



# THINKFUL

a Chegg® service

Outcomes Report  
H2 2021 (July - Dec 2021)



## Who We Are

- 1 | **About Thinkful**
- 2 | **Student Testimonials**

## The Stats

- 3 | **Completion Rates**  
Immersion & Flex
- 4 | **Employment Results**  
Immersion & Flex
- 5 | **Hire Rates**  
Immersion & Flex
- 6 | **Salary**  
Immersion & Flex

## 7 | **Demographics**

Age Distribution  
Gender Identification  
Educational Background  
Employment While Enrolled

## Quotes

## 8 | **Career Services Team**

## Appendix

## 9 | **Definitions**

## 10 | **Withdrawals**

Immersion & Flex

## 11 | **Contact Us**

## 12 | **Other helpful info!**

# About Thinkful

Thinkful is an online skills-based education platform with career support, helping students thrive in new jobs and life-long careers.

**Our teaching staff is made up of the most passionate, energetic, and experienced professionals in their field.** They are constantly advancing teaching practices to keep up with a rapidly evolving industry, ensuring our students are set up to excel - whether it is a new career, or up-skilling in a current role.

As a Thinkful student, you'll partner **one-on-one with an experienced mentor who's entirely committed to your success.** Our mentors have an average 10 years of experience and are driven to help motivated learners change their future - accelerating the path from learning to earning.



Hear first-hand  
experiences  
from our  
students





# Student Testimonials

"The Data Analytics program allowed me to challenge myself, strengthen my resume, and learn valuable new skills to advance my career. I highly recommend Thinkful because they give you all the support you need. I enjoyed the program's flexibility to go at my own pace and how Thinkful's mentors and reminders keep you accountable."



**Emily Perez**  
Data Analytics Grad

"Through the hands-on projects and capstones, I have a strong understanding of how to use data to make more informed decisions in my work. In comparison to a University Executive Leadership Data Science program I took, Thinkful's program is much more hands-on and provides more opportunities to test your understanding of related subjects."



**Krishna Seshadri**  
Data Science Grad

"Outside of homework help, my mentor helped me get part-time UX design work – giving me the relevant experience I need to stand out in the job market. Overall, Thinkful provided me the flexibility I needed to learn a new trade and maintain my full-time job."



**Juliana Sullivan**  
UX/UI Design Grad

"Thinkful's program has made me more confident about my software engineering skills and has also enabled me to take on new projects at work. I have found that the content is relevant and updated to meet the current demands of the tech industry."



**Aman Kesarwani**  
Software Engineering Grad

"The job market is competitive right now. Thinkful's program gave me the foundation to grow my confidence, advance my marketing skillset, and be successful in the industry. I'm now looking to move up into a managerial role or gain more responsibilities in my current position."



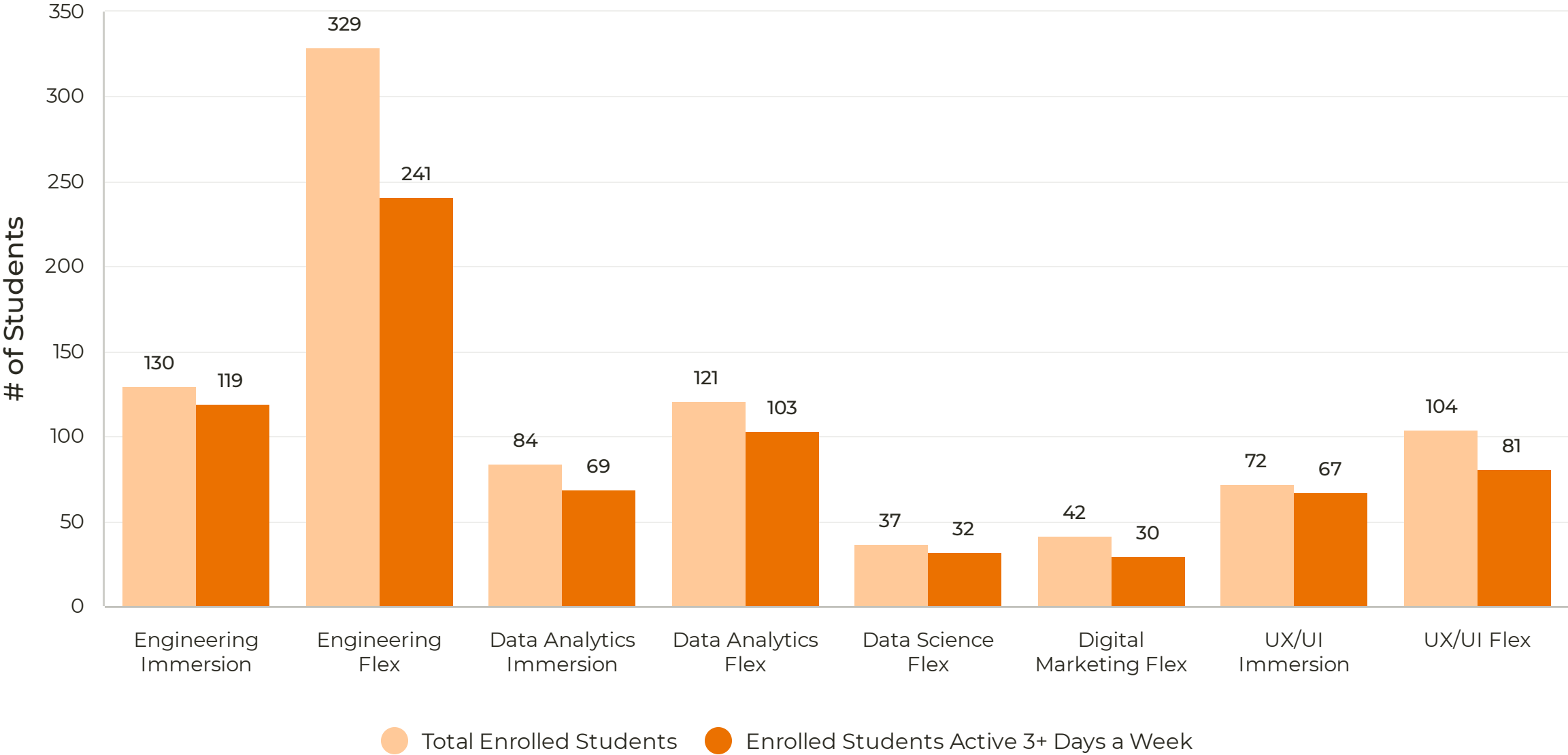
**Siera Curran**  
Digital Marketing Grad

"Thinkful makes the course easy to comprehend and the self-paced program makes it easier to balance between work and life. I have already used my newly learned UI/UX knowledge by participating in the research and design process on my current team."



**Jocelyn Ventura**  
UX/UI Design Grad

Total Enrolled Students vs. Actively Engaged Students





# Immersion Completion Rates - Actively Engaged

Students that are **actively engaged** in our programs, **are more likely to graduate**

This chart represents students that logged in 3+ times a week

	Engineering	Data Analytics	UX/UI Design
Completed	91 (77%)	53 (77%)	51 (76%)
Withdrawn	28	16	16
Total	119	69	67

# Immersion Completion Rates - Actively Engaged

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Total	119	69	67

# Flex Completion Rates - Actively Engaged

Students that are **actively engaged** in our programs, **are more likely to graduate**

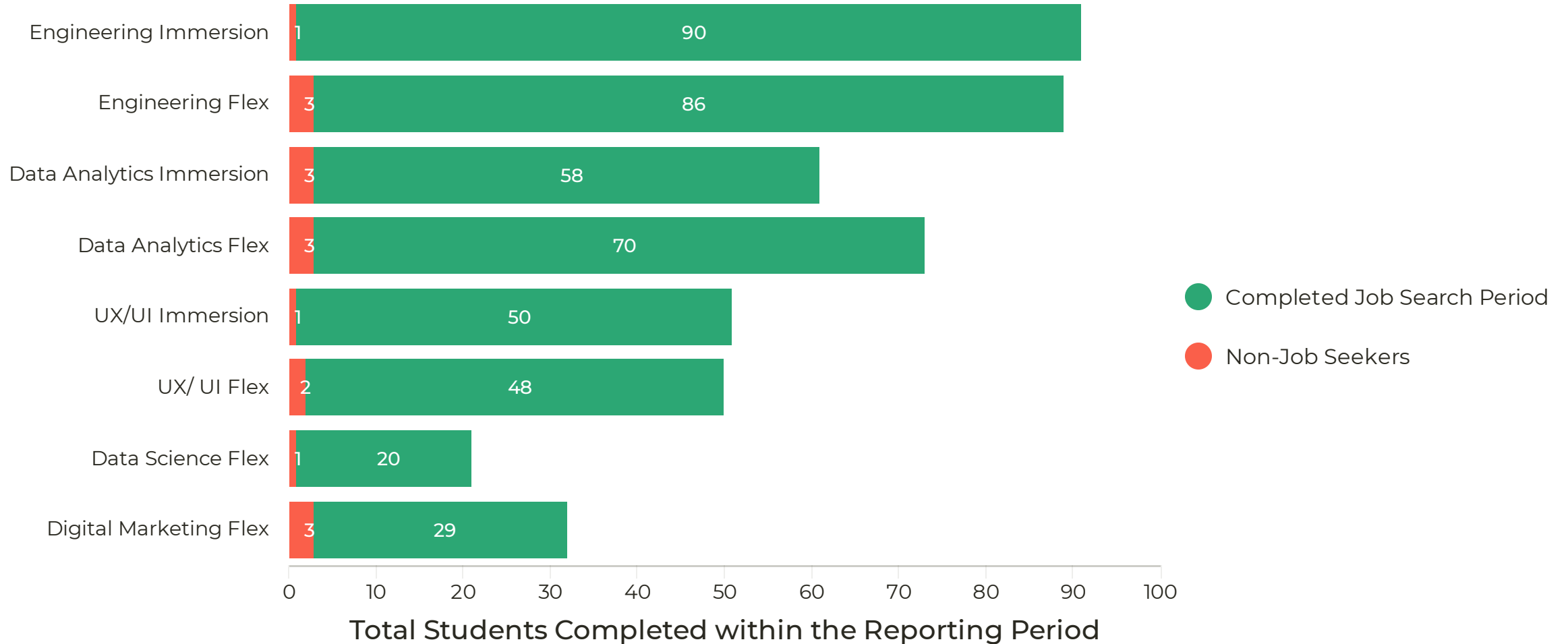
This chart represents students that logged in 3+ times a week

	Engineering	Data Analytics	UX/UI Design	Data Science	Digital Marketing
Completed	89 (37%)	73 (71%)	47 (58%)	21 (66%)	23 (77%)
Withdrawn	152	30	34	11	7
Total	241	103	81	32	30

