ACADEMY PITTSBURGH CATALOG

Physical Address:
1501 Preble Avenue
Pittsburgh, Pennsylvania 15233

Business Address:
744 East Warrington Avenue
Pittsburgh, Pennsylvania 15210

Impact & Community. Academy Pittsburgh's mission is to give back and strengthen the regional entrepreneurial ecosystem. Each session of our bootcamp programs wrap with a service project for local nonprofits.

Well-Situated. Academy Pittsburgh classes are held on the North Side of Pittsburgh in the heart of the city's newest technology hub. Located at 1501 Preble Avenue (4th floor), Academy students have easy access to start-ups, established technology companies, and local non-profits. Classes are both intense and rigorous, so we go the extra mile to make sure our students are comfortable and ready to learn. Parking is free and refreshments are provided daily. Students also have access to a microwave and refrigerator in our common area. They may also access the cafe located on the first floor.

Program Offerings. Academy Pittsburgh currently offers one program, the 12 week long *Developer Bootcamp*. The program is delivered as an intensive, designed to prepare students for real work, in the real world.

Program Requirements. Successful completion of Academy Pittsburgh's programs requires a commitment of time and energy on the part of the student. Academy instructors are dedicated to student success. They work with individuals throughout the program to assure that every student who is accepted is able to graduate. Students who graduate from Academy have received a passing grade in each of the courses in their program.

Attendance. Daily, on-time attendance is required. Attendance is monitored closely. Attendance is critical to success. A student may not have more than one unexcused full absence per month. The accumulation of eight (8) hours of missed class time constitutes one full absence. Students must contact the course instructor and/or school director to have an absence excused. A partial list of reasons an absence will be excused is provided below:

- illness, physical or mental, of the student or a student's dependent(s)
- medical conditions related to pregnancy, including time away from class for lactation
- subpoena
- jury duty
- military service
- bereavement, including travel related to bereavement
- religious observances

- voting in a local, state, or national election

Students are required to contact course instructors regarding absences and makeup work. Instructors will not reteach material that was missed due to excused or unexcused absence. In some cases, videos of lectures may be available so the student can view missed instruction. Students are responsible for the timely submission of all assignments, despite absences from class. Accumulating unexcused absences may result in deferment to a later session date or removal from the program, determined on a case-by-case basis at the sole discretion of Academy's Success Team.

Coursework. Throughout the program, students will be assigned one or more projects. Projects allow Academy instructors to assess student progress through the courses, identify areas of practice, and assign individual help. Graduation from a program requires successful completion of projects as assigned. If Academy instructors determine that a student is falling behind in the coursework, a member of Academy's Participant Success Team will reach out to the student about how to make appropriate adjustments in order to move forward. Students are expected to complete all assignments given throughout the program. Repetition is key to solidifying the foundation of knowledge.

Grading System. Students are evaluated using criteria established by instructors and shared via the course syllabi. Grading is pass/fail based on two areas: Class Participation, and Coursework. Both areas are scored from 1-5. To receive a grade of pass, students must receive a combined score of 4 or greater. The standard scoring rubric for all Academy courses is shared below.

Score	Meaning
1	Failure to meet expectations. Student displays fundamental lack of understanding and may need some form of academic intervention.
2	Below expectations. Student must spend more time practicing and/or seek help.
3	Meets expectations. Student is showing expected understanding and work.
4	Exceeds expectations. Student is showing understanding beyond expectations.
5	Far exceeds expectations. Student is showing fundamental understanding of concepts far beyond expectations.

Professionalism. Academy's ultimate goal is to help people begin successful careers. As such, a professional environment is established by instructors and maintained by students. Punctuality, timeliness, accountability, and open communication are crucial, not only for student success at Academy, but also in careers afterward. Academy has a zero-tolerance policy for plagiarism or cheating of any kind. Students may share work and code when working on group projects, even when individuals are expected to submit their own assignments. Professionalism includes protecting internal intellectual property through confidentiality and non-disclosure. Detailed information regarding intellectual property can be found in the enrollment agreement.

