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.

SJSU SAN JOSÉ STATE UNIVERSITY  BRAVEN
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
- Is Braven supporting Fellows on the path to college completion and internships? 14
- 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 partnerships with true shared value? 22
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
- Networking
- Career Building Experiences

MEET MILTO UNGASHE

Milto was a Fall 2017 Braven Fellow at San José State University.
ARE BRAVEN FELLOWS GETTING STRONG FIRST JOBS THAT ARE PUTTING THEM ON THE PATH TO THE AMERICAN DREAM?

In 2019, 207 Braven Fellows graduated from San José State University, doubling the number of Braven grads in the labor market. This new class is outpacing their peers nationally in strong job attainment by 20 percentage points (69.5% vs 49%) within six months of graduation.¹

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Braven Fellows after 6 Months

69.5%

+20

Percentage Points

Black & Latinx Students from Public Universities after 6 Months¹

49%

National Avg. for All Students after 6 Months¹

56%

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MEET VINCENT SALAZAR

Vincent was a Fall 2017 Braven Fellow at San José State University and graduated in May 2019 with his bachelor’s degree in Geography. He currently works as a Geographical Data Analyst for Linkedin.

¹ National estimates based on data from NACE’s First Destination Survey, Strada & Burning Glass Technologies¹ Report: The Permanent Detour — Underemployment’s Long-Term Effects on the Careers of College Grads, and underemployment research from the NY Federal Reserve.
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

When students are given access to information capital, the opportunity to practice, and professional networks, the American Dream is attainable within semesters.

MENT 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.

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:

- **80%** of employed Braven recent graduates are in roles aligned with their long-term career interests
- **84%** of employed Braven recent graduates have a job with employer-provided benefits
- **92%** of employed Braven recent graduates have a job with opportunities for internal advancement
- **$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 $48,018

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.

Social Capital
- Susan Suarez, Crystal’s Braven Leadership Coach, helped her see how much she has to offer other people.
- Aubrey Bach, Crystal’s Braven Professional Mentor, coached her after the course and gave feedback on her applications for full time roles.

Career Skills
- SELF-DRIVEN LEADING
- WORKING IN TEAMS
- PROBLEM SOLVING
- NETWORKING & COMMUNICATING
- OPERATING & MANAGING

Experiences
- She got an internship as an Operations Coordinator with Teach For America.
- She was 1 of 16 students nationwide selected to participate in a week-long Box Business Fellowship.

Confidence
“Through Braven I learned about the art of storytelling and how to confidently share your own story. This is important to me because it is something I will share in interviews, when I meet new colleagues, and when I want to inspire other first-generation students like myself.”
— Crystal

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

**COLLEGE PERSISTENCE**

Percentage of Braven Fellows at SJSU 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 SJSU were 20 percentage points more likely to have at least one internship during college.

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

<table>
<thead>
<tr>
<th>Braven SJSU College Graduates</th>
<th>69%</th>
</tr>
</thead>
<tbody>
<tr>
<td>All First-Generation Graduating Seniors at Larger State School²</td>
<td>49%</td>
</tr>
</tbody>
</table>

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.

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

- **GRIT**: Ability to persevere through setbacks to achieve long-term goals
- **SENSE OF SOCIAL AND ACADEMIC FIT**: Sense of belonging on campus
- **ACADEMIC SELF-EFFICACY**: One's perception of their academic readiness
- **JOB SEARCH SELF-EFFICACY**: Confidence in one's ability to be successful in their job search
- **CAREER SELF-EFFICACY**: Confidence in one's career decisions, ability to grow professionally, and ability to perform well at work

“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 REACHING MORE STUDENTS WHILE MAINTAINING PROGRAM QUALITY?

We are growing a diverse and talented network in the Bay Area committed to ensuring that the next generation of leaders emerges from everywhere.

OUR GROWING SJSU FELLOW COMMUNITY

SJSU FELLOW DEMOGRAPHICS

88% PEOPLE OF COLOR
61% FIRST-GENERATION COLLEGE STUDENTS
63% FROM A LOW-INCOME BACKGROUND

*Students may claim more than one identity

*This is an estimate based on 2019 Fellows and anticipated Spring 2020 Fellows

2% American Indian or Alaskan Native
36% Asian American
8% Black or African American
36% Hispanic or Latinx
3% Native Hawaiian or Other Pacific Islander
14% White
ARE WE REACHING MORE STUDENTS WHILE MAINTAINING PROGRAM QUALITY?

We are committed to continuing to see strong Fellow satisfaction and content mastery as we grow.

FELLOWS SATISFACTION

72% agree that Braven is one of their most valuable personal or professional development experiences.

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 mastery of these competencies.

CORE COMPETENCIES

- Self-driven
- Leading
- Working in teams
- Problem solving
- Networking & communicating
- Operating & managing

SKYLAR CAESAR

Skylar was a Spring 2018 Braven Fellow at San José State University and graduated in December 2018 with her bachelor’s degree in sociology. She currently works as a Recruiting Coordinator at Airbnb.
ARE WE BUILDING EMPLOYER PARTNERSHIPS WITH TRUE SHARED VALUE?

Our partnerships with employers like Adobe provide shared business value while opening doors to the American Dream.

EMPLOYEE ENGAGEMENT
The Adobe Black Employee Network hosted our professional mentor program’s kickoff event in both Spring and Fall 2019, engaging over 100 students and volunteers.

UNIVERSITY RECRUITMENT
Adobe hired 6+ SJSU Braven Fellows through volunteering, networking, and other connections.

LEARNING & DEVELOPMENT
17 Adobe employees have served hundreds of collective volunteer hours supporting Fellows, including four in the signature Leadership Coach role.

CORPORATE RESPONSIBILITY
Adobe’s commitment of $100,000 will help Braven serve more students at SJSU, which now enrolls 350-400 Fellows per year.
THANK YOU

SUPPORTERS (10K+)
- Arthur Rock
- Charles and Helen Schwab Foundation
- Charles and Lynn Schusterman Family Foundation
- Franklin and Catherine Johnson Family
- Leslie Family Foundation
- Margoes Foundation
- New Profit
- Peery Foundation
- Sarah Peter
- Shellye Archerbaum
- Sobrato Family Foundation
- Stupski Foundation
- Susan & Thomas Dunn
- Tammy & Bill Crown
- The David and Lucile Packard Foundation
- Westly Foundation

EMPLOYER PARTNERS
- ANCHOR¹:
  - Adobe
  - LinkedIn
  - Salesforce
- KEYSTONE:
  - Charles Schwab
- INNOVATION:
  - Paypal
  - Teach For America
- IMPACT:
  - Binc
  - Blendid
  - Schaffer & Combs
  - Google
  - Facebook
  - PwC
  - Cloudera
  - Cisco
  - eBay
  - Sutter Health

UNIVERSITY PARTNERS

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