



TAG-Ed
Education Collaborative

IMPACT REPORT 2024



THANK YOU TO OUR CONTRIBUTORS & INVESTORS

— Your unwavering commitment has been instrumental in shaping the future of Georgia's workforce and entrepreneurial landscape. Through your support, we've strengthened workforce development, cultivated leadership, and expanded STEAM education, equipping individuals with the skills and confidence to thrive in an evolving tech ecosystem.

Your investments in TAG Bridge Builders mentorship, entrepreneur access to capital, and customer acquisition strategies have empowered startups to scale, innovate, and build sustainable success. By fostering equitable opportunities, you have helped bridge critical gaps in talent pipelines, ensuring that both emerging professionals and seasoned leaders can drive meaningful progress.

We deeply appreciate your generosity, vision, and belief in the power of education, innovation, and entrepreneurship. Your contributions go beyond financial support—they create a lasting impact on individuals, businesses, and communities.

Thank you for being a cornerstone of this journey. Together, we are building a future that champions growth, inclusion, and economic resilience. —

Affac



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SULLIVAN
MICHAEL

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MESSAGE FROM THE PRESIDENT & CEO

Larry K. Williams
President & CEO



“In our mission to strengthen Georgia’s position as a national leader in technology and innovation, we’ve made it a priority to invest in the development of both today’s workforce and tomorrow’s talent. Through targeted workforce initiatives, strategic partnerships, and expanded educational pathways, we are working to equip Georgians with the access, skills, and opportunities they need to thrive in a rapidly evolving digital economy.

With over 100,000 tech job openings projected in the coming years and a growing demand for specialized skills, it is essential that we not only prepare the next generation but also upskill and reskill our current workforce. Our programs are designed to close these gaps—bridging industry needs with accessible talent pipelines and ensuring that Georgia remains competitive, inclusive, and prepared for the future.

As reflected in this year’s impact report, these efforts are already generating results, helping to empower individuals, strengthen communities, and build a resilient, future-ready workforce across the state.”



TAG-Ed
Education Collaborative

MESSAGE FROM THE EXECUTIVE DIRECTOR

Dr. Loretta Daniels
Executive Director

"I am proud to share TAG-Ed's 2024 Impact Report—an overview of a year defined by meaningful progress, expanded opportunities, innovation, and collaboration.

This work would not be possible without the dedication of the TAG-Ed Collaborative staff, along with the support of our partners, sponsors, contributors, and advocates. Your collective efforts have fueled transformative STEM experiences for students, opened new talent pipelines, and supported lifelong learning for Georgia's professionals—all while keeping our state prepared for what's next.

As you explore this report, I hope you see not only the data and milestones but also the stories of lives impacted—from educators equipped with new resources, professionals forging new pathways, and a growing ecosystem committed to building a brighter future for all Georgians.

Thank you for being part of this journey. Together, we are shaping what's next. As we look ahead to 2025, we are excited to build on this momentum and continue driving innovation across Georgia."

→ About Us

Established in 2000, TAG-Ed is a 501(c)(3) non-profit organization, created by the Technology Association of Georgia.

Our steadfast mission is to strengthen Georgia's current and future workforce through the provision of pertinent professional development, workforce development, and K-12 STEM education opportunities.

→ Mission

The Technology Association of Georgia's Education Collaborative (TAG-Ed) is on a mission to make Georgia a global hub of innovation by developing its tech workforce, supporting entrepreneurs, publishing research, and creating new pathways to leadership.

By breaking traditional barriers, TAG-Ed's programs enable individuals with both traditional and non-traditional educational backgrounds to become skilled tech professionals.

“TAG Education Collaborative is a vital contributor to the future of technology and innovation in Georgia. We invest in people, passion, and potential, empowering tech talent, inspiring the next generation, and creating pathways to success. Our mission plays a crucial role in strengthening Georgia's position as a global tech powerhouse, both in terms of workforce development and support for tech entrepreneurs.”

