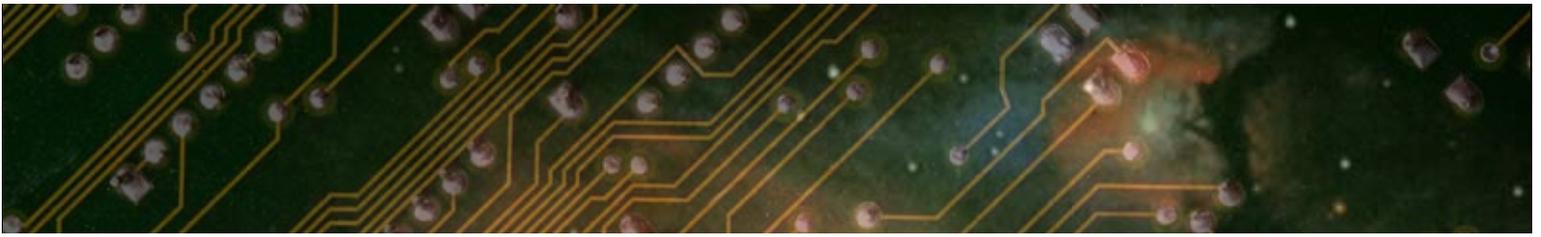




# TAP-in-a-Box

Success Through Education





The **Technology Awareness Program (TAP)** began in 1999, stemming from a Career Communications Group (CCG) and Foundation for Educational Development, Inc. (FEDI) 501(c)(3) idea, and grew support from science, technology, engineering and math-based businesses, organizations and government. The initial target group for TAP was black families during February—historically known as Black History Month. A few years later, TAP branched out to Hispanic families, in 2001, during the National Hispanic Heritage Month in October; and then to Native American families, in 2004, during American Indian Heritage Month in November.

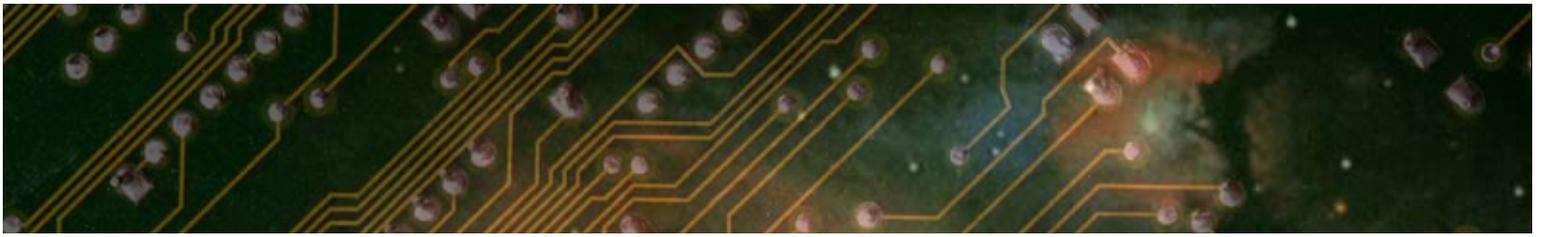
Each effort was dedicated to a month of driving TAP communication to help families focus on the dual message: (1) the importance of technology in their everyday lives; and (2) the importance of technology in the education and career preparation of their children. Particular attention was given to low-income families, as there was persistent “digital divide” among this population.

The importance of creating TAP 2.0 has been shaped by three things. First is the success of the three Technology Awareness Programs. The second is our recognition of a need to expand the focus of our work, and the third is the need to increase the subject matter exposure of families/children. In widening TAP’s scope, we hope to positively impact the lives of children as we embrace all of their needs and expand our role as advocates.

Our children are not less intelligent than their peers, but we recognize that low income communities have many unmet needs and medical challenges such as higher incidences of asthma, high blood pressure, diabetes, and prostate cancer; environmental health challenges such as bad air and bad water, dietary/nutrition deficiencies and poor or no health care. Research has shown that we need to increase the community/family focus on the issues if we are to improve our response to these challenges.



