GENERAL ASSEMBLY: OUR IMPACT

GA

General Assembly is a global education company that specializes in today's most in-demand skills, like web development, design, and data science. The leading source for training, staffing, and career transitions, we foster a flourishing community of professionals pursuing careers they love.

General Assembly's accelerated training model demonstrates the power of lifelong learning.

- 20 General Assembly campuses open by the end of 2017.
- Over 40,000 students have graduated from a part-time or full-time course.
- 99% of job-seeking graduates find a new job within 180 days.

GA Alum Lucy M.
Now: Front-End Developer
Previously: Retail Store Manager

In today's economy, however, not everyone has an equal shot at opportunity.

General Assembly is rethinking access and equity in today's most in-demand careers in technology.

4%	**25%**	**5.8%**
percent of the workforce at top tech firms is black and Latinx	percent of professional computing occupations are held by women	percent of post-September 11 veterans unemployed

Sources: Bureau of Labor Statistics; National Council for Women & Information Technology; Workforce Diversity Reports

We can make meaningful impact on diversity, access, and socioeconomic mobility in tech.

We are pioneering new accelerated training models aimed at empowering low-income adults and underrepresented communities in technology, including women, people of color, LGBTQ individuals, and veterans. Regardless of previous barriers to education or employment, we believe that everyone should be able to pursue a meaningful career they love.

To do this, we rely on a network of partners to catalyze change.

General Assembly

Matches scholarships and uses expertise to implement new accelerated trainings models.

Government + Philanthropy

Provides resources to explore new training models or markets and convenes stakeholders.

Employers

Hires talent and collaborates on new training or hiring models.

Nonprofit Sector

Identifies and supports nontraditional students as well as collaborates on new models.

With partners, we can provide additional wraparound services and reach new audiences.

Supportive Services

General Assembly collaborates with organizations who best understand the needs of their communities and students.

Implementation Partners

General Assembly contributes curriculum to support organizations that reach people where our programs cannot.
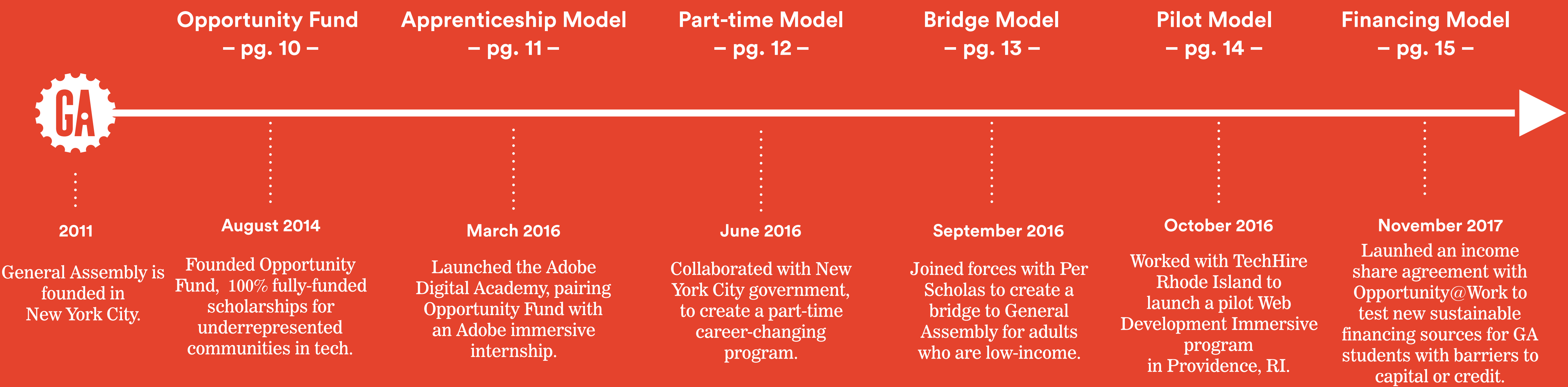
Inspire Future Generations

General Assembly offers space and resources to nonprofits that design programs for the next generation and students under 18 years old.

