launch

code

launch code

ANNUAL REPORT 2016

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DIRECTOR

Letter From the

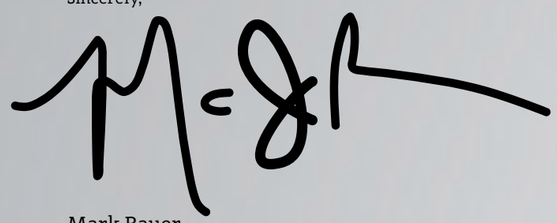
EXECUTIVE

2016 was a year of incredible growth for LaunchCode. Only three years ago, we were founded in St. Louis with ambitious plans to grow the technology workforce by re-imagining the way talent was trained and hired. We knew there were talented, driven people out there who wanted to break into the industry, but were shut out simply for their lack of traditional education, experience or access to resources. Meanwhile, employers were frustrated and unable to find the necessary tech workers because there just were not enough traditional candidates to go around. The training and hiring system was outdated and in need of a shake-up.

Through a concerted emphasis on building strong relationships with local employers, rigorous candidate evaluation, mentorship, and innovative education solutions, we've made real progress in changing the tech hiring landscape and launched hundreds of careers in the process. As of December 8th, we directly placed 209 apprentices in 2016, a 25 percent increase over all placements in 2015, for a total of over 500 apprenticeship placements. In addition, more than 60 candidates that we trained went on to find jobs on their own. More than four out of five of our apprentices go on to be offered a full-time, permanent position at their company. On the education front, we extended the depth and reach of our programs to offer 17 classes to over 2,500 students in 2016. More than just technical education, our personalized soft skills training and mentorship help bridge the gap for our applicants who don't have experience in traditional professional environments.

If I made a list of everyone we have to thank, we would be here all week. Every aspect of our work has been made possible by the incredible network of partners and supporters in our communities. Bold employers have opened their doors to a brand new pool of talented, driven job seekers who have poured in hours to pursue their dreams. Generous individuals and institutions have helped us to make world-class education more accessible than ever before. In 2016, we expanded to two additional markets, Rhode Island and Kansas City, MO. In 2017, we will strengthen the programs in our current cities and expand to new communities facing many of the same systemic challenges. We're aiming to keep the momentum going, creating economic opportunity and meeting the growing demand for talented programmers across the country.

Sincerely,



Mark Bauer
Executive Director

BOARD OF DIRECTORS

Mark Bauer
Executive Director

Cynthia Brinkley

Robin Carnahan

Andrew Hoyne

Jim McKelvey
President

LEADERSHIP

Mark Bauer
Executive Director

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Director of Education - Curriculum

