



IMMERSIVE EDUCATION FOR THE INNOVATION ECONOMY

GRADUATE SURVEY

September 4, 2015
edBridge Partners, LLC

Over the last 18 months, there has been an explosion in the number of “bootcamps” and schools that are helping students obtain the skills they need to work in the 21st century market. Startup Institute, one of the leaders in the space, asked us to evaluate their program in order to provide transparency and objectivity in continuing to improve their program offerings.

The task was to look at outcomes, including the degree to which students got interviews and job offers, and their overall career satisfaction as a result of their 8-week experience.

This document is a report of our findings.





Startup Institute Spring 2015 Graduate Survey Final Report September 4, 2015

About edBridge Partners, LLC

edBridge Partners is a education management consultancy dedicated to helping leaders achieve their greatest goals, tackle big challenges and realize their vision for the systems, institutions, organizations and districts they lead.

edBridge Partners was formed in 2013 to help school districts, colleges and universities, community-based organizations, and education associations and foundations achieve more by combining proven improvement methods with expert strategic planning and evaluation, communications, and program management support.

We are a women-owned small business incorporated in the State of New York.

www.edbridgepartners.com

EXECUTIVE SUMMARY

Startup Institute's eight-week program helps people build the technical skills, culture skills, and network that will launch them into the growing startup community in the areas of web development, web design, technical marketing, or sales and account management. Located in Boston, New York, and Chicago, Startup Institute is designed to open new doors. In addition to expert training in the most in-demand skills, Startup Institute offers personalized career mentorship and connections to the people and companies that will advance graduates' careers.

As part of our evaluation of Startup Institute's program effectiveness, edBridge Partners conducted an online survey between May 27 and August 19, 2015 to provide Startup Institute with objective data and analysis of employment outcomes for Startup Institute's Spring 2015 graduates.

Eighty-five students graduated from the Startup Institute's spring program, which ran from February 23, 2015 to April 17, 2015. Eighty-four of these 85 graduates took the survey between May 27 and August 19, 2015, for a response rate of 98%. Of those responses, five were incomplete and removed from analysis.

Respondents represented all three program sites—Boston, Chicago, and New York—and all four technical tracks—Technical Marketing, Sales and Account Management, Web Design, and Web Development.

Spring graduates are ages 18-44 or older. 67% of students hold a bachelor's degree, and 16% of students hold a graduate degree. 58% are male and 42% are female. 65% are white/Caucasian, 10% are Asian/Pacific Islander, 10% are Black or African American, and 5% are Hispanic or Latino.

96.2% have interviewed for a job since enrolling in Startup Institute, with 48.68% having 1-4 interviews and 36.84% having 5-10 interviews.

86.08% of graduates have received job offers, with 42.65% receiving 1 offer, and 57.35% receiving multiple offers. 76.47% of those graduates who received an offer, received their first job offer less than 60 days after enrolling in Startup Institute. 95.59% of those graduates who received an offer, accepted an offer.

87.69% accepted full time jobs and 12.31% accepted part time jobs. 67.69% accepted a salaried position, 10.77% accepted a paid apprenticeship or internship, 15.38% accepted a contractor or freelancer position, and 4.61% accepted a salary + commission position.

63.29% of graduates were employed within 30 days of graduation, and 86.1% of the graduates were employed after 90 days. 11.4% were still seeking employment at the 90-day mark, and 2.5% are not employed and not seeking employment.

Job satisfaction is high, with 80% reporting that their new job aligns or aligns well with their personal aspirations, and 87.69% rating their new job as somewhat or significantly better than their previous job.

84.62% reported that Startup Institute was very or extremely helpful in helping them secure their new position.

METHODOLOGY

The online survey was conducted using Survey Monkey among the cohort of Startup Institute (SI) participants who enrolled and graduated from SI in Spring 2015.

edBridge Partners conducted this survey to provide Startup Institute with objective data and analysis of employment outcomes for Startup Institute's Spring 2015 graduates. The edBridge Partners and the Startup Institute team developed the survey questions collaboratively.

The survey was administered on three separate occasions: May 27 – June 10, June 24 – July 26, and August 3 – August 19 to reach Startup Institute graduates at regular intervals of approximately 30-, 60-, and 90-days after graduation. At each period during which the survey was available, edBridge Partners sent a survey request to any graduates who had not yet taken the survey, as well as those who had taken the survey earlier but responded that were not yet employed at the time of that administration. During each survey administration period, 2-3 reminders to complete the survey were also sent to graduates.

