

YOUTH AND ADULT EDUCATION

EMPOWERED BY YOUTH BRANDING UNIVERSITY, A 501 c3 NON-PROFIT ORGANIZATION



ABOUT YOUTH BRANDING UNIVERSITY

Youth Branding University is one of the first 501 c3 Non-Profit **“Classroom, Virtual, and Hybrid Universities”** with headquarters located in the Greater Atlanta Region, Georgia. The company was launched in December 2010 in the basement of our Founder’s home Jeffery Duncan Henderson.

On July 6, 2011, Youth Branding University received approval for our request for a name reservation from the Georgia Non-Public Post-Secondary Education Commission.

We have a collaborative community partnership with **Dale Carnegie Training Georgia, NFL Alumni Association Georgia, NFLPA Former Players Chapter Atlanta, Wells Fargo, Allstate Insurance Company, CWM Enterprises, Applied Chiropractic, The Entrepreneur’s Source, WATTS, ShaMar Consultants, Stars Strikes Entertainment Center, and numerous other companies.**

Youth Branding University is a relevant comprehensive organization simulating a **“University”** designed to educate, enrich, and equip today's global youth, young adults, adults, and senior citizens.

YBU is different from many other training and development organizations because we are about innovative and relevant results and outcomes for youth, young adults, adults, and senior citizens along with **providing standardized and tailored/customized educational programs.**

Since 2010, Youth Branding University has served our constituents in the following areas:

- ❖ Educational Training and Development Courses, Conferences, Seminars, and Workshops
- ❖ Educational and Entertainment Training and Development Events
- ❖ Educational Training and Development Athletics and Sports Programs
- ❖ Youth, Young Adults, and Adults Educational Competitions
- ❖ Youth, Young Adults, and Adults Educational Talent Showcases

As of 2016, we have provided workshops, seminars, or courses to over **13,500 youth, 500,000 adults, and helped feed 2,000 homeless individuals.**

Another key aspect about YBU is that **we encourage both parents and their teenager student(s) to attend our adult educational training and development workshops and courses together** which we have experienced a high success rate as to them grasping the presenting materials.

Inasmuch, we provide the highest quality of educational training and development courses in a "personal, safe, and entertainment environment", guided by our university’s 2020 theme: **“It’s Time To Invest In Others and Communities!!! If Not Now, Then When?”**

Jeffery Duncan Henderson

Jeffery Duncan Henderson, YBU Founder, Board of Board of Officers Chairperson and CEO

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OUR VISION

Overall, the Youth Branding University's vision is to provide superior quality services, resources, and global practical and applicable training to the students who fit mainly into our focus and sweet spot of constituents.

We are the premier youth, young adults and adults training solution and development organization in the world with existing and tailored/customized seminars and educational courses designed for our "talented" constituents.

OUR MISSION

Our "Main Mission" includes concentrating on serving the needs of **"All Youth, Young Adults, and Adults"** including youth, young adults, and adults from low to high income families seeking life opportunities, traditionally underrepresented and underserved youth and adults, at-risk individuals, individuals with a high risk for academic failure, individuals who are in foster care or who are aging out of the foster-care system, disconnected individuals, first-generation college individuals, homeless individuals, individuals living in single parent homes, individuals growing up in poverty, individuals coping with parental incarceration, disabled individuals, individuals in a gang, individuals involved in human trafficking, and special needs individuals.

OUR PURPOSE

Our purpose is to provide comprehensive youth, young adult, and adult seminars, Webcasts, podcasts, regular media avenues, social media, internet TV, and white papers for youth, young adults, and adults on a holistic scale that matches similar educational training concepts and practices of Dale Carnegie Training, Dave Ramsey, Suze Orman, America Management Association, Franklin Covey, Wilson Learning, Center for Creative Leadership, Junior Achievement, and Operation Hope. We work to meet today's youth, young adults and adults educational challenges.

OUR GOAL

The goal of Youth Branding University is to reach over 100,000 youth, young adults, and adults by 2025 via live seminars, conferences, events, Webcasts, video conferencing, podcasts, media outlets including social media, internet TV, website, and white papers.

