



GRAND  
CIRCUS

2018 OUTCOMES REPORT

**Hello,**

2018 year was another strong year of growth for Grand Circus. We trained more locally hired entry-level software developers than any other program in the state. These graduates join a community of 1,500+ alumni and 300+ employers -- the largest tech community of its kind in Michigan.

Since the 2017 Outcomes Report, Grand Circus has delivered significant impact across Michigan. Among the highlights, we:

- **Improved student outcomes while significantly increasing the number of students trained:**

From 2017 to 2018, the number of students trained increased by 35%. Despite the significant increase in trained students, we maintained a strong graduation rate of 89.2%. In addition, more students landed technical roles and hiring happened faster! The student hired percentages jumped to 89.1% (from 87.2% in 2017), and 45% landed jobs within 30 days of graduation compared to 31% in 2017.

- **Implemented substantial upgrades to our curriculum:**

We always strive to do better, even after 60 bootcamps! In late 2017, we engaged our community of employers and alumni (as we often do!) to gather feedback about what curriculum changes could really set our students apart. In early 2018, these insights led to an overhaul of our curriculum. We added two weeks to our full-time programs (12 weeks total) and created a new 26-week after-hours model for students who want the same learning outcomes while continuing to work full time.

- **Extended our already deep network of employer partners:**

In 2018, we substantially added to our network of hiring companies, growing the footprint from 250 to 300+ businesses (as of writing in early 2019). We also launched a number of innovative partnerships with Quicken Loans, United Shore, and the Seamless accelerator in Grand Rapids to create better on-ramps at some of the most exciting and fastest growing employers in the state.

- **Increased access to a tech career for more Michiganders and deepened our support of underrepresented groups:**

At Grand Circus we believe that a tech career should be accessible to all. The unfortunate truth, however, is that while talent is evenly distributed across the community, opportunity is not. Last year in Grand Rapids, we established a partnership with the local SmartZone to launch Rising TIDE, a program focused on exposing more people to a coding career and providing partial grants to cover the cost of tuition. In 2018, we trained more than 450 people in our Free Intro to Coding Workshops and an additional 400 in the first half of 2019. At our Detroit campus, we launched and continue to support a number of Affinity groups, providing safe spaces for women, people of color, members of the LGBTQ+ community, people who suffer from mental illness and other traditionally underrepresented groups. These groups enable people to share their experiences, receive support and learn critical tactics for thriving in a tech career.

- **Continued to strengthen our partnership with Facebook:**

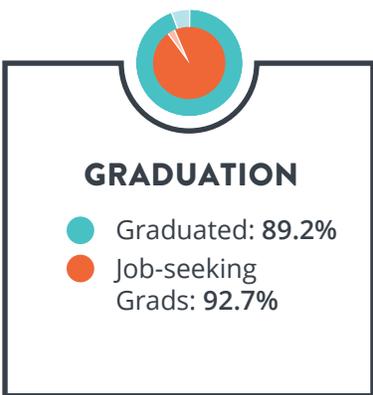
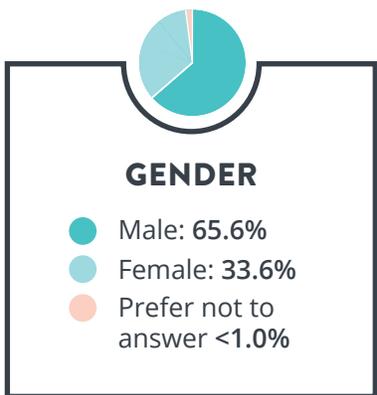
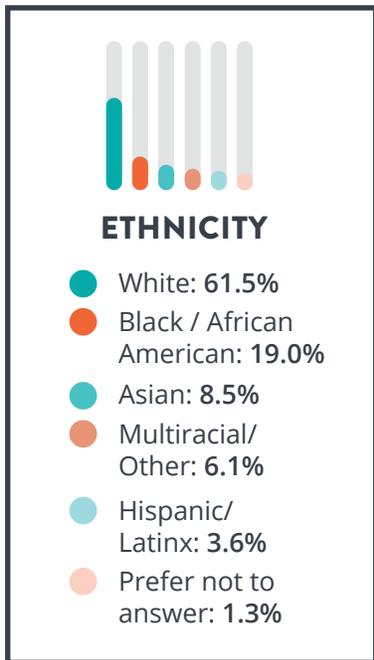
In 2017, we launched a multi-year partnership with Facebook to improve the digital literacy of Michiganders. Since launch we have trained more than 850 people in coding and digital marketing and the training has been delivered in partnership with 17 organizations across the state. We are excited to see the ongoing impact on this initiative on the lives of Michiganders and the exciting opportunities that a career in tech can offer.