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Vice President of Sales

Zach Lou
Director of Education - Operations

Rosa Mayer
Vice President of Market Expansion

Jeff Mazur
Vice President of Public Partnerships

Alex Miller
Vice President of Advancement

Lori Rasmussen
Vice President of People Operations

Emre Sarbak
Vice President of Technology & Analytics

Austin Woods
Director of Finance

This

YEAR

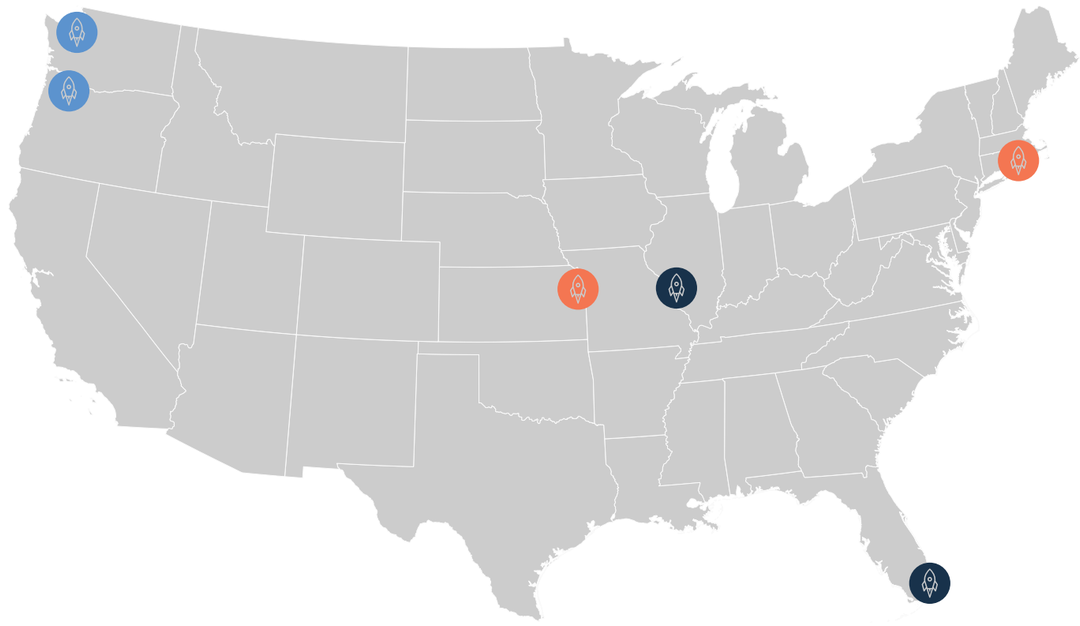
WE'VE BEEN BUSY

567
careers launched
since 2013

3,443
students
educated

WE'RE STILL GROWING

St. Louis 2013 · South Florida 2015 · Rhode Island 2016 · Kansas City 2016 · Seattle 2017 · Portland 2017



WE ESTIMATE ALL THIS WILL REINVEST OVER

$266,000,000

BACK INTO THE ECONOMY OVER THE COURSE OF THEIR CAREERS*

*The impact is an estimate of the aggregate increase in lifetime earnings of people that were placed in an apprenticeship by Launchcode or that found a tech job after participating in a LaunchCode education program. Placement into a coding job is assumed to give access to a similar lifetime earning potential of a Bachelors graduate with a computer science major, i.e. $1.7M (Source: The Hamilton Project report: "Major Decisions: What graduates earn over their lifetimes"). The net impact for each placement was calculated after factoring in the individual's current earning potential given educational background, estimated years left in labor force, and whether the individual already has a CS major. This estimation does not include the impact that our free education programs create for individuals who developed tech skills but didn't get a new tech job yet.

Over **500,000** lines of code written by our tech team

More than **2,300** visitors were welcomed at the St. Louis Mentor Center

13 new faces on the LaunchCode staff

Nearly **9,500** people applied to our classes

1 new LaunchCode baby born this year

The LaunchCode softball team went **0/15** with one tie (we may have been too busy analyzing the data to practice)

APPRENTICESHIP

Program

We know that a real solution to the hiring shortages employers face requires us to bring new tech talent into the employment ecosystem rather than hiring coders away from their previous jobs. For LaunchCode, that starts with finding people with the drive, character, skills and aptitude to do the job but who are often overlooked by traditional hiring processes due to a lack of traditional educational credentials. Adding new candidates is crucial, because according to data from the U.S. Bureau of Labor Statistics, there will be one million more IT jobs than computer science students in the U.S. by 2020 — less than four years from now. Employers know that talent is out there, they just didn't have a reliable, simple way to find, verify and hire them.

For applicants who come to us with tech chops but needing help with soft skills, we provide additional personalized guidance through resume reviews, interview prep and continuous feedback and support to prepare them for real-world job interviews and work environments. We ensure that by the time they're meeting employers, these programmers are job-ready, with the practical knowledge, soft skills and motivation to be excellent employees right out of the gate. On average, employers only speak with three LaunchCode candidates before finding the apprentice that is the perfect fit for their team. This efficient, low-risk and cost-effective solution is a win for both candidates and employers.

EMPLOYERS LOVE THEIR LAUNCHCODERS

HAL BUDD

Business Service Center Infocell Team Director at Anheuser-Busch

"I knew Brittany would be a good fit for Anheuser-Busch coming out of LaunchCode when I saw her passion for improving and optimizing processes. She took a project that we had had on the table for a long time and just ran with it and had great results. She certainly impressed all of us. When we're hiring, we're looking for people who can bring their coding skills to help standardize and improve things. I have 10 LaunchCoders working on our Development Cell team at Anheuser-Busch. The results have just been incredible."