May 27 – June 10

Survey request sent to 85 graduates

- 62 responded
- 1 opted out
- 22 did not respond

June 24 – July 26

Survey request sent to 44 graduates

- 32 responded
- 12 did not respond

August 3 – August 19

Survey request sent to 17 graduates

- 15 responded
- 2 did not respond

Participation in the survey was voluntary and no incentives were offered for participation.

Eighty-four of the 85 graduates took the survey between May 27 and August 19, 2015, for a response rate of 98%. 83% of the respondents completed the survey in ten minutes or less.

SURVEY DATA

Eighty-four of the eighty-five graduates took the survey between May 27 and August 19, 2015, for a response rate of 98%

- 1 opted out of survey communications

Of the 84 responses, five were incomplete and were therefore excluded from analysis, making a final n of 79 respondents.

DEMOGRAPHICS

- Program
 - Boston: 48.1% (38)
 - Chicago: 24.05% (19)
 - New York: 27.85% (22)
- Track
 - Technical Marketing: 35.44% (28)
 - Sales and Account Management: 29.11% (23)
 - Web Design: 25.32% (20)
 - Web Development: 10.13% (8)
- Age
 - 18 to 24 34% (27)
 - 25 to 34 56% (44)
 - 35 to 44 5% (4)
 - 45 or older 5% (4)
- Highest level of school completed or the highest degree you have received
 - High school degree or equivalent (e.g., GED) 5% (4)
 - Some college but no degree 10% (8)
 - Associate degree 1% (1)
 - Bachelor degree 67% (53)
 - Graduate degree 16% (13)
- Gender
 - Female 42% (33)
 - Male 58% (46)
- Ethnicity
 - White / Caucasian 65% (51)
 - Asian or Pacific Islander 10% (8)
 - Black or African American 10% (8)
 - Hispanic or Latino 5% (4)
 - Asian or Pacific Islander and Hispanic/Latino 1% (1)
 - White / Caucasian and Hispanic/Latino 1% (1)
 - Prefer not to answer 8% (6)

PRIOR EDUCATION AND EMPLOYMENT DATA

- Highest level of school completed or the highest degree
 - High school degree or equivalent (e.g., GED) 5% (4)
 - Some college but no degree 10% (8)
 - Associate degree 1% (1)
 - Bachelor degree 67% (53)
 - Graduate degree 16% (13)

- 11.4% (9) of respondents cited experience with other training course or continuing education programs
 - Bloc.io - An online web development bootcamp
 - Boston University Certificate in non-profit management
 - Cosmetology license
 - Flatiron School part time front end, thoughtful web design
 - Intro to Java, Boston University; Intro to Ruby, Startup Institute Ramp-up program
 - iO (formerly Improv Olympic) improvisation training
 - Northeastern University, Computer Science and Design courses
 - Northwestern Study Abroad - Bamako, Mali. Cambridge University - summer study

- Industry prior to enrolling in Startup Institute:

	Total	Percentage
Government/Non-Profit	14	18%
High-Tech	8	10%
Financial Services	7	9%
Consulting	7	9%
N/A Student	6	8%
Education	4	5%
Consumer Products	3	4%
Manufacturing	3	4%
N/A Unemployed / Extended leave	2	3%
Professional Services	2	3%
Energy/Petroleum	2	3%
Media/Entertainment	1	1%
Healthcare/Pharmaceutical	1	1%
Other (please specify)	19	24%

Other industries:

- Advertising
- Barber
- Design & User Experience
- Contracting
- E-commerce
- Entertainment
- Entrepreneur/ clothing brand
- Executive search
- Fashion (wholesale / retail)
- Grocery/food marketing
- Hospitality/ Customer Service
- Law
- Medical Device/ Healthcare Industry
- Neuroscience Research
- Non-profit Mixed Martial Arts Program
- Payments, technology
- Retail sales
- Theater, Freelance
- Web development

- Job Function prior to enrolling in Startup Institute:

	Total	Percentage
Marketing	14	18%
Sales	9	11%
N/A (Student or Unemployed)	8	10%
Operations/Logistics	6	8%
Information Technology	6	8%
Administration	4	5%
Consulting	4	5%
Finance/Accounting	3	4%
General Management	3	4%
Human Resources	2	3%
Other (please specify)	20	25%

