

# *EduNetwork Partners*

## TURNING CORPORATE VISION INTO YOUTH EMPOWERMENT

**C**EO Norm Goldstein is a serial entrepreneur and lifelong innovator who has repeatedly “anticipated the moment” and built companies with timely response. He channels that rich experience into EduNetwork Partners, aligning corporate goals with programs that equip young people to thrive in a rapidly changing world.

At the core of his work is a simple conviction: the world becomes better when the next generation has the tools, confidence, and guidance to shape it.

### **A Founder Built for the Moment**

Goldstein’s career spans high-level corporate leadership, invention, and social impact, giving him a rare, 360-degree view of how business and education can work together.

- Rose to senior executive roles, including leading Geoffrey Beene, a major menswear brand at a notably young age, gaining early experience in brand building and strategic partnerships.
- Helped launch and grow innovative business models at Sharper Image and Priceline, companies that understood how technology could transform consumer behavior.
- Co-created a youth-focused innovation company with his teen-aged inventor daughter, helping dozens of young inventors bring their ideas into the marketplace and secure patents.
- Earned national recognition, including honors from the Congressional Black Caucus and inclusion among top education and innovation leaders.

Today, that background fuels EduNetwork Partners’ ability to speak both the language of the boardroom and the classroom—designing programs that deliver measurable value to companies while genuinely serving students and families.

### **Education as Corporate Strategy**

EduNetwork Partners sits at the intersection of corporate social responsibility, marketing, and K–12 learning. The firm builds custom initiatives that help clients meet business objectives while demonstrating authentic commitment to social impact.

- Designs standards-aligned curricula that integrate a company’s message with meaningful learning experiences in areas like financial literacy, wellness, digital citizenship, and entrepreneurship.
- Crafts contests, challenges, and interactive campaigns that activate students’ creativity and problem-solving while spotlighting the sponsor’s brand.
- Distributes content at scale through a nationwide network of educators, families, and community organizations, reaching millions with free, high-quality resources.
- Provides end-to-end program management—from ideation and content development through outreach, tech integration, and impact reporting—so corporate partners can focus on strategy.

One of the clearest proofs of EduNetwork Partners’ model is the long-running collaboration around Warren Buffett’s Secret Millionaires Club and the Grow Your Own Business Challenge, a national entrepreneurship competition for youth. Through this initiative, students explored core business concepts, developed their own venture ideas, and presented them to business leaders, with top participants receiving shares in Berkshire Hathaway as a tangible vote of confidence. The program generated millions of touchpoints with families and educators, delivered free financial literacy tools at scale, and logged over 16,000 student entries—demonstrating how a well-crafted education campaign can



**Norm Goldstein**  
CEO

simultaneously build knowledge, inspire confidence, and deliver extraordinary visibility for the sponsoring brand.

For business leaders, EduNetwork Partners offers a powerful proposition: convert CSR and marketing budgets into initiatives that build brand equity, strengthen communities, and support the workforce of tomorrow.

### Rethinking the Path Beyond High School

In an era when many students question the return on investment of a traditional four-year degree, EduNetwork Partners is helping institutions and employers rethink how they reach and guide emerging talent.

Norm and his team recognize that economic realities, rising tuition, and an evolving job market demand more flexible, practical and timely pathways.

- Operates a College Engagement division that supports both high school seniors and adult career-changers with tools for navigating financial aid, applications, and scholarship opportunities.

- Uses geo-targeted outreach and data-driven messaging to connect colleges, trade programs, and training providers with the audiences most likely to benefit.

- Elevates trade schools and certificate programs—especially in high-demand sectors like healthcare—so learners see viable alternatives that lead quickly to meaningful work.



- Promotes micro-credential and short-course options that can stack into longer-term degrees, giving students low-risk entry points into new careers.

By broadening the conversation beyond a single “right” path, EduNetwork Partners helps align student aspirations, employer needs, and community priorities.