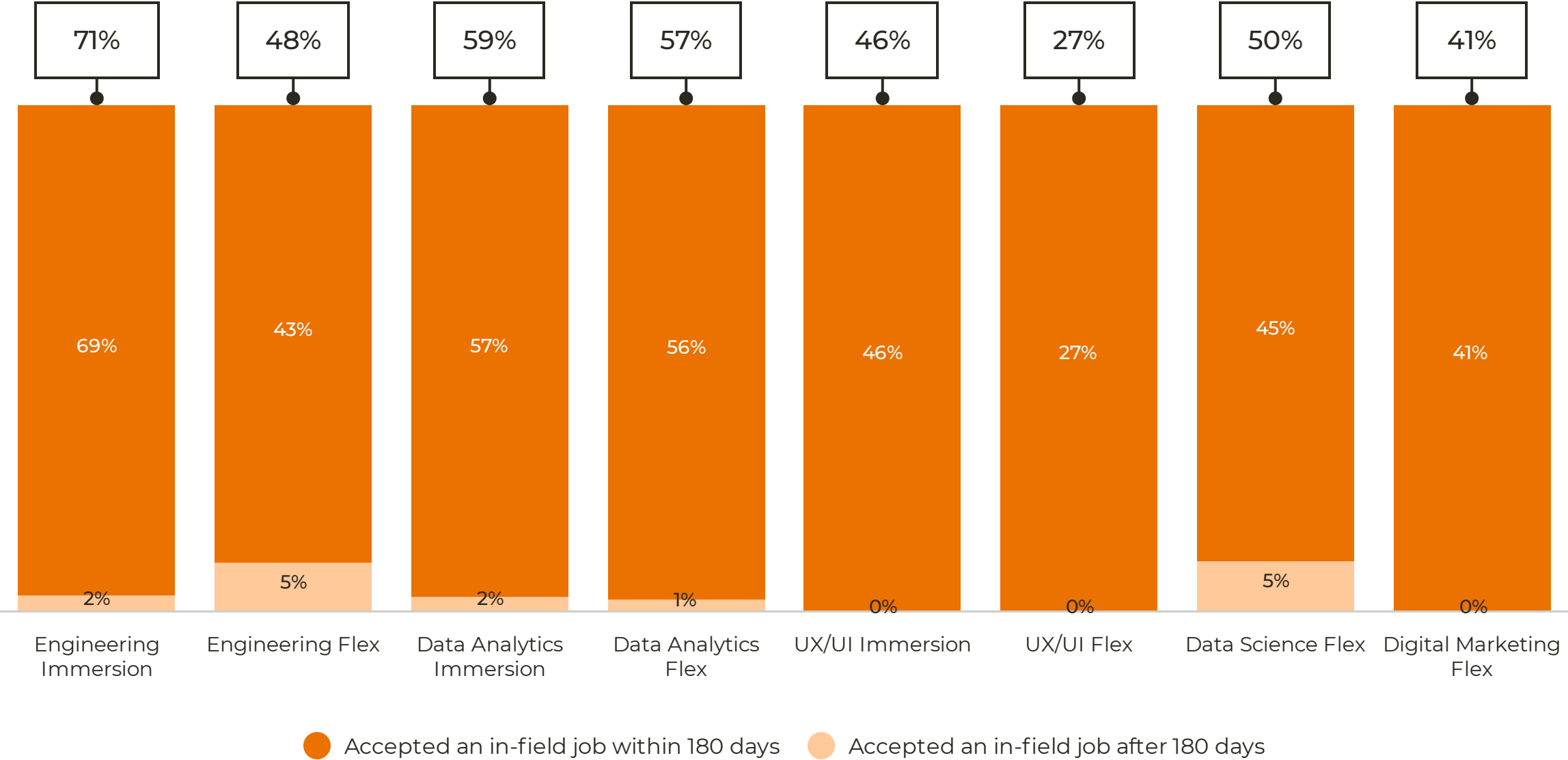
\*note: due to feedback of time constraints, we have since updated our Engineering Flex program to be more completable without compromising the quality of content!



# Job-Seeking vs Non-Job Seeking Students



Students who Completed the Career Services Period and Accepted an In-Field Job



# Time to Hire - Immersion

Of the students who reported accepting an in-field job

	Engineering	Data Analytics	UX/UI Design
Total Accepted an In-Field Job	64	34	23
Hired within 60 days	35 (55%)	14 ( 41%)	12 (52%)
Hired within 90 days	44 (69%)	22 (65%)	19 (83%)
<b>Hired within 180 days</b>	<b>62 (97%)</b>	<b>33 (97%)</b>	<b>23 (100%)</b>
Hired within 270 days	64 (100%)	34 ( 100%)	23 (100%)

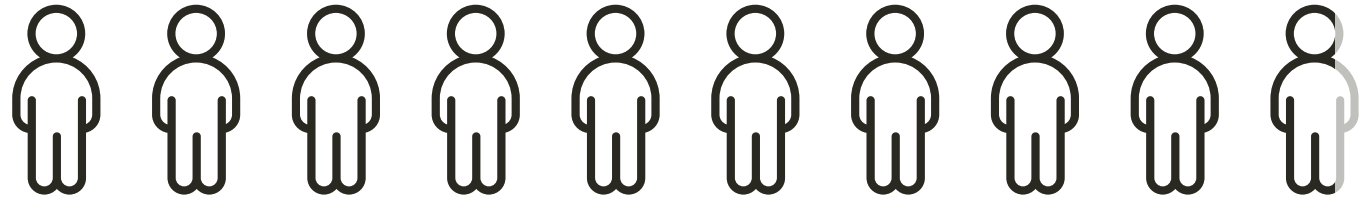


# Time to Hire - Flex

Of the students who reported accepting an in-field job

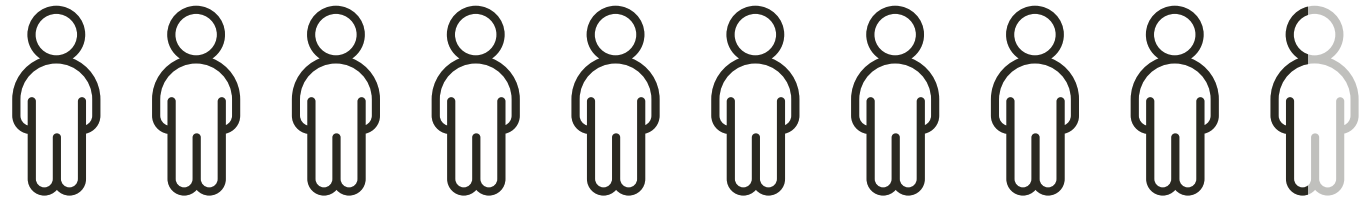
	Engineering	Data Analytics	UX/UI Design	Data Science	Digital Marketing
Total Accepted an In-Field Job	41	40	13	10	12
Hired within 60 days	24 (59%)	22 (55%)	6 (46%)	3 (30%)	5 (42%)
Hired within 90 days	27 (66%)	31 (78%)	7 (54%)	5 (50%)	8 (67%)
<b>Hired within 180 days</b>	<b>37 (90%)</b>	<b>39 (98%)</b>	<b>13 (100%)</b>	<b>9 (90%)</b>	<b>12 (100%)</b>
Hired within 270 days	41 (100%)	40 ( 100%)	13 (100%)	10 (100%)	12 (100%)

# 98%



Students that reported accepting an in-field job were **hired within 6 months** across all **Immersion** programs

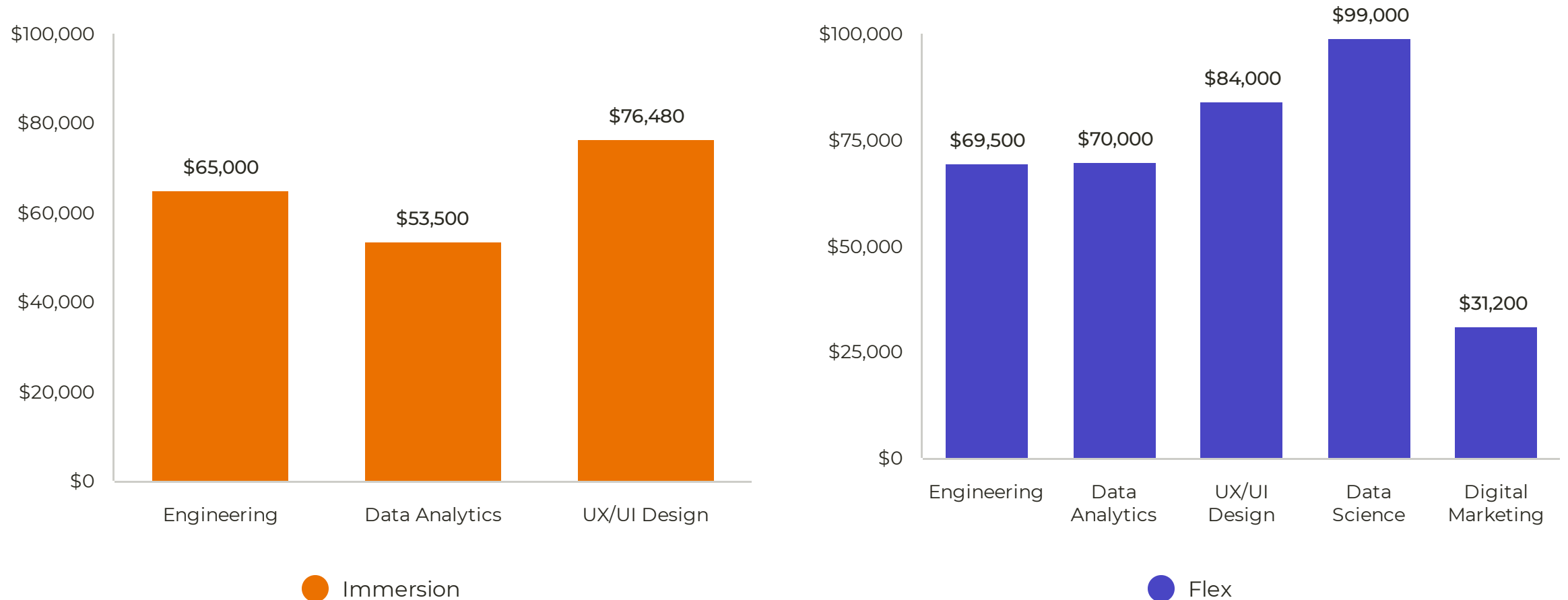
# 96%



Students that reported accepting an in-field job were **hired within 6 months** across all **Flex** programs

