

CATALOG

New York



January 1, 2015 – December 24, 2015



CONTENTS

03	OUR STORY
03	MISSION AND OBJECTIVES
03	GOVERNANCE AND APPROVALS
04	FACILITY AND EQUIPMENT
04	HOLIDAYS
04	HOURS
05	COURSES OFFERED
06	ADMISSION POLICY AND PROCEDURE
07	TRANSFER OF CREDIT
08	COURSE DESCRIPTIONS AND OBJECTIVES
17	ACADEMIC POLICIES
19	STUDENT SERVICES
21	GRIEVANCE PROCEDURE
21	CANCELLATION, WITHDRAWAL, AND REFUND POLICY
24	TUITION AND FEES
25	TUITION LIABILITY
27	FINANCIAL ASSISTANCE
27	CONSUMER INFORMATION
28	APPENDIX A: OWNERSHIP, MANAGEMENT, AND TEACHERS
30	APPENDIX B: INFORMATION FOR STUDENTS AND STUDENT RIGHTS

OUR STORY

Over the past two decades, the technology enabling the creation of online products has become cheaper and more effective, democratizing entrepreneurship while reshaping the job market. At the same time, design has come to play an increasingly important role in the creation of intuitive and differentiated user experiences. Business strategies and tactics have shifted to respond to an increasingly technological landscape.

Traditional educational institutions often do not offer the training necessary to enter this new workforce immediately, so the abundance of jobs in technology, design, and business can go unfilled. For students who do choose to pursue learning these skills on their own, the process can be a daunting, confusing, and lonely journey.

MISSION / OBJECTIVES

Our vision is a global community of individuals empowered to pursue work they love. Our mission is to build that community by transforming millions of thinkers into creators by:

- » Delivering best in class, practical education in technology, business, and design;
- » Providing access to opportunities that build skills, confidence, and freedom in one's career;
- » Building a global network of entrepreneurs, practitioners, and participants invested in each others success.

GOVERNANCE

General Assembly is governed by a Board of Directors.
A list of owners and Board members is attached as Appendix A.

APPROVALS

General Assembly has been granted Licensure by the New York State Education Department, Office of Adult Career and Continuing Education Services, Bureau of Proprietary School Supervision (BPSS) while previously operating under Candidacy Status.

General Assembly is not accredited.

FACILITY AND EQUIPMENT

All classes are taught at:
10 East 21st Street, 4th Floor
New York, NY 10010
ny@generalassembly.ly
1-877-348-5665

General Assembly’s facilities meet ADA accessibility standards. Campuses are equipped with dedicated classrooms, student lounge space, private conference rooms for group work and 1:1 meetings with teachers, on-floor restrooms, daytime storage for student belongings, and a full kitchen for Immersive student use. GA does not currently provide equipment for student use or loan.

Equipment includes: Desks, chairs, tables, projectors, projector screens, iMac 24” monitors, Macbook Airs, video camera, TVs, audio equipment, whiteboards, HDMI cables, DVI <> HDMI adapters, and couches.

HOLIDAYS

General Assembly is closed on the following federal holidays: New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

Instructors may choose to reschedule class on the following dates with advance notice to students: Day After New Year’s Day, Martin Luther King Day, Presidents Day, Columbus Day, Veterans Day, Day after Thanksgiving. General Assembly’s campuses will remain open for student use on those days. Opportunities to make up any material missed will be provided.

HOURS

CLASS HOURS

Monday – Friday	8:00 am – 10:00 pm
Saturday – Sunday	9:00 am – 5:00 pm

ADMINISTRATION HOURS

Monday – Friday	9:00 am – 6:00 pm
-----------------	-------------------

COURSES OFFERED

There are two categories of courses offered at GA: full-time immersive courses and part-time evening courses. GA's full-time immersive courses are designed to prepare students for a new career in their field of study. Part-time courses are designed to help students level up on a skillset and create an initial portfolio of work in their field of study. The part-time courses are not geared for career transitioning and may be designated as "avocational." General Assembly's courses are not designed to lead to positions in a profession requiring state licensure.

General Assembly offers the following courses.

Courses Offered	Course Length	Type of Course	
		Part-time	Immersive
Analytics	60 hours / 10 weeks	✓	
Back-End Web Development	60 hours / 10 weeks	✓	
Business Development and Sales	40 Hours / 10 Weeks	✓	
Business Fundamentals and Tactics	60 hours / 10 weeks	✓	
Digital Marketing	60 hours / 10 weeks	✓	
Data Science	66 hours / 11 weeks	✓	
Front-End Web Development	60 hours / 10 weeks	✓	
Mobile Development	72 hours / 12 weeks	✓	
Product Management	40 hours / 10 weeks	✓	
Product Management Immersive	350 hours / 10 weeks		✓
Sales and Business Development Immersive	160 hours / 4 weeks		✓
User Experience Design	48 hours / 12 weeks	✓	
User Experience Design Immersive	350 hours / 10 weeks		✓
Visual Design	32 hours / 8 weeks	✓	
Web Design Circuit (Online)	72 hours / 12 weeks	✓	
Web Development Immersive	420 hours / 12 weeks		✓

The schedule of courses offered may be found on our website at: <https://generalassemb.ly/education>.

ADMISSION POLICY AND PROCEDURE

ENTRANCE REQUIREMENTS AND ENROLLMENT DATES

Admission into any General Assembly course requires that the student have:

High school diploma or equivalent or a diploma from an institution of higher education accredited by an accrediting association recognized by the U.S. Department of Education. General Assembly does not admit ability-to-benefit students.

In addition, following are specific course requirements for admission:

Courses Offered	Admissions Requirements
Back-End Web Development	Exposure to HTML and CSS
Data Science	Post-secondary Statistics and Probability Exposure to Object-Oriented Programming
Web Development Immersive	Basic HTML, CSS, Javascript Exposure to Ruby on Rails

REQUIRED EQUIPMENT

Students are required to have access to a Mac laptop to bring to each class session. A Mac laptop with the most up-to-date operating system (Mountain Lion) and wireless capability is recommended for all of our courses.

ADMISSIONS PROCEDURE

Our admissions process comprises 5 steps and is designed to elicit the core traits we've seen help students succeed in and after the program:

STEP 1

After you submit an application, we review it and...

STEP 2

Move forward with select applicants to a phone interview. During the phone interview we are looking to understand more about your background and you'll have the chance to ask us any questions you have. If the phone interview is successful we'll move you on to...

STEP 3

Pre-admit work (if applicable to your course choice), and...

STEP 4

Set a date to interview with alumni or teachers (if applicable to your course choice). During the interview we may ask you brain teasers, logic questions, discuss the pre-admit work you completed, or ask you to describe or demonstrate skills covered in pre-admit work assignments.

STEP 5

Once you have completed all requisite steps in the process, you will receive confirmation of your admission from your admissions representative.

Each prospective student must provide documentation of prior education documentation as outlined in the Admission Policy for the course of interest and, as applicable, documentation of the following experience:

Courses Offered	Admissions Requirements
Back-End Web Development	Exposure to HTML and CSS
Data Science	Post-secondary statistics and probability experience Exposure to object-oriented programming, determined based on admissions interview
Web Development Immersive	Basic HTML, CSS, Javascript Exposure to Ruby on Rails Competency based on a diagnostic assessment issued during the admissions process

PRE-WORK REQUIREMENT FOR THE FOLLOWING COURSES

- » Back End Web Development
- » User Experience Design Immersive
- » Web Development Immersive

Students are given pre-work for certain courses after they've been accepted and enroll in the program. It is designed to introduce you to many topics you'll touch upon again during the program. Completion of the pre-work is mandatory and ensures a baseline level of knowledge in each class. Mastery of each subject is not expected but we're hoping you will become excited by what you uncover and dig further.

