Aspiring Academics Demographics Definition of Aspiring Academics COLLEGE Traditionally aged college students between 18 and 24 years old. These are the most traditional students that most colleges aggressively seek to serve. They come with impressive academic profiles and typically from wealthier families. Academically driven with plans to go to graduate school, value top-notch research faculty. Ivy-league profile-family history of valuing education, good students (rote memorization vs critical thinking), suitable to brand recognition as a method of school selection. 0% Breakdown of Holberton What do you want from education? students are Aspiring What's important? Academics - Degree / Major - Notoriety What's not important? 24% - Cost of the Market **Blockers** (college students) are Aspiring - No accreditation so can't continue on to a masters or PhD Academics - Social pressure/shaming to choose a traditional path 18-24 is the age of a typical Aspiring Academic Coming of Age Demographics Definition of Coming of Age Not yet sure what they want to focus on when they "grow up" but have the luxury of taking the time to figure it out. Not as academically driven than Aspiring academics. Interested in being part of the active social culture of college. Breakdown What do you want from education? 3% What's important? - Social Culture of Holberton - Learning about yourself / the world students are - Meeting people / building relationships Coming of Age What's not important? - Cost 11% **Blockers** of the Market - No fun college culture (college students) - They don't know what they want to be when they grow up yet are Coming of Age 18 - 24 is the age of a typical Aspiring Academic is the average age of Holberton Career starters **Academic Wanderers Demographics** Definition of Academic Wanderers Driven by curiosity, but not career focused. Their passion is acquiring bits of knowledge without a clear long term goal in mind. They do have a short term goal, and that is to get a degree, in something, anything. 8% Breakdown of Holberton students are What do you want from education? Academic Wanderers - Exposure to learn new things - Feed innate curiosity 5% **Blockers** - Commitment of the Market (college students) are Academic Wanderers 28+ Student Examples is the age of a Jun Z (M), Naomi V (F), Gary G (M), typical Academic Joseph G (M), Gloria B (F), Wanderers the average age of Holberton Academic Wanderers **Career Starter Demographics** Definition of a Career Starter 31% Traditionally aged college students, between 18 and 24 years old. College drop-outs or straight out of high-schools, their goal is to reach their first job efficiently and want to start their of Holberton career as soon as possible. students are career starters Breakdown 18% Gender 50% of the Market of career starters come from (college students) ousted the Bay Area to attend are Career Starters Holberton 75% Men 23 as many men career starters 25% Women at Holberton average age of Holberton Career starters 18-24 age of typical Career starter **Career Starter - Entrepreneurs/Mission-Driven** Income Post Holberton 79.5k Average salary for first job 110.6k Definition of Average salary over time Entrepreneurs/Mission-Driven Student Examples Contrary to the Calculators, the students choose Holberton Shoji (M), Stefan (M), Sami (M), Ethan because our education and philosophy matches who they are (M), Sofia C (F), Laura (F), Juno (F) and what they want to achieve in life. Entrepreneurs/Mission-Driven have an internal drive - they know what they want and they know who they are at a young age. They realize CS degrees are not necessary to get a job in Tech and are willing to embrace the risk to go against the grain. They choose Holberton because of our ISA (no up-front tuition) and because of our good placement results, our reputation, and great networking opportunities. They also value our community and tend to be heavily involved in it through extra curriculum activity, or taking on the role of a TA. They want to make the most out of their time here - everything is an opportunity to do better, learn more and the recognition that comes with it (which tend to lead to more opportunities in the future). Personality **Age:** 22 Work: Serving / Waiting Tables **ENFJ** - Protagonist College: bachelor's degree Location: Bay Area Native Native - Natural Born Leaders - Passionate Bio - Charismatic Recently out of college, they took a year to travel Protagonist stake a great deal of pride and joy in guiding others and to figure out their next steps. Enjoys to work together to improve themselves and society adventure, particularly when it includes well thought out planning. Workplace Habits: - Quick learners and excellent multitaskers - Hardworking, reliable and eager to help What do you want from - Conflict-averse and try to avoid unnecessary criticism education? Everything you do right now ripples outward and affects What's important? - An untraditional school, something that matches their personality - Cost/ROI of STEM education Your every act can open hearts and minds. - DAVID DEIDA - Connection to a good network - Depth of education Hobbies - Hands-on learning - Eagle Scout What's not important? - Surfing / Hiking / Kayaking - Traditional college social culture - Reading (Biographies) - Stocks / Economics **Blockers** - Listening to Rap music - Social pressure to take a more traditional path - No housing (culture and safety of dorms) - Limited money saved - Previous student loans (don't want to take on more debt) **Career Starter - Calculator** 78.6k Average salary for first job 92k Definition of a Calculator Average salary over time They value the ratio of value and quality of education. They compare and weigh their options and analyze what's best for Student Examples: them and their future career. They chose Holberton because of our ISA (no up-front tuition) and because of our placement results Susan S (F), Ca'Nese C (F), Farrukh and reputation. We are "cheaper and more efficient than a A (M), Van P (M), George S (M) college" and "longer and more in-depth than a bootcamp". They like the depth of our program and the fact they don't have eat(); sleep(); code(); to specialize immediately like you would at a bootcamp. They like the hands-on education that brings them closer to their first job and they like our connection to the TECH industry. More passive behavior