



# General Assembly's Student Outcomes Report

Data for GA's Full-Time Programs Ending  
Between July 1, 2015, and June 30, 2016

Release date: May 11, 2018



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# About General Assembly

General Assembly is reimagining how individuals and organizations identify and cultivate talent in today's most in-demand fields. Since 2011, we have helped to transform tens of thousands of careers through dynamic training and award-winning educational programs around the globe.

We offer full-time Immersive programs in three disciplines: web development, user experience design, and data science. These courses are designed to prepare students with the skills and competencies needed to succeed in a new field or career. Each program involves 420 to 480 hours of in-class time over 10 to 13 weeks, and includes one-on-one career coaching and access to our expansive network of potential employers. In addition, GA offers career-boosting part-time courses and short-form workshops and events designed to inspire, educate, and connect local talent and leaders.

As of this report's publication date, more than 10,000 learners have graduated from our full-time Immersive programs, more than 35,000 have completed our part-time programs, and more than 500,000 have attended workshops and events at our campuses. These individuals are all driving innovation and closing skills gaps through the pursuit of work they love.



Today, General Assembly has physical locations in 17 cities around the globe, with programs running in Atlanta, Austin, Boston, Chicago, Dallas, Denver, London, Los Angeles, Melbourne, New York City, Providence, San Francisco, Seattle, Singapore, Sydney, Toronto, and Washington, D.C., as well as courses online. Over 4,000 employers have hired graduates of General Assembly's full-time Immersive programs, and we have partnered with over 300 companies (including 36% of the Fortune 100) to grow their talent pipeline by identifying, developing, and radically reskilling employees and job seekers to meet the demands of today's dynamic world of work.



# About GA's Outcomes Framework

At General Assembly, we believe that learners can make better decisions about their educational investments when informed about expectations for their experience before, during, and after an Immersive training program at GA. A significant part of how we arm them with the information they need is by sharing data about what happens to students after they complete our programs.

In 2016, General Assembly released an open-source framework for reporting student outcomes. Created in partnership with a Big Four accounting firm using American Institute of Certified Public Accountants (AICPA) criteria, the framework is rooted in the application of accounting practices used by companies to report nonfinancial information to the public. Its creation was aimed at helping prospective students and other stakeholders clearly understand the outcomes for every single student who participates in a full-time Immersive program at GA.

In October 2016, we applied the framework in generating our first outcomes report, *Measuring What Matters*, which included outcomes data for students enrolled in our full-time Web Development and User Experience Design Immersive programs ending between July 1, 2014, and



June 30, 2015. To ensure accuracy based on a third-party review, our outcomes data for graduation and job-placement rates was verified by a second Big Four auditing firm, KPMG LLP.

### **Framework Updates**

In our first report, we measured the time to job placement based on a job-search start date that was selected by the graduate. We tracked any outcome achieved within 180 days from that date. This year, we've updated our methodology to measure the time to job placement from the date of graduation from our program, again tracking any job placement within 180 days from that date. This shift in job-search start dates for purposes of reporting is significant because it:

- Ensures placement tracking is more uniform and consistent.
- Creates a standard date from which time to outcome is measured, establishing clear expectations for our students.
- Allows for simpler, streamlined tracking and reporting across graduates.



# About This Report

This report covers the results for the 3,321 students who enrolled in full-time Web Development and User Experience Design Immersive programs that ended between July 1, 2015, and June 30, 2016, and were job seeking through June 2017. General Assembly's full-time Data Science Immersive program was not offered during the reporting period.

During this period, General Assembly reached new audiences of students through our scholarship and social impact programs, specifically designed to support adults from underserved and overlooked communities — many of whom have not had the same educational and professional opportunities as the majority of GA students. General Assembly also launched new financing options through four lending providers, removing financial barriers for adults who would not otherwise be able to access these programs. In the period of this report, GA provided full scholarships to 131 low-income adults with barriers to education and employment, and our lending providers enabled 531 students to finance their General Assembly training.

Every GA campus where students were enrolled during the reporting period is included in this report: Atlanta, Austin, Boston, Chicago, Hong Kong, London, Los Angeles, Melbourne, New York City, San Francisco, Seattle, Singapore, Sydney, and Washington, D.C.

The metrics included on page 9 of this report were reviewed by KPMG LLP (see Independent Accountants' Report on page 14). Aside from graduation rate, the data is self-reported by our graduates, as discussed further in the Appendix.



