GA GENERAL ASSEMBLY

2022 STUDENT OUTCOMES REPORT

This report includes outcomes data for 5,320 students who participated in our software engineering (12 and 24-week), data science (12-week) or user experience design (12-week) bootcamp programs that ended between January 1, 2021, and December 31, 2021.

TABLE OF
CONTENTS

INTRODUCTION

There is no average General Assembly student.

There are no average students, and we're not going to report average outcomes.

Nearly a decade ago, General Assembly launched an ambitious project with the goal of documenting and reporting on the outcomes of our programs. Inspired by the way companies like Ben & Jerry's brought transparency to ESG measures, we partnered with two of the "Big Four" accounting firms to create the first-ever, open-source framework for reporting educational and career outcomes.

We believed then – and still believe today – that anyone pursuing an education has the right to the data they need to make an informed judgment about the return on their investment. We're proud of the work we did to set a standard for accountability. And as it turns out, our little project encouraged others to share their own results.

But along the way, something happened.

In their rush to report on outcomes, coding bootcamps lost the thread on the accountability part. Suddenly, every coding bootcamp started claiming a 99% job placement rate. But the rates were often based on very different assumptions.

Did a job placement rate reflect 99% of students who started the program, or 99% of students who completed? What about students who were enrolling with the goal of getting-ahead in their existing job? What about students who enrolled as an undergrad, and weren't looking for a job at all? What if a graduate got a job, but didn't earn more money? Or landed a high-paying job in an unrelated field?

In recent years, we began to worry that a movement grounded in transparency may have actually had the opposite effect.

That's why, starting this year, we will be changing our annual outcomes report to make it as clear as possible for the audience that matters most: you.

The underlying data and transparency won't change. The standards we use to measure outcomes like completion or job placement won't change either.

But you won't see us interpreting the data for you. You won't see rosy percentages based on hypothetical, "average" students. Instead, you'll see the facts: how many students graduated from our programs, and where they ended up.
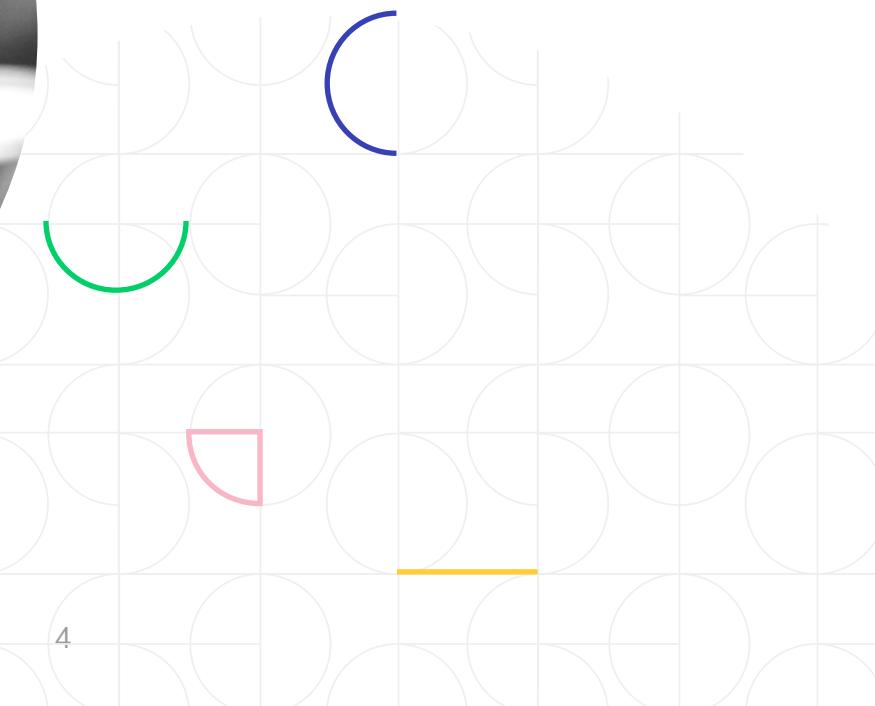
Will you be among the many graduates who decided that their time would be best spent taking care of family? Will you forego a job in tech to finish your degree, or decide to take a job in an unrelated field? You, reading this, may someday be one of those people.

While we're still extremely proud of our ability to help our students secure jobs in data science, software engineering, and UX design, we know that your goals, and your path, are unique. Our goal is to help you achieve whatever outcome you hope to achieve.

And to give you the data to make an informed decision based on the group that best reflects your own aspirations and ambitions.

