



# REAL Academy

Center for Innovation and Excellence  
in Workforce Training and Analysis



AN  
OF **OVERVIEW  
CAPABILITY**



An Introduction to REAL Academy-----	1
Our Mandate-----	2
Brief Capability Statement-----	3
Organizational Model-----	4
Curriculum and Training-----	5 - 6
Our “Vertical Evolution of Training” Model-----	7
Our Team-----	8 - 9
Who We Serve-----	10 - 11
Our Services-----	12
Certifications-----	13
Applicable Case Studies-----	14 - 15
Our Cooperatives-----	16 - 17
Our Partnerships-----	18
Community Initiatives-----	19 - 20
What’s in Demand-----	21
Expansion Opportunities-----	22
Transitional Flexibility-----	23
Our IP (intellectual property)-----	24
What We left Out-----	25
Working Together-----	26





Thank you for taking the time to read this “Overview of Capability” that has been custom written and designed to describe who we are, what we are doing and how we will seek to work with others. The “REAL” in REAL Academy is an acronym for “Realistic Environment to Aid Learning.” The REAL Academy is a cooperative between (10) North Carolina Counties Department of Social Services and Western Carolina University Department of Social Work.

Our Team develops, implements and manages the training programs certified and/or mandated by the State of North Carolina and provided by us through cooperation with other States.

This document describes in brief particular aspects of the operations of the REAL Academy however is not designed as a full business plan or response to a specific RFP. To ensure our built-in flexibility is maintained we have not included the intimate details of certain IP (intellectual property) however we welcome any requests to elaborate on what this presentation introduces.

The REAL Academy Team is a Body that continues to evolve to meet, and whenever possible, exceed the educational and training requirements of Social Service Workers and other individuals and entities. Our individual education and training programs are provided as both parallels and verticals often referred to as both “continued education” and “ongoing training” in the field.

To make this presentation an easy read we have added visuals that support the content and have simplified the verbiage to avoid complication. This makes our presentation easy to read and comprehend for those within our working environments as well as outside of them. Your reply communications are welcomed anytime.