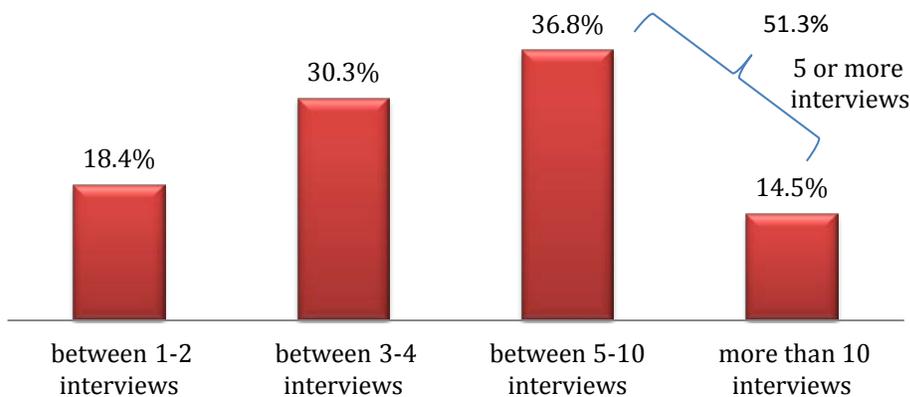
Other Functions:

- Business owner/ CEO
- Counseling
- Designer
- Editorial/ communications
- Education
- Hair
- Institutional Sales/ Banking
- Lobbyist
- Making albums and teaching kids
- Merchandising Planning
- Organizer
- Paralegal
- Program Management/Mental Health
- Research Assistant/Lab Tech
- Server/Bartender
- Software Engineer
- Web Development

EMPLOYMENT OUTCOME DATA

- 96.2% (76) have interviewed for a job since enrolling in Startup Institute
 - 18.42% (14) had between 1-2 interviews
 - 30.26% (23) had between 3-4 interviews
 - 36.84% (28) had between 5-10 interviews
 - 14.47% (11) had more than 10 interviews

Approximately how many interviews have you had since enrolling in Startup Institute?



- 86.08% (68) have received job offers
 - 42.65% (29) received 1 offer
 - 36.76% (25) received 2 offers
 - 17.65% (12) received 3-4 offers
 - 2.94% (2) received 5 or more offers

How many job offers have you received since enrolling in Startup Institute?



- 76.47% (52) of those graduates who received an offer, received their first job offer less than 60 days after enrolling in Startup Institute
 - 54.41% (37) received their first job offer less than 30 days after enrolling in Startup Institute
 - 22.06% (15) received their first job offer between 30 and 60 days after enrolling in Startup Institute
 - 16.18% (11) received their first job offer between 60 and 90 days after enrolling in Startup Institute
 - 5.88% (4) received their first job offer between 90 and 120 days after enrolling in Startup Institute
 - 1.47% (1) received his first job offer more than 120 days after enrolling in Startup Institute
- 95.59% (65) of those graduates who received an offer, accepted an offer
 - Of those who did not accept an offer, two decided to return to their former positions, and the other cited 'type of work' as the reason he declined his offer.

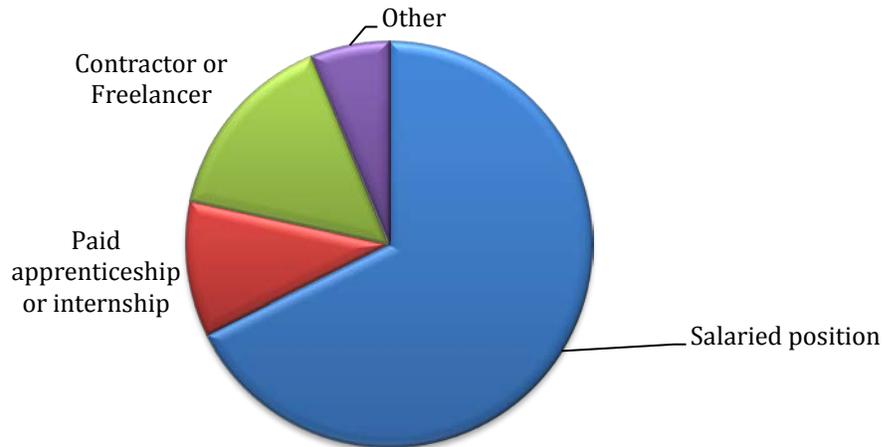
Of those who accepted an offer...

