

# CATALOG

## New York



January 1, 2014 – December 24, 2014

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## OUR STORY

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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.

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## MISSION / OBJECTIVES

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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.

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## GOVERNANCE

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

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## APPROVALS

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General Assembly has been granted Candidacy Status by the New York State Education Department, Office of Adult Career and Continuing Education Services, Bureau of Proprietary School Supervision (BPSS) while our application for licensure is pending. Candidacy Status allows us to operate during the licensure application process.

General Assembly is not accredited and does not participate in federal or state financial aid programs.

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## FACILITY AND EQUIPMENT

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All classes are taught at:  
10 East 21st Street, 4th Floor  
New York, NY 10010  
ny@generalassemb.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.

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## HOLIDAYS

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

### 2014 STUDENT HOLIDAYS (02/22/2014 – 01/01/2015)

New Year's Day	01/01/2014
Day After New Year's Day *	01/02/2014
Martin Luther King Day*	01/20/2014
Presidents Day*	02/17/2014
Memorial Day*	05/26/2014
Independence Day*	07/04/2014
Labor Day	09/01/2014
Columbus Day*	10/13/2014
Veterans Day*	11/10/2014
Thanksgiving	11/27/2014
Day after Thanksgiving*	11/28/2014

*\*General Assembly courses are not held but the campus is open from 9:00 am – 6:00 pm for student use.*

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# HOURS

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## 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

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# COURSES OFFERED

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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, currently focused on Web Development and User Experience Design. 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
Back-End Web Development	60 hours / 10 weeks	✓	
Business Fundamentals and Tactics	60 hours / 10 weeks	✓	
Software Engineering for Developers	60 hours / 10 weeks	✓	
Digital Marketing	60 hours / 10 weeks	✓	
Data Science	66 hours / 11 weeks	✓	
Front-End Web Development	60 hours / 10 weeks	✓	
Product Management	40 hours / 10 weeks	✓	
User Experience Design	48 hours / 12 weeks	✓	
User Experience Design Immersive	400 hours / 10 weeks		✓
Web Development Immersive	480 hours / 12 weeks		✓

The schedule of courses offered may be found on our website at: <https://generalassembly.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 (General Education Diploma – GED) 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	ADMISSION 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	ADMISSION 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.

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**TRANSFER OF CREDIT**

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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.



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## COURSE DESCRIPTIONS AND OBJECTIVES

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### 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

## SOFTWARE ENGINEERING FOR DEVELOPERS

*Part-time (60 Hours / 10 Weeks)*

Most self-taught programmers tend to hack things together quickly, just enough to get by, but they do not think about how to optimize and make their programs more efficient when solving problems. This course dives deep into what is going on under the hood and will make you a much stronger and more competitive programmer by teaching the core concepts of computer science that are at the heart of every programming language. You will learn the fundamentals of object-oriented design, data structures, and algorithms using Java, a language that is both portable and dynamic. The course will prepare you to successfully enter the field of software engineering and take you beyond building web apps and into the realm of solving complex problems that can be applied to programs spanning mobile, social, or network driven services.

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

- » Provide cleaner and more efficient and optimized solutions to complex problems
- » Implement data structures and algorithms from scratch
- » Optimize code using built in or customized algorithms
- » Apply best practices in software engineering
- » Apply various popular tools and technologies used in industry such as version control management systems and performance testing frameworks

## 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 web 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

## 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 (400 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

## WEB DEVELOPMENT IMMERSIVE

*Immersive (480 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 web developers 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 web developers 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)
- » Create more structured and maintainable code by applying JavaScript frameworks such as Backbone.js, Node.js, etc. to your applications
- » Make sure your application is secure by applying best practices to avoid site crashes and service attacks

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# ACADEMIC POLICIES

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## HOMEWORK

Students in some courses may be required to spend up to 20-30 hours outside of class 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 students are graded on a pass/fail basis. Completion of at least 80% of assigned homework, consistent attendance (as outlined below under Attendance), and satisfactory completion of a final project (as determined by the course teacher and stated on the class syllabus) are the components required to receive a passing grade.