We'll still continue to publish an outcomes report each year that we intend to be shorter, more responsive to what we've heard from students and alumni, more intuitive for all readers, and more helpful than previous versions.

Our first stab at such a report, reflecting outcomes from General Assembly's 2021 bootcamp immersive programs, can be found below. We're excited to hear your feedback to ensure that the next report we produce is as transparent, and as helpful, as it can possibly be.

ABOUT
GENERAL ASSEMBLY

As a leader in training, staffing and tech education for more than a decade, GA is reimagining how individuals and organizations identify, train, hire and cultivate tech talent. To date, we have helped thousands of career changers launch careers in software engineering, data and user experience (UX) design. We've also helped employers of all sizes retain and scale their tech teams quickly through corporate training and talent solutions offerings.

A mission-driven company hyperfocused on social impact, equity, and inclusion, General Assembly aims to set the standard for pioneering diversity in tech. Simply put, we provide pathways to talent from communities that are often underrepresented in the tech economy.

General Assembly offers a variety of programming types; this report focuses on our full-time courses, also referred to as our bootcamp programs. GA bootcamps are designed to prepare students with the skills and competencies needed to succeed in a new field.

ABOUT GENERAL ASSEMBLY'S BOOTCAMP COURSES

GA's Bootcamp program offerings in 2021 included software engineering, data science and user experience (UX) design. Our bootcamp instructors are industry practitioners that come with years of hands-on experience, guiding program participants to complete 400-500 hours of training over several months. During this time, GA students can opt to work hand-in-hand with dedicated career coaches to strategize their career moves, via the Outcomes Career Coaching program, from building their personal brand, to applying for jobs, and preparing for interviews. Students are able to do all of this as they work with other career changers to build a portfolio of projects that speak to their transferable skills from their previous industries.

JAMIE POPOVICS

ROLE:

Career Coach

BACKSTORY:

Jamie joined GA in 2021 as we were shifting to virtual learning due to the pandemic. She shared some perspective on how she's seen GA impact the students she coaches.

"One of the big things is getting to engage with alum and seeing people who had impostor syndrome who'd say, 'I could never ask for X amount of salary' change their minds with consistent encouragement. One thing I always do is I push my advisees to sit with their success, making them take a pause to celebrate the little wins. **It changes people's lives to be able to enter the tech field.** GA is a great place to build up a student's tool kit. I have seen the impact of what students can do with the technical skills, soft skills, and collaborative experiences GA provides. These tools are a great foundation and coupled with independent work and support, can be life changing!"

CECILE ELLIOTT

PROGRAM:

UX Design Immersive

CECILE'S STORY:

"I was a married, stay at home mom for several years. I had a background in marketing coordination, but my career always took a backseat to my husband's and I was regularly made to feel like my career never really mattered. Deciding to do GA was an act of self-preservation. I pushed through the full-time UX Design Immersive during the height of the pandemic, with limited childcare options for my then three-year old daughter, all while navigating a verbally and emotionally abusive spouse.

As it turns out, the program gave me so much confidence in my skills and myself. I have tapped into my superpower as a woman: emoting. Now, I have an amazing career, I met my new husband through the pursuit of this program, and my daughter is happy. I love where my life is right now. I'm in a really good place and it's all thanks to GA."

Latest Data:

OUTCOMES AND
DEMOGRAPHICS

This report includes outcomes data for 5,320 students who participated in our software engineering (12 and 24-week), data science (12-week) or user experience design (12-week) bootcamp programs that ended between January 1, 2021, and December 31, 2021. Of those 5,320 students, 4,353 graduated from their respective programs, and 3,148 participated in our optional Career Services program.

The majority of the students in this report participated in their bootcamp experience online. While our remote programs create access to students in many locations, the majority in this report were based in the US, Canada, UK, Singapore or Australia. Aside from graduation rate, the data is self-reported by our graduates. The reported metrics are based on students' individual experiences and the employment market conditions at the time these students were seeking jobs. Accordingly, there are no guarantees that our future students will experience the same or similar outcomes.

The following tables represent outcomes for students who participated in applicable programs ending January 1, 2021 - December 31, 2021, based on data pulled as of September 30th, 2022.