We also need to establish the accompanying message/understanding that our communities must be the source of more doctors, nurses, pharmacists, biologists, chemists, and nutritionists, in addition to engineers, technologists, and computer scientists. To emphasize this, we have adjusted our Dual TAP Objectives to communicate to our Black, Hispanic, and Native American communities the importance of science, technology, and good health practices in the education and career preparation of their children.



## DEFINITION AND SCOPE

While technology has been the foundation for the launch of TAP, and will remain a key component, our goal to create a parallel, accompanying focus with science and health. TAP will broaden its reach to address the full spectrum of the sciences, with directed focus on health. Our anchor theme will be that families need to incorporate technology, science, and health into their everyday lives. With this mantra, a renewed emphasis will be placed on outlining the value of health to educational endeavors and career attainment.

In addition, the subject of cyber security will surface during each of the nine TAP units. As our nation relies more and more heavily on new waves of technology, it is critical that our young people understand the numerous cyber threats that exist today, as well as the numerous career opportunities, which cut across all industries. Clearly, if information technology has fueled our growth, the inertia will be in securing these information technology networks.



## PROGRAM AND COMPONENTS

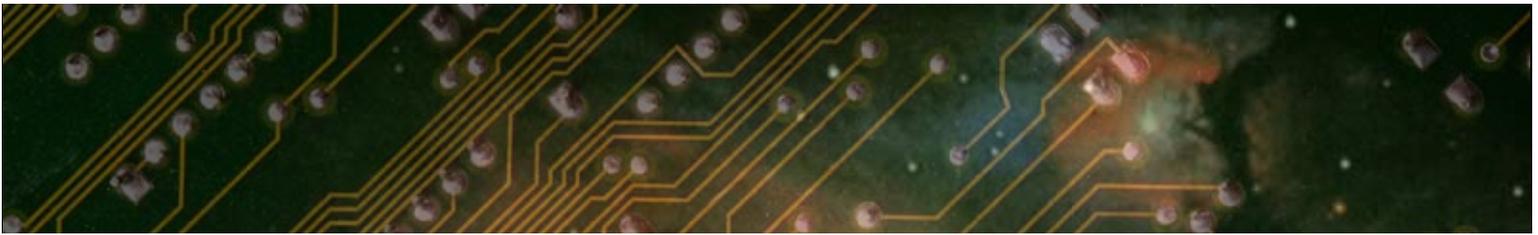
The resource and delivery of this program is being referred to as “TAP-in-a-Box.”

TAP-in-a-Box will be a sequential learning program that could be used by any volunteer. TAP-in-a-Box is being created for corporations, government agencies, academic institutions, community based organizations, and educational foundations to support a critically important nationwide STEM community outreach and development program.

The package, which is available for three distinct groups; Elementary/Middle School/High School, will include:

- Nine (9) comprehensive monthly TAP lesson plans designed for groups up to 25 in size
- A Coaching Handbook for administrators
- Student Journals and Playbooks
- Supportive media including videos and posters
- Year-round Online Web-Portal access for participants

The Tap Lesson Plans will consist of themes which cover the areas of science, technology, engineering, mathematics (STEM), health, nutrition and fitness; leverage STEM/Health professional role models and their personal life/career story which led them to career selection, and the importance of science, technology, math and health to one’s future and quality of life.



They will also include exciting participative discussions and activities, and foster team-based learning and problem-based learning for positive student outcomes in interest level, retention and motivation. In addition, they will use problem solution approaches that require the integration of science, engineering, technology and math whenever possible; introduce material to excite the students and inspire them to succeed in school and follow in the footsteps of the role models they are meeting—if they are willing to make the commitment the role models made in their education and other areas of their lives.

Prior to the first monthly class, the students will complete an anonymous short status assessment regarding their educational interests and future outlook. At the end of the ninth TAP, they will complete the same assessment. These two assessments will be evaluated, captured in a database and analyzed to help with understanding the effectiveness of TAP regarding the students' perspective and commitment changes. The data will be evaluated for all classes in the program to understand strengths and weaknesses and to direct on-going curriculum modifications.