than active behavior in our community and in job search. They are more risk-averse and more indecisive than the Entrepreneurs/Mission-Driven Career Starters who tend to be allin and a little bit more charismatic. They are less involved in community activities than Entrepreneur/Mission-driven Career Starters. Personality INTP - Logician Age: 24 Work: Legal Assistance / Clerical Work - Creative College: some college - left to find a program that was more career focused - Unique Perspective Location: Moved from East Coast from East Coast - Vigorous intellect to San Francisco for Holberton Logicians are known for their brilliant theories and unrelenting Bio logic Family support is their backbone. Following in the Workplace Habits: footsteps of brave family figures that have gone - They may scoff at the notion, they actually function best when before them; family encouragement propels them paired with another person forward. - Innovative and Resourceful - Require a great deal of freedom What do you want from education? important thing is not to stop questioning. - ALBERT EINSTEIN What's importnat? - Cost/ROI of STEM education Hobbies - Employment/outcome - Depth of education - Playing music - Hands-on learning - Reading - Baking What's not important? - Politically Active - Traditional college social culture **Blockers** - Social pressure to take a more traditional path - No housing (culture and safety of dorms) - Limited money saved - Previous student loans (don't want to take on more debt) **Career Accelerator Demographics** Definition of a Career Accelerator 20% They have 2+ years of experience in a STEM-related field. Their goal is to *advance* their *career* in their industry or within their company. They value non-traditional teaching and they of Holberton choose Holberton for our ISA (no up-front tuition). They tend to have a STEM or TECH students are career background or have gone through a bootcamp before. They have existing coding skills. accelerators San Francisco Alameda 21% Gender of the Market (college students) 68% are Career Accelerators of career accelerators already live in the Bay Area - the most 61% Men This group has the highest 25+ of any student type 39% Women representation of women is the typical age for a Career Accelerator average age of Holberton Career Accelerators **Career Accelerator** 86.2k Average salary for first job Definition of a Career Accelerator 119.7k They have 2+ years of experience in a STEM-related field. Their Average salary over time goal is to *advance* their *career* in their industry or within their company. They value non-traditional teaching and they choose Holberton for our ISA (no up-front tuition). They tend to have a **Example Students:** STEM or TECH background or have gone through a bootcamp before. They have existing coding skills Artur D (M), Jason C (M) Michael K (M), Essence (F), Mitali G (F) INFJ - Advocate - High-Minded - Want to make the world better - Idealistic Translate ideas into actions. Taking concrete steps to realize their goal. Age: 27 Work: Tech Support: Tutor on the side College: CS Degree (or related field) Location: Commutes from Oakland Hobbies - Video Games Bio - Arts (painting, sculpting) - Meditation They are a small and important part of a much - Museums larger world. Active players in a fast-changing - Reading (fiction / sci-fi) world, they are determined to not only not be left - Hanging with friends behind, but the pave the way. What do you want from education? What's important? - Upgrade existing skills - Depth of education - Hands-on learning **Blockers** - Need to work to support the family - Previous student loans (don't want to take on additional debt, and the inability to deferring previous loans) - Relocation needed - Amount of time needed to dedicate to the program - No part-time options available - Long program **Industry Switcher Demographics** Definition of an Industry Switcher 44% They have 2+ (or more) years of experience working or being unemployed. Their primary motivation to learn software engineering is to change careers and enter a career that is more of Holberton stable than their current role or industry. The primary reason they choose Holberton is our ISA students are (income share agreement) and our project-based approach to education. industry switchers Breakdown This makes up the largest type of Gender student currently at Holberton 64% 18% of industry switchers already live in the Bay Area - the most of the Market 73% Men as many men career starters of any student type (college students) 26% Women are Industry at Holberton **Switchers** 25+ is the typical age for an Industry Switcher 31 average age of Holberton industry switcher **Industry Switcher - More Money/Job Opportunities** Income Post Holberton Building a good Find job O better future 77k Average salary for first job Definition of More Money/Job 87.3k Opportunities Average salary over time Their current job might not pay enough or is hard for their body/health. They would like to be able to earn more to have a family or to support their family better. **Example Students:** Elaine Y (F), Athena (F), Josh J (M), Personality Josef G(M), Amber M (F), Koome M (M)ENFP - Campaigner - Free-spirit - Charming - Independent They tend to see life as a big, complex puzzle where everything is connected, they see it as a prism of emotion, compassion, and mysticism, and are always looking for a deeper meaning. Workplace Habits: - Growth-oriented **Age:** 30 - Excellent listeners, able to analyze and understand others' Work: Nanny + Math Tutor | Teacher | Assistant perspectives effortlessly Principle - Intolerant of micromanagement College: Bachelor's Degree Location: Moved up from SoCal them to become what they are capable of being.- JOHANN Bio WOLFGANG VON GOETHE Having had quite a few jobs in the past, they are ready to do something they never thought they Hobbies would; become a software engineer. They have extensive experience in working with people and - Brewing collaborating and are ready to add technical skills - Netflix to their resume. - Reading the newest tech articles / or collection of essays - Being outdoors What do you want from education? What's important? - ISA (no up-front tuition) - Depth of education - Hands-on learning **Blockers** - Need to work to support the family - Previous student Ioan - Limited money saved - No part-time options available