If a student is unable to complete the work prior to the first day of the course and seeks to cancel enrollment, he or she should refer to the Cancellation Policy on page 20.

ADMISSIONS DEADLINE

For all evening courses, the admissions deadline is 48 hours before the first meeting of the course. For immersive courses, the admission deadline is 30 days before the first meeting of the course. General Assembly reserves the right to make exceptions and admit students to a given course after the admission deadline has passed under special circumstances.

FOREIGN TRANSCRIPT EVALUATION

All foreign transcripts and degrees must be evaluated and translated to meet U.S. equivalency.

TRANSFER OF CREDIT

General Assembly courses are not credit-bearing. General Assembly does not accept hours or credit from other institutions through transfer of credit, challenge examinations, achievement tests, or experiential learning. Courses taken at General Assembly are unlikely to count as transfer credit at another institution.

COURSE DESCRIPTIONS AND OBJECTIVES

ANALYTICS

Part-time (60 Hours / 10 Weeks)

Data is now an integral part of every business. To be successful in today's business landscape, all companies need to learn how to leverage data to make critical business decisions. It is a requirement for every employee to know how to analyze data. In this course, you will learn how to use large amounts of data to help your company make those critical decisions about strategy.

This course was created for digital marketers, sales manager, analysts and anyone else looking to learn the essentials of data analysis. You'll practice collecting, cleaning and analyzing data using Excel and SQL. Additionally, you'll be able to create data dashboards and various data visualizations to communicate insights. This course will culminate in a presentation of your data analysis and insights to your classmates and instructional team.

By the end of this course students will be able to:

- » Use large data sets to make critical business decisions by collecting, cleaning and analyzing data
- » Use industry standard tools, Excel and SQL, to perform a variety of analytics
- » Create dashboards and presentations to communicate data driven insights

BUSINESS DEVELOPMENT & SALES

Part-time (40 Hours / 10 Weeks)

Sales is fundamental to the success of any business. While there are intangible sales skills that will always be important, the hard skills required of and exhibited by the top sales and business development professionals have changed significantly over the past decade.

Whether you run your own company or work for a startup, agency, or Fortune 500 corporation, sales and business development teams are leveraging the power of digital tools and data analysis to become more efficient and effective at acquiring leads, converting them into customers, and growing their business.

This course is designed to help students improve in their current roles, take a first step in transitioning to a sales or BD role, or grow their own business. Throughout the course, students apply best practices in prospecting and qualifying leads, pitching, negotiating, and closing deals.

By the end of the course, students will be able to develop all aspects of a sales strategy, including template emails, opening pitches, and target conversion rates for any company or product.

Their key skills will include the ability to:

- » Utilize best calling & emailing practices and methods
- » Utilize social media in order to generate interest in a given product or service
- » Identify traits in prospective leads that indicate likelihood of interest
- » Craft, practice, and execute an effective pitch in order to educate potential customers on a product or services' value proposition
- » Learn best practices of negotiation and apply them to several different sales scenarios
- » Manage relationships with existing customers in order to retain them and increase return purchases

- » Analyze data in order to identify conversion rates throughout the entire sales cycle
- » Utilize Customer Relationship Management (CRM) systems in order to organize and follow-up with leads
- » Practice various sales cycles according to types of businesses and products

BACK-END WEB DEVELOPMENT

Part-time (60 Hours / 10 Weeks)

A web developer that creates client-side web sites can only go so far without back-end logic. Creating web applications has never been simpler than with Ruby on Rails. Yukihiro Matsumoto designed the Ruby programming language with the programmer in mind and wanted it to be easy, fun and productive. Using Rails, beginners can quickly create web applications that communicate with both the front-end of a site and back-end data stores.

In this 10-week course, students will practice building Rails applications and develop their own ideas into functional web applications. This course will give aspiring entrepreneurs and career changers the confidence to speak Rails jargon, and the springboard to continue to learn about programming fundamentals.

The focus of this course is programming in Ruby and creating Rails web applications. However, other tools are necessary to execute these applications. Therefore, in addition to teaching Rails, this course also includes lessons on programming fundamentals, command line basics, Git, GitHub, and database schemas.

By the end of this course students will be able to:

- » Design and implement functional web applications using Rails
- » Practice solving problems like a developer by writing object oriented programming code with Ruby
- » Integrate third party APIs / GEMs and write the logic required to customize solutions on the web
- » Use GitHub and Heroku to share your application on the web
- » Communicate web application ideas to teammates and other stakeholders

BUSINESS FUNDAMENTALS AND TACTICS

Part-time (60 Hours / 10 Weeks)

Success is rarely achieved by random guessing. With frameworks for assessing problems and crafting a plan, business analysts solve problems constructively, efficiently, and with better results. This course teaches students how to deploy a strategy from start to finish — defining problems, identifying opportunities, creating, communicating, and implementing strategy, and tracking the results in a quantifiable and structured way. This scientific approach to problem solving is a valuable tool in enhancing business function, from finding opportunities for new growth, to improving operational performance.

Tackle business problems with a strategic framework and develop a plan for action. In this 10-week program, students will practice developing, communicating, and implementing strategies for solving business problems and capturing key opportunities.

By the end of this course students will be able to:

- » Create, implement, and communicate actionable business strategies
- » Tackle business problems in a structured and repeatable way
- » Lead teams and individuals to create a measurable impact

- » Describe how the different pieces of a business (customer, financial and operational) work together and impact each other
- » Approach broad and ambiguous business problems in a logical way, without necessarily having all the information they require

DIGITAL MARKETING

Part-time (60 Hours / 10 Weeks)

The marketing landscape has changed. The question is no longer about whether or not your company needs to market itself online, but how your company can create the most impact by leveraging a range of digital marketing tools, tactics and techniques.

Whether you work for – or aspire to work for – a startup, agency or large organization, this course will rapidly provide you with the practical skills to create and manage powerful online marketing campaigns. The course provides individuals with a solid foundation in marketing fundamentals – from segmenting a market to developing customer insight – and combines it with hands-on training on developing engaging content, and paid and unpaid tactics for acquiring and retaining new users.

The course focuses on creating a balance between the qualitative aspects of developing a brand and the more quantitative aspects of marketing, such as market experimentation, statistics and analytics.

By the end of this course students will be able to:

- » Target and grow the right audience for a brand
- » Optimize a multi-channel marketing campaign using web analytics
- » Create engaging and high-impact

DATA SCIENCE

Part-time (66 Hours / 11 Weeks)

Ever wonder how the Netflix recommendation engine works or how Amazon.com determines what items “you may also like”? These functionalities are designed by training a computer how to learn using the large amounts of data that exist in these systems.

The 11-week data science course is a practical introduction to the interdisciplinary field of data science and machine learning, which is at the intersection of computer science, statistics, and business. You will learn to use the programming languages, tools, and technologies to help you acquire, clean, parse, and filter your data. A significant portion of the course will be a hands-on approach to the fundamental modeling techniques and machine learning algorithms that enable you to build robust predictive models about real-world data and test their validity. You will also gain practice communicating your results and insights about how to build systems that are more intelligent and take advantage of the data that you have (think recommendations systems or targeted ads).