Here's a snapshot of what we've done together to date.

We are on a journey to pilot new training models, leverage our leadership, and unleash the power of our community for social good. We're investing in this mission because our passionate team has witnessed the power of education to provide financial stability and transform lives.

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Apprenticeship Model
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Part-time Model
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Bridge Model
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Pilot Model
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Financing Model
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2011

General Assembly is founded in New York City.

August 2014

Founded Opportunity Fund, 100% fully-funded scholarships for underrepresented communities in tech.

March 2016

Launched the Adobe Digital Academy, pairing Opportunity Fund with an Adobe immersive internship.

June 2016

Collaborated with New York City government, to create a part-time career-changing program.

September 2016

Joined forces with Per Scholas to create a bridge to General Assembly for adults who are low-income.

October 2016

Worked with TechHire Rhode Island to launch a pilot Web Development Immersive program in Providence, RI.

November 2017

Launhed an income share agreement with Opportunity@Work to test new sustainable financing sources for GA students with barriers to capital or credit.

Philanthropic Partnership: Opportunity Fund

Granting Over 500 Scholarships Worth $6 Million

‣ **Lesson Learned:** Some students are not able to afford General Assembly.

‣ **Action Taken:** Opportunity Fund offers 100% fully-funded scholarships (worth $13,500) for career-changing, full-time Immersive courses to low-income individuals, with a special focus on underrepresented communities in technology careers, including women, people of color, LGBTQ individuals, and veterans.

Finalist:

MIT IDE INCLUSIVE INNOVATION COMPETITION

WATCH:
https://youtu.be/dObAL7DSBlg

Selection of Philanthropic Partners:

Capital One   AT&T   Adobe   FOCUS BRANDS

Employer Partnership: Apprenticeship Model

Partnering with Adobe to Expand Access and Diversity

▸ **Lesson Learned:** Pairing scholarships with job opportunities can bolster financial stability and support employers in hiring non-traditional talent.

▸ **Action Taken:** General Assembly and Adobe created the Adobe Digital Academy, a two-part training experience that connects education with career development through:

- **Education**: Adobe supports high-potential candidates through partnership with General Assembly's Opportunity Fund scholarships.

- **Training:** Graduates have the opportunity for a three-month technical internship in Adobe's offices, with the goal of full-time conversion.

Government Partnership: Part-time with Career Development Model

Creating Solutions for Adults Who Are Underemployed

- **Lesson Learned:** Some adults who are underemployed cannot take off three months from work to enroll in General Assembly's Immersive courses.

- **Action Taken:** In partnership with New York's Tech Talent Pipeline, General Assembly created a part-time data analysis course paired with career development support (not traditionally offered with part-time courses). The newest cohort recently launched in partnership with Uber, providing high-potential Uber customer support reps with data analytics training and pathways to internal promotions

Part Time Career Development

Nonprofit Partnership: Bridge Model

CodeBridge Funders and Partners:

Innovating on Our Training Model to Expand Access

▸ **Lesson Learned:** Low-income individuals with average annual household incomes of $7,000 need additional support before, during, and after General Assembly's Immersive courses.

▸ **Action Taken:** With Per Scholas, General Assembly launched CodeBridge, a two-part education program that combines a five-week, pre-training program at Per Scholas with General Assembly's Immersive Web Development course. Students receive General Assembly's career development support in conjunction with Per Scholas' experience in navigating social services, like unemployment and nutrition assistance.

Network of Partners: Pilot Model

Opening a General Assembly Classroom in Providence

‣ **Lesson Learned:** Adults in many regions cannot take advantage of General Assembly's accelerated training programs.

