



# Journey Through the Cloud

**AN INNOVATIVE STEM EDUCATIONAL INITIATIVE  
FOR GRADES 6-12**

Presented By:

THE   
**BECOMING**  
PROJECT, INC.

501c3 Nonprofit Organization

# MESSAGE FROM CEO

*Greetings!*



**ZeEster Browning**

CEO of The Becoming Project, Inc.

As we stand on the threshold of a thrilling new phase, dedicated to ongoing service and support in our community through the empowerment, equipping, inspiration, and education of others in technology, my heart is brimming with gratitude and a deep sense of purpose. 17 years in the Salesforce industry, for me, transcends the boundaries of a mere career – it has been a lifeline. As a single mother, it became the cornerstone that allowed me to craft a wonderful life for my two sons and three granddaughters.

Beyond that, it opened doors during challenging times, enabling me to support family members and extend a helping hand to many others in achieving financial stability. The blessings of working in the technology industry have woven a rich tapestry of fulfillment into my life. This love, gratitude, and appreciation formed the driving force behind my personal mission to give back and empower others, introducing them to an industry of boundless potential and an ever-expanding outlook. As I gaze into the future, foreseeing the landscape four or five years from now, I recognize the opportunity we hold to shape the very essence of tech leadership. It is my fervent hope that by immersing students in technology and guiding them down sustainable and profitable pathways of STEM, we can foster a "pay it forward; each one teach one" culture of service. Let us sow the seeds of mentorship and inspiration, cultivating a generation of young leaders who are not only capable but also driven by the spirit of service. Together, we can sculpt a future where each step forward is also a step taken to uplift others as we **SIMPLY BECOME BETTER.**

With gratitude and hope,

*ZeEster M. Browning* 

ZeEster Browning aka "That Salesforce Lady"

# BECOMING (YOU)TH CLOUD INNOVATORS PROGRAM

## **Mission Statement:**

Our mission is to create alternative pathways to post-secondary success by empowering, equipping, inspiring, and educating students in grades 6-12. Our program goes beyond conventional approaches, offering diverse perspectives and abundant opportunities that unveil the high-demand, cutting-edge world of Cloud Technology, AI, and the vast landscape of STEM-related industries.

## **Vision Statement:**

Our vision is to shatter barriers hindering students from unlocking the door to post-secondary success and a thriving future. We aspire to be architects of opportunity, dismantling obstacles and creating pathways that lead every student towards a prosperous and fulfilling journey beyond academia. In envisioning a world where barriers crumble, we strive to empower each student to embrace their full potential, ensuring that no dream is out of reach and every future is bright. SIMPLY BECOMING BETTER!

## JOURNEY THROUGH THE CLOUD

Our **Becoming (YOU)th Program** is proud to introduce our middle school and highschool **work-based learning initiative**, known as "**Journey Through The Cloud (JTTC)**." **JTTC** is more than just a curriculum; it's a collaborative community designed to build bridges between education and corporate partners. Our goal is to create alternative pathways to post-secondary success for students in grades 6-12. Through hands-on experiential learning, gamification, and healthy competition, we guide young minds through the Software Development Life Cycle and Salesforce technology education and training. By bridging the gap in technology and exposing our youth to opportunities to learn and grow, we are breaking down traditional barriers of entry into STEM-related fields; increasing the likelihood of these bright minds in pursuing careers in STEM as well as developing a future workforce for the growing demand for technology professionals. We aspire to create a more accessible and inviting STEM landscape for all as we inspire the next generation of tech leaders **SIMPLY BECOMING BETTER.**





## Journey Through the Cloud

### **Program Overview:**

"Journey Through the Cloud" is an innovative, work-based learning initiative designed to empower students in grades 6-12 with practical skills in Salesforce and Software Development Life Cycle (SDLC). Our program is unique in its hands-on approach, providing students with the opportunity to tackle real-world projects, fostering creativity, collaboration, and technical proficiency.

### **Program Objectives:**

#### **1. Skills Development:**

- Equip students with practical skills in Salesforce and SDLC, preparing them for future careers in the technology sector.

#### **2. Diversity and Inclusion:**

- Foster diversity in the tech industry by engaging students from diverse backgrounds and ensuring equal access to educational opportunities.