By the end of this course students will be able to:

- » Acquire, clean, and parse large sets of data using R and/or Python
- » Choose the appropriate modeling technique to apply to your data
- » Programmatically create predictive data models using machine learning techniques
- » Apply probability and statistics concepts to create and validate predictions about your data
- » Communicate your results to an appropriate audience

FRONT-END WEB DEVELOPMENT

Part-time (60 Hours / 10 Weeks)

This 10-week course will introduce students to the basics of programming for the web using HTML, CSS, and JavaScript. This is a beginner course that teaches students how to build the visual and interactive components of a website. Students will learn how to create the structural foundation of a site (HTML), style it (CSS), and add logic to control the behavior (JavaScript) of their website through these simple languages that make up the web. Students will further gain an understanding of how the web works and be able to customize their sites using their own designs and ideas. You will finally be able to make that idea you've had a reality by putting it online for everyone to see.

By the end of this course students will be able to:

- » Explain how the web works
- » Create the structure and style of a website using HTML & CSS
- » Apply interactivity to a site using programming fundamentals in JavaScript
- » Host a website on a server
- » Communicate the basic technical vocabulary with front-end digital marketers

MOBILE DEVELOPMENT

Part-time (72 Hours / 12 Weeks)

Mobile applications have changed the way we do things, from hailing a taxi to ordering food. This 12-week course will introduce you to the basics of iOS app development using Apple's new programming language Swift. Designed for beginners who want to learn how to build an iOS app from scratch, you'll learn how to use gestures, interactions, persistent data, APIs, and other elements to create an interactive and innovative app. You'll also become familiar with the app development process, and developer tools such as GitHub.

By the end of this course, students should be able to

- » Build an "app store ready" application
- » Use Apple's integrated development environment, Xcode, to create new app projects and build interfaces
- » Program using Apple's new programming language Swift
- » Apply interactivity to an app with gestures such as tap, pinch and swipe
- » Know the basic technical vocabulary to communicate with iOS developers

PRODUCT MANAGEMENT

Part-time (40 Hours / 10 Weeks)

Being able to take an idea and turn it into a product that changes the way people perform a task on a day-to-day basis requires a certain discipline. Many things have to be taken into consideration: from business requirements, to user needs, and technical obstacles. That's where Product Managers come in. Product Managers are often described as the voice of the user, ensuring that every business decision or technical consideration maps back to solving a customer problem.

Product Managers understand the users, the market, and their organizations better than anyone; this allows them to create products and features that succeed in the real world.

In this 10-week course, students will learn to navigate the product cycle, from evaluating users and managing a roadmap to creating an MVP and developing metrics.

By the end of this course students will be able to:

- » Clearly describe the role of a product manager
- » Effectively determine key risks and assumptions of a given product in order to test it
- » Identify different business models in order to determine which one is more effective for a given product
- » Create wireframes, MVPs, and basic prototypes in order to test assumptions
- » Utilize usability tests and other user research tactics
- » Speak fluently with developers in regards to technology and technical constraints
- » Measure a product's success and track its lifecycle

PRODUCT MANAGEMENT IMMERSIVE

Immersive (350 Hours / 10 Weeks)

Not all great ideas turn into great products, and oftentimes, the reason why is implementation. Product managers are trained in the process of identifying problems and opportunities, and exploring them in order to build the next great product.

Product managers stand at the cross-section between business, technology, and design. They're able to establish the vision for a product, communicate it out to a broader team, and push its development forward into reality. While most product managers may not have any direct reports, they must constantly influence the direction of their product through their use of data, process, and tact.

Product Management Immersive is designed to put students in that environment every day for 10 weeks. Much like our other immersive programs, the Product Management Immersive is made up of classes delivered by top practitioners, workshops and hackathons where students will work with developers and designers, and social events that immerse students in the PM community.

By the end of this course students will be able to:

- » Conduct customer development, market research and competitive analysis to identify new product opportunities/features
- » Build a viable business and financial model appropriate for a feature/product
- » Identify the right MVP to validate your feature/product
- » Liaise with marketing, sales, engineering and design to deliver a compelling feature/product and create effective product information, features, benefits, and competitive positioning
- » Build a product roadmap, timelines and define product release cycles
- » Define functional specifications for products, including user stories and acceptance criteria
- » Create personas and design detailed page flows and layouts; conduct user testing to evaluate designs
- » Define and establish key performance metrics that determine success of product lines. Learn to operate as a product owner and project manager in an agile scrum team
- » Create business case, prioritize and maintain product backlog on ongoing basis
- » Apply technology concepts from web architecture and databases to their decision making and conversations with technology teams

SALES & BUSINESS DEVELOPMENT IMMERSIVE

Immersive (160 Hours / 4 Weeks)

Sales is fundamental to the success of any business. While there are intangible sales skills that will always be important, the hard skills required of and exhibited by the top sales and business development professionals have changed significantly over the past decade.

Whether you run your own company or work for a startup, agency, or Fortune 500 corporation, sales and business development teams are leveraging the power of digital tools and data analysis to become more efficient and effective at acquiring leads, converting them into customers, and growing their business.

This course is designed to prepare students for positions in lead generation, business development, inside sales, account management, and partnerships. Throughout the course, students apply best practices in prospecting and qualifying leads, pitching, negotiating, and closing sales. These individuals will be able to work within a sales or partnership team within several different B2B, B2C, and SMB organizations.

By the end of the course, students will be able to develop all aspects of a sales cycle, including template emails, opening pitches, and target conversion rates for any company or product.

Their key skills will include the ability to:

- » Utilize best cold calling & cold emailing practices and methods, such as auto-dialing and probing techniques, in order to qualify new leads
- » Utilize social media in order to generate interest in a given product or service
- » Identify traits in prospective leads that indicate likelihood of interest
- » Craft, practice, and execute an effective pitch in order to educate potential customers on a product or services' value proposition
- » Learn best practices of negotiation and apply them to several different sales scenarios
- » Manage relationships with existing customers in order to retain them and increase return purchases
- » Analyze data in order to identify conversion rates throughout the entire sales cycle
- » Utilize Customer Relationship Management (CRM) systems in order to organize and follow-up with leads
- » Practice various sales cycles according to types of businesses and products
- » Apply different skills and methods based on the type of organization

USER EXPERIENCE DESIGN

Part-time (48 Hours / 12 Weeks)

What is user experience design? In simple terms, user experience design shapes how you feel while interacting with something. You can affect it by changing the look, language and feedback of a system across platforms.

Take the experience of getting a ride for example. There is a huge difference between how it feels to try to hail a taxi in a crowded street versus having a black car waiting to drive you around. A user experience designer's goal is to emulate the feeling of the latter through their design and technology.

Building great user experiences requires listening and empathy. In this 12-week course students learn the tools and techniques to make your digital products delightful for users.

By the end of this course students will be able to:

- » Apply user experience best practices as they think, analyze, and design to effectively solve problems.
- » Conduct effective user research and perform usability tests
- » Produce full UX documentation deliverables, including:
 - Personas
 - Competitive assessment documents
 - Feature Prioritization
 - Wireframes and, potentially, a clickable prototype
- » Define all possible interactions as a person moves through the structure, functionality and appearance of software interfaces.
- » Analyze and critique the designs of others

USER EXPERIENCE DESIGN IMMERSIVE

Immersive (350 Hours / 10 Weeks)

We are constantly surrounded by user experiences, from elevator buttons to the latest mobile app. Each and every one of these experiences has been designed, with a great deal of thought given to how we interact with objects, find information, or exchange ideas. At the same time, we're also surrounded by unique problems, struggles, and needless complexity; all of which can be solved by great design.

