

Media Kit

The information provided in this packet consists of standardized summaries about WIN-NextGen™. You can use this approved language to discuss the programs, missions, and other related topics. Feel free to copy and paste it directly into your messaging to ensure consistent and accurate communication. High-resolution logos can be made available upon request.

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How to Talk About WIN-NextGen™

MISSION STATEMENT

WIN-NextGen™ is a workforce innovation network that leverages technology to develop NextGen talent (ages 13–24), inspire, and build capacity for strong, interconnected workforce pipelines and systems across the 3S Workforce™—STEM, Supply Chain, and Skilled Trades—in the AI era and beyond

HOW WE SERVE

- **NextGen Ages 13–24:** Gamified learning, career challenges, and real-world skill-building to help you prepare for well-paying careers in STEM, Supply Chain, and Skilled Trades. Explore opportunities, earn rewards, and level up your future—on your terms!
- **Employers:** Customized workforce partnerships to build a sustainable talent pipeline. Gain access to engaged, AI-ready talent through hands-on training, internships, and industry-driven career pathways designed to meet your evolving needs.
- **Educators – Traditional Homeschool & Hybrid:** Robust career development tools, real-time monitoring, and data-driven insights. We provide essential resources to help guide students toward rewarding career paths and ensure long-term success.
- **Parents:** Resources to help you and your teen explore exciting career options beyond the traditional college path. Discover high-demand jobs in the 3S Workforce™ and learn how to support your child's journey toward financial independence and career success.
- **Change Makers:** Be part of the movement to shape the future of work. Whether you're looking to give back, invest in workforce development, or support the next generation, there's a place for you in the WIN-NextGen™ community.

THE PROBLEM

Expanding The Future of Workforce Development

The U.S. is facing a massive challenge: **a severe labor shortage in STEM, Supply Chain, and Skilled Trades (3S Workforce™) careers**—exacerbated by an aging workforce, rapid AI-driven transformations, and post-pandemic shifts in employment.

- 70% of business leaders believe skills gaps reduce their performance¹
- 40% approx. projection of workers may need to reskill by 2030²
- 85M projected unfilled jobs by 2030 due to global talent shortages³

But here's the good news: The next generation of talent can be developed to lead the future with the right skills, guidance, and opportunities!

WIN-NEXTGEN™ PROGRAMS

At WIN-NextGen™, we're dedicated to empowering the next generation to reach their full potential and thrive in the 3S Workforce™ – STEM, Supply Chain and the Skilled Trades – in the AI era and beyond.

GT3S Program™

The WIN-NextGen™ Gateway to 3S Program (GT3S Program™) mission revolves around the principles of personalization and the utilization of technology tools to support career exploration and personal growth.

WIN-NextGen™ members will use the GT3S Program™ platform on their journey to become workforce-ready. The GT3S Program™ is a multi-modality (virtual sessions or in-person sessions) after-school or weekend, project-based, and

¹ Springboard for Business. *Workforce Skills Gap Trends 2024: Survey Report*, 4.

² World Economic Forum. *Future of Jobs Report 2025*, 32-34.

³ Michael Franzino and Alan Guarino, "The \$8.5 Trillion Talent Shortage," Korn Ferry, May 09, 2018, <https://www.kornferry.com/insights/this-week-in-leadership/talent-crunch-future-of-work>.



partner enrichment opportunities program consisting of four core components: Reflect, Explore, Expose, and Experience.

The Career Navigator Program

The WIN-NextGen™ Career Navigator Program is designed to complement the WIN-NextGen™ Gateway To 3S™ (GT3S) Program, providing short-term, high-impact mentoring engagements with accomplished professionals across various industries. This program offers personalized career guidance, industry insights, and strategic support tailored to each participant's unique aspirations—whether they are in middle school, high school, college, vocational training, or starting their careers.

The Summer 3S Enrichment Program

The WIN-NextGen™ Summer 3S Enrichment Program provides WIN-NextGen™ members with transformative summer experiences that build their skills, expand their networks, and fuel their career dreams in the 3S Workforce™ — STEM, Supply Chain and Skilled Trades. Through partnerships with two-year and four-year academic institutions, exchange programs, and workforce internship opportunities, WIN-NextGen™ offers scholarships to help members access high-quality summer programs and set a strong foundation for future success.

The Power Behind WIN-NextGen™

WIN-NextGen™: A SaaS Platform for the Future of Work

WIN-NextGen™ is a cloud-based Software as a Service (SaaS) platform that empowers NextGens ages 13–24 to explore, prepare for, and thrive in high-demand careers in STEM, Supply Chain, Skilled Trades, and AI-powered industries.

Through a gamified, mobile-friendly experience, WIN-NextGen™ delivers:

- Personalized career assessments
- Hands-on skills development
- Mentor matching and guided pathways

- Job and internship boards
- Dashboards for students, mentors, educators, and employers

Accessible anytime, anywhere—WIN-NextGen™ is your digital gateway to the 3S Workforce™.

The 5 WIN-NextGen Brands:

- **STEM**
 - **Unlocking Innovation:** Focused on building the next generation of scientists, engineers, and tech leaders through cutting-edge education and hands-on experiences.
- **Skilled Trades**
 - **Building a Stronger Workforce:** Providing access to hands-on careers in fields like construction, advanced manufacturing, healthcare, and electrical trades.
- **Supply Chain**
 - **Optimizing the Future:** Connecting young professionals to the logistics, transportation and operational technology careers that keep the world moving.
- **AI Incubator**
 - **Fueling AI-Driven Careers:** Preparing talent for artificial intelligence, machine learning, and automation roles, ensuring a future-ready workforce.
- **GAN – Girls Action Network®**
 - **Empowering Young Women in the 3S Workforce** (STEM, Supply Chain, & Skilled Trades: Focused on closing gender gaps and supporting girls and young women in STEM, Supply Chain and Skilled Trades through mentorship and career guidance.