#### **3. Community Impact:**

- Strengthen our local community by preparing students for the digital workforce and establishing connections between schools, mentors, and local businesses.

## Benefits to the Community:

### **Workforce Readiness:**

- Address the growing demand for skilled professionals in the technology sector, contributing to a more prepared and competitive local workforce.

### **Community Collaboration:**

- Facilitate collaboration between schools, businesses, and mentors, creating a supportive ecosystem that enhances educational outcomes.

### **Technology Hub:**

- Position our community as a hub for technology education, attracting attention and investment from the broader tech industry.

## Impact on Students:

### **Hands-On Learning:**

- Provide students with practical, hands-on experience by working on real-world Salesforce projects, translating theoretical knowledge into practical skills.

### **Mentorship Opportunities:**

- Connect students with industry professionals who serve as mentors, guiding them through challenges and providing valuable insights into the tech sector.

### **Career Pathways:**

- Open doors to potential career pathways in technology by instilling a passion for innovation and problem-solving.

# PROGRAM: GRADES 6 - 8



**Journey Through the Cloud**

# Learning Program Curriculum: Grades 6–8 – Journey Through the Cloud

## Learning Objectives:

### **1. Introduction to SDLC (Software Development Life Cycle):**

- Understanding the phases of SDLC (Planning, Analysis, Design, Implementation, Testing, Deployment, Maintenance).
- Exploring the importance of each phase in software development.

### **2. Basic Salesforce Skills:**

- Navigating the Salesforce platform.
- Creating and customizing objects, fields, and records.
- Building simple workflows and automations.

### **3. Collaborative Project-Based Learning:**

- Forming teams to simulate a real-world project environment.
- Applying SDLC principles and Salesforce skills to design and implement a solution to a given problem.

### **4. Presentation and Communication Skills:**

- Developing effective communication skills.
- Creating presentations to showcase project work.

### **5. Competitive Element Preparation:**

- Practicing problem-solving under time constraints.
- Simulating the format of the upcoming "Journey Through the Cloud" competition.



## Program Structure:

This 6-8 grade program not only equips students with valuable SDLC and Salesforce skills but also fosters teamwork, creativity, and effective communication.

- **Frequency:** Bi-weekly after-school sessions
- **Duration:** 1.5 - 2 hours per session
- **Faculty Involvement:** Onsite program sponsor provides guidance, support, and facilitates collaboration.
- **Industry Mentor:** Provides industry expertise, instruction, support and competition preparation.

## Timeline: October - May

### October - December: SDLC Fundamentals

- Weeks 1-4: Introduction to SDLC
- Weeks 5-8: In-depth exploration of SDLC phases
- Weeks 9-12: Team formation and project kickoff

### January- March: Basic Salesforce Skills Integration

- Weeks 1-4: Introduction to Salesforce
- Weeks 5-8: Hands-on exercises on Salesforce platform
- Weeks 9-12: Integrating Salesforce into ongoing projects

### April - May: Project Development and Presentation Skills

- Weeks 1-4: Guided project development
- Weeks 5-6: Finalizing projects and practicing presentations

# Summer Competition: Journey Through the Cloud (June - July)

## **June: Summer Boot Camp**

- 1-Week Immersive Virtual or Onsite Camp
- Preparations for Competition
- Fine-tuning projects
- Conducting mock competitions within teams

## **July: "Journey Through the Cloud" Competition**

- Teams present their projects in a structured competition format, showcasing their SDLC understanding and Salesforce skills.
- Judges assess both the project deliverables and the team's ability to articulate their process.

# PROGRAM: GRADES 9-12



**Journey Through the Cloud**

# Learning Program Curriculum: Grades 9–12 – Journey Through the Cloud

## Learning Objectives:

### 1. **Advanced SDLC Mastery:**

- Understanding advanced concepts in each phase of the SDLC.
- Applying industry best practices and methodologies in software development.

### 2. **Intermediate to Advanced Salesforce Skills:**

- Advanced customization of Salesforce objects, fields, and records.
- Implementing complex workflows, automations, and triggers.
- Introduction to Apex programming language.

### 3. **Professional Role Simulation:**

- Assigning students roles (project manager, business analyst, solution architect, technical architect, and developer) to simulate real-world project dynamics.
- Rotating roles to provide a comprehensive understanding of each aspect of a project.

