



Genesis Ed
SOLUTIONS

Add Momentum To
Your Mission

Our Mission

We transform communities through customized solutions that empower teams to achieve their missions.



Genesis Ed
SOLUTIONS

Our Values

Collaboration

Working together effectively to achieve common goals while valuing diverse perspectives

Equity

Acknowledging harmful impact and ensuring fair treatment, access, and opportunity for all individuals regardless of background or identity

Excellence

Delivering high-quality work and consistently seeking opportunities for improvement

Impact

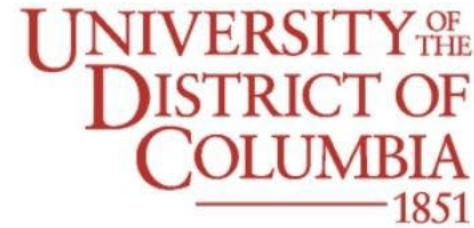
Creating meaningful and lasting positive effects in our work and communities

Leadership

Guiding and motivating others to reach shared goals while leading by example



Selected Clients





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



RESEARCH, EVALUATION & DISSEMINATION

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 decades of higher education leadership experience, including at historically Black colleges and universities (HBCUs), predominately white institutions (PWIs), minority serving institutions (MSIs), online institutions, international institutions, and higher education oversight agencies.
- Expertise includes administration, instructional leadership, teaching, research and evaluation, academic affairs, strategic planning, governance/board development, accreditation, community engagement, and 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.

DOING MORE WITH LESS:

AN EXPLORATORY ANALYSIS OF HBCU INSTRUCTIONAL SPENDING RATIOS

AUTHORS:

Joy Gorham Hervey, Ed.D.
Michael Bradley, M.A.
Donald K. Murphy, CPA, FCPA, CFE, CGFM, CGMA



HBCU INSTRUCTIONAL SPENDING ANALYSIS

We conducted a quantitative analysis comparing instructional spending ratios for HBCUs to those of non-HBCU institutions.



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

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

Build|Restore University: A Learning Platform for Nonprofit Professionals

Adding Momentum to Your Mission



- Communities of practice
- Quality Matters standards
- Principles of andragogy
- Culturally relevant learning
- Capacity building approach

Our Approach



online learning
platform



Courses



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**90-Day Build:
Nonprofit Edition**

**ACQUIRE
ESSENTIAL
SKILLS**
Designed for aspiring founders, this course is designed to walk learners through the process of establishing a new 501(c)(3) nonprofit organization.

**MANAGEABLE
COMMITMENT**
A 90-day duration is a manageable commitment, making it easier for learners to integrate the course into their busy schedules.

**CREDIBILITY &
TRUST**
Our online courses have been curated by instructors who are leading experts in their fields.

**GROW YOUR
NETWORK**
All courses include membership in our community of practice for nonprofit professionals.



For More Information, Contact Us:

 **(904) 206-7426**


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
build|restore university




**Board Development:
Getting the Board on
Board**


**ACQUIRE
ESSENTIAL
SKILLS**
Whether you are a board member, executive director, or aspiring leader, this course is designed to provide you with a comprehensive understanding of board development and governance.


**SELF-PACED
LEARNING**
Students can learn at their own pace, which is especially beneficial for those with busy schedules or varying learning speeds.

**CREDIBILITY &
TRUST**
Our online courses have been curated by instructors who are leading experts in their fields.

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**Write to Win!:
Grant Writing 101**

**ACQUIRE
ESSENTIAL
SKILLS**
Whether you are a beginner or looking to enhance your existing grant writing abilities, this course is designed to guide you through every step of the grant writing process.

**SELF-PACED
LEARNING**
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Certifications



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Emerging Nonprofit Leadership Certificate

ACQUIRE ESSENTIAL SKILLS
Whether you are new to nonprofit leadership or looking to enhance your existing skills, this certification will provide you with a comprehensive understanding of effective nonprofit management and leadership practices.

SELF-PACED LEARNING
Students can learn at their own pace, which is especially beneficial for those with busy schedules or varying learning speeds.

CREDIBILITY & TRUST
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GROW YOUR NETWORK
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Faith-Based Community Transformation Certificate

ACQUIRE ESSENTIAL SKILLS
Grounded in principles of faith, service, and compassion, this certification will equip you with the knowledge, skills, and tools necessary to lead impactful community initiatives that address social, economic, and spiritual needs.

SELF-PACED LEARNING
Students can learn at their own pace, which is especially beneficial for those with busy schedules or varying learning speeds.

CREDIBILITY & TRUST
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Learner Testimonials

- “So many notes taken on what to do next!”
- “Gave me hope as we grow”
- “The evaluation tool was very helpful”
- “Community ecosystem, culturally competent communications are good ‘buzzwords’ to take away”
- “Very informative”

Our Team



Joy Gorham Hervey, Ed.D., M.Div.
CEO & Principal Consultant



Thomas Bullock, Ed.D.
Senior Consultant



Floresa Hervey, MPA
Project Manager

- Decades of higher education and nonprofit leadership
- Multiple awards for partnership development
- Over \$12M in grants awarded
- Consistently high learner evaluations
- Over 26 years in business



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.



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