



Graduate **R**esults **A**dvertising **D**irective

Version 2.1

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II. Introduction

The advent of the coding bootcamp industry kicked off an unprecedented revolution in higher education. According to the [Bureau of Labor Statistics](#), software development is expected to grow 21% between 2018 and 2028. [PwC](#), one of the “Big Four” accounting firms, projects unprecedented growth in data science and data analytics and suggests that businesses should partner with educational organizations to fill their personnel needs. [The coding bootcamp industry has grown tenfold in the last eight years](#). Given this unprecedented growth, Galvanize believes that it has a responsibility to the public.

Prospective coding bootcamp students deserve transparent data for discerning the return on their tuition investment. Since most coding bootcamp students are interested in finding a job in the technology industry upon graduation, a student outcomes data report should aim to paint an accurate and relevant picture of what happens when graduates conduct a job search during the 180-day period immediately following graduation.

Galvanize’s **Graduate Results Advertising Directive (GRAD)** is the result of nearly a decade of industry-leading transparency in student outcomes reporting. For prospective coding bootcamp students to make an informed decision they need to see the numbers, and they also need to know how a school calculated those numbers. GRAD is a student outcomes reporting standard which openly discloses the data collection and advertising practices of our schools. Our goal in publishing this standard is to equip prospective students with a complete picture of how we measure the success of job-seeking students after they graduate from our schools. We will adhere strictly to GRAD in our production and publication of GRAD Reports which publicly disclose data on the success of job-seeking graduates from our schools.

GRAD is built on the following four principles:

1. **Accountability** - Alongside the legal reporting mandates that are required of Galvanize in each jurisdiction where it operates, Galvanize is committed to adhering to the additional compliance standards as set forth in GRAD.
2. **Transparency** - GRAD Reports must include (i) employment data for all graduates who confirm their intention to obtain an in-field job upon graduation, (ii) the percentage of Job-Seeking Graduates reporting data, and (iii) a complete numeration of Enrolled Students and the rate at which those students graduate on-time.
3. **Honesty** - All student outcomes-related advertisements and claims made by Galvanize will be consistent with the rules defined in GRAD to represent accurate, student-friendly data to the public.
4. **Authentication** - GRAD Reports must be reviewed and verified by a certified third-party auditor prior to publication. This auditor must confirm that there is evidence for the claims made in the GRAD Report. GRAD Reports shall include the third-party auditor’s details and their findings.

III. Glossary of Terms

GRAD: A student outcomes reporting standard which openly discloses the data collection and advertising practices of Galvanize schools.

GRAD Report: A public student outcomes report that adheres to the standards of GRAD.

Enrollment Agreement: A jurisdiction-specific contract between Galvanize and students which defines all of the terms and conditions of enrollment into a Galvanize program.

Graduation Requirements: A series of academic and non-academic requirements necessary to graduate from a Galvanize program as defined in an Enrollment Agreement.

Program Length: The total duration of a Galvanize program, which is stated in the Enrollment Agreement. Includes weekends and holidays.

Enrolled Student: A student in a Galvanize program on the final date under applicable state regulations when Galvanize must provide a full refund, or if applicable state regulations do not contain such a requirement, the final date in an Enrollment Agreement on which a student may receive a full tuition refund. A full tuition refund excludes nominal non-refundable registration fees as outlined in an Enrollment Agreement. A student who passes away, becomes incarcerated, or is called into active military duty during a program will not be classified as an Enrolled Student.

Certificate of Completion: A certificate granted to Enrolled Students who meet all Graduation Requirements as set forth in an Enrollment Agreement.

Graduation: The last day during a Galvanize program where Enrolled Students receive Certificates of Completion and become classified as Graduates.

Graduate: An Enrolled Student who receives a Certificate of Completion for a Galvanize program by meeting the Graduation Requirements set forth in their Enrollment Agreement. An Enrolled Student who withdraws or is dismissed prior to Graduation will not be classified as a Graduate. An Enrolled Student who withdraws and re-enrolls into a future program is only eligible for classification as a Graduate if they successfully graduate from the cohort immediately following their original cohort.

