

BRAVEN



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.



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

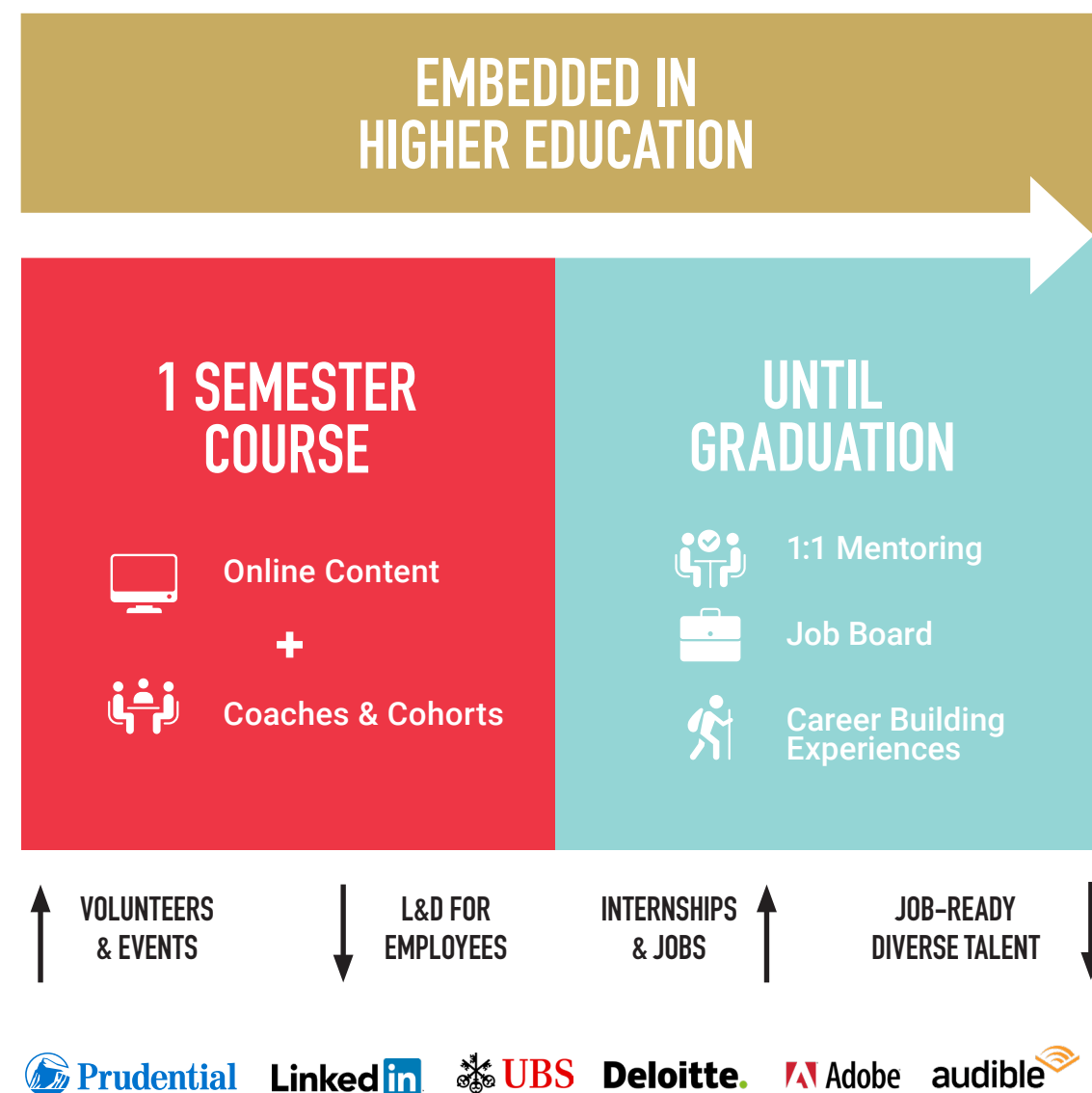
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MEET JAVON BROWN

Javon was a Spring 2018 Braven Fellow at Rutgers University - Newark and will graduate with his bachelor's degree in computer science in May 2021.