# Student Outcomes and Demographics

The data set for this report includes 3,321 students who enrolled in a full-time User Experience Design Immersive (UXDI) or Web Development Immersive (WDI) program at GA that ended between July 1, 2015, and June 30, 2016. The following chart includes the data that underlies both our graduation and placement rates.

Of the 3,321 students who enrolled in the full-time programs above, 90.4% graduated. Of those graduating students, 65.4% completed GA's Career Services program. 94.1% of those students accepted a job offer, or had declined three or more job offers, within 180 days of graduating from GA. That 94.1% includes students who, within 180 days of graduation and within or related to their field of study, had a full-time job, were doing freelance work, were in an apprenticeship or internship, or were starting a company of their own.

Of those graduating students, 34.6% did not complete GA's Career Services program. Still, publicly available post-graduation employment information indicates that a significant number of these graduating students landed jobs that use the skills acquired at GA.

Following our Outcomes Data for Full-Time Programs chart, we've included information about GA's full-time student population during the same period, broken down by age, gender, race, and ethnicity.





## General Assembly Outcomes Data for Full-Time Programs With End Dates Between July 1, 2015, and June 30, 2016

FULL-TIME STUDENTS	Previous Reporting Period: 2014–15				Current Reporting Period: 2015–16			
	UXDI	WDI	Total#	Percent	UXDI	WDI	Total#	Percent
<b>Enrolled</b>	<b>757</b>	<b>1,323</b>	<b>2,080</b>	<b>100%</b>	<b>1,292</b>	<b>2,029</b>	<b>3,321</b>	<b>100%</b>
• Withdrawals	29	118	147	7.1%	60	206	266	8%
• Non-Graduates	3	27	30	1.4%	6	46	52	1.6%
• Graduates	725	1,178	1,903	91.5%	1,226	1,777	3,003	90.4%
<b>Total Graduation Rate</b>	<b>95.8%</b>	<b>89%</b>	<b>-</b>	<b>91.5%</b>	<b>94.9%</b>	<b>87.6%</b>	<b>-</b>	<b>90.4%</b>

GA CAREER SERVICES	Previous Reporting Period: 2014–15				Current Reporting Period: 2015–16			
	UXDI	WDI	Total#	Percent	UXDI	WDI	Total#	Percent
<b>Graduates Who Participate to Completion</b>	<b>578</b>	<b>877</b>	<b>1,455</b>	<b>76.5%</b>	<b>820</b>	<b>1,144</b>	<b>1,964</b>	<b>65.4%</b>
• Placement Within 180 Days of Graduation†	549	836	1,385	95.2%	762	1,087	1,849	94.1%
• Placement More Than 180 Days After Graduation	29	41	70	4.8%	57	57	114	5.8%
• No Placement	0	0	0	0%	1	0	1	0.1%
<b>Placement Within 180 Days of Graduation</b>	<b>95%</b>	<b>95.3%</b>	<b>-</b>	<b>95.2%*</b>	<b>92.9%</b>	<b>95%</b>	<b>-</b>	<b>94.1%</b>

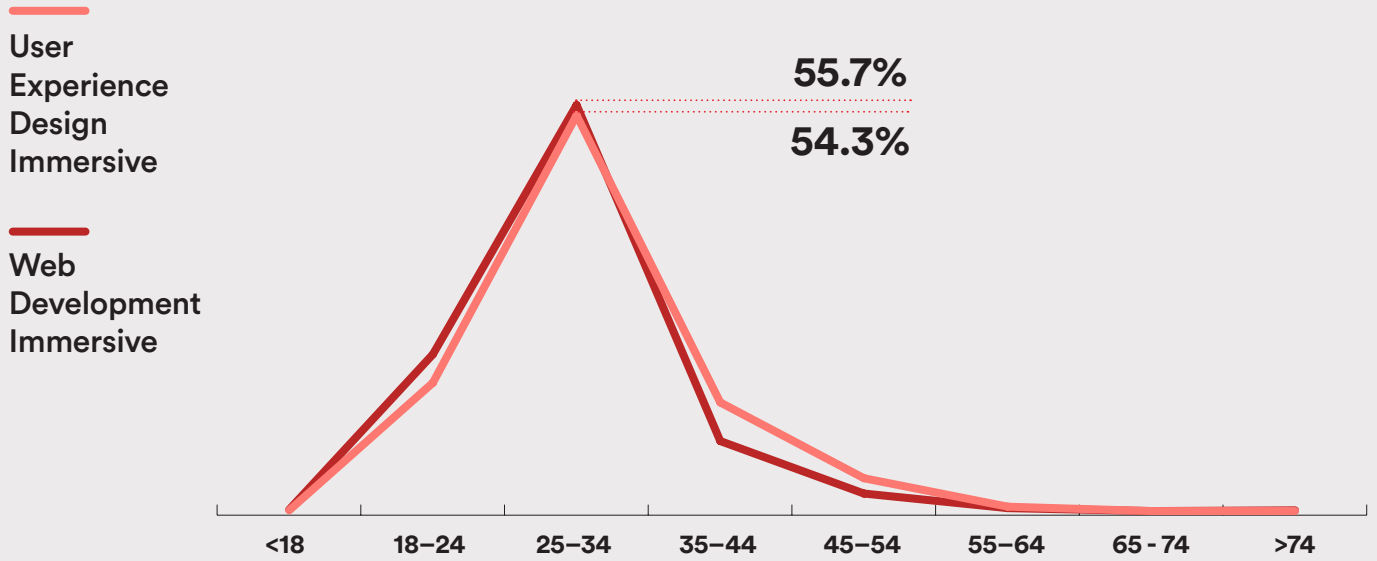
\*2014–2015 placement rate has been updated in this report to reflect the application of the 2017 changes to our outcomes framework. See page 6 for details.

