



Entity Information

Name of Entity: The LaunchCode Foundation

Federal EIN: [REDACTED]

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1) Program Requirements

A. Provide the title and a detailed description of the proposed workforce training.

LaunchCode is a 501(c)3 nonprofit whose mission is to build a skilled workforce by creating pathways for driven people seeking careers in technology. LaunchCode’s Tampa Tech Talent Training Initiative at Brewster Technical College will produce 75 graduates of an intensive, introductory coding/programming course that will provide participants the skills necessary to land a job as an entry-level developer with Tampa Bay-area companies. This Initiative, a collaboration between the LaunchCode Foundation and Brewster Technical College, will train and place aspiring technologists of all backgrounds and experiences place into upwardly mobile developer jobs with local companies in Hillsborough County and the surrounding community, allowing them to access the same opportunities as those individuals who have gained a computer science education, but without any personal, financial or societal barriers standing in the way.

LaunchCode received a grant from the Florida Department of Economic Opportunity in 2017, in which \$500,000 was dedicated to tech job training in both South Florida (\$100,000) and Tampa Bay (\$400,000). LaunchCode was committed to training 10 individuals in Tampa and placing 10 individuals into apprenticeships. Additionally, LaunchCode was committed to training 10 individuals in South Florida and placing at least five individuals into apprenticeships. LaunchCode met and exceeded all of these initially proposed goals, with 80 individuals trained in Tampa Bay and 25 placed into tech apprenticeships; in South Florida, 89 individuals were trained during the grant period, and 31 individuals were placed into tech apprenticeships

Program components:

- **Training, LC101 + LiftOff:** In-demand skills training that includes Fundamentals of Code, Web Applications, Specialized Skills, and job-readiness training (LiftOff), such as **4811 Delmar Blvd. St. Louis, MO 63108**
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resume review, interview practice and technical capstone project. LC101 uses a flipped classroom model, in which students watch video lectures and begin assignments outside of class, then use class time to review concepts and work in groups. Participants meet two nights a week at Brewster Technical College for three hours of lecture, Q&A, and group work, and are also assigned 10-15 hours/week of work, readings and research to complete on their own time. Learners completing LC101 can elect to move to job-readiness training with LiftOff, participate in more specialized training or to move into our Apprenticeship Program.

- **Apprenticeship Program:** LC101 graduates and those who have gained programming skills elsewhere are eligible for LaunchCode's paid Apprenticeship Program. Candidates are evaluated for technical skills, aptitude and drive; those who qualify are actively matched with one of LaunchCode's 500+ company partners. Apprentices are paid a minimum of \$15/hour for an apprenticeship period of 90 days; if successful, apprentices convert to permanent employment at that point, or receive a pay increase. LaunchCode currently maintains over 40 company partners in the Tampa Bay area, including (but are not limited to): XCIRA, Accusoft, Script, Nextech, Jabil, Booz Allen Hamilton, Tribridge, JP Morgan Chase, Startup Space and Revival Parts. To date, LaunchCode has placed 25 individuals in paid apprenticeships in the Tampa Bay Area.

LaunchCode's Tampa Bay Tech Talent Training Initiative at Brewster Technical College will operate with the following timeline:

Nov. - Dec. 2018: Recruitment for LaunchCode training at Brewster Technical College

Jan. 2019: Training begins

By December 31, 2019: 75 individuals have completed coding / programming course(s)

B. Describe how this proposal supports programs at state colleges or state technical centers.

Brewster Technical College (BTC) is focused on preparing adult students for the workforce through hands-on learning that builds relevant skills for today's businesses and industries. BTC has recently launched a 10 month, full-time web development program, with a participant cost of around \$3,000+. While BTC's current program offers a pathway into a career as a junior-level, front-end developer (focused on web design utilizing HTML 5, CSS 3, JavaScript and Bootstrap), this program also presents financial and time commitment barriers to individuals from low-to-moderate income communities, groups which contain much higher representation for the non-traditional tech candidates that could bolster state-wide tech employment diversity.