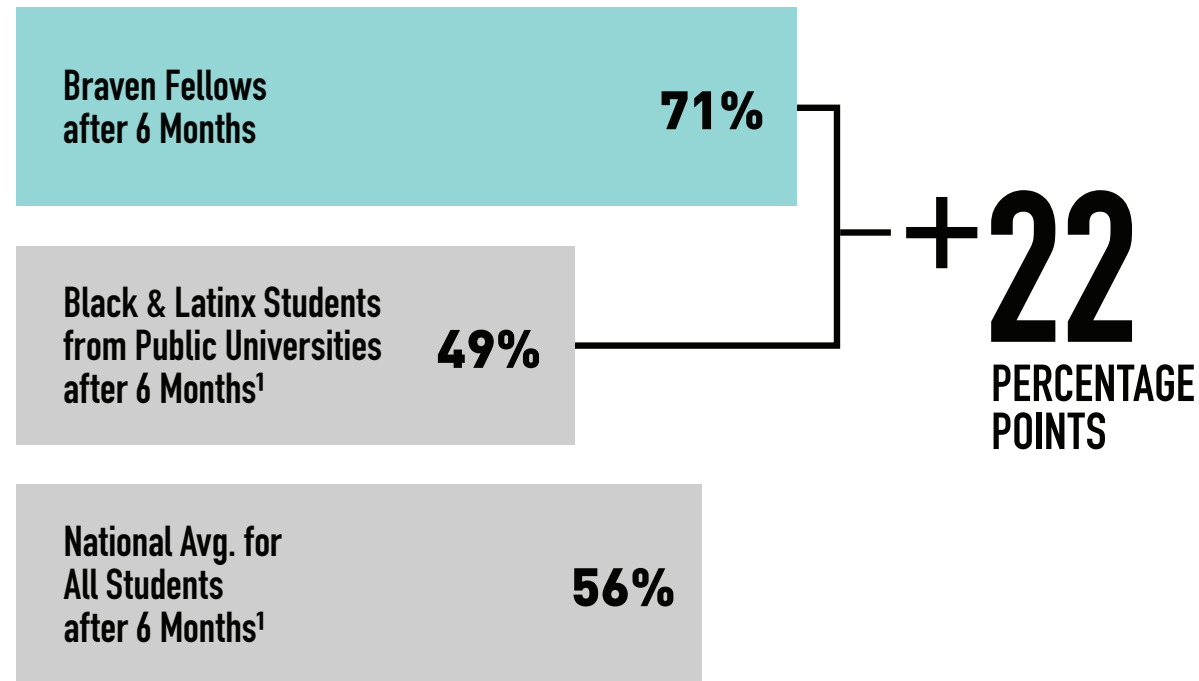
THE BRAVEN MODEL

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, **336 Braven Fellows** graduated from college, *more than doubling* the number of Braven college graduates in the labor market. This new class is outpacing their peers nationally in strong job attainment by **22 percentage points (71% vs 49%)** within six months of graduation.¹



¹ 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.



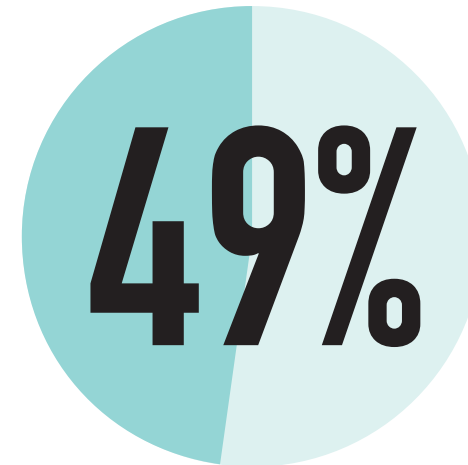
MEET JOEL NUNEZ
Joel was a Spring 2019 Braven Fellow at Rutgers University-Newark. This May, he graduated with his bachelor's degree in Supply Chain Management and currently works as an Account Executive for BOLDDMark in Newark, New Jersey.

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 already outearning their parents in their first job out of college. By comparison, by age 30, Americans have a 50-50 shot of outearning their parents.¹

MOST POPULAR INDUSTRIES FOR BRAVEN FELLOWS



Information Technology



Business



Education



Non-profit



Accounting,
Banking &
Finance



Health



Hospitality



Law

¹ 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



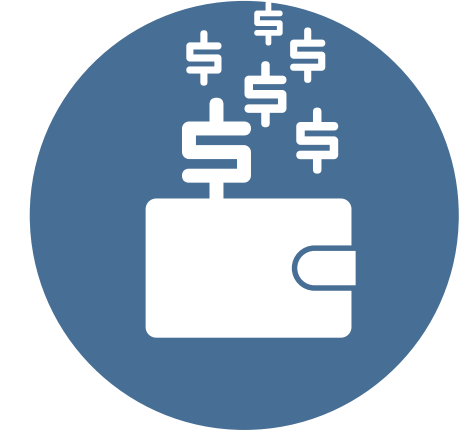
80% of employed Braven recent graduates are in roles aligned with their long-term career interests

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 \$48,018¹

PROMOTION PATHWAYS




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

¹NACE 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 ALICEYA JEROME

Aliceya was a Fall 2018 Braven Fellow and is a current senior studying marketing at Rutgers University - Newark. She has completed two marketing internships to date at Catscape Productions and Braven.