# Median Annual Base Salary

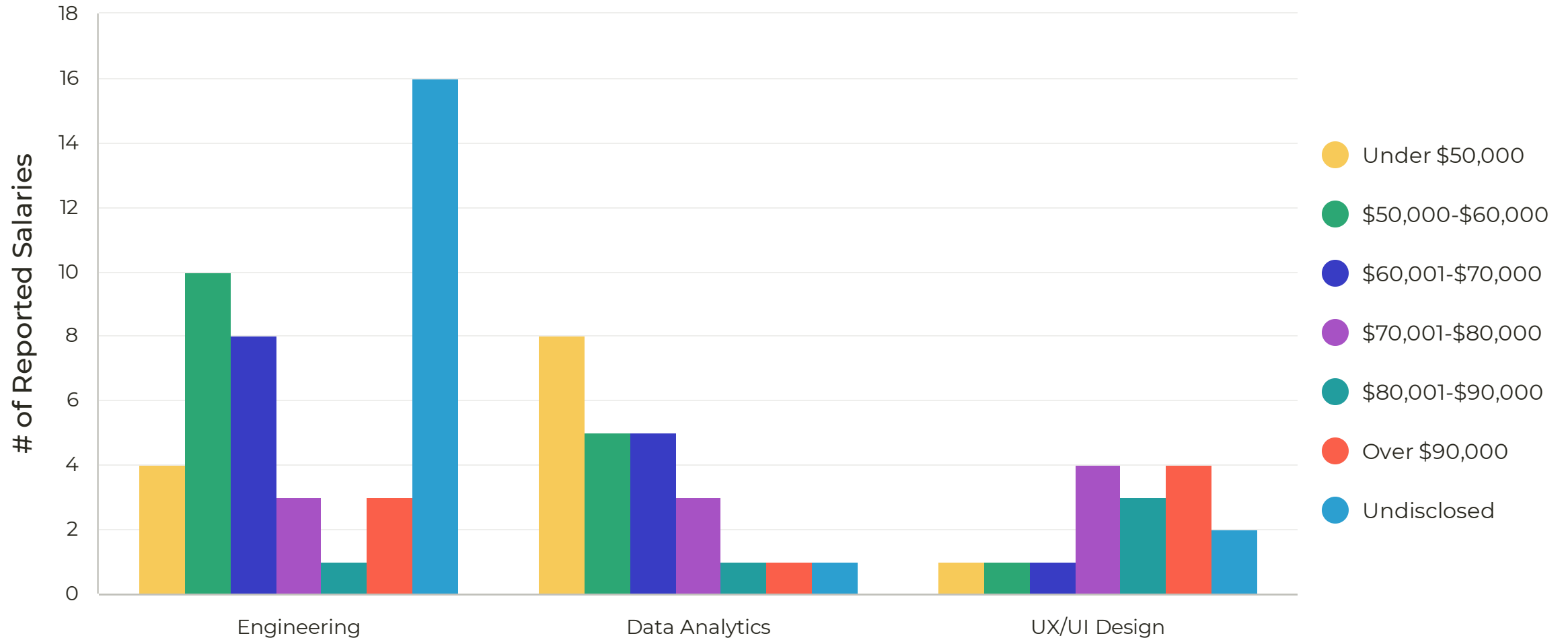
Reported salaries of students who accepted an in-field job





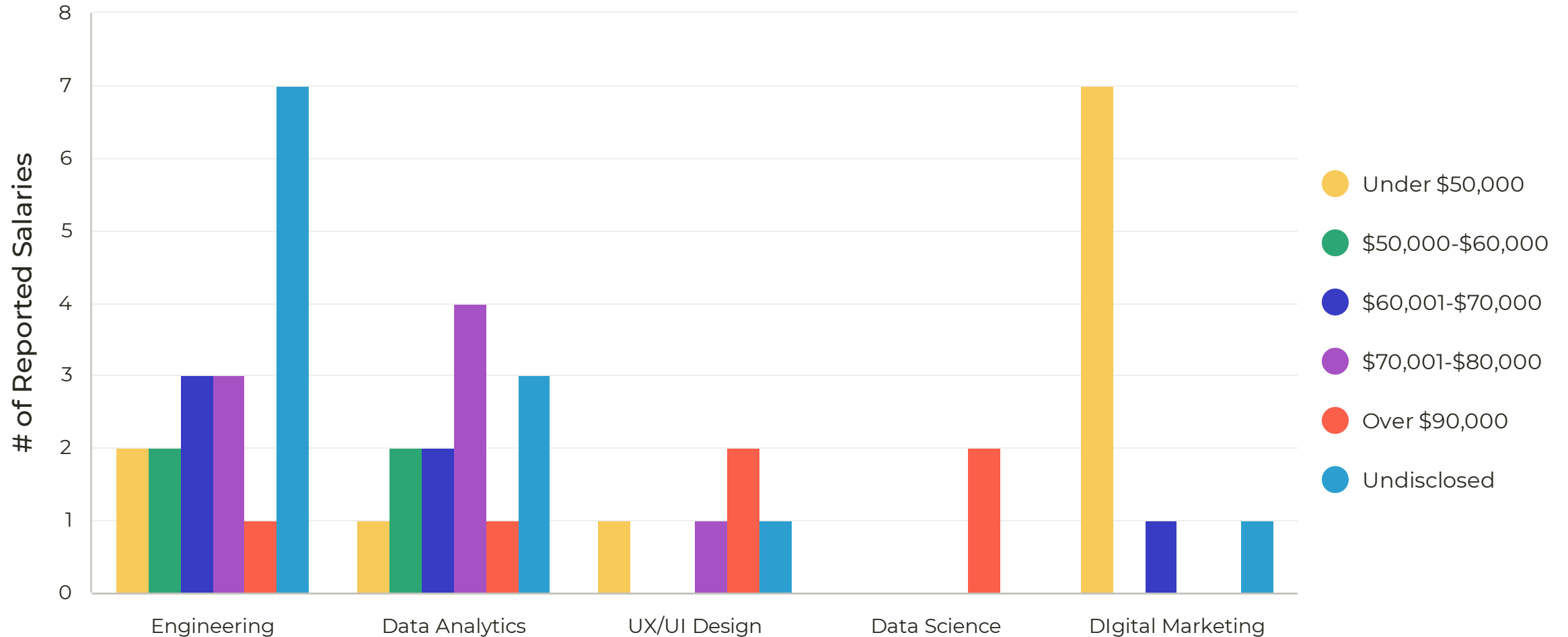
# Annual Base Salary Ranges - Immersion

Reported salaries of students who accepted an in-field job



# Annual Base Salary Ranges - Flex

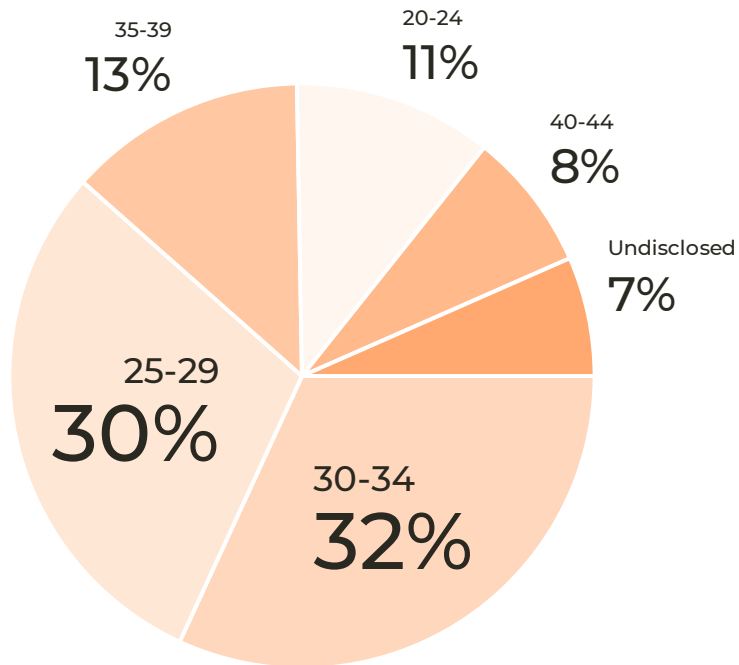
Reported salaries of students who accepted an in-field job



