

General Assembly

Portfolio Overview



GENERAL ASSEMBLY

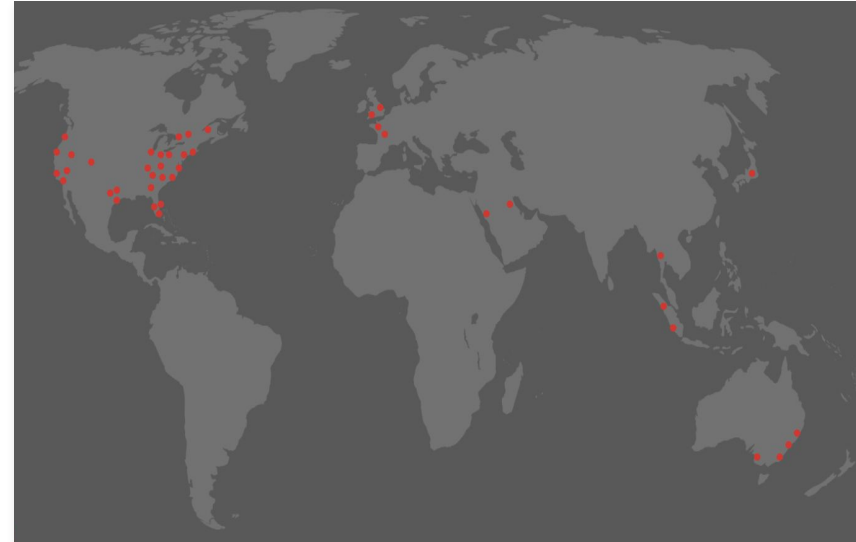
2024

General Assembly

Closing the Skills Gap to Accelerate Digital Transformation.

General Assembly is a global upskilling, reskilling and talent provider with unmatched scale. Our programs enable teams to grow, compete, and thrive in the digital economy.

- First mover, founded in **2011**
- Most experienced **Global Tech Bootcamp**
- **100,000 course alumni**
- **400 enterprise clients**, including 40 Fortune 100 companies
- **50,000 employees** trained globally
- **1000 instructors** and 20,000 in-network experts





Give us your ideal scenario - we will build it together.

What we've heard so far:

Skills-based credentials continue to be part of the go-forward strategy for Continuing Ed. As such, many universities are in the process of potentially bringing on a new non-credit boot camp partner - particularly as providers face structural challenges.

Let's talk!

What is going well and what are some of the challenges with your current partners across delivery, quality, outcomes, NPS, operations, feedback heard from university stakeholders, from students, and enrollment growth/consistency?



WHAT WE DELIVER TODAY

GA SKILLING SOLUTIONS

Live instructor led training provides the necessary engagement to deliver a real change.




Plus, these programs are offered in full time and part-time formats, allowing anyone to grow while they live.

	Workshops	Short Courses	Bootcamps
Duration	2 - 6 hrs	40 - 60 hrs	450 hrs
Topics*	<ul style="list-style-type: none">■ AI for Leaders■ AI for Work■ AI for Data■ Excel■ PowerBI	<ul style="list-style-type: none">■ Digital Mkt■ Data Analytics■ Product Mgmt■ UX Design■ Python■ Java	<ul style="list-style-type: none">■ Software Eng.■ Data Analytics■ Data Science■ UX Design■ Cybersecurity
Audience	Mid & Senior-level across divisions	Mid-level within a specific career path	Any background (no requirements)
Outcome	Learn the basic concept	Upskill to prepare for promotion	Get a job in tech

Credit Articulation with Partner Institutions

Credit Articulation allows learners to complete a GA course, then apply that coursework from GA to a college as transferable credits that can be used toward a degree/certificate at that college.

Current Partner Institutions

Institution	Transfer Credit Available
 PURDUE GLOBAL	6-16 credit hours per bootcamp
 WGU WESTERN GOVERNORS UNIVERSITY	7-13.5 credit hours per bootcamp
 FRANKLIN UNIVERSITY	12-36 credit hours per bootcamp
 University of Phoenix	3-10 credit hours per bootcamp



NEW TECH EMPLOYMENT GROWTH

The demand for cybersecurity talent remains strong across the US, with over 460,000 job openings nationwide in the past year, signaling expanding demand for cybersecurity professionals.*

Job Role	2024 est. jobs	2034 growth
Data Scientists and Data Analysts	179,826	+34%
Cybersecurity Analysts and Engineers	181,791	+30%
Software Developers and Engineers	1,716,402	+27%
Software QA and Testers	212,203	+23%
Web Designers and UI/UX	116,896	+19%
CIOs and IT Directors	574,137	+19%
Web Developers	105,293	+19%
Database Architects	66,239	+15%
IT Project Mgt., EmTech, Other	465,855	+15%
Systems Analysts and Engineers	541,582	+14%
Database Administrators	82,772	+12%
IT Support Specialists	734,703	+11%
Network Administration and Support	334,777	+8%

