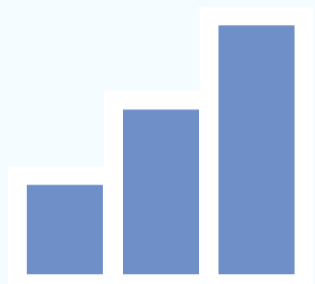


# How Generation is Placing More Candidates at Higher Salaries with Codecademy

## Case Study

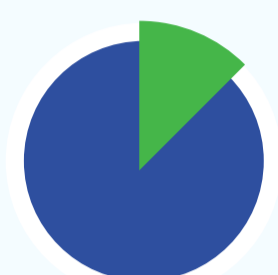


## Key Results



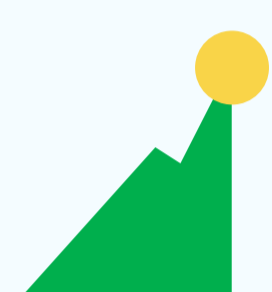
90%

Java learners placed in jobs within 180 days of program completion



3.43x

higher salaries for learners who completed Java developer training



>3,300

Generation learners have used Codecademy, and demand continues to grow

## Organization Background

Generation is a nonprofit organization that was founded in 2015 to transform education to employment systems. They prepare, place, and support people into life-changing careers that would otherwise be inaccessible.

The organization's methodology serves tens of thousands of people of all ages who are unemployed, underemployed, or need to learn new skills. Their program creates real business value for employers and lasting career impact for participants.

A big part of the Generation program is teaching important skills employers need. This started with in-person instruction, then evolved to include online learning in 2020. The nonprofit has served over 70,000 learners in 17 countries since its beginning, and 31,000 of those were online since the start of the pandemic.

## Challenge

When the COVID-19 pandemic hit, the curriculum team at Generation quickly realized that the technology industry was one of the only ones still hiring — and that meant they now needed great content to help develop technical skills. More importantly, that content needed to be online. Up until then, the majority of Generation's instruction had been in-person, so they needed to find a partner that could meet their complex needs.

Dana Lee, Regional Director of Curriculum and Instruction at Generation, recalled the urgent need, "Online instruction was something we were testing and experimenting with, but it wasn't a core focus of our team. And overnight, it became a very big deal for us. We quickly realized we were going to need partners who could help us deliver really high quality online experiences that would work for our learners."

Generation had unique requirements for launching an online technology learning program. Lee stated, "We needed a technical learning partner who shared our standards for what quality education looked like. We needed something that had strong practice embedded into the content. We needed something that mimicked real-world work experience and environments. And, we needed something that was going to be affordable across our global affiliates."

“

In 2020 when COVID hit, our team knew we needed to look for excellent partners who could help us expand to online instruction with technical content that would prepare our learners for developer roles in the tech industry.

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Dana Lee,  
Regional Director of Curriculum & Instruction,  
the Americas and Europe, Generation

## Solution

Lee and the team looked at quite a few technical learning platforms, and Codecademy quickly moved to the top of their list. Lee commented, “We were immediately drawn to Codecademy because of its three-paneled environment where you can learn, practice, and see results right away. We were also really keen to find something that could be used in a variety of countries.” Practice was also a key factor for Generation. “We hold really dear our team’s standards for practice of new instruction, which is a two to one ratio. If you spend 10 minutes learning something, we want you to spend 20 minutes practicing it. And Codecademy was closest to that ratio from what we evaluated in the market.”

Generation first started using Codecademy for a Junior Java Developer program. There was a big demand for this skill set, with employers in nine countries looking to hire for the role. Lee said the response was overwhelmingly positive. “Australia was the first to test it. Quickly thereafter, other countries began to test it in their own markets. The response was strong, and both learners and instructors were very enthusiastic about Codecademy.”

Lee and team now combine Codecademy’s online learning with instructors to guide the process. Instructors lay out a preview of the learning journey for learners in a video conference. Goals are set, and instructors will check back in to see how learners are doing and discuss progress. Generation also uses Codecademy for group projects. Teams gain experience with peer programming and present their results. Lee commented, “It’s really a fluid back and forth between the Codecademy platform and what we know our learners need in terms of community accountability and direct instruction.”

Generation recently added a front end web developer program and now has over 1,500 learners actively using Codecademy to further their careers. Lee quipped, “It might not be an exaggeration to say that across Generation learners we are using Codecademy all day, every day.”

“

We were immediately drawn to Codecademy because of its three-paneled environment where you can learn, practice, and see results right away. Plus, we could use it in a variety of countries across the globe.

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Dana Lee,  
Regional Director of Curriculum & Instruction,  
the Americas and Europe, Generation

## Key Benefits



Transformed  
training  
programs to  
meet digital  
needs



Met growing  
employer  
demand for new  
technical skills



Expanded  
company reach  
to new markets  
across the globe



Increased job  
placement rates  
and learner  
salaries

# Outcomes

After two years of using Codecademy as their online technical learning solution, Generation has seen incredible results. Their main metric is job placement, typically aiming for an 80% placement rate within 6 months of completing their program.

The Junior Java Developer program using Codecademy far exceeded their goals. Lee stated, "With Codecademy, at 6 months post program, our Java graduates have a 90% placement rate. They also have an income multiplier of 3.43. That means that once they get placed into their new roles, their income is 3.43 times higher than it was before the Codecademy program."

Beyond job placement success, Codecademy also enabled Generation to reach more learners in places where in-person instruction wasn't available.

Online learning allowed the nonprofit to:

- Expand access in countries
- Explore different program schedules
- Reach learners in more rural areas

Lee is thrilled with this development, "The flexibility that online instruction provides helps us reach more people and influence more life-changing outcomes."

With Codecademy, Generation is confident in their ability to meet the evolving needs of employers in the tech industry. Lee described how simple it was to create a new offering with Codecademy. "We are getting ready to launch a program in India. As we went out in the market to learn what employers want, they said, we can't hire somebody unless they have a baseline understanding of React. We went back to the Codecademy catalog and created a journey to support that need. We didn't have to develop a lot from scratch. We were able to pull the pieces together and create an extension of the learner journey that we had already created."

Lee is confident that Codecademy is the right partner to continue to grow their job placement program to reach more learners and impact true economic change in their lives. "I fully trust that Codecademy will keep up with the current trends and needs of the technical marketplace while continuing to keep their high quality standards. And that means I have more time to grow the program and bring the right content to the right learners to fill jobs across the globe."

“

We love to see 80% placement 6 months after program completion. With Codecademy, we've seen 90% placement and a 3.43 times increase in salary. We're thrilled with how well Codecademy has blended into our global program.

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**Dana Lee,**  
Regional Director of Curriculum & Instruction,  
the Americas and Europe, Generation

## Generation

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