Thus, the numbers above reflect application of the same updated framework to both the 2014–2015 and 2015–2016 data.

† See “Placement Within 180 Days of Graduation” on pages 12-13 for full details of what constitutes placement.

GA CAREER SERVICES	Previous Reporting Period: 2014–15				Current Reporting Period: 2015–16			
	UXDI	WDI	Total#	Percent	UXDI	WDI	Total#	Percent
<b>Graduates Who Do Not Participate to Completion</b>	<b>147</b>	<b>301</b>	<b>448</b>	<b>-</b>	<b>406</b>	<b>633</b>	<b>1,039</b>	<b>-</b>
• Unresponsive to Coach Outreach	69	118	187	9.8%	106	199	305	10.2%
• Noncompliant With Career Services	0	3	3	0.2%	83	101	184	6.1%
• Family or Health Issue	7	13	20	1.1%	56	73	129	4.3%
• Job Seeking Outside of Field of Study	10	47	57	3%	27	63	90	3%
• Chose to Take or Search for Part-Time or Unpaid Role	3	1	4	0.2%	46	43	89	3%
• Return to School	16	27	43	2.3%	26	62	88	2.9%
• Visa or Geographic Barrier	20	44	64	3.4%	31	28	59	2%
• Return to Previous Job	15	24	39	2%	23	26	49	1.6%
• Personal Interest Only	7	24	31	1.6%	7	36	43	1.4%
• Return to Active Duty	0	0	0	0%	1	2	3	0.1%
<b>Overall Nonparticipant %</b>	<b>20.3%</b>	<b>25.6%</b>	<b>-</b>	<b>23.5%</b>	<b>33.1%</b>	<b>35.6%</b>	<b>-</b>	<b>34.6%</b>

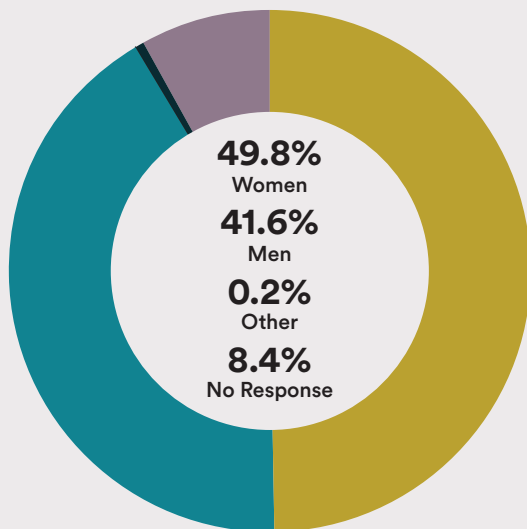
# Age\*



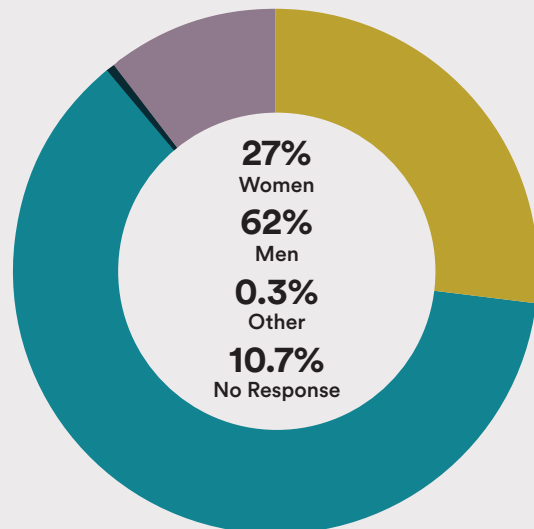
\*This data reflects General Assembly's enrolled Immersive population, not just graduates, during the time period of this report.

