



EXECUTIVE INSTITUTE: ARCHITECTURE & GOVERNANCE

M/WBE CERTIFIED

# CAPABILITY STATEMENT

Education, Youth Development & Nonprofit Leadership

NYC DOE VENDOR ID: WS0007920

NYC DOE Authorized • NYS M/WBE Certified • 20+ Years Fortune-100 Program Leadership • Serving Schools, Districts & Nonprofits

## COMPANY OVERVIEW

JoyTutor® Executive Institute is a certified M/WBE advisory firm specializing in youth leadership development, social-emotional learning (SEL) curriculum, and organizational program management for schools, districts, nonprofits, and community organizations.

We bring Fortune-100 governance standards into educational and mission-driven environments, delivering structured, measurable, and culturally responsive programming that creates lasting impact.

## CORE COMPETENCIES

- **JoyLab™ SEL Curriculum (Grades 6–12):** A structured social-emotional learning and leadership development program for middle and high school girls. Modules include Emotional Governance, Resilience Architecture, Life Strategy & Execution, and Voice, Power & Advocacy.
- **Program Management for Schools & Nonprofits:** PMO installation, governance design, workflow systems, and operational support for educational institutions and nonprofit organizations managing complex programs and initiatives.
- **Leadership Development & Facilitation:** Workshops, speaking engagements, and facilitated experiences for educators, administrators, staff, and community leaders.
- **Curriculum Design & District Integration:** Custom program design aligned to district goals, SEL frameworks, and student outcome metrics with pre/post assessment and impact reporting.
- **Strategic Roadmapping:** Developing multi-year program roadmaps, partnership frameworks, and capacity-building plans for growing organizations.

## PAST PERFORMANCE & ALIGNMENT

- **NYC Department of Education:** Authorized vendor (ID: WS0007920) for SEL and leadership development initiatives. Approved for programming across NYC schools and districts.

### COMPANY DATA

LEGAL NAME  
JOYTUTOR, INC.

NYC DOE VENDOR ID  
WS0007920

STRUCTURE  
S-Corp. | New York Registered

PRIMARY NAIS CODES  
611710 | 541611 | 541618 | 611430

CHAMBER AFFILIATIONS:  
GREATER NY • BROOKLYN • QUEENS

### PROGRAMS OFFERED

**JoyLab™**  
SEL & Leadership Development for Girls (Grades 6–12)  
Pilot: \$15K–\$25K  
Semester: \$35K–\$60K  
Full Year: \$60K–\$120K+

**PMO Advisory**  
Program management consulting for nonprofits & schools  
Starting at \$350 Systems Audit

**JoyBloom™**  
Leadership experiences for women professionals

- **Teach For America (2018–2025):** Managing Director overseeing TFA.org website and custom applications portfolio. Led 4 direct reports. Built departmental-wide program governance standards serving thousands of educators nationally.
- **UnitedHealth Group (2008–2014):** Senior Program Manager overseeing government compliance, healthcare education, and clinical analytics programs serving millions of beneficiaries.
- **Express Scripts / DoD TRICARE (2014–2015):** Led delivery of multi-million dollar beneficiary communication platform for Department of Defense, providing healthcare access and education to military families.
- **JoyLab™ Pilot Programs:** Developed and facilitated leadership development programming for youth in the New York City area. Curriculum aligned to SEL best practices and institutional leadership frameworks.

## JOYLAB PROGRAM OVERVIEW

JoyLab™ is a 4-module social-emotional leadership program designed for middle and high school girls. Each module builds on the last, moving students from self-awareness to real-world leadership readiness.

- **Module 1:** Emotional Governance & Self-Leadership
- **Module 2:** Resilience Architecture
- **Module 3:** Life Strategy & Execution
- **Module 4:** Voice, Power & Advocacy

*All programs include pre/post assessment, progress tracking, and a formal impact report.*

## DIFFERENTIATORS

- **Lived Experience + Academic Rigor:** Founder JoAnna Williams is a doctoral researcher in Organizational Leadership and a first-generation graduate who navigated the same challenges as our students.
- **NYC DOE Authorized: Vendor ID WS0007920** — eligible for procurement through NYC school and district budgets.
- **M/WBE Certified:** NYS certified Minority/Women-Owned Business Enterprise, qualifies for MWBE procurement preferences.  
Fortune-100 Program Infrastructure: Enterprise-level program management applied to school and nonprofit contexts, structured, measurable, and scalable.

### STRATEGIC CONTACT

#### JoAnna Williams, MBA

*Founder & Senior IT Portfolio Manager*

Doctoral Coursework:  
Leadership Development

Certified Scrum Master |  
PMP® In Progress

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