Dr. Loretta Daniels

Executive Director
TAG Education
Collaborative



WHAT WE DO

The **TAG Education Collaborative** is a 501(c)(3) nonprofit organization in Georgia that focuses on strengthening the state's current and future technology workforce. It inspires students through STEAM education programs and events, provides upskilling and reskilling opportunities such as Georgia's first registered tech apprenticeship program, equips mid-level tech professionals with leadership skills through mentorship and certificate programs, and creates pathways to technology careers for individuals from diverse and non-traditional educational backgrounds. Its mission is to develop a skilled and inclusive tech workforce, establishing Georgia as a global innovation hub.

WORKFORCE DEVELOPMENT

Providing upskilling and reskilling opportunities, including Georgia's first Registered Tech Apprenticeship Program.

LEADERSHIP DEVELOPMENT

Equipping mid-level tech professionals with leadership skills through mentorship and certificate programs.

BRIDGE BUILDERS

Creating pathways to technology careers for individuals from non-traditional educational backgrounds.

STEAM EDUCATION

Offering programs and events to inspire students in science, technology, engineering, arts, and math.



FY2024 IMPACT GOALS

Our goal is to contribute to the overall success of positioning Georgia as the number one state to have access to skilled tech talent.

CREATE
3,173

TECH CAREER AND BUSINESS GROWTH PATHWAYS



1,435



WORKFORCE DEVELOPMENT

TAG-Ed's 2024 workforce programs, its mentorship programs, the Registered Tech Apprenticeship Program, and the Inclusive Resume Database, advanced career pathways for talent. These initiatives fostered connections, skill-building, and access to opportunities across Georgia's tech ecosystem.

28



LEADERSHIP DEVELOPMENT

TAG-Ed's 2024 professional and leadership development programs, including Pathways to Leadership and the Technology Leadership Playbook, empowered professionals to advance their careers. These initiatives provided mid-level professionals with tools to step into leadership roles and supported senior leaders in refining their strategies.

1,434



BRIDGE BUILDERS

Bridge Builders is an innovative initiative focused on uniting the technology and business communities to promote positive change. It aims to ensure that Georgia's technology workforce reflects the diversity of the state's overall workforce. The initiative also supports the advancement of Georgia tech professionals into mid-level management and senior leadership roles, while ensuring that entrepreneurs across the state actively participate in the growing economy.

580



STEAM EDUCATION

TAG-Ed's 2024 STEAM education programs, including Georgia STEM Day, Georgia Day of Code, and the Summer High School Internship Placement Program, created impactful opportunities for students. These initiatives expanded access to STEAM education, introduced computer science, and offered professional experience to exceptional high school students.

FY2024 IMPACT PERFORMANCE

7,926

PATHWAYS CREATED IN 2024



WORKFORCE DEVELOPMENT

2,724

LEADERSHIP DEVELOPMENT

37

BRIDGE BUILDERS

1,434

STEAM PROGRAMS

4,987

THE TECH INDUSTRY WORKFORCE 2024

THE PROBLEM

Employers in the technology sector face significant challenges in meeting hiring needs. The rapid pace of technological advancements creates a persistent demand for specialized skills, leading to a shortage of qualified candidates.

Problem 1: Technology Skill Shortages

The rapid evolution of technology creates a demand for specialized skills, such as expertise in AI, cybersecurity, and cloud computing. Many candidates lack the necessary qualifications, leaving critical roles unfilled.

33.9%

of tech professionals report a shortage of AI security expertise*

Source: SecureWorld

Problem 2: Competition for Talent

Companies compete fiercely to attract top tech professionals, often offering higher salaries and better benefits. This makes it difficult for smaller organizations or startups to secure skilled workers.

50%

of payroll in startups valued at \$1M-\$10M is allocated to engineering, driving cash burn.

Problem 3: Mismatch Between Education and Industry Needs

Traditional education systems often fail to align with the practical skills required in the tech industry, resulting in a gap between what candidates learn and what employers need.

15%

more STEM graduates entered the workforce, yet employers still report a lack of practical, job-ready skills.



THE TECH INDUSTRY WORKFORCE 2024

THE SOLUTION

Key initiatives that seek to establish Georgia as a global hub of innovation by developing its tech workforce, supporting entrepreneurs, publishing research, and creating new pathways to leadership.