‣ **Action Taken:** Through a partnership with TechHire Rhode Island (powered by Opportunity@Work), several of the most innovative companies in Rhode Island, and the Rhode Island Department of Labor and Training, General Assembly launched a pilot cohort of the Web Development Immersive course in Providence for unemployed and underemployed Rhode Islanders.

Selection of Providence Pilot Partners and Funders :

Network of Partners: Income Share Agreements

LEARN AND EARN: LAUNCH YOUR CAREER IN TECH THROUGH A FULL-TIME PROGRAM IN WASHINGTON D.C.

Opportunity@Work, Inc, a 501(c)3 nonprofit organization, is partnering with General Assembly to offer a 14 week training program for students who are typically underrepresented in the tech community and otherwise unable to afford training. Accepted students will have 100% of their training costs financed and receive $2000 each month for living expenses. In return students will agree to pay a portion of their income after training and landing a job.

How it Works:

Apply to General Assembly's Full-Time Web Development Program

Apply for Financing

Receive Training and Career Support to Launch Your Tech Career

Pay It Forward as You Earn

ISA Partners:

OPPORTUNITY @WORK

THE MICHELSON 20MM FOUNDATION

lumni INVESTING IN A BRIGHTER FUTURE

BETTERFUTURE FORWARD

Opening a General Assembly Classroom in Providence

▸ **Lesson Learned:** Scholarships and government contracts may not be able to meet demand for GA training.

▸ **Action Taken:** In collaboration with Opportunity@Work, we are launching an income share agreement program. Students pay nothing upfront to participate in GA's web development imemrsive, and if they get a job, when they get a job, they pay back a portion of their income over time.

We have ambitious goals, and we're seeking partners to help us scale this vision.

We're invested in creating pathways so that 20% of General Assembly students come from underrepresented and overlooked communities in technology; for employers to develop programs and pathways that embrace nontraditional talent; and for our graduates to secure transformational career opportunities that allow them to pursue the work they love.

Seeking Employers

Committed to identifying and cultivating a diverse talent pipeline.

Seeking Nonprofits

Experienced in reaching and supporting nontraditional students.

Seeking Funders

Eager to fund accelerated training programs for more people and more places.

APPENDIX: ABOUT GENERAL ASSEMBLY

Our community and our impact is global.

Founded in New York in 2011, we will have 20 campuses on 4 continents by the end of 2017.

Selection of Current Locations

‣ Seattle	‣ Washington DC
‣ San Francisco	‣ New York
‣ San Jose	‣ Boston
‣ Los Angeles	‣ London
‣ Denver	‣ Singapore
‣ Austin	‣ Hong Kong
‣ Chicago	‣ Sydney
	‣ Melbourne

40,000+
Alumni of courses

2,500+
Relationships with employers

Our courses are designed to meet the needs of employers.

Created by expert instructional designers in close coordination with employers, our courses are designed for students at all skill levels.

Immersive Courses

Full-time, 10-12 week deep-dives into specific topics for individuals looking to pursue a new career.

Current offerings:
‣ Android Development
‣ Data Science
‣ iOS Development
‣ User Experience Design
‣ Web Development

Part-time Courses

10-12 week evening and weekend courses for individuals who want to learn a new skill or level up in their career.

Such as:
‣ Front-End Web Development
‣ Data Science
‣ Digital Marketing
‣ iOS Development
‣ Visual Design

Online Courses

Flexible 10-12 week courses, helping individuals who want to learn a new skill or level up in their career.

Current offerings:
‣ Data Analysis
‣ Digital Marketing
‣ HTML, CSS & Web Design Circuit
‣ JavaScript Development
‣ User Experience Design

Our graduates have the in-demand skills of the future.

Graduates go on to work at companies like Pivotal Labs, Rockstar Games, Google, Microsoft, and Etsy.

99% percent of job-seeking immersive students find a new job in 180 days.

20%–30% is the average increase in salary for Immersive graduates of General Assembly

http://generalassemb.ly

Get in touch with us at socialimpact@generalassemb.ly