WIN-NextGen™ Communities:

- **Student Athlete**
 - **Playing with Purpose, Preparing with Intention:**
WIN-NextGen™ equips student-athletes during their seasons with tools to explore careers, build life skills, and stay future-ready. We support



their winning mindset while helping them prepare for life beyond sports—whenever that transition comes.

- **Home School**

- **Learning Without Limits, Leading Without Boundaries:**

- WIN-NextGen™ engages homeschooled youth with flexible, tech-powered tools for career discovery, credentialing, and mentorship—empowering them to connect with 3S Workforce™ opportunities from wherever they learn best.

Together, these brands and communities create a powerful talent pipeline, providing NextGens with the skills, opportunities, and connections they need to thrive in the AI era and beyond.

OUR IMPACT

WIN-NextGen™ has been able to make a meaningful impact over the years. As we begin a new modernized chapter to leverage technology, we hope to be able to expand and grow to help many more NextGens participate and lead in the 3S Workforce™, serving communities, companies and countries over the course of time.

- 2000+ people served
- 20 Years of support
- \$220k+ Scholarships

FAQ's – Frequently Asked Questions

Below are some frequently asked questions when first learning about WIN-NextGen™. Please familiarize yourself with these to effectively educate your network about our mission and programs in conversation.

1. What is WIN-NextGen™

WIN-NextGen™ is a **nonprofit network** dedicated to transforming how we prepare the next generation for careers in high-growth industries.

We're not just another youth program—we're an **innovation engine** for workforce readiness in the age of AI.

We **leverage smart technology** to engage youth through interactive platforms, gamified experiences, digital mentoring, and AI-powered tools.

We offer **programming and partnerships** that connect education, industry, and career navigation in one system-level model.

2. Who Do We Serve?

We work with youth ages **13 to 24**, a critical window for career discovery, skills development, and opportunity access.

WIN-NextGen, Inc. serves all youth equitably, honoring the belief that **every young person has unique talents to cultivate** for leadership and contribution in the future workforce.

3. Why “Interconnected Pipelines and Systems”?

Workforce challenges don't exist in silos—and neither should the solutions.

We focus on building **interconnected systems and pathways**—linking schools, training institutions, employers, community organizations, and families—so talent can flow and grow.

It's about creating a **coordinated, scalable ecosystem** that supports youth **from exploration to employment**.

4. What is Our Vision for the AI Era?

As AI reshapes work, the need for **human-centered skills and tech fluency** is rising.

WIN-NextGen™ helps ensure **young people aren't left behind**, but, instead, are **positioned to lead** in careers that will define the future.

5. **What is the 3S Workforce™?**

The 3S Workforce™ refers to three critical sectors: **STEM, Supply Chain, and Skilled Trades**. These fields are essential to national security, infrastructure, innovation, and economic growth—yet face growing labor shortages that WIN-NextGen™ addresses through early exposure and personalized career development. These fields are being rapidly reshaped by AI, and we're making sure young people are **ready to lead and thrive** in that future.

6. **What makes WIN-NextGen™ different from other youth workforce programs?**

WIN-NextGen™ uses a tech-powered, systems-based approach that starts earlier, moves faster, and is deeply aligned with employer needs. Our program combines gamification, community engagement, and flexible digital tools to make workforce development accessible, personalized, and engaging.

7. **Is WIN-NextGen™ a national program?**

Yes. WIN-NextGen™ is a national initiative with an expanding network of schools, employers, mentors, and nonprofit partners across the country. Our digital platform allows members to participate from any location, offering flexibility and access for all learning environments.

8. **How can someone get involved with WIN-NextGen™?**

Become a member (ages 13–24) and start exploring career opportunities through our digital platform and communities. Adults can also get involved as mentors, employer partners, educators, or sponsors. There are many ways to support and help grow the future of work.

9. **Where can I learn more or direct people for additional information?**

Visit our website at www.win-nextgen.org or email us at **info@win-nextgen.org**. You can also follow us on social media and share updates using **#WIN-NextGen**.

Helpful Videos:

- **The Engine of a Thriving Economy | The 3S Workforce™ in the AI Era & Beyond**
 - **Link:** <https://www.youtube.com/watch?v=JnBc9K6oxqc>
- **A WIN-NextGen™ Overview: Unlock Your Future with the GT3S™ Member Hub**
 - <https://youtu.be/cnPOlg3cYi0>

Elisa Basnight, Founder & CEO

Elisa Basnight, Esq., Founder & CEO of WIN-NextGen™, is a distinguished leader recognized for driving transformative change across Fortune 50 corporations, government institutions, and nonprofits. Her expertise spans senior executive roles in Healthcare, Supply Chain, and Workforce Innovation, as well as advising clients as a corporate and supply chain commercial attorney. She actively serves on boards in the healthcare and supply chain sectors and is a champion of competitiveness, dedicated to empowering individuals, communities, corporations, and nations to maximize their potential and thrive in an increasingly dynamic world in the AI era and beyond.

A two-time U.S. Presidential Appointee and former airborne-qualified intelligence officer in the U.S. Army, Elisa also continues to advance initiatives that support military veterans and their families. Elisa's unwavering commitment to excellence is reflected in her education—she is a graduate of the U.S. Military Academy at West Point, Rutgers Law School, Harvard Kennedy School, and Boston University – Brussels.