Solution 1: Reskilling and Upskilling

Partnered with SkillStorm to provide upskilling and reskilling training to learn the skills needed to be qualified for high-demand tech professions such as Cybersecurity, Software Developer, IT Cloud Specialist, and more.

8

Courses offered in collaboration with SkillStorm for Cybersecurity, Software Development, and Cloud Operations.

Solution 2: Untapped Tech Talent Pipeline

Launch Georgia's first Registered Tech Apprenticeship Program providing a straightforward, step-by-step track to in demand jobs. The tech industry is seeking to embrace skilled tech professionals from Georgia in its workforce, and Bridge Builders is proud to lead the way.

1200+

Tech aptitude tests taken for Registered Tech Apprenticeship Placements.

Solution 3: Experiential Education

Day of Code is an all-day event executed in person with classrooms of students present, with a live stream accessible to schools and individuals interested in following along. Event partners and sponsors provide instruction to students during 45-minute sessions throughout the day.

2224

Students, educators, and other individuals attended Day of Code 2024.

TECH WORKFORCE & INDUSTRY TREND REPORTS



Tech Impact Annual Report

The TAG-Ed Tech Impact Report highlights job creation trends, industry advancements, and strategies for maintaining Georgia's position as a leading hub for technology and innovation.

TAG Society Ecosystem Reports

The TAG Ecosystem Report highlights how Georgia's technology ecosystem drives innovation, workforce development, and economic growth. It outlines key initiatives that support emerging industries, including AI, cybersecurity, fintech, and digital health.



Georgia Artificial Intelligence Quarterly Workforce Report

The TAG Georgia Artificial Intelligence Workforce Report examines the impact of AI on Georgia's job market and workforce development. It highlights AI-driven transformations across industries. The report provides insights into job creation trends, skill gaps, and the growing demand for AI expertise.

Georgia Pathways Magazine

Georgia Pathways Magazine, is a leading publication focused on STEAM education, workforce development, and industry innovation in Georgia. It reaches over 62,000 readers monthly, including educators, students, industry professionals, and policymakers. The magazine highlights key initiatives and emerging trends.



TECH WORKFORCE & INDUSTRY TRENDS

Jobs Eliminated

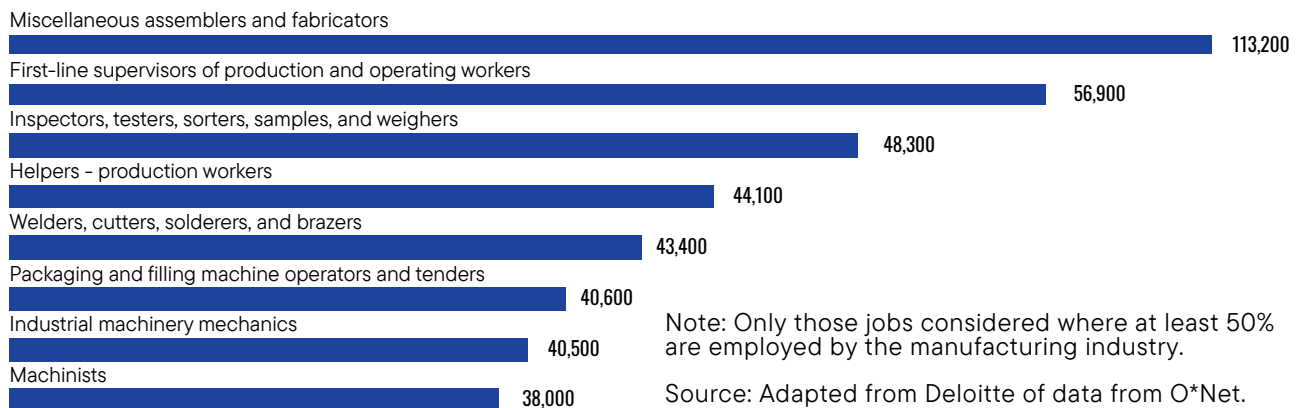
According to recent data, the integration of **AI in manufacturing** will not lead to the elimination of jobs. However, the industry is facing a labor shortage due to the difficulty in finding qualified talent to fill future automated roles. By **2030**, more than **2 million** manufacturing jobs are projected to remain unfilled. This shortage has a negative impact on the nation's capacity to produce essential materials, such as electronics, textiles, metals, and nuclear submarines. The problem is compounded by lackluster economic development, outsourcing, lost growth prospects, and decreased productivity.



