



The SMART Education Exchange (SEE) is a Public Private Partnership (P3) driving 21st century Education and School and Community Safety & Security - professional development and workforce development and training.

The SEE was founded in 2012 by Minna LeVine, Chamber of Eco Commerce and Tana Torrano, Market Vision. The SEE is supported by internationally recognized Advisory Board. The SEE stakeholders have decades of success in working with Federal, State, Local Public and Private Enterprises and Organizations, Departments of Education, Educational Institutions, Emergency Management Agencies, Law Enforcement Offices, Technology, and stakeholders worldwide.

The SEE provides implementation workshops for educational institutions, enterprises and organizations, as they develop their digitalization and safety & security plans.

Implementation Workshops

We provide SMART implementation workshops to help schools, communities, enterprises and organizations implement SMART. Workshop participants will learn how digitalization will help improve efficiency, safety, resilience, and save money and resources.

School Safety Security (S3) Private Public Partnership (P3)

S3 P3 is designed to help school safety officers and administrators first responders, community and policy leaders to improve safety culture and operationalize digital and physical safety in schools and communities. Participants acquire skills needed to implement 21st century safety plans. The S3 Implementation workshop includes training for:

- Active Shooter
- Bomb Threat
- Bullying Prevention
- Classroom Safety
- Continuity in Education
- Cyber Resilience
- Crisis Communication
- Digitalization of School Safety
- Digital Safety & Trust
- Drug Issues
- Emergency Operations Plan
- Front Office Safety
- Gang Awareness
- Mental Health
- Online Threats
- Terrorism
- Severe Weather
- Site Safety
- SMART Learning Environments
- Micro Learning and Social Micro Learning
- Threat Assessment
- Weapons Screening

Conferences, regional workshops and presentations are provided at the request of schools, communities, educational institutions, enterprises and organizations. For more information, please email:

info@SMARTEducationExchange.com

SEE BACKGROUND

The SEE has hosted multiple high-level education programs including, but not limited to :

SMART Summits

- Cyber
- Trade
- Technology
- Education
- Safety & Security
- SMART Development
- Soft Landing
- Market Entry & Expansion
- Site Selection
- Marketing PR
- Branding
- Investing in Innovation

SMART Trade Missions

- SMART Communities – U.S and international
- SMART Education – U.S. and international

Executive Round Tables for multiple regions in U.S. and international

Hosted Delegates/Speakers:

- International (Elected) State Officials
- European Commission
- OECD delegates
- Homeland Security
- Federal Bureau of Investigation
- INSME
- GA Governors' Mansion – Education Delegation
- World Trade Center
- US Embassy – Helsinki, Finland
- Washington, DC
- New York City, NY
- US Consul General of Finland
- City of Orlando, FL
- City of Atlanta, GA
- City of Alpharetta, GA
- Business Finland - Jyvaskyla, Finland
- Business Finland - Tampere, Finland
- Ministry of Education - Helsinki, Finland

Keynotes, Speakers, Working Groups, and workshop provider for multiple events including but not limited to:

- CEO Water Mandate
- United Nations Development Program
- Business Call to Action
- International Technology Conference, South Korea
- Trade mission to China hosted by the Chinese Government
- SMART Cities Connect, Kansas City
- Cyber Security, Tampa Florida
- InfraGard
- Interface
- Sustainatopia Miami, FL
- Cyber Future Foundation Dallas, Texas
- World Trade Centers
- Hispanic American Chamber of Commerce

- Bilateral Chambers of Commerce

Partnering Organizations:

- Microsoft
- IBM
- SBA
- USDA
- SCORE
- SBDC
- OSHA
- INSME
- FEMA
- OSHA
- Department of Energy
- Federal Bureau of Investigation FBI
- European Commission
- Department of Homeland Security
- Pentagon
- U.S Department of Defense
- The Energy Initiatives Task Force
- U.S. Embassies abroad
- EPA
- NSA
- CIA
- Red Cross
- White House
- National Science Foundation
- Nonprofits and NGOs worldwide
- Junior Achievement
- Georgia Department of Education
- World Trade Centers International
- City of Atlanta, GA
- City of Orlando, FL
- City of Alpharetta, GA
- Invest Atlanta
- Orange County, FL
- Metro Atlanta Chamber
- Global Atlanta
- Scandinavian American Foundation
- Finnish American Chamber
- Swedish American Chamber
- Danish American Chamber
- Nordic Countries and Cities

Our advisors, thought leaders, and speakers' bureau include (but not limited to):

- International Business, Finance, Investment, Trade
- Disaster and Recovery
- Education Experts
- Cyber Security Experts
- IT
- Hydroponics and Aquaponics
- US Department of Environment
- Largest SBA Lender in USA
- School and Community Assessments team
- Educational Gaming
- Entrepreneurship in Education
- Safety and Security Experts
- Homeland Security
- Federal, state, local Policy Leaders