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

COLLEGE PERSISTENCE

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

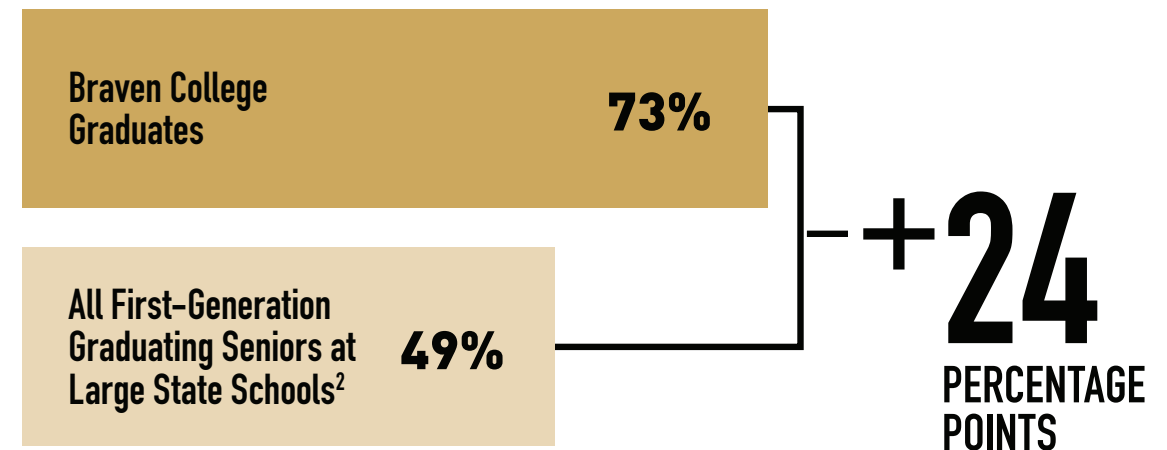


Percentage of Braven Fellows who are persisting in or have graduated from college

INTERNSHIPS

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

Compared with peers nationally, our college graduates already in the workforce were **24 percentage points** more likely to have at least one internship during college.



¹ National Center for Education Statistics
² 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.

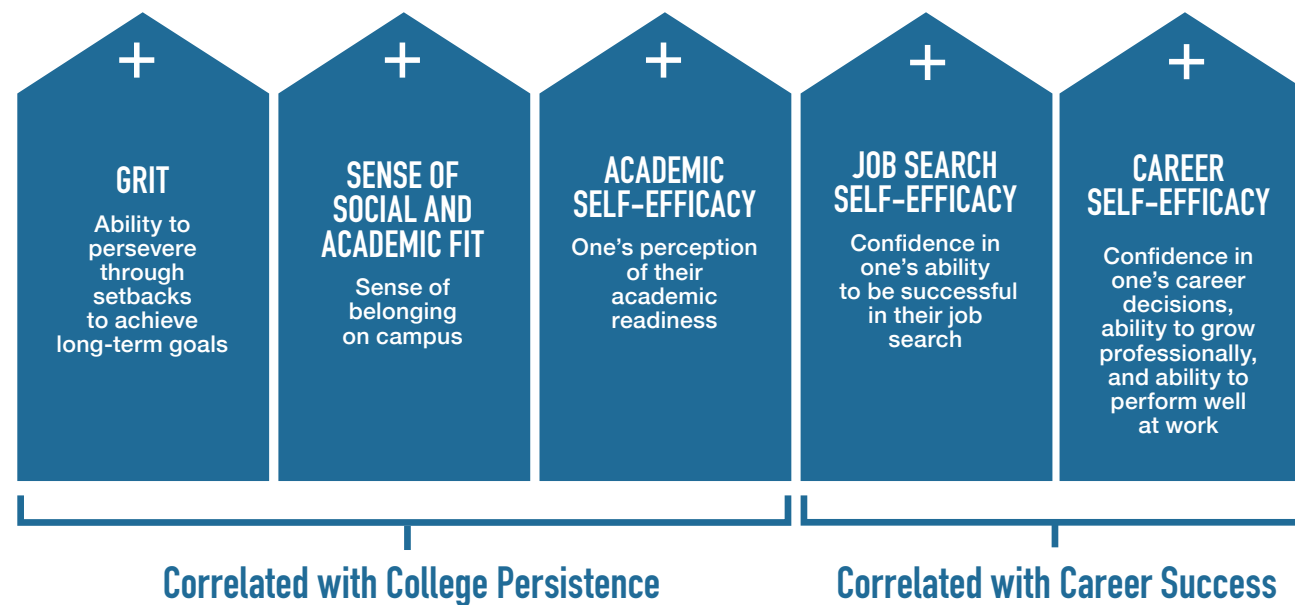


Stanford University



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 IMPACTING MORE STUDENTS AND MAINTAINING PROGRAM QUALITY?