A User Experience Designer is able to think outside the realm of what's "possible" in order to create experiences that address the needs of customers in a way that brings them joy and delight. This requires a great deal of empathy, imagination, and skill.

User Experience Design Immersive is designed to have students living and breathing user experience design. Made up of classes delivered by top practitioners, workshops meant to build students' portfolios, and social events that immerse students into the UX community, UXDi was made for those seriously looking to enter the world of user experience.

This 10-week immersive course will prepare students to think like designers, and approach problems creatively in order to design the next generation of great apps, websites, and digital products.

By the end of this course students will be able to:

- » Identify the most effective methods of user research for any given project and how to implement it
- » Organize vast amounts of information, from articles in a magazine to items on an ecommerce site, in a way that makes sense to users
- » Design the behavior of digital products in order to support user goals
- » Communicate use of a digital tool through visual design to insure that users of that product can effectively interact with it
- » Articulate your thinking and process via words (written & verbal) and pictures (sketches, wireframes, decks)
- » Utilize business requirements and technical constraints/abilities in order to design products that can be launched successfully into the world
- » Work with a team of fellow designers, stakeholders, and programmers in order to create polished, functional, products and prototypes

- » Identify how to use specific design tools and visual design hacks
- » Translate wireframes and mockups into basic prototypes using front-end web development skills such as HTML, CSS, and JavaScript

VISUAL DESIGN

Part-time (32 Hours / 8 Weeks)

This 8-week course will introduce you to the theory, skills, and tools needed to design beautiful web and mobile products. This course was created for Developers, User Experience Designers, Product Managers, Digital Marketers, and anyone else looking to learn the essentials of visual design. You'll learn how to use layout, typography, color theory, and design thinking to create various elements of an identity system including a company logo, an email marketing template, a landing page, a responsive website, a presentation template, and a mobile app.

By the end of this course, students will be able to:

- » Apply an understanding of typography, color theory, and layout to create a collection of designs
- » Use industry-standard tools such as Photoshop and Illustrator to design high-fidelity mockups
- » Think through challenging user problems, come up with creative solutions, and mock them up in production-ready detail
- » Know the technical vocabulary to communicate with UI and Visual Designers

WEB DESIGN CIRCUIT

Part-time, Online (72 Hours / 12 Weeks)

This beginner-level, 12-week mentor-driven online course teaches students to build marketing collateral, such as landing pages and email.

Students will learn how to design sites that are both functional and beautiful, and layout information in a meaningful way using HTML and CSS.

The format of the course is split teaching visual design principles, and basic front-end web development.

By the end of this course students will be able to:

- » Explain how the web works
- » Learn how to critique and defend design decisions
- » Communicate the basic technical vocabulary with front-end digital marketers
- » Create the structure and style of a responsive website using HTML & CSS
- » Build a portfolio of marketing collateral students build for the mid-term and final projects

This course is not meant for individuals looking to master the front-end stack such as JavaScript and jQuery, nor is this course for those looking to build interactive and dynamic web applications using advanced programming languages. Our on campus course Front-End Web Development would be better suited for those needs.

WEB DEVELOPMENT IMMERSIVE

Immersive (420 Hours / 12 Weeks)

A web developer that creates client-side web sites can only go so far without back-end logic. Creating web applications has never been simpler with Ruby on Rails. Yukihiro Matsumoto designed the Ruby programming language with the programmer in mind and wanted it to be easy, fun and productive. Using Rails, beginners can quickly create web applications that communicate with both the front-end of a site, and back-end data stores.

In this 12-week course, students become junior-level digital marketers by building rails applications, developing their own ideas into functional web applications, creating a portfolio of their work, and embarking on the career path of a web developer. This course will give aspiring Ruby on Rails developers the confidence to build projects from start to finish at a professional level.

The focus of this course is learning to program in Ruby and creating Rails web applications. However, WDI as a whole focuses on teaching students how to be professional full-stack digital marketers capable of building a scalable product with a team of developers. Therefore, in addition to teaching Rails, this course also includes lessons on computer science, JavaScript, command line basics, Git, GitHub, and database schemas.

By the end of this course students will be able to:

- » Apply push and pull commands in Github
- » Describe and experiment with various relational database solutions (i.e. Postgres, MySQL, SQL)
- » Apply CSS to HTML sites to separate content from presentation/style
- » Build custom apps by integrating routing, controllers, views, and databases using Ruby on Rails
- » Describe how the integration of JavaScript and Rails works to make your application interactive
- » Write JavaScript that allows the browser to communicate with the server without reloading the current page, to do things like validate or save form input and refresh images
- » Build functionality based on tests by applying test driven development techniques (TDD/BDD) using RSpec
- » Describe what an API is and how to retrieve data from various third party APIs
- » Create more efficient and elegant solutions to problems by applying fundamental computer science concepts to applications
- » Explore and assess the advantages of alternative database solutions (i.e. NoSQL)

ACADEMIC POLICIES

HOMEWORK

Students in some courses may be required to spend up to 20 hours outside of instructional time per week working on homework/projects. Homework hours are in addition to required course hours.

HOURS

Academic credit is measured in clock hours. One hour of instructional time is defined as a sixty-minute period.

STANDARDS OF PROGRESS

General Assembly measures student progress through frequent homework assignments and in-depth projects. Students are graded on a pass/fail basis. To receive a passing grade, students must:

1. Receive a passing grade on 80% of all homework assignments. Homework is graded on the basis of completion. To receive a passing grade on a homework assignment, students must complete 100% of the minimum tasks specified in that assignment.
2. Maintain consistent attendance as outlined in the Attendance section below. A passing grade in attendance will be given to students with no more than two or four absences, depending on the program.
3. Receive a passing grade on all course projects. Projects are graded on an A-F scale. A grade of a D and above is passing.

Students are formally evaluated for progress towards completion at the following point:

Course Length	Evaluation Point
32 hours / 8 weeks	16 hours / 4 weeks
40 hours / 10 weeks	20 hours / 5 weeks
48 hours / 12 weeks	24 hours / 6 weeks
60 hours / 10 weeks	30 hours / 5 weeks
66 hours / 11 weeks	33 hours / 5.5 weeks
72 hours / 12 weeks	66 hours / 6 weeks
160 hours / 4 weeks	80 hours / 2 weeks
350 hours / 10 weeks	175 hours / 5 weeks
420 hours / 12 weeks	210 hours / 6 weeks

General Assembly does not have a cumulative final test or examination required for the completion of any of the courses.

GRADING SYSTEM

Grade	Definition
P (Pass)	Has satisfactorily met all minimum course requirements as outlined under Standards Of Progress. A grade of Pass is equivalent to a grade of A-D. A = 90-100; B = 80-90; C = 70-80; D = 60-70; F = Below 60
F (Fail)	Has not satisfactorily met all minimum course requirements as outlined under Standards Of Progress. A grade of Fail is equivalent to an F.
I (Incomplete)	An incomplete is provided only if a faculty member gives an extension to a particular student to complete a course project. An extension can only be granted for a maximum of 30 days from the last day of class. If a student is not able to complete his/her project within this amount of time, he/she will be given an F.