LaunchCode's Tampa Bay Tech Talent Training Initiative expands upon Brewster Technical College's current Web Development program in two main ways:

1. LC101 will expand upon Brewster's current web development program by offering a wider array of coding language skill tracks beyond the web design skills currently being

offered. LaunchCode's LC101 program allows participants to begin their programming education with object-oriented skills in Python, a foundational language that is more easily transferable to other types of developer positions beyond web design. Participants will also learn the basics of SQL, a language in demand across all workforce sectors that can be applied to database tracking and management. Additionally, participants in LC101 have the option to choose from three different skill tracks for Unit 3 of the course. While one of these skill tracks is focused on web design/front-end skills, the other two (Java and C#/.NET) are more focused on additional back-end and object-oriented skills that can lead to jobs as back-end web developers, software developers and other IT/product management positions.

2. While the current program at BTC is affordable in relation to other Computer Science programs in the region, any cost can deter those from lower income communities from applying. Additionally, the time commitment of a 10-week, full-time program can be a major deterrent for people working full-time jobs and/or balancing their schedule with the schedules of children and other family members. Through LaunchCode's part-time class offerings at no cost to participants, we will see a broader scope of backgrounds and experiences in learners participating in web/software development courses at Brewster Technical College (particularly candidates from low-to-moderate income households looking to make a financial change in their lives through a new career path).

C. Describe how this proposal provides participants transferable, sustainable workforce skills applicable to more than a single employer.

Under Governor Scott's leadership, unemployment in Florida has declined to 3.7%. However Q3 2018 EMSI data shows that just one out of five mathematical & computer positions in the Tampa Bay area is being filled, with 2,069 employers posting an average of 1,286 job openings in these fields per month. There are just not enough college graduates with Computer Science degrees to meet the demand in Tampa - St. Petersburg - Clearwater.

According to a 2016 study by Gartner, CIO's reported that the global, number-one obstacle keeping them from achieving their objectives was a lack of available tech talent. On top of that, Dan Gallivan, director of information technology for Payette, asserted that "It's also very competitive when we do find the right candidates—seems like they are receiving multiple offers to choose their employers." This competition for tech talent diverts funding from front-end services and innovative new ventures in order to retain employees with increased benefit packages and higher salaries. The competitive nature for hiring tech talent is especially detrimental to industries who require tech talent on their teams but cannot measure up to the offerings of a tech startup or a solely tech-focused company (i.e. healthcare, education, etc.)

Brewster Technical College and the LaunchCode Foundation see the dearth of tech talent and the unemployment/underemployment rates in our country as an opportunity to solve two problems at once. Through training courses and LaunchCode's proven apprenticeship program, we will provide an on-ramp for non-traditional tech candidates to self-sustained and

economically-stable careers through the tech talent pipeline- a process which improves the livelihood of Florida citizens while also expanding possibilities for local businesses seeking tech employees.

Since 2015, LaunchCode has provided Florida community members of all backgrounds with tech training and on-ramps to entry-level tech careers. To date, LaunchCode has helped place 159 individuals into tech apprenticeships with companies in Tampa Bay and South Florida and has provided training in programming/coding to over 700 Florida citizens interested in adding to their professional skills, looking to move up within their organization and/or seeking financial security through a career change.

Programming skills associated with becoming a front-end or back-end developer in today's job market are highly sought after by tech departments in multiple workforce sectors. Typically, the apprentices hired from LaunchCode's pipeline will convert to permanent employment within three to four months of initial placement, and there is tremendous opportunity for them to move from a junior-level developer to a mid-level developer within one or two years. The average starting salary for a developer in Tampa Bay is around \$60,000, and the median salary for all tech roles in the Tampa Bay area is \$85,954. Any candidates whose apprenticeship is unsuccessful (which happens rarely in our Florida markets) will bounce back into our Apprenticeship Program, where our Candidate Engagement Managers will provide assistance remedying any issues stated by the previous employer, while our Company Relations Managers will work to find a job that is a better fit.

