

EDUSERC

Executive Overview

Celebrating 20 Years
(1996 - 2016)

Pipeline Innovations from the Community to the Workforce



Executive Summary

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.

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

US Census Regions

Southern

Midwest

Affiliates (Regional Headquarters)

Baltimore-Washington DC

Chicago, Illinois

Atlanta / Central Georgia

Target Audiences

K-12 Grade Levels – Educators - Schools

Colleges - Non Profits

Companies - Government

Mission

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

Vision (brief)

To inspire a new paradigm in education that simplifies how we learn, redefines how we understand things and enhances the value we received from all aspects of life.

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

Television 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

Community Impact / Statistics

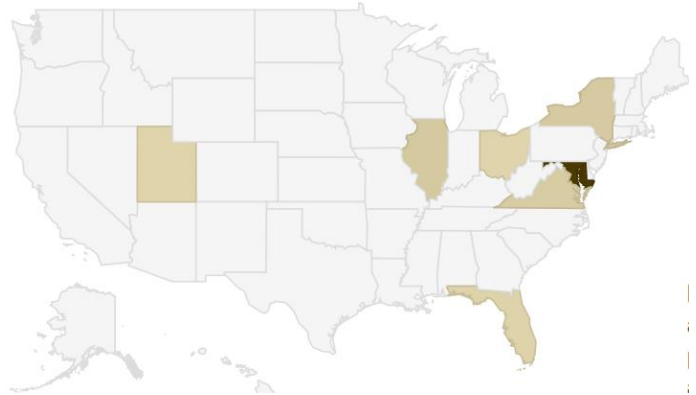
Over the past 20 years, EduSerc has served around the United States providing career and professional development training and services to youth (K-12) and adults (parents, industry professionals, general public) in a variety of settings. Whether on college campuses, schools, corporate buildings, youth correctional facilities or EduSerc's centers, services have been delivered in a number of ways:

EduSerc Statistics (since 1996)

Total Student Impact: 4577

- Gender:
 - Females: 46% (2105)
 - Males: 54% (2472)
- Ethnicity:
 - African American: 74% (3387)
 - Asian American 1% (46)
 - Caucasian: 15% (687)
 - Hispanic American: 10% (458)
 - Native American: 0% (0)

Total Student / Parent Impact (Since 1996)



EduSerc Offerings (since 1996)

- Career/PD Conferences: 11
- After School Programs: 30
- Summer Program Offerings: 42
- Parent Workshops: 65
- Saturday Sessions: 34
- School Workshops: 210
- Awards Ceremonies: 5
- Magazine Offerings: 5
- Industry Field Trips/Enrichments: 10

States:

- Utah: 15
- Illinois: 270
- Florida: 70
- Ohio: 18
- New York: 240
- Virginia: 200
- Maryland 3502
- DC: 303

Community Impact / Statistics

Founded in 1996 by Brian K. Smith (a community leader, engineer, successful business owner and active scholar with over 13 academic-based scholarships), EduSerc was founded to improve the landscape of educating our children. EduSerc has over 20 years of experience in the development and implementation of academic and industry enrichment programs for K-12 students across the country.

Our initial goal for seven years has been to develop an educational model that impacts how to reach students of all demographics. We later expanded to develop industry mentoring programs on high school working with local school districts such as Howard County Public Schools, MD and the University of Maryland College Park. Nationally, we expanded our reach to Buffalo, NY; Orlando, FL; Cincinnati, OH; Chicago, IL; and Salt Lake City, UT through the development of STEM-based summer enrichment programs for Northrop Grumman Electronic Systems and our school systems such as Prince George's County, Baltimore City Public Schools and many others in Maryland.

EduSerc believes that the best academic training is accompanied with physical reinforcement through hands-on projects. As a result, our history entails a broad map of academic reinforcement activities with after-school programs designed for local elementary/middle school, where students learn how to apply their academics on industry-based projects in our signature program called **Young Innovators®**. Students sharpen their reading, math and critical thinking abilities while developing leadership skills on project-based assignments on a monthly basis. EduSerc truly serves as a veteran in the space of industry mentoring, enrichment activities, and academic enrichment activities of youth in all types of demographics, from inner-city youth to suburban-based youth.



Past Performances (Brief Summary – Schools)

Below is a snapshot of EduSerc's past performance with schools, businesses and institutions related to enrichment activities, PD training, career and professional development and mentoring.

