

# BAY AREA JOBS REPORT | 2020



We are proving what's possible when you empower the next generation of leaders with the skills, networks, experiences and confidence necessary to launch a strong career.

**SJSU** SAN JOSÉ STATE  
UNIVERSITY





## THE PROBLEM

Only 25% of about 1.2 million low-income or first-generation college enrollees each year will attain a strong first job or enter graduate school. That's almost one million students every single year who aren't on a path to the American Dream.

## OUR VISION

The next generation of leaders will emerge from everywhere.

## OUR MISSION

Braven empowers promising college students with the skills, confidence, experiences, and networks necessary to transition from college to strong first jobs, which lead to meaningful careers and lives of impact.



## WHAT DOES THIS REPORT COVER?

### THERE ARE FIVE CORE QUESTIONS WE USE TO ASSESS OUR IMPACT

Are Braven Fellows getting strong first jobs that put them on the path to the American Dream?	06
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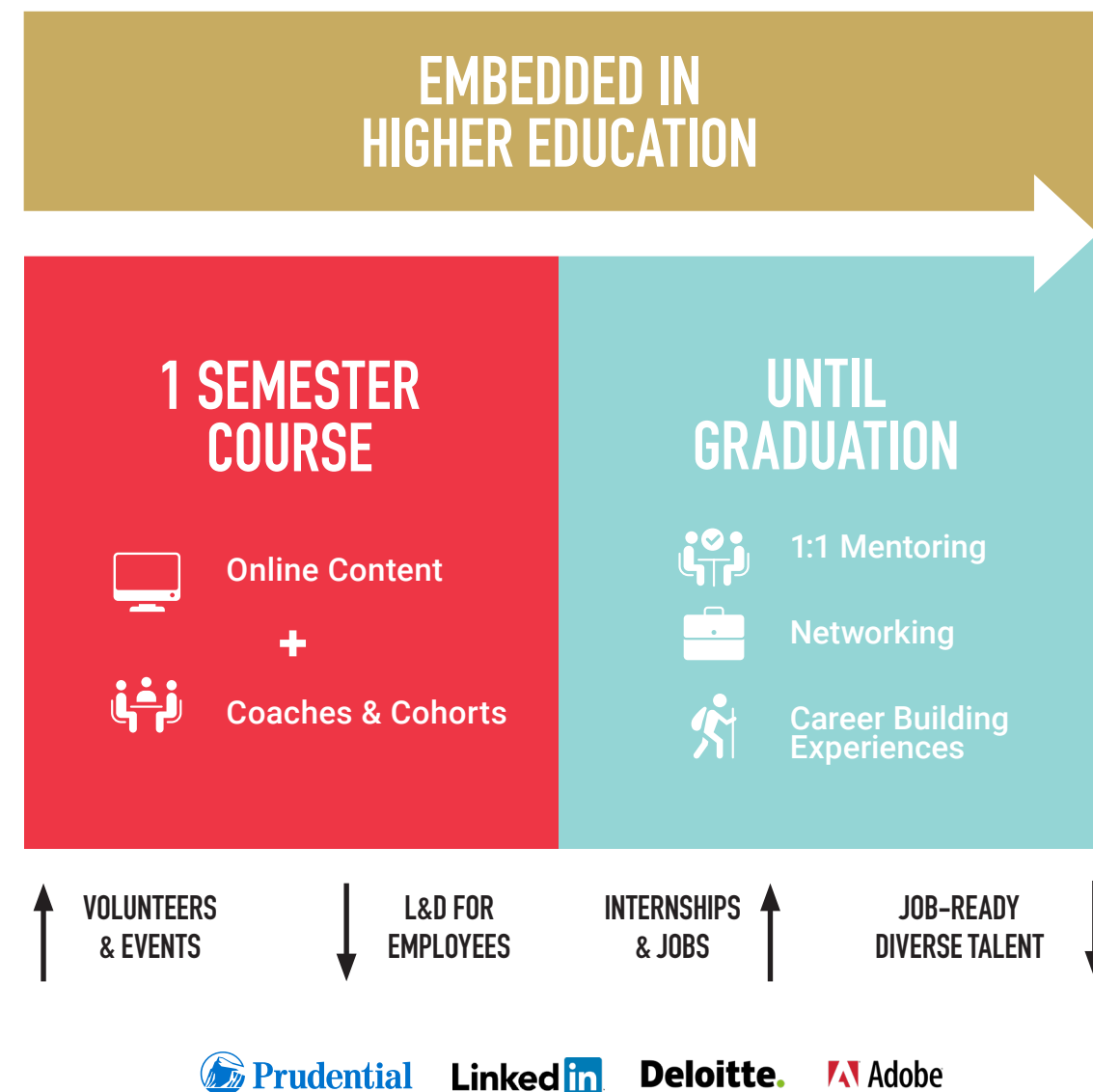