Respect. Academy strives to be a welcoming place to learn with encouragement, support, and active listening from all involved. By design, students and staff have diverse backgrounds. Students are expected to contribute to creating a positive experience for everyone by being respectful, tolerant, and open-minded. Academy aims to create an environment of mutual trust that is absent of intimidation, oppression, and exploitation. Students and staff should be able to work and learn in a safe, yet stimulating atmosphere. As such, Academy staff members will not tolerate any form of harassment, verbal or physical conduct, designed to threaten or intimidate others, which includes but is not limited to the following: Verbal harassment includes comments that are offensive or unwelcome regarding a person's nationality, origin, race, color, religion, gender, sexual orientation, age, body, disability or appearance, including epithets, slurs and negative stereotyping. As such, Academy Pittsburgh provides a sexual assault training on the first day of class and includes a hand out/electronic documentation for all students. Nonverbal harassment includes distribution, display or discussion of any written or graphic material that ridicules, denigrates, insults, belittles or shows hostility, aversion or disrespect toward an individual or group because of national origin, race, color, religion, age, gender, sexual orientation, pregnancy, appearance, disability, sexual identity, marital or other protected status.

Participant Success Team. Students who do not meet the program requirements described here will be contacted by a member of the Academy Participant Success Team. The Team consists of Academy instructors and staff members. Their goal is to assure that all admitted students successfully complete the program. In most cases, steps will be delineated such that the student can overcome the issue, learn from it, and move forward to successful completion of the program. In extreme cases, such as those that negatively impact the learning of the student and others in the cohort through non-participation, non-collaboration, lying, cheating, physical or verbal harassment, the student may be terminated immediately. Repeated violations and subsequent contacts from the Participant Success Team may result in termination. Students who are terminated will be granted refunds according to the schedule set forth in the withdraw policy.

Job Placement. As part of Academy's mission to strengthen Pittsburgh's entrepreneurial ecosystem, the Participant Success Team strives to assure that students have both the education that will help them secure high-paying jobs and the networks that provide access to those jobs. As such, part of every session of Academy includes optional meet-ups and networking events at which recruiters and employers are available for collegial conversations and introductions. As active members of Pittsburgh's technology community, Academy instructors and staff members are often apprised of job opportunities and will pass those on to program graduates as they become available. The activities described in this section are the extent of the job placement services offered and are not a guarantee of employment after graduation.

Program Costs. Academy's goal is to increase opportunity to high-quality career paths through education. Academy actively seeks those who face systemic barriers to high-paying jobs and attempts to diminish those barriers through a fee structure that is based on post-program income earned, rather than income expected. The program is not provided free of charge, but is provided for a conditional deferred fee based upon the student's future income. In lieu of a conditional deferred fee based upon income, a student can elect to pay a one-time lump sum payment prior to

the first day of classes. Otherwise, as a precondition of participation in a program, the student must sign the standard Income Share Agreement (ISA). The terms of the ISA are dependent on individual program costs. Costs and ISA terms are described separately for each Academy program.

   Supplies. There are no fees for books, supplies, or student activities. The only fee for participation is the Tuition as described. *Students must supply their own laptop.* In some cases, Academy may have laptops available for student use on a first-come, first-served basis. Students must contact the school directly to determine if one can be made available during the session. *If a student does not already own a laptop, the estimated expected cost of a new laptop is $500.*

Transfer Credits. Academy graduates receive a diploma for completing a program. Credits toward coursework at other institutions are not earned and thus cannot be transferred. There is no guarantee that credits earned from Academy will transfer to any other institution.

Developer Bootcamp. Commit to 372 hours of education over 12 weeks and be prepared for a new career in technology or a technology adjacent field. Academy graduates leave the Developer Bootcamp program with a diploma that indicates their readiness for entry-level web developer jobs. Graduates are ready to start careers as front end web developers, user interface/user experience (UI/UX) developers, full stack web developers, UX designers, application (app) developers, data scientists, and junior web developers.

   12 Weeks </> New Career. Get real world experience in Ruby, C#, JavaScript, and HTML/CSS through project-based learning and connections to the larger technology community in Pittsburgh.

   Program Design. The Developer Bootcamp is thoughtfully organized so that students can start slowly and build both skills and confidence over the course of twelve weeks. Students begin with the very basics of web development and end with the development of their own application created through group collaboration for the benefit of a local non-profit.

      Course 1 - Introduction to Programming (in C#). Students will learn the basics of computer programming using a strongly typed, compiled language. Students will learn to use the Integrated Development Environment to assist in making programs that use variables, conditionals, loops, and arrays to complete complex tasks.

