

## CAPABILITY STATEMENT

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### Company Information

**Legal Name:** The GoodClay Group LLC


**DBA:** Kamelajoy

**Dr. Kamela Joy Goodwyn**

Founder & President

 [kamela@kamelajoy.com](mailto:kamela@kamelajoy.com)

 [www.kamelajoy.com](http://www.kamelajoy.com)

 Based in North Carolina | Serving Clients Nationwide

Kamelajoy is an educational division and registered assumed name of  
The GoodClay Group, LLC.

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### COMPANY OVERVIEW

The GoodClay Group, LLC and Kamelajoy is an educational consulting firm specializing in strategic academic planning, curricula development, leadership development, and institutional transformation. We prioritize educational policy, accreditation and standards to meet organizational outcomes.

### CORE COMPETENCIES

- Strategic planning & organizational development
- Faculty/staff training and retreat facilitation
- Executive coaching for educational leaders
- Keynote Speaking
- Facilitating partnerships that bridge education, industry, and community
- Curriculum design (Science, Technology, Engineering and Math (STEM), business, and workforce pathways)
- Curriculum design and delivery workshops, and program assessments

### DIFFERENTIATORS

- Led by Dr. Kamela Goodwyn, a nationally recognized speaker & author with 20+ years of education leadership.
- National STEM & Education Speaker | Author on Innovation, Leadership and Equity.
- Unites academic research with practical application to transform learning environments.
- Experience with federal grants (NSF, LSAMP) and collaboration with major education stakeholders (K–12 districts, colleges, and global conferences).
- Offers customized training aligned with state and national education standards.
- Proven record in developing STEM programs, centers, and curricula.

- 15+ years leading strategic plans, organizational development and experienced in coaching varied organizational structures.
- 15+ years of senior leadership in higher education, K-16 partnership development, economic development and workforce solutions.

## PAST PERFORMANCE

- K-12 School Districts | Curricula development, assessments and delivery coaching.
- Regional workforce coalitions | Strategic advisor on pathway alignment.
- Milwaukee Area Technical College | STEM academic leadership and curriculum development.
- AAC&U Conference | Presenter and workshop facilitator.
- World Congress on Education | Presenter on global STEM and entrepreneurship education.
- National Science Foundation (NSF) | Collaborative partnerships in STEM education innovation.
- Journal of Science Education and Technology | Experienced reviewer of published science research.

## CERTIFICATIONS

- NAICS Codes:
  - 611710 – Educational Support Services
  - 541611 – Admin Management & General Consulting
  - 611430 – Professional & Management Development Training

### Dr. Kamela Joy Goodwyn

Founder & President - The GoodClay Group, LLC & Kamelajoy

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