

NEWARK 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.



RUTGERS
UNIVERSITY | NEWARK





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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Are Braven Fellows developing the soft skills and networks needed for success?	16
Are we impacting more students and maintaining program quality?	18
Are we building employer and university partnerships with true shared value?	22

MEET RODERICK ROSIER

Roderick was a Fall 2019 Braven Fellow at Rutgers University - Newark.

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.

EMBEDDED IN HIGHER EDUCATION

1 SEMESTER COURSE



Online Content



Coaches & Cohorts

UNTIL GRADUATION



1:1 Mentoring



Job Board



Career Building
Experiences



VOLUNTEERS
& EVENTS



L&D FOR
EMPLOYEES



INTERNSHIPS
& JOBS



JOB-READY
DIVERSE TALENT



Prudential

LinkedIn



UBS

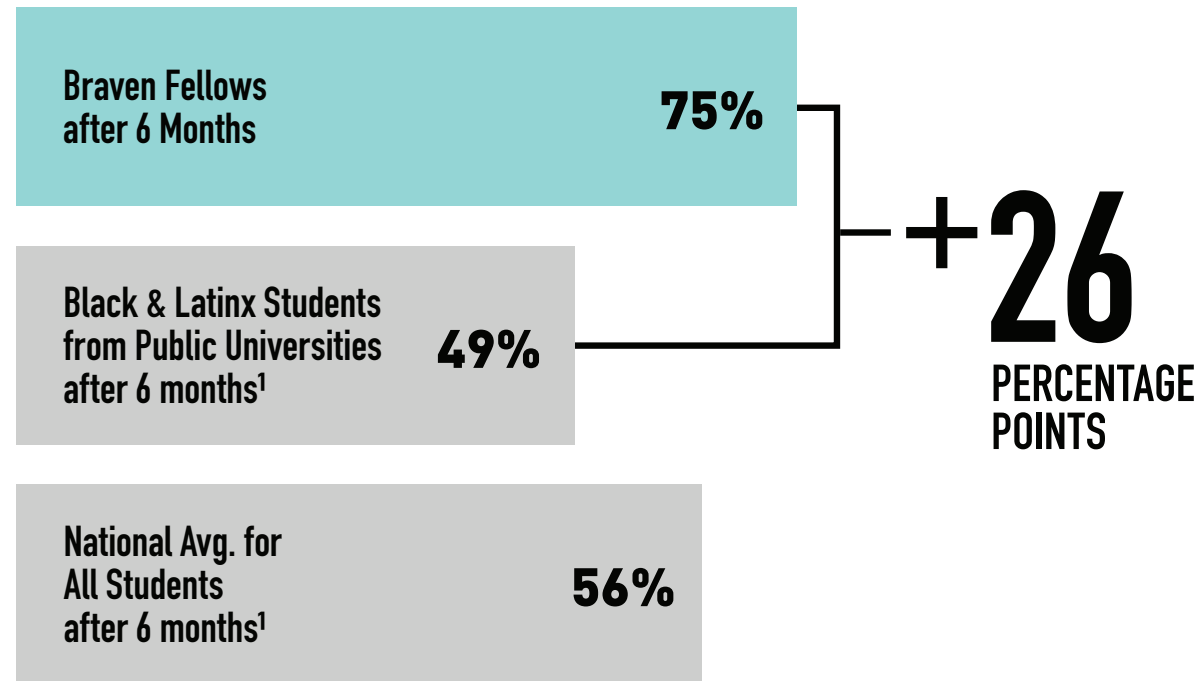
Deloitte

Adobe

audible

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

In 2019, **130 Braven Fellows** graduated from Rutgers University - Newark. This new class is outpacing their peers nationally in strong job attainment by **26 percentage points (75% vs 46%)** 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 BOLD Mark in Newark, New Jersey.



MEET NAA ADEI KOTEY

Naa was a Spring 2019 Braven Fellow at Rutgers University - Newark and graduated in May 2019 with her bachelor's degree in Psychology and Public Administration. She currently works as a Human Resource Analyst at American Express.