SOFTWARE ENGINEERING BOOTCAMP

	TOTAL #
Enrolled	**2,948**
Withdrawals	521
Nongraduates	100
Graduates	2,327
Graduate Outcomes	
Participating Graduate: Placement Within 180 Days Of Graduation, Full-Time Outcome	1,170
Participating Graduate: Placement Within 180 Days Of Graduation, Part-Time Outcome	71
Participating Graduate: Placement After 180 Days Since Graduation, Full-Time Outcome	220
Participating Graduate: Placement After 180 Days Since Graduation, Part-Time Outcome	16
Participating Graduate: Did Not Place	133
Unresponsive to Coach Outreach	341
Noncompliant With Career Services	170
Job-Seeking Outside of Field of Study	59
Family or Health Issue	53
Return to Previous Job	39
Return to School	35
Personal Interest Only	14
Visa or Geographic Border	5
Return to Active Duty	1
Total Graduates	**2,327**

DATA SCIENCE BOOTCAMP

	TOTAL #
Enrolled	**719**
Withdrawals	128
Nongraduates	20
Graduates	571
Graduate Outcomes	
Participating Graduate: Placement Within 180 Days Of Graduation, Full-Time Outcome	388
Participating Graduate: Placement Within 180 Days Of Graduation, Part-Time Outcome	4
Participating Graduate: Placement After 180 Days Since Graduation, Full-Time Outcome	56
Participating Graduate: Placement After 180 Days Since Graduation, Part-Time Outcome	1
Participating Graduate: Did Not Place	11
Unresponsive to Coach Outreach	44
Noncompliant With Career Services	28
Job-Seeking Outside of Field of Study	7
Family or Health Issue	4
Return to Previous Job	13
Return to School	11
Personal Interest Only	4
Visa or Geographic Border	0
Return to Active Duty	0
Total Graduates	**571**

USER EXPERIENCE DESIGN BOOTCAMP
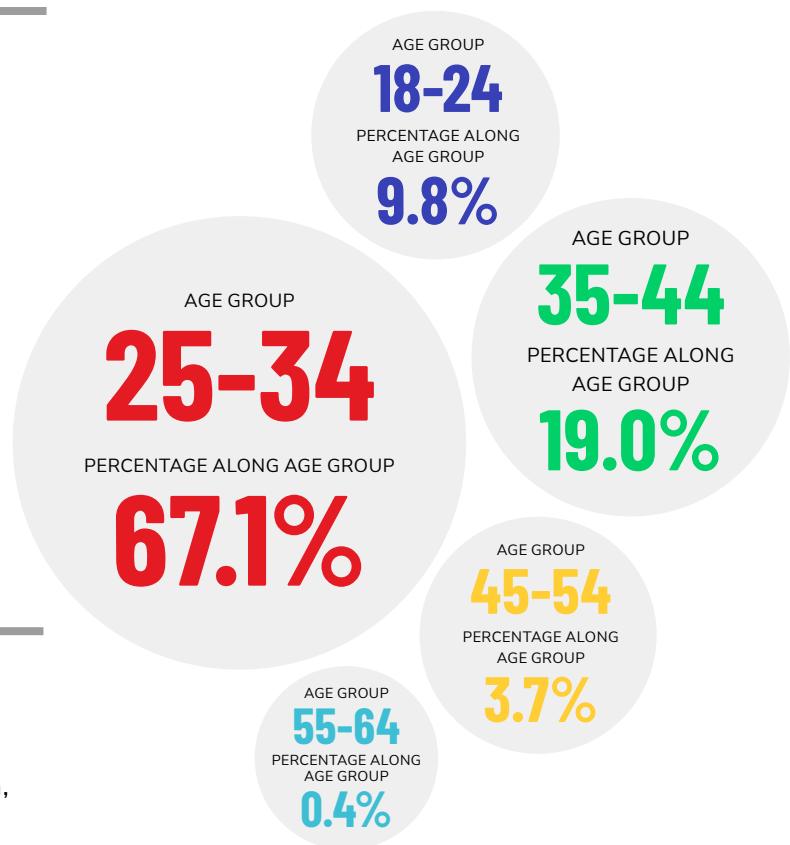
	TOTAL #
Enrolled	**1,653**
Withdrawals	175
Nongraduates	23
Graduates	1,455
Graduate Outcomes	
Participating Graduate: Placement Within 180 Days Of Graduation, Full-Time Outcome	766
Participating Graduate: Placement Within 180 Days Of Graduation, Part-Time Outcome	51
Participating Graduate: Placement After 180 Days Since Graduation, Full-Time Outcome	171
Participating Graduate: Placement After 180 Days Since Graduation, Part-Time Outcome	18
Participating Graduate: Did Not Place	72
Unresponsive to Coach Outreach	171
Noncompliant With Career Services	89
Job-Seeking Outside of Field of Study	38
Family or Health Issue	36
Return to Previous Job	14
Return to School	16
Personal Interest Only	5
Visa or Geographic Border	8
Return to Active Duty	0
Total Graduates	**1,455**

OUR COMMUNITY
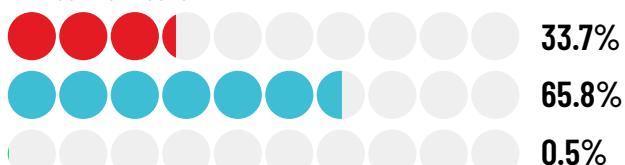
Students come to General Assembly from around the world and bring a wide range of professional backgrounds and lived experiences. We ask participants in our bootcamp programs to self-report specific demographic data on age, gender, race, and educational attainment, which we outline here. In this report, more than 75.0% of our student population voluntarily self-reported on these data points.