      Course 2 - Continued Programming (in C#). This course introduces students to organizational features of programming, including functions and classes, using C# as the first language.

      Course 3 - Programming (in Ruby). This course will solidify students' understandings of concepts from their introduction to programming in C# by repeating concepts and exercises in another language. Students will learn to write and run programs in Ruby, and also to think about programming outside the bounds of a single language. They will repeat the concepts and exercises from the previous two weeks in this week, in a new programming language.

      Course 4 - Testing. This course will introduce students to automated unit testing and Test Driven Design (TDD). Students will learn about why developers write unit tests, the testing framework Rspec, how to write and run unit tests in Ruby, and the practice of writing tests first

(TDD). As they practice unit testing, they will further solidify their understanding and competence with classes, functions, and programming fundamentals. Students will also learn about unit testing in C# and the idea of other kinds of testing.

   Course 5 - Databases. Students will learn the design and use of relational databases, using both file based Structured Query Language (SQL) and server based SQL. Students will learn how to design databases, query using SQL, and use databases in the use of programs.

   Course 6 - Git and Code Review. Students will learn the usage of Git as source control and how to perform code reviews. Students will also be introduced to industry best practices in working with both source control and code reviews.

   Course 7 - Programming for the Web. Students will learn the basics of HTML, CSS, and Javascript. Students will discuss and practice User Experience and User Interface (UX/UI) design.

   Course 8 - MVC. Students will learn the file organization and layout of Microsoft Model-View-Controller (MVC) projects, the MVC pattern, and creation of data backed websites.

   Course 9 - Ruby on Rails. Students will learn the file organization and layout of Ruby on Rails projects. They will continue their learning of the MVC pattern, and the creation of data backed websites.

   Course 10 - React. Students will learn how to use ReactJS to make single page applications. Students will also learn how to connect to external Application Program Interfaces (APIs) and create user interactions in React.

   Course 11 - Capstone Project. During this two week course, students will learn real world workflow in an agile environment, practicing standups, backlog grooming, UX/UI mockups, source code control, and customer interaction as they work together to create a final product for an actual client.

  Tuition. In lieu of a conditional deferred fee based upon income, a student can elect to pay a one-time lump sum payment of $10,000 prior to the first day of classes. Otherwise, as a precondition of participation in the Developer Bootcamp program, the student must sign the standard Income Share Agreement (ISA) as described below.

The following is a summary provided for convenience, accepted students must read and agree to the terms of the income share agreement as set forth in the Enrollment Agreement.

Tuition	Income Share Agreement ("ISA")
	- A Tuition ("**Tuition**") of ten percent (10%) of a student's post-program gross income is to be paid on a monthly basis. - The Tuition commences when the student has monthly gross income that is annualized at $45,000 or more **("Minimum Income Threshold")**. Once the Minimum Income Threshold occurs, the total of all monthly income is used to calculate the payment due, not just the excess above the Minimum Income Threshold. For example, if the Minimum Income Threshold is $3,750 for a month and the student earns $4,750 in that month, the Tuition is 10% of $4,750 ($475), and not 10% of the $1,000 excess over the Minimum Income Threshold ($100). - The Tuition paid by the student is capped at $16,000 ("**Payment Cap**").

	• The Term Length is 24 complete consecutive or complete non consecutive months of employment.
Refund Policy	If a student withdraws, abandons or is otherwise removed from a program session for any reason within week three (3), or before the end of week six (6), then a prorated Tuition will apply. Students are encouraged, but not required, to submit requests for refunds in writing as soon as student decides to withdraw from the program. If a student does not submit written notification of withdrawal, and does not attend classes for one (1) calendar week, Academy staff will attempt to communicate with the student via the phone number or email address on file at least one (1) time. If after two (2) calendar weeks, the student has not responded to communications from Academy and has not attended classes or completed assignments within that period, then the student will be removed from the program session. The separation date for refund computations is the student's last date of recorded attendance, or the date of last completion of a graded assignment, or the date on which Academy staff receives written notification of withdrawal, whichever is earliest. If the student has signed the Income Share Agreement, then the student is subject to collections from Vemo Education, Academy's third party tuition management facility, according to the prorated ISA schedule. If the student made a one-time lump sum payment, then the student will receive a refund according to the prorated one time payment schedule. Refunds will be made within thirty (30) calendar days from the date of separation from the program session.