## SPONSOR COMMITMENT AND VALUE PROPOSITION

The TAP sponsors will be responsible for the following:

- Selecting the locations for their TAP programs—city or cities, schools, and/or community based organizations.
- Selecting STEM/Health employee role models and other professional participants including one professional to participate and provide continuity through the 9 TAP sessions. FEDI and its TAP Advisory Group have an excellent group of role models available in most urban areas and will assist the sponsors, if they need support.

## TAP-IN-A-BOX IS EASILY CUSTOMIZED AND BRANDED FOR YOU

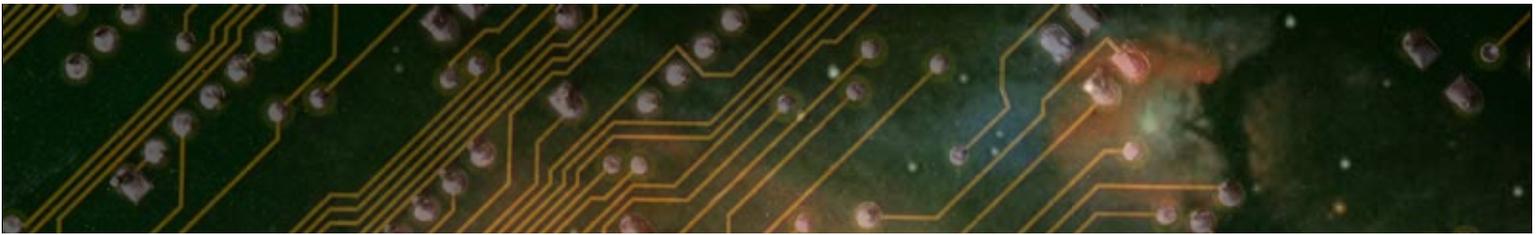
TAP-in-a-Box provides both community awareness products and services to make them useful to Fortune 1000 businesses and government agencies. We are especially focused on providing community awareness products and services to large businesses that are well known in their communities. Our products and services include a direct channel to under-represented communities.

For corporations and government agencies, we provide customized and branded packages.

TAP-in-a-Box is positioned as the product that meets the needs of the Fortune 1000 customer. It is designed to integrate horizontally with existing corporate community initiatives in order to expand the scope of their programs. Its specifications include:

1. Speaker's bureau tied to local community organizations
2. Branding opportunities tied to K-12 activities
3. Distribution channel directly to community
4. Vetted list of community organizations
5. Branding opportunity tied to role-model events
6. Branding opportunity on program poster

TAP-in-a-Box can be scaled to meet the needs of your organization whether you have active employee participation or are simply providing your branded support materials to the school or community group. TAP-in-a-Box is positioned to meet the needs of organizations that are very active and are ready to take their organization's participation to the next level.



- Customizing, printing and assembling the student journals
- Providing as appropriate the after school snacks or meals for the students.



## TAP SPONSOR FEE OPTIONS

FEDI requires funding to develop, improve and expand its capability to meet its goals. The fee structure under consideration is being designed to include organizations of all sizes and types.

The table below defines an annual and multi-year fee structure. The intent is to provide a variety of business and government entities the opportunity to support the attainment of the TAP goals.

Level	Metro Area Limit	Location Limit	1 Year Fee	2 Year Fee	3 Year Fee
Platinum	15 Metro Licenses + 2 Community Based Organization selections	30	\$50,000/ Year Paid in 1 Annual Installment	\$42,500/ Year Paid in 2 Annual Installments	\$35,000/ Year Paid in 3 Annual Installments
Gold	10 Metro Licenses +1 Community Based Organization selection	20	\$30,000/ Year Paid in 1 Annual Installment	\$25,000/ Year Paid in 2 Annual Installments	\$20,000/ Year Paid in 3 Annual Installments
Silver	5 Metro Licenses +1 Community Based Organization selection	10	\$15,000/ Year Paid in 1 Annual Installment	\$12,500/ Year Paid in 2 Annual Installments	\$10,000/ Year Paid in 3 Annual Installments
Bronze	1 Metro License +1 Community Based Organization selection	3	\$5,000/ Year Paid in 1 Annual Installment	\$4,000/ Year Paid in 2 Annual Installments	\$3,000/ Year Paid in 3 Annual Installments

\* Discounted fees are based on a multi-year commitment that is payable yearly.

