



Fellow Profile

Name: Laura Edmonson
Hometown: Austin, TX
Company: Citi Technology Infrastructure, Irving, TX
School: Texas A&M University
Major: Marketing, B.A.
Hobbies: Running, hiking, traveling, reading



Why join ServiceCorps?

“The business model that ServiceCorps has established addressed both my desire to serve, and my desire to pursue my career. The opportunity to commit to a year of service, gain a new perspective by working in the nonprofit sector, and to grow as a leader alongside like minded individuals, was an obvious choice for me. “

Social Sector Partner Placement

Placement Organization: Move This World

Location: New York, NY

About Move This World: Move This World has equipped over 150,000 individuals across school districts and organizations to strengthen their mental, emotional and social wellbeing in order to cultivate safe and supportive learning environments where effective teaching and learning can occur.

Fellow's Title: Program Coordinator



The Challenge

Move This World is a startup organization that saw the potential to benefit from an additional team member to contribute to the programming efforts as it transitioned from delivering the program as direct service to primarily through an online learning platform.

1. Develop implementation plan for new partners

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2. Provide ongoing support to partners in their use of the program
3. Troubleshoot technology issues and track analytics of program usage
4. Contribute to retention efforts and partner up sell strategy
5. Compile and analyze all feedback to inform product revisions
6. Strategize sales outreach plan for new partners

Outcome

Laura supported and cultivated all partnerships as Program Coordinator, and established the client success strategy for supporting partners of Move This World in its first year as an online learning program.

Implementation strategy

- Created the communication pathway between the Move This World team and partner schools from the point of sale, to the orientation, to the daily implementation of the program
- Wrote script for orientation to introduce new partners to the program and support them in answering any questions they have
- Held orientations where the program was introduced, explained, and platform demonstration was shown, with up to 50 teachers at a time

Partner Support

- Worked closely with executives to develop optimal implementation plan for new partners and established partner support touch points to ensure renewal for consecutive school years.
- Communicated daily with teachers and administrators based on established communication pathway and analytic tracking
- Remained as the main point of contact for Move This World teachers
- Supported teachers in working through challenges faced with their use of the program, whether it be technical issues, scheduling issues, or a difficult student.

Technology Support

- Troubleshoot technology issues such as videos not loading, creating new courses on platform, teachers experiencing technical difficulties, and responding to any and all requests in regards to the online learning platform
- Tracking daily the analytics reports of the teachers using the program to ensure fidelity of implementation (it is meant to be done daily, so holding them accountable by checking the analytics on the platform and ensuring they were logging in daily)

Retention and upsell to current partners :

- Held feedback calls to check in with partners and inform them of organizational updates for 2017-18 school year
- Ensured current partners were purchasing the equivalent of what they had for the 2016-17 school year, and contributed to efforts in them expanding on the Move This World programming in their school for 2017-18 school year
- Sent quotes to partner schools with expanded programming amount, with contract size up to \$21,000

Feedback and Product Development:

- Aggregated and ran report on feedback from all 300 teachers that use Move This World in their classroom



- Utilized feedback report to inform changes and improvements that should be made to the product for the 2017-18 school year
- Worked alongside CEO in product revisions and ensuring tools were developmentally appropriate based on grade level

Sales Outreach

- Set up language and email marketing campaigns and sent outreach to 500+ schools each week
- Scheduled 30+ meetings for the account executive each week
- Held around 5 meetings per week of sales calls talking to potential new partners about bringing Move This World to their school
- Attended conferences and events to connect and network with potential partners and thought leaders in the education field

Testimonials: Hear from the Fellow & Social Sector Placement

“I have been able to utilize such a wide variety of skills this year that could only be brought out in a startup organization. The opportunity to have worked in such a fast-paced, dynamic environment that allowed for creativity, collaboration, and professional growth was extremely rewarding. I am so grateful to have been able to contribute to the Move This World mission and the expansion to the next 150,000 students and teachers this program will touch. “

- **Laura Edmonson, Program Coordinator, Service Corps Fellow**

“Laura has been a complete joy to work with. She had a strong desire to learn and grow and was always more than willing to take on new assignments. The energy that she brought to our team will be missed. We wish her nothing but success in her future endeavors and know that she will shine!”

- **Molly Hogan, Director of Operations, Move This World**

“Laura has been a tremendous asset to Move This World. She showed great initiative in building out our implementation plan and client success process, ensuring sustained engagement by all MTW users. Laura was creative, always bringing new ideas to how we could elevate the experience of our partners. I will miss her positive attitude, her willingness to do whatever the job requires, and her perspective in tackling projects big and small to advance the vision of Move This World.”

- **Sara Potler LaHayne, Founder and CEO, Move This World**