- 87.69% (57) accepted full time jobs, 12.31% (8) accepted part time jobs
- 93.85% (61) currently working, 6.15% (4) had not yet started their new job
- Opportunity for continued learning on the job / mentorship 70.77% (46), Culture fit 63.08% (41), Location 49.23% (32), and Compensation 47.69% (31) were the most often cited reasons for accepting a job
- 63% of graduates were employed within 30 days of graduation, and 86.1% of the graduates were employed after 90 days.¹
 - 27.69% (18) accepted an offer before graduation from Startup Institute
 - 6.15% (4) accepted an offer less than 7 days after graduation
 - 15.28% (10) accepted an offer between 7 and 14 days after graduation
 - 7.69% (5) accepted an offer between 14 and 21 days after graduation
 - 15.28% (10) accepted an offer between 21 and 30 days after graduation
 - 16.92% (11) accepted an offer between 30 and 60 days after graduation
 - 10.77% (7) accepted an offer between 60 and 90 days after graduation

¹ NOTE: The last survey administration occurred at approximately 90 days post graduation. Graduates still seeking jobs at that point may now be employed.

- 67.69% (44) accepted a salaried position, 10.77% (7) accepted a paid apprenticeship or internship, 15.38% (10) accepted a contractor or freelancer position, 4.61% (3) accepted a salary + commission position, and 1% (1) accepted an hourly position

Please describe your new position:



- 58.46% (38) are working at a start-up with less than 50 employees, 21.54% (14) are working at a scale-up of between 50 and 500 employees, 10.77% (7) are working at a larger company of more than 500 employees, 9.23% (6) described their companies as other than definition.
- The largest number of respondents (25%) are now working in the High-Tech industry (16)
 - Current Industry:

	Total	Percentage
High-Tech	16	25%
Media/Entertainment	7	11%
Consumer Products	5	8%
Professional Services	5	8%
Consulting	4	6%
Education	3	5%
Financial Services	3	5%
Government/Non-Profit	2	3%
Healthcare/Pharmaceutical	1	2%
Other (please specify)	19	29%

Other Industries:

- Beauty
- Big data
- Commercial Real Estate
- Construction/ Engineering
- E-Commerce
- Fashion (wholesale/ retail)
- Health tech
- Health/Wellness
- Marketing
- SaaS pricing strategy
- Service
- Social impact startup
- Social Media Sales
- Software | Internet
- Travel

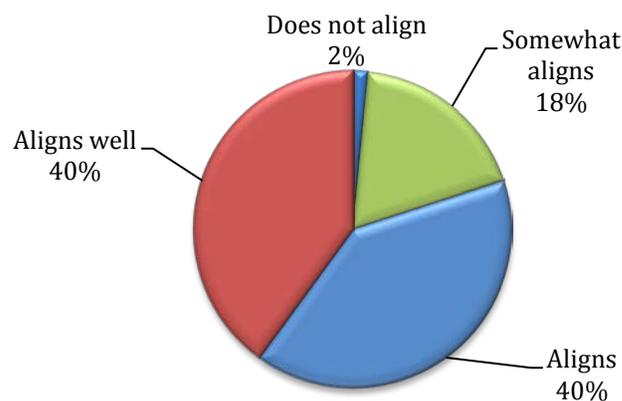
- A majority of respondents (60%) are working in the marketing (33.85% / 22) or sales function (26.15% / 17)
 - Current Function

	Total	Percentage
Marketing	21	32%
Sales	17	26%
Information Technology	9	14%
Operations/Logistics	6	9%
Administration	1	2%
Other (please specify)	11	17%

Other Functions:

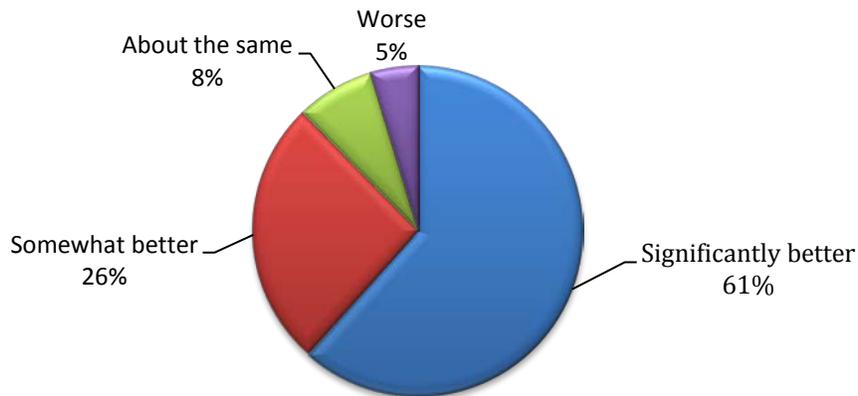
- Design
 - Engineering
 - Front end development
 - Merchandising
 - Sales and Strategic Operations
 - UX Design
 - Web Technology
- The median reported salary range for their prior jobs was \$40,000-\$49,999; the median reported salary range for new positions was \$50,000-\$59,999.
 - 66% (43) of respondents reported a salary in a higher range than their previous job;
 - 26% (17) of respondents reported a salary in a lower range than their previous job;
 - 8% (5) of respondents reported a salary in the same range as their previous job.
 - 80% (52) reported that their new job aligns (40% / 26) or aligns well (40% / 26) with their personal aspirations.