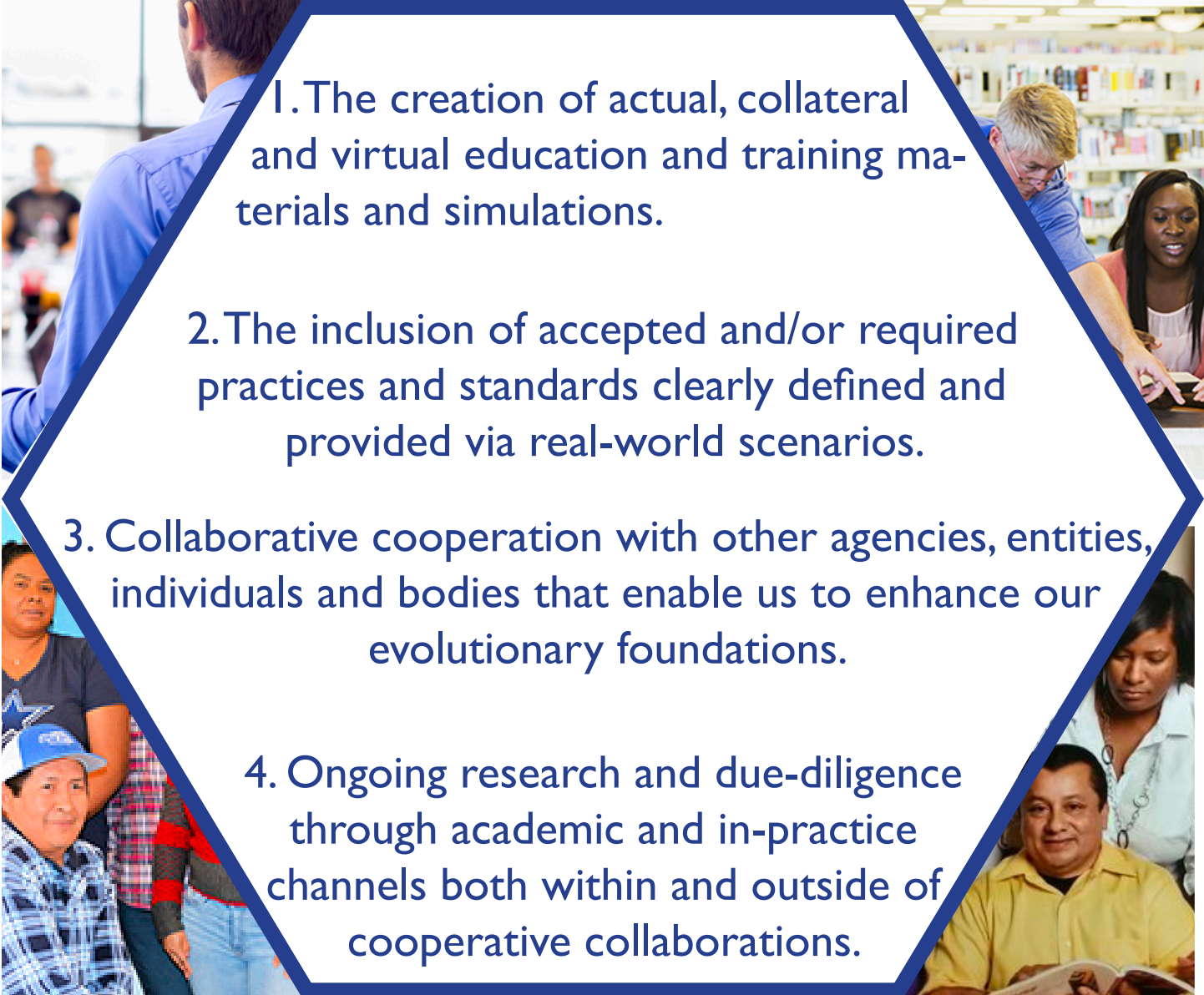
Sincerely,

*REAL Academy*

3971 Little Savannah Road  
Cullowhee, NC 28723  
(828)694-6303



The REAL Academy has four primary aspects to our core mandate which is to “Develop, Implement and Manage effective Educational and Training Programs” that are provided to individuals and entities under our cooperative agreements. These are outlined in brief as follows;



1. The creation of actual, collateral and virtual education and training materials and simulations.

2. The inclusion of accepted and/or required practices and standards clearly defined and provided via real-world scenarios.

3. Collaborative cooperation with other agencies, entities, individuals and bodies that enable us to enhance our evolutionary foundations.

4. Ongoing research and due-diligence through academic and in-practice channels both within and outside of cooperative collaborations.

The REAL Academy has the ability to add new content to our educational and training programs through modules in an ongoing parallel and vertical evolution.





# CAPABILITY STATEMENT

The REAL Academy has developed a platform to deliver effective educational information and training to individuals, agencies, groups and other entities with proven benefits. Our Team also provides ongoing support, continued education and training.



## *Collateral and In-print Materials*

Classroom and On-site based education and training using materials custom designed by the REAL Academy.

## *Simulations and Problem Based Training*

Our Experts share real-world scenarios designed to prepare those we educate and train for use in the field.

