

CENTRO

COMMUNICATIONS

Epicodus Strategy Brief

Challenge and Opportunity

Founded in 2012, Epicodus's primary mission is "to help people learn the skills they need to get great jobs". In the growing industry of website design, software development and coding, the school prides themselves on being a "coding bootcamp" for career shifters and motivated tech-savvy. The new school located in Portland, Oregon offers internships and night classes to ensure success for their students. Epicodus has a strong emphasis on teamwork and is building an alumni program of over 300 graduates and growing.

As enrollment rates increase, Epicodus is now aiming to add more diversity to their student population, primarily among women and ethnic minorities, as well as younger students still in high school. Currently, only one third of Epicodus's students are women, and the majority are caucasian. The biggest challenge Epicodus faces is targeting a multicultural audience as well as emerging high-schoolers into their program.

Epicodus's biggest opportunity is to be the first coding school to break into the high school market and target multicultural students interested in tech-related careers, thus making our firm's primary audience:

- Current high school students in the Pacific Northwest
- Ethnic minorities in the Pacific Northwest ages 18-35 years old
- Parents of high school students in the Pacific Northwest

Current and Emerging Issues

According to the Bureau of Labor Statistics, employment rates for software developers is expected to grow 22 percent from 2012-2022, making the industry extremely appealing to both professionals looking for a career change or young students furthering their education.

According to the New York Times, there is a wide range of ages among students, but the average age for someone pursuing a career in software coding are people in their 20s and 30s. With growing interest in the industry, 2015's graduating classes of coding schools include over 16 thousand students with a projection of raising every year for the next 20 years.

Likeminded companies, similar to Epicodus, are having no problem attracting students to attend their, on average, 8-12 week classes, the issue is the lack of diversity in the industry, primarily for women and ethnic minorities. White and Asian men make up the majority of software development jobs, according to *Delaware Online*, and African Americans and women are the least represented.

Across the globe, the issue of diversity is a steadily growing concern among the industry, especially with the influx of job opportunities. Millennials have an advantage in this industry as the most tech-savvy generation in the world. It will be most important for the coding bootcamp to keep in mind their diverse student body from young adults just graduating high school to middle-aged, experienced professionals looking to change their career path.

Proposed Program Objective

In accordance to the growing trends of the industry, attracting new students will not be an issue. With the primary goal of attracting students and minorities, Epicodus can reach these goals by implementing new campaigns to reach this audience.

The primary objectives for Epicodus is to:

- Increase the student enrollment of minority students, focusing on women and minority groups, within the next two years
- Raise awareness of the growing industry and the career opportunities among high school students and parents
- Target women with a campaign, including multicultural representation
- Increase the amount of applications Epicodus receives from prospective students

Sources

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