How well would you say that your new job aligns with your personal aspirations?



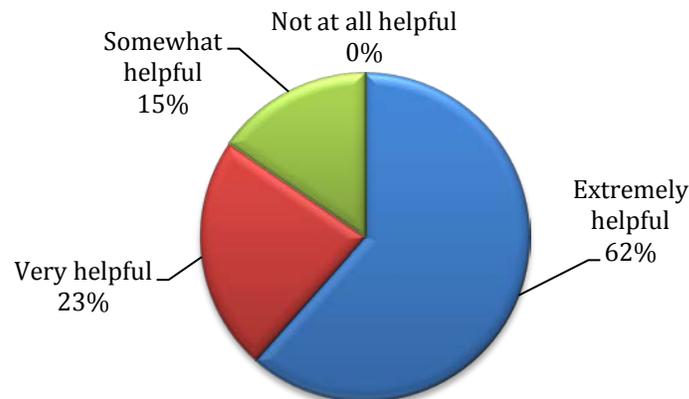
- 87.69% (57) rated their new job as somewhat better (26.15% / 17) or significantly better (61.54% / 40) than their previous job.

How would you rate your new job as compared to the one you had before completing Startup Institute?



- 84.62% (55) reported that Startup Institute was very helpful (23.08% / 15) or extremely helpful (61.54% / 40) in helping them secure their new position

To what extent do you feel Startup Institute helped you secure your new position?



Of the 14% (11) of respondents who have not received job offers...

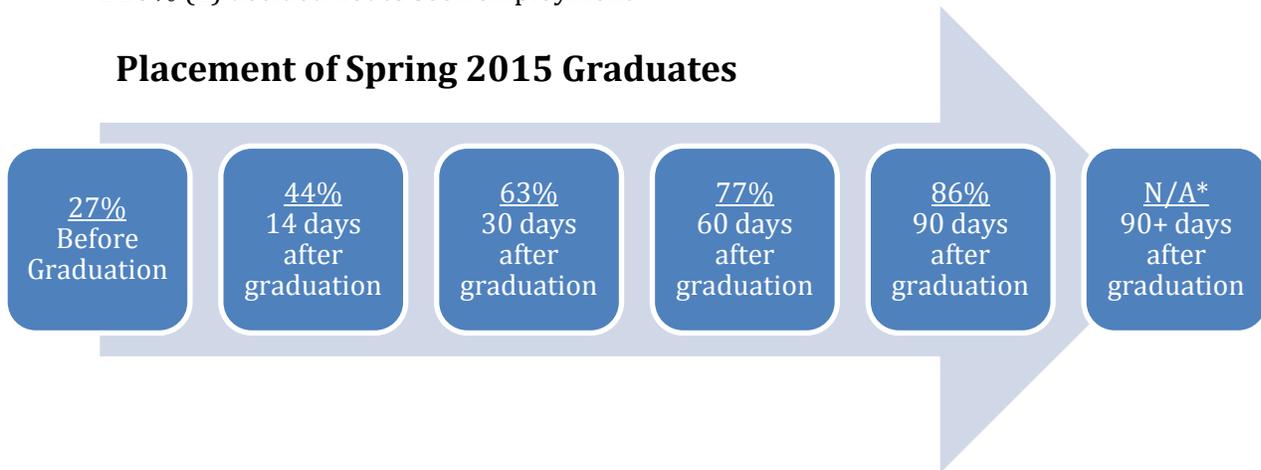
- 54.55% (6) are still seeking a job
- 27.27% (3) are starting their own business
- 9.09% (1) is enrolled in school
- 9.09% (1) is not seeking employment

EMPLOYMENT SUMMARY

(90-days post graduation)

- 86.1% (68) employed
 - 82.3% (65) accepted job offers
 - 3.8% (3) decided to start their own business
- 11.4% (9) are still actively seeking employment
- 1.25% (1) decided to return to school
- 1.25% (1) decided not to seek employment