### MEET MILTO UNGASHE

Milto was a Fall 2017 Braven Fellow at San José State University.

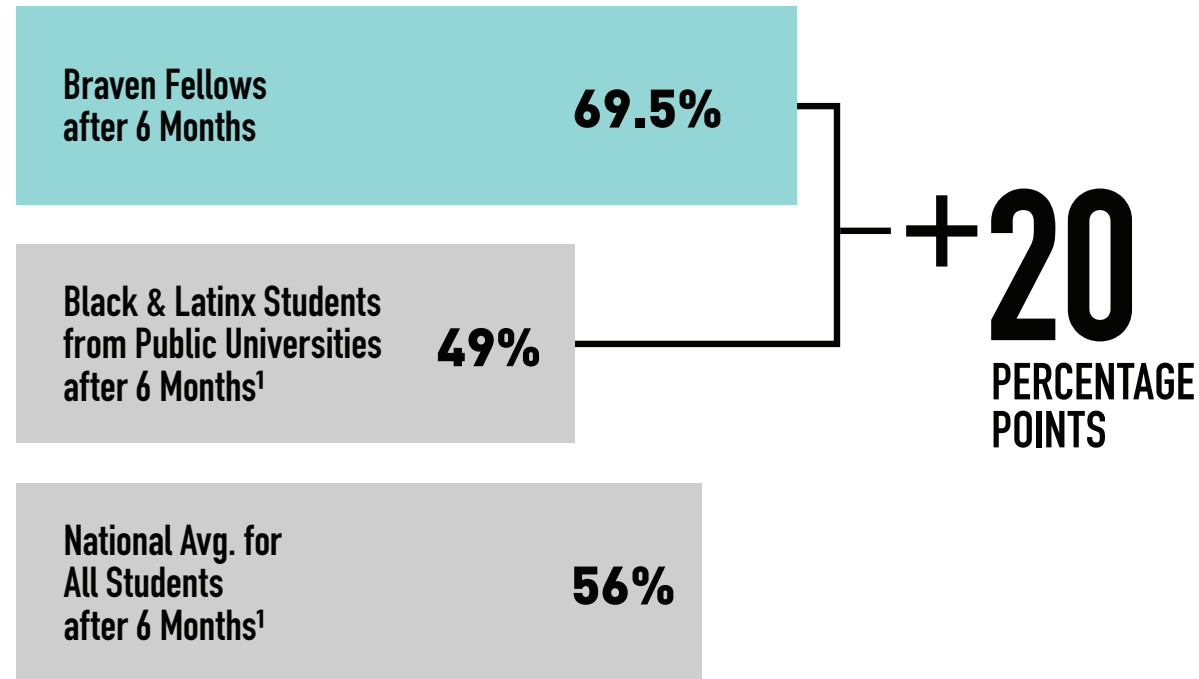
## THE BRAVEN MODEL

In partnership with universities and employers, Braven offers a two-part experience that empowers promising underrepresented young people—first-generation college students, students receiving Pell grants, and/or students of color—on their paths to launching successfully into the modern economy.