JOHN GARCIA

Head of Global Talent Acquisition, Director Human Resources, MasterCard-LAC

"As an organization, we've faced challenges hiring the right talent. Companies and the economy are constantly changing, and the skills that we are looking for are constantly in high demand. We see the benefit of having individuals that go through a very rigorous program of coding and are able to bring experiences from other industries into the company. When you get someone from LaunchCode, not only are you getting someone that has prior experience, but they really have the qualifications from a technical point of view, from a coding point of view, that we are all looking for."

RALPH VALDES

Vice President of Engineering, Zumba

"Finding tech talent is always very difficult, and it's even more difficult now than it has been in the past. LaunchCode has been great because the guys that have come in have been eager and wanted to learn. It's been really refreshing to be able to bring people in that want to grow and want to be mentored. I would definitely recommend LaunchCode."

OUR 2016 PLACEMENTS

255

New jobs this year

Thus far in 2016, we've placed 209 LaunchCoders directly into apprenticeships or permanent positions this year. Each placements is carefully matched with a hiring company in a range of factors. We ensure that the company and LaunchCoder will be a good fit for technical ability, soft skills, work culture and ambition.

An additional 46 LaunchCoders expanded their skill sets through our education programs and development opportunities, including interview prep and resume reviews, then went on to land new jobs on their own this year.