# Gender\*

● Women ● Men ● Other ● No Response



User Experience Design Immersive



Web Development Immersive

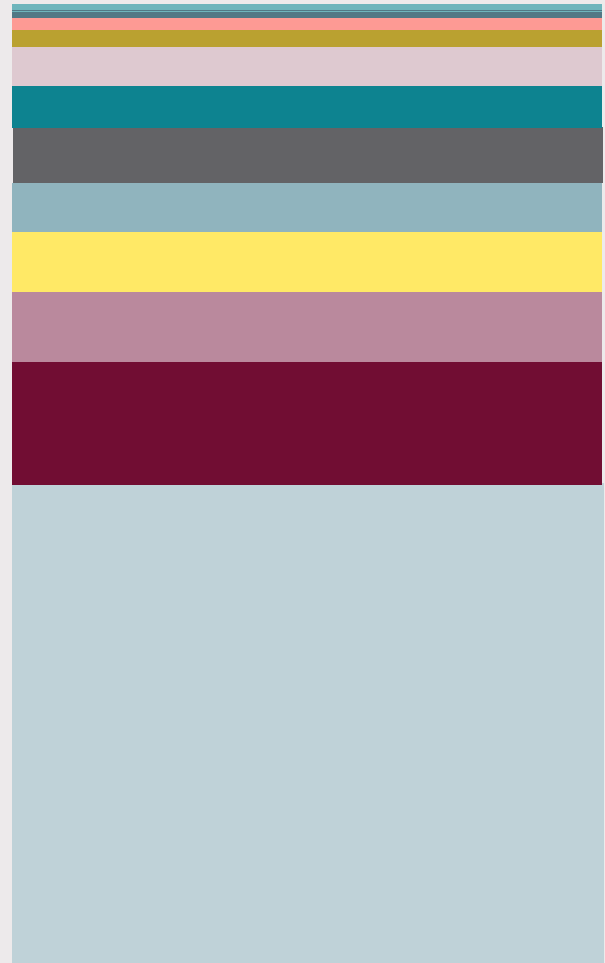
\*This data reflects General Assembly's enrolled Immersive population, not just graduates, during the time period of this report.

# Diversity\*

General Assembly’s student body encompasses a range of racially and ethnically diverse individuals. When asked about their race and ethnicity, 50.6% of our data set self-identified as white, 13% East Asian, 7.5% Southeast Asian, 6.3% Latin American, 5.2% black or African-American, 4.2% South Asian, 1.8% Middle Eastern, 1.4% Pacific Islander, 0.6% Native American, and 0.2% Aborigine/Torres Strait Islander.

Note that students were allowed to provide multiple answers to this question to accommodate the intersections between racial and ethnic identities.

- White 50.6%
- East Asian 13.0%
- Southeast Asian 7.5%
- Latin American 6.3%
- Black or African-American 5.2%
- Prefer not to answer 4.8%
- Other 4.4%
- South Asian 4.2%
- Middle Eastern 1.8%
- Pacific Islander 1.4%
- Native American 0.6%
- Aborigine/Torres Strait Islander 0.2%



\*This data reflects General Assembly's enrolled Immersive population, not just graduates, during the time period of this report.



# Appendix

## Chose to Take or Search for Part-Time or Unpaid Role:

Graduate who notifies GA (via verbal or written communication) that they are not seeking to start and/or continue the job-search process because they are seeking part-time employment or unpaid employment opportunities, or have accepted a role of this type.

## Enrolled:

Student who enrolls in a full-time program and attends the first day of class.

## Family or Health Issue:

Graduate who notifies GA (via verbal or written communication) that they are not seeking to start and/or continue the job-search process due to family, health, or another personal issue.

## Full-Time Student:

Student who enrolls and pays the enrollment deposit for a full-time program that ends during the reporting period.

## Graduate:

Full-time student who did not withdraw, passed their course, and was offered Career Services support.

## Job Seeking Outside of Field of Study:

Graduate who notifies GA (via verbal or written communication) that they are not seeking to start and/or continue the job-search process because they are seeking a job in a field unrelated to the course completed.