We are committed to the transparency and accuracy of our outcomes and in delivering an excellent product to our students and employers. With that in mind, I proudly present you with the 2018 Outcomes Report.

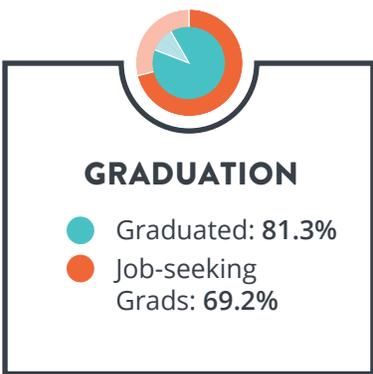
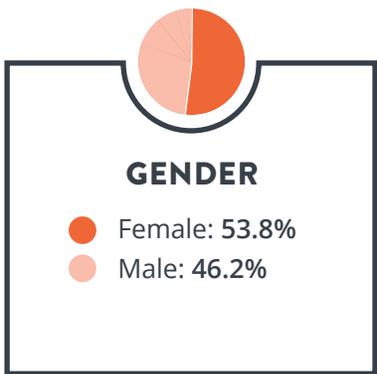
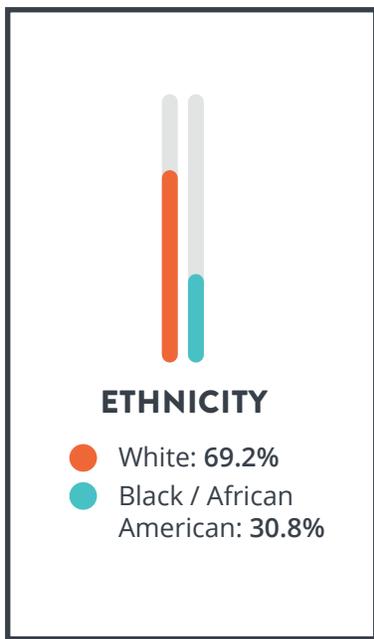


**Damien Rocchi, Founder & CEO**

# FULL-TIME BOOTCAMP



# AFTER-HOURS BOOTCAMP



\* Totals may not calculate to an exact 100% due to rounding  
 \* No changes after 90 days beyond students accepting roles out of field or staying in their positions before/during bootcamp

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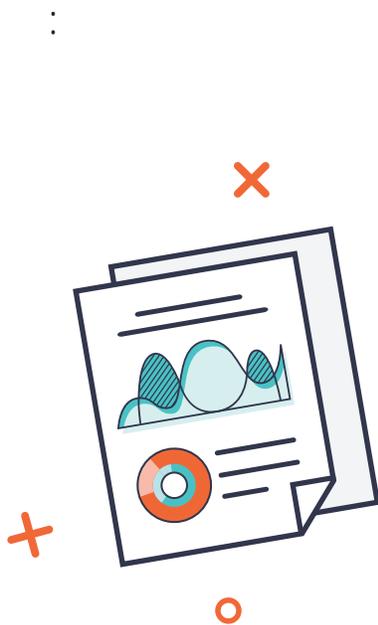
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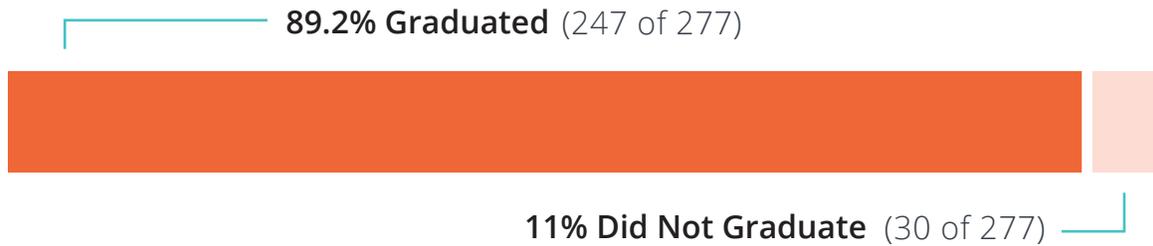