PROBATION

General Assembly does not provide a probation option. If a student is not making progress at the point of evaluation as stated above in the Standards of Progress policy, he or she may be provided with additional assistance outside of class. If the student is unable to make satisfactory academic progress with this assistance, he or she may be withdrawn from the program. Informal feedback is provided to students throughout the course.

ATTENDANCE

With prior approval from General Assembly, students in full-time programs are permitted to miss up to 4 class meetings and students in part-time programs are permitted to miss up to 2 class meetings. A class meeting is defined as one or more hours of instruction on a given day. Any student that has failed to attend 4 class meetings without advanced approval from General Assembly will be withdrawn. Please refer to the Withdrawal Policy, below. General Assembly may allow a greater number of excused absences in its discretion.

Attendance is taken at every class meeting. Attendance is taken by teachers fifteen (15) minutes after class begins and fifteen (15) minutes prior to class ending. Any student who arrives to class more than 15 minutes late will be marked tardy and any student who is not present 15 minutes prior to class ending will be marked early departure. Three late arrivals and/or early departures will constitute one absence.

MAKE-UP WORK

Students who miss coursework due to an absence approved prior to the absence are responsible for making up missed coursework by the last day of class to receive a passing grade.

Students are encouraged to attend weekly Office Hours with their teachers, schedule timely 1:1 meetings with teachers to review missed content, and utilize the provided resources library (see “LIBRARY” section below).

General Assembly classes are generally not taped, archived, or offered on alternative schedules for students who miss classes.

COMPLETION

A Letter of Completion is issued to each student who has successfully fulfilled the General Assembly requirements of obtaining a “Pass” in a course.

STUDENT RIGHTS (SEE APPENDIX B)

1. Students have the right to equal opportunity education and non-discrimination based on sex, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, sexual orientation or other categories protected by law of the states in which we operate.
2. Students have the right to view their own academic records.
3. Students have the right to cancel or withdraw from their course, per General Assembly's Cancellation, Withdrawal and Refund Policy.
4. Students have the right to file a grievance, per General Assembly's Grievance Procedure.

STUDENT CONDUCT AND DISMISSAL

General Assembly is a community of learners. Should a student be disruptive to the community, he or she may be asked to leave. Examples of disruption include, but are not limited to, aggression or threats towards other students, teachers, or staff; illegal activities conducted or discussed on or around campus; the failure to observe classroom or campus conduct standards set forth by teachers or staff; or other behavior identified as disruptive to the learning environment of other students by teachers or staff. Students may also be withdrawn for academic violations, per General Assembly's withdrawal policy below.

Students are to treat all members of the staff and other students with respect and dignity. A student who is caught cheating; willfully destroying school property; attending school under the influence of illegal drugs and/or alcohol; or exhibiting disruptive, insubordinate, boisterous, obscene, vulgar, or disrespectful behavior may be dismissed and prohibited from re-enrollment in another course. Students dismissed due to disruptive and/or disrespectful conduct will not be re-admitted to General Assembly.

Should any members of the media (including bloggers) approach you for comment about General Assembly, or your experience at GA, you must get approval from your teacher or the Director before participating in any interviews or media opportunities.

EQUAL OPPORTUNITY

General Assembly is an equal opportunity organization and does not discriminate based on sex, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, sexual orientation, or other categories protected by law of the states in which we operate. General Assembly will conduct its courses, services and activities consistent with applicable federal, state and local laws and regulations. Students who seek accommodations related to a disability should contact their Director.

STUDENT SERVICES

ACADEMIC ADVISING

Academic advising may be initiated by teachers or the Director or the student when the need is identified.

HOUSING

General Assembly does not provide student housing.

LIBRARY

Front Row is General Assembly's online library of archived and interactive livestream content and can be accessed digitally at library.generalassemb.ly. It features 90-minute high-quality video lessons taught by practitioners on the latest trends and tools in technology, business, and design. Upon enrollment, students receive login credentials that grant access to Front Row for the duration of their course. Materials are available 24 hours a day and accessible with an internet connection. Students have access to an internet connection at all General Assembly campuses.

EMPLOYMENT ASSISTANCE

General Assembly currently offers job placement assistance for graduates of its full-time vocational immersive. The General Assembly Outcomes Team is dedicated to seeing full-time students take control of their career aspirations and goals, by helping to communicate their skills, make valuable connections, and identify ideal career opportunities. Outcomes Programming is interwoven into all immersive courses and graduates of these programs will have access to continued job search support post-graduation.

Job search resources include:

- » Individual monthly check-ins with a GA Studio Producer
- » Career development workshops & interview training: Get hands-on practice in developing the skills & resources you'll need for a successful job search.
- » Studio tours & talks with industry professionals: See the work in action!
- » Community & hiring events: Expand your professional network & engage with companies potentially looking to hire.
- » GA Profiles & Job Board: GA's online hiring platform where companies looking to hire can connect directly with job-seeking graduates.
- » 1:1 Support & Job Search Checklist: Get individualized feedback on ways to improve your job search & a step-by-step understanding of how to kickstart an effective job search.

General Assembly cannot and does not guarantee employment or salary. Student completion and job placement information for certain campuses is provided at <https://generalassemb.ly/regulatory-information>, in accordance with state law requirements, if any.

STUDENT RECORDS

Student transcripts and descriptions of courses offered are maintained permanently. Student transcripts are maintained in student records and made available to the Bureau of Proprietary School Supervision upon request. Student transcripts contain the following information: name, address and date of birth; date of enrollment; name of course taken; record of all final grades earned for each course; date of completion or discontinuance and a notation whether a letter of completion was issued and date issued. All other school and student records will be maintained electronically for seven years.

Students may view their own academic records at no cost to the student. Students who seek to view their own records should contact School Director.

General Assembly will take reasonable steps to protect the privacy of personal information contained in student records.

GRIEVANCE PROCEDURE

INTERNAL GRIEVANCE PROCEDURE

When a concern occurs, the student is asked to discuss the concern directly with his/her teacher who will attempt to resolve the situation. If a resolution does not occur, the student or teacher should provide a written description of the concern to the Director who will investigate the complaint and provide a prompt written response. General Assembly attempts to resolve all complaints within 30 days. The Director's decision is final within General Assembly's grievance procedure. Students may also pursue external grievance procedures as described below.

EXTERNAL GRIEVANCE PROCEDURES

Any person who believes he or she has been aggrieved by a violation of the New York Education Law has the right to file a written complaint with the New York State BPSS within two years of the alleged violation or within one year of receiving notification from a guarantee agency that the student has defaulted on a student loan payment. No complaint may be filed after three years from the date of the alleged violation. The Commissioner shall send to the complainant a form acknowledging the complaint and requesting further information if necessary and shall advise the director of the school that a complaint has been made and, where appropriate, the nature of the complaint. The Commissioner shall within twenty days of receipt of such written complaint commence an investigation of the alleged violation and shall within ninety days of the receipt of such written complaint, issue a written finding. The Commissioner shall furnish such findings to the person who filed the complaint and to the chief operating officer of the school cited in the complaint. If the Commissioner finds that there has been a violation of the Education Law, the Commissioner will take appropriate action.