If termination occurs:	Prorated ISA	Prorated One Time Payment
Prior to or within the second week	0.00%	$0
Within the third week	25.00%	$2,500
Within the fourth week	33.33%	$3,333
Within the fifth week	66.66%	$6,666
Within the sixth week	70.00%	$7,000
Within the seventh week or later	100.00%	$10,000

Course Calendar. Each Developer Bootcamp session is twelve weeks long. Classes are held Monday - Thursday from 9am - 12pm and 1pm - 5pm and Fridays from 9am - 12pm. If bank holidays or religious holidays fall during the scheduled session, instructors will notify students in advance of calendar adjustments. Observed holidays include: New Years Day, Good Friday, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and the Friday and Saturday that follow it, the entire week that includes Christmas Eve and Christmas Day, New Years Eve.

	Session 12	Session 13
Start Date	February 22, 2021	September 20, 2021
End Date	May 14, 2021	December 10, 2021

Admission Requirements and Procedures. Academy Pittsburgh accepts applications on a rolling basis for all upcoming Developer Bootcamps. The application includes logic questions, as well as uploads to GitHub and YouTube. Applications are evaluated using a standardized scoring rubric that reflects the skills necessary to be successful in the program. A student achieving a qualifying score is offered admission. Students who do not qualify on score alone may be asked to attend an in-person interview. Applicants must be at least 18 years of age and legally able to work in the United States to apply for admission to Academy. Accepted students must provide evidence of full vaccination against COVID-19 before the first day of classes. Students who cannot provide evidence of vaccination will be denied admission.

Applications must be completed online via the Academy Pittsburgh website: https://academypgh.com/

Digital Marketing Bootcamp. Commit to 217 hours of education over 21 weeks and be prepared for a new career in a technology or a technology adjacent field. Academy graduates leave the Digital Marketing Bootcamp program with a diploma that indicates their readiness for digital marketing jobs. Graduates are ready to start careers as digital marketers, social media managers, data analytics and reporting professionals, digital content coordinators, junior level project managers, and other in-demand roles in technology that leverage a knowledge of social media, digital marketing, and search engine optimization.

21 Weeks to a New Career. Get real world experience while developing the job-ready, technical skills needed to understand and use the industry-adopted digital marketing, project management, and web management tools that round out a complete digital marketing toolkit. Students will progress through iterative, project-based learning led by instructors who are also career professionals in their respective fields, helping students to forge lasting connections to the larger technology community in the Pittsburgh region.

Program Design. The Digital Marketing Bootcamp is thoughtfully organized so that students can start slowly and build both skills and confidence over the course of twenty-one weeks. Students begin with the very basics of project management, web management, and marketing strategy and end with the development of their own plan for navigating their career pathway.

Grow into a New Role at Your Own Pace. The Digital Marketing Bootcamp is designed so that fully employed students can choose to complete the entire Bootcamp, or take only the

courses they need to fill in skill gaps in their resumes. Class meeting times are conveniently scheduled on nights and weekends, empowering students to transition to a new role with a current employer, or explore new opportunities, all while maintaining full time employment.

Course 1 - Project Management. Students will learn how to effectively manage corporate (internal client[s]), agency (external client[s]), and freelance (one or more external client[s]) projects. Students will be introduced to business, project management, technology, and leadership concepts in order to manage multiple stakeholders and meet project goals. Students will come away from the course with the hard (i.e. technology tools and project management processes) and soft skills (leadership theories and behavioral models) that are necessary to manage diverse teams in oftentimes complex projects with difficult goals, high expectations, and resource constraints. This course consists of 12 hours of lecture and 19 hours of lab experiences.

Course 2 - Web Management. Students will learn the skills, techniques, and tools required to manage websites hosted on third party platforms that include but are not limited to WordPress, Webflow, and Squarespace. They will develop the skills needed to implement effective web site UI/UX and complete fundamental web site maintenance tasks. This course consists of 12 hours of lecture and 19 hours of lab experiences.