### Social Identity Quest: Digital Safety at Scale

One of the firm’s current flagship efforts, Social Identity Quest, captures how EduNetwork Partners blends corporate partnership, expert content, and student-centered design.

Funded by Hard Rock and developed with content from PACT, Social Identity Quest equips young people to navigate an always-on digital world with greater awareness and resilience.

- Offers a 4 module simulation sequence designed for upper-elementary school students, with lessons that match their developmental stage.

- Covers online safety fundamentals, recognizing and avoiding cyberbullying, and making thoughtful decisions as children begin using smartphones and social media.

- Addresses the reality that families are placing devices in younger hands earlier than ever, focusing on giving students and parents tools to manage that shift rather than simply warning against it.

- Has been translated into Spanish to better serve multilingual communities in the United States and to extend reach into Mexico and Central and South America.

- For teens in grades 7 through 12, the culminating fourth module explores the hidden risks in online gaming and social platforms, where adults can pose as peers.

- Uses scenario-based learning to help students spot red flags, avoid sharing personal or location information, and know when and how to ask for help.

- Reinforces critical thinking, digital boundaries, and peer support as essential skills, not optional “extras.”

This initiative exemplifies how EduNetwork Partners helps clients like Hard Rock move beyond traditional sponsorships into programs that meaningfully protect and empower young people.



### Sports, Storytelling, and Family Engagement

EduNetwork Partners also excels at turning the emotional pull of sports into sustained educational engagement. By connecting professional teams with local families around reading, the company helps organizations deepen community ties while promoting literacy.

- Develops season-long reading campaigns where children log minutes, explore curated booklists, and earn recognition from their favorite teams.

- Manages digital platforms, communications, and rewards, allowing partners to offer a seamless experience from registration to celebration.

- Has helped long-running programs, such as a Los Angeles Dodgers reading initiative now in its tenth year, evolve with updated materials, social content, and family-friendly incentives.

- Achieves high levels of participation and sustained engagement, as seen in campaigns like the New York Islanders Reading Leaders, which recently recorded over 350,000 minutes read in a single season and more than a thousand registrations.

These efforts demonstrate how a well-designed literacy program can simultaneously advance CSR objectives, strengthen fan loyalty, and foster a culture of reading at



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Leading Providers of Turnkey CSR Initiative  
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home. Not only do the children benefit from increased reading, the team is creating a future devoted fan base.

### **Measuring What Matters**

For corporate clients, impact must be visible, credible, and aligned with strategic goals. EduNetwork Partners builds rigorous measurement into every initiative.

- Tracks participation by students, parents, and educators; digital engagement such as site visits, downloads, and email open rates; and ongoing activity across campaigns.
- Uses surveys and pre/post assessments to capture shifts in behavior, attitudes, and brand perception.
- Reports on media impressions, social sharing, and earned coverage, as seen in prior national initiatives that generated billions of impressions and over a million resource downloads.
- Provides clear dashboards and narratives that help executives communicate impact to stakeholders, boards, and investors.

This disciplined approach enables partners to see their investment in youth empowerment not as a cost center, but as a strategic lever for long-term value creation.

### **Looking Ahead: AI, Insight, and Global Reach**

As 2026 unfolds, EduNetwork Partners is embracing AI to sharpen its programs and extend its influence.

- Explores AI-enabled personalization to tailor content to student interests, grade levels, and learning needs—without sacrificing educator trust or curriculum quality.
- Uses data analytics to refine outreach, ensuring the right messages reach the right schools, families, and regions at the right time.
- Builds new partnerships that carry its models for youth empowerment into additional countries and underserved communities.

For Norm Goldstein, technology is not the end goal; it is a means to scale a mission that has remained constant for decades: help young people discover their potential and give corporations a meaningful role in that journey.

In a landscape where social responsibility, talent development, and brand reputation are deeply intertwined, EduNetwork Partners stands out as an innovative company to watch in 2026—one that proves doing good and doing well can be part of the same strategy.