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

COURSES OFFERED	COURSE LENGTH	EVALUATION POINT
Back-End Web Development	60 hours / 10 weeks	30 hours / 5 weeks
Business Fundamentals and Tactics	60 hours / 10 weeks	30 hours / 5 weeks
Software Engineering for Developers	60 hours / 10 weeks	30 hours / 5 weeks
Digital Marketing	60 hours / 10 weeks	30 hours / 5 weeks
Data Science	66 hours / 11 weeks	33 hours / 5.5 weeks
Front-End Web Development	60 hours / 10 weeks	30 hours / 5 weeks
Product Management	40 hours / 10 weeks	20 hours / 5 weeks
User Experience Design	48 hours / 12 weeks	24 hours / 4 weeks
User Experience Design Immersive	400 hours / 10 weeks	200 hours / 5 weeks
Web Development Immersive	480 hours / 12 weeks	240 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. A grade of Pass is equivalent to a grade of A-D.
F (Fail)	Has not satisfactorily met all minimum course requirements. A grade of Fail is equivalent to a grade of F.
I (Incomplete)	An incomplete is provided only if a teacher gives extension to a particular student. Extension can only be granted for a maximum of 30 days from the last day of the class. If not completed by the last day of class plus 30 days, the grade earned to date is documented on the student record.

## 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 is dismissed from the program.

## ATTENDANCE

Students in General Assembly courses are permitted to miss up to two class meetings, defined as the instructional hours provided on one calendar day. Teachers will be available to help students make up missed assignments. If a student plans to miss more than two meetings of a course, advance approval from General Assembly is required. If this approval is not granted the student may be withdrawn from the course.

If a student has failed to attend class for 4 meetings without advance approval the student will be withdrawn. Please refer to the Withdrawal Policy, below.

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 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

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. Due to the rigorous nature of many General Assembly courses, at times the Director may dismiss a student who appears to be unable to benefit from or participate in the course. 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.

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# STUDENT SERVICES

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## 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](http://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 support for graduates of its full-time vocational immersive courses. Graduates may interview for slots in our Apprenticeship Program, a 12-week, hands-on, entry-level work experience with compensation that's covered by our participating partner organizations. Graduates spend most of the week on the job getting practice but come back to campus for regular coaching and support from our staff.

There is no cost to the graduate for the Apprenticeship Program. All graduates receive an hourly/salary wage, paid by the employer (the participating partner organization). General Assembly is not the employer. All employment contracts are executed between Apprentice and employer.

Additional employment resources include:

- » Individual monthly check-ins with a GA Studio Producer
- » Invitations to "Meet and Greet" events at which graduates have an opportunity to showcase their work to prospective employers
- » Weekly job search meetings led by a facilitator with experience in the field who helps manage weekly discussions on graduates' individual job search progress
- » A class email listserv for graduates to stay in touch
- » Option to join the General Assembly alumni group on Facebook

Graduates of all programs have access to study groups to continue building out professional portfolios through facilitated project work after completion, as well as exclusive alumni networking and professional development events.

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. 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.

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# GRIEVANCE PROCEDURE

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## 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.

## 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.

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## CANCELLATION, WITHDRAWAL AND REFUND POLICY

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### 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 written notice of cancellation at the address of attendance stated on his or her enrollment agreement. This can be done by email or by hand delivery.
3. The written notice of cancellation, if sent by mail, is effective when deposited in the mail properly addressed with proper postage.
4. The written 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.

### 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.

General Assembly does not participate in federal or state financial aid programs.

If you withdraw prior to completing 60 percent of your course, you will receive a pro rata refund. Tuition liability is divided by the number of weeks in the course and determined according to the following schedule:

**WEEKLY STUDENT TUITION LIABILITY**

PERCENTAGE OF COURSE COMPLETED	REFUND AMOUNT
0% to 15%	100% of tuition
16% to 30%	75% of tuition
31% to 45%	50% of tuition
46% to 60%	25% of tuition
More than 60%	No refund granted

The amount of the refund shall be calculated based on the last day of student attendance.