In the past 2 years plus, Youth Branding University has impacted thousands of youth, young adults, and adults along with the community at large. Likewise, the Founder and CEO has motivated over fifty thousand youth, young adults, and adults over the past 35 plus years through training, education, and events.

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JEFFERY D. HENDERSON, FOUNDER AND CEO

Jeffery Duncan Henderson has been an advocate for youth since the age of 15 when he spoke at Harvard University at the National Council of State Committees for Youth Helping Youth.

He is the founder and CEO of Alpha and Omega International (aoi), which was launched in 2004 Inc., Youth Branding University (YBU) which was launched in 2010, and Kick-Back At The Hang-Out Ministry (KBATHO) which was launched in 2017.

Coach Jeffery is currently providing personal and professional development educational training to youth, young adults, and adults in the following areas: Life Preparation and Skills, College Planning, Financial Empowerment, Entrepreneurship, Investments, Technology, Business and Life Skills, Estate Planning, and Career Readiness.

In 2019, he had the opportunity to assist the Dale Carnegie of Georgia Generation Next 3 Day Summer Academy as a coach and trainer.

He is currently the President of the Board of Directors for Community Teen Coalition. He also is on the Board of Directors (Treasurer) for Out of Love Ministries, 4th Quarters (Secretary), and Self-Image Development, Inc. along with being the former Treasurer for the NFL Alumni Association - Georgia Chapter. He is also on the CTAE Advisory Board for DeKalb County Schools, Towers High School, Cross Keys High School, Stone Mountain High School, Arabia Mountain High School, and Mays High School.

Furthermore, he has over 30 years as an accomplished corporate customer relations advocate with operations/customer service management experience in collaborating with national and international financial business partners to achieve increased business, revenue, and return on investment (ROI). He also has a diverse global background in managing teams and projects involving promotional initiatives in multiple industries. He has a proven track record directing multi-million dollar direct mail, inbound, and outbound marketing campaigns for Fortune 100 companies worldwide.

He has traveled internationally on business, interacting with numerous business executive millionaires, and was formerly hired by billionaire J. Mack Robinson who the School of Business at Georgia State is named after.

He has been recognized twice by Former Governor Nathan Deal, Fulton County Commission, faith-based organizations, and other organizations for his community service involvement in various communities.

He is a graduate of Clark College (Clark Atlanta University) with a minor in entrepreneurship, finance, and human resources. He has also has a Events Planning Certificate from Georgia State.

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SNAPSHOT: YBU'S 25 MOST POPULAR COURSES

PARENTING AND RELATIONSHIPS COURSES

- ❖ Parent Talk: Teen-Proofing Generation Next To Make Responsible Decision Making
- ❖ All Pro Dad Parenting
- ❖ iMOM Parenting
- ❖ Dating, Relationship, and Premarital Planning

FINANCIAL EMPOWERMENT COURSES

- ❖ FDIC Money Smart for Adults
- ❖ Money Management and Life Preparation Skills
- ❖ Understanding Investments
- ❖ NEW COURSE: Estate Planning and Wealth Management Empowered by Suze Orman
- ❖ NEW COURSE: Preplanning and Legacy Planning

CAREER AND JOB PLACEMENT COURSES

- ❖ Job, Career, and Marketplace Search Skills
- ❖ CEO and Executive Training 3.0
- ❖ Work-Life Balance
- ❖ Stress, Depression, Loneliness, and Worry Management
- ❖ Media And Public Relations – Personal Branding
- ❖ Investigations Into Human Personality: Why You Are Who You Are

COLLEGE PLANNING COURSES

- ❖ College Planning Essentials 3.0 (Non-Student Athletes): Preparing Parents to Assist their Child with College Planning
- ❖ College Planning Essentials 3.0 (Student Athletes): Preparing Parents to Assist their Child with College Planning
- ❖ New Course: Technical, Vocational, Alternative Educational Planning: Preparing Parents to Assist their Child with Educational Planning



TECHNOLOGY COURSES

- ❖ The Future of Technology Is Here Now
- ❖ Graphic Design, Website Development, and Cyber Security

BUSINESS COURSES

- ❖ The Entrepreneur's Toolkit
- ❖ Social Media Marketing
- ❖ Customer Service Training
- ❖ Telework And Telecommuting
- ❖ Teamwork And Team Building

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