



IAM-USA

Institute4Academic Management

Wednesday, August 5, 2020

**For Immediate Media Release: Washington D.C., The United States of America**

The Institute for Academic Management Ltd. (IAM-USA) today announced the establishment of a new initiative, **Make Education Great Again**, to accelerate the transition from school to work via the realms of Earn & Learn and the vicissitudes of academics aligned with apprenticeships. The IAM-USA intends to further develop and deliver continued research, guidance and implantable roadmaps to enable the disadvantaged and under-represented students of the U.S.A. to accomplish living the American Dream.

The objective here is for the IAM-USA to position 5500 high school students nationwide into apprenticeship positions commencing October 1, 2020. Accommodating 0.01% of the nation's more than 55,000,000 student body, thus allowing for 100 students in each State and U.S. Territory.

The IAM-USA will offer a combination of live and pre-recorded events on the abovementioned topics. The IAM-USA's Digital Platform is an all-inclusive system for students and corporations, where the objective to provide fully encompassing curricula, modules, career pathways and assessments will operate as a means to evaluate progress, retention and effectiveness.

Students will evolve their experience and enjoy paid opportunities to learn valuable, transferable, and competitive skillsets first-hand. This aligns with the IAM-USA's current pursuit of actively participating in the D.C. Project Empowerment Program as well as the On-The-Job Program.

The IAM-USA is exceptionally dedicated to helping students pursue trades and career paths that will enable them to become economically independent. As such, the IAM-USA as an organization commits to hiring both apprenticeships and interns within the IAM-USA Headquarters, upon successful acceptance into their respective programs within the IAM-USA Christian Academy...details pending...

The initiative, **Make Education Great Again**, is led by the Founder, Chairwoman and Chief Executive Officer, Dr. Myrtle P. Alexander, Ph.D. Anticipated support will be received from the Small Business Owners, Corporations, Chambers of Commerce and Industry Associations as well as the U.S. Government and genuinely concerned citizens nationwide.

The IAM-USA is well-positioned to pursue and successfully execute this initiative, as its senior leadership team collectively possesses over thirty-five (35) years of relevant professional experience. Notably, all of the IAM-USA's faculty and staff members hold Doctoral degrees within various concentrations.

Dr. Alexander's research and examination of the Swiss Dual-Education System, which gives secondary school students the option to pursue a vocational trade or attend traditional college and/or university, offers an intelligent and data-supported solution that could benefit students in publicly funded schools.



Dr. Myrtle P. Alexander, Ph.D.



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Our American students do not typically share the same level of access to the generational and financial connections inherited by students from affluent backgrounds. Therefore, the U.S. government has an obligation to ensure a quality and meaningful education for those enrolled in non-private schools. In essence, the IAM-USA strives to serve the same demographic of students and families outlined in this scope.

While COVID-19 gave us little to no notice, stopped us in our tracks, and caused us to pivot as a netball player on a netball court. This revealed elements for sportsmanship aligned with entrepreneurship; resilience, tenacity, endurance, a strong heart and a sound mind. These are the attributes of the IAM-USA.

From the outset, the IAM-USA will coordinate and lead a Kick-Off MEGA Education Exhibition intended to gather the full coalition of stakeholders in one setting. The session will serve as an official welcome and introduction from the IAM-USA as well as an opportunity to present IAM-USA's role in society.

Following the Kick-Off launch, the IAM-USA's CEO will reach out to each supporting business member to coordinate an initial strategy session, which will include a facility site visit at the member's location, along with a program review and evaluation session.

Business members will be required to submit their intended program designs to the IAM-USA beforehand, to allow the IAM-USA time to assess and prepare comments. At a minimum, sessions with business members will typically involve members of the IAM-USA's Executive Team, as each will contribute to the technical and financial procedures outlined in each service provider's Strategic Plan.

As a recently founded organization, the IAM-USA requires funding. As this initiative is member-based, the ability to subscribe and join as a member at various levels is available on our website <https://iam-usa.com/membership>. The positioning of our membership packages will enable success for all.

In addition, the IAM-USA is extending a limited platform of Sponsorships, which is also available via our website. Our first information session, scheduled for Tuesday, September 1<sup>st</sup>, 2020 will allow for more detail. Please register at: <https://www.eventbrite.com/e/iam-usa-2020-make-education-great-again-information-session-tickets-115933683769>

Thank you, to each and everyone who has joined and who is seeking to join the Institute for Academic Management Ltd. (IAM-USA). We are both honored and privileged to be given the opportunity to share this experience with you.

Sincerely,

Dr. Myrtle P. Alexander - Founder, Chairwoman & CEO