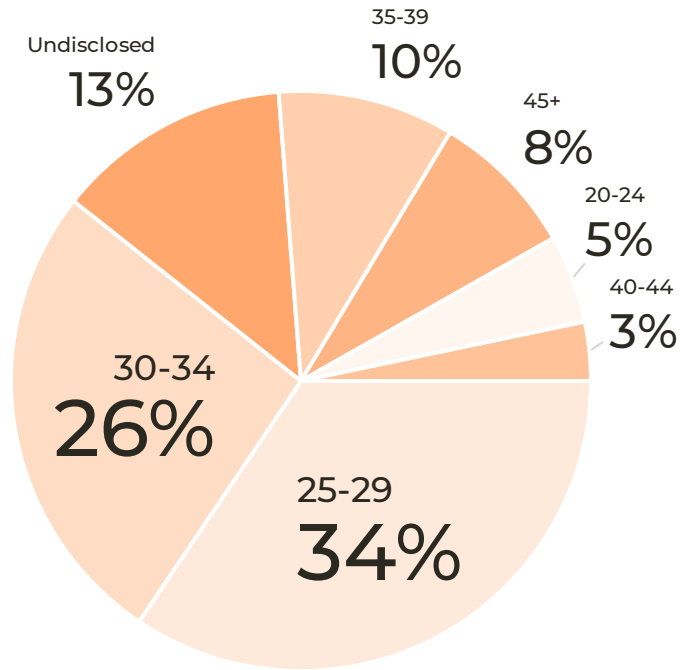
# Demographics - Immersion

## Age Distribution

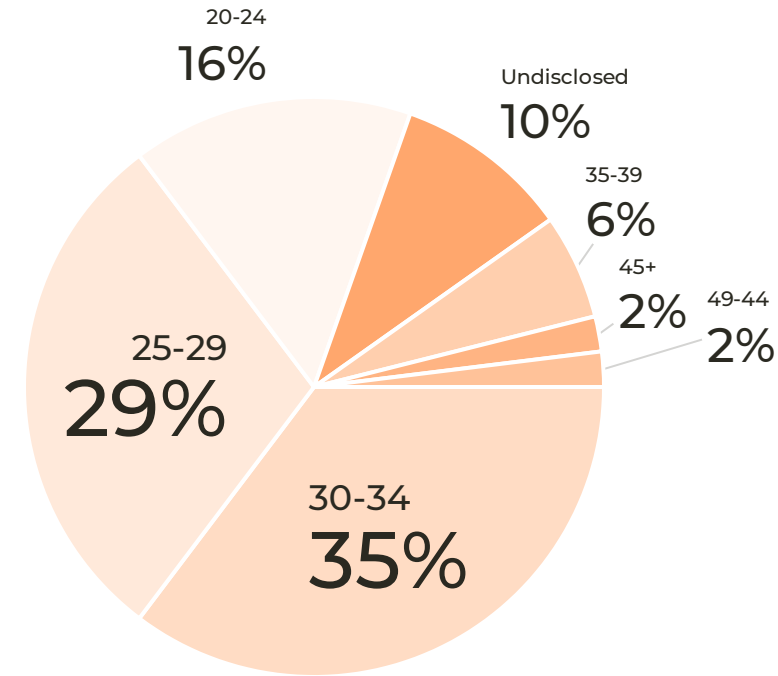
Engineering



Data Analytics



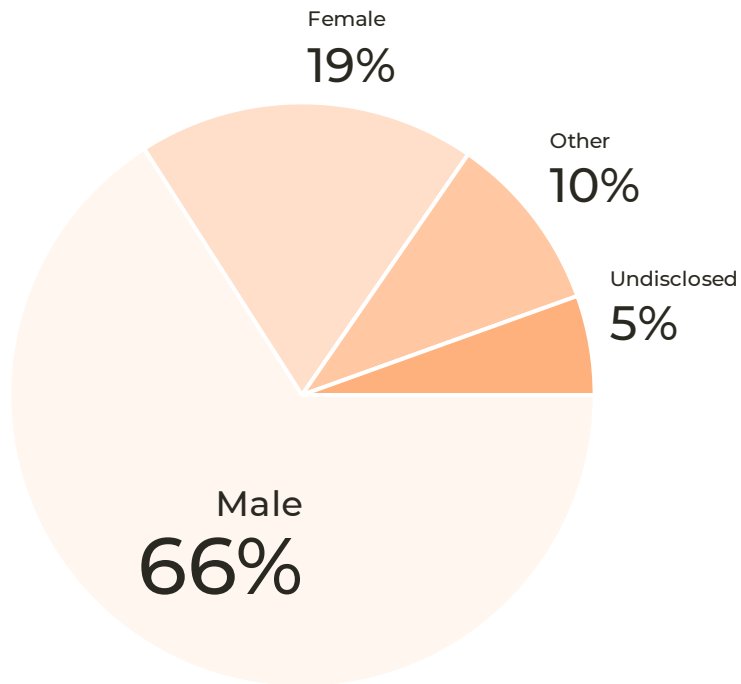
UX / UI Design



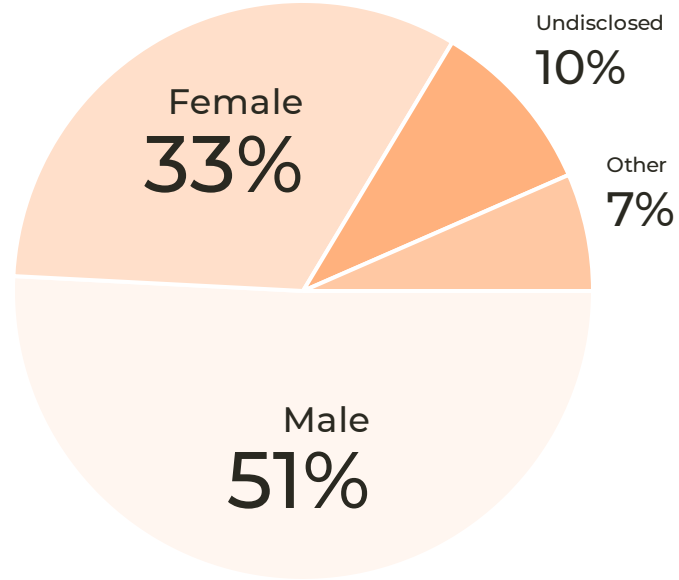
# Demographics - Immersion

## Gender Identification

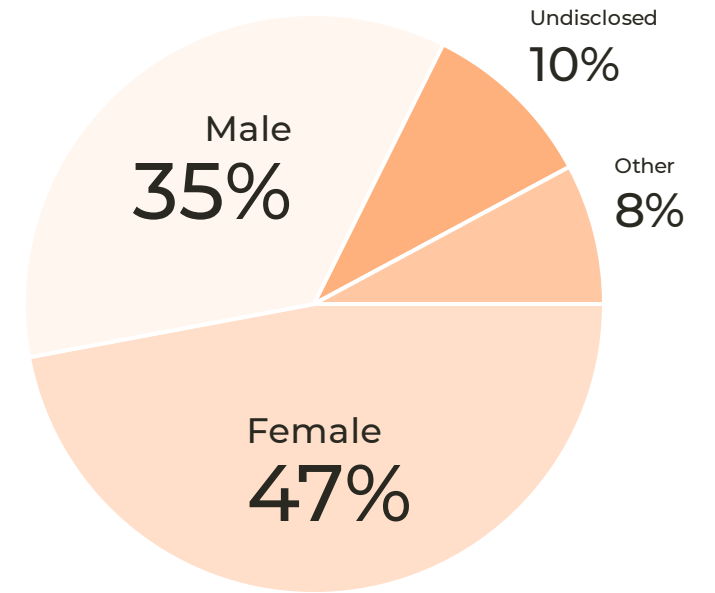
Engineering



Data Analytics



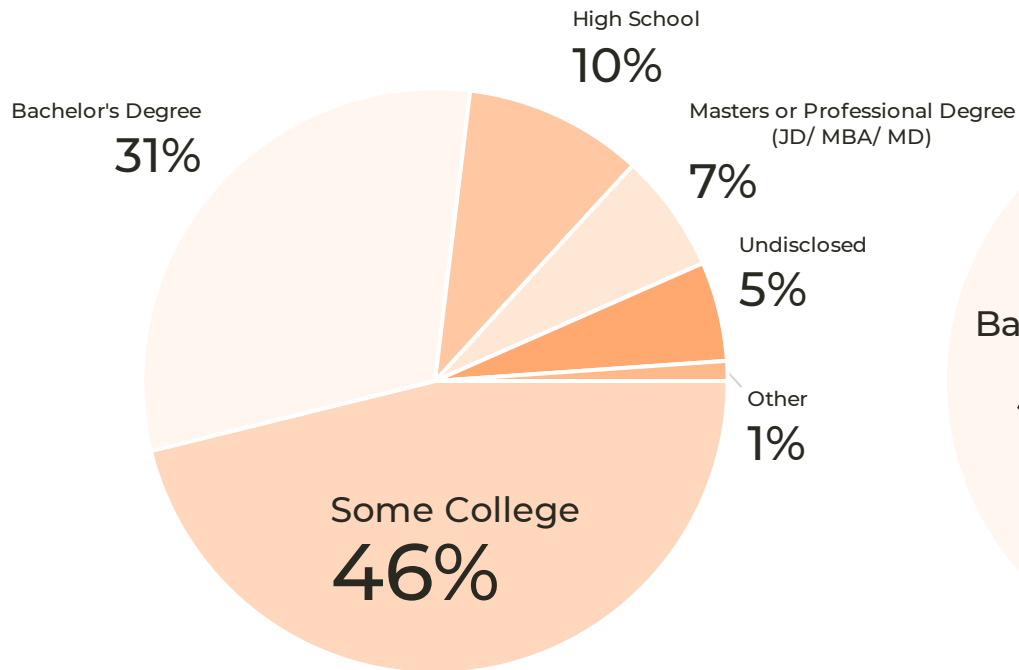
UX / UI Design



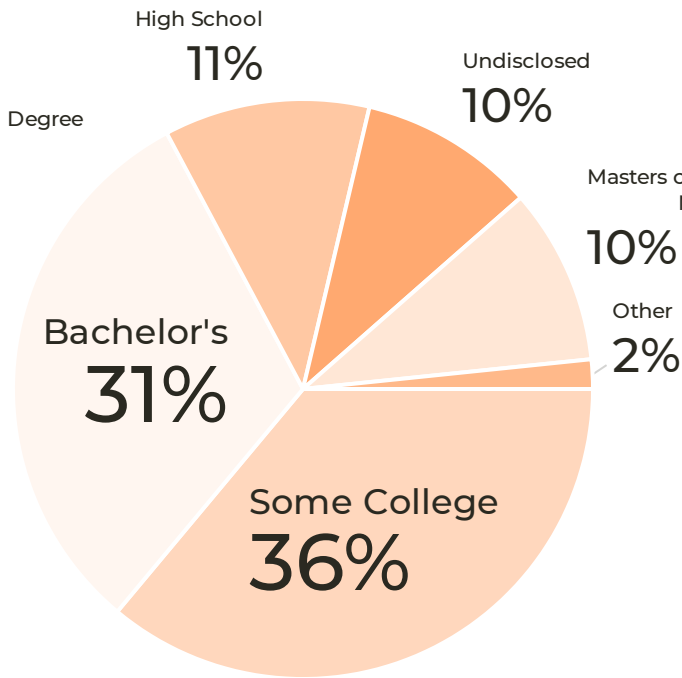
# Demographics - Immersion

## Educational Background

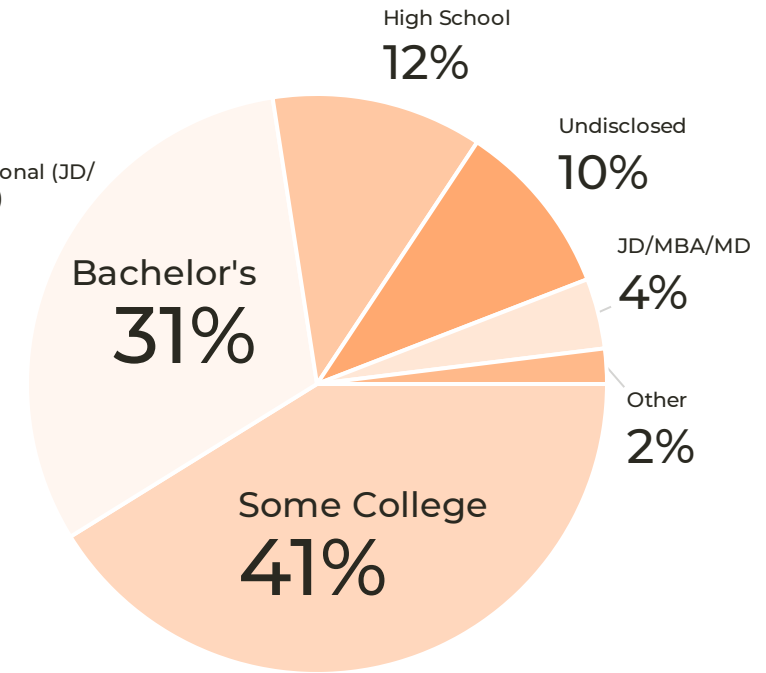
Engineering