Manufacturing Jobs Creation Projections

High-demand middle-skill careers such as computer numerical control (CNC) machinists, welders, and maintenance technicians require some level of technical training and/or applied skills. (Deloitte). Although some manufacturing workers may be well equipped to run certain machines on the floor, many do not possess the digital savvy needed to properly use specific computer systems and analyze data.

Manufacturing middle-skill occupations with the highest projected job openings during 2019-2029



Gender Pay Gap in Tech

14% Median Pay Gap for Women

8% No Gender Pay Gap

Women earn up to **28%** less than their male colleagues in the same tech roles.

Female Leadership in Tech

In a 2021 study, **86 women are overlooked for promotions for every 100 men at the same level.** This routine overlooking of women for a promotion is what drags progress in the tech field down, and discourages women from joining the field.

HIGHLIGHTED PROGRAMS: BRIDGE BUILDERS



BRIDGE BUILDERS FY24 IMPACT

1,434

INDIVIDUALS IMPACTED

MID-LEVEL TO SENIOR LEVEL MENTORSHIP PROGRAM

This initiative is designed to assist organizations with meeting their succession planning goals by reviewing current success plan design, using data analysis, and targeted metrics.

To identify potential room for improvement by conducting a gap analysis and working with the organization's leaders to implement new strategies, including SMART goals and key performance metrics.

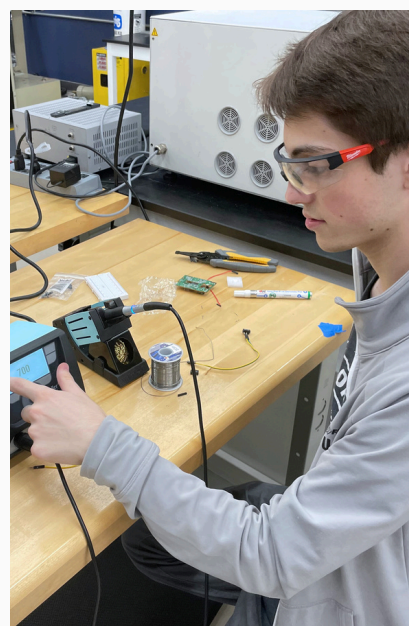
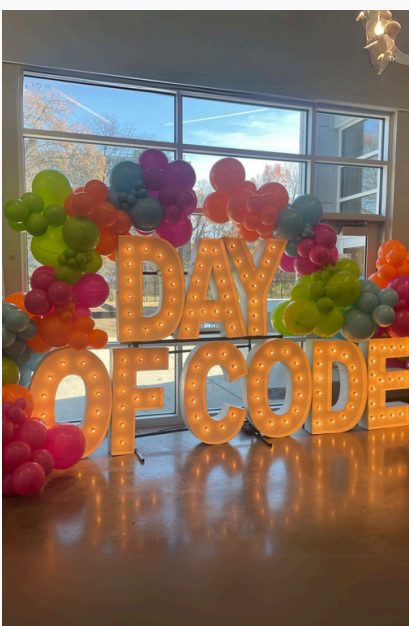
TAG INVEST CONNECT

**\$10,000 1st Place & \$5,000 2nd
Place Competition Prizes!**

An annual event that connects Georgia's tech entrepreneurs with the opportunity to pitch to investors looking for innovative startups.

Open to Georgian technology business stages ranging from seed to series A, this exclusive event connects investors with tech entrepreneurs.