D. Describe how this proposal supports a program(s) that is offered to the public.

LaunchCode's Tampa Bay Tech Talent Training Initiative at Brewster Technical College will bolster BTC's current Web Development program by adding a free, part-time 20-week course presented on campus that will expand upon the skills presented in the current web design classes (HTML, CSS, Javascript and Bootstrap) by adding programming education in Python, SQL, Java, and C#.NET. LaunchCode will also vet and include graduates of the current Web Development program at BTC in our Apprenticeship Program, offering them support for job placement upon completion of BTC's program.

E. Describe how this proposal is based on criteria established by the state colleges and state technical centers.

LaunchCode's Tampa Bay Tech Talent Training Initiative at Brewster Technical College is an expansion of the current Front End Web Development program at Brewster Technical College. In addition to adding a separate class cohort focused on back-end web development, LaunchCode will also be offering our Apprenticeship Program to graduates of both courses, which will provide a bridge between programming skill acquisition and landing a junior-level tech position in Hillsborough County and the surrounding area.

Both LaunchCode's LC101 course and the current Web Development program at BTC are blended learning programs that utilize a flipped classroom model where students have a combination of in class and out of class work, with both in-person and video lectures. Both programs have been based upon evidence-based practices that have been utilized by other public-access coding/programming courses, such as Harvard's online CS50x course.

F. Does this proposal support a program(s) that will not exclude unemployed and/or underemployed individuals. Yes or No and describe

Yes, LaunchCode's Tampa Bay Tech Talent Training Initiative at Brewster Technical College will provide inclusive opportunities for unemployed and underemployed individuals. LaunchCode's programs have been designed to provide foundational coding/programming skills to individuals of all backgrounds and experiences. The classes are offered part-time in the evenings, so participants can maintain their current jobs while also advancing their tech skills toward our paid apprenticeship placement. The LaunchCode / Brewster project's mission is to provide pathways to tech careers for driven individuals of all backgrounds and experiences - regardless of their current employment situation. In LaunchCode's previous DEO-funded Tampa Bay cohort of LC101, an average of 36% of our students were unemployed while taking our classes. Those who were employed are frequently in low-wage or part-time roles, as 68% of students were earning less than \$30,000 a year while taking our classes.

G. Describe how this proposal will promote economic opportunity by enhancing workforce training. Please include the number of program completers anticipated to be created from the proposed training. Further, please include the economic impact on the community, region or state and the associated metrics used to measure the success of the proposed training.

LaunchCode and Brewster Technical College will provide 75 training completers a pathway to employment in the tech field through the Tampa Bay Tech Talent Training Initiative. Typically, tech careers have only been accessible to individuals who have been able to afford the time and tuition required to complete a 4-year Computer Science degree at a college/university. Recently, there has been a trend in for-profit coding bootcamps, but many of these still present financial barriers to prospective participants, with tuitions averaging \$1,000 per week.

LaunchCode's Tampa Bay Tech Talent Training Initiative at Brewster Technical College will open up this pathway to the high-growth tech workforce sector to individuals of all backgrounds and experiences, rather than just those individuals from upper-income households.

2) Additional Information

A. Is this an expansion of an existing training program? (if yes, please provide an explanation for how the funds from this grant will be used to enhance the existing program).

Yes, this is an expansion of both Brewster Technical College’s current Web Development Program and LaunchCode’s DEO-supported operations over the past year in Tampa Bay. Through this funding, we will not only broaden the curriculum offerings on BTC’s campus to include back-end development as well as front-end development, but we will also ensure another year of operations for LaunchCode’s Apprenticeship Program in Tampa, providing a pipeline for non-traditional tech job candidates (those from low-income households, without college degrees, etc.) to start an upwardly mobile tech career.

B. Does the proposal align with Florida’s Targeted Industries?
[www.enterpriseflorida.com/wp-content/uploads/Sl Targeted Industries.pdf](http://www.enterpriseflorida.com/wp-content/uploads/Sl_Targeted_Industries.pdf) if yes, please indicate the specific targeted industries with which the proposal aligns.