## No Placement Within 180 Days of Graduation:

Participating graduate who does not achieve job placement within 180 days of graduation.

## Noncompliant with Career Services:

Graduate who does not maintain requirements of GA's Career Services throughout the duration of the job search.

## Non-Graduates:

Students who are enrolled in a full-time program but fail to successfully complete the program.

## Participating Graduates

Graduate who notifies GA (via verbal or written communication) at the time of graduation that they will participate in the GA Career Services program. Once qualified as a Participating Graduate, they must maintain that status through the duration of the job search.

## Personal Interest Only:

Graduate who notifies GA (via verbal or written communication) that they are not seeking to start and/or continue the job-search process because they took the course for personal interest only.

## Placement More Than 180 Days After Graduation:

Participating graduate who notifies GA (via verbal or written communication) after 180 days of graduation that they:

- Have accepted an offer that is paid, 32 hours a week or more, and in an occupation for which students are trained or in a related, comparable, recognized occupation. Contract work for at least one month or freelancing for the equivalent of full-time, as well as internships and apprenticeships, are included as long as they are paid and 32 hours a week or more.
- Have received three offers that meet the above criteria and turned down all offers.
- Are using their new skills to launch a new company or expand a company of their own.
- Have returned to former company and are utilizing new skills learned through course participation in their role.

## Placement Within 180 Days of

### Graduation:

Participating graduate who notifies GA (via verbal or written communication) within 180 days of graduation, that they:

- Have accepted an offer that is paid, 32 hours a week or more, and in an occupation for which students are trained or in a related, comparable, recognized occupation. Contract work for at least one month or freelancing for the equivalent of full-time, as well as



# Appendix

internships and apprenticeships, are included as long as they are paid and 32 hours a week or more.

- Have received three offers that meet the above criteria and turned down all offers.
- Are using their new skills to launch a new company or expand a company of their own.
- Have returned to former company and are utilizing new skills learned through course participation in their role.

## Return to Active Duty:

Graduate who notifies GA (via verbal or written communication) that they are not seeking to start and/or continue the job-search process because they are returning to active duty.

## Return to Previous Job:

Graduate who notifies GA (via verbal or written communication) that they are not seeking to start and/or continue the job-search process because they are returning to the same job at their previous company with no changes to the role.

## Return to School:

Graduate who notifies GA (via verbal or written communication) that they are not seeking to start and/or continue the job-search process because they are returning to school or continuing their education.

## Unresponsive to Coach Outreach:

Graduate who does not respond to three or more outreach attempts from GA Career Services staff.

## Visa or Geographic Barrier:

Graduate who notifies GA (via verbal or written communication) that, as of the end of the reporting date, they are relocating to a region where GA did not have a physical presence during the reporting period or did not obtain a visa in the current location, restricting their ability to work in desired location.

## Withdrawals:

Student who starts a program but does not complete it. Students may withdraw from GA at any time after their cancellation period, which may vary by state. Students may also be withdrawn by GA for failure to maintain satisfactory progress, failure to abide by rules and regulations, absences in excess of maximum set forth by GA, and/or failure to meet financial obligations to GA. Refunds for withdrawals are determined in accordance with state-prescribed refund policies. Most states provide for prorated refunds based on the amount of the course attended through a certain duration of the course.



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## Independent Accountants' Review Report

General Assembly Board of Directors and Management:

We have reviewed the 2015-16 metrics identified on page 9 of the accompanying General Assembly's Student Outcomes Report (the "Report") for the year ended June 30, 2016. General Assembly's management is responsible for presenting the 2015-16 metrics in accordance with the criterias set forth on pages 12 and 13 of the Report (the Criteria). Our responsibility is to express a conclusion on the 2015-16 metrics identified on page 9 based on our review.

Our review was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants. Those standards require that we plan and perform the review to obtain limited assurance about whether any material modifications should be made to the metrics identified on page 9 in order for it to be in accordance with the criteria. A review is substantially less in scope than an examination, the objective of which is to obtain reasonable assurance about whether the metrics are in accordance with the criteria, in all material respects, in order to express an opinion. Accordingly, we do not express such an opinion. We believe that our review provides a reasonable basis for our conclusion.

Based on our review, we are not aware of any material modifications that should be made to the 2015-16 metrics identified on page 9 of the Report in order for it to be in accordance with the criteria identified on pages 12 and 13 of the Report.

**KPMG LLP**

New York, NY  
April 20, 2018