HIGHLIGHTED PROGRAMS: STEAM PROGRAMS



STEAM EDUCATION FY24 IMPACT

4,987

INDIVIDUALS IMPACTED

GEORGIA STEM DAY

Georgia STEM Day is a free, virtual event held annually on the first Friday in March, designed to inspire students of all ages to explore careers in Science, Technology, Engineering, and Math.

This event connects classroom learning to real-world applications by featuring expert-led panels, hands-on workshops, and educator-focused resources.

GEORGIA DAY OF CODE

Georgia Day of Code is a free, virtual event designed to introduce computer science and coding skills to students of all ages and skill levels. It takes place annually during National Computer Science Education Week in December.

The event features experts who demonstrate and teach real-world applications of computer science in professional settings.

FEATURED PROGRAM IMPACT



ALFREDO NAREZ

From TAG Connect to Global Impact: How Strategic Relationships Spark Transformation

When Alfredo Narez participated in TAG Connect, he brought a bold vision: to make world-class entrepreneurial support and AI innovation accessible on a global scale. Through the connections built at TAG Connect, that vision has already begun transforming industries.

Today, Alfredo is one of the world's leading Gen AI practitioners and founder of The PMF Academy, an AI-powered platform that blends elite knowledge, emotional intelligence, and cutting-edge technology into strategic growth engines for entrepreneurs and enterprises.

Since TAG Connect, Alfredo has expanded rapidly:

- He partnered with VanRan Communications, another TAG Connect participant, combining their revolutionary voice and color QR technology with The PMF Academy's AI infrastructure to drive new enterprise engagement solutions.
- He is actively collaborating with The Home Depot, a TAG Connect participant, evaluating Proofs-of-Concept designed to transform engagement for customers and associates both in-store and online.
- He has launched new programs with Georgia Tech and the European Supplier Diversity Program (ESDP), already impacting entrepreneurs and small businesses across Europe, with global enterprise partnerships advancing quickly.



At the heart of Alfredo's work is a belief that elite support should not be reserved for a few. By blending strategic AI innovation with human insight, The PMF Academy is not just helping businesses grow, it is helping communities and futures transform.

TAG Connect helped accelerate this journey. By connecting the right visionaries at the right time, it created a launchpad for global innovation. Alfredo's story is proof that when talent and opportunity meet, anything is possible.

And for those looking to align with the future of entrepreneurship and strategic AI, the momentum is just getting started.



Experience AI that *Transforms* Your Business

Business Idea? Ask Junie Free

Accelerating Founders Through Critical Growth Stages

→ Where "Top Teams Master":

Innovation Speed • GTM • Product-Market Fit

Alfredo Narez
Founder, The PMF Academy



HIGHLIGHTED PROGRAMS: WORKFORCE DEVELOPMENT



WORKFORCE DEVELOPMENT FY24 IMPACT

2,434

INDIVIDUALS IMPACTED

REGISTERED TECH APPRENTICESHIP PROGRAM

As Georgia's first nationally registered tech apprenticeship program, TAG-Ed defines tech apprenticeships. Our trusted organization has adapted the time-tested model of Registered Apprenticeship to create a simplified path to qualified and certified talent.

TAG-Ed is creating a new pipeline of untapped talent and strengthening our state's tech ecosystem.

TAG TECH WORKFORCE & LEGISLATIVE SUMMIT

The TAG Workforce & Legislative Summit brings Georgia's top minds together to explore pressing issues facing the tech workforce, as well as the policies needed to drive innovation and economic growth in the region.

Attendees gain insights into key legislative initiatives impacting the industry and will have the opportunity to network with government representatives and technology leaders to shape the future of tech in Georgia.

FEATURED PROGRAM IMPACT



“The sessions were super engaging and packed with practical insights I could apply right away.”

-Valarie Merced

Senior Project Manager, Motrex LLC

“I recently completed the **IT Executive’s Playbook Certificate Program**, and it was a fantastic experience. The sessions were super engaging and packed with practical insights I could apply right away. The Product vs. Product Management session was a game-changer for me.