\* An additional 5% discount is available with full payment at signing.

### About CCG

Career Communications Group is an industry-leading media company that supports companies in promoting multiculturalism and diversity in STEM fields (science, technology, engineering and mathematics) through major national conferences, publications, and websites. To learn more about CCG, please visit [www.diversitygps.com](http://www.diversitygps.com).

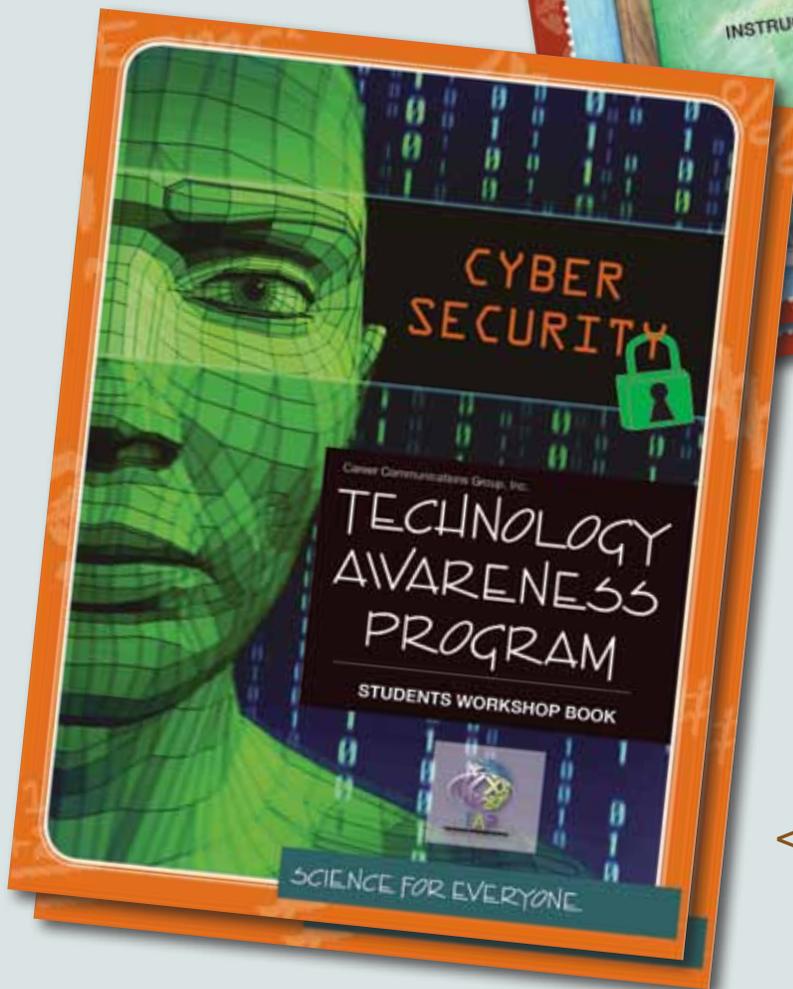
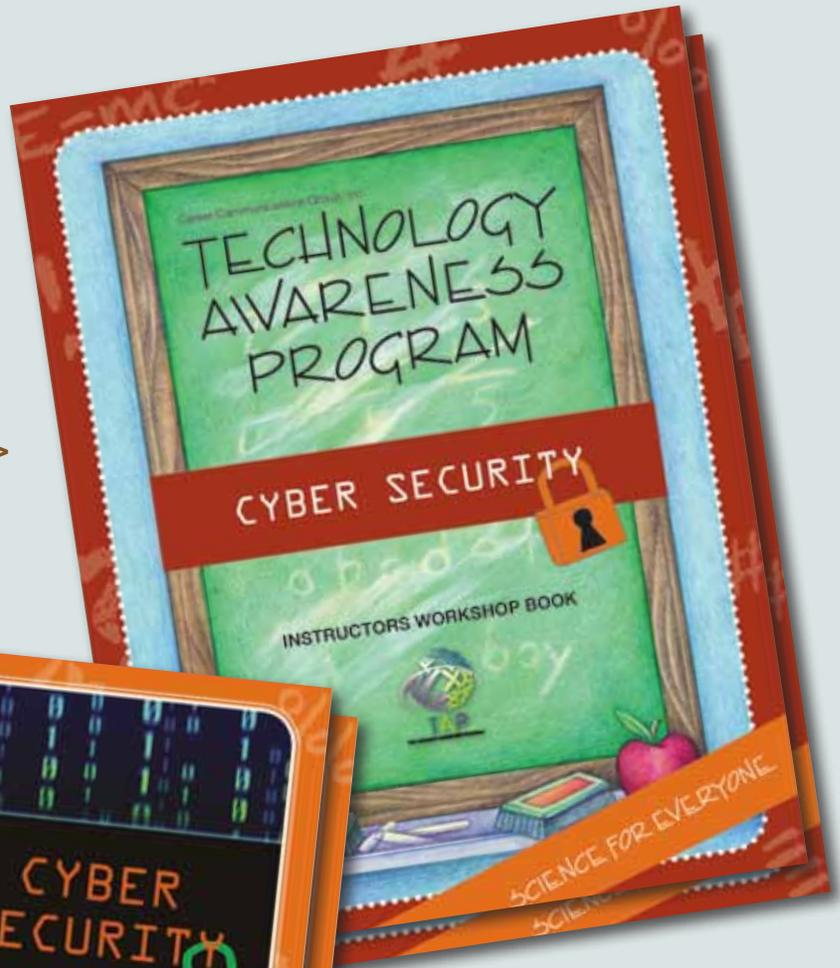
### About FEDI