Schools	Years of Experience	Total Students Served	Tutoring or Academic Activities	Enrichment Activities	PD Training for Parents / Staff	Industry Mentors	Career/Pr of. Dev. Field Trips
Boys and Girls Club (Greater Washington) (Woodbridge, VA) (Current Client)	< 1	30	✓	✓	-	✓	-
Turning Point Academy (K-8), Lanham, MD (Current Client)	3	19	✓	✓	✓	✓	✓
St. Philips the Apostle Catholic School (K-8) Camp Springs, MD (Current Client)	1	17	✓	✓	-	✓	✓
Stafford Junction (Stafford, VA) (Current Client)	1	60	✓	✓	-	✓	✓
University of Buffalo-SUNY (Dept of Engineering) 9 th – 10 th graders (Current Client)	2	120	✓	✓	-	✓	-
Northrop Grumman WORTHY/HIP Program – 9 th – 12 th graders (IL;MD;NY;VA;FL;OH;UT) (Current Client)	8	400	✓	✓	✓	✓	✓
Annual Career and Professional Development Conference (hosted by EduSerc for Various school districts such as: Baltimore City/Prince George's County/Howard County/Anne Arundel/Washington DC) (Current Annual Program)	13	1500	✓	✓	✓	✓	✓
DC GEAR UP – OSSE (Summer Program)	2	160	✓	✓	✓	-	-
Prince George's County School (Science Department)	1	200	✓	✓	-	✓	-
Potomac High School	4	88	✓	✓	✓	✓	✓
Suitland High School	4	60	✓	✓	✓	✓	✓
High Point High School	4	60	✓	✓	✓	✓	✓
Bladensburg High School	4	100	✓	✓	✓	✓	✓
Benjamin Stoddard Middle School	2	30	✓	✓	✓	✓	✓
Buck Lodge Middle School	2	20	✓	✓	✓	✓	✓
Drew-Freeman Middle School	2	35	✓	✓	✓	✓	✓
William Wirt Middle School	2	36	✓	✓	✓	✓	✓

NOTE: Green highlighted areas indicate our current clients as of 2015 – 2016.



Executive Leadership



Brian K. Smith

Founder, Executive Director

Brian has been serving as an engineer, community leader, mentor, tutor and scholar for over 25 years. He has served as the chief architect of all industry-based curriculums with EduSerc, trained corporate professionals on youth-related initiatives and created several after-school, summer and STEM-based initiatives across the country. Brian serves on several boards including Congressman Steny Hoyer's United States Service Academy Selection Board which interviews and recommends candidates for the four military service academies. He also serves on The Pathways School board which educates students with learning disabilities and behavioral challenges. In addition, Brian is an active member and Math committee co-chair of the Project Lead the Way (PLTW) Program Advisory Committee for Prince George's County Schools.

Brian is a graduate of the Leadership Maryland Class of 2013 where 50 accomplished and diverse leaders from around the State of Maryland learn how to enhance their leadership abilities through the engagement of education, business, health care, government, social and technical concerns in the state.

In 2012, Brian was appointed as the Goodwill Ambassador for Education to UNESCO Center for Peace (The United Nations Educational Scientific and Cultural Organization) and participated in a Youth Infusion Summit with the First Ladies of several African countries. In this role, Brian has also travelled to India to spearhead efforts to start STEM initiatives with youth around the world.

In 2011, Brian co-founded a specialized supplier diversity-based company and currently serves as the Lead Technical Consultant, Database Architect and Web Developer for the organization. His web-based portal-based solutions in Supplier Diversity Registration Portals, 2nd Tier Reporting and Data Enrichment processes for multi-billion organizations such as Sodexo and Sysco has earned his company the 2014 Capital Region Minority Supplier of the Year Award for sales under 1 million.

In 1999, Brian co-founded SMITHSolutions and currently serves as the CEO and Lead Technical Consultant for its Voice over IP (VOIP), database and web development products to local businesses and colleges. While working for SMITHSolutions, he served as the Sybase DBA Team Lead for the Federal Communications Commission (FCC) and served as the main point of contact for all FCC Sybase non-auctions funded issues covering 85% of the databases at the agency for over seven years. Brian has worked for other Fortune 500 companies including Motorola, Sybase, IBM and General Electric winning various awards and accolades for his technical solutions and promoted for his leadership abilities. Brian holds a B.S. in Electrical Engineering from the University of Maryland College Park.





Yolandis Rogers

Board Director

Yolandis Rogers, EduSerc Board Member, has 20 years of experience in finance including Franchise Development Funding, Asset Valuation, Financial Policies and Credit Analysis. Her experience expands across various industries such as banking/financial services, consumer products and retail.

Previously, Ms. Rogers served as a Senior Finance Manager at Luxottica where she created a franchise-wide funding structure, including the release of \$14 million in credit and balanced risk levels with business strategy and profit targets. She has also established a funding pipeline for \$2 million of acquisition / expansion funds for franchise owners.

Ms. Rogers has also served as a Finance Group Manager for Procter & Gamble where she provided financial support for marketing operation programs which included the US Olympics and NFL. Her experience has led her to performing strategic analysis that demonstrated \$23 billion in a sales opportunity through speed of Expansion.

