



KELM RESEARCH
INTUITION. INVESTIGATION. INNOVATION.



HUSTLE
Workforce Development Summit



SPONSORKIT

HUSTLE: Workforce Development Summit



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Problem Statement

Hustle: Workforce Development Summit

The labor crisis in the United States (USA) requires reimagining workforce development and looking at other levers to increase opportunity and outcomes for students and workers by tailoring their skills for jobs that provide family-sustaining wages. Crucial interventions are necessary to prepare the next generation for a better future. Addressing the professional practices gap between worker capabilities and employer needs is paramount.

Many students and families are working multiple jobs to be successful, while failing to meet financial obligations. In 2025, college faculty members, professional development leaders, and business experts will tour USA with the Hustle: Workforce Development Summit (seminar and luncheon) at colleges and community centers to highlight techniques that help communities thrive.

By discussing emerging trends and promoting worker preparation, we expect to reach 500,000 individuals throughout the country. Our aim is to drive innovation in the employment sector, positively impact high school students, college students, underemployed, and small business owners, as well as inform curriculum, and workforce development policies.

The COVID-19 pandemic continues to present economic challenges to communities and households nationwide.

Workforce Crisis

As we enter 2025, the USA job market finds itself at a crossroads. Labor force participation is still below pre-pandemic rates. Improving workforce development & STEM education is at the forefront of dialogue and research in response to USA economic issues such as:

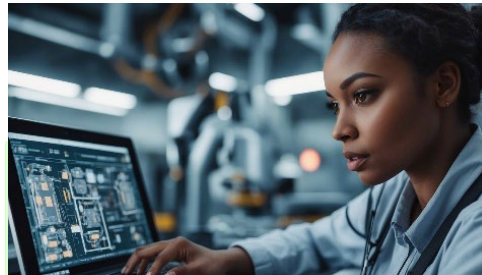
- COVID-19 Pandemic Impact
- Skilled Worker Shortage
- National & Regional Disparities
- Artificial Intelligence Dislocations
- Increased Remote Working

Despite low unemployment and declining quit rates in 2024, employees are experiencing unprecedented levels of dissatisfaction and disengagement. The psychological state of workers has reached a critical point, with employee well-being hitting new lows. According to Gallup, the downturn in employee well-being has continued unabated post-Covid. The new year presents a significant challenge in motivating and guiding individuals through periods of substantial change and uncertainty.



Summit Objectives

LET EACH
BECOME
WHAT ALL IS
CAPABLE OF
BEING
Thomas Carlyle



WORKFORCE UPSKILLING

Improve the skills and capabilities of the general workforce to help individuals and businesses succeed.

- Improve Skills
- Provide Training
- Evaluate Success



ECONOMIC RECOVERY

Create economic prosperity activities to impact policies and support recovery throughout the USA.

- Revitalize Economy
- Rebuild Employment
- Support Businesses



COMMUNITY DEVELOPMENT

Assist state & local governments and academic institutions with building a more equitable and skilled society.

- Reduce Income Inequality
- Increase Worker Satisfaction
- Community Engagement





HUSTLE Seminar 2025



University Partners*

www.kelmacademy.org/hustletour/schedule.php

NY	Farmingdale State College	April 2025
NY	Queens College – CUNY	April 2025
NC	East Carolina University	May 2025
CT	Goodwin College	May 2025
FL	Florida A&M University	May 2025
DC	University of DC	June 2025
PA	Cheyney University of PA	June 2025
VA	Hampton University	June 2025
CO	University of Colorado	August 2025



*Full list of seminar dates listed online



CONFERENCE CO-HOST

Kelm Research Center

Farmingdale State College
Broad Hollow Bioscience Building
516.893.2800 x102
www.kelmresearch.org



Community Development Research

Kelm Research Center is a community change agent dedicated towards making breakthroughs and discoveries using technology and digital age tools to help solve pressing societal problems. We employ the expertise of educators, technologists, and business leaders to collaborate on market research and gain strategic insights across a variety of disciplines to revitalize communities at the grassroots level.

