# WHAT IS GENERAL ASSEMBLY?

Established in early 2011, General Assembly is a global educational institution that is building a community of individuals empowered to pursue work they love, through instruction and opportunity in technology, business and design. We offer classes, workshops, full-time immersive programs and online educational programming on the most relevant skills of the 21st century economy, including web development, user experience design, digital marketing and data science.
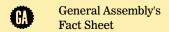
**OUTCOMES**

General Assembly's programs help students achieve personal success, be it advancing an independent project, leveling up at a job, or transitioning to a new career. Our students emerge from our long-form courses and immersive programs better qualified and more marketable to current and potential employers – and with the confidence to advance their career goals and objectives. In fact, 97 percent of our job-seeking immersive students find new, paid employment within three months of graduation.

We help our students with job preparation techniques and resume building, connect them with peers to work on real, self-directed projects, and make connections to our network of more than 2,300 individuals and organizations that are actively engaged in our community and are interested in hiring our graduates.

**HOW IT WORKS**

We offer full-time immersive programs, long-form courses and short-term classes and workshops taught by skilled practitioners that prepare our students to tackle the greatest technological, business and design challenges of the 21st century by offering practical, real-world, hands-on training.

**WHAT WE OFFER**

» *Immersives* are 8-12 week, full-time programs that offer students the opportunity to learn fundamentals, create a portfolio, and interact with experts in their field. Students emerge from these programs prepared for roles as junior-level Rails developers and user experience designers.

» *Courses* are long-form offerings which allow for a more comprehensive understanding of specific topics for individuals looking to level up, increase their earning potential, change jobs, or even help to spur a career change.

» *Classes* are focused sessions designed to provide basic essentials, practical insights and tactical approaches for those who are looking to scratch the surface of a particular topic.

» *Workshops* offer deeper exploration of a particular topic, and often include break-out sessions, case studies, live programming and prototyping to accelerate learning and proficiency.

We also offer an online learning option that is accessible anywhere with an Internet connection, through *Front Row*, General Assembly's monthly subscription service featuring on-demand instructional videos and unlimited access to interactive live streams.

Through our *Enterprise Program*, General Assembly also works with companies that are looking to introduce their employees to emerging technologies and entrepreneurial thinking through hands-on, meaningful lessons on the latest trends and best practices in technology, business, and design. Enterprise clients include American Express, GE, NYSE, The New York Times Company and PepsiCo.

**OUR COMMUNITY**

Our global network of students alumni, instructors and entrepreneurs brings like-minded people together to take advantage of General Assembly's learning-by-doing approach to education. Our community of more than 70,000 students are professionals seeking to further their careers or change careers; individuals embarking on a new commercial or entrepreneurial venture; college graduates seeking entry-level positions; and curious folks that have a creative, entrepreneurial spirit. We have campuses and classrooms in New York City, San Francisco, Los Angeles, Washington, D.C., Boston, London, Sydney, Hong Kong, Brooklyn and Berlin.