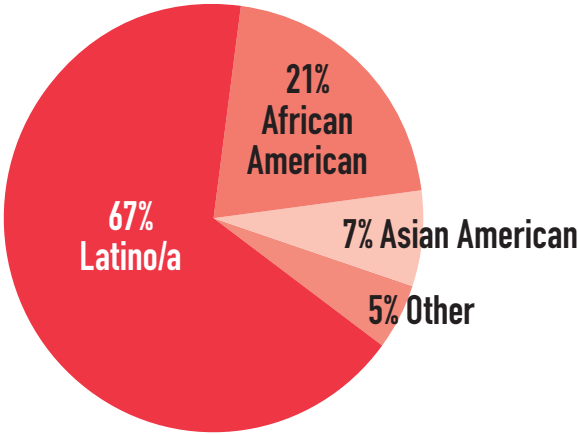
Based on growing demand from college success organizations, we piloted BravenX for 100+ Chicago area college students sitting across multiple campuses in Fall 2019.

WHAT WE TESTED

	BRAVEN	BRAVENX
DOSAGE	15 weeks	9 weeks
CUSTOMER	University	College Success Organizations
STUDENT INCENTIVE	Course Credit	Financial Stipend

BY THE NUMBERS

113 STUDENTS



7 PARTNER ORGANIZATIONS



PROMISING EARLY RESULTS

NET PROMOTER SCORE

84

A widely recognized customer satisfaction benchmark. A score of 50+ is considered excellent and a score of 70+ is considered world class.

NON-COGNITIVE SKILLS GROWTH¹

BravenX Fellows saw statistically significant growth in the following areas:



¹Based on pre and post surveys.

ARE WE BUILDING EMPLOYER AND UNIVERSITY PARTNERSHIPS WITH TRUE SHARED VALUE?

In Newark, Braven serves as a bridge in an ecosystem of committed institutions.



Higher Education



Business



Rutgers-Newark has made a deep commitment to local talent. As part of this work, they have a 4-year MOU with Braven to scale up to 1000 new Braven Fellows per year.



In the 2018-2019 school year, **240 Newark Professionals** committed **4,160 hours** as Leadership Coaches, Mock Interviews, and Professional Mentors.

Braven provides companies with top-notch learning and development for rising talent, meaningful employee engagement opportunities and access to diverse talent.

THANK YOU

SUPPORTERS (10K+)

A Better Chicago
Amy Abrams
Angela Duckworth
Anonymous
Arbor Brothers
Arthur Rock
Bill & Melinda Gates Foundation
Bloomberg Philanthropies
Carnegie Corporation of NY
Centerbridge Partners
Charles and Helen Schwab Foundation
Charles and Lynn Schusterman Family Foundation
Cleveland Avenue Foundation for Education
Crown Family Philanthropies
Finnegan Family Foundation
Franklin and Catherine Johnson Foundation
Heckscher Foundation for Children
John & Wendy Cozzi
Leslie Family Foundation
Margo Foundation
Michael & Susan Dell Foundation
New Profit
Osa Foundation
Paul M. Angell Foundation
Paula Sneed & Lawrence Bass
Peery Foundation
Prosper Road Foundation
Richard Braddock
Russ Carson
Ruth Stanton Foundation
Sarah Peter
Shellye Archambeau
Siragusa Family Foundation
Sobrato Family Foundation
Square One Foundation
Strada Education
Stupski Foundation
Susan & Thomas Dunn
Tammy & Bill Crown
The David and Lucile Packard Foundation
The Mayer and Morris Kaplan Family Foundation
Trimble Family Foundation
Victoria Foundation
Westly Foundation

EMPLOYER PARTNERS

ANCHOR¹:
Adobe
LinkedIn
Prudential
Salesforce

KEYSTONE:
BMO Harris
Charles Schwab
CME Group
College Board
Gucci
The Northern Trust Company

INNOVATION:
ADP
Audible
Chad Foundation
CIBC
Hyatt
Deloitte
PayPal
UBS
Siemens
Kindle Communications
FactSet
IBM
Teach For America
Uncommon Schools

IMPACT:
Binc
Braintree
Blendid
City of Newark Mayor's Office
Cisco
Cloudera
eBay
EY
Exelon
Facebook
Google
Horizon BCBS
JPMorgan
KIPP
KraftHeinz
Montefiore Medical Center
Panasonic
PwC
Rush University Medical Center
RWJBarnabas Health
Schaffer & Combs
Sutter Health

UNIVERSITY PARTNERS

Lehman College / CUNY
National Louis University
Rutgers University - Newark
San José State University

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