## FULL-TIME BOOTCAMP REPORTING

## GRADUATION RATE

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Full-Time Graduation Rate in 2018



Reasons for not graduating:

- (16 of 277) = failed to achieve technical requirements | 5.8%
- (14 of 277) = voluntarily withdrew (personal reasons) | 5.1%

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## JOB-SEEKING STUDENTS

92.7% (229) of Grand Circus graduates were job seeking



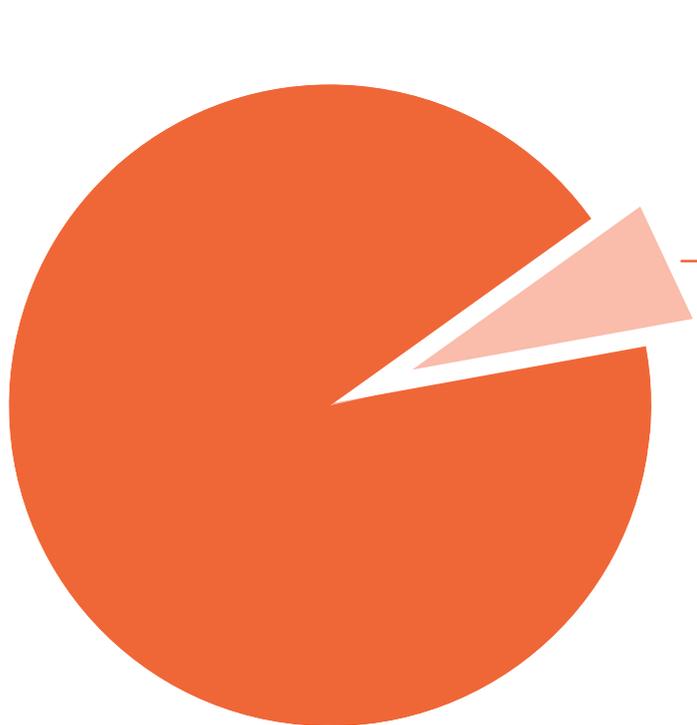
## EMPLOYMENT STATUS OF JOB-SEEKING STUDENTS

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**89.1%** (204) of Grand Circus graduates seeking a job found paid, technical employment

Job-Seeking: **10.9%** (23 / 229)

- Still seeking a job (in-field) **8.29%** (19 / 229)
- Working out of field: **2.62%** (4 / 229)

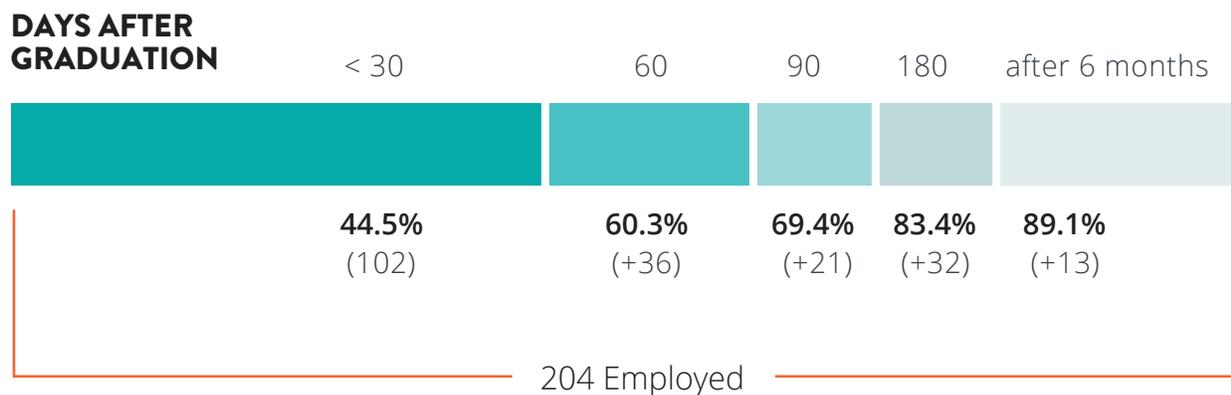


Employed: **89.1%** (204 / 229)

