



Program:

Application #: 240925

02/07/2019 11:38 PM

Application / Project Name:

CodeCrew Code School - 240925

Application Party ID:

240902

Organization ID#:

183656

Please complete the fields below for your organization. If your program is sponsored by a fiscal agent, please complete the information for the sponsor organization.

Organization Legal Name:

CodeCrew

WHEREtoGIVEmidSouth.org Profile URL:

<https://wheretogivemidSouth.org/guidestar.org/profile/1162960/codecrew.aspx>

Organization Address:

88 Union Avenue, 2nd Floor, Memphis, TN 38103

Organization Phone Number:

9012291720

If your program is sponsored by a fiscal agent, please list the name of your program.

Grant Admin Name:

Meka Egwuekwe

Grant Admin Title:

Executive Director

Grant Admin Email:

meka@code-crew.org



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Grant Admin Phone:

9012291720

Total Project Budget:

\$184,929.00

Grant Amount Requested:

\$10,000.00

As stated in the application guidelines, an eligibility requirement for this application is a published, reviewed WHEREtoGIVEmidsouth.org profile for the applying organization. To meet eligibility: if the applying organization needs to submit a new WHEREtoGIVEmidsouth.org profile OR updates and edits to an existing profile, it must be submitted for review by January 24, 2019.

I understand this requirement.

Yes

As stated in the application guidelines, a representative from each organization chosen as a finalist must give a 3-5 minute presentation at the GiVE 365 Finals event on a weekday evening in early April. (Time and location to be announced soon.)

I understand this requirement.

Yes

Has your organization ever received a GiVE 365 grant?

No

Please provide a brief 2-3 sentence summary of your project for use in communications with GiVE 365 members and for The Finals event printed program, should your application be chosen. (The description may be edited by staff. A Finals event program example can be found on the GiVE 365 webpage.)

CodeCrew Code School is a hands-on class designed to train individuals to be entry-level software developers within a six-month course. The minimum education requirement is at least a high school



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diploma or GED. Students work in a small classroom setting and use real-world technologies to learn the fundamentals of coding, app development, the leadership, and the life skills needed for a successful career and job market competitiveness.

Please describe the project or program for which you are seeking funding and how it addresses the grant theme, Pathways to Success: programs that provide workforce training and career development.

The Summer 2018 Cohort of the CodeCrew Code School graduated in December 2018. Three of the six graduates are currently employed earning a salary of \$50,000, which is our market rate. While this number is small, our first class was a fertile ground for learning. The Winter 2019 Cohort, current has 18 participants in the Full-Stack Software Development Bootcamp, where we train and mentor young adults in Memphis to be entry-level software developers. This six-month program offers training in application fundamentals, relational databases, front end development essentials, and full stack MVC Web Development. Students are nominated, interviewed, and accepted to join the Code School, which opened in July 2018. Students are not required to have prior knowledge in the subject, but must have graduated high school or have a GED.

Our program addresses the grant theme as we embody and have shown evidence that we our training bootcamp prepares adults for a career in the technology industry, a high demand field. There is lack of diversity in the technology field and our program serves those most vulnerable, which are those who are least represented in the industry. The digital skills gap is significant nationwide, but particularly pronounced in Memphis. The tech community is disconnected, threatening our city's prosperity. Code School seeks to connect the tech ecosystem by developing young software engineers. Participants work in small learning communities to learn full stack web development. Our curriculum uses real world technologies with a hands-on approach to learning to enable participants to apply the knowledge from the various programming languages learned. In addition to software development concepts, participants receive soft skills training to prepare them for jobs as entry-level software engineers. Our course is unique in that we also teach financial literacy concepts because we believe money management is one of the key ways to build a bigger middle class for the city of Memphis.

What is the target population(s) addressed by your program or project?

This project serves underrepresented individuals who are underemployed or not employed and show evidence of having the aptitude and motivation to code



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How does your program specifically address the needs of this target population? Do you partner with any other organizations to further address these needs?