Job Search Period: The 180-day period following Graduation during which Galvanize tracks, measures, and reports the outcomes of Graduates.

Job-Seeking Graduate: A Graduate who confirms their intention to obtain an In-Field job upon Graduation and maintains such intention through the Job Search Period.

Intent Survey: A survey which requires all Enrolled Students to elect their post-Graduation intentions.

In-Field: A classification of a student job offer where either (i) the job title falls under an in-field classification used by the [Bureau of Labor Statistics SOC](#), or (ii) a student attests that the job requires the skills they learned at Galvanize.

Success Rate: In a GRAD Report, Success Rate is the percentage of Job-Seeking Graduates who secure an In-Field job offer within the Job Search Period.

Compensation Rate: In a GRAD Report, Compensation Rate is the median annualized base compensation of Job-Seeking Graduates who secured an In-Field job offer within the Job Search Period and elected to report compensation. Whenever a Job-Seeking Graduate reports an hourly rate, their salary will be normalized to reflect a full-time annual salary. Galvanize must disclose the percentage of graduates who reported hourly compensation for a part-time position.

Median Compensation Increase: In a GRAD Report, Median Compensation Increase is the difference between the median salary before attending Galvanize and the median salary after graduation. Median Compensation Increase only includes compensation from graduates who reported both their highest salary before attending Galvanize and their salary after graduation. As of GRAD version 2.0, the Median Compensation Increase number is not audited, but it will become subject to third-party audit starting in the 2022 Part 1 GRAD Report.

Graduation Rate: In a GRAD Report, Graduation Rate is the percentage of Enrolled Students who become Graduates by graduating from the original cohort they enrolled in (on-time).

Late Graduation Rate: In a GRAD Report, Late Graduation Rate includes the percentage of Enrolled Students who become Graduates by successfully graduating from the cohort immediately following their original cohort.

IV. Advertising and Disclosing

Galvanize will adhere to the rules defined in this section to (i) appropriately disclose relevant information to prospective students and (ii) govern its advertising practices in service of representing accurate, student-friendly data to the public.

Graduation Requirements: The Graduation Requirements for a Certificate of Completion will always be clearly delineated in an Enrollment Agreement.

In-Field Success: All public advertisements and claims made by Galvanize regarding the rate of “in-field” (or equivalent language) Graduate success will adhere to the definition of In-Field set forth in GRAD.

Success Rate: All public advertisements and claims made by Galvanize regarding the success rate of Graduates will reference the latest publicly available GRAD Report and exclusively use the relevant figures found therein.

Compensation Rate: All public advertisements and claims made by Galvanize regarding the compensation rate of Graduates will reference the latest publicly available GRAD Report and exclusively use the relevant figures found therein. A GRAD Report’s Compensation Rate figures will be accompanied by the percentage of the Job-Seeking Graduates that reported compensation.

Graduation Rate: All public advertisements and claims made by Galvanize regarding the graduation rate of its students will reference the latest publicly available GRAD Report and exclusively use the relevant figures found therein.

Days Until First Offer: All public advertisements and claims made by Galvanize regarding the average days until first offer include all Job-Seeking Graduates who reported an offer within 180 days of graduation. For the avoidance of confusion, a Job-Seeking Graduate’s days until first offer is marked at their first In-Field job offer (A1, A2, or A3 classification code). Subsequent In-Field job offers will not be considered when calculating the days until first offer metric.

Aggregation and Disaggregation: Public advertisements and claims made by Galvanize regarding the Success Rate, Compensation Rate, or Graduation Rate may aggregate or disaggregate figures by geography or program type. Such advertisements and claims will be accompanied by clear attribution.

V. Student Intent

Galvanize collects post-Graduation intentions from students via the Intent Survey during the last week of a program. Galvanize relies on the Intent Survey to classify each student's post-Graduation intentions.

The Intent Survey asks the following questions:

1. Are you legally authorized to work in the United States? (Yes/No)
2. What are your primary intentions for enrolling in this program? (Select One)
 - I intend to secure an in-field job within 180 days of graduation.
 - I intend to remain with my current employer upon graduation.
 - I do not intend to pursue an in-field job upon graduation.
 - I intend to continue education and do not intend to pursue an in-field job upon graduation.