CANCELLATION, WITHDRAWAL AND REFUND POLICY

CANCELLATION

1. You have the right to cancel your course of instruction, without any penalty or obligations, through attendance at the first class session or the seventh calendar day after enrollment, whichever is later.
2. Cancellation is effective when the student provides a notice of cancellation at the address of attendance stated on his or her enrollment agreement.
3. The notice of cancellation, if sent by mail, is effective when deposited in the mail properly addressed with proper postage.
4. The notice of cancellation need not take any particular form and, however expressed, it is effective if it shows that the student no longer wishes to be bound by the Enrollment Agreement.
5. If the Enrollment Agreement is cancelled the school will refund the student any money he/she paid, less a registration fee specified below in the Tuition and Fees chart within 30 days after the notice of cancellation is received. If a student withdraws after the cancellation period, a refund will be made in accordance with the refund policy stated below.

WITHDRAWAL

You may withdraw from the school at any time after the cancellation period (described above) and refunds are determined in accordance with the Refund Policy stated below.

For the purpose of determining a refund under this section, a student shall be deemed to have withdrawn from a course of instruction when any of the following occurs:

- » The student notifies the institution in writing of the student's withdrawal or as of the date of the student's withdrawal, whichever is later. The failure of a student to immediately notify the school Director in writing of the student's intent to withdraw may delay a refund of tuition to the student pursuant to section 5002(3) of the Education Law.
- » The institution terminates the student's enrollment for failure to maintain satisfactory progress; failure to abide by the rules and regulations of the institution; absences in excess of maximum set forth by the institution; and/or failure to meet financial obligations to the School.
- » The student has failed to attend class for 4 class meetings without prior approval.

The official termination date of enrollment shall be the student's last day in class.

Students who withdraw due to an emergency, such as personal or family illness or national service, may be re-enrolled into another General Assembly course following approval by the Director.

REFUND POLICY

All refunds will be paid within 30 days of withdrawal. Refunds will be less a registration fee (described in the below Tuition and Fees section) and any course materials that you have received.

QUARTERS REFUND POLICY

The Quarters Refund Policy applies to all campus-based courses that are seven to fourteen weeks long.

- A. A student who cancels within 7 days of signing the enrollment agreement but before instruction begins receives all monies returned with the exception of the non-refundable registration fee.
- B. Thereafter, a student will be liable for:
 1. the non-refundable registration fee plus;
 2. the cost of any textbooks or supplies accepted plus;
 3. tuition liability as of the student's last date of physical attendance. Tuition liability is divided by the number of quarters in the program. Total tuition liability is limited to the quarter during which the student withdrew or was terminated, and any previous quarters completed.
 - a. **First Quarter:**

If termination occurs, refunds will be granted based on the amount of the course completed as per the table below:

Amount of Course Completed	Student Refund
Prior to or during the first week	100%
During the second week	75%
During the third week	50%
During the fourth week	25%
After the fourth week	0%

b. Subsequent Quarters

Amount of Course Completed	Student Refund
During the first week	75%
During the second week	50%
During the third week	25%
During the fourth week	0%

- C. The student refund may be more than that stated above if the accrediting agency refund policy results in a greater refund.

MINI REFUND POLICY: SALES AND BUSINESS DEVELOPMENT IMMERSIVE

- A. A student who cancels within 7 days of signing the enrollment agreement but before instruction begins receives all monies returned with the exception of the non-refundable registration fee.
- B. Thereafter, a student will be liable for:
1. the non-refundable registration fee plus;
 2. the cost of any textbooks or supplies accepted plus;
 3. tuition liability as of the student's last date of physical attendance. Tuition liability is determined by the percentage of the program offered to the student.

If termination occurs, refunds will be granted based on the amount of the course completed as per the table below:

Amount of Course Completed	Student Refund
0% – 15%	100%
16% – 30%	75%
31% – 45%	50%
46% – 60%	25%
After 60%	0%

PRO-RATA REFUND POLICY: WEB DESIGN CIRCUIT

- A. A student who cancels within 7 days of signing the enrollment agreement receives all monies returned with the exception of the non-refundable registration fee.
- B. Thereafter, a student will be liable for:
1. the non-refundable registration fee plus
 2. the cost of any textbook or supplies accepted plus
 3. tuition liability as of the student's last date of attendance.

Tuition liability is determined on a pro-rata basis. The curriculum consists of 10 units and students complete one unit per week. Students shall be refunded the tuition for unused weeks/units.

TUITION AND FEES

Unless otherwise agreed to by General Assembly, students must issue a deposit of at least 25% of the total course tuition prior to the start of the course. Students must issue payment for at least 50% of the total tuition by the start of the third week of instruction. General Assembly may allow students to delay payment of tuition deposits under extraordinary circumstances. If you believe you have an extraordinary circumstance, please speak to an Admissions Manager.

The following additional fees (if applicable) apply to students in all states:

- » \$25.00 returned check fee
- » Late fee (30 days after a payment is missed): 1% of the amount outstanding

Course	Registration / Application Fee Non-Refundable	Course Material Non-refundable Upon Receipt	Tuition	Total Cost
Analytics	\$100.00	\$0	\$3,400.00	\$3,500.00
Back-End Web Development	\$100.00	\$0	\$3,400.00	\$3,500.00
Business Development & Sales	\$100.00	\$0	\$3,150.00	\$3,250.00
Business Fundamentals and Tactics	\$100.00	\$0	\$3,800.00	\$3,900.00
Digital Marketing	\$100.00	\$0	\$3,400.00	\$3,500.00
Data Science	\$100.00	\$0	\$3,900.00	\$4,000.00
Front-End Web Development	\$100.00	\$0	\$3,400.00	\$3,500.00
Mobile Development	\$100.00	\$0	\$4,900.00	\$5,000.00
Product Management	\$100.00	\$0	\$3,150.00	\$3,250.00
Product Management Immersive	\$100.00	\$0	\$10,400.00	\$10,500.00
Sales and Business Development Immersive	\$100.00	\$0	\$4,900.00	\$5,000.00
User Experience Design	\$100.00	\$0	\$3,900.00	\$4,000.00
User Experience Design Immersive	\$100.00	\$50.00	\$11,350.00	\$11,500.00
Visual Design	\$100.00	\$0	\$2,700.00	\$2,800.00
Web Design Circuit (Online)	\$100.00	\$0	\$1,400.00	\$1,500.00
Web Development Immersive	\$100.00	\$100.00	\$13,300.00	\$13,500.00

TUITION LIABILITY

PART-TIME COURSES

Weekly Tuition Liability Chart for:

- » Analytics
- » Back-End Web Development
- » Digital Marketing
- » Front-End Web Development

Tuition: \$3,400.

Quarter 1 (based on \$3400 paid in full)		
Amount of Course Completed	Percent Refunded	Money Refunded
Prior to or During Week 1	100%	\$3400
During Week 2	75%	\$2550
During Week 3	50%	\$1700
During Week 4	25%	\$850
After Week 4	0%	\$0

Weekly Tuition Liability Chart for:

- » Data Science
- » User Experience Design

Tuition: \$3,900.

Quarter 1 (based on \$3900 paid in full)		
Amount of Course Completed	Percent Refunded	Money Refunded
Prior to or During Week 1	100%	\$3900
During Week 2	75%	\$2925
During Week 3	50%	\$1950
During Week 4	25%	\$975
After Week 4	0%	\$0

Weekly Tuition Liability Chart for:

- » Business Fundamentals and Tactics

Tuition: \$3,800.