# ARE BRAVEN FELLOWS GETTING STRONG FIRST JOBS THAT ARE PUTTING THEM ON THE PATH TO THE AMERICAN DREAM?

In 2019, **207 Braven Fellows** graduated from San José State University, doubling the number of Braven grads in the labor market. This new class is outpacing their peers nationally in strong job attainment by **20 percentage points (69.5% vs 49%)** within six months of graduation.<sup>1</sup>



<sup>1</sup> National estimates based on data from NACE's First Destination Survey, Strada & Burning Glass Technologies' Report: The Permanent Detour — Underemployment's Long-Term Effects on the Careers of College Grads, and underemployment research from the NY Federal Reserve.



## MEET VINCENT SALAZAR

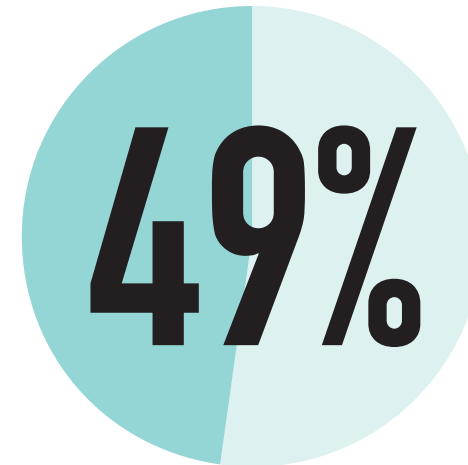
Vincent was a Fall 2017 Braven Fellow at San José State University and graduated in May 2019 with his bachelor's degree in Geography. He currently works as a Geographical Data Analyst for LinkedIn.

MEET CHANDLOR JENKINS

Chandlor was a Fall 2017 Braven Fellow at San José State University and graduated in May 2019 with her bachelor's degree in Radio, TV, and Film. She currently works as a Recruiting Coordinator for Google.

THE AMERICAN DREAM IN ACTION

When students are given access to information capital, the opportunity to practice, and professional networks, the American Dream is attainable within semesters.



Percentage of Braven graduates are already outearning their parents in their first few years out of college. By comparison, by age 30, Americans have a 50-50 shot of out earning their parents.<sup>1</sup>

MOST POPULAR INDUSTRIES FOR SJSU BRAVEN FELLOWS



Technology, IT



Education



Non-profit



Health



Business,  
Advertising



Hospitality

<sup>1</sup> The Fading American Dream: Trends in Absolute Income Mobility since 1940.

## BUILDING CAREER WEALTH & HEALTH

A high quality first job in Braven's book helps individuals build long-term wealth and health. In addition to requiring a bachelor's degree and being full-time, we look for a combination of promotion pathways, employee benefits, and a market-competitive starting salary:



### SETTING UP A STRONG CAREER



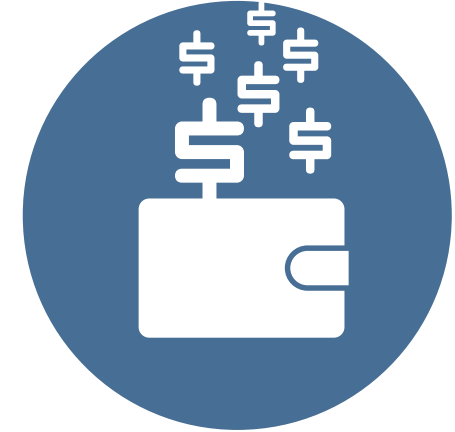
**80%** of employed Braven recent graduates are in roles aligned with their long-term career interests

### EMPLOYEE BENEFITS



**84%** of employed Braven recent graduates have a job with employer-provided benefits

### SALARY AND FINANCIAL HEALTH



**\$50,000-55,000** is the median starting salary of the most recent class of Braven graduates  
This is compared to a median starting salary for all graduates from public 4-year colleges of \$48,018<sup>1</sup>

### PROMOTION PATHWAYS



**92%** of employed Braven recent graduates have a job with opportunities for internal advancement

<sup>1</sup>NACE First Destination Survey Class of 2018

# THE BRAVEN EQUATION

With Braven’s help, Crystal built the foundation to get on the path to the American Promise.