### 4. **Collaborative Project Development:**

- Forming teams to work on a challenging Salesforce project.
- Emphasizing collaboration and effective role-based communication.

### 5. **Comprehensive Documentation:**

- Creating a detailed requirements document.
- Documenting solution architecture and technical architecture.

## Program Structure:

This 9-12 program not only imparts advanced SDLC and Salesforce skills but also hones students' ability to function in diverse roles, enhancing their professional readiness. The competition format reflects real-world scenarios, providing a challenging yet rewarding experience for participants.

- **Frequency:** Bi-weekly after-school sessions
- **Duration:** 2 - 2.5 hours per session
- **Faculty Involvement:** Onsite program sponsor provides guidance, support, and facilitates collaboration.
- **Certified Industry Mentor:** Provides industry expertise, instruction, support and competition preparation.

## Timeline: October – May

### **October – December: Advanced SDLC Concepts**

- Weeks 1-4: Advanced SDLC principles and methodologies
- Weeks 5-8: Role assignments and project kickoff
- Weeks 9-12: Initial project planning and scoping

### **January – March: Advanced Salesforce Automation**

- Weeks 1-4: Advanced Salesforce customization and automation
- Weeks 5-8: Introduction to Process Automation
- Weeks 9-12: Integrating Salesforce into ongoing projects

### **April – May: Role Rotation and Final Project Development**

- Weeks 1-4: Rotating roles within teams
- Weeks 5-6: Finalizing projects, documentation, and preparations for competition

# Summer Competition: Journey Through the Cloud (June - July)

## **June: Summer Boot Camp**

- 2-Week Immersive Virtual or Onsite Camp
  - Preparations for Competition
  - Fine-tuning projects
  - Conducting mock competitions within teams
- **July: "Journey Through the Cloud" Competition**
    - Teams receive a Salesforce project with specific requirements.
    - Teams are scored on individual and team performance in various roles, communication, documentation quality, solution architecture, technical architecture, and system configuration.
    - Top 3 teams with the highest scores receive trophies and cash prizes for their outstanding performance.

# JOB/INDUSTRY OUTLOOK



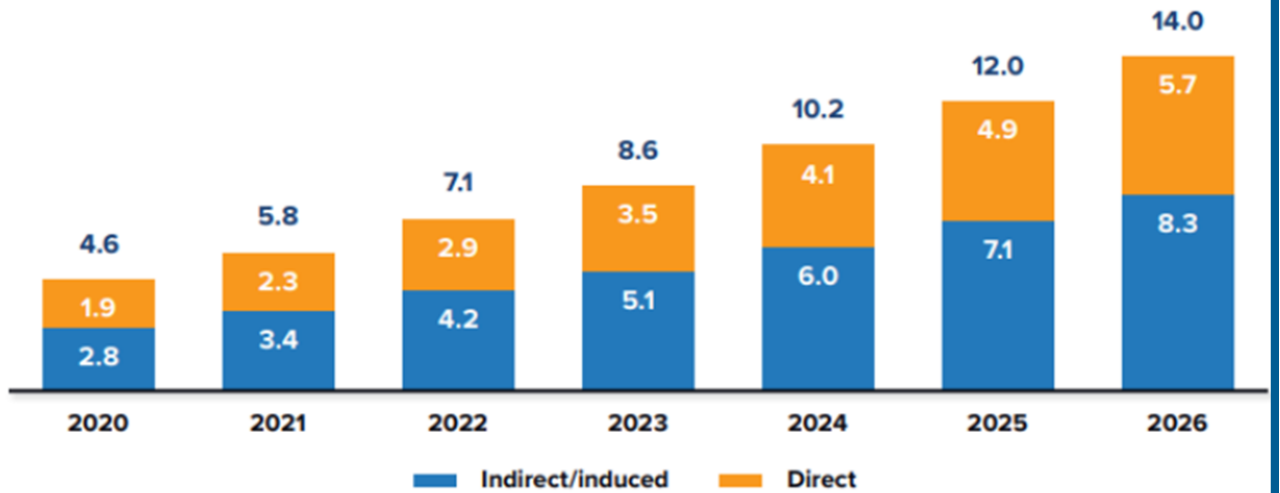
**Journey Through the Cloud**

# A study conducted by IDC predicts 9 Million New Salesforce Jobs by 2026 and \$1.6 Trillion of New Revenues for Customers