We address the needs of underrepresented individuals by offering them an opportunity to learn a skill to enable them to be creators of technology. We specifically address the need for economic mobility in underrepresented individuals by providing employment opportunities, paying at least \$50,000.

For the Summer 2018 Cohort, we partnered with the Memphis Suit Project. Because of this partnership, our developers received suits to wear on job interviews. They also led class discussions to help future developers see the importance of branding, marketing and presenting yourself.

SAP donated 40 computers for the course. FedEx, The Assisi Foundation, and First Tennessee are all financial sponsors for the program. OPS-FUEL is one of our hiring partners. Tech901 provides space for the class. Finally, Operation Hope provides financial counseling for our graduates.

For the Winter 2019 Cohort, we increased support for the students by adding a mentorship component to the program. Future developers will meet twice a month with a mentor, where they will talk about the successes and challenges of learning code. We believe this will help with retention as mentors can provide encouraging words to motivate participants to stick with the program. Mentors are committed to having developers shadow them at work one day.

During the grant period, approximately how many community members will be served by this project or program?

30

The grant period extends from May 2019 to April 2020. Please provide a timeline or important dates for the proposal within this date range.

The dates of the classes are below:

June 2019 - December 2019 Summer 2019 Cohort Dates

January 2020 - June 2020 Winter 2020 Cohort Dates

*Nominations for the program are accepted on a rolling basis.

May 2019 - Selection of Summer 2019 Cohort

June 2019 - **Induction Ceremony for Winter 2019 Cohort

July 2019 - Summer 2019 Cohort begins class

September 2019 - Community Kick Off - Summer 2019 Cohort

November 2019 - Interview Window for Winter 2020 Cohort

December 2019 - Induction Ceremony for Summer 2019 Cohort

January 2020 - Winter 2020 Cohort begins

March 2020 - Community Kick Off - Winter 2020 Cohort



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**The Induction Ceremony is a graduation style event where participants receive their Coding Credential.

~The Community Kick Off is an event where mentors meet the class and future developers practice networking skills. It is a celebration for the participants in the program and for the community to meet them.

Please detail the staff members and/or volunteers who will run this project or program during the grant period.

Meka Egwuekwe - Meka is the Executive Director of CodeCrew.

Erin Johnson - Erin is the Program Director of the Code School.

Kenn Gibbs - Kenn is a lead instructor at the Code School.

Kevin Yancy - Kevin is a lead instructor at the Code School.

Virginia Pleasants - Virginia is the office manager and she helps to coordinate events for the Code School.

How and when will you evaluate your program or project?

We evaluate the program after each cohort. Internally, the Code School will be measured by the following:

- Number of students who pass the industry-based certification exam
- Number of students placed in tech-based employment opportunities immediately after graduation
- Number of students who remain employed in tech-based opportunities 6 and 12 months after graduation

We will also report our results to Course Report, which is a comprehensive site for coding bootcamps around the country. Students are able to leave reviews. We currently have a profile on Course Report.

We are also working to get THEC authorization. This authorization comes with standards and requirements that we must comply with. Our application has been filed and we are waiting on approval from the board. This serves as one external evaluation for our program.

We also survey students about their experiences and use their reflections to improve and evaluate the program.

Define success for your project by the end of the grant period. What goals do you have to measure effects or outcomes for participants?

By the end of the grant period, success is placement of 30 new software developers in entry level jobs paying at least \$50,000.

Our goal is that 100% of our graduates are employed in the tech ecosystem within 90 days of graduation.



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Our goal is that 100% of our graduate earn Microsoft JavaScript certification.

Our goal is that we will secure five employer partnerships.

Our goal is that we will prepare young adults to become competent full stack web developers, be a digital disruptor by shrinking the tech workforce gap and connect the tech ecosystem in the city of Memphis.

Define long-term success for your project. What do you expect the long-term effects or outcomes to be for participants?