- Full-time employee (32 hours or greater a week): **75.98%** (155 / 204)
- Full-time apprenticeship, internship, or contract role: **17.65%** (36 / 204)
- Hired by Grand Circus (in-field): **2.94%** (6 / 204)
- Started a new company or venture after graduation: **1.47%** (3 / 204)
- Short-term contract, part-time position or freelance: **1.96%** (4 / 204)

## EMPLOYMENT TIMELINE

Employment timeframes for the 204 graduates who accepted technical positions after bootcamp.



## WHAT WERE THE MOST FREQUENT JOB TITLES FOR GRADUATES?



## SALARY

- **85** grads reported their full-time salaries to Grand Circus.
- **26** additional grads reported hourly pay rates ranging from \$13.50 - \$59.00/hour
- *Percentage of job obtainers who reported salaries: 55%*



## DEMOGRAPHICS

### 2018 Class Graduates Makeup



#### Gender

- Male: 65.6%
- Female: 33.6%
- Prefer not to answer: 0.8%

#### Ethnicity

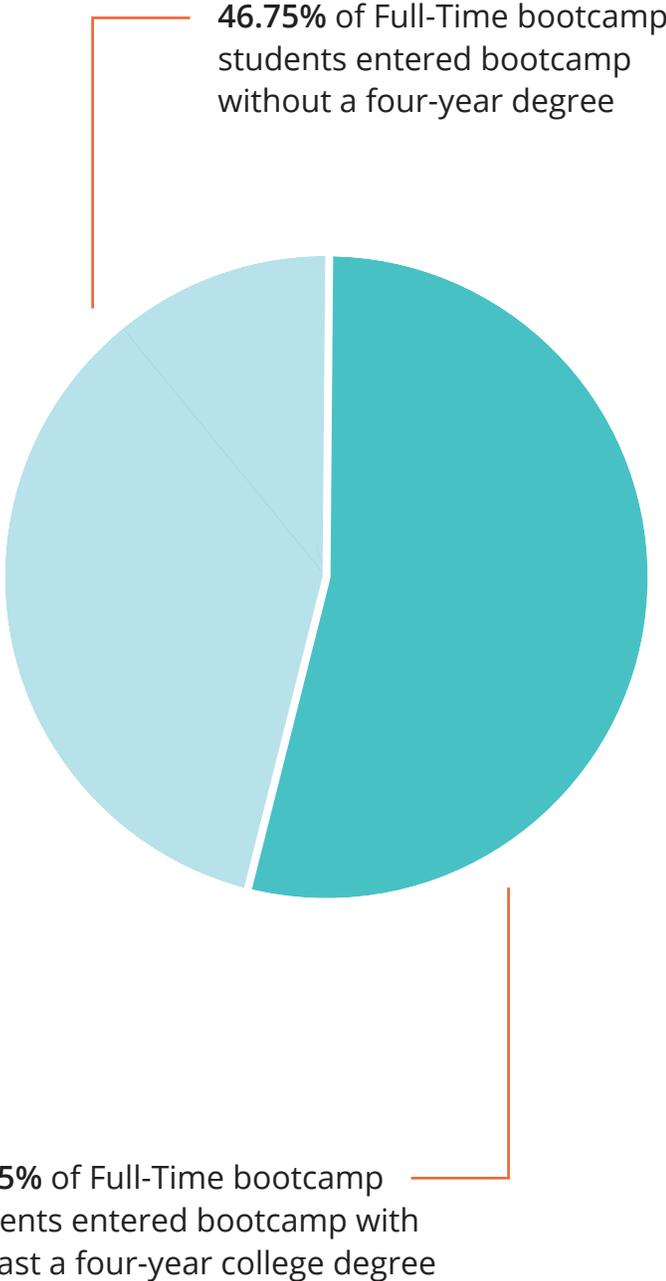
- White: 61.5%
- Black / African American: 19.0%
- Asian: 8.5%
- Multiracial / Other: 6.1%
- Hispanic / Latinx: 3.6%
- Prefer not to answer: 1.3%