Data Analytics



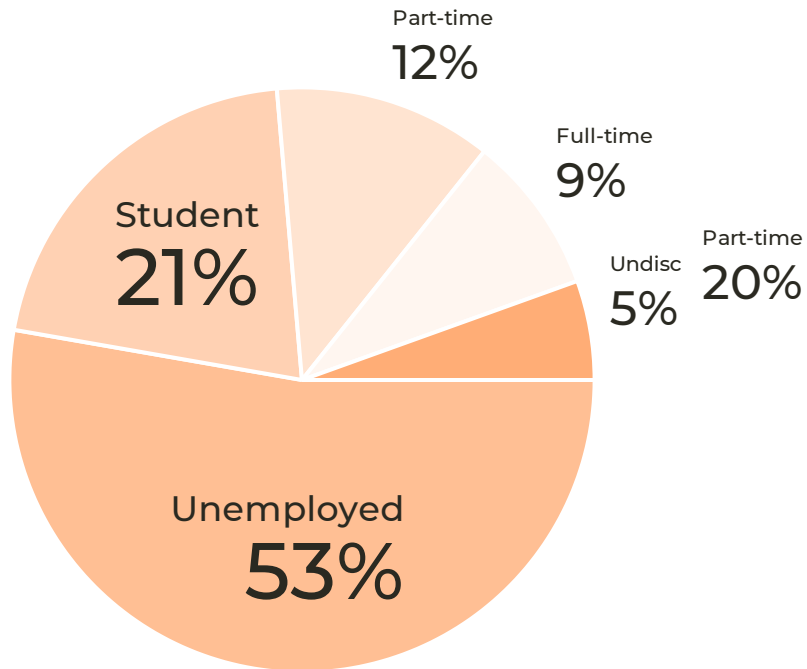
UX / UI Design



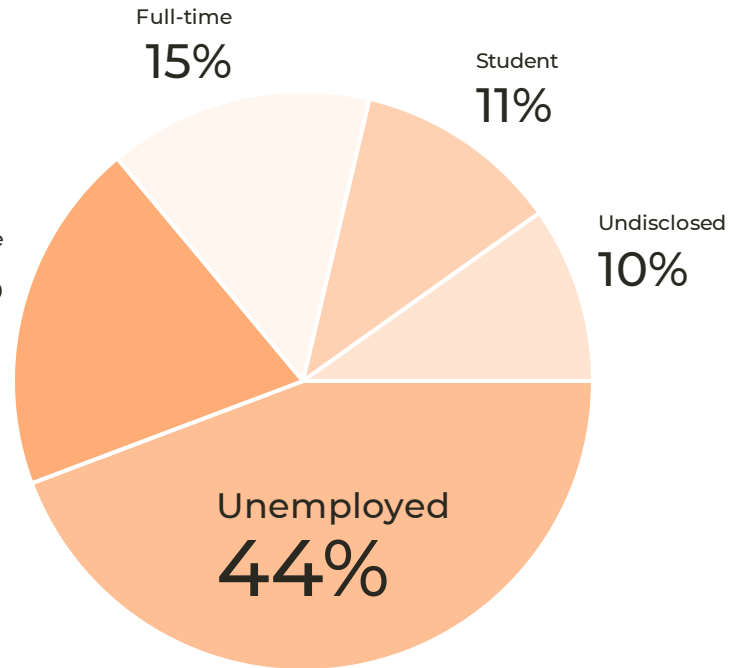
# Demographics - Immersion

## Employment While Enrolled

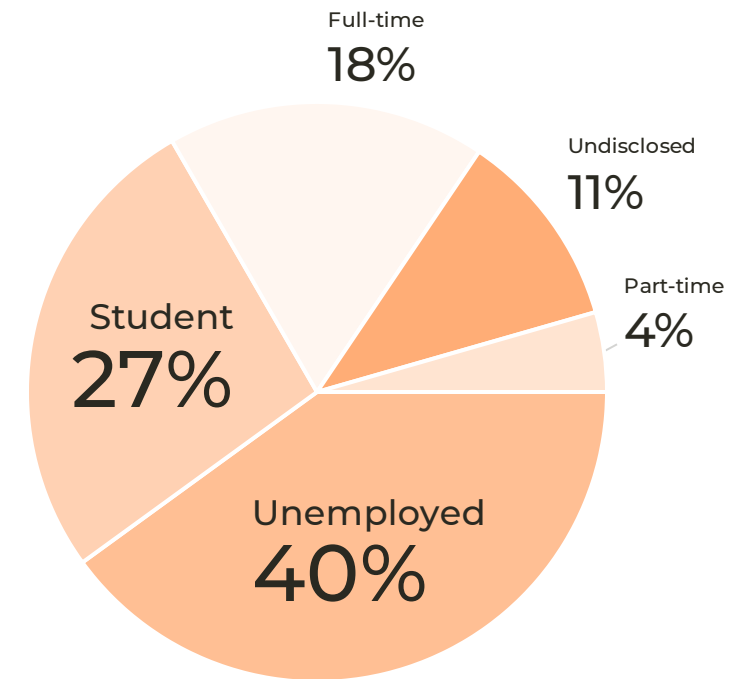
Engineering



Data Analytics



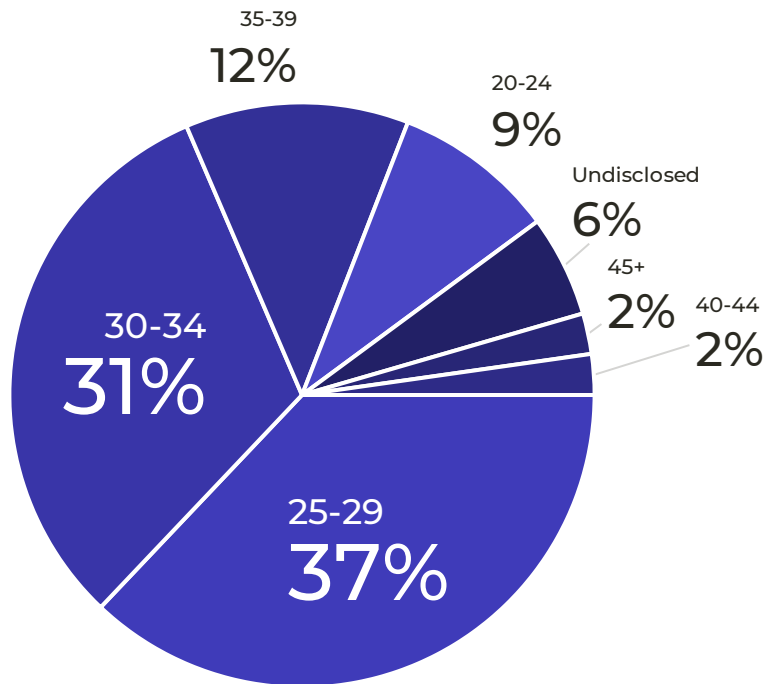
UX / UI Design



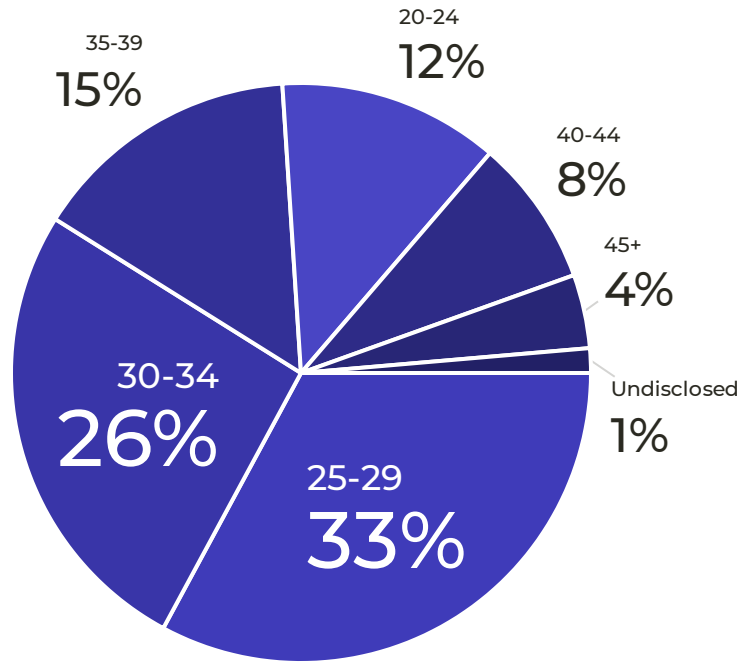
# Demographics - Flex

## Age Distribution

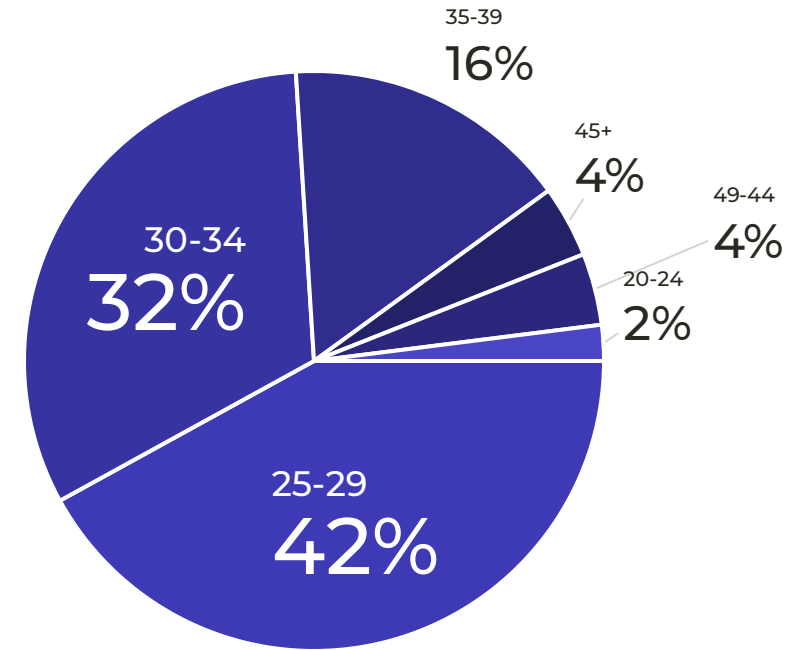
Engineering



Data Analytics



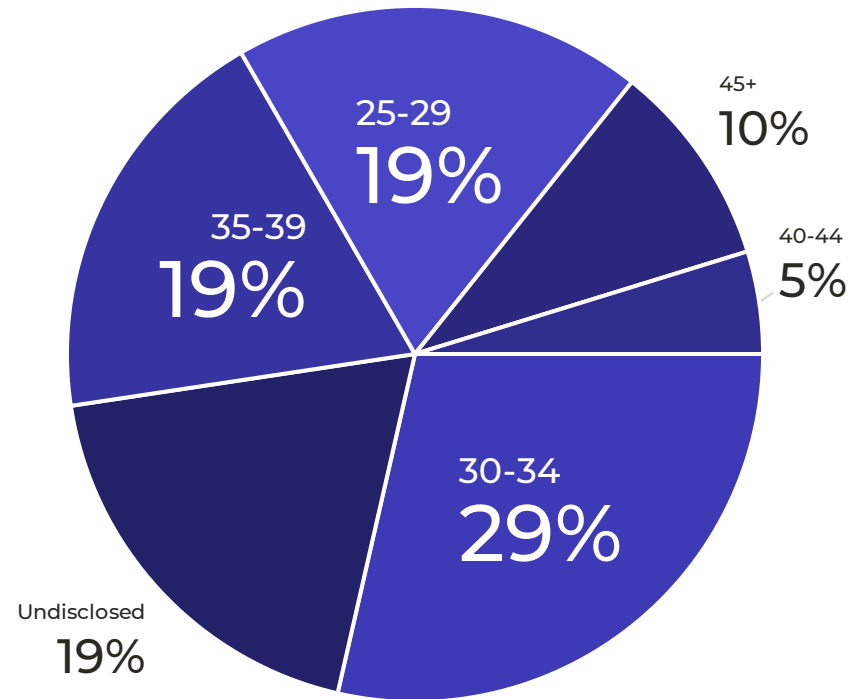
UX / UI Design



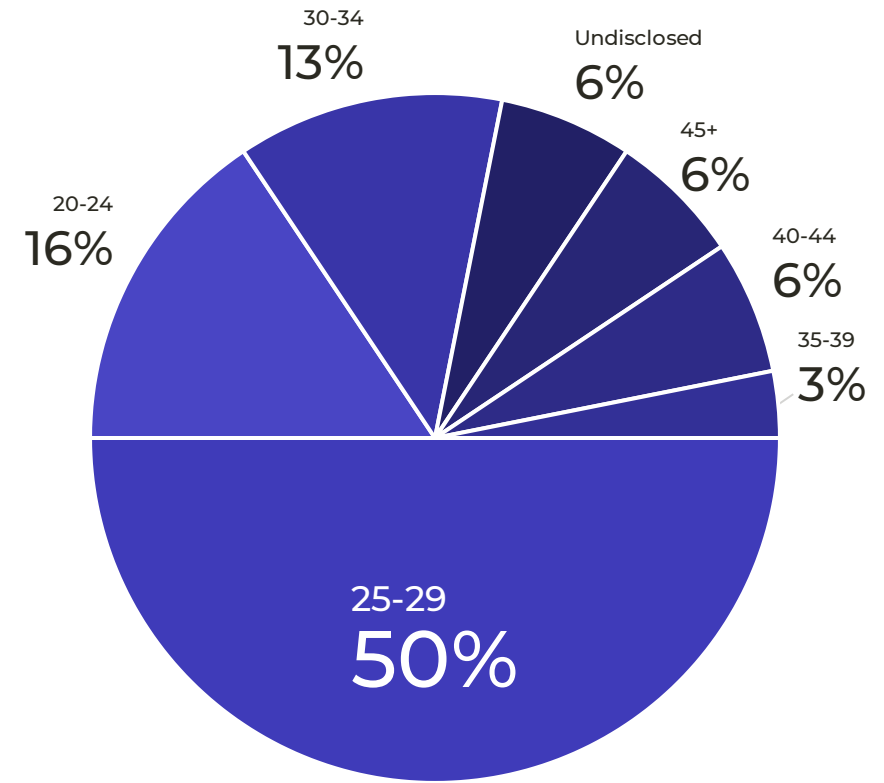
# Demographics - Flex

Age Distribution (continued)