Course 3 - Marketing Strategy. Students will learn basic marketing strategy in order to build out their digital marketing toolkit. Students will begin with an introduction to the foundation of traditional marketing and creating a brand narrative. From there, students will explore marketing strategies and concepts to determine market fit, general campaign development, digital channel strategy, lead generation, and conversion funnels. Students will tie these concepts together by learning how to measure basic marketing metrics and optimize campaigns around them. This course will form the foundation of students' digital marketing knowledge. This course consists of 11 hours of lecture and 20 hours of lab experiences.

Course 4 - CRM and Email Marketing. Students will learn how to build and implement a Customer Relationship Management (CRM) system and best-practice email marketing campaign. Upon completion of the course, students will be able to test for their Hubspot and Salesforce Certifications. Students will learn a variety of email marketing practices including sequencing, templating, marketing automation, affiliate marketing, partnership marketing, attribution models, data analytics, and data visualization. Students will tie these concepts together by learning how to measure basic email marketing metrics, interpret results in a CRM, and optimize campaigns around these data points in both analytical and visual platforms. This course will form the foundation of the students' CRM and email marketing knowledge. Course 2, Web Management, and Course 3, Marketing Strategy, are prerequisites for this course. This course consists of 11 hours of lecture and 20 hours of lab experiences.

Course 5 - Digital Marketing. Students will learn ad tech in order to build a robust digital marketing campaign using search, display, social media, and advertising analytics best-practices. After completing this course, students will be prepared to test for their Google Certifications in Search and Display advertising. Students will learn a variety of digital marketing practices including search advertising, display advertising, keyword development, conversion tracking, retargeting, budgeting, content marketing, social media marketing, and overall campaign optimization and planning. Course 2, Web Management, and Course 3, Marketing Strategy, are

prerequisites for this course. This course consists of 10.5 hours of lecture and 20.5 hours of lab experiences.

Course 6 - Web Analytics and Reporting. Students will learn how to understand and utilize search engines, allowing them to build a search engine optimization (SEO) campaign fit with best practices. Upon completion of the course, students will be prepared to test for the Google Analytics Certification. Students will learn to interpret SEO metrics, create content mapping strategy, create best-practice growth marketing strategy, implement social marketing for SEO and build web content marketing for SEO. Students will also learn how to report and optimize analytics and data from a SEO campaign. This course will teach students current search engine optimization trends and practices. Course 2, Web Management, and Course 3, Marketing Strategy, are prerequisites for this course. This course consists of 12 hours of lecture and 19 hours of lab experiences.

Course 7 - Professional Development in Career Pathways. Students will learn how to use effective planning strategies to map out their career pathways as well the soft skills needed to successfully navigate those pathways. Students will implement interpersonal skills to engage with other career professionals in workplace settings, create resumes and portfolios in line with industry standards, and develop both an online presence and strategy for pursuing short and long term career pathway opportunities. This course consists of 9 hours of lecture and 22 hours of lab experiences.

Tuition. In lieu of a conditional deferred fee based upon income, a student can elect to pay a one-time lump sum payment of $8,000 prior to the first day of classes. Otherwise, as a precondition of participation in the full 21-week Digital Marketing Bootcamp program, the student must sign the standard Income Share Agreement (ISA) as described below.

The following is a summary provided for convenience, accepted students must read and agree to the terms of the income share agreement as set forth in the Enrollment Agreement.

Tuition	Income Share Agreement ("ISA")
	• A Tuition ("**Tuition**") of eight percent (8%) of a student's post-program gross income is to be paid on a monthly basis.
	• The Tuition commences when the student has monthly gross income that is annualized at $40,000 or more (**"Minimum Income Threshold"**). Once the Minimum Income Threshold occurs, the total of all monthly income is used to calculate the payment due, not just the excess above the Minimum Income Threshold. For example, if the Minimum Income Threshold is $3,333.33 for a month and the student earns $4,333.33 in that month, the Tuition is 8% of $4,333.33 ($346.67), and not 8% of the $1,000 excess over the Minimum Income Threshold ($80).
	• The Tuition paid by the student is capped at $14,000 ("**Payment Cap**").
	• The Term Length is 30 complete consecutive or complete non consecutive months of employment.