Midlife Crisis Definition of New Meaning

Industry Switcher - New Meaning

to San Francisco They've lived a few lives before, the cards life dealt them have brought them to software engineering later in life. They come to the table chock-full of professional experience. What do you want from education?

Age: 45

Bio

What's importnat?

- ISA (no up-front tuition)

the wrong career choice)

- Depth of education

- Hands-on learning

Blockers

- No part-time

Work: Marketing | Project management

Location: Born overseas, recently relocated

- Making a mistake (risk losing salary, or making

College: Masters Degree

- A sense of moral purpose in their work colors everything from how they respond to authority to how they express it - Value harmony - Need an emotional and moral connection to their work - Loathe bureaucratic tedium Hobbies - Music (semi-professional) - Voluenteering - Movies

All that is gold does not glitter; not all those who wander are lost; by the frost. - J. R. R. TOLKIEN - Jiu-Justu - Soccer

This is a pretty straightforward text editor. You can even place images, videos, tables, and links. They might be making a good amount of money but they are not happy anymore in their job.

Personality

- When making decisions, Look to honor, beauty, morality,

- Perceived as calm, reserved, or even shy, but have an

- Look for the hint of good in even the worst of people

Mediators are led by the purity of their intent, not rewards and

- Prefer latitude, and would much rather immerse themselves in a

inner flame and passion that can truly shine

They want to do something new.

INFP- Mediator

and events

punishments

Work Habits:

project, alone or with a close team

Income Post Holberton

81k

The average salary for their first job

117.5k

Average salary over time

Leine (F), Anne-Sophie (F), Cynthia D (F) Marc C (M), Damon (M), David

Example Students:

K (M)