐ Hands-On Experiences  ☐ Scholarships  ☐ Financial Aide / Financial Mgmt Assistance

☐ Career Assessment Assistance  ☐ College Info  ☐ Mentoring / Shadow Day Activity (1 day)

☐ Career Plan Development  ☐ Personal Development Training  ☐ Mentoring / Shadow Day Activity (1 day)

☐ Corporate (Basic Membership)

$350

PIPECINE PIPEMENT (minimum of 1 students)

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

$__________

Total Annual Membership

$__________

Membership Fees

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: ____________________________