We are inviting sponsors to join us in sharing education programs in US Communities for

- SMART Safety & Security Public Awareness Program
 - Safety & Security Implementation Workshops
 - Executive Round Tables
 - School Assessments
 - Community Assessments
 - Build Back Better Programs in Disaster Areas
 - Continuity in Education Programs – Digital intelligence, SMART Micro Learning, Teacher Training
- Teacher Training Programs
- Workforce Training Programs
- Cyber Security Programs for Communities and Schools
- SMART Trade and Investment Programs
- Economic Development Programs – SMART Gateway Cities and SMART Region to Region

SMART Education Exchange (SEE) will collaborate with our national/regional/local partners to provide an extensive Safety & Security Public Awareness Campaign. Areas of information to be shared include School Safety & Security, Public Safety, Cyber Security, Disaster preparedness training, safety training for PK –Elementary schools, and digital security.

Public Awareness Campaign

The SMART Education Exchange (SEE) School Safety Public Awareness Campaign is a comprehensive effort that includes multiple components (messaging, grassroots outreach, media relations, government affairs, budget, etc.) to help reach a specific goal. A public awareness campaign is **not** just billboards, television commercials, social media or fundraising. We are offering a multi- tiered approach including local and regional executive roundtables, webinars, digital learning environments, and safety channels to share with communities and schools.

Messaging

Our messaging to key audiences, is *based on specific research*. We have proven programs that have been successfully implemented in schools and communities worldwide. Our experts and advisors have years of success in public and school safety and security.

Public Education

Our live and digital events and roundtables will proactively engage key audiences asking them to respond to a specific call to action to help achieve the goal of public and school safety and security. Our SMART Education Exchange online training currently offers teacher training, safety training and workforce training. The SMART Safety Channel will offer videos, webinars, disaster preparedness, safety training (fire, choking, student injury, etc.), safety and security programs.

Public Relations

Our ongoing public relations programs will keep the key audiences aware of public policies, community issues, resources, upcoming events, new expert training and more. Our national public relations team will keep the messaging clear and targeted to the key audiences while also featuring our national partners.

Public Awareness Campaign Implementation Programs

- Provide local and regional Executive Roundtable meetings for experts to share best practices in safety and security
- SMART EDUCATION EXCHANGE digital training programs for teacher training, safety and security training and workforce training.
- SMART SCHOOL SAFETY PROGRAM – share a complimentary SMART School Safety Planning Guide and SMART School Safety planning training program with local and regional school administrators and first responders.
- Provide a SMART Safety Channel with videos, webinars and training programs for safety and security.
- Provide experts to discuss how to create School and Community Assessment programs and implementation plans.
- Provide programs for Continuity in Education programs for areas impacted by a natural or manmade disaster. i.e. how to create online classrooms so that students can continue the school year with their own teacher and their own classmates, in case of a physical loss of the school building.

- Provide expert teams to advise on best practices to “Build Back Better” for schools and communities after a disaster creates a demand for rebuilding of public facilities.
- Offer access to high level expert speakers at no cost for events and organizations

Community Organizing/Outreach

Community organizing is the proactive gathering of support at the local level for our program. The result is a network of supporters that act on behalf of SMART Education Exchange (e.g., non-profits, chambers, trade organizations, educational associations, etc.). This network is unpaid, and motivated by a desire for change. These strategic relationships will also help in offering hosting for local and regional events, speaking opportunities for our experts, local awareness for our programs and local sponsorship opportunities.

Gathering the support of community leaders is also included in this outreach, although their role can differ from grassroots supporters. Examples include:

Community Partners

- Associations
- Organizations
- Educators
- Parents

Community Leaders

- Governors
- Mayors
- Superintendents
- Business Leaders

Engage with Government

Effective government affairs work begins with relationship development with local, state and federal public officials. SEE starts by educating public officials about the programs, and then work to integrate those public officials within some component of the broader campaign.

Media Relations Strategy

Coordinated media strategies with multiple media outlets will help push forward every campaign component. The three most common examples of media strategies are:

- Social (Facebook, Twitter, LinkedIn, blogs, newsletters, etc)
- Earned (articles placed in news outlets at no cost)
- Paid (ads and information you pay for)

Specific media strategies should always fit the goals, target audiences, and resources available for the campaign.

Leverage Complementary Programs

In addition to the public awareness campaigns, SEE will also partner with expert partners to provide:

- Safety and Security Assessments
- Safety and Security Implementation plans
- School Safety Plan localization
- Cyber Security Programs
- Research teams
- Grant teams

Contact

info@SMARTCommunityExchange.com