### Salary by Gender

Salary	Male	Female
Average salary	\$50,387	\$52,339
Median salary	\$52,000	\$52,000

**EDUCATIONAL BACKGROUND**

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## AFTER-HOURS BOOTCAMP REPORTING

## GRADUATION RATE

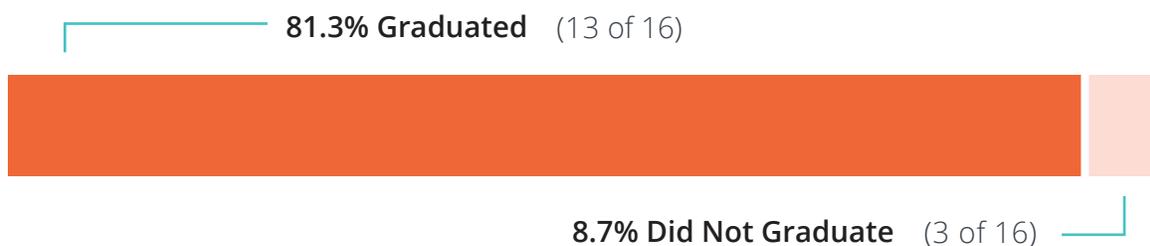
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### After-Hours Bootcamp

In July 2018 we launched our new after-hours bootcamp, previously called “part-time” bootcamp. As we saw the needs of students transition from learning to code as an up skill or hobby to individuals looking for a new career, we created a new 26 week-model.

These after-hours bootcamps deliver the same learning outcomes as our full-time programs and now include career assistance before and after graduation. Our first after-hours bootcamp graduated in December 2018, below is a reporting of their outcomes.

#### Full-Time Graduation Rate in 2018



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## JOB-SEEKING STUDENTS

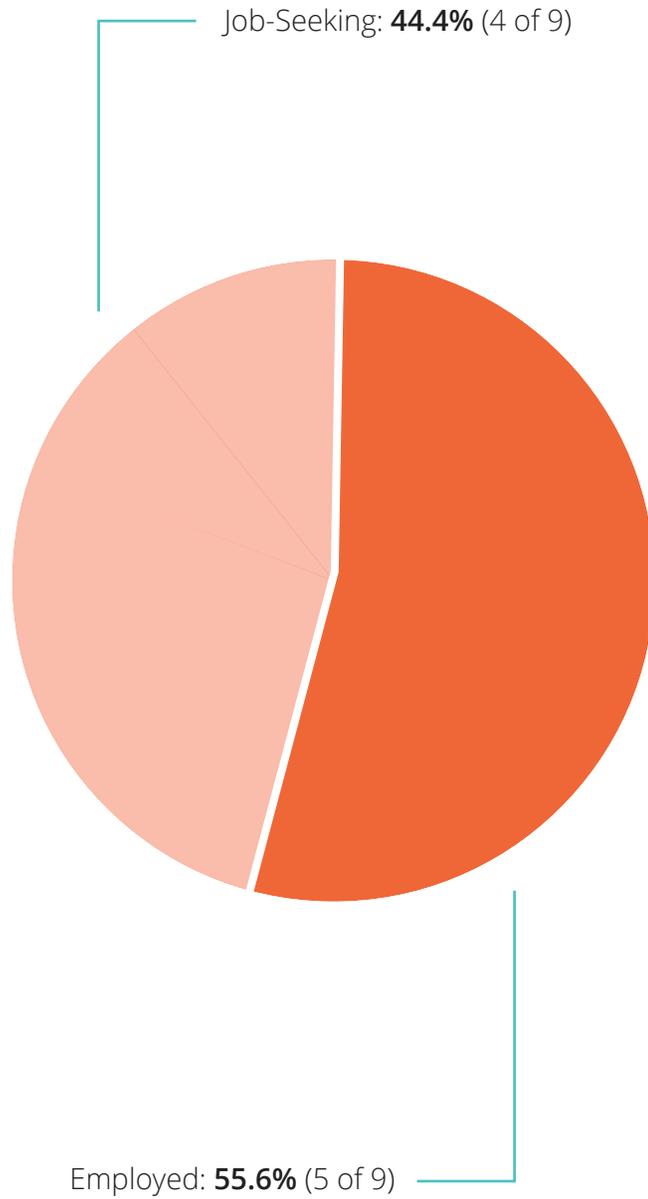
69.2% (9 of 13) of Grand Circus graduates were job seeking