FIGURE 4

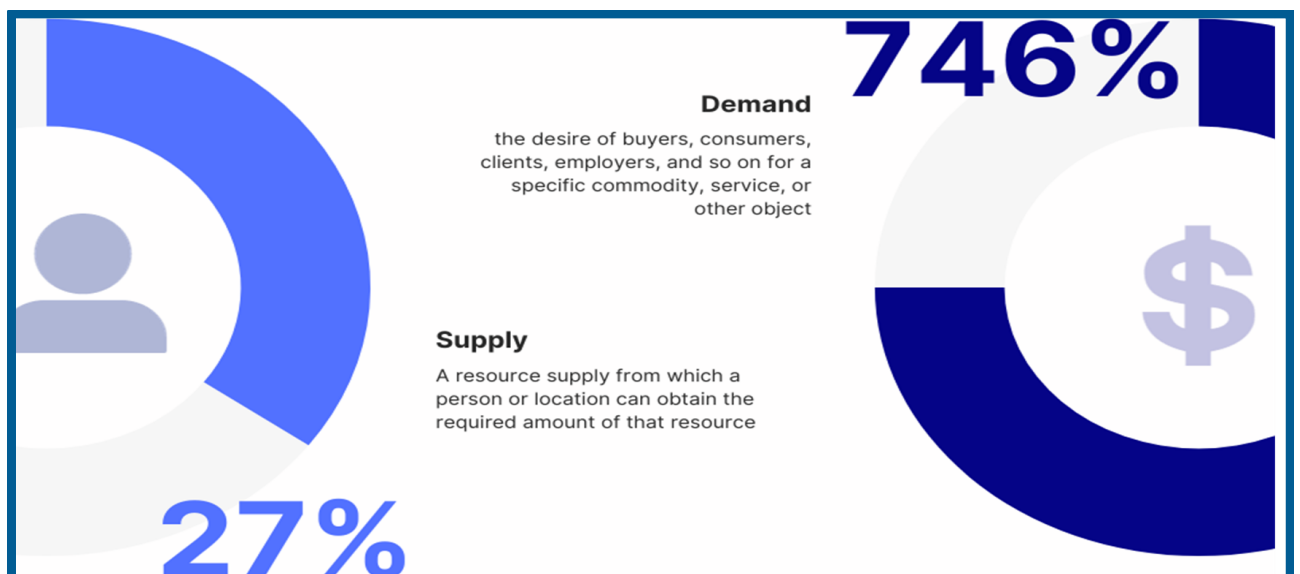
## How Salesforce Drives Job Growth

(# of worldwide jobs generated from the use of Salesforce Cloud (M))



Note: Total shown may not match the sum of components shown because of rounding  
Source: IDC, 2021

## The demand for Salesforce Administrator roles grew by 746% in 2021



The supply only grew by 27% in 2021.



# SALARY OUTLOOK

## Exceptional income potential

When it comes to choosing a job path, most people prioritize earning potential. We understand that there are many other variables to consider when making such a significant decision, but **Salesforce salaries** are so remarkable that they had to come first. A Salesforce Administrator, the most basic Salesforce position, pays an **average of \$117,071**. Even the most basic Salesforce Professional may expect to make double the national average, with the current annual median income in the United States being around **\$60,000**.



**The following is a quick rundown of average Salesforce salaries:**

- **\$118,000 for a Salesforce Administrator.**
- **\$131,500 for a Salesforce Business Analyst.**
- **\$141,000 for a Salesforce Consultant.**
- **\$153,500 for a Salesforce Developer.**
- **\$138,250 for a Salesforce Project Manager.**
- **\$163,500 for a Salesforce Technical Architect.**

