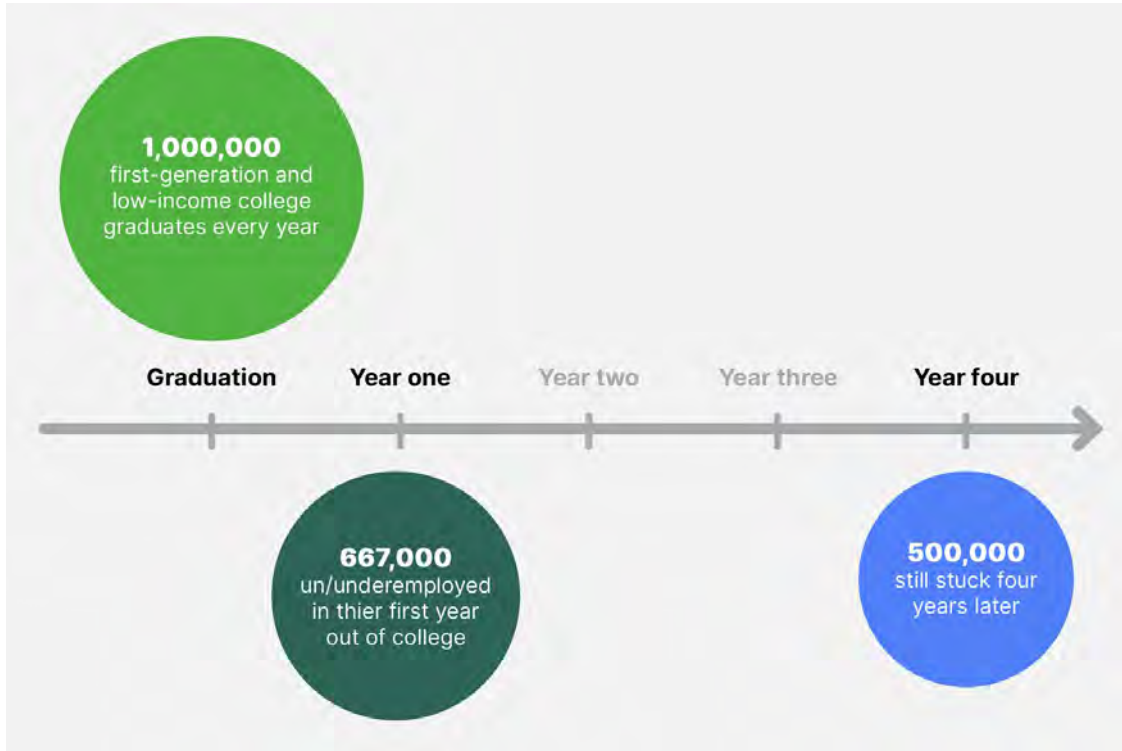




Illinois Student Assistance Commission First -Gen Symposium // March 11, 2024

COOP Careers

Our challenge



College graduates are:

9x

more likely to get hired with an **internal referral**

College graduates have:

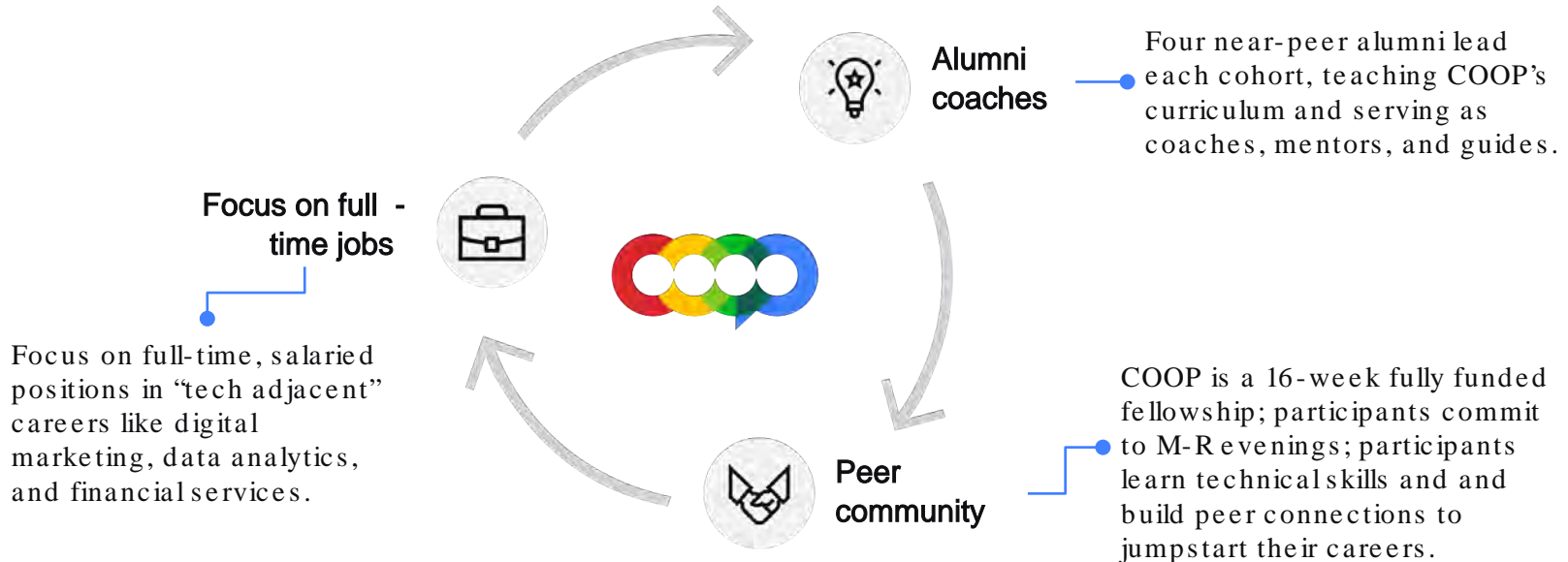
6x

stronger network based on **zip code and school**

At COOP, we know that who you know and where you live impacts your future.

Our fellowship

Our unique program model matches peer cohorts of motivated, underemployed college graduates with alumni coaches to support them in building the professional skills and networks they need to get their first good job after graduation.



Our program participants

79 %

First-generation college graduates

80 %

Pell recipients

\$ 12k

Pre-program average income*

96 %

Identify as BIPOC

Head Heart Hustle



Head

Digital Marketing
Data Analytics
Financial Services

100 hours



Heart

Communication
Diversity and inclusion
Networking
Community building
Mental wellness

50 hours



Hustle

Resumes
LinkedIn
Emails
Cover letters
Interviewing
20+ job apps
Financial empowerment

50 hours

Career tracks: skills and career paths



- Digital marketing intro
- Spreadsheets
- SEO
- SEM
- Paid social
- Media planning
- Programmatic

Career paths

- Assistant Media Planner/Buyer
- Programmatic Coordinator
- Paid Social/Search Associate



- Data analytics intro
- Excel
- SQL
- Python
- Tableau
- Data-driven presentations

Career paths

- Data Analyst
- Associate/Junior Analyst
- Business Intelligence Specialist



- Financial services basics
- Advanced Excel
- SQL
- Python
- Tableau
- Data-driven presentations
- Finance applications

Career paths

- Financial Analyst
- Asset Management
- Operations Analyst

Our impact

4 / 5

alumni are fully employed
within one year of program
completion

\$50k

average income at one year,
\$75k at five years

5k

individuals served to date
over our six locations

Where we are located



NEW YORK CITY

Established: 2014
2023 alumni: 723
Total alumni: 2,994



BAY AREA

Established: 2016
2023 alumni: 361
Total alumni: 1,490



LOS ANGELES

Established: 2020
2023 alumni: 262
Total alumni: 585



CHICAGO

Established: 2021
2023 alumni: 128
Total alumni: 203



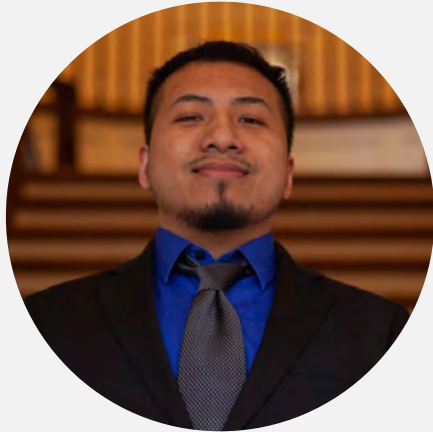
MIAMI

Established: 2023
2023 alumni: 28
Total alumni: 31

Chicago partners



Alumni testimonial



“

Not only did I build personal relationships with my COOP peers, but also personal and professional relationships with captains, program managers and others across the country. Throughout COOP, I've attended at least two networking events a week and I'm so glad to share some of the networks and connections I'm a part of.