## EMPLOYMENT STATUS OF JOB-SEEKING STUDENTS

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55.6% (5 of 9) of Grand Circus After-Hours bootcamp graduates seeking a job found paid, technical employment

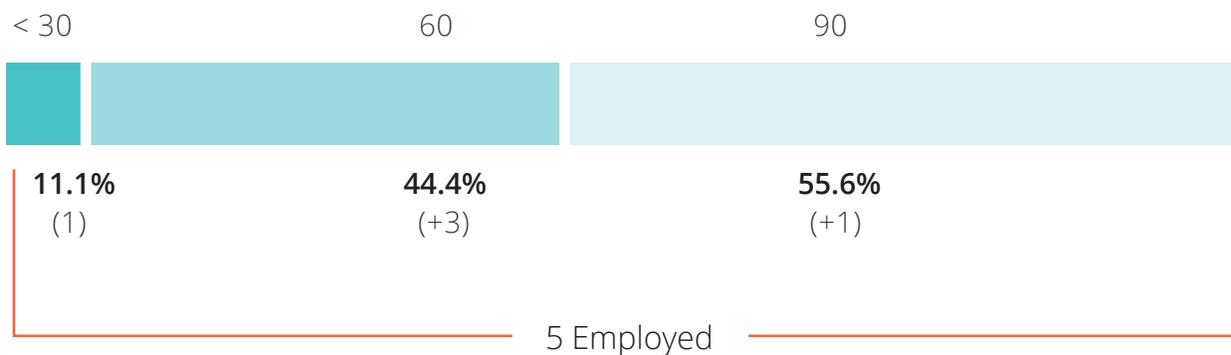


## EMPLOYMENT TIMELINE

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Placement timeframes for the 5 graduates who accepted technical positions after Bootcamp.

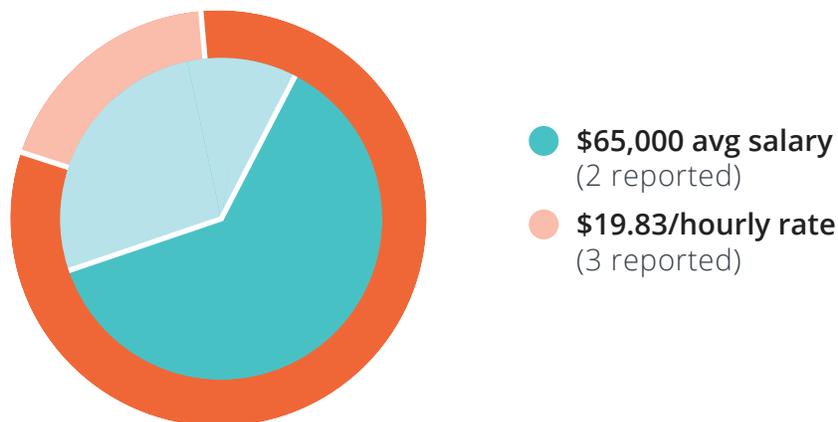
### DAYS AFTER GRADUATION



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## SALARY

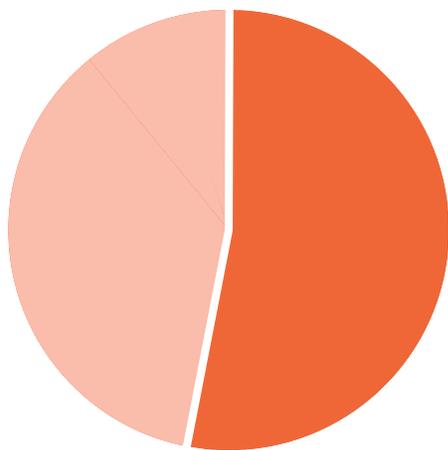
- 2 Grads reported their full-time salaries to Grand Circus.
- 3 additional grads reported hourly pay rates starting at \$19.83/hour
- *Percentage of job obtainers who reported salaries: 100%*