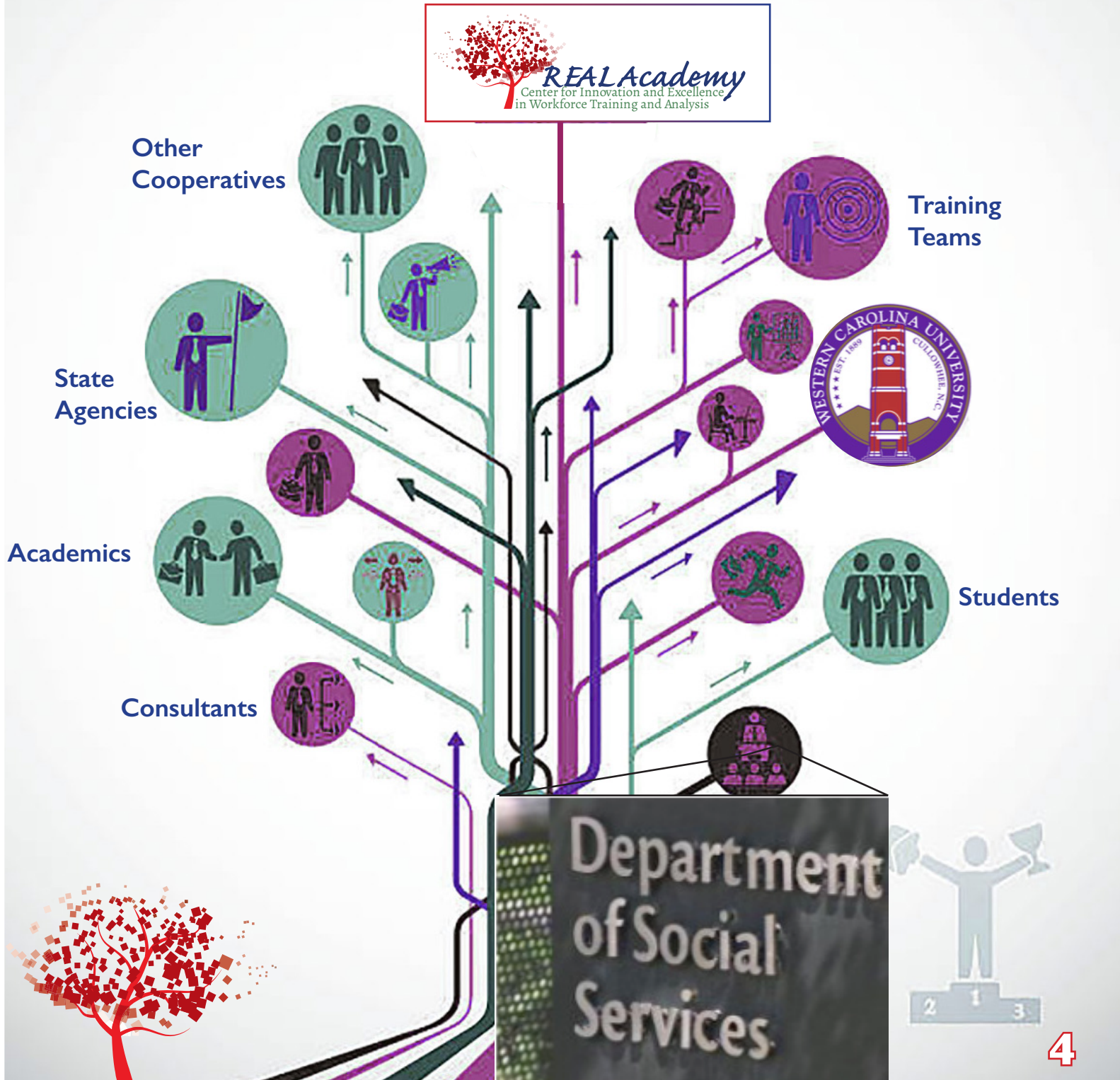


## *Video and Virtual Education and Training*

Using video and online based content created by and/or adopted by the REAL Academy to educate and train.



The REAL Academy, as previously indicated, is a cooperative between (10) Western NC Counties Department of Social Services and Western Carolina University Department of Social Work. As you may imagine this requires the REAL Academy to work with a wide range of other agencies, entities, groups and individuals to meet our core mandate. This visual is just a brief on how the REAL Academy is organized.





There are a diversity of elements that the REAL Academy incorporates into the development, implementation and roll-out of our educational and training programs partially referenced in the model below. Each of the elements identified below have sub-elements not shown that work together seamlessly to produce a final result.



Parallels/Verticals



Classroom Training



Problem Solving



Targeting



Continued Education



Applicable Education



Real-world Scenarios



Team Building



Analysis and Resourcing



Repetitive Processes



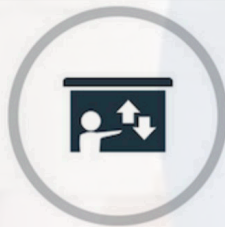
Seminars and Videos



Charting



Ongoing Support



Core Content Review



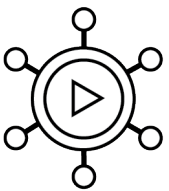
Certifications



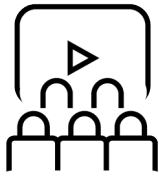
Grading



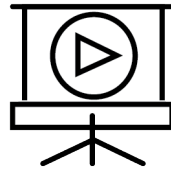
Secondarily there are both primary elements and sub-elements on how our Students apply the education and training provided by the REAL Academy and this starts with methods of application. The REAL Academy provides the collateral, virtual and live simulations educational and training materials to empower those we serve. A predetermined and systematic approach that repeats as necessary is essential to helping our Students retain the information we provide.



Media Types



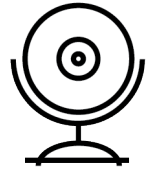
Live Video



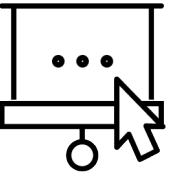
Keynote/Power-Point



Simulations



Recordings



Proven Tactics



Social Engagement



1 on 1 Application



Target Research



Roll-out

The majority of the educational and training tools the REAL Academy uses are custom designed by our CPDT (core program development team) and these tools are an intimate part of our IP (intellectual property).

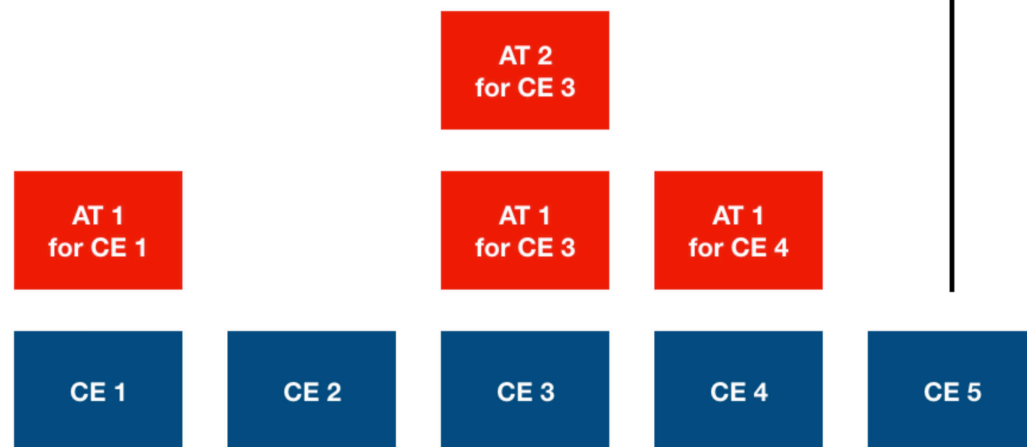




The model below is a generalized visualization of how the REAL Academy rolls out our educational and training modules. Parallels show programs that are foundational in nature, or a starting point, for each educational or training program. The Verticals show the advanced training options available for specific continued education modules. The REAL Academy can showcase, upon request, specific modules for review that define our current educational and training programs however we chose a generalized representation below for simplicity.