Data Science



Digital Marketing

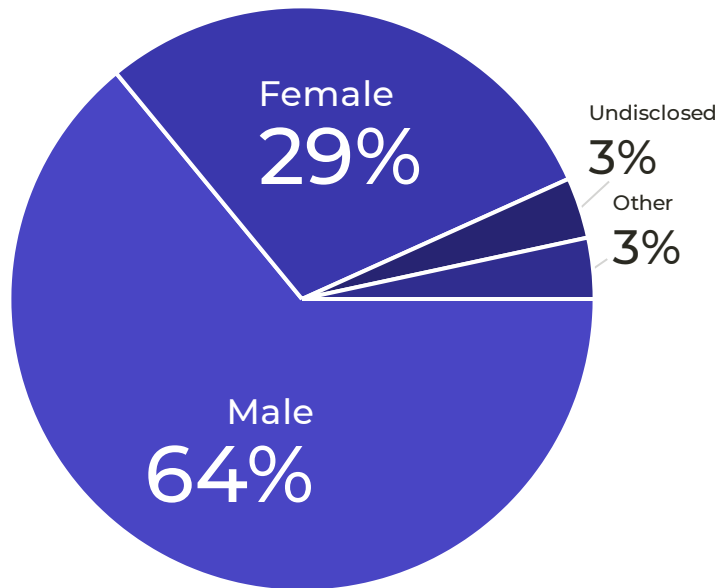




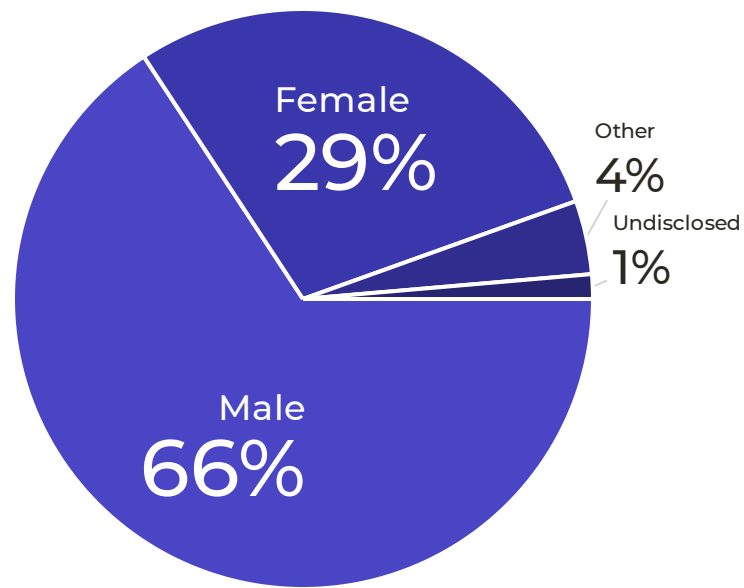
# Demographics - Flex

## Gender Identification

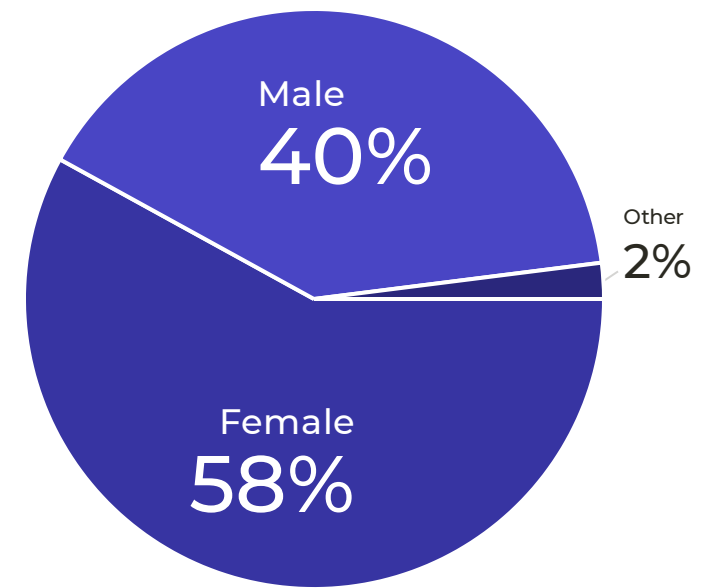
Engineering



Data Analytics



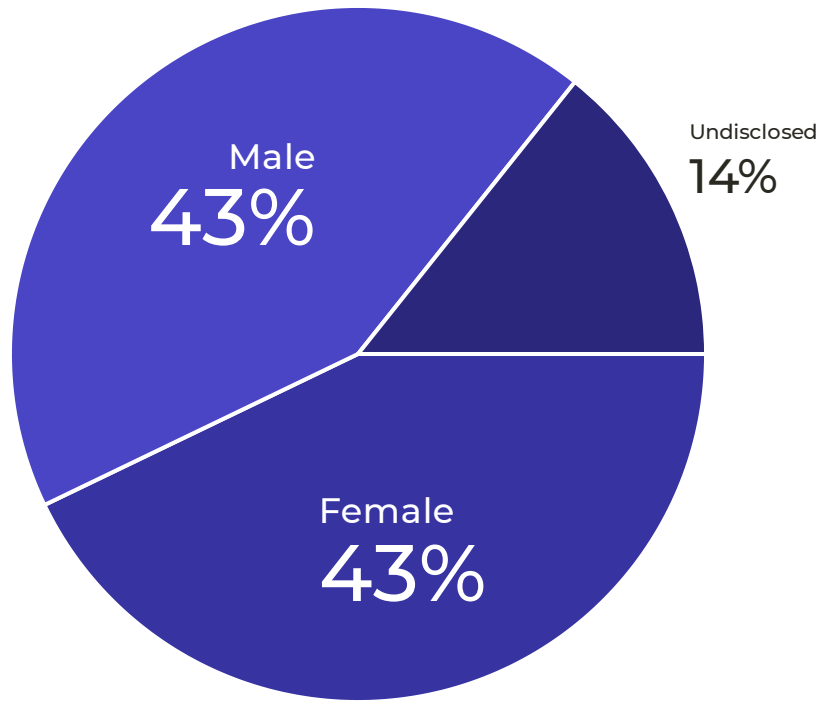
UX / UI Design



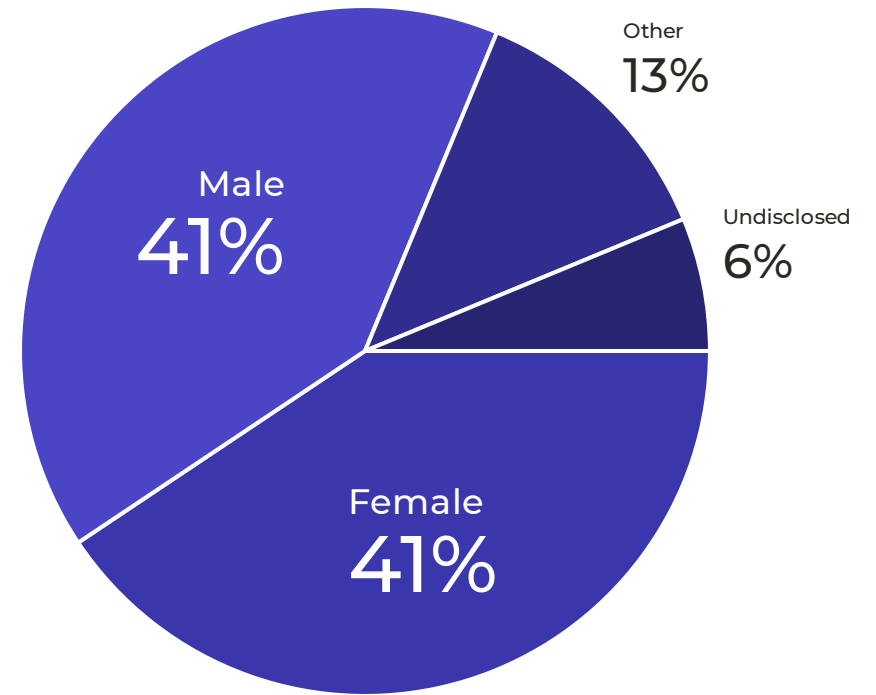
# Demographics - Flex

Gender Identification (continued)