Source: CompTIA State of the Tech Workforce

LEADING TECH OCCUPATIONS

	2023	2024 % Change ³
Software, Programmers, Web and QA	111,286	5.5%
IT Support Specialist and Repair Technicians	52,760	2.6%
Cybersecurity and Systems Engineers	44,387	4.2%
Network, Cloud Engineers, Architects, Admin	41,462	2.9%
Database, Data Science, Analytics and CS	19,590	5.2%
Emerging Tech, IT Project Mgt. and Other	19,552	4.2%

³Projected growth rate for 2024

*Source: CompTIA; Florida

THE RISE OF TECHNICAL CERTIFICATIONS

HR is increasing reliance on *industry recognized credentials*, making them necessary for candidates to compete in today's hiring market.



LANDING A CYBERSECURITY JOB

This pathway is designed to provide a comprehensive training curriculum aligned with the entry level career paths for Cybersecurity. Throughout the bootcamp experience, students may access live workshops, office hours, and on-demand and instructor led content to help build a job search toolkit—which includes an optimized resume, LinkedIn profile, and career coaching.



Key Skills: Mobile Devices, Networking, Hardware, Virtualization & Cloud Computing, Troubleshooting

Roles	Salary	Est. Growth 2023-28
Support Specialists, Help Desk Technicians, Jr. Systems Administrators	\$47,342	8%

Key Skills: Networking Concepts, Network Implementation, Operations, Troubleshooting, Network Security

Roles	Salary	Est. Growth 2023-28
Network Engineers, Analysts	\$89,317	11%
Network Administrators	\$80,557	7%
Network Support Specialists	\$68,557	9%

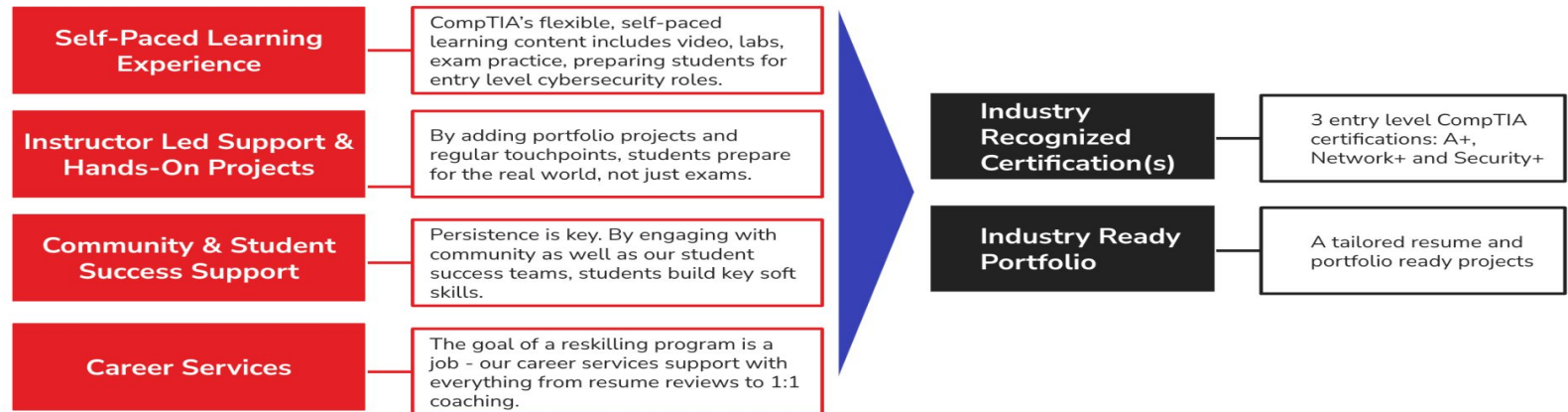
Key Skills: Security Concepts, Threats, Mitigations, Vulnerabilities, Security Architecture & Operations, Security Program Management & Oversight

Roles	Salary	Est. Growth 2023-28
Security and Systems Administrators	\$99,799	7%
Security Engineers and Specialists	\$94,016	21%

*Source: Lightcast

CYBERSECURITY - current opportunities

4 Components to a flexible, supported product model



ML + AI - future opportunities

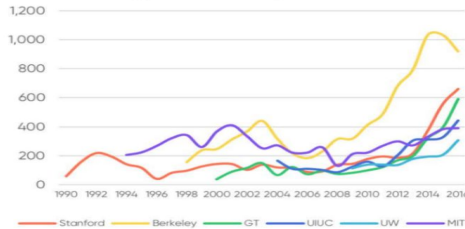
Artificial Intelligence and Machine Learning are one of the fastest growing areas of study underpinning the 'data science' career track

University enrolments in AI and ML have grown dramatically over the past 5 years.