AGE GROUP
18-24
PERCENTAGE ALONG AGE GROUP
9.8%

AGE GROUP
35-44
PERCENTAGE ALONG AGE GROUP
19.0%

AGE GROUP
25-34
PERCENTAGE ALONG AGE GROUP
67.1%

AGE GROUP
45-54
PERCENTAGE ALONG AGE GROUP
3.7%

AGE GROUP
**55-64**
PERCENTAGE ALONG AGE GROUP
0.4%

AGE
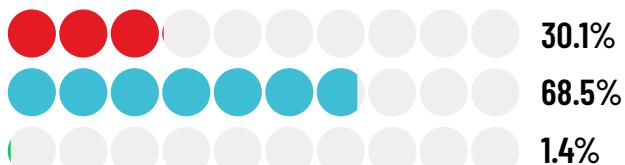
For those who self reported, 67.1% of the students who took bootcamp training programs at General Assembly are between the ages of 25-34 at the start of their program, with an additional 19.0% between 35-44, 9.8% between 18-24, 3.7% between 45-54, and 0.4% between 55-64.

DATA SCIENCE BOOTCAMP

33.7%
65.8%
0.5%

SOFTWARE ENGINEERING BOOTCAMP

30.1%
68.5%
1.4%
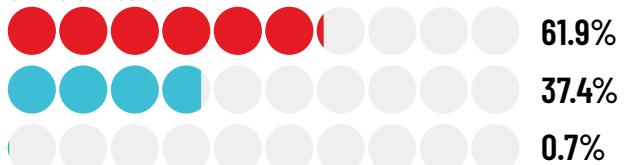
UX DESIGN BOOTCAMP

61.9%
37.4%
0.7%
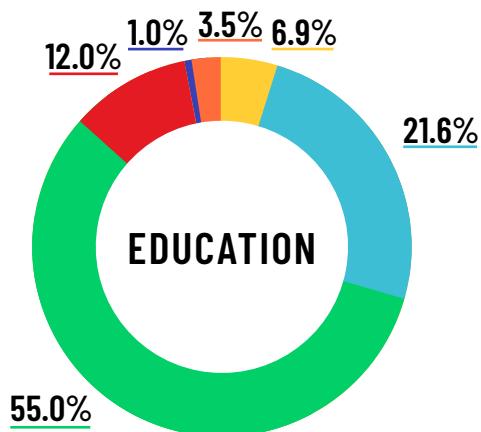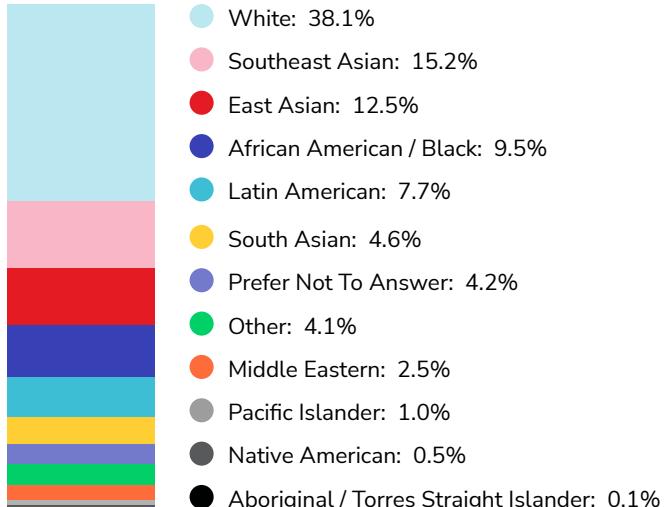
GENDER

The gender breakdown for bootcamp programs in aggregate is 57.2% men, 41.8% women, and 1.0% who identify with another gender identity. Here, we've demonstrated gender breakdown by program type.

