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.
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 and university 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
- Job Board
- Career Building Experiences
- L&D for Employees
- Internships & Jobs
- Job-Ready Diverse Talent

MEET RODERICK ROSIER

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

| Black & Latinx Students from Public Universities after 6 months¹ | 49% |
| National Avg. for All Students after 6 months¹ | 56% |

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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.

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.
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.\textsuperscript{1} 

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.

49%

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.\textsuperscript{1} 

MOST POPULAR INDUSTRIES FOR RUTGERS–NEWARK BRAVEN FELLOWS

Technology, IT Business Education Non-profit Accounting, Banking & Finance Health Law

\textsuperscript{1} The Fading American Dream: Trends in Absolute Income Mobility since 1940.
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

- **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 $48,018

- **Employee Benefits**
  - 84% of employed Braven recent graduates have a job with employer-provided benefits

- **Promotion Pathways**
  - 92% of employed Braven recent graduates have a job with opportunities for internal advancement

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*NACE 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.

STRONG FIRST JOB

Social Capital

Joe Pihno, Alysha’s Braven Leadership Coach, encouraged her to apply to internships, especially those at Prudential.

Career Skills

The Braven experience helped Alysha develop 5 key career competencies.

Experiences

She secured a Finance internship in the Treasury Rating Agency Team with Prudential Financial.

Confidence

“Having a leadership coach who not only saw my potential, but supported and encouraged it was pivotal for me. It was the first time I saw myself as having options for my future rather than settling. It was through formalized learning and exposure provided by Braven that I was able to land my first internship in a corporate environment and will proudly go on to Prudential’s 3 year rotation Finance Leader Development Program post-graduation. I know now what many of my peers knew starting college, your network is your net worth and I have the confidence to continue to grow mine.”

— Alysha

Career-Ready College Graduate

Alysha will graduate from Rutgers University - Newark this May and start at Prudential in the Finance Leadership Development Program immediately after graduation.

MEET ALYSHA MOORING
Alysha was a Fall 2016 Braven Fellow at Rutgers University - Newark and will start at Prudential in the Finance Leadership Development Program immediately after graduation this May.
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.

\[31\% \text{ points more likely to have at least one internship during college.}\]

\[^{1}\text{National Center for Education Statistics}\]

\[^{2}\text{2016 NACE Student Survey (custom cut)}\]

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

COLLEGE PERSISTENCE

Fellows, who typically join us during their sophomore or junior year, are persisting at inspiring rates.

96% 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.

\[80\% \text{ Braven Rutgers-Newark College Graduates}\]

\[49\% \text{ All First-Generation Graduating Seniors at Larger State School}\]

\[+31\% \text{ PERCENTAGE POINTS}\]

\[^{1}\text{National Center for Education Statistics}\]

\[^{2}\text{2016 NACE Student Survey (custom cut)}\]

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.
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
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 our 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 mastery of these competencies.

87%

FELLOW SATISFACTION

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

70%
ARE WE BUILDING EMPLOYER AND UNIVERSITY PARTNERSHIP WITH TRUE SHARED VALUE?

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

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.
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

Rutgers University New Brunswick

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