48%

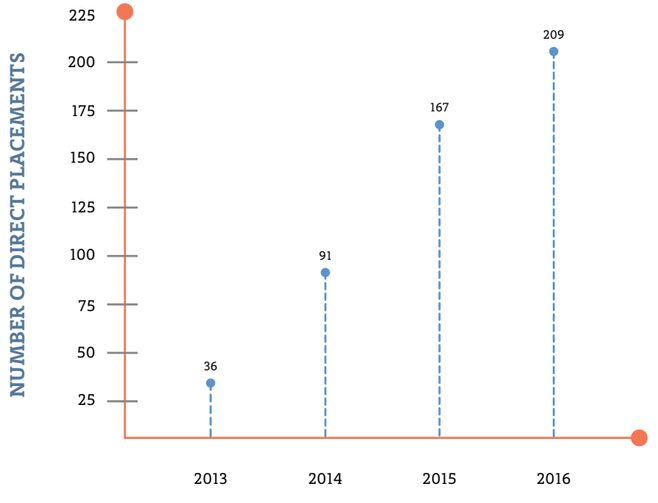
Were previously unemployed

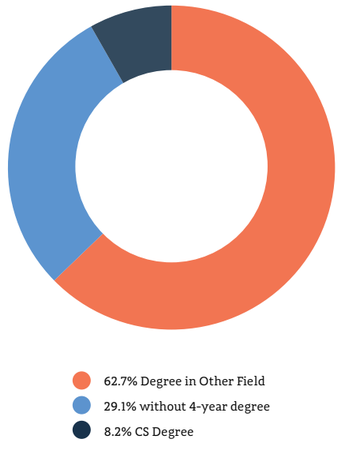
>4/5

Apprentices are hired on full-time

2X

LaunchCoders more than doubled their previous salaries on average





TOP 3 EMPLOYERS

By number of LaunchCode apprentices this year

Anheuser-Busch

EQUIFAX

GraybaR
works to your advantage

EDUCATION

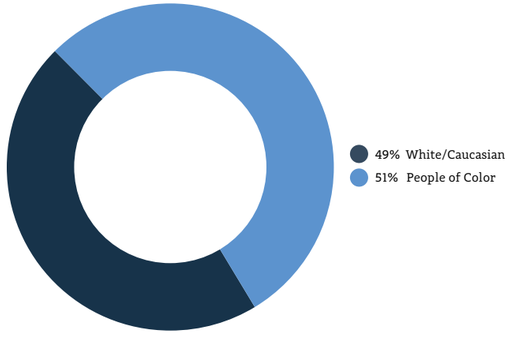
Program

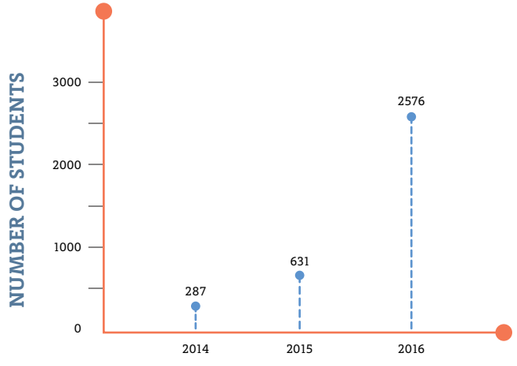
In 2016, LaunchCode truly embraced education as a central part of our mission. With classes held in St. Louis, Kansas City, Cape Girardeau, Miami and Providence, we've dramatically increased our education programming over past years, providing world-class coursework for free to the public in unprecedented ways. In 2016, we provided accessible tech education through 17 courses to 2,588 students, a 310% increase over the previous year's total. Not only do students leave a LaunchCode course equipped with 21st century skills, but they have the opportunity to become the next generation of talent by entering the LaunchCode apprenticeship pipeline.

LaunchCode collaborates with national and local educators like Miami Dade College, HarvardX, Washington University, the University of Missouri in both St. Louis and Kansas City, St. Louis Community College, the University of Rhode Island and many others to host innovative, accelerated education programs. We offer training through a variety of methods, with a supportive in-person classroom environment and personalized mentoring from instructors, online self-study tools, teaching fellows and local developers. New in 2016, the St. Louis Mentor Center has laptops and a library of reference and textbooks available to check out to aid in our students' learning journey.

From Hello, World!, our four-session introductory course, to CoderGirl, our female-focused coding program, LaunchCode education courses are designed to meet people where they are. This year we took our education curriculum even further by using our on-the-ground expertise in real, in-demand job skills to create our most comprehensive course to date, LC101. This 20-week course prepares students to become front-end JavaScript or Java developers. The course is taught in several programming languages, with core curriculum focused on programming fundamentals and universal web applications for a strong foundation. Students then go on to choose between several specialized tracks designed to hone critical skills that are in high demand in today's tech job market. As the graduates from our first LC101 cohort, Summer of Code, enter the job market in late 2016, we're excited to see where these new skills take them!

ALL TIME EDUCATION DATA



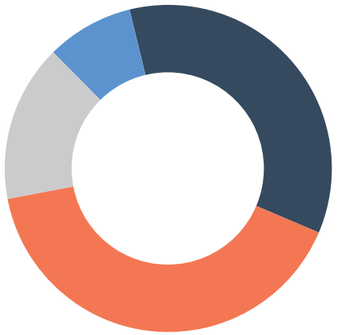


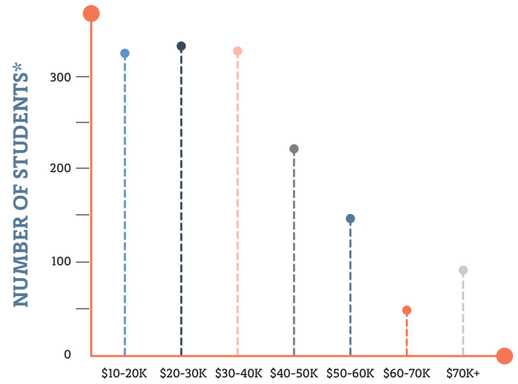
OUR 2016 STUDENTS

2,578
people have taken LaunchCode classes this year

505
Students are currently enrolled in LC 101

38%
of our students this year were female





ANNUAL INCOME

*Some students loved it so much, they took more than one course

EDUCATION COMPARISONS

Many capable, talented people don't have the resources to dedicate themselves to a full-time course schedule or the means to afford expensive tuition costs. Because of the generous support of our community and education partners, LaunchCode makes technical education accessible to everyone who has the drive and skills to do the work.

LAUNCHCODE
2016 averages

56%
have a 4 year degree or higher

47%
of our students were people of color

$0
cost for students

NATIONAL BOOTCAMPS*
2016 averages

76%
have a 4 year degree or higher

31%
of their students were people of color

$11,792
average cost for students

*Source: 2016 Course Report Alumni Outcomes & Demographics Study

STORIES

JANE & JEFF COE

Jane, Apprentice Developer at SET-Works
Jeff, mentor at LaunchCode Kansas City

Jane and Jeff Coe took LaunchCode's Kansas City CS50x course together in the Spring of 2016 after seeing an online posting. After completing the course and attending a LaunchCode HappyHire networking and interview event, Jane landed an ongoing apprenticeship at KC-based SET-Works. CS50x helped Jeff expand his skills for his day job as a professional front-end developer. He has also gone on to pay it forward as a teaching fellow in LaunchCode's latest course, LC101.