## TUITION AND FEES

Students must issue a deposit of at least 25% of the total course tuition prior to the start of the course. Students in DC may not issue a deposit of more than 30% of the 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
- » \$100.00 course transfer fee

COURSE	REGISTRATION FEE NON-REFUNDABLE	COURSE MATERIALS NON-REFUNDABLE UPON RECEIPT	TUITION	TOTAL COST*
Back-End Web Development	\$100.00	\$0	\$3,400.00	\$3,500.00
Business Fundamentals and Tactics	\$100.00	\$0	\$3,800.00	\$3,900.00
Software Engineering for Developers	\$100.00	\$0	\$3,400.00	\$3,500.00
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
Product Management	\$100.00	\$0	\$3,150.00	\$3,250.00
User Experience Design	\$100.00	\$0	\$3,900.00	\$4,000.00
User Experience Design Immersive	\$100.00	\$50.00	\$9,350.00	\$9,500.00
Web Development Immersive	\$100.00	\$100.00	\$11,300.00	\$11,500.00

### NEW YORK TUITION REIMBURSEMENT ACCOUNT

In order to claim a refund from the tuition reimbursement account, a student shall apply to the account with the complaint form developed by the commissioner. The commissioner shall compute the refund, if any. The commissioner shall act on each refund request within thirty business days of such request. A claimant will be required to show that: (i) the student is eligible for a refund, (ii) the student has made a request to the school for a refund; and (iii) the school has failed to make the refund within 45 days of the date on which the student withdraws from the course.

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## FINANCIAL ASSISTANCE

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General Assembly does not participate in federal or state financial aid programs. We do offer a range of financing options, which you can read more about at <https://generalassemb.ly/financing/>.

### 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.

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## CONSUMER INFORMATION

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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.

**General Assembly does not participate in federal or state financial aid programs.**

**General Assembly is not accredited by an accrediting agency recognized by the United States Department of Education (USDE) and students are not eligible for federal financial aid programs.**

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. 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. Changes to the catalog must be approved and reviewed by the New York Bureau of Proprietary School Supervision.

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## APPENDIX A

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### BOARD OF DIRECTORS

Adam Pritzker  
Richard Barth  
Todd Chaffee  
Jason Stoffer  
Jacob Schwartz

### OWNERSHIP

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

No other persons or business entities have a 10% or more ownership interest in the school.

### 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

### TEACHERS

General Assembly employs both full-time and part-time teachers. Biographies for all teachers teaching upcoming courses are available under the course description at <https://generalassemb.ly>.

#### BUSINESS FUNDAMENTALS AND TACTICS

Jules Flynn  
Tim Kalimov  
Joseph Kerns  
Mike Salvaris

#### BACK-END WEB DEVELOPMENT

Salman Ansari  
Joe Leo

#### DATA SCIENCE

Arun Ahuja  
Pat Mcnamara  
Sean Quigley

#### DIGITAL MARKETING

Ryan Adamiak  
Matt Iles  
Katie Iles  
Neni Pogarcic



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## APPENDIX A

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### FRONT-END WEB DEVELOPMENT

Joe Bliss  
Chris Regan  
Taqqui Karim  
Sebastian Soler  
Emerson Taymor  
James Wanga

### PRODUCT MANAGEMENT

Steven Banrio  
Aditi Joshi

### USER EXPERIENCE DESIGN

Jess Greco  
Ryan Snelson  
Thomas Wendt  
Ron Wilde

### USER EXPERIENCE DESIGN IMMERSIVE

Billie DeMott  
Dana Karwas  
Tricia Orkin  
Dominik Proparti  
Nevan Scott  
Rashida White

### WEB DEVELOPMENT IMMERSIVE

Adam Bray  
Max Cantor  
Aldric Giacomoni  
Andrew Madden  
Matthew Marcello  
Hari Mohanraj  
Neel Patel  
McKenneth Scott  
Keri Toksu