Refund Policy	If a student withdraws, abandons or is otherwise removed from a program session for any reason within week three (3), or before the end of week ten (10), then a prorated Tuition will apply. Students are encouraged, but not required, to submit requests for refunds in writing as soon as student decides to withdraw from the program. If a student does not submit written notification of withdrawal, and does not attend classes for one (1) calendar week, Academy staff will attempt to communicate with the student via the phone number or email address on file at least one (1) time. If after two (2) calendar weeks, the student has not responded to communications from Academy and has not attended classes or completed assignments within that period, then the student will be removed from the program session. The separation date for refund computations is the student's last date of recorded attendance, or the date of last completion of a graded assignment, or the date on which Academy staff receives written notification of withdrawal, whichever is earliest. If the student has signed the Income Share Agreement, then the student is subject to collections from Vemo Education, Academy's third party tuition management facility, according to the prorated ISA schedule. If the student made a one-time lump sum payment, then the student will receive a refund according to the prorated one time payment schedule. Refunds will be made within thirty (30) calendar days from the date of separation from the program session.

If termination occurs:	Prorated ISA	Prorated One Time Payment
Prior to or within the second week	0.00%	$0
Within the third or fourth week	25.00%	$2,000
Within the fifth or sixth week	33.33%	$2,666.40
Within the seventh or eighth week	66.66%	$5,332.80
Within the ninth or tenth week	70.00%	$5,600
Within the eleventh week or later	100.00%	$8,000

Supplies. There are no fees for books, supplies, or student activities. The only fee for participation is the Tuition as described. *Students must supply their own laptop.* In some cases, Academy may have laptops available for student use on a first-come, first-served basis. Students must contact the school directly to determine if one can be made available during the session. *If a student does not already own a laptop, the estimated expected cost of a new laptop is $500.*

Individual Course Cost. Students may elect to enroll in individual courses within the Digital Marketing Bootcamp to focus on learning only a specific subset of skills in lieu of attending all program courses, provided all prerequisites for a given course have been met. *The total cost of attending any single course is $1,200.* This cost is payable only as a lump sum prior to the course start date. There is no ISA payment option for enrollment in individual courses.

Course Calendar. Each Digital Marketing Bootcamp session is twenty-one weeks long. Individual courses are each three weeks long. Classes are held Tuesday-Thursday from 6:30pm - 8:30pm and two Saturdays from 10:00am - 2:00pm and one Saturday from 10:00am - 3:00pm. If bank holidays or religious holidays fall during the scheduled session, instructors will notify students in advance of calendar adjustments. Observed holidays include: New Years Day, Good Friday, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and the Friday and Saturday that follow it, the entire week that includes Christmas Eve and Christmas Day, New Years Eve.

	Session 1	**Session 2**
Start Date	October 12, 2021	April 18, 2022
End Date	March 12, 2022	September 10, 2022

Admission Requirements and Procedures. Academy Pittsburgh accepts applications on a rolling basis for all upcoming Digital Marketing Bootcamps. The application includes logic questions, sharing a profile on LinkedIn, uploading written samples to Google Drive, and recording and sharing a video via YouTube. Applications are evaluated using a standardized scoring rubric that reflects the skills necessary to be successful in the program. A student achieving a qualifying score is offered admission. Students who do not qualify on score alone may be asked to attend an in-person interview. Applicants must be at least 18 years of age and legally able to work in the United States to apply for admission to Academy. Accepted students must provide evidence of full vaccination against COVID-19 before the first day of classes. Students who cannot provide evidence of vaccination will be denied admission.

Applications must be completed online via the Academy Pittsburgh website: https://academypgh.com/

Here are some important facts to consider before applying to any of Academy Pittsburgh's Bootcamp programs:

- Bootcamps are difficult and time intensive. For example, in the Developer Bootcamp, including time spent in class, participants can expect a total of 40-50 hours of work each week.
- Participants can expect to spend the majority of their time (30-40 hours weekly for the Developer Bootcamp) working on problems in teams or collaborative groups. The rest of the time commitment is independent work.

- Generally, about 75% of the total time requirement is spent in class. The remaining time is spent outside of scheduled classes when work is completed independently.
- Successful completion of the application and interview are the only prerequisites for admission.
- Applications are accepted on a rolling basis or until the session is full.
- Participants in Academy Pittsburgh's Bootcamps must sign the enrollment agreement. Previous versions of this document are available to review upon request. Successful applicants will receive an enrollment agreement for review.

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