=

**Career-Ready College Graduate**

Crystal started at Box in July of 2018 in Executive Recruiting and has since transitioned to the Talent & Belonging team supporting leadership development and organizational success. In Fall 2019, she became a Braven Leadership Coach where she supported a cohort of 6 students.



## MEET CRYSTAL CARDENAS

Crystal was a Fall 2016 Braven Fellow at San José State University. Currently she is a Talent & Belonging Coordinator at Box.

MEET AYA ABDELHADI

Aya was a Fall 2017 Braven Fellow at San José State University and is a current senior studying management information systems. She has completed one internship with PwC in Risk Assurance and the other with Deap Dealz.

IS BRAVEN SUPPORTING FELLOWS ON THE PATH TO COLLEGE COMPETITION AND INTERNSHIPS?

COLLEGE PERSISTENCE

Nationally, only 6 in 10 young people who start college finish within 6 years.<sup>1</sup> Fellows, who typically join us during their sophomore or junior year, are persisting at inspiring rates.

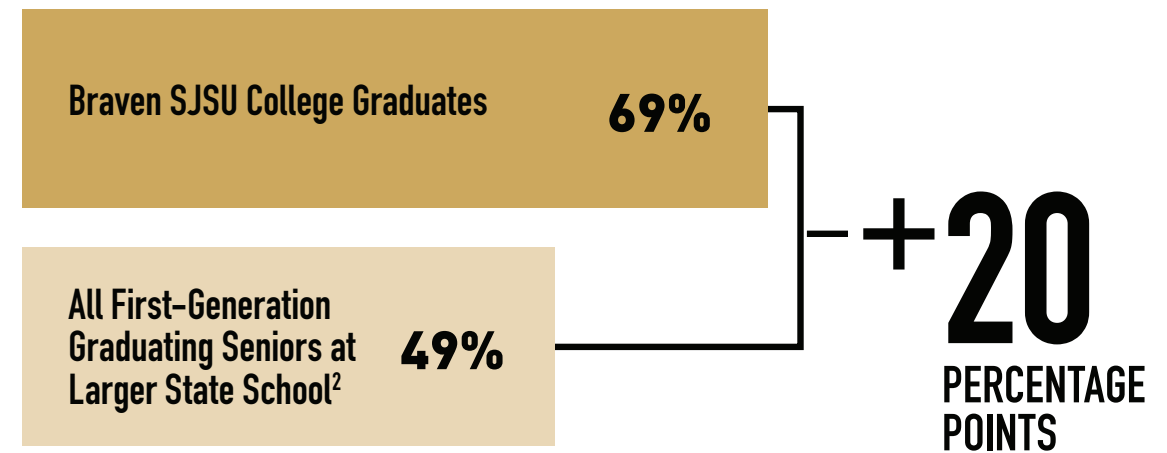


Percentage of Braven Fellows at SJSU who are persisting in or have graduated from college

INTERNSHIPS

For college students, internships serve as critical proof points of experience and open professional doors.

Compared with peers nationally, Braven graduates at SJSU were **20 percentage points** more likely to have at least one internship during college.



<sup>1</sup> National Center for Education Statistics  
<sup>2</sup> 2016 NACE Student Survey (custom cut)

# ARE BRAVEN FELLOWS DEVELOPING THE SOFT SKILLS AND NETWORKS NEEDED FOR SUCCESS?

This fall, Eric Bettinger and Anthony Lising Antonio of Stanford's Graduate School of Education and Sue Farruggia of the University of Illinois at Chicago completed a two-year study on Braven's impact on factors tied to college persistence and career success.