Quarter 1 (based on \$3800 paid in full)		
Amount of Course Completed	Percent Refunded	Money Refunded
Prior to or During Week 1	100%	\$3800
During Week 2	75%	\$2850
During Week 3	50%	\$1900
During Week 4	25%	\$950
After Week 4	0%	\$0

Weekly Tuition Liability Chart for:

- » Mobile Development

Tuition: \$4,900.

Quarter 1 (based on \$4900 paid in full)		
Amount of Course Completed	Percent Refunded	Money Refunded
Prior to or During Week 1	100%	\$4900
During Week 2	75%	\$3675
During Week 3	50%	\$2450
During Week 4	25%	\$1225
After Week 4	0%	\$0

Weekly Tuition Liability Chart for:

- » Business Development and Sales
- » Product Management

Tuition: \$3,150.

Quarter 1 (based on \$ 3150 paid in full)		
Amount of Course Completed	Percent Refunded	Money Refunded
Prior to or During Week 1	100%	\$3150
During Week 2	75%	\$2362.50
During Week 3	50%	\$1575
During Week 4	25%	\$787.50
After Week 4	0%	\$0

Weekly Tuition Liability Chart for:

- » Visual Design

Tuition: \$2,700.

Quarter 1 (based on \$2700 paid in full)		
Amount of Course Completed	Percent Refunded	Money Refunded
Prior to or During Week 1	100%	\$2700
During Week 2	75%	\$2025
During Week 3	50%	\$1350
During Week 4	25%	\$675
After Week 4	0%	\$0

IMMERSIVE COURSES

Weekly Tuition Liability Chart for:

» Product Management Immersive

Tuition: \$10,400.

Quarter 1 (based on \$ 10400 paid in full)		
Amount of Course Completed	Percent Refunded	Money Refunded
Prior to or During Week 1	100%	\$10400
During Week 2	75%	\$7800
During Week 3	50%	\$5200
During Week 4	25%	\$2600
After Week 4	0%	\$0

Tuition Liability Chart for:

» Sales and Business Development Immersive

Tuition: \$4,900.

Mini (based on \$4900 paid in full)		
Amount of Course Completed	Percent Refunded	Money Refunded
0%–15%	100%	\$4900
16%–30%	75%	\$3675
31%–45%	50%	\$2450
46%–60%	25%	\$1225
After 60%	0%	\$0

Weekly Tuition Liability Chart for:

» User Experience Design Immersive

Tuition: \$13,500.00.

Quarter 1 (based on \$11350 paid in full)		
Amount of Course Completed	Percent Refunded	Money Refunded
Prior to or During Week 1	100%	\$11350
During Week 2	75%	\$8512.50
During Week 3	50%	\$5675
During Week 4	25%	\$2337.50
After Week 4	0%	\$2837.50

ONLINE

Tuition Liability Chart for:

» Web Design Circuit (Online)

Tuition: \$1,400.

Pro Rata (based on \$1400 paid in full)		
Units out of 10 completed	Percent Refunded	Money Refunded
0	100%	\$1400
1	90%	\$1260
2	80%	\$1120
3	70%	\$980
4	60%	\$840
5	50%	\$700
6	40%	\$560
7	30%	\$420
8	20%	\$280
9	10%	\$140
10	0%	\$0

Weekly Tuition Liability Chart for:

» Web Development Immersive

Tuition: \$11,300.

Quarter 1 (based on \$13300 paid in full)		
Amount of Course Completed	Percent Refunded	Money Refunded
Prior to or During Week 1	100%	\$13300
During Week 2	75%	\$9975
During Week 3	50%	\$6650
During Week 4	25%	\$3325
After Week 4	0%	\$0

FINANCIAL ASSISTANCE

General Assembly does not participate in federal or state financial aid programs and we do not provide institutional financing. We do provide information on a range of financing options through independent, private funding sources, which you can read more about at: <https://generalassembly.ly/apply/financing-your-education>.

LOANS

If a student receives a loan to pay for the educational program, the student will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund. General Assembly does not offer institutional loans to its students.

CONSUMER INFORMATION

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement.

General Assembly has never filed a bankruptcy petition, operated as a debtor in possession or had a petition of bankruptcy filed against it under Federal law.

Information about General Assembly is published in this catalog that contains a description of policies, procedures, and other information about the school. General Assembly reserves the right to change any provision of the catalog at any time. Changes to the catalog must be approved and reviewed by the New York Bureau of Proprietary School Supervision. Notice of changes will be communicated in a revised catalog, an addendum or supplement to the catalog, or other written format with an effective date. Students are expected to read and be familiar with the information contained in the catalog, in any revisions, supplements and addenda to the catalog, and with all school policies. By enrolling General Assembly, the Student agrees to abide by the terms stated in the catalog and all school policies.

APPENDIX A

BOARD OF DIRECTORS

Adam Pritzker

Richard Barth

Todd Chaffee

Jason Stoffer

Jacob Schwartz

David Bradley

OWNERSHIP

The following entities own 10% or more of General Assembly:
El Farolito, LLC, Maveron Equity Partners IV, L.P., and Institutional Venture Partners.

MANAGEMENT

Jake Schwartz, Chief Executive Officer

John Zdanowski, Chief Financial Officer

Anna Lindow, School Director, General Manager,
Campus Education + Operations

Brad Hargreaves, Chief Product Officer

Liz Simon, Associate General Counsel

Jill Maguire-Ward, Chief People Person

Scott Kirkpatrick, President & Chief Operating Officer

Scott Zaloom, Regional Director

AGENTS

Megan Nesbeth

Akiva Weiss

John Donahue

Jessie Diaz

Greg Jacobs

Jon Hand

Lucille Lam

TEACHERS

General Assembly employs both full-time and part-time faculty. Biographies for all faculty teaching upcoming courses are available at <https://generalassemb.ly/instructors> and under the course description on GA's website.

Back-End Web Development

Nick Blanchet
Brooks Swinnerton
Brian Fountain
Sandip Trivedi

Business Fundamentals and Tactics

June Choi
Michael Salvaris
Paul Yau

Data Science

Gavin Hackeling
Dave Goodsmith
Edward Podojil
Rob Doherty
Arun Ahuja
Dylan Hercher
Jonathan Haski

Digital Marketing

Jon Chang
Ryan Adamiak
Matt Iles
Katie Iles
Nicole Cardoza
Vincent Barr
Kim Rust

Front-End Web Development

Brittney Kernan
Taqqi Karim
Chris Regan
Joe Bliss
Gerard Oneill
Sebastian Soler
Troy Mestler
Emerson Taymor
John Crain

Mobile Development

Taylor Rudd

Product Management

Dave Lifson
Cole Mercer
Adrian Jank
Aditi Joshi
Melissa Perri

Product Management Immersive

David Schlossberg
Heiwad Osman
Mpaz Perez

User Experience Design

Ryan Snelson
Christina Goldschmit
Aaron Neeley
Ivy Mahsciao
Lauren Bugeja
Luke Miller

User Experience Design Immersive

Domenick Propati
Jess Eddy
Tricia Okin
Nevan Scott
Rashida White
Michael Morales

Web Development Immersive

Aldric Giacomoni
Matt Marcello
Neel Patel
Andrew Madden
PJ Hughes
Phillip Lamplugh
Travis Vander Hoop
Jeff Konowitch
Sean West
Max Cantor
Hari Mohanraj
Scott McKenneth

APPENDIX B

INFORMATION FOR STUDENTS AND STUDENT RIGHTS

Schools are required to give this disclosure pamphlet to individuals interested in enrolling in their school.