Placement of Spring 2015 Graduates



** data not collected post 90 days*

Companies employing Spring 2015 Startup Institute Graduates (as of August 19, 2015)		
2U	Humongous Media	Reelio
Ace Space Ventures	IBM	SessionM (2)
ATTCK	indybuild	Smart Host
Buildium	Intrepid Pursuits	Social Fulcrum
Carbonmade	Janeiro Digital (2)	SocialSeam
Cazena	Kahn Lucas	Stack Exchange
Communispace	Lightbank	Tamr
ContentLEAD	Likeable Local	Testive
ContextMedia:Health	LMHQ	The Boston Globe
Creative Marketing Resources	matchup	the feast
Demandware	Maxwell Health	ThinkCERCA
Ditto Labs	meQuilibrium	TransTech
DonorPath	Mira Fitness (2)	Urban Street Window Works
DWNLD, Inc.	MIT Technology Review	Waylens Inc.
Eastern Labs	Ovuline	Wespire
Fashion Snoops	ownCloud	WeWork
HapYak	Plum Perfect	Wojo design
Harry's	Price Intelligently	
HubSpot	Recruiterbox	

Job Titles of Spring 2015 Startup Institute Graduates		
Account Executive (4)	Email Marketing Officer	Product Team Associate
Account Manager	Freelance Web Designer & Developer	QA Developer
Associate (2)	Front End Developer (4)	QA Engineer
BDR	Fundraising Solutions Manager	Sales and Marketing Associate
Blogger and Content Writer	Growth Marketer	Sales Coordinator
Business Development Manager (3)	Healthcare Sales Executive	Sales Rep
Community and Content Coordinator	Inbound Marketing Specialist	School Partnerships Coordinator
Community Manager (2)	Intern (3)	Social Media Lead
Content Strategist	Lead Development Representative	Software Contractor
Copy Editor	Manager of Operations	Software Developer (2)
Creative Director	Marketing Manager (3)	Software Engineer
Customer Experience Associate	Marketing Operations Associate	Student Success Advisor
Design Apprentice	Marketing Web Producer	UI Engineer
Developer/ Project Manager	Performance Marketing Campaign Manager	UI/UX Designer
Dir. Sales and Membership	PR and Social Media Manager	UX Design intern
Director, Merchandising Planning	Producer	Web Content Strategist
E-Commerce Coordinator	Product Manager	

QUOTES FROM THE SURVEY:

- “Seriously wouldn't be here if not for SI.”
- “The network that I was able to tap in to enabled me to even consider this job in this industry.”
- “Although XXX is a large company, the team and industry I am covering is pretty new. They want new ways of thinking and driving business. A lot of this is based on new marketing trends and learning from startup [institute] experience.”
- “The lessons SI taught me lead to increased confidence in my capabilities as a developer, which manifest itself in my interviews.”
- “The SI network played an critical role in my job search and led to a variety of job leads/interviews including the position I am currently in.”
- “Wouldn't have been possible without Startup Institute”
- “Although I wasn't introduced to XXX by Startup Institute, I largely attribute my new job to SI. It was an SI staff member who directed me to the job board where I found the position. Additionally, I found the CEO on LinkedIn and reached out to him about the job before applying. I think this helped separate me from other candidates and it's not something I would have done before SI.”
- “I never would have been able to build the network I now have, on my own. It gave me the practice I needed to feel confident in joining a fast-paced company. My mentors were always available to help me make decisions, give advice, help draft emails, and connect me with relevant people and organizations. Startup Institute is incredible.”
- “Through the networking and the brand recognition I was able to get a direct line to the creative director.”
- “I'm marginally more skilled than I was when I started — which is a huge testament to what SIB [Startup Institute - Boston] *really* does, and that's connect people, and put them in the best position to succeed, to put their best foot forward.”
- “I would not work for this company if not for Startup Institute”
- “I wouldn't have gotten this job if not for the connection with Startup Institute”
- “Startup Institute taught me how to interview, learn on the go, and execute on tasks.”
- “There is no way I would've found this career, nor the platform to show my potential to succeed in a field where I had no experience, without SI. The network was instrumental, but my training through SI also played a large role during my interviewing process. Yes, I put a ton of work into landing the current position I had, but I never would've had the shot at it before SI. I also would've bombed the interviews - I was prepared and confident going into all my interviews.”
- “I would not have received the offer had I not attended the startup institute.”
- “It was entirely due to SIB [Startup Institute - Boston]”