The Foundation for Educational Development, Inc. (FEDI), a 501(c)(3), was founded in 1993 to promote engineering, science, and technology to minorities and women through professional and career development, educational programs, awards programs, and career placement opportunities. For more information about FEDI, please visit [www.fedifoundation.org](http://www.fedifoundation.org).

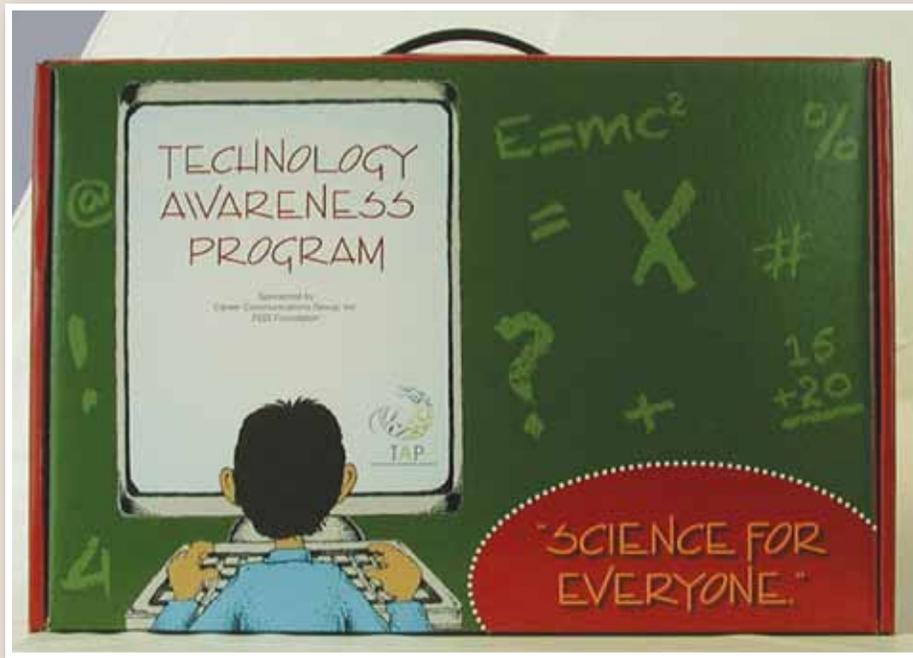


**TAP PACKAGE**

**Instructors Workshop Book >>**



**<< Students Workshop Book**



<< Outside



Inside >>



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