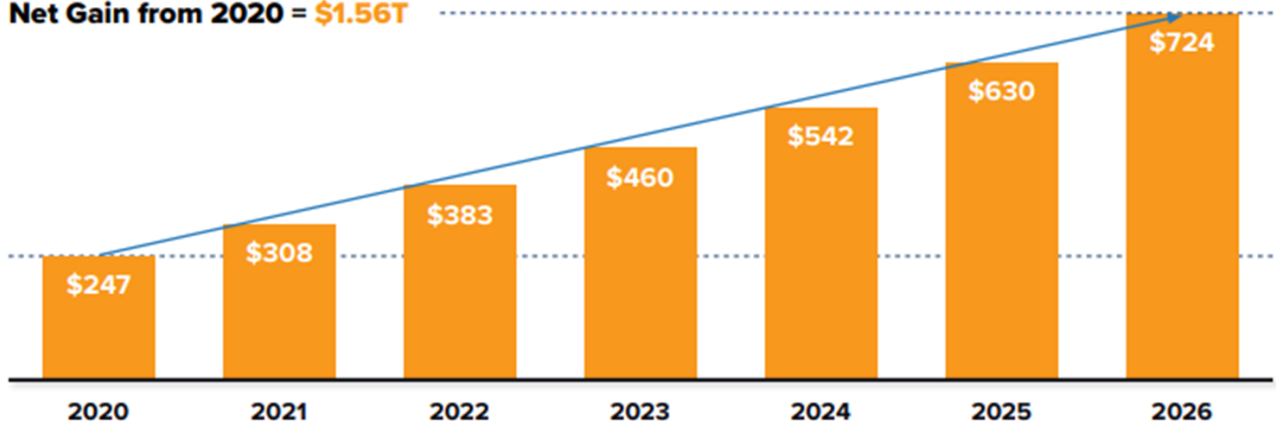
# INDUSTRY OUTLOOK

A study conducted by IDC predicts 9 Million New Salesforce Jobs by 2026 and \$1.6 Trillion of New Revenues for Customers

## How Salesforce Fuels the Economy

(worldwide business revenues generated from the use of Salesforce Cloud (\$B))

Net Gain from 2020 = \$1.56T



## INDUSTRY SHIFT AWAY FOR REQUIRING COLLEGE DEGREES

- Employers in various industries are shifting away from requiring college degrees, focusing more on skills-based hiring due to the tight labor market.
- The trend aims to address degree inflation, where jobs not requiring college-level skills traditionally demanded a degree.
- In 2023, ZipRecruiter reported a decrease in job listings requiring a bachelor's degree to 14.5%, down from 18% in 2022.
- 45% of surveyed employers have eliminated degree requirements for certain roles, with 72% prioritizing skills and experience over diplomas.
- Small businesses, particularly, are embracing skills-based hiring at a higher rate (47%) compared to larger enterprises (35%).
- Health care industries, facing significant labor shortages, are among those relaxing degree requirements, recognizing the importance of skills in certain roles.

Our Journey Through the Cloud program, which prepares students for professional certification, aligns with this trend, offering a practical alternative to traditional college by focusing on skills needed in the workforce.

Courtesy of CBS News Money Watch-December 5, 2023

# PROGRAM COST



**Journey Through the Cloud**

# **Journey Through the Cloud Program Cost**

**(Per Student Cost Breakdown)**

## **I. Learning and Prep Sessions (October- May):**

Educational Materials: \$500 per student  
Virtual Platform Subscription: \$300 per student  
Mentorship Stipends: \$1,500 per student  
Refreshments: \$400 per student  
Printing and Stationery: \$250 per student  
Administrative Support: \$700 per student

## **II. Summer Camps:**

Summer Camp 6-8 (One Week): \$640 per student  
Summer Camp 9-12 (Two Weeks): \$950 per student

## **III. Summer Competition:**

Venue Rental: \$80 per student  
Event Materials: \$25 per student  
Trophies and Certificates: \$35 per student  
Competition Prizes: \$50 per student  
Operational Support: \$100 per student

## **IV. Supplies for 20 Participating Schools:**

Laptops/Computers: \$500 per student  
Project Management Tools Subscription: \$50 per student  
Platform Subscriptions: \$20 per student  
Workshop Materials: \$100 per student  
Administrative Support: \$50 per student