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.¹

MOST POPULAR INDUSTRIES FOR RUTGERS-NEWARK BRAVEN FELLOWS



Technology, IT



Business



Education



Non-profit



Accounting,
Banking &
Finance



Health



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 BA 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



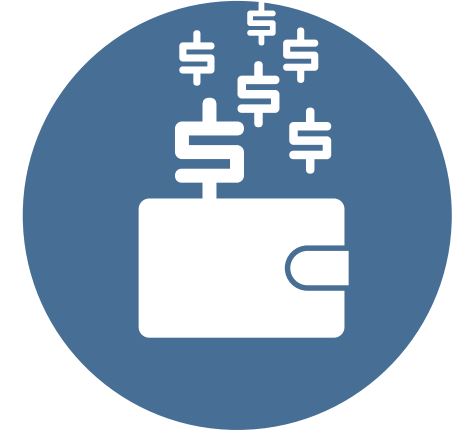
80% of employed Braven recent graduates are in roles aligned with their long-term career interests

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

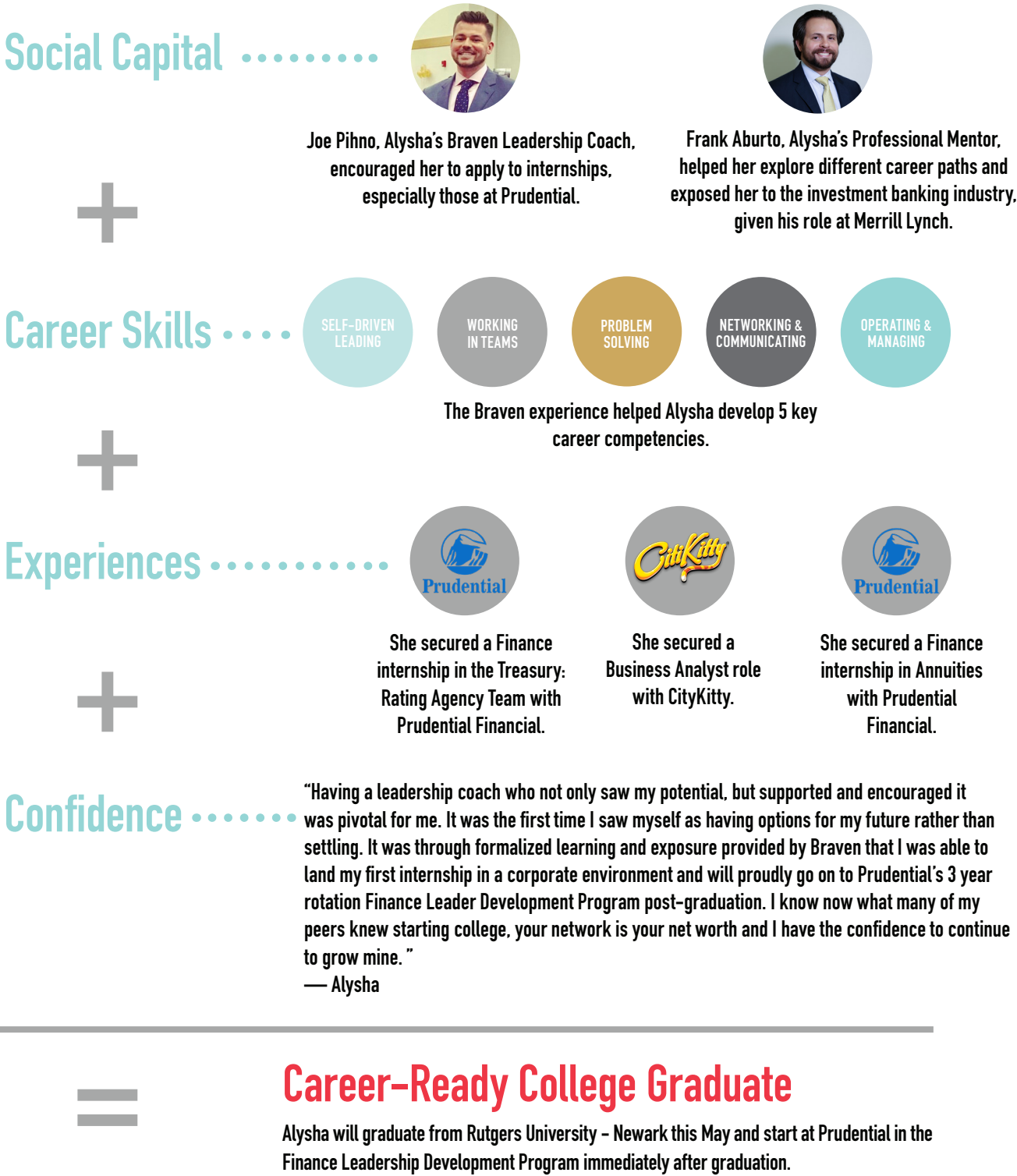


92% of employed Braven recent graduates have a job with opportunities for internal advancement

¹NACE First Destination Survey Class of 2018

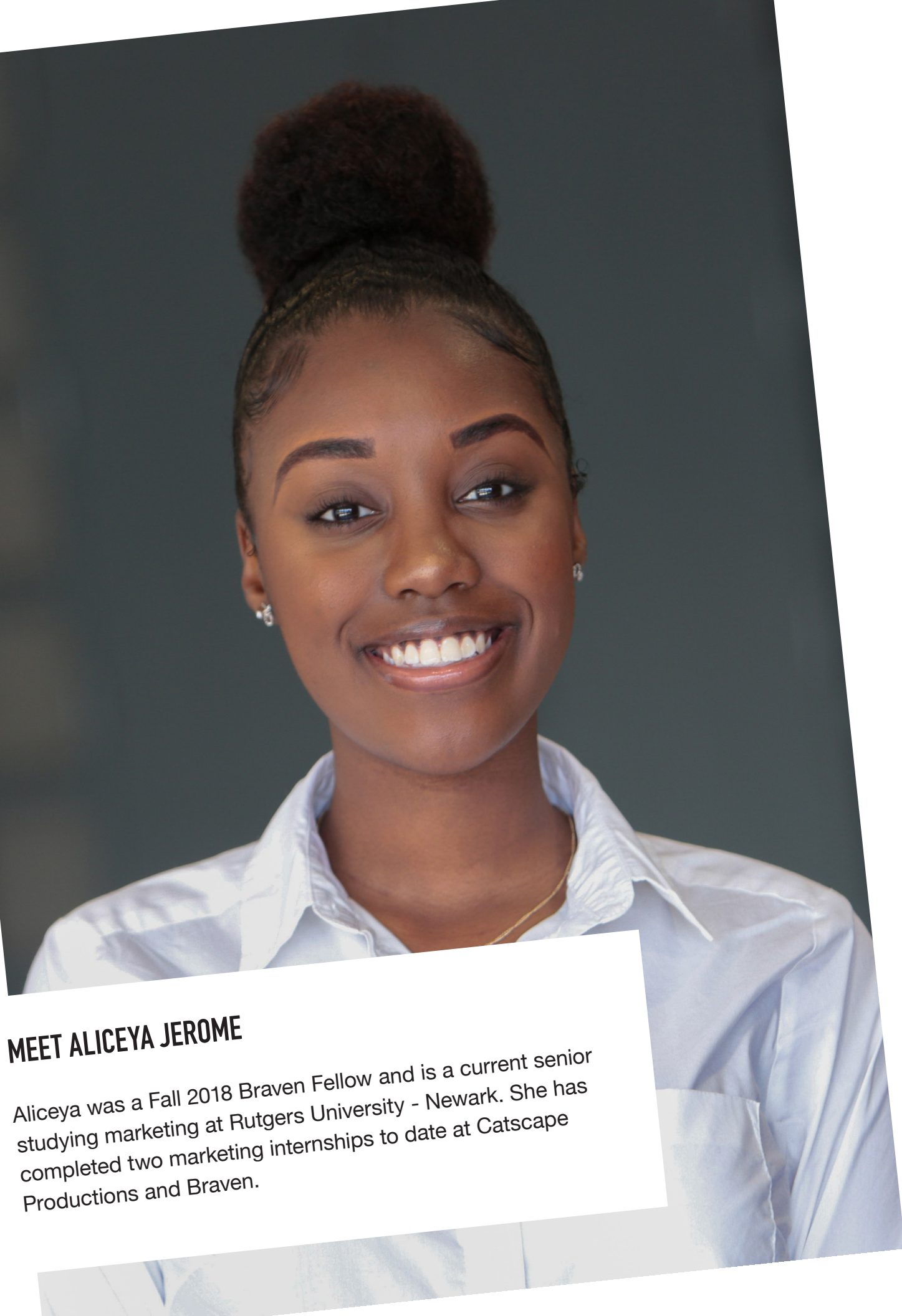
THE BRAVEN EQUATION

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



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 COMPETITION 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.

