



Genesis Ed
SOLUTIONS

Add Momentum To
Your Mission



Who We Are

A certified DBE and M/WBE established in 1999, Genesis Ed Solutions, LLC d/b/a Genesis Ed Solutions is a Black-owned, woman-owned management consulting firm. We specialize in large-scale change that builds internal capacity and maximizes mission-driven outcomes.



OUR DIFFERENTIATORS

Equity is at the heart of our work. We're passionate members of the communities we serve. We know change is real and measurable. We've spent decades on the front lines of strategic planning, community building, evaluation, and assessment. We are standard-bearers for a new model of scholarship in practice that puts the mission at the heart of the measurable.



Community Strategic Planning & Engagement

CORE CAPABILITIES

- Genesis team members have led over 25 strategic planning processes.
- Expertise includes
 - Conducting demographic research
 - Asset mapping, needs assessments, and SWOT analyses
 - Gathering stakeholder input
 - Developing logic models and theories of change
 - Helping communities draft mission and vision statements
 - Identifying goals, objectives, and performance measures
 - Naming tasks, timelines, assignments, and deliverables
 - Publishing and communicating the plan and progress to community stakeholders

How We Work



LINKING ASSETS, NEEDS, AND MISSION

We utilize the planning process to identify specific strategies that draw upon the assets of your organization to solve for the needs of your community. We help you achieve your broader mission by embedding it into a community ecosystem of aligned resources and strategies. We help engage your stakeholders to develop a community asset map, then drive consensus around how to build on what exists to maximize impact. This community impact-focused approach is designed to produce mutually beneficial outcomes for both your organization and your community.

Sample Projects



REVITALIZE ARLINGTON, INC.

We engaged a multi-sector collective impact partnership around community-driven priorities, resulting in measurable gains in safety, engagement, and infrastructure.



JACKSONVILLE COMMUNITY LAND TRUST

We built relationships with builders, community development organizations, lenders, faith communities, residents, city agencies, and the statewide housing coalition.



UNIVERSITY OF THE DISTRICT OF COLUMBIA

We developed an advisory committee and organizational plan for UDC's K-20 outreach initiatives through a partnership with other public stakeholders.



Research, Evaluation & Dissemination

CORE CAPABILITIES

- Genesis team members have taught research methods and led large-scale evaluation and research projects.
- Expertise includes
 - Developing and assessing instruments
 - Facilitating interviews and focus groups
 - Quantitative and qualitative data analysis, include working with large data sets
 - Developing reports, presentations, and infographics
 - Advising regarding culturally competent communications

How We Work



USING DATA TO TELL YOUR STORY

A good plan begins with good data about and from the community. Our team members' doctoral-level expertise means that we have both quantitative and qualitative data collection and analysis skills. Our work has included developing and testing surveys, questionnaires, and interview/focus group protocols, as well as collecting, analyzing, and presenting data using a variety of software tools.

Sample Projects



EARLY CHILDHOOD EDUCATION ALIGNMENT

We evaluated early childhood education alignment programs and produced knowledge documents for dissemination to diverse Mississippi stakeholders.



VACCINE EQUITY LANDSCAPE ASSESSMENT

We conducted a comprehensive, mixed-methods landscape assessment of awareness and use of cancer-preventing vaccines in three Georgia health districts.



REIMAGINING POLICING IN MEMPHIS

We trained facilitators, conducted community focus groups, analyzed data, and reported findings related to policing of disenfranchised communities.



Higher Education Resilience & Accreditation

CORE CAPABILITIES

- Genesis team members have over six decades of higher education leadership experience, including at 12 HBCUs, 5 PWIs, 2 MSIs, 2 online institutions, 2 international institutions, and 8 higher education oversight agencies.
- Expertise includes
 - Chief executive officer
 - Finance & operations
 - Academic affairs
 - Governance
 - Research & evaluation
 - Student affairs
 - Change management
 - Strategic planning & accreditation
 - Admissions
 - Board development
 - Pre-college access

How We Work



PARTNERING WITH YOUR TEAM

We deploy a skilled and experienced team to help streamline your administrative functions, improve customer service, review academic programs, and position you to compete for funding opportunities. Using data, we can help you pinpoint why students leave and implement solutions that enhance their experience, resulting in increased retention. We can help you write plans that attract federal and other funding to support your mission and your greatest assets, your faculty and students. We can also coach your team to develop robust data collection systems that improve their ability to make effective decisions that produce better outcomes.

Sample Projects



BENNETT COLLEGE

We led the institution's successful effort to obtain TRACS accreditation, including a self-study process that returned no findings.



SOUTHERN UNIVERSITY AT NEW ORLEANS

We eliminated a \$7.7 million deficit through cost-cutting and sound management practices, resulting in removal from probation with no findings.



EDWARD WATERS UNIVERSITY

We facilitated development of a board-approved strategic plan and authored SACSCOC monitoring report resulting in removal of sanction.



Professional Learning & Development

CORE CAPABILITIES

- Genesis team members have developed and delivered professional learning to boards, executives, and teams.
- Expertise includes
 - Curriculum development & facilitation
 - Evaluating professional development courses
 - Board and team development workshops & retreats
 - Conference planning and coordination
 - Diversity, equity, inclusion, and belonging thought partnership
 - Executives on loan
 - Executive coaching

How We Work



DEVELOPING VALUES-DRIVEN TEAMS

Corporations, nonprofit organizations, and educational institutions with the loftiest of missions may need a skilled partner to help their teams incorporate their values into systems across the organization. We can help your organization develop a comprehensive professional development plan and evaluation strategy. Our consultants are uniquely qualified in this area with decades of experience in management, adult learning, and engaging diverse stakeholders in strategic change. We will work with you to create a customized plan and engage with your team throughout the implementation process.

Sample Projects



NATIONAL TRANSIT INSTITUTE (NTI)

We evaluated instruction of professional development courses and provided recommendations for course facilitation based on best practices for online learning.



WESLEY PEACHTREE INSTITUTE HBCU FORUM

We planned and implemented a series of virtual HBCU forums connecting a diverse slate of presenters, industry-leading sponsors, and 1,000+ attendees.



**Jacksonville
Urban League**

JACKSONVILLE URBAN LEAGUE

We developed and facilitated a series of technical assistance workshops for leaders of small businesses and nonprofits from underrepresented communities.

Senior Consultants



**EURMON HERVEY,
ED.D., MBA**

Dr. Eurmon Hervey, Jr. is an accomplished executive with a comprehensive blend of nonprofit, government, and academic management experience. He is also a social entrepreneur, having established a community college, two not-for-profit community organizations, a private elementary school, and even a county library.



**JOY GORHAM HERVEY,
ED.D., M.DIV.**

Dr. Joy Hervey is an award-winning communicator with over 25 years of leadership experience in the education, nonprofit, and faith sectors. Her education experience includes roles as teacher, principal, professor, and instructional mentor. In addition to managing the firm, she is an ordained chaplain with experience in health care and military settings.



**TOM BULLOCK,
ED.D.**

Dr. Thomas Bullock specializes in curriculum design and development, focusing on standards, instruction, and assessment alignment. An accomplished grant writer and fiscal manager, he brings 30+ years of leadership experience in diverse higher education institutions and nonprofit organizations.



Our Bench Strength is Yours

We build project-based teams of skilled consultants, subject matter experts, and administrative professionals to meet the needs of our diverse clients.



Contact Us

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