



March 10, 2015

Dear Mr. President,

As the first "Coder-in-Chief," you know the value of learning how to code in today's economy. Over the coming years, technical skills like coding will become increasingly critical for jobs across industries, but training that many people with the necessary skills will be challenging. That's why many of us started coding schools - to help more people, from diverse communities, learn the skills to compete in the 21st century job market. And we've had initial success, producing thousands of graduates and placing them into high paying technical roles.

We're encouraged by these initial results but to achieve the ambitious goal you're setting of 50,000 people trained in the next two years, our industry will need to expand dramatically and responsibly - ensuring we provide a quality education that satisfies the stringent demands of top companies across the country.

That's why today, we're announcing the launch of a standard for publishing completion and employment outcomes. As part of this commitment, we will publish our outcomes on an annual basis and have them verified by 3rd-party CPA's, based on the following agreed upon criteria. Finally, we are forming a trade organization, the New Economy Skills Training Association ([NESTA](#)) to collaborate on these and other issues.

Completion Rates

- Total number of students enrolled within a calendar year, defined as students who submit a tuition payment and are present during the first week of class
- Total number of graduates of those who enrolled within that calendar year
- Demographic information (if available), including number of women, minorities, military veterans and students without 4-year degrees of those students enrolled within the calendar year

Job Placement

- Total number of job-seeking students, defined as actively looking for a role in the 90 days following graduation



- Total number of students who accept paid work within 30, 60, 90, 120, 120+ days of graduation
- Total number of students in full-time roles, apprenticeships, and accepting contract work
- Total number of students in "technical" roles, defined as working as part of, or directly with, an engineering team.
- Average salary of students, defined as base salary received in first role accepted immediately following graduation
- Specific post-completion plans for each student considered "non job-seeking"

Average Tuition

- Average tuition paid or owed by students, net of grants or scholarships

We recognize the value of ensuring our nascent industry provides consistent and reliable statistics to ensure we're held to the highest standards demanded by our students and America's top companies. We hope to fulfill this commitment through the publishing of these numbers and ultimately help achieve your goal of using education to help train Americans for tomorrow's jobs.

Sincerely,

App Academy, Dev Bootcamp, Flatiron School, General Assembly, Galvanize, Hackbright Academy, Hack Reactor, Maker Square, Turing School, and Wyncode