"Participating in LaunchCode gave me the confidence I needed to seek out a job in the tech industry, and provided the network support I needed to connect with a fabulous company that needs my skill set!"
— Jane Coe

RAKEEM THOMAS

South Florida Candidate Engagement Manager at LaunchCode

Rakeem Thomas was living in Orlando when he heard that LaunchCode was hosting an in-person session of Harvard's CS50 in partnership with Miami Dade College. He quickly moved down to Miami to begin the class, which he describes as "extremely difficult and extremely rewarding." His ultimate goal was to get a coding apprenticeship, so he began working with Matt Mawhinney in LaunchCode's South Florida office. Seeing Rakeem's technical and personal skills, Matt mentioned that LaunchCode was looking to hire someone to evaluate and coach candidates locally. Rakeem was soon hired on and, just a few days into his new role, was already busy interviewing candidates and working to get them job-ready.

"I see myself in some of the candidates, as they start realizing what they're capable of and what they've learned. I understand someone who's willing to give up a lot and go through a lot to achieve their goals. It was easy to make the decision to join LaunchCode to help other people succeed."

KIMBERLY VAUGHN

PMO Governance Coordinator at the Federal Reserve Bank of St. Louis

Before LaunchCode, Kim did everything to make ends meet. She worked in the insurance industry and flipped houses on the side. Showing her kids that there were no limitations in life drove her to work toward a more fulfilling career. After participating in CoderGirl, taking Hello, World! and CS50x with LaunchCode, Kim was placed as an apprentice at the Federal Reserve Bank of St. Louis. Her willingness to learn and ability to meet the demands of her team landed her a permanent full-time job.

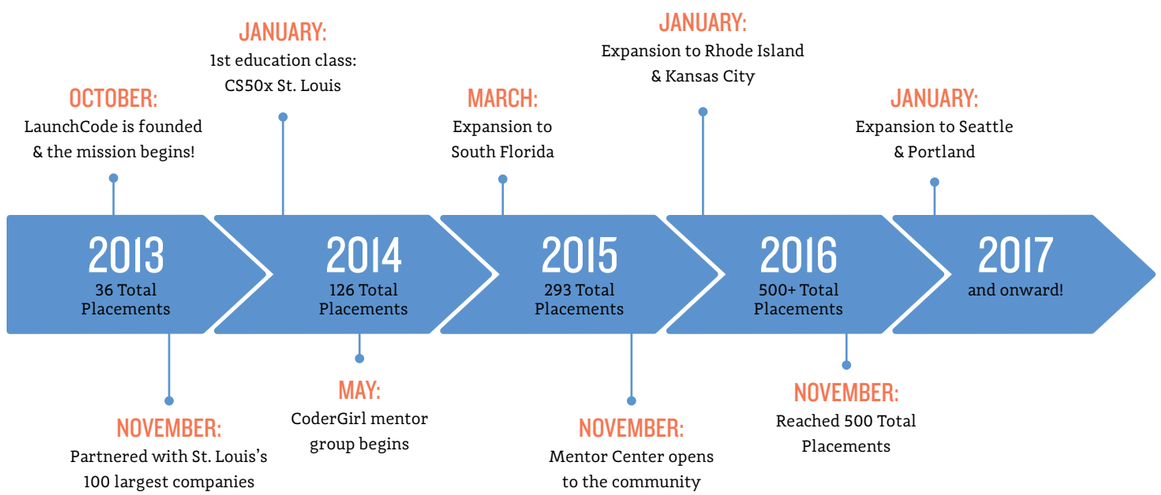
"What motivated me to make a career change was my kids. I wanted them to see through me that the sky is the limit. I studied seven days a week. I always knew that it was going to be tough and the only thing I could do was just keep pushing through it."