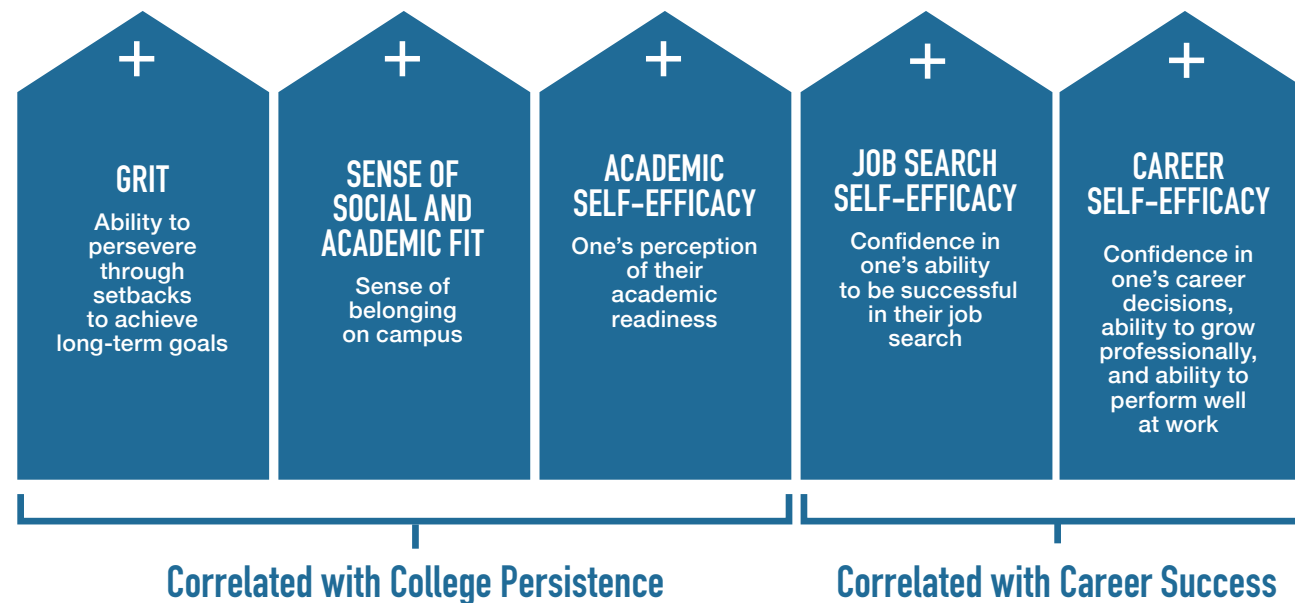


Stanford University



BRAVEN

The study showed that San José State University Braven Fellows experienced statistically significant growth in the following areas compared to their peers:



*"Students emerge from the program with confidence and optimism in beginning their post-college careers, citing specific skills they developed in the program as valuable assets they only developed through Braven — teamwork, networking, and communication."*

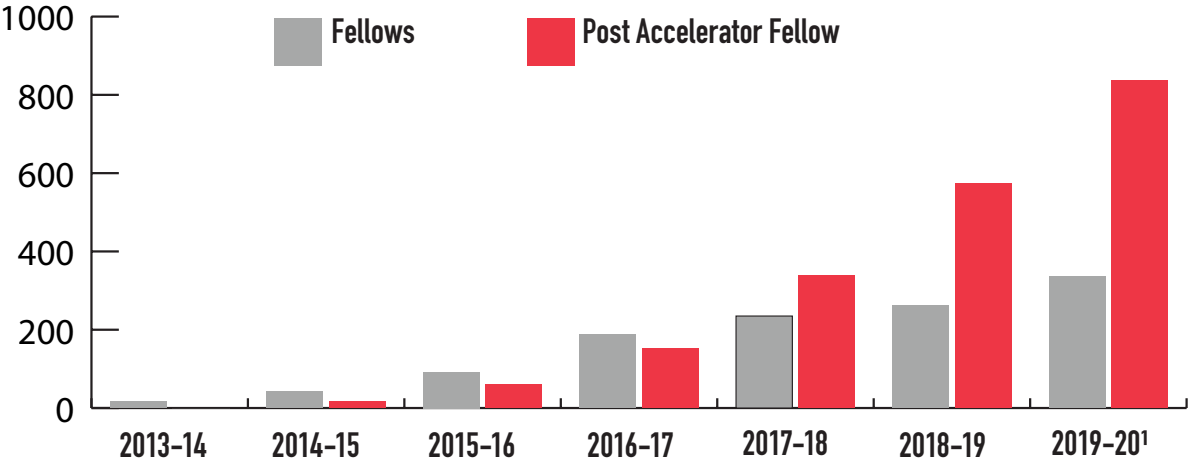
— anthony lising antonio, Associate Director of Stanford's Institute for Higher Education Research