Ms. Rogers has many years as a Vice President at Bank of America where she collaboratively led initiatives to redevelop business-wide Affinity reporting processes. She also held roles in Citigroup's Commercial Banking Group, where she spent several years in New York City and Tokyo, Japan.

She has been a dedicated member and supporter of EduSerc as one its first board of directors in 1996 and serves as a valued contributor to the organization.

Ms. Rogers holds an M.B.A., Finance from Clark Atlanta University and an B.S., Accounting from Tuskegee University.



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



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

**The Microsoft Store
Pentagon City Mall
(Arlington, VA) – March Mathness
(6 students / 6 parents) - March 2016**



EduSerc hosted a successful Math and academic training event at the Microsoft Store providing rave reviews by both students and parents! Lessons on "Strategies to Master Algebra" and "Training Your Child to Earn a 4.0" provided a winning success in algebra and communication techniques. At the end of our training, all students were able to receive 90% or greater on their math scores through the examples in geometry, integers, fractions, square roots and other algebraic concepts.

Parents enjoyed and practiced successful various techniques to help their child receive all answers right on any type of test or homework assignment.



**Boys and Girls Club
Greater Washington
(Woodbridge, VA) – 30 students
February/March 2016**



EduSerc implemented a stem-based activity for 30 middle and high school students in RC car design. Students used Math and teambuilding skills to build a track out of cardboard and learned how to navigate a 1/8 scale car through the maze with FPV (First Person View) glasses. BGCGW's Program Director stated, "This was the best training the club has ever had in STEM!"

EduSerc also provided Math training in Algebra and tutoring to 30 middle and high school students in Woodbridge, VA.



**Stafford Junction Summer STEM Program
Stafford, VA – 60 elementary and middle students
July-August 2015**



In collaboration with STEM EIC, EduSerc planned, designed and executed STEM training and industry exposure in the areas of electronics, robotics, chemistry, RC car automation and Math-based concepts in building tracks with local students in Stafford County, VA. Organized and managed STEM-based field trips and activities and raised more than \$2k in funding.



National Grid Summer Camp / University of Buffalo at SUNY (Buffalo, NY – 60 students / year) August 2014, 2015 Summers

EduSerc implemented the summer-based programs for 60 high school students (mostly females) that had an interest in engineering. The AeroRobotics-based program exposed students to the field of engineering through the building of airplanes, software programming and robotics.



Each year, one EduSerc engineer (with the help of University of Buffalo graduate engineering students) designed, managed and orchestrated the outcomes of students.

- 2014 – Aero-Robotics project (60 high school students)
- 2015 – Auto-Robotics project (60 high school students)



Prince George's County Schools – Young Innovators Summer Program for (200) Rising 6th Graders) June - July 2013 Summer

In partnership with the Prince George's County Schools, EduSerc designed and implemented a STEM summer program for over 200 students going to the 6th grade to ensure they had a foundation and exposure in fields in the area of engineering and science. EduSerc trained managed over 16 staff members in engineering principles and project management for students.



Students implemented the following types of stem programs customized by EduSerc:

- Science – Roller Coaster design
- Technology – Robotics
- Engineering – Auto RC car development
- Math –Track construction



21st Century Grant-Maryland State Department of Education (MSDE)

July 2013 – June 2014

Dwight D. Eisenhower Middle School; Oaklands Elementary School



Funded by MSDE, EduSerc served as a prime recipient of a grant to develop and provide Science, Technology, Engineering, and Math (STEM) and other academic enrichment programs to at-risk youth for Prince George's County Public elementary and middle school students. Students formed a club-based model called Young Innovators through EduSerc to learn construction on houses, robotics and other STEM-based concepts to help them advance academically and socially.

Locations for the after-school programs involved a 4 day/week program with character education, industry enrichment, academic reinforcement and academic support in Math. EduSerc managed 15 teachers and trainers to implement this delivery. (60 students impacted)



21st Century Grant-Delegate Levi

July 2009 – Present

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

The 21st Century Grant Opportunity involved developing and providing Science, Technology, Engineering, and Math (STEM) and other academic enrichment programs for Prince George's County Public middle and high schools students. The students learned about and worked on projects in Engineering, Architecture, Video Game Design and Movie Making.

Locations for the summer enrichment programs included Gaywood Elementary, Duvall High School, Thomas Edison Middle School, Claggett Elementary School and Reid Temple Church.

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

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

Nov 2003 – Oct 2011

THE ANNUAL CAREER & PROFESSIONAL DEVELOPMENT CONFERENCE



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

Jun 2005 - Present

Worthwhile to Help High School Youth (WORTHY) Program

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; Apoka, FL; 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]
- 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 - 2008



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.