Yes
 Infotech (which involves Modeling, Simulation and Training; Optics and Photonics; Digital Media; Software; and Electronics Telecommunications)

C. Does the proposal align with an occupation(s) on the Statewide Demand Occupations List and/or the Regional Demand Occupations List?
https://www.careersourcepolk.com/wp-content/uploads/2017/04/Copy-of-rdol_all_1718.pdf If yes, please indicate the specific occupation(s) with which the proposal aligns.

LaunchCode’s Tampa Bay Tech Talent Training Initiative will train community members for the following occupation:

SOC Code†	HSHW††	Occupational Title†	Annual		2017 Hourly Wage		FLDOE Training Code	In EFI Targeted Industry?	STEM Occupation?	New to List?
			Percent Growth	Annual Openings	Mean	Entry				
15113	HSH	Software Developers, Applications	2.43	3,276	43.3	27.52	4	Yes	Yes	
2	W				6				s	

D. Indicate how the training will be delivered (e.g. classroom-based, computer-based, other). If in-person, identify the location(s) (e.g. city, campus, etc.) where the training will be available. If computer-based, identify the target location(s) (e.g. city, county, statewide) where the training programs will be available.

All programs presented through LaunchCode’s Tampa Bay Tech Talent Training Initiative at Brewster Technical College will be delivered as blended learning courses, meaning they will utilize both classroom-based and computer-based lessons. The 75 completers of LaunchCode’s

training will have around 6 hours of in-class work per week and around 10-15 hours of at-home lessons and work per week. All classes will be targeted at individuals in Hillsborough County and surrounding areas.

E. Indicate the number of anticipated annual enrolled students and completers in the proposed program.

LaunchCode will train 100 -140 enrollees, with 75 individuals graduating from the program.

F. Indicate the length of the program (e.g., quarters, semesters, weeks, etc.), include anticipated beginning and end dates.

The LC101 cohorts will run for 20 weeks.

Begin Date: Jan. 14, 2019 End Date: June 24, 2019

Additional job readiness training (LiftOff) will run for 8 weeks, June 25 - August 25, 2019

LaunchCode's Apprenticeship Program will be operational throughout the foreseeable future, working to recruit organic candidates and previous LC101 graduates for tech apprenticeships with one of LaunchCode's 40+ company partners in the Tampa Bay Area.

G. Describe the plan to support the sustainability of the program after grant completion.

LaunchCode cultivates diverse funding streams to sustain our Tampa Bay education and apprenticeship programs over the long term. We engage with and solicit funding from many local and national foundations and corporate grantmakers to support our operations. We are cultivating new opportunities with Hearst Foundation, the Community Foundation of Tampa Bay, PNC Bank and Hillsborough County.

Furthermore, our apprenticeship program generates \$5,000 per placement. From the 25 South Florida apprentices placed in the past 12 months, LaunchCode generated earned revenue of ~\$125,000.

If we were not awarded the funding requested, we would need to reduce our marginal costs related to Tampa Bay in order to stay within our budget. This would mean hiring fewer Teaching Assistants for our LC101 classes and enrolling fewer students in each class. We would also need to reduce our spend on marketing and community outreach activities to recruit students and apprentices in Tampa Bay by decreasing our production of promotional materials and digital advertisements.

H. Identify any certifications, degrees, etc. that will result from the completion of the program. Please include the Classification of Instructional Programs (CIP) code and the percent of completer in each code, corresponding with Section E.

Graduates of both LC101 and BTC's current web development program will have access to participate in LaunchCode's federally-accredited Apprenticeship Program.

I. Does this project have a local match amount? If yes, please describe the entity providing the match and the amount (do not include in-kind)

While there is no current match amount currently set for a Job Growth Grant from Florida DEO, a grant award from the DEO will allow LaunchCode to leverage current positive funding conversations with PNC Bank, the Community Foundation of Tampa Bay and Hearst Foundation. Additionally, apprenticeship placements will yield \$5,000 each in earned revenue.