# ARE WE REACHING MORE STUDENTS WHILE MAINTAINING PROGRAM QUALITY?

We are growing a diverse and talented network in the Bay Area committed to ensuring that the next generation of leaders emerges from everywhere.

## OUR GROWING SJSU FELLOW COMMUNITY



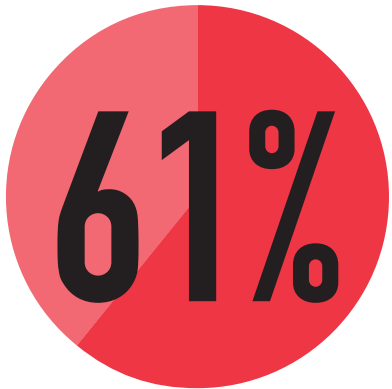
<sup>1</sup> This is an estimate based on 2019 Fellows and anticipated Spring 2020 Fellows



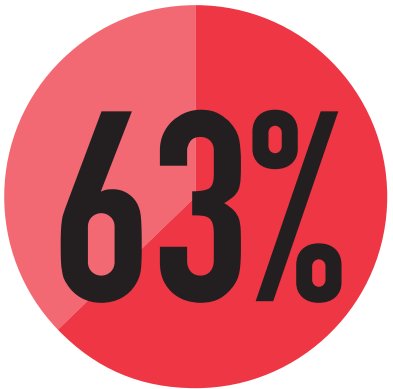
## SJSU FELLOW DEMOGRAPHICS



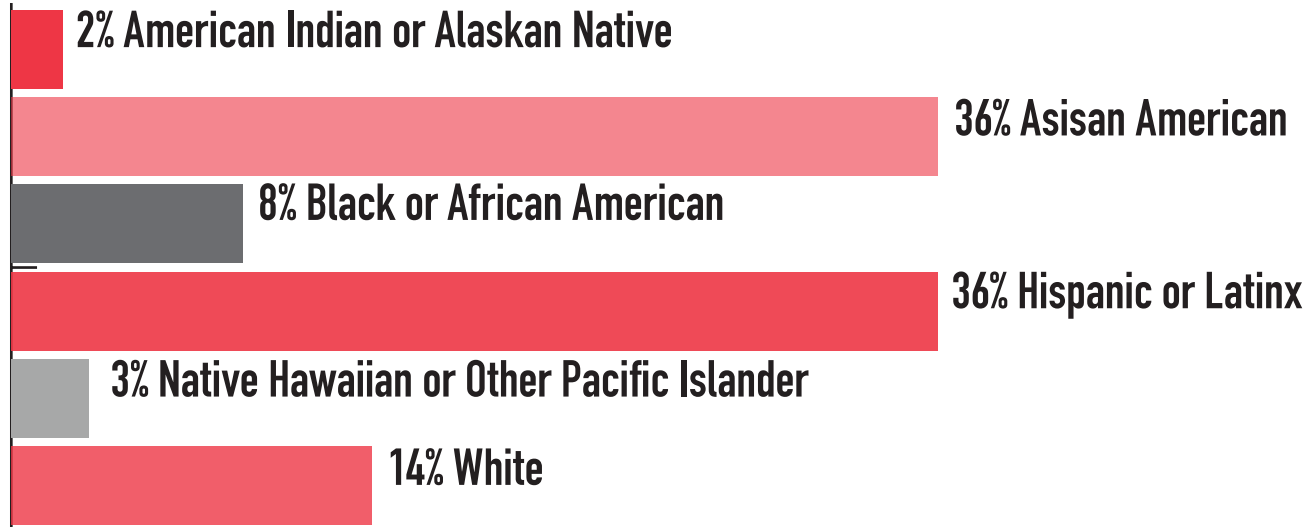
PEOPLE OF COLOR



FIRST-GENERATION COLLEGE STUDENTS



FROM A LOW-INCOME BACKGROUND



\*Students may claim more than one identity



**SKYLAR CAESAR**

Skylar was a Spring 2018 Braven Fellow at San José State University and graduated in December 2018 with her bachelor's degree in sociology. She currently works as a Recruiting Coordinator at Airbnb.

**ARE WE REACHING MORE STUDENTS WHILE  
MAINTAINING PROGRAM QUALITY?**

We are committed to continuing to see strong Fellow satisfaction and content mastery as we grow.

**72%**

**FELLOW SATISFACTION**

agree that Braven is one of their most valuable personal or professional development experiences.

**87%**

**CAREER READINESS**

*Average level of content mastery*

Course content is tied to five key professional competencies that employers look for in candidates. Fellows' grades reflect their level of mastery of these competencies.

**CORE COMPETENCIES**

SELF-DRIVEN  
LEADING

WORKING  
IN TEAMS

PROBLEM  
SOLVING

NETWORKING &  
COMMUNICATING

OPERATING &  
MANAGING

# ARE WE BUILDING EMPLOYER PARTNERSHIPS WITH TRUE SHARED VALUE?

Our partnerships with employers like Adobe provide shared business value while opening doors to the American Dream.