Brian Tran - Cohort 301; Spring 2023; Data Analytics; Chicago

Program Eligibility

Participants must meet ALL the criteria below:

- 1 Graduated or will graduate with a Bachelor's degree between 8/15/14-8/15/24.
Unemployed and do not have significant full-time, professional work experience, OR
- 2 Underemployed (meaning you make \$50k and/or your current job doesn't require a degree).
- 3 A U.S. citizen or legally authorized to work in the U.S. without restriction.
- 4 At least 21 years of age by 8/15/24.
- 5 Live in or near a city that we serve
- 6 Available four evenings (M-TH) per week.

Participants identify with AT LEAST one of the criteria:

- **First -Generation College Grad:** You (or a sibling) are the first in your immediate family to earn a Bachelor's in the United States.
- **Financial Aid Recipient:** You qualified for Pell grants or state financial aid during most, or all, of your time in college.
- *Check out our [FAQ](#) page for more information on program eligibility!*

Welcome to our
panelists

Panelists



Kadeem Fuller
(moderator)

Associate Director
of Recruiting

**Chicago and
Miami**



**Stephanie
Cafaro**

Managing Director
of Recruiting

National



**Daniel
Rivera**

Senior Recruiting
Coordinator

Chicago

C168



**Samantha
Mark**

Senior Marketing
Manager

National

C110



**Natalie
Summers**

Associate
Director of
Program

**Chicago and
Miami**

C168



**Anareli
Larios**

Program Manager

Chicago

C204

Recruiting

How to get involved

Opportunities



- With students and members of your community to COOP through email messages and in-person connections



- Interactive workshops to prepare your students for success
- Information sessions which help your students join COOP faster



- COOP members as panelists to share their expertise on industry trends
- COOP recruiters to career fairs and other candidate events



- Share testimonials and social media posts with joint alumni
- Sign a data sharing agreement to ensure double support for your students

Why COOP?

Diverse

COOP alumni reflect the diversity of the CUNY and Cal State University systems, as well as Chicago and Florida public colleges (e.g., UIC and FIU): 32% Latina/o, 31% Asian, 23% Black, 4% White, 10% multiple or other.

Motivated

Seventy-nine percent of participants are first-generation college graduates and 100% invest an extra 200 hours in their personal and professional development following graduation.

Prepared

All participants graduate with a strong foundation in Excel, skills certifications, and hands-on project experience in digital marketing, data analytics, or financial services.

Supported

Upon graduation, alumni join a vibrant, nurturing community comprised of nearly 5,000 peers. Alumni have access to ongoing support as well as opportunities to further develop as professionals and give back to the COOP community.

Testimonials



"Horizon is proud of the partnership we've built with COOP and we're so thrilled to have made our 100th hire with them! COOP has allowed us to expand our hiring avenues, continue our DEI efforts in Talent Acquisition, and bring talented digital and tech professionals into our Agency of Belonging."

Aleksandra Novikova - VP, Talent Acquisition - Horizon

coopcareers.org



"At VaynerMedia, we are extremely grateful for our partnership with COOP. Supportive of our goals to take action and embed DEI into the DNA of VaynerMedia, this collaboration enabled us to create a multi-faceted approach to attain, retain, develop, and advance our employees."

Patrick Schaaf - Director, People and Experience Team - VaynerMedia

coopcareers.org **VAYNER**MEDIA

Our partners

Hustle investors



Heart investors



Head investors



Community investors

Biolumina, DeepIntent, Invesco, Smartly, The Trade Desk, TripAdvisor

Foundation

Arbor Rising, The Carroll and Milton Petrie Foundation, The Greenbridge Family Foundation, The James Irvine Foundation, The Lawrence Foundation, The Robert Sterling Clark Foundation, Siegel Family Endowment, Sobrato Family Foundation, Snap Foundation, Schultz Family Foundation, Team4Tech, The Thomas and Jeanne Elmezzi Private Foundation

Thank you!



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coopcareers.org

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