● WOMEN
● MEN
● OTHER

RACE & ETHNICITY

While GA students are not required to share information on race and ethnicity, over 75.0% of the students in this report told us about their identities. Students were allowed to provide multiple answers to this question to accommodate the intersections between racial and ethnic identities. Of those reporting, approximately one third (38.1%) of General Assembly students identify as White. The other most represented groups are students who identify as Southeast Asian (15.2%), East Asian (12.5%), and Black or African American (9.5%).

White: 38.1%

Southeast Asian: 15.2%

East Asian: 12.5%

African American / Black: 9.5%

Latin American: 7.7%

South Asian: 4.6%

Prefer Not To Answer: 4.2%

Other: 4.1%

Middle Eastern: 2.5%

Pacific Islander: 1.0%

Native American: 0.5%

Aboriginal / Torres Straight Islander: 0.1%

EDUCATION

12.0% 1.0% 3.5% 6.9%

21.6%

EDUCATION

55.0%

High School / Secondary Education: 6.9%

Some College / University: 21.6%

Undergraduate: 55.0%

Graduate (Masters): 12.0%

Graduate (PhD): 1.0%

Other: 3.5%

General Assembly students come from a wide range of professional and academic backgrounds, and our students find successful outcomes regardless of their pre-GA education and work experience. Many of our students do not have college or university degrees: in this report, 6.9% of students completed a high school diploma or GED. An additional 21.6% completed credits towards an associate or bachelor degree, while 3.5% had some other form of education training. 55.0% of General Assembly's bootcamp students in this report have a bachelor's degree, and an additional 13.0% beyond that have an advanced degree such as a Master's or a Ph.D. One positive trend that we continue to see is that businesses are increasingly leveraging skills-based hiring methods and removing the barrier of requiring a degree, which greatly boosts their talent pool.

TERMS AND
DEFINITIONS

DID NOT PLACE: Participating graduate who has not achieved job placement at the time of program data review for this report.

ENROLLED: Student who participated in our software engineering (12 and 24-week), data science (12-week), or user experience design (12-week) bootcamp program and attended 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 OUTCOME: Participating graduate who notifies GA (via verbal or written communication) that they have accepted a job in their field of study that meets one of the following criteria:

- 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 a former company and are utilizing new skills learned through course participation in their role.

GRADUATE: Full-time student who did not withdraw, passed their course, has met tuition payment requirements and was offered career services support. In order to pass their course students must:

- Complete and pass 100% of all projects

- Achieve 80% homework completion

- Accrue no more than three absences

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.

NONCOMPLIANT WITH CAREER SERVICES: Graduate who does not maintain requirements of GA's Career Services standards throughout the duration of the job search. Requirements of Career Services include:

- Meets graduation program requirements.

- Actively participates in Outcomes programming in course.

- Participates in weekly job search activities (i.e., applying to applicable roles, networking) post-course completion.

- Is responsive to their Career Coach.

NON-GRADUATES: Students who are enrolled in an applicable bootcamp program but fail to successfully complete the program.

PART-TIME OUTCOME: Participating graduate who notifies GA (via verbal or written communication) that they have accepted a job in their field of study that meets the following criteria:

- Have accepted an offer in an occupation for which they are trained or in a related, comparable, recognized occupation that is either less than 32 hours a week, less than one month, or unpaid.

- Are self-selecting to end their job search at the given time due to acceptance of this offer.

PARTICIPATING GRADUATE: Graduate who notifies GA (via verbal or written communication) at the time of graduation that they will participate in the GA Career Services program and dedicate at least 25+ hours per week actively job seeking (i.e., applying to appropriate roles and networking). Graduates who cannot commit to 25+ hours per week due to one of the reasons below can still participate in the GA Career Services program.

- Working part-time while seeking a role in field of study

- Health, family, or personal issues

- Attempting to gain a work permit, visa, or other permission to work in their current location

Once qualified as a participating graduate, they must maintain that status throughout 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 AFTER 180 DAYS SINCE GRADUATION: Participating graduate who notifies GA (via verbal or written communication) that in a time period beyond 180 days of graduation they have accepted a job in their field of study.

PLACEMENT WITHIN 180 DAYS OF GRADUATION: Participating graduate who notifies GA (via verbal or written communication) that within 180 days of graduation they have accepted a job in their field of study.

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 the 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 country or state-prescribed refund policies. Most countries and states provide for prorated refunds based on the amount of the course attended through a certain duration of the course.

CLOSING

If you have any questions about General Assembly or the contents of this report, our Admissions team is here to help: drop us a note at admissions@generalassemb.ly. For more information about our vast suite of programs, please visit our education offerings page. Learn more about how our outcomes support and the people behind it on our Career Services page.

GENERAL ASSEMBLY