20+
Studies

30+
Events

3.5^m
Impact

Recent Research Studies Impacting Workforce:

- o STEM Workforce Development: Pipeline to Technology
- o TCK Training for Improving Teacher Technology Practices
- o Business Co-Learning on Technology Workforce
- o Digital Intelligence
- o Using Technology to Improve Student Learning & Achievement
- o ProjectWorks: Evaluating the Impact of Business Technology Training on Undergraduates

Relevant Conferences & Workshops (Action-Research)

- o Smart Pitch – STEM Challenge
- o Ed Tech Day Expo – Infusing technology across the curriculum
- o SMART Technologies – New Media Learner Environments
- o Interdisciplinary Faculty Symposium & Luncheon
- o PINACLES: Technical & Professional Career Upskilling
- o Computer Programming Apprenticeship
- o Web Design Apprenticeship

Outcomes: Kelm Research Center's exploratory studies have positively impacted 3.5 million labor participants.



CONFERENCE CO-HOST

Kelm Academy

Queens College

Tech Incubator Building

347.455.0774

www.kelmacademy.org



Career & Professional Development

Kelm Academy is a professional development school located in NYC. Founded in 2015, it has been dubbed as an extraordinary school for extraordinary people who seek to develop cutting-edge, certifiable business and technology skills. We don't just give individuals an education and experience that set them up for success in a job; we help them discover their greatest talents in fields they're passionate about and dare to lead.

20+

Programs

Academic Programs

- Small Business Development
- NYSED CTLE Sponsor for Teacher Development
- Web Design & Certification Programs
- Digital Media & Certification Programs
- Software Development & Certification Programs
- Artificial Intelligence Programs
- Information Security

50+

Workshops

Workshops & Training

- Smart Pitch – Business Start-ups
- Business Coaching
- Social Media Marketing
- Faculty Technology Institute
- PINACLES: Technical & Professional Career Upskilling
- Business Marketing

25

New
Businesses

Outcomes: Kelm Academy 's programs have upskilled numerous individuals, students, and small business enthusiasts preparing them for the high-tech, high-impact economy.

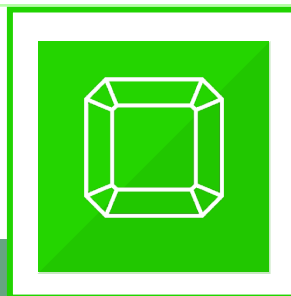


Sponsor Levels (Per Location)

Contact Person: Michele Brown, Executive Assistant
Contact Phone: 516.387.2079
Contact Email: hustle@kelmacademy.org
Become A Sponsor: www.kelmacademy.org/hustletour/sponsors.php



SAPPHIRE
\$25,000



EMERALD
\$15,000



GARNET
\$10,000

- 5 tickets to any Hustle Summit
- Sponsor recognition on media board at two events
- Logo/link on sponsorship webpage
- Logo on digital program
- Social media share of sponsorship announcement
- Press Release promotion
- Logo & Boilerplate information in sponsorship presentation at two events
- Special recognition at event
- Company Logo on Summit gift bags

- 3 tickets to one Hustle Summit
- Sponsor recognition on media board at one event
- Logo/link on sponsorship webpage
- Logo on digital program
- Social media share of sponsorship announcement
- Press Release promotion
- Logo & Boilerplate information in sponsorship presentation at two events
- Special recognition at event
- Company Logo on Summit gift bags

- 2 tickets to one Hustle Summit
- Sponsor recognition on media board at one event
- Logo/link on sponsorship webpage
- Logo on digital program
- Social media share of sponsorship announcement
- Press Release promotion
- Logo & Boilerplate information in sponsorship presentation at two events
- Special recognition at event
- Company Logo on Summit gift bags

All Gifting Sponsors will be acknowledged at the event, and in the Summit media marketing materials. Kelm Academy & Kelm Research Center are 501(c)(3) organizations. All donations are fully tax deductible.



Sponsor Contributions



General Donations

Other cash donations are appreciated to help defray costs.



Promo Items

Branded items for gift bags are accepted for participants.



Door Prizes

Prizes are accepted for distribution to participants.



Student Sponsorship

Payment for groups of high school or college students to attend.



Gift & Gift Cards

Gifts and gift cards are accepted for distribution to participants.



Food & Beverage

Packaged food and beverages will be appreciated.

Contact Person:

Michele Brown, Executive Assistant

Contact Phone:

516.387.2079

Contact Email:

hustle@kelmacademy.org

Become A Sponsor:

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