WHAT IS THE PURPOSE OF THIS PAMPHLET?

All prospective and enrolled students in a non-degree granting proprietary school are required to receive this pamphlet. This pamphlet provides an overview of students' rights with regard to filing a complaint against a school and accessing the tuition reimbursement fund if they are a victim of certain violations by the school.

Licensed private career schools which are licensed by the New York State Education Department are required to meet very specific standards under the Education Law and Commissioner's Regulations. These standards are designed to help insure the educational appropriateness of the programs which schools offer. It is important for you to realize that the New York State Education Department's Bureau of Proprietary School Supervision closely monitors and regulates all non-degree granting proprietary schools. The schools are required to have their teachers meet standards in order to be licensed by the Department. Schools are also required to have their curriculum approved by the New York State Education Department, at minimum, every four years, thereby helping to insure that all curriculum offered in the schools are educationally sound.

In addition, staff members of the Bureau of Proprietary School Supervision are often in the school buildings monitoring the educational programs being offered. The interest of the New York State Education Department is to ensure that the educational program being offered meets your needs and that your financial investment is protected.

The New York State Education Department's Bureau of Proprietary School Supervision wishes you success in your continued efforts to obtain the necessary skill training in order to secure meaningful employment. In addition, Bureau staff will continue to work with all the schools to help insure that a quality educational program is provided to you.

WHO CAN FILE A COMPLAINT?

If you are or were a student or an employee of a Licensed Private Career School in the State of New York and you believe that the school or anyone representing the school has acted unlawfully, you have the right to file a complaint with the New York State Education Department.

WHAT CAN A STUDENT OR EMPLOYEE COMPLAIN ABOUT?

You may make complaints about the conduct of the school, advertising, standards and methods of instruction, equipment, facilities, qualifications of teaching and management personnel, enrollment agreement, methods of collecting tuition and other charges, school license or registration, school and student records, and private school agents.

HOW CAN A COMPLAINT BE FILED BY A STUDENT OR EMPLOYEE?

You should try to resolve your complaint directly with the school unless you believe that the school would penalize you for your complaint. Use the school's internal grievance procedure or discuss your problems with teachers, department heads, or the school director. We suggest that you do so in writing and that you keep copies of all correspondence to the school. However, the school cannot require you to do this before you file a complaint with the New York State Education Department. If you do file a complaint with the Department, please advise the Bureau of any action that you have taken to attempt to resolve your complaint.

The steps you must take to file a complaint with the New York State Education Department are:

1. Write to the New York State Education Department at 116 West 32nd Street, 5th Floor, New York, New York 10001, or telephone the Department at (212) 643-4760, requesting an interview for the purpose of filing a written complaint. Bring all relevant documents with you to the interview, including an enrollment agreement, financial aid application, transcripts, etc. An investigator from the Department will meet with you and go through your complaint in detail.

2. If you cannot come for an interview, send a letter or call the office to request a complaint form. You must complete and sign this form and mail it to the office. Please include with it copies of all relevant documents. You should keep the originals. You must file a complaint within two years after the alleged illegal conduct took place. The Bureau cannot investigate any complaint made more than two years after the date of the occurrence.
3. The investigator will attempt to resolve the complaint as quickly as possible and may contact you in the future with follow-up questions. You should provide all information requested as quickly as possible; delay may affect the investigation of your complaint. When appropriate, the investigator will try to negotiate with the school informally. If the Department determines that violations of law have been committed and the school fails to take satisfactory and appropriate action then the Department may proceed with formal disciplinary charges.

WHAT IS THE TUITION REIMBURSEMENT FUND?

The Tuition Reimbursement Fund is designed to protect the financial interest of students attending non-degree proprietary schools. If a school closes while you are in attendance, prior to the completion of your educational program, then you may be eligible for a refund of all tuition expenses which you have paid. If you drop out of school prior to completion and you file a complaint against the school with the State Education Department, you may be eligible to receive a tuition refund if the State Education Department is able to provide factual support that your complaint is valid and to determine that there was a violation of Education Law or the Commissioner's Regulations as specified in Section 126.17 of the Commissioner's Regulations. To file a claim to the Tuition Reimbursement Fund, you must first file a complaint with the State Education Department at the address included in this pamphlet. The staff of the State Education Department will assist you in the preparation of a tuition reimbursement form (a sample of this form should have been provided to you upon enrollment).

WHAT IS THE TUITION REFUND AND CANCELLATION POLICY?

All schools must have a tuition refund and cancellation policy for each program included in the catalog and in the student enrollment agreement.

Read and understand the school's policy regarding tuition refund and cancellation before you sign the enrollment agreement. If you do not understand it, or are confused by the school's explanation, get help before you sign. You may ask for assistance from the Department at the address included in this pamphlet.

WHAT SHOULD STUDENTS KNOW ABOUT "PRIVATE SCHOOL AGENTS?"

Private School Agents are employed by schools for the purpose of recruiting or enrolling students in the school; they are not school counselors. Private school agents cannot require a student to pay a placement or referral fee. Each school agent must be licensed by the New York State Education Department, must have an Agent identification card and must be a salaried employee of the school. School agents who cannot show an Agent Identification Card are breaking the law if they try to interest students in enrolling in a particular school or group of schools. The name(s) of the agent(s) who enrolled a student must appear on that student's enrollment agreement. Therefore, you should write down the name of the agent who talked to you. Each student will be required to confirm the name(s) of the agent(s) when signing the enrollment agreement. A full refund shall be made to any student recruited by an unlicensed private school agent or even by a licensed agent if there is evidence that the agent made fraudulent or improper claims. To find out if you are eligible to receive a refund, you must follow the complaint procedures included in this page.

**WHAT SHOULD STUDENTS KNOW ABOUT
“GRANTS AND GUARANTEED STUDENT LOANS?”**

A grant is awarded to a student based on income eligibility, and it does not need to be repaid (for example, New York State Tuition Assistance Program (TAP) grants or Pell grants provided by the federal government).

Guaranteed student loans are low interest loans provided under the Federal Guaranteed Student Loan Program. The decision to apply for such a loan is yours--the school cannot require that you apply for a loan. You should understand that if you pay school tuition with money loaned to you from a lender you are responsible for repaying the loan in full, with interest, in accordance with the terms of the loan agreement. A failure to repay the loan can hurt your credit rating and result in legal action against you. Even if you fail to complete your educational program, you are still responsible for repaying all of the money loaned to you.

It is your right to select a lender for a guaranteed student loan. The school cannot require you to apply to a particular lender or lending institution. However, the school can recommend a lender, but if it does, the school must also provide you with a statement about your right and ability to obtain a loan from another lender and the insurance premiums charged on these loans.

Read and understand all the information and applications for financial aid grants and loans before signing.

**WHERE CAN STUDENTS FILE A COMPLAINT, FILE A
CLAIM TO THE TUITION REIMBURSEMENT FUND, OR GET
ADDITIONAL INFORMATION?**

Contact the New York State Education Department at:

New York State Education Department
116 West 32nd Street, 5th Floor
New York, New York 10001
Attention: Bureau of Proprietary School Supervision
(212) 643-4760

This pamphlet is provided to you by the New York State Education Department (NYSED). The NYSED regulates the operation of Licensed Private Career Schools.