Long term success means we are a self sustainable school. If we are able to graduate 15 developers each cohort, we will be able to operate as such. Long term we also wish to be able to provide financial support to students while they are working through the program. We understand that committing full time to a program prevents an individual from working as much as they may need to work to financially support themselves. If we were able to alleviate some of this burden, we could attract a larger pool of applicants and improve retention, matriculation and yield rates.

Another long term goal is market and brand Memphis as a hub of quality tech talent. We believe this program has the capacity to do that.

Finally, we want to build community and connection between classes to increase the alumni network.

In order to keep GiVE 365 members informed of the grant's progress, grantees are required to provide brief updates that can be shared with members three times in the twelve-month grant period. Will you be able to provide updates on the project that can be shared with GiVE 365 members through some or all of the following methods: social media, photos/videos, site visits, etc.? Creativity is highly encouraged. Please explain how you plan to share about the project.

Yes, we will be able to provide updates. After each cohort, we publish a report of our outcomes and share a video of the Induction Ceremony experience. Each participant also completes a weekly reflection where they share insights and what they are learning in the program. We post updates on our social media platforms and we are on Instagram, Twitter, and Facebook. GiVE 365 members are welcomed and will be informed of all events and can request to take a tour of the school.

Please remember to provide a project budget by uploading it in the Application Uploads table once you have saved this form.

Full Name of Executive Director or Authorized Signer:

Erin Johnson



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Date:

2/7/2019

CodeCrew

| CodeCrew Code School Estimated Budget | | | | |
|--|----------------------|----------------------|------------------------|---|
| | Spring 2019 | Fall 2019 | Total Year 2019 | Notes |
| | <i>Jan-June 2019</i> | <i>July-Dec 2019</i> | <i>Jan-Dec 2019</i> | |
| <i>Student Capacity</i> | 25 | 25 | 50 | |
| <i>Number of Students Expected to Complete Program</i> | 18 | 18 | 36 | |
| <i>Expected Graduation Rate</i> | 72.00% | 72.00% | 72.00% | |
| Operating Expenses | | | | |
| Salaries & Benefits | \$135,390 | \$139,452 | \$274,842 | <i>Two instructors, one program director, health care, and other benefits</i> |
| Social Security | \$7,905 | \$8,142 | \$16,047 | |
| Medicare | \$1,849 | \$1,904 | \$3,753 | |
| TN Unemployment | \$360 | \$360 | \$720 | |
| Workman's Comp | \$1,441 | \$1,484 | \$2,925 | |
| Communications & marketing | \$3,500 | \$3,500 | \$7,000 | |
| Recruitment Expenses | \$2,000 | \$2,000 | \$4,000 | |
| Training Expenses | \$3,000 | \$3,000 | \$6,000 | |
| Office Space | \$6,000 | \$6,000 | \$12,000 | |
| Office Supplies | \$2,000 | \$2,000 | \$4,000 | |
| Fiber/Internet Connection | \$0 | \$0 | \$0 | |
| Network Maintenance and Support | \$0 | \$0 | \$0 | |
| Student Certification Exam Fees | \$2,286 | \$2,286 | \$4,572 | <i>Assumes \$127 per exam per student</i> |
| T-shirts / Sweatshirts | \$2,500 | \$2,500 | \$5,000 | |
| Lunch | \$3,000 | \$3,000 | \$6,000 | |
| CodeCrew Administration Costs | \$13,698 | \$14,050 | \$27,749 | <i>8% of expenses</i> |
| Subtotals w/o Stipend | \$184,929 | \$189,678 | \$374,607 | |
| Approximate cost per student w/o stipend | \$10,274 | \$10,538 | | <i>Based on number of students who complete the program, not student capacity</i> |

Budget Narrative:

Our current funding support for 2019 comes from First TN and FedEx. We expect to collect revenue from \$14,700 from the first cohort of graduates.