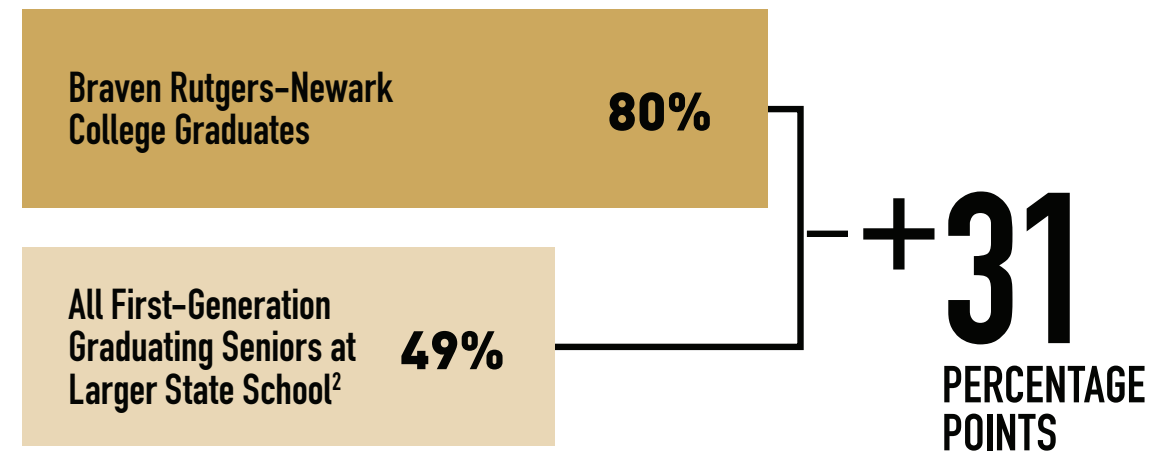


Percentage of Braven Fellows at Rutgers - Newark who are persisting in or have graduated from college

INTERNSHIPS

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

Compared with peers nationally, Braven graduates at Rutgers-Newark were **31 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.

