



# Core Values

## INTRODUCTION

Core Values are the heart of who we are. We think and act according to our values. These are the key indicators of our performance. Cornerstones of our corporate culture. When a school or client thinks of us, they know our core values are there to serve them.

Our overarching mission is that every student in every school has the opportunity to learn computer science, graphic arts, data science, and presentations.

**“Technology is always changing, and we are here to help!”**

## 1. Ed Tech Visionary / Innovator and Education Centric

We value lifelong learning and are continually asking the question “I wonder what is next in technology? What will jobs look like in 5-10 years or more”. We are research and data-driven. We understand the need for agility. Constant evaluation and change of curriculum are essential in helping our students and clients continue to thrive in the future. Our commitment to a standards-based researched based, education-centric curriculum is what will drive our sustainable company that is always evolving.

## 2. Community and Family Driven

We value connection. What fundraisers, celebrations, birthdays, and anniversaries can we celebrate with your community and family? We work to develop positive relationships and partnerships with the individuals we serve, other organizations, their staff, and with each other. Our staff, clients, and partnerships, know we care.

## 3. Team Players

We desire to support and serve our teams above and beyond. It's all about your needs and how can we help make it happen. We are collaborative, listen to all voices, and have shared leadership. Leadership is encouraged at all levels with our own staff, with a focus on building equitable relationships with all. We work with schools and districts to meet their needs which first starts with active listening. We care about what you desire.

## 4. High Customer Service and Servant Leadership

We listen to our customer's needs and help them solve their problems. We are accountable to our customers to not only fulfill their contracts and needs but go beyond. Our services focus on bringing out the best in every school. We are here to serve our teachers and schools.

## 5. Strong Work Ethic

Tenacious, do what we say we will do and get the job done! Each school has a project manager who oversees custom projects, curriculum implementation, and professional development. If you have IT needs, we connect you with qualified professionals within our partnerships.