Data Science



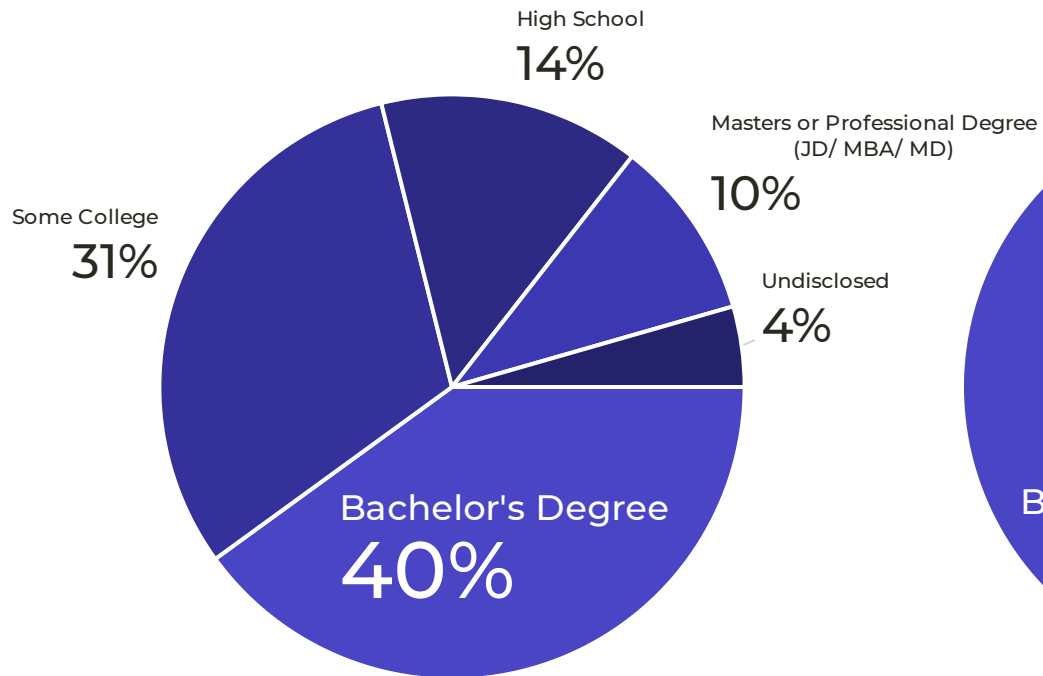
Digital Marketing



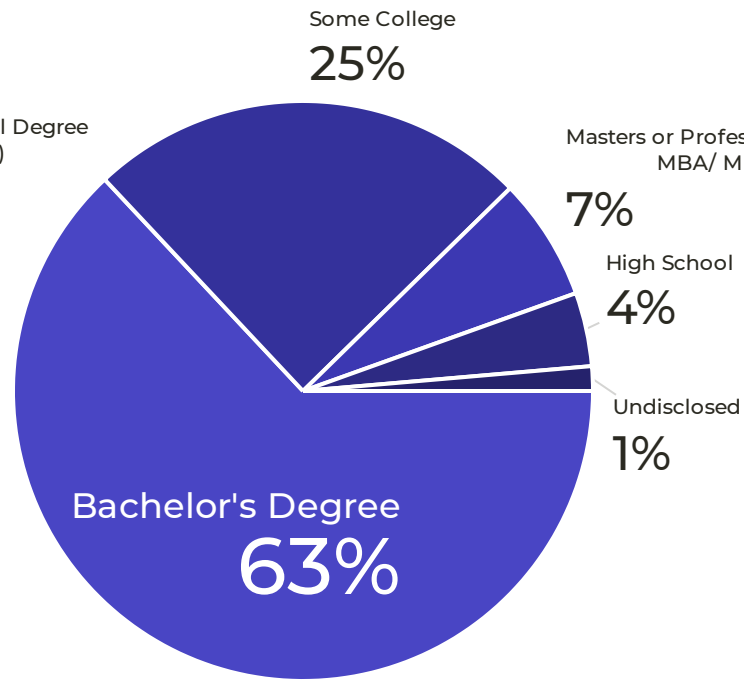
# Demographics - Flex

## Educational Background

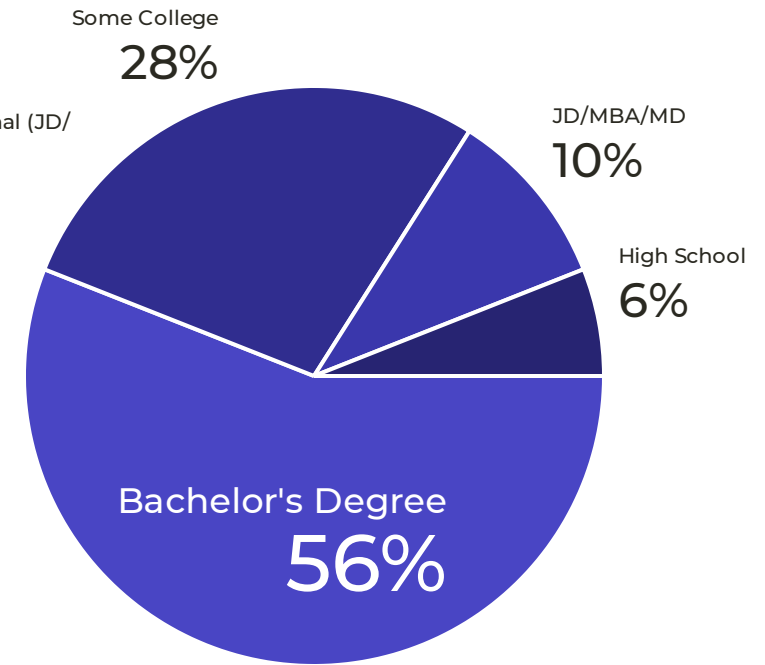
Engineering



Data Analytics



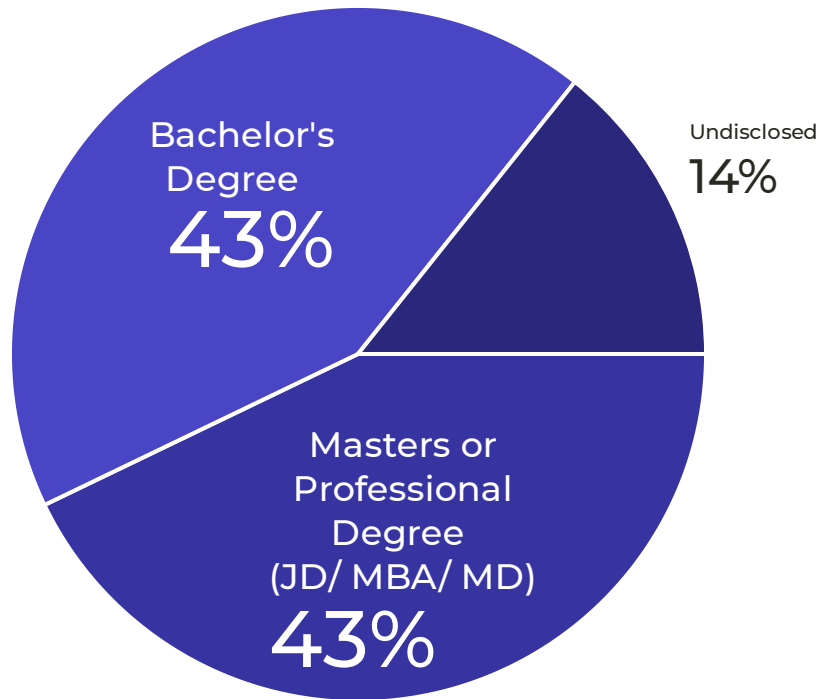
UX / UI Design



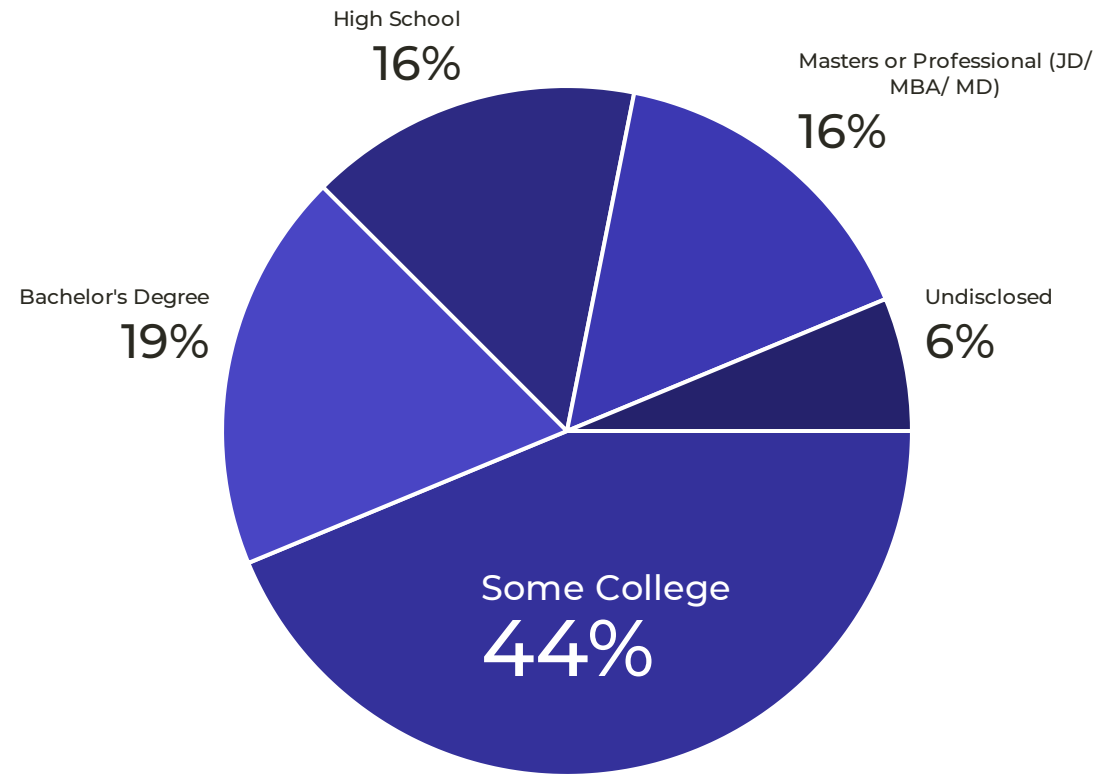
# Demographics - Flex

## Educational Background (continued)

Data Science



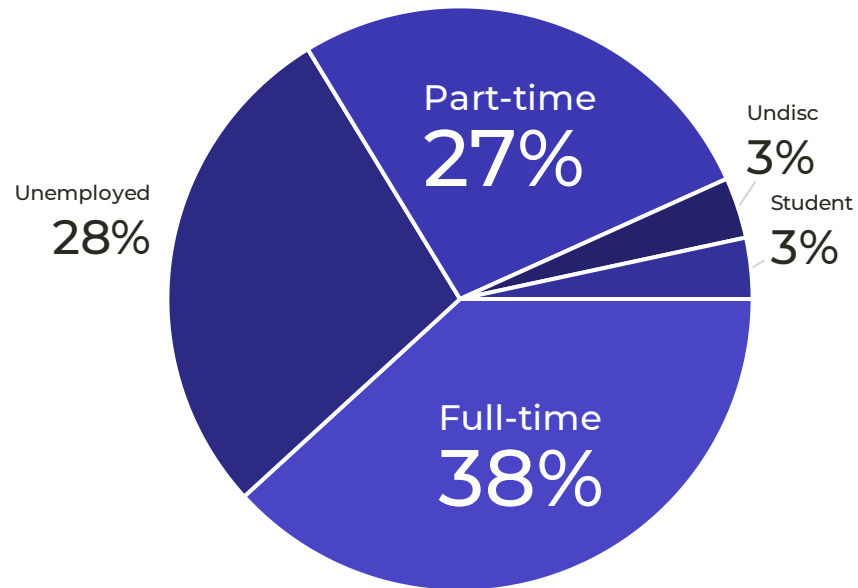
Digital Marketing



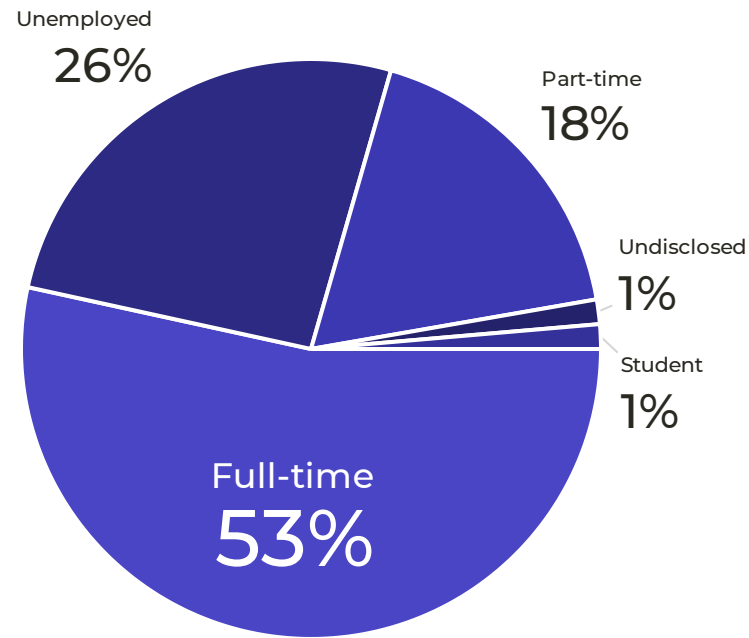
# Demographics - Flex

## Employment While Enrolled

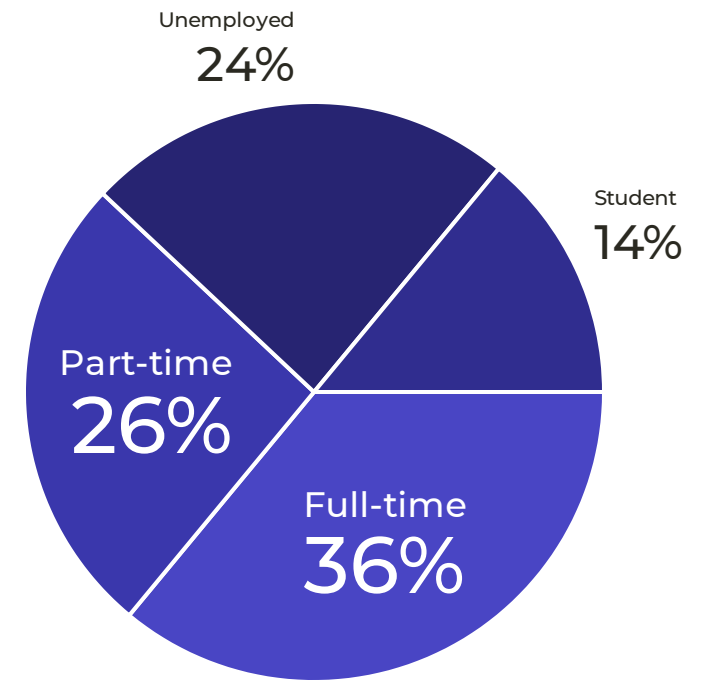
Engineering



Data Analytics



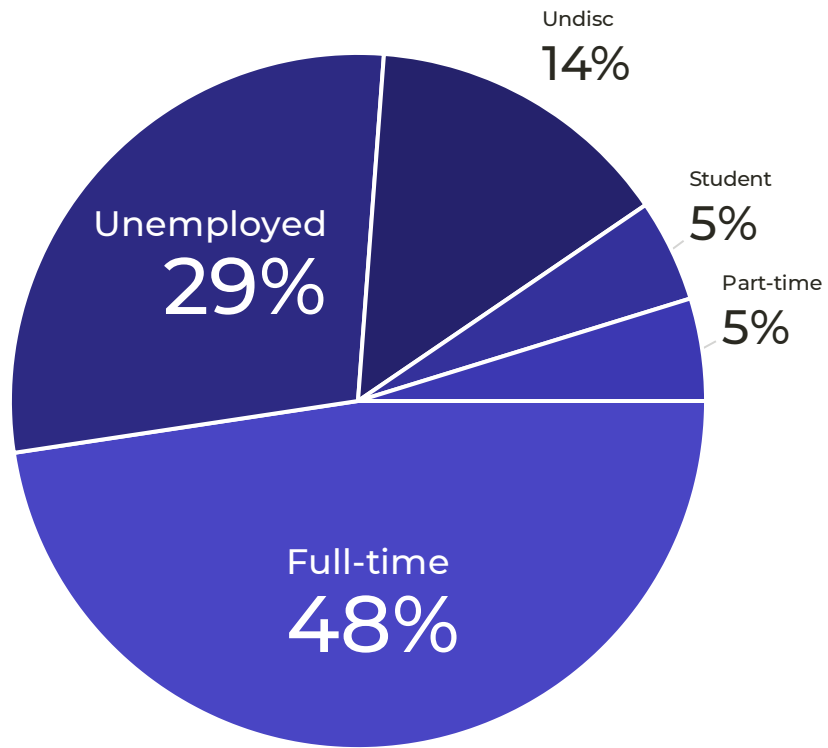
UX / UI Design



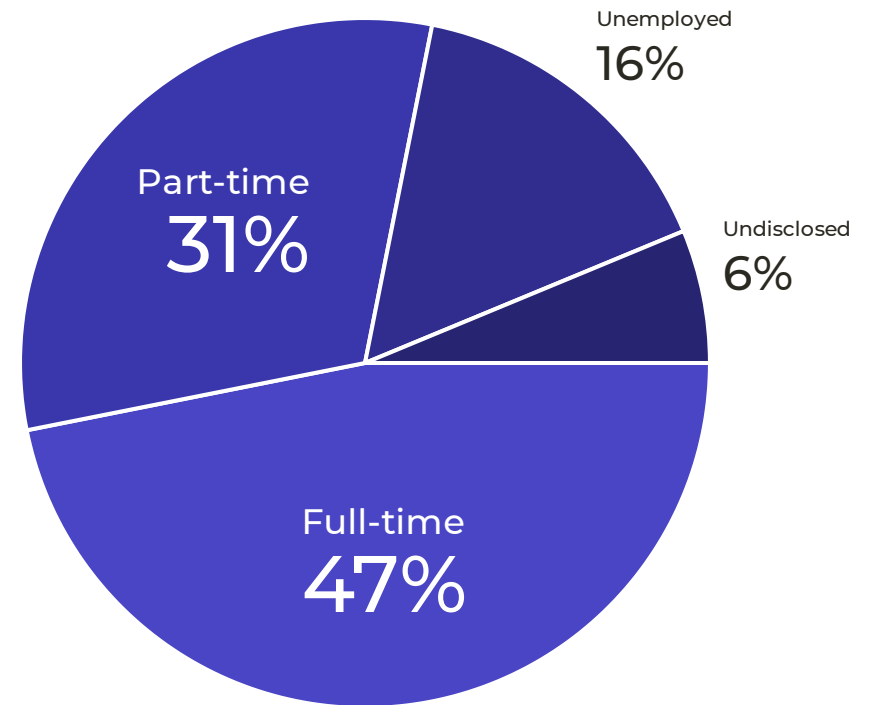
# Demographics - Flex

Employment While Enrolled (continued)

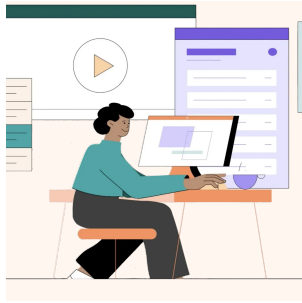
Data Science



Digital Marketing



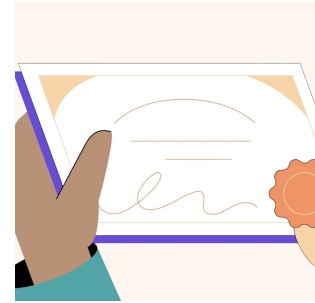
# Dedicated Career Services Team



The Careers Team plays a vital role in supporting Thinkful graduates' success by **providing comprehensive assistance throughout their entire job search journey.**



With a focus on helping graduates secure program-related employment, the team employs various strategies to **empower job seekers and guide them towards achieving their careers goals.**



Whether graduates are just starting their search or facing challenges along the way, the team is committed to **motivating, coaching, and enabling the necessary tools, resources, and employer connections.**

# Hear from our Careers Team!

"My favorite part of my job is witnessing the transformative power of building connections between graduates and employers. It's incredibly rewarding to see how these connections pave the way for exciting career opportunities and shape the future of our extremely talented grads!"



**Mudita Lionheart**

Employee Partnerships Manager

"There is nothing more rewarding than witnessing the hard work, dedication, and true grit of a Thinkful graduate navigating the job search. After months of learning a whole new skillset, I get to work together with them to find that first step in their career. Through resume edits, interview practice, and job search planning, it all culminates in that amazing job offer that can change their lives forever."



**Brooke Fontoura-Sutliff**

Career Coach

"I find immense fulfillment in creating content tailored to graduates, aiming to assist them in their journey towards success. Whether it's through workshops or concise, laser-focused videos, I strive to address the crucial aspects of a competitive job search that can significantly impact a graduate's career prospects. By offering personalized coaching, I gain valuable insights into the specific challenges that most graduates face when it comes to developing their career content, all while providing individualized support."



**Nicole Darling**

Senior Career Coach



"I help grads succeed by connecting them with gainful employment. I love not only connecting our graduates with employment opportunities they're excited about, but connecting with employers that are excited about our graduates as well. My role is that of a matchmaker, so there's nothing more rewarding than when that perfect match is made."



**Sarah Sedeak**  
Employee Partnership Manager

"We help graduates succeed by being proactive, realistic, caring, and knowledgeable. My goal is always to create a supportive environment where graduates feel confident in their job search. I strive to make a positive impact on each graduate's journey by providing personalized guidance and tailored resources. Designing and building practical resources is something I am very passionate about.

As a true advocate, coach, and teacher, I will always encourage graduates to embrace their abilities and forge ahead in achieving their professional and career goals. Overall, my objective is to help them feel empowered and supported as they seek opportunities for skill building and professional growth.