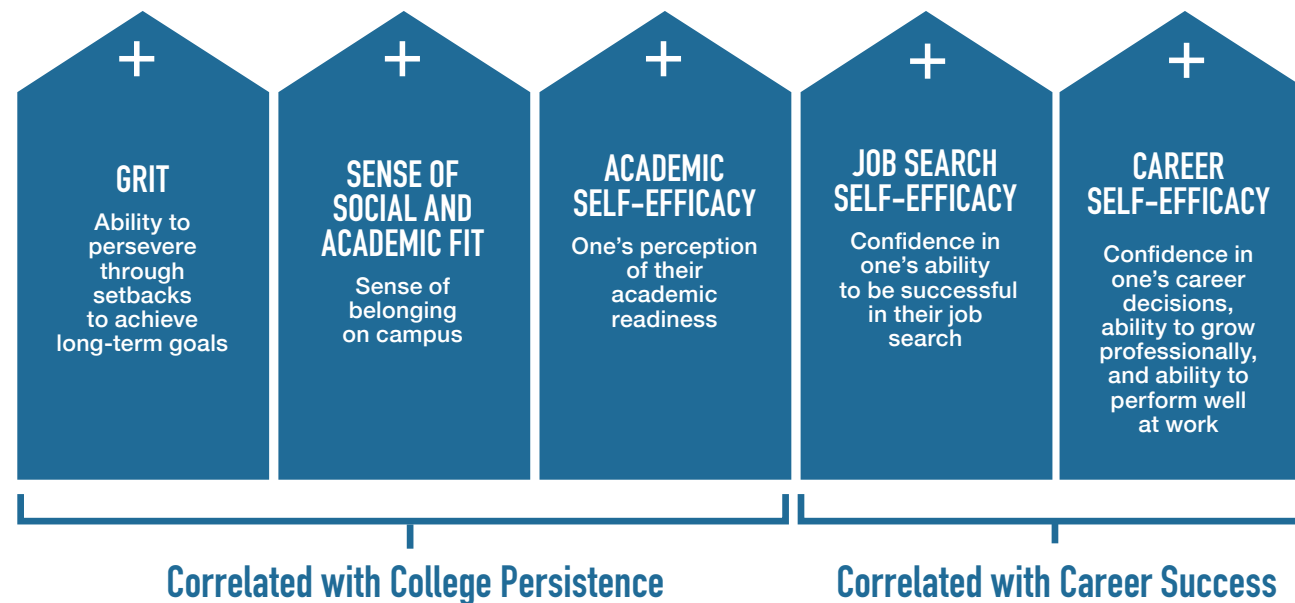


Stanford University



BRAVEN

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

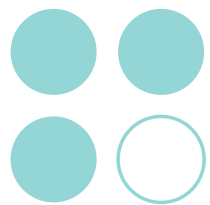


"Students emerge from the program with confidence and optimism in beginning their post-college careers, citing specific skills they developed in the program as valuable assets they only developed through Braven — teamwork, networking, and communication."

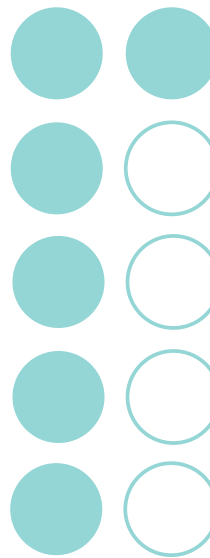
— anthony lising antonio, Associate Director of Stanford's Institute for Higher Education Research



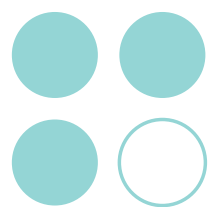
BUILDING SOCIAL CAPITAL: THE POWER OF THE COACH & COHORT MODEL



3 of 4 Braven Fellows are still in touch with other Braven Fellows.



6 of 10 Braven Fellows are still in touch with their Leadership Coach.



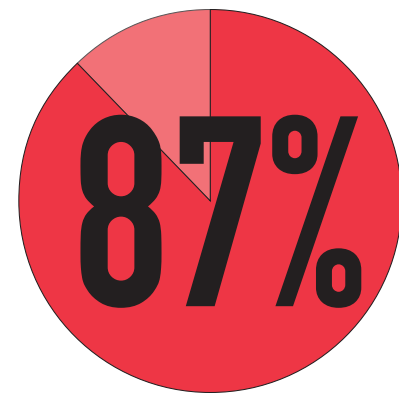
3 of 4 Braven Fellows agree with "I see Braven as more than just a course; I feel like I'm part of a broader movement."



ARE WE REACHING MORE STUDENTS WHILE MAINTAINING PROGRAM QUALITY?

There are 1.2 million low-income or first-generation college enrollees each year who would benefit from Braven. To begin to tackle this need, we've developed an ambitious growth plan with out current universities through 2022.

After Spring semester, we will have served nearly 1000 Rutgers-Newark students in just 5 years.



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 master of these competencies.



FELLOW SATISFACTION

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



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

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



Higher Education



Business



Rutgers University-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, or 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+)

Arbor Brothers
Charles and Lynn Schusterman
Family Foundation
John & Wendy Cozzi
New Profit
Sarah Peter
Susan & Thomas Dunn
Victoria Foundation

EMPLOYER PARTNERS

ANCHOR¹:

LinkedIn
Prudential
Salesforce

KEYSTONE:

ADP
College Board

INNOVATION:

ADP
Audible
The Chad School Foundation
UBS
Siemens
Teach For America
Uncommon Schools

IMPACT:

City of Newark Mayor's Office
Horizon BCBS
JPMorgan
KIPP
Panasonic
RWJBarnabas Health

UNIVERSITY PARTNERS



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