I am managing my first new product development project in manufacturing, and it gave me a much clearer understanding of the differences between the two roles and how to approach agile delivery more effectively. I also loved the Executive Presence session—it was full of tips on how to show up confidently and connect better with leadership, peers, and partners. The online format and flexible session times were a huge plus, making it easy to fit into my schedule.

Overall, this program was a great investment in my growth as a technology leader, and I’d recommend it to anyone looking to level up their skills.”

HIGHLIGHTED PROGRAMS: PROFESSIONAL DEVELOPMENT



PROFESSIONAL AND LEADERSHIP DEVELOPMENT FY24 IMPACT

37

INDIVIDUALS IMPACTED

PATHWAYS TO LEADERSHIP CERTIFICATE PROGRAM

This leadership program provides a unique opportunity for ambitious young professionals to learn directly from industry experts and executives.

This year-long professional development program equips participants with the tools needed to manage organizational change, enhance leadership capacity, and tackle emerging issues, preparing them to lead confidently in a competitive landscape. For these future C-Suite professionals and TAG leaders, this program doubles as both a valuable learning experience and a networking opportunity.

ARTIFICIAL INTELLIGENCE CERTIFICATION

Our AI Certification Courses equip participants with the tools needed to manage organizational change, enhance leadership capacity, and tackle emerging issues, preparing them to lead confidently in a competitive landscape.

PROGRAM TESTIMONIALS

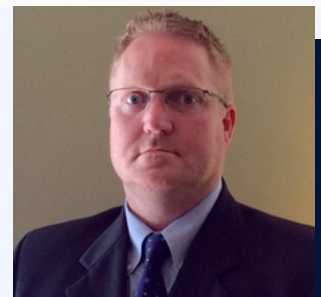
*"The **Apprenticeship Program** has been a tremendous asset to our IT department, providing fresh perspectives and innovative ideas that enhance our capabilities. Through this program, we've been able to nurture and develop budding talent, contributing to the overall success and growth of our team. We are thrilled to be a part of this valuable initiative, which aligns perfectly with our commitment to continuous learning and development."*

Recardo Tucker - IT Manager, QGenda



*"**Pathways to Leadership** equipped me with the skills to strategically align technology with business objectives, enhance cross-departmental collaboration, drive innovation, develop effective talent strategies, and address ethical considerations in technology utilization. Additionally, it provided me with the tools to anticipate technological trends, foster a culture of creativity and experimentation, and implement responsible practices in emerging technologies."*

Brandy Springer, P2L Class of 2024



*"I've been attending **TAG events (TAG Connect - Meet the Buyers)** sporadically since last year and I've always found them valuable because the topics are meaningful, and so are the connections I make. Today, I really loved getting an opportunity to hear directly from people on both sides of the buyer/vendor equation. It was great to hear real, human concerns from each side and understand how enterprises want to engage - as a tech consultant, this is invaluable insight. Thanks for all you do to connect tech talent with tech organizations, especially those of us who aren't always seen, heard, or comfortable in the room. I'm proud to be a TAG member and look forward to seeing you at future events!"*

Gellin Hughes, TAG Member & TAG Connect - 2024 Meet the Buyers Attendee



"Breaking into the tech field and having the immediate opportunity to work with a corporate healthcare workforce management company that is at the forefront of the field has been a dream and also a transformative journey for me. Despite the challenges that come with changing career paths, this experience has been profoundly educational and has opened my eyes to my potential for growth in the field. It's never too late to find your passion and place in tech, and I'm living proof that dedication and perseverance can lead to incredible opportunities."

Nikki Daniels - IT Support Specialist, QGenda



2024 BRIDGE BUILDERS IMPACT AWARDS



The **TAG Bridge Builders Impact Awards** honor individuals who have engaged in building bridges that create pathways to successful tech careers or business ownership through passion and innovative change.

These leaders have had a profound impact on Georgia's tech workforce and entrepreneurial landscape. We are honored to celebrate their commitment. _____



2024 BRIDGE BUILDERS IMPACT AWARD WINNERS



Caroline Cochran has been a key supporter of TAG Bridge Builders, advancing workforce development through her leadership at QGenda. As our first Registered Tech Apprenticeship employer, she has played a foundational role in launching job placement efforts that create a sustainable pipeline for emerging tech talent. Caroline has also actively supported the TAG Succession Planning for Tech Leaders Certificate Program. Her commitment to long-term growth and strategic talent development sets a strong example for industry engagement and continues to shape the future of the tech workforce.