## EMPLOYEE ENGAGEMENT

The Adobe Black Employee Network hosted our professional mentor program's kickoff event in both Spring and Fall 2019, engaging over 100 students and volunteers.



## LEARNING & DEVELOPMENT

17 Adobe employees have served hundreds of collective volunteer hours supporting Fellows, including four in the signature Leadership Coach role.

## UNIVERSITY RECRUITMENT

Adobe hired 6+ SJSU Braven Fellows through volunteering, networking, and other connections.



## CORPORATE RESPONSIBILITY

Adobe's commitment of \$100,000 will help Braven serve more students at SJSU, which now enrolls 350-400 Fellows per year.



# THANK YOU

## SUPPORTERS (10K+)

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Arthur Rock  
Charles and Helen Schwab  
Foundation  
Charles and Lynn Schusterman  
Family Foundation  
Franklin and Catherine Johnson  
Family  
Leslie Family Foundation  
Margo Foundation  
New Profit  
Peery Foundation  
Sarah Peter  
Shellye Archambeau  
Sobrato Family Foundation  
Stupski Foundation  
Susan & Thomas Dunn  
Tammy & Bill Crown  
The David and Lucile Packard  
Foundation  
Westly Foundation

## EMPLOYER PARTNERS

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### ANCHOR<sup>1</sup>:

Adobe  
LinkedIn  
Salesforce

### KEYSTONE:

Charles Schwab

### INNOVATION:

Paypal  
Teach For America

### IMPACT:

Binc  
Blendid  
Schaffer & Combs  
Google  
Facebook  
PwC  
Cloudera  
Cisco  
eBay  
Sutter Health

## UNIVERSITY PARTNERS

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<sup>1</sup> Anchor (\$100K+ & programmatic support), Keystone (\$25K+ & programmatic support), Innovation (\$5K+ & programmatic support), Impact (<\$5K & programmatic support)