CE = Continued Education, Ongoing Parallels  
AT = Advanced Training, Ongoing Verticals

Verticals



Parallels

The REAL Academy has a small yet efficient CPDT (core program development team) that manages our operations.



**Kevin Marino, CPDT Leader**

Kevin has over 20 years of leadership experience in social work, mental health, substance misuse and is currently Administrator of the Social Work Program for Henderson County North Carolina. Kevin works in cooperative with his Team Members and other colleagues to create and execute educational training programs throughout the state of North Carolina and other areas. Additional elaboration on Kevin's extensive background may be requested at anytime.

**Tonya Westbrook, PhD and CPDT Leader**

Tonya is an Associate Professor in the Department of Social Work at Western Carolina University in North Carolina. She has an extensive background in social services work, research and development as well as managing collaborative programs. Tonya has been an educator of BSW and MSW social work courses for nearly 20 years. Her real world knowledge brings advanced expertise to the CPDT (core program development team).





The REAL Academy works with a diversity of professionals that are managed by our CPDT (core program development team) and our Team will grow as we expand.



**Dee Hunt, CPDT Leader**

Dee has 38 years of curriculum, education and training program development expertise in the social services arena. Dee is also a master trainer and has authored numerous workshops for social service workers and the families they serve. Dee is a contractor and lead developer for the 2019 Child Welfare Simulation Training Program at Western Carolina University in North Carolina. Dee's background and capabilities are very extensive.

**James "Butch" Sanders, CPDT Leader**

Butch has over 50 years in social services work with expertise in the areas of administrative management, consulting, research, training and clinical work in what he refers to as "cross cultural social services work." Butch works with the social workers and families outside and within the Cherokee Reservation of North Carolina. Butch has a passion for the educational training of students as well as the implementation of advanced programs to help families in need



Relative to the educational and training programs provided by the REAL Academy we are proud to serve individuals and groups within the following categories;

- Social Service Workers
- Law Enforcement
- EMT and Medial Professionals
- Inner Agency Support Teams
- Volunteers and Non-profits
- Members of Our Community in specific roles

As the REAL Academy expands our educational and training programs we will be adding to the list of individuals and groups we serve.





Relative to those served by the Students of our educational and training programs, the REAL Academy indirectly serves the following members of our society;

- Children and Youth
- Parents and Single Parents
- Receivers of Subsidies
- Recovering Addicts
- Veterans
- Seniors
- Adults in Transition

Our educational and training programs have a direct impact on the community through the Students that are served by the REAL Academy.



