WIN NextGen™


STEM


SKILLED
TRADES


SUPPLY
CHAIN


AI


GAN
GIRLS ACTION NETWORK®

WIN-NextGen
Cultivating Talent. Creating Workforce Pipelines.™

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 uses technology and partnerships to help youth from middle school through young adulthood cultivate the skills to participate and lead across the 3S Workforce™: STEM, Supply Chain, and Skilled Trades, while building the talent pipelines employers and communities need for the future of work.

HOW WE SERVE

- **NextGens (middle school through young adulthood):** 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 NextGen explore exciting career options beyond the traditional college path. Discover high-demand jobs in the 3S Workforce™ and learn how to support your NextGen'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 performance
- 40% of workers may need to reskill within the next 3 years
- 85M projected unfilled jobs by 2030 due to global talent shortages

Citations provided at the end.

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 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™ provides a cloud-based Software as a Service (SaaS) platform that empowers NextGens middle school to young adulthood 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 and supports parents/home school instructors with flexible, tech-powered tools for career discovery, credentialing, and mentorship, empowering NextGens 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.

- 6000+ 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, programs, and partnerships in conversation.

1. **What is WIN–NextGen™**

   WIN-NextGen™ is a national 501(c)(3) nonprofit and workforce innovation network that uses technology to help youth from middle school through young adulthood explore career possibilities and cultivate real career skills across the **3S Workforce™: STEM, Supply Chain, and Skilled Trades.**

   Through career exploration, skills development, mentoring, experiential learning, and employer engagement, we **inspire and prepare the next generation for work in the AI era and beyond.**

   WIN-NextGen™ also works with **employers and communities to build the talent pipelines they need**, creating opportunities for organizations to engage with emerging talent earlier, share industry knowledge, provide meaningful career exposure and experiences, and help cultivate the workforce they will need.

2. **Who Do We Serve?**

   WIN-NextGen™ serves **youth from middle school through young adulthood**, a critical period for career discovery, skills development, exposure, experience, and preparation for the workforce.

   We believe **every young person has talents to cultivate** and should have opportunities to discover career possibilities, develop skills, connect with people and workplaces, and gain experiences that can help shape their future.

   Our technology-enabled model supports young people across different learning environments, including traditional schools, homeschools, community-based programs, and other educational and workforce settings.

3. Why Does WIN-NextGen™ Focus on Building Interconnected Talent Pipelines?

Workforce challenges do not exist in silos, and neither should the solutions.

WIN-NextGen™ connects **young people, educators, employers, community organizations, mentors, and families** to create stronger pathways from early career exploration through workforce readiness.

By helping these stakeholders work together, we support a more coordinated approach to cultivating talent while helping employers and communities build the pipelines they need for the future.

4. What Is WIN-NextGen™'s Vision for the AI Era?

AI is changing how work gets done, the skills people need, and how young people prepare for careers.

WIN-NextGen™ helps young people **build career knowledge, apply technology and AI purposefully and responsibly to real-world challenges, gain meaningful experiences, and strengthen the CoreFlex™ Durable Skills** needed to navigate a changing world of work.

At the same time, we help employers engage earlier in the talent-development process so they can play an active role in cultivating the workforce they will need in the AI era and beyond.

5. What is the 3S Workforce™?

The **3S Workforce™** encompasses three interconnected areas: **STEM, Supply Chain, and Skilled Trades**.

These areas support nearly every part of how we live and work, from technology, healthcare, and advanced manufacturing to transportation, infrastructure, logistics, construction, energy, and other essential industries.

WIN-NextGen™ helps young people **discover the breadth of career possibilities across the 3S Workforce™**, understand how these fields are changing, and develop skills and experiences that can help prepare them to participate and lead in them.

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

   WIN-NextGen™ combines technology, career exploration, skills development, mentoring, experiential learning, and employer engagement in a model designed to begin career discovery early and grow with young people through young adulthood.

   Our **GT3S™ framework** helps learners progress through four areas: **Reflect, Explore, Expose, and Experience**, giving them opportunities to better understand themselves, discover career pathways, connect with industries and workplaces, and gain meaningful experiences.

   Employers are not simply at the end of the pipeline. They can participate in helping **build it**, contributing industry knowledge, mentors, career exposure, learning opportunities, experiences, and pathways that connect emerging talent with real workforce needs.

7. **Is WIN-NextGen™ national?**

   Yes. WIN-NextGen™ is a **national nonprofit** designed to serve young people and collaborate with employers, educators, mentors, and community partners across the country.

   Because much of the WIN-NextGen™ experience is technology-enabled, young people can participate across a variety of locations and learning environments, while partners can use the platform and programming to support their own talent-development and workforce-readiness efforts.

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

   Young people from middle school through young adulthood can join WIN-NextGen™ to explore careers, develop skills, connect with mentors and industry professionals, participate in experiences, and work toward becoming **Workforce Ready**.

   Adults and organizations can also get involved as **mentors, educators, employers, community partners, volunteers, and sponsors**. Employers can engage emerging talent, share industry expertise, support career exploration and experiences, and help cultivate talent pipelines aligned with their workforce needs.

9. **Where can I learn more or direct people for additional information?**
   Visit WIN-NextGen™ or email **admin@win-nextgen.org**. You can also follow WIN-NextGen™ on social media and share updates using **#WINNextGen**.

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/cnPOIg3cYi0

Citations:

[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.

Elisa Basnight Layne, Founder & CEO

Elisa Basnight Layne, Esq., Founder & CEO of WIN-NextGen™, is an executive, attorney, and workforce innovator with experience driving transformative change across Fortune 50 corporations, government institutions, and nonprofits. Her experience spans senior executive leadership in **healthcare, supply chain, and workforce innovation**, as well as advising clients as a corporate and supply chain commercial attorney. She serves on boards in the healthcare and supply chain sectors and is a **champion of competitiveness**, focused on helping individuals, communities, organizations, and nations maximize their potential and thrive in an increasingly dynamic world.

A two-time U.S. Presidential Appointee and former airborne-qualified U.S. Army intelligence officer, Elisa continues to advance initiatives supporting military veterans and their families. She is a graduate of the U.S. Military Academy at West Point, Rutgers Law School, Harvard Kennedy School, and Boston University–Brussels.