## DEMOGRAPHICS

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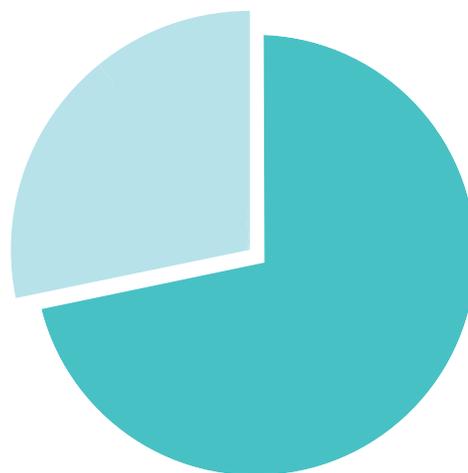
### 2018 Class Graduates Makeup



#### Gender

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- Female: 53.2%
- Male: 46.2%



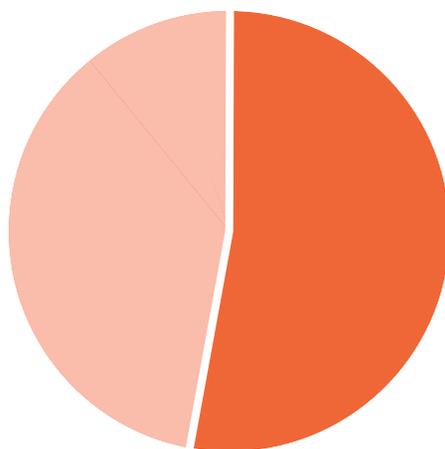
#### Ethnicity

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- White: 69.2%
- Black / African American: 30.8%

## EDUCATIONAL BACKGROUND

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- 53.3% of After-Hours bootcamp students entered bootcamp had four-year degrees
- 46.75% of After-Hours bootcamp students entered bootcamp without a four-year degree

### Successfully Graduated

All students that complete the requirements of the program and receive a certificate of completion. Completion implies that the following milestones were met: successfully completed unit 1, passed bootcamp assessments, passed technical endorsement interview, and met expectations for final project including participation in the bootcamp's demo day.

### Job Seeking

Students actively pursuing employment and complying with Grand Circus career assistance requirements. Requirements include: attending soft skills workshops, participating in at least two career 1-on-1 sessions with Grand Circus staff, creating and updating a Grand Circus Job Search Spreadsheet, maintaining an active LinkedIn profile and agreeing to complete the post graduation surveys.

### Enrolled students

- All students that remain enrolled at least three days after the bootcamp start date.
- Exclusions: Enrolled student numbers do not include those who have died, been incarcerated or called into active military duty during the bootcamp.

### Currently offered programs

Full-time daytime programs that are currently offered by Grand Circus on an ongoing basis. These include our full-time C# .NET, Java and Front-End Bootcamps that took place in 2018. We also offer after-hours bootcamps in Grand Rapids and Detroit in Front-End and C# .NET.

### Employment / Job types

- **Full-time Developer:** A paid developer position that is 32 hours or more per week for 6 months or longer
- **Internship/Apprenticeship/Contract Developer:** A paid developer position of 32 hours or less per week with a fixed duration
- **Employed by Grand Circus:** A paid position with Grand Circus
- **Other Technical Employment:** All other paid technical employment outcomes
- **Non-technical:** All other employment outcomes
- **Still seeking employment:** Students that are still actively looking for employment

### Technical / Non technical

- **Technical:** Paid positions obtained as a result of skills acquired in the bootcamp and described in the job title or job description. These include: Full-time developer, internships, apprenticeships, contract developer, Grand Circus employee and other technical employment
- **Non technical:** All other employment outcomes

### Non-Job Seeking

Students who declare they have no interest in employment because they a) took the program solely for self-enrichment, b) have a medical or family emergency arise post-graduation, c) are continuing education at another institution or d) do not have a visa to work in the country. In addition to this, students that do not follow the Grand Circus career assistance program as listed above under "job seeking" are also tracked within this category.