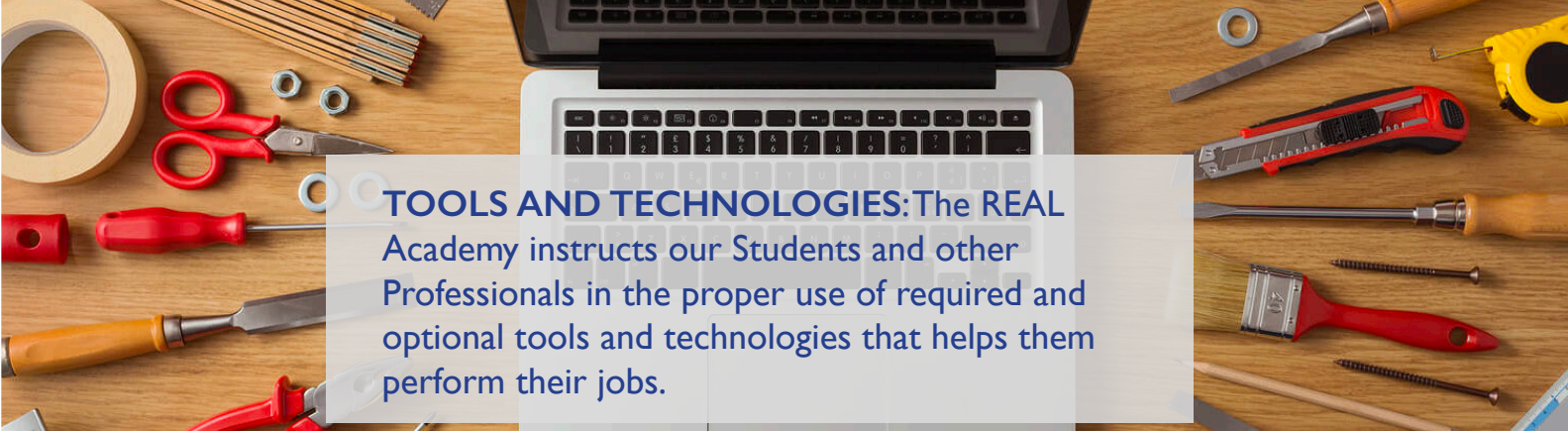




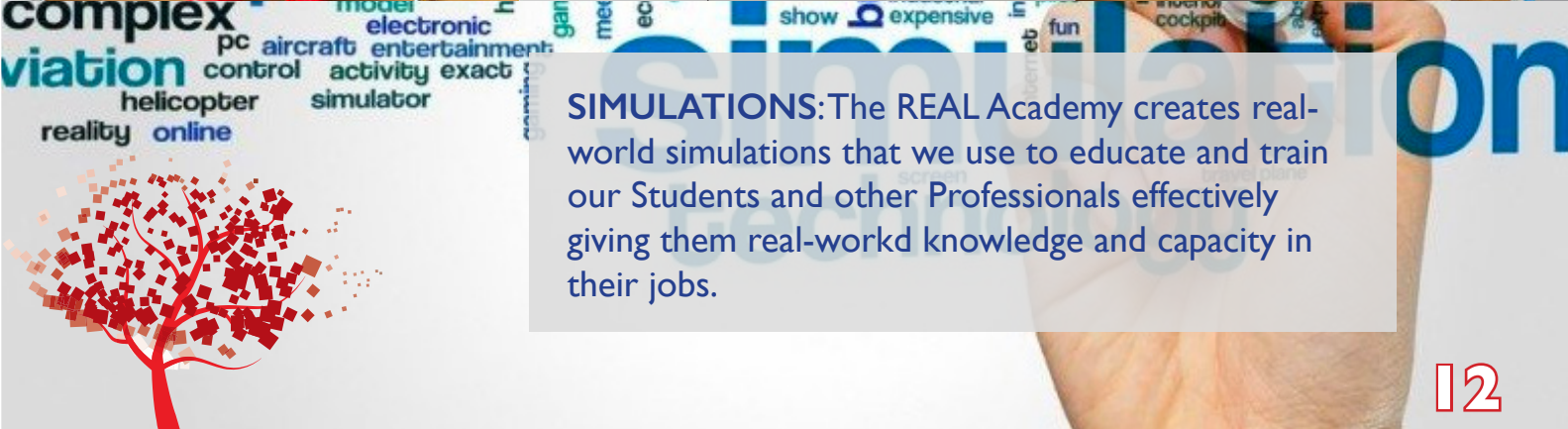
**EDUCATIONAL PROGRAMS:**The REAL Academy educates our Students and other Professionals on adherence to applicable standards and practices with real-world scenarios.



**TRAINING PROGRAMS:**The REAL Academy provides hands-on training and instruction to give our Students and other Professionals the applicable knowledge to deal with real-world scenarios.