Caroline Cochran
QGenda



With four decades of success in marketing, advertising, and sales—primarily in advertising and higher education—Larry now dedicates his expertise to supporting entrepreneurs through mentoring, seminars, networking, and facilitating angel investments. As a TAG Invest Connect Co-Chair, he has selflessly provided guidance and financial contributions while serving as an investment presentation coach. His unwavering commitment is evident in his active participation in all TAG Bridge Builders events, beginning with the inaugural TAG Connect. His dedication to "paying it forward" is unmatched.



Larry McHugh
Angel Investor



Joe Radest, a seasoned payment card industry executive with over two decades in FinTech, is the Managing Partner at Radest Ventures Inc., a private equity firm in Peachtree City, Georgia. Committed to equitable access for Georgia's tech entrepreneurs, he has actively contributed as a TAG Invest Connect Committee member, coaching startups on refining their business models. True to his word, Joe and his wife personally funded the inaugural Invest Connect first-prize pitch competition with a \$10,000 commitment.



Joe Radest
Radest Ventures

TAG-ED LEADERSHIP



Larry K. Williams

President & CEO
**Technology Association
of Georgia**



Dr. Loretta Daniels

Executive Director
TAG Education Collaborative

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Catina Wilson
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Bridging the GAP

We build too many walls and not enough bridges. The Technology Association of Georgia has launched Bridge Builders to remove the walls impeding progress and innovation in Georgia. Bridge Builders is an innovative initiative designed to bring the technology and business community together to drive change.



TAG CONNECT AND TAG INVEST CONNECT COMMITTEES



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HOW TO GET INVOLVED

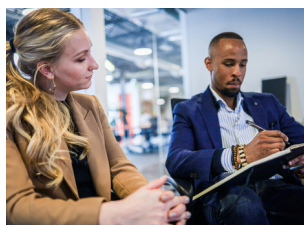
At TAG-Ed we believe in the power of collaboration and community. Whether you're an individual looking to make an impact or a business eager to partner with a cause that matters, there are numerous ways to get involved and help us drive meaningful change. Explore the many ways you can engage with us below.

TAG-Ed is a 501(c)(3) charitable organization and all contributions are tax-deductible as allowable.



Volunteer Opportunities

Your time and talent can make a real difference! Volunteering is one of the most rewarding ways to engage with our organization. We offer a variety of volunteer opportunities that allow you to contribute based on your interests, skills, and availability (Event Support, Mentorship, Marketing, and Promotion)



Make a Donation

Support our mission by making a direct donation. Every contribution—no matter the size—helps us continue our important work in advancing Georgia's technology workforce. Your generosity fuels our programs, supports our community outreach, and ensures we can keep making a difference.



Sponsor or Underwrite our Program

You can support our programs and initiatives by sponsoring or underwriting programs that advance workforce development, leadership education, STEAM learning, mentorship, entrepreneur access to capital, and customer acquisition. Sponsorship offers visibility and direct engagement with industry leaders, while underwriting ensures long-term sustainability of initiatives that equip emerging talent with essential skills. Your contribution fosters innovation, inclusion, and economic growth in Georgia's tech ecosystem. Join us in shaping the future by empowering professionals, startups, and the next generation of leaders.



Become an Advisory Board Member

Investing in TAG Education Collaborative helps drive workforce development, STEAM education, and entrepreneurial growth across Georgia's tech sector. As an Advisory Board Member, you play a pivotal role in shaping initiatives that equip students and professionals with essential skills, mentorship, and access to capital. Your leadership fosters innovation, inclusion, and economic impact, creating lasting opportunities for the next generation. Join us in advancing Georgia's tech ecosystem through strategic investment and guidance.



Contact Us



www.tagedonline.org



TAG-Ed>tagonline.org



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Donations**