A student's intent is amendable by the student at any time during a program or the subsequent Job Search Period. For the avoidance of doubt, a Graduate who intends to remain with their current employer shall be classified according to the job they're returning to.

Reasons a Graduate can amend intent post-Graduation:

- Continuing education
- Health, family, work authorization, or personal reasons

Our Commitment: Galvanize will not influence a student to change their intent. If a student decides not to pursue an In-Field job, their survey will be accompanied by an attestation that the student was not pressured by a Galvanize representative.

VI. Outcomes Classifications

Every Graduate of a Galvanize program will fall into one of the following classification codes after the Job Search Period:

Code	Detail
A1	Full-time In-Field offer
A2	Full-time In-Field apprenticeship, internship, or contract offer
A3	Short-term In-Field contract, part-time offer, freelance, or unknown length
A4	Started a new company or venture after graduation
B1	Out-of-field offer
B2	Not seeking a job in order to continue education
B3	Not seeking a job for health, family, work authorization, or personal reasons
X	Still seeking a job In-Field
0	Non-responsive

VII. Documentation Requirements

This section outlines the requirements by which Galvanize will obtain and classify evidence of a student's outcome. To verify an outcomes classification, Galvanize must obtain documentation from the Graduate, the Graduate's employer, a third-party recruiter, or a legal, credentialed third-party employment history service. Such documentation may be verbal or written, including any electronic communication, such as email, text message, chat, or an electronically submitted form.

For information obtained verbally by a Galvanize representative, the records must contain [a written statement](#).

Successful Outcomes (A1 – A4)

Code	Documentation Requirements
A1	<p>Full-time In-Field offer</p> <ul style="list-style-type: none"> ● State either the offer date or start date ● State that the offer is paid (exact payment rate is not required) ● State that the job title falls under an In-field classification used by the Bureau of Labor Statistics SOC codes or include attestation by the Graduate that the job requires the skills they learned during a Galvanize program ● State that the offer or contract is permanent, at-will, or greater than six months ● State that the job is full-time, or at least 30 hours per week
A2	<p>Full-time In-Field apprenticeship, internship, or contract offer</p> <ul style="list-style-type: none"> ● State either the offer date or start date ● State that the offer is paid (exact payment rate is not required) ● State that the job title falls under an In-Field classification used by the Bureau of Labor Statistics SOC codes or include attestation by the Graduate that the job requires the skills they learned during a Galvanize program ● State that the offer or contract is three to six months ● State that the job is full-time, or at least 30 hours per week ● For the avoidance of doubt: a contract-to-hire arrangement, wherein a contract states three-month employment, and a potential full-time offer thereafter, counts as "Full-time apprenticeship, internship, or contract position," until a permanent offer is documented
A3	<p>Short-term In-field contract, part-time offer, freelance, or unknown length</p> <ul style="list-style-type: none"> ● State either the offer date or start date ● State that the offer is paid (exact payment rate is not required) ● State that the job title falls under an In-Field classification used by the Bureau of Labor Statistics SOC codes or include attestation by the Graduate that the job requires the skills they learned during a Galvanize program ● State that the Graduate would be employed or contracted for at least 150 hours, either with a single employer or multiple employers
A4	<p>Started a new company or venture after graduation</p> <ul style="list-style-type: none"> ● State that the Graduate elected to pursue entrepreneurship full-time