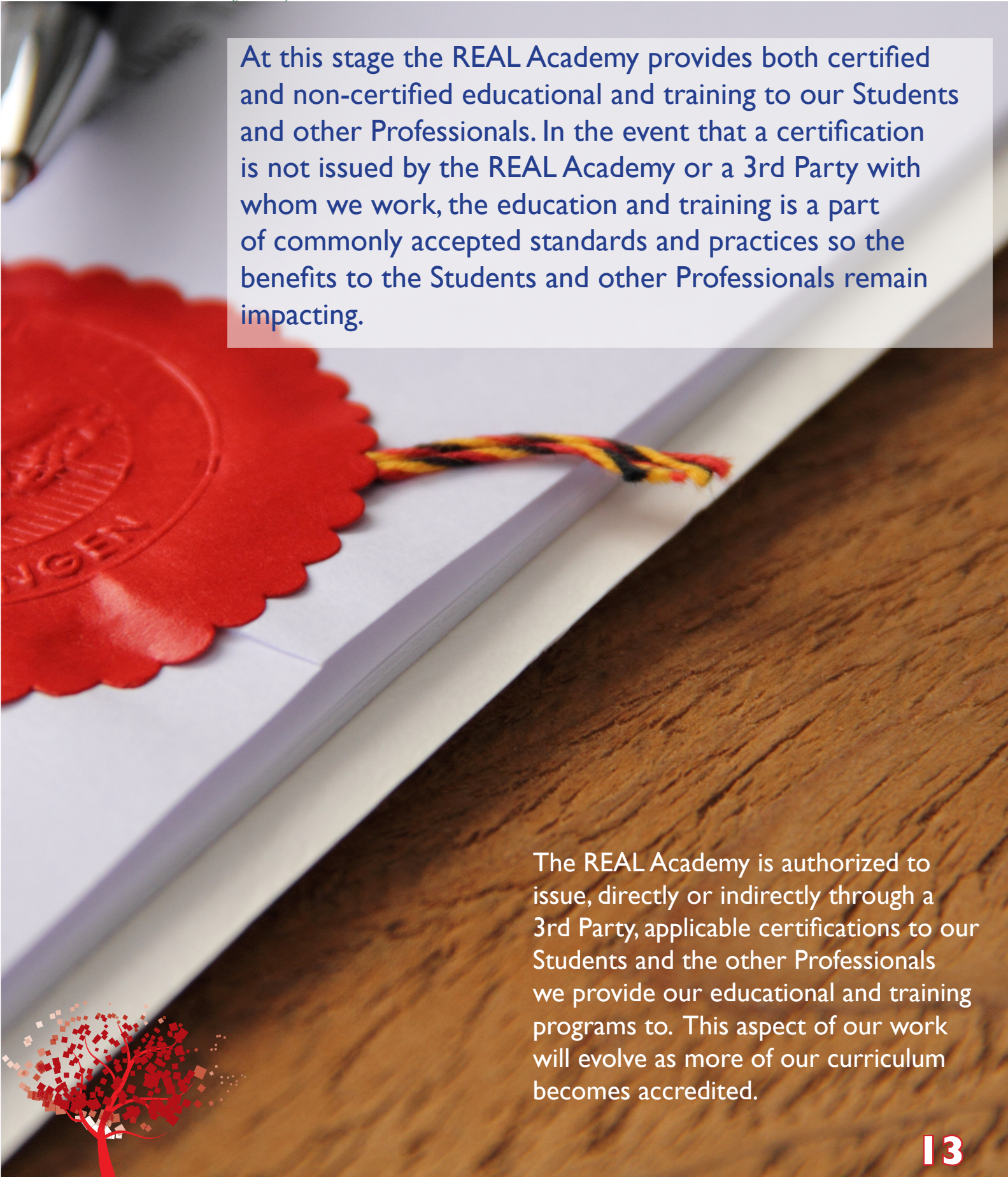


**TOOLS AND TECHNOLOGIES:**The REAL Academy instructs our Students and other Professionals in the proper use of required and optional tools and technologies that helps them perform their jobs.



**SIMULATIONS:**The REAL Academy creates real-world simulations that we use to educate and train our Students and other Professionals effectively giving them real-world knowledge and capacity in their jobs.





At this stage the REAL Academy provides both certified and non-certified educational and training to our Students and other Professionals. In the event that a certification is not issued by the REAL Academy or a 3rd Party with whom we work, the education and training is a part of commonly accepted standards and practices so the benefits to the Students and other Professionals remain impacting.

The REAL Academy is authorized to issue, directly or indirectly through a 3rd Party, applicable certifications to our Students and the other Professionals we provide our educational and training programs to. This aspect of our work will evolve as more of our curriculum becomes accredited.



The REAL Academy diligently works to utilize all applicable information available to assist our CPDT (core program development team) in adding information to our programs. On a State by State basis we will review case studies done by others and determine if the information will have a positive impact on our Students and other Professionals.

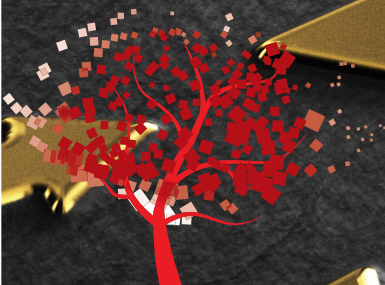




The REAL Academy works hand in hand with Western Carolina University Department of Social Work to conduct our own case studies and we plan to increase our initiatives in this area as we evolve. Our CPDT (core program development team) believes that we should remain up-to-date on other case studies conducted by other agencies and/or entities however our ability to control the dynamics are preferred.

The REAL Academy, as an active participant with our cooperative partners like Western Carolina University Department of Social Work, performs our own applicable case studies. We want to increase this work internally so that we can control the accuracy and quality of the information we add to our educational and training programs. The REAL Academy will quickly evolve to have a division dedicated to case studies and the feedback from our Students and other Professionals will allow us to benefit in a number of ways that are unique.