# Journey Through the Cloud Program Cost

## **V. Team T-Shirts and Printing:**

Team T-Shirts: \$30 per student

Printing Costs: \$50 per student

Operational Support: \$20 per student

## **VI. Gifts for Mentors and Program Sponsors:**

Mentor Gifts: \$20 per student

Program Sponsor Gifts: \$25 per student

## **VII. Marketing and Branding Budget:**

Marketing Materials: \$30 per student

Digital Marketing: \$70 per student

Branding: \$50 per student

## **VIII. Miscellaneous Expenses:**

Insurance: \$15 per student

Contingency Fund: \$50 per student

Administrative Overhead: \$80 per student

**Total Per Student Fee: \$3,800\***

*\*Based on 20 participating schools with a minimum of 5 students per program or minimum of students across all schools.*

# PROGRAM ENROLLMENT



**Journey Through the Cloud**

## **To enroll in the program, follow these steps:**

By following these steps, schools can seamlessly sign up for the Journey Through the Cloud program, ensuring a smooth and enriching experience for both faculty and students.

### **1. Program Registration:**

- Visit the official program website or contact the program coordinator for registration details.
- Complete the registration form, providing necessary information about the school, point of contact, and preferred participation details.

### **2. Communication with Program Coordinators:**

- Engage in direct communication with program coordinators to address any specific questions or concerns.
- Clarify logistical details, including the number of participating students, preferred schedule, and any special requirements.

### **3. Faculty Sponsorship:**

- Identify a faculty member willing to serve as the onsite program sponsor. This individual will play a crucial role in facilitating the after-school sessions and supporting students throughout the program.

### **4. Resource Allocation:**

- Ensure the availability of necessary resources, such as computer labs or devices, to facilitate hands-on Salesforce practice and project development.



## **5. Payment and Funding:**

- Review the program fees and payment structure. Explore available funding options, grants, or sponsorships to support the school's participation.

## **6. Student Recruitment:**

- Promote the program among students to encourage participation.
- Share information about the learning objectives, potential benefits, and the exciting "Journey Through the Cloud" competition.

## **7. Documentation and Agreement:**

- Complete any required documentation, including agreements or consent forms, ensuring that both the school administration and participating students are aligned with program expectations.

## **8. Technical Requirements:**

- Confirm that participating students have access to the required technology, such as computers or laptops with internet connectivity, to engage effectively in the program.

## **9. Kickoff Meeting:**

- Schedule a kickoff meeting with program coordinators, the onsite program sponsor, and interested students to set expectations, introduce the program structure, and answer any remaining questions.

## **10. Program Launch:**

- Once registered, schools can commence the program as per the provided schedule, immersing students in the dynamic world of SDLC and Salesforce.



## Journey Through the Cloud

# Program Application Submission Instructions

### **Application Submission:**

- The completed application form should be submitted by a specified deadline.
- Schools may be required to submit additional supporting documents, such as a letter of commitment from the school administration or testimonials from teachers and students expressing interest.

### **Review and Acceptance:**

- The program organizers will review the applications based on the selection criteria.
- Selected schools will be notified of their acceptance into the program.

### **Orientation Session:**

- Accepted schools will attend an orientation session to provide detailed information about the program, expectations, and the upcoming learning sessions.

# PROGRAM APPLICATION

## PROGRAM SPONSOR INFORMATION

Executive/Adminstrative Sponsor

Date :

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
D	D	M	M	Y	Y	Y	Y

Program Contact Person :

Contact Person's Email :

Contact Person's Phone :

## SCHOOL INFORMATION

Participant Type :

6-8 Program

9-12 Program

Mentor/Volunteer

Sponsor/Donor

School Name :

Street Address :

State :

City :

Postal code :

County :

Website :

## GENERAL INFORMATION

Number of Interested Students (Estimate)

Number of Proposed Mentors/Teachers

Check All that Apply:

Computer Access

Internet Access

Meeting Location

Funding Source

THANK YOU FOR YOUR INFORMATION

# PROGRAM APPLICATION

## Continued

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### SELECTION CRITERIA

1. Provide a brief statement on why the school is interested in participating in the Journey Through the Cloud program and how it aligns with the schools current/future education goals.

2. How does the school anticipate the program will positively impact students' education, skill development, and employment outlook?

3. How will the school ensure the availability and commitment of mentors to support students throughout the length of the program?

4. Has the school participated in similar afterschool-formatted programs? If so, what have been some of the ways you have promoted program participation, interest, and completion?

5. How will the school promote diversity and inclusion among participating students?

THANK YOU FOR YOUR INFORMATION

## **Program Contact Information:**

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