My favorite part of my job is sharing resources and information and coaching graduates on how to use those resources most effectively while navigating their job search. In addition, cultivating relationships with graduates and helping them to expand their own professional networks through establishing meaningful relationships is something that I truly enjoy."



**Christine Zinzow**  
Career Coach

# Appendix



# Definitions

- **Enrollment**

Students that enrolled & started program, selected a payment plan, and did not withdraw before day 7

- **Actively Engaged**

Students that log in at least 3 days a week (before they withdraw)

- **Job-Seeking**

Students that have confirmed intent to find in-field employment, have not opted-out of Career Services, and were not out-of-contact throughout the Career Services Period

- **Out of Contact**

A student or graduate who has not responded to regular attempts by a Thinkful representative

- **Opt Out**

Students that indicate they do not want the help of career services

- **Graduation Requirements**

A set of achievements and requirements in order to graduate from a Thinkful program.

- **Career Services Period**

The period during which a grad is fully engaged by continuously job-searching and working with our Career Services team until accepting a job offer

- **Graduate**

Student who receives a Certificate of Completion for a Thinkful program by meeting the Graduation requirements set forth in their Enrollment Agreement. A student who receives a job before the expected graduation date and completes all graduation requirements is classified as a graduate

- **Withdrawal**

Students that did not complete the program

- **Enrollment Agreement**

A contract between Thinkful and students which defines all the terms and conditions of enrollment into a Thinkful listed program.

- **In-field**

The classification of a job offer where a student attests that the job requires the skills they obtained from a Thinkful program.

# Withdrawals - Immersion

Of the students who withdrew, these are the following reasons they did:

Reason	Engineering	Data Analytics	UX / UI Design
Got a job in-field Before Meeting Graduation Requirements	1	4	
No Longer Pursuing Field	1		
Personal Situation	6	4	3
Financial Constraints	2		3
Time Constraints	13		8
Learning Style Incompatibility	2		
Student Dissatisfied with Program			1
Other/Unknown / Unresponsive	13	14	6
Enrolling in another Thinkful program	1	1	
Total	39	23	21

# Withdrawals - Flex

Of the students who withdrew, these are the following reasons they did:

Reason	Engineering	Data Analytics	UX / UI Design	Data Science	Digital Marketing
Got a job in-field Before Meeting Graduation Requirements	5	2		1	
No Longer Pursuing Field	11	2	2	1	1
Personal Situation	31	13	10	2	2
Financial Constraints	3	2	4	2	
Time Constraints	91	12	29		1
Learning Style Incompatibility	5		1		
Student Dissatisfied with Program	22		3	2	
Other/Unknown / Unresponsive	68	17	5	7	6
Enrolling in another Thinkful program	2			1	
Total	240	48	54	16	10



# Thinkful

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[www.thinkful.com](http://www.thinkful.com)



[linkedin.com/school/thinkful](https://www.linkedin.com/school/thinkful)



[admissions@thinkful.com](mailto:admissions@thinkful.com)

<https://www.thinkful.com/contact/livechat/>

# Other Helpful Links

- [Blog](#): stay up to date with our latest posts
- **Program Info** - sign up for a free intro course!
  - [Software Engineering](#)
  - [Data Analytics](#)
  - [UX/UI Design](#)
  - [Data Science](#)
  - [Digital Marketing](#)
  - [Technical Project Management](#)
- **New AI Certificate Programs**
  - [Applying AI](#)
  - [AI Prompt Engineering](#)
- Interested in learning more? Connect with our Admissions team [here](#) to get started!