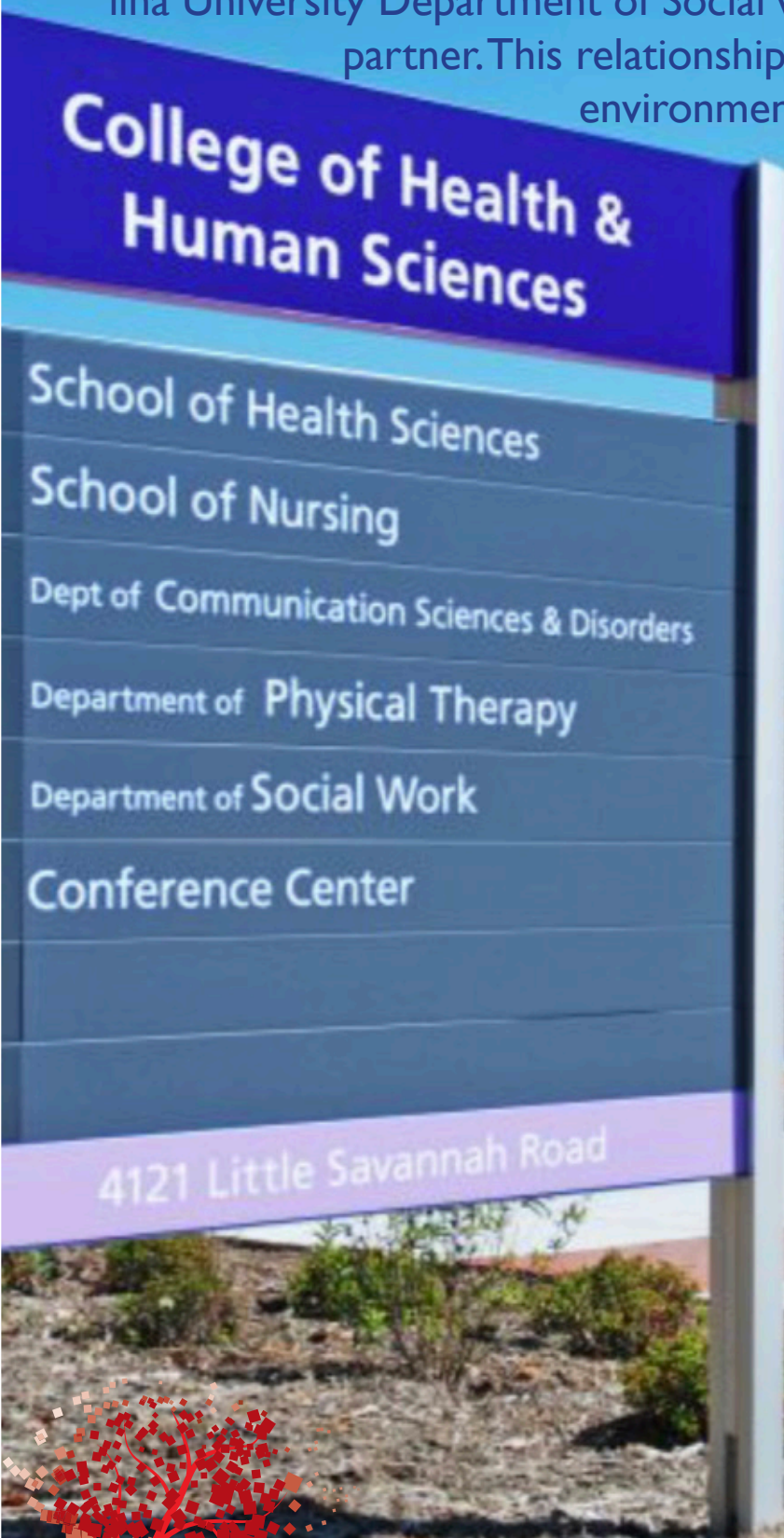
The REAL Academy is prepared to elaborate on the initiatives we want to implement in this area upon request.





## OUR COOPERATIVES

The REAL Academy has a close working relationship with Western Carolina University Department of Social Work as our primary cooperative partner. This relationship is essential because we are in an environment that is conducive to making our CPDT (core program development team) better. This cooperative partnership has also opened many new doors to new relationships and potential cooperative partnerships and we believe this will continue.





The REAL Academy is very proud of the cooperative partnerships we have formed and we are open to selectively forming new ones at anytime. Our CPDT (core program development team) actively seeks to build mutually beneficial cooperative relationships with agencies, groups and other entities in the following areas;

- Local and State Governmental Agencies
- Colleges and Universities
- Civic Organizations and Non-profits
- 3rd Party Training Platforms operated by Business Owners
- Law Enforcement
- Court Systems
- Child Care Advocates
- County Social Services
- and others...



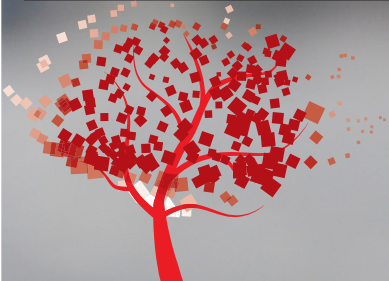


Just two of the many partnerships the REAL Academy has formed are with local law enforcement agencies and businesses like the Henderson County Sheriff's Office and Overwatch Defense who are instrumental in providing real assistance and support in what we do for our Students and other Professionals.

In some cases the REAL Academy uses 3rd Party service providers directly or indirectly to fulfill specific needs while local law enforcement provides additional resources that we can utilize.

The REAL Academy will seek to form mutually beneficial partnerships with other law enforcement agencies and other businesses on an ongoing basis.

Our ability to work with others makes our educational and training programs stronger.





# COMMUNITY INITIATIVES

By conducting questionnaires and in-person interviews with our Cooperatives and Partners the REAL Academy will evolve to actively engage the local communities we serve through initiatives that may include however not be limited to;

- Community Events
- Seminars
- Food and Clothing Drives
- Recreational Activities
- Sponsored Rehabilitative Initiatives
- and others...

The REAL Academy can be the Host in some cases and in others a co-Host or Sponsor wiring with local community organizers and governmental agencies.



While our educational and training programs are our #1 priority the REAL Academy. Our CPDT (core program development team) understands that those being served by the Students and other Professionals who depend on us for continued education are the ones who are impacted the most.

As the REAL Academy evolves we will seek to actively participate in community initiatives that we help to create and that we are invited to be a part of. This will strengthen our cooperatives and partnerships while building community awareness.



The demand for Social Work Professionals is at an all time high in most areas due to the type of services provided by local departments of social services. The educational and training programs developed and managed by the REAL Academy are an essential necessity. Our education and training helps social service workers and other professionals in the field with hands-on applicable knowledge that helps them do their jobs more efficiently.