Highlights & ACHIEVEMENTS

VICE PRESIDENT JOE BIDEN VISITS LAUNCHCODE

In 2016, LaunchCode garnered recognition in national discussions surrounding solutions for bolstering local economies and solving the tech talent gap in America. We appeared in the pages of The Washington Post, Thomson Reuters and the Brookings Institute's Journal, each citing our efforts as the right path forward for the US economy. LaunchCode's leadership role in pioneering new forms of training and pathways to careers in technology inspired Vice President Joe Biden's visit to LaunchCode's headquarters in September. "I came for a simple reason, to try to amplify what you're doing here," he said during the panel discussion on tech training. This year, LaunchCode's steadfast commitment to reducing the shortage of technologist has inspired conversations and organizations abroad such as Kodluyoruz in Turkey to do the same.

"LaunchCode is a critical part of equipping our society to make sure no one is left behind if they have the will to work."
—Vice President Joe Biden



IN THE NEWS

ST. LOUIS POST-DISPATCH
St. Louis Job Seekers Find Work After Completing Coding Boot Camp

FAST COMPANY
How Jim McKelvey's Launchcode Is Helping Unconventional Tech Talent

The Washington Post
Talent Matters: The Case For Reaching Out to Non-Traditional IT Talent

The Miami Herald
How technology Is Transforming South Florida

St. Louis Public Radio
Biden Praises LaunchCode for Linking People to technology Jobs

THOMSON REUTERS
Once Jobless and Uncounted, Eager Workers Could Slow Fed Rate Hike

KCUR 89.3
LaunchCode Opens In Kansas City, Aims To Close Tech Talent Gap

RFT RIVERFRONT TIMES
Because LaunchCode is Tackling the Paucity of Women in Tech

The Seattle Times
New Coding Boot Camps to Start This Fall at Seattle Central College

(75 Reasons We Love St. Louis in 2016)

GeekWire
Can Apprentices Solve the Tech Talent Gap?

KMOV kmov.com
Imagine A Better STL: LaunchCode Teaching Minorities to Code

PBN .com PROVIDENCE BUSINESS NEWS
Raimondo Visits Computer Coding Course

TechRepublic
Can Apprenticeships Diversify the Tech Industry?

News Corp Australia
Make it personal: Square Solved One Problem, and Presented Another That Set Jim McKelvey on His Next Adventure

BROOKINGS
Why Cities and Metros Must Lead in Trump's America

ST. LOUIS BUSINESS JOURNAL
LaunchCode Places 500th Employee, Eyes Future

FOX 2
Students at Now Defunct ITT Tech Have Options Going Forward

FINANCIALS

PRIOR YEAR RESERVES

Net funds at the end of 2015 reserved for use in 2016 and beyond*

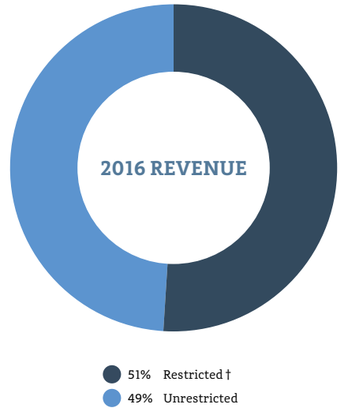
$1,625,941

2016 REVENUE**

$3,812,885

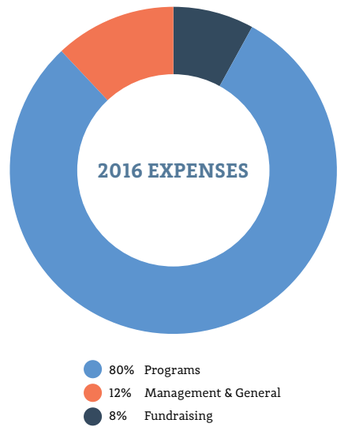
2016 REVENUE SOURCES

- 11% In-Kind $427,617
- 11% Foundations & Nonprofits $408,500
- 20% Corporate, Individual, & Other $780,715
- 24% Government Grants $903,453
- 34% Earned $1,292,600



2016 EXPENSES**

$4,225,965



* Prior-year reserves are net assets as of December 31, 2015, and come from the organization's 2015 audited financial statements, which are available upon request.