J. Provide any additional information or attachments to be considered for the proposal.

- Annual reports (2017 and 2108 mid-year)
- Training Overview Attachment
- Budget for Program (more detailed spreadsheet)
- LC101 Syllabi
- Tampa Handout
- EMSI data for Tampa Bay Area

3. Program Budget

A. **Total Amount Requested:** \$496,193

B. **Other Workforce Training Project Funding Sources:**

- a. City/County: TBD
- b. Private Sources: TBD
- c. Earned Revenue: TBD
- d. Total Other Funding: TBD

C. **Workforce Training Project Costs:**

- a. Equipment: n/a
- b. Personnel: \$301,268
- c. Facilities: \$58,650
- d. Tuition: n/a
- e. Training Material: \$5,750
- f. Other (contracted instructors/teaching assistants): \$124,775
- g. Advertising for enrollment: \$5,750
- h. Total Project Costs: \$496,193

Note: The total amount of the project should equal the total amount requested plus the total other funding.

D. Provide a detailed budget narrative, including the timing and steps necessary to obtain the funding, how equipment purchases will be associated with the training program, if applicable, and any other pertinent budget-related information.

With regards to the Personnel expenses, the proposed \$301,268 will cover the pay for full-time LaunchCode staff members allocating a portion of their time to work on LaunchCode's Tampa Bay Tech Talent Training Initiative, including:

- Our Tampa Bay Candidate Engagement Manager, who coordinates all class details locally and tracks student course progress, while also managing all contracted instructors and teaching assistants
- Our Tampa Bay Company Relations Manager, who vets candidates hard and soft skills during/after the tech training course and helps match our learners with apprenticeship opportunities with LaunchCode's 40+ local company partners
- Our National Candidate Engagement Director, who will oversee our Tampa Candidate Engagement Manager and assist with student progress tracking
- Our National Company Relations Director, who will oversee our Tampa Company Relations Manager and recruit new local businesses for LaunchCode's Apprenticeship Program
- Our St. Louis-based Candidate Engagement Team will assist with reviewing applicants and confirming the final class roster
- Our St. Louis-based Company Relations Team will assist with sourcing new deals and new business development
- Our St. Louis-based Marketing, PR and Technology Teams will assist with enrollment marketing, managing media stories/releases and maintaining our databases for tracking student progress and company engagement.

The \$58,650 proposed as the budget for Facilities includes a main room for the LC101/Liftoff courses which seats up to 125 students, as well as 3 extra classroom for breakout sessions and targeted employer training.

The \$5,750 budgeted for Training Materials will provide materials that our Lead Instructors/Teaching Assistants will use in the classroom to ensure the technology/curriculum needs of all members are met.

The \$124,775 set aside for Other will be used for the hourly pay of our Lead Instructors and Teaching Assistants, who are the front-facing educators that work with our learners in the classroom and are often local tech employees looking to build a stronger network of tech talent in the communities in which they work and live.

The \$5,750 set aside for Advertising will be used for targeted social media/Google marketing for enrollment applications, as well as venue/materials for public info sessions held during the enrollment period.

4. Approvals and Authority

- A. If the entity is awarded grant funds based on this proposal, what approvals must be obtained before it can execute a grant agreement with the Florida Department of Economic Opportunity (e.g. approval of a board, commission of a council)?**

n/a

B. If approval of a board, commission, council or other group is needed prior to execution of an agreement between the entity and the Florida DEO:

- a. Provide the schedule for the upcoming meetings for the group for a period of at least six months: n/a
- b. State whether entity is willing and able to hold special meetings, and if so, upon how many days' notice: n/a

C. Attach evidence that the undersigned has all necessary authority to execute this proposal on behalf of the entity. This evidence may take a variety of forms, including but not limited to: a delegation of authority, citation of relevant laws or codes, policy documents, etc.

Refer to attached liability and space agreements, as well as the letter of support.