Other Outcomes (B1 – B3, 0, X)	
Code	Documentation Requirements
B1	<p>Out-of-field offer</p> <ul style="list-style-type: none"> State that the Graduate obtained an offer within the Job Search Period (but did not meet the classification requirements for In-Field)
B2	<p>Not seeking a job in order to continue education</p> <ul style="list-style-type: none"> State that the Graduate elected to continue education within the Job Search Period
B3	<p>Not seeking a job for health, family, work authorization, or personal reasons</p> <ul style="list-style-type: none"> State that the Graduate elected to cease a job search during the Job Search Period due to health, family, work authorization, or personal reasons
X	<p>Still seeking a job In-Field</p> <ul style="list-style-type: none"> State that the Graduate is still seeking a job In-Field
0	<p>Non-responsive</p> <p>If Galvanize attempts to contact the Graduate a minimum of five times through three different means of communication (e.g. email, telephone call, text message) and the Graduate never responds, the Graduate is classified as "Non-responsive." One of Galvanize's outreach attempts must be made via a telephone call. Outreach attempts must span a period of no less than one week. Galvanize will record the dates of attempted outreach and the Graduate's contact information used in those attempts. Galvanize must publish the percentage of Graduates classified as "Non-responsive" in GRAD reports.</p>

Offer Classification Aid Matrix			
In-Field	Weekly Hours	Length of Term	Classification Code
Yes	30 or more hours	6 months or greater	A1
		Greater than 3 months and less than 6 months	A2
	At least 150 total hours		A3
No		-	B1

VIII. Key Metric Calculations

Success Rate

The Success Rate is composed of Graduates classified under codes (A1), (A2), (A3), and (A4). Graduates classified under codes (B2), (B3), and (0) are excluded.

$$\text{Success Rate} = \frac{A1 + A2 + A3 + A4}{A1 + A2 + A3 + A4 + X + B1}$$

For the avoidance of doubt, Graduates hired by Galvanize will be classified according to the job they're offered. A GRAD Report shall display the percentage of Graduates hired by Galvanize.

Reasons Galvanize will exclude a student from the Success Rate:

- Student does not Graduate from the program
- Student seeks out-of-field job
- Student not seeking a job in order to continue education
- Student not seeking a job for health, family, or personal reasons
- Student is unable to secure employment in the U.S. due to work authorization status
- Student is classified as "Non-responsive"

For the avoidance of doubt, a Job-Seeking Graduate who amends their intent after Graduation is permanently excluded from the Success Rate and thus no longer classified as a Job-Seeking Graduate.

Compensation Rate

The Compensation Rate includes only annualized base compensation and excludes bonuses, equity, relocation, and any other non-base compensation. If a Graduate has held multiple positions of the same outcomes classification code within the Job Search Period, Galvanize reports on the position acquired at its discretion. If compensation information is known, it must be included. A GRAD Report must indicate the total number of Job-Seeking Graduates as well as the percentage of successful job seekers who shared their salary information.

Graduation Rate

The Graduation Rate represents the percentage of Enrolled Students who become Graduates by graduating from the original cohort they enrolled in (on-time). A GRAD Report shall separately indicate the Late Graduation Rate, which is the percentage of Enrolled Students who become Graduates by successfully graduating from the cohort immediately following their original cohort.

$$\text{Graduation Rate} = \frac{\text{Graduates}}{\text{Enrolled Students}}$$

IX. Reporting

Release Schedule

Galvanize will release GRAD Reports in six-month intervals, each covering the most recent six-month window for which cohorts have completed a Job Search Period. Galvanize will not exclude any cohorts of students from a GRAD Report. Galvanize reserves the right to increase the frequency of reporting in an effort to publish relevant data.

Audits

GRAD Reports must be reviewed and verified by a certified third-party auditor prior to publication. This auditor must confirm that there is evidence for the claims made in the GRAD Report. GRAD Reports shall include the third-party auditor's details and their findings. An audited GRAD Report shall be amended to include the third-party auditor's details and their findings. The retained auditor must have a current, passing report with the [AICPA](#).

X. Our Commitment

Galvanize is committed to an open and transparent culture. We strive to improve our offerings and hold ourselves accountable continually. For that reason, we will review this GRAD methodology on a regular basis to discover opportunities for improvement. Making sensible iterations on our reporting standards will help us continue to equip prospective students with an accurate, relevant and complete picture of how we measure the success of job-seeking students after they graduate from our schools.

Should you have any questions or feedback regarding GRAD, you may contact our Career Services Team at info@galvanize.com.

If you're looking to hire Galvanize graduates, you may email our Partnerships Team at hire@galvanize.com.