** 2016 revenue and expenses are presented as of November 30, 2016, and thus subject to change.

† 2016 restricted revenues are funds committed and/or received in 2016 that are subject to donor- or grantor-imposed restrictions based on time, place, or program. 2016 unrestricted revenues are funds committed and/or received in 2016 that are not subject to such restrictions.

LOOKING
Ahead

BUILDING ON SUCCESS

We're proud of what LaunchCode has been able to accomplish this year, but we know we have so much more work to do. Our goals in 2017 include both expanding our program to new locations and evolving our programs to provide a higher quality of service to the thousands of job seekers who walk through our doors each year.

GROWING CODERGIRL

LaunchCode started CoderGirl, a meetup designed to build a welcoming environment for women to explore technology and pursue career ambitions, to address the massive gender disparity in the technology industry. What started as an experiment in 2014 has morphed into a core part of LaunchCode's educational offerings.

In 2017, we are excited to bring the next level of support and structure to CoderGirl. Beginning in January, CoderGirl will evolve from an informal meet-up into multiple 20-week structured sessions where students will move through curriculum designed to put aspiring technologists on the path to a career in tech.

GOING FULL-TIME

Hello, World!, CoderGirl, and LC 101, LaunchCode's flagship educational programs, are all offered part-time to fit the busy schedules of many of our students who are balancing work, school, and family responsibilities. However, to serve students seeking an immersive, full-time experience, LaunchCode will be offering several new, full-time bootcamp courses.
We are seeking support from our generous community to supply scholarships and living stipends for low-income participants to ensure that motivated students can take part regardless of financial means.

EXPANDING OUR PROGRAM

Thanks to grant funding through the US Department of Labor, LaunchCode is excited to be bringing our innovative hiring model to the Northwest through our upcoming expansions to Seattle, WA and Portland, OR. We will be working closely with local networks of community, education, and training partners to train and place aspiring technologists. In addition, we recently agreed to expand into one additional market, to be announced in 2017!

PARTNERS

Supporters & Donors

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Albrecht Family Foundation

AllianceBernstein

Amazon Smile

Anheuser Busch

Asynchrony

Bank of America

The Boeing Company

Buckingham

Cass Information Systems

Centene

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Greater Saint Louis Community Foundation

H&R Block Foundation

Hall Family Foundation

Health IQ, Inc.

Human Resource Management Association of Greater Saint Louis

Interco Charitable Trust

International Union of Painters and Allied Trades

JP Morgan Chase & Co.

John S. and James L. Knight Foundation

Maritz

MasterCard

Missouri Department of Economic Development

Missouri Technology Corporation

Monsanto

Network for Good

Provel Free

Real Jobs Rhode Island

Republica

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Seoul Taco

Shipworks

St. Louis Philanthropic Foundation

St. Louis Regional Chamber

State Auto Insurance Companies

Trio Foundation of St. Louis

United Way of Greater St. Louis, Inc.

Vocareum

Wells Fargo Advisors

Worldwide Technology

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4 Hands Brewing Company

Accenture

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Capto

CenturyLink

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Charleville Vineyard

Creative Reaction Lab

CW Network

Delighted Inc.

Dropbox

Delighted

Google

HackerrankX

HOK

JetBrains

Kauffman Foundation

OPO Startups

The Idea Center at Miami-Dade College

Perennial Artisan Ales

Pluralsight

Polsinelli

Schlafly Brewing

Sprint Accelerator

Sprout Rhode Island

St. Louis Community College

St. Louis Economic Development Partnership

St. Louis Regional Chamber

State of Missouri Office of Administration

Strange Loop

TechArtista

Torn Label Brewing

Treehouse

Troutwine

University of Missouri-Kansas City

Washington University in St. Louis

Urban Chestnut Brewing Company

PROGRAMMING PARTNERS

BLUE|1647

City of Seattle Office of Economic Development

Connections to Success

edX

GlobalHack

Hack4Hope

Harris Stowe University

Harvard University

MET Center

Miami Dade College

NAACP of St. Louis City

National Society of Black Engineers St. Louis

Opportunity@Work

Prosper Women Entrepreneurs

Roy Clay Sr. Tech Institute

Seattle Central Community College

St. Louis Agency on Training and Employment

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University of Missouri - St. Louis

University of Rhode Island

Washington University in St. Louis

Worksystems, Inc

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