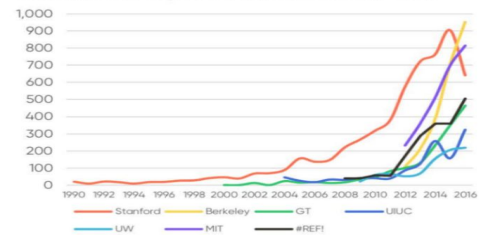
Non degree programs such as MOOCs, nanodegrees and other short-cycle tertiary programs far outweigh university enrolments in AI/ML and are argued by some to have a much higher ROI.

AI and ML will be fascinating areas to watch whether traditional universities can move fast enough to secure the primary skills channel or whether alternate programs deliver skills and outcomes more rapidly for such a fast moving and changing skillset.

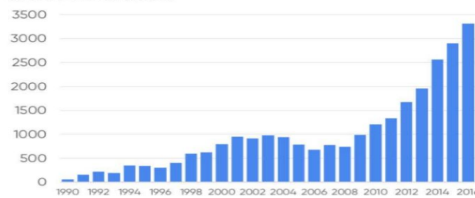
Artificial Intelligence University Course Enrolment



Machine Learning University Course Enrolment

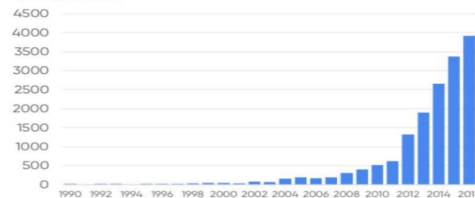


Total Artificial Intelligence Course Enrolment at select Universities.



Source: AI Index, Universities included as above.

Total Machine Learning Course Enrolment at Select Universities.



Source: AI Index, Universities included as above.



St.Nicks Alliance

Where Opportunity Grows

CHALLENGE:

Reskill unemployed New Yorkers in data analytics skills through GA coursework, industry certification and paid-internship experiences.

SOLUTION:

An innovative nonprofit partnership, enabling pathways to careers in Data Analytics.

- Customized 6-week data analytics program with alternating weeks between GA and St. Nicks test prep for industry certifications
- Industry-recognized credential exam opportunities in Excel, SQL, Tableau
- St. Nicks provided workforce readiness training with GA DAO, wraparound services, stipends, and connections to paid internships.

OUTCOME:

62/67 (93%) of students in our first four cohorts successfully graduated.

68% of graduates earned Microsoft's Industry Recognized Excel Certification.

All students must be New Yorkers who are un- or underemployed. Nearly everyone identified as BIPOC. Only a few students had an American 4-year degree - most have their GED/high school diploma, some college, or a degree outside of the U.S. In our last cohort, roughly 1/2 of students spoke a language other than English at home.



“The GA team continues to impress. I'm looking forward to placing graduates in meaningful internships that will help further shape their careers. I know that this ‘GA experience’ has been extremely meaningful for our participants”

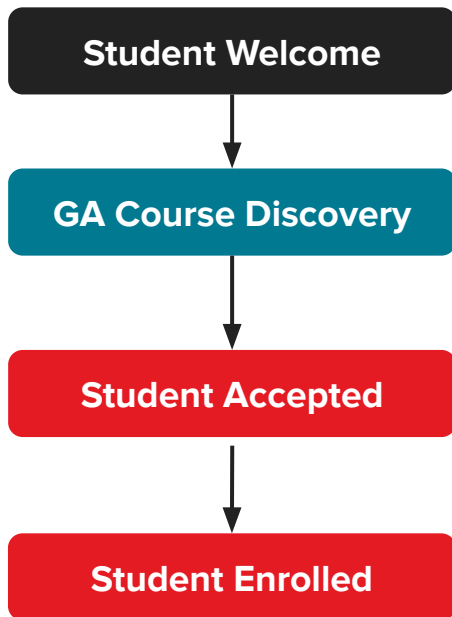
**-Francis Sabio
Tech Literacy Manager
St. Nicks Alliance**

Updated Sept 2024

SNA + GA cohort video



The GA admissions flow



Welcome Call

A call that welcomes the Student to the GA Experience and explains what the admissions process looks like.

GA Course Discovery

A GA Admissions Specialist will:

- 1) Learn the Student's goal and motivations
- 2) Explains outcomes, logistics & curriculum
- 3) Find the best course and modality (part-time or full-time) that fits the Student needs.

Student Accepted

The Student receives a welcome email with the next steps to sign the enrollment agreement.

Tuition and Financing

We help students find the right finance fit with installment plans, loans, tuition discounts, scholarships, and more.

Student Enrolled

The Student signs the Enrollment Agreement and chooses a start date.





Thank

You

GA GENERAL ASSEMBLY

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