The REAL Academy meets the demand for real-world education and training for those who provide services and/or who work with their local communities in almost any capacity.



# EXPANSION OPPORTUNITIES

The REAL Academy, through the natural evolution of our education and training programs, will seek to expand the reach of our services into other North Carolina Counties and from there, into other States. Because the demand for what we do is so high we believe that our platforms will be well received by others who want to advance their own initiatives.

		
Targeted Audiences	Visual Tool Development	Message Delivery
		
Idea Innovation	Community Impact	Visual Programs
		
Collateral Materials	Advanced Training	Deleting Old Info

The REAL Academy works tirelessly to be the “flagship model” in education and training within the areas of social services and community impact. Our intentions are to present the opportunity to work with us to others in a mutually beneficial manner. We are very excited about what our capabilities will allow us the privilege of doing in the near future and beyond.





# TRANSITIONAL FLEXIBILITY

The REAL Academy has built-in a flexibility that will allow us to navigate and transition as we evolve our operations. This is accomplished by mindfully managing our individual workloads and by maintaining a module framework for our educational and training platforms. Our CPDT (core program development team) has the experience and expertise to grow far past our current base of operations. We will be happy to elaborate on the specific details of our approach upon request.



Cooperatives/Partnerships



Education/Training



Evolution/Expansion



Funding Resources



Vision/Innovation



Case Study Inclusion



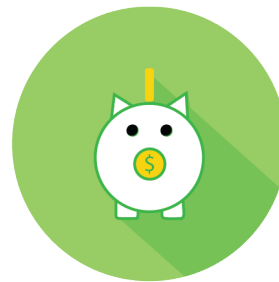
Targeting/Impacting



Local Footprint



Events/Community



Resource Management



Building Our Team



Pathway to Profit



# OUR IP (Intellectual Property)

This presentation was custom written to share generalized information that protects the integrity of our IP (intellectual property). The educational and training programs the REAL Academy have developed represent thousands of combined hours of custom creation and design. We owe it to our CPDT (core program development team) to protect our IP (intellectual property) so that it is not altered or utilized without our express permission.



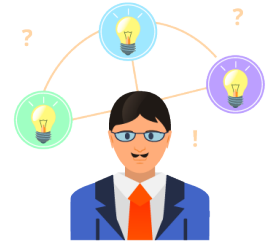
THEFT OF IDEA



BUYING OF IDEA



CONCEPT



IDEA SEARCHING



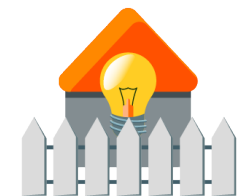
COPYRIGHT



ANALYSIS OF IDEA



COPYRIGHT LAW



INTELLECTUAL PROPERTY



BRANDING



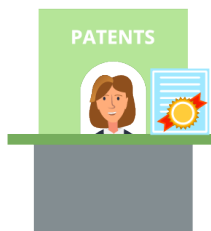
IDEAS PROTECTION



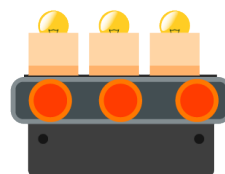
INTELLECTUAL PIRACY



TRADEMARK



PATENT OFFICE



START OF PRODUCTION



PLAGIARISM



RIGHT PROTECTION

The REAL Academy will maintain a refreshing transparency with our cooperatives and partners with an expectation of confidentiality. The intimate details of our IP (intellectual property) will only be shared selectively and as deemed appropriate to do so.





<= >

The REAL Academy believes that “less is more (< = >)” because when anyone reads this presentation or any of our educational or training materials they are inadvertently being hit with a tsunami of information, of which they are likely ongoing going to catch a cup of it during each read.

<= >

The intimate details associated with the brief content included herein can be provided upon request however we chose to “leave it out” to help ensure easy comprehension by the readers. To any novice outside the realms of social services work and the directives of most departments of social services too much information can be confusing because it requires in-depth elaboration. The intentions of this presentation are to inform and inspire.

<= >

The nuts and bolts, so to speak, are not included herein by design. This also helps protect our IP (intellectual property) and increases the value of continued dialogue whenever the requesting Party knows exactly what they want to learn more about. The REAL Academy’s CPDT (core program development team) trusts that you, the reader, will see the logic in this approach. We welcome the opportunity to dialogue further at anytime!

LESS IS MORE





## *WORKING TOGETHER*

The REAL Academy welcomes the opportunity to work with others in any mutually beneficial capacity and we trust that this business presentation has been informative enough to lead to your reply communications.

For those considering implementing our educational and training programs we are happy to extend an open invitation to schedule a “sit-in” and/or to plan a meeting with our CPDT (core program development team) to discuss the particulars. For other government agencies, community and civic organizations, non-profits, law enforcement entities and county based departments of social services you are likewise welcomed to engage us to build a cooperative or partnership.

In conclusion the REAL Academy will selectively provide additional information upon request prior to further dialogue to agencies and entities with whom we feel we can work with for mutual benefit.

Thank you for your time and consideration!

*REAL Academy*

