



THE CHALLENGE

In America, we've promised that hard work and ambition will be met with equality of opportunity. The reality is that we have a quiet crisis on our hands. An African American with a BA is twice as likely to be unemployed as their white counterpart¹, and a Bachelor's degree holder from a low-income background will start their career earning only two-thirds as much as those from higher-income backgrounds². While education has the potential to be the great equalizer, today, only 25% of our country's 1.2 million first-generation or low-income college enrollees will land a strong job after graduation and be on a path to the American Dream.

OUR VISION

We believe that our country's next generation of leaders will emerge from everywhere, but they need a talent strategy that matches them in strength and diversity. We envision an American Dream Team—100,000 diverse leaders-in-the-making—prepared to access and thrive in strong first jobs after college graduation.

THEORY OF ACTION

Braven supports untapped students from college to career by partnering with universities and employers to offer a two-part experience that begins with a credit-bearing college course followed by a post-course experience that lasts through graduation. Fellows emerge from Braven with the skills, experiences, confidence, and networks they need to land a strong first job and get on a path to economic freedom. Braven has worked with more than 1600 students at Rutgers University-Newark, San José State, and National Louis University in Chicago to date.

The Accelerator Course: The accredited course is a hybrid online and in-person experience. Fellows complete weekly online modules and assignments to develop in five professional competencies: operating and managing, problem solving, working in teams, networking and communicating, and self-driven leading. Volunteer professionals from local employers, called Leadership Coaches, lead teams of 5-8 Fellows through weekly Learning Labs, sharing real-world application and feedback.

The Post-Course Experience: Post-course Fellows receive opportunities to develop leadership and career-readiness skills, engage in a lasting professional network, and stay on track to securing jobs through 1) 1:1 professional mentoring, 2) networking events and job skills sessions, and 3) access to employment opportunities.

OUTCOMES

Braven Fellows are persisting in college and achieving exciting levels of internship and job attainment.

- ❖ **Persistence:** 95% of our Fellows are persisting in or have graduated from college.
- ❖ **Internships:** 71% of Braven college graduates have at least one internship during college, compared with 49% of first-generation seniors at large state universities.
- ❖ **Jobs:** Braven Fellows outpace the national average for strong job attainment. Within six months of graduation, 69% of Fellows secured quality full-time jobs worthy of their bachelor's degree or enrolled in graduate school compared to 54% of *all* students and 46% of students from similar backgrounds.

NEW YORK CITY LAUNCH

In NYC, only one in four local students from underrepresented backgrounds enrolled in a four-year college graduate with a strong job. At the same time, the NYC workforce is in desperate need of local diverse talent. For example, while people of color comprise 68% of New York City's population, they only make up about 23% of first, mid, and senior level management roles in finance. This adds up to a significant loss for the local economy. In partnership with the City University of New York (CUNY), Braven is launching at Lehman College in January 2020 with 150 students and plans to quickly expand to additional sites, ultimately serving 1,000 students per year per campus.

¹ Economic Policy Institute

² Brookings Institute