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Samaschool moves people out of poverty by providing digital skills training and a connection to internet-based jobs that pay a living wage.
Technology is profoundly changing the organization and composition of the workforce.

In particular, the rise of online work platforms — websites or apps that connect clients to workers — has made it easier than ever for clients to hire “on-demand” independent contractors. This has led to the emergence of the so-called “Gig Economy”, a term that emphasizes the increasing role of the independent contractors in the workforce.

By some estimates, 25% of the workforce is already engaged in an “independent work arrangement”, and this is projected to grow to 33-50% by 2020.¹

As the workforce continues to evolve, it is imperative that workforce development organizations evolve with it, and ensure that low-income people have the skills they need to engage with this growing means of accessing work.

¹ Rockefeller & Bridgespan Research Synthesis.
BREAKING DOWN THE “INDEPENDENT WORKFORCE”

**Independent work:** Temporary, project- or contract-based work in which workers are classified as “independent contractors,” and complete a 1099 tax form. Distinct from full-time employment in which workers are classified as employees and complete a W-2 tax form.

**Gig economy platforms:** Websites and mobile apps that connect clients and workers to independent work arrangements, or gig work.

**Micro-entrepreneur:** Samaschool defines micro-entrepreneurs as individuals who execute independent work in the form of gigs, projects, or short-term work.
WHY INDEPENDENT WORK

A reconnection to work:
For long-term unemployed people, reconnecting to the workforce can be daunting and confidence draining. Gig work can provide people with a rapid re-connection to work — in days instead of months — and help rebuild skills and self-worth.

Building a digital CV:
Gig economy platforms often have public review systems. Unemployed people looking to demonstrate their skills can build experience in the form of a “digital CV” which provides professional momentum and accelerates re-entry to full-time employment.

Income smoothing:
Low-income people experience month-to-month income swings of 30%. Independent gig work can help address income volatility and improve economic security by providing on-demand access to paying work.
Our curriculum provides a unique blend of digital & professional soft skills that prepare trainees to succeed as micro-entrepreneurs.

Samaschool provides trainees with an immersive, hands-on application of the 21st skills necessary to identify and secure work through gig marketplaces, and to leverage this type of work to achieve career goals.

Independent work readiness is an essential skill-set that is not currently supported by workforce development programs. Samaschool is equipping workforce development trainees for the future of work by integrating our training into community organization programming.
Succeeding in independent work requires more than simply signing up for a gig platform — workers are responsible for marketing their services online, securing a steady stream of clients, and providing a great customer experience.

This makes independent work a type of “micro-entrepreneurship”, and requires workers to have a “learn-to-learn” mentality.

Samaschool equips low-income people with the requisite skills and mindset to thrive in this type of entrepreneurial environment.

**Samaschool Curriculum Topics**
- Personal branding & communication
- Career planning & goal setting
- Independent contractor finance & legal
- Entrepreneurship
- Time management
- Customer service
OUR MODEL
Provide a rapid on-ramp to work

Gig work platforms use technology to rapidly connect clients and workers — making it easier than ever for people to make independent work arrangements.

Samaschool leverages this dynamic to help people rapidly re-engage with the workforce.

Through gig work, people develop new skills, build work experience and a “digital CV”, and gain professional momentum towards full-time employment.
The rise of online work platforms has dramatically increased the number of people engaging in independent work — a trend that is projected to continue for decades to come.

Today, most workforce development organizations are focused on placing people in conventional full-time jobs, and are not equipped to prepare people for the growing gig economy.

Samaschool helps these organizations future-proof their programming by providing an industry-leading curriculum that can be directly embedded in their existing programming.

Samaschool Embedded Partnership Model

- Samaschool works with partners to determine best way to integrate 9-15 hours of content with their existing programming
- Samaschool instructor leads in-person classes on-site at partner organizations
- Samaschool works with partners to collect outcomes data and measure impact
## WHO WE SERVE

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>38</td>
</tr>
<tr>
<td>Race</td>
<td>75% Minority</td>
</tr>
<tr>
<td>Employment Prior to Samaschool</td>
<td>61% Unemployed</td>
</tr>
<tr>
<td>Average Length of Unemployment</td>
<td>21 Months</td>
</tr>
<tr>
<td>Education</td>
<td>65% do not have a degree</td>
</tr>
</tbody>
</table>
2016 HIGHLIGHTS

- Launched our program in New York City, bringing our independent work readiness training to workforce development organizations across the city.

- Established eight new partnerships across the SF Bay Area and New York City.

- Enrolled 29,000 people in Samaschool Online — our self-paced eLearning course that trains people to succeed as global micro-entrepreneurs.

- Re-organized our Kenya and Arkansas programs under our parent organization Samasource to streamline operations.
2016 HIGHLIGHTS
NYC Launch

Samaschool was invited by the Robin Hood Foundation to bring its independent work readiness training to Robin Hood grantees throughout New York City. New York City, with its dense population, offers significant opportunities for low-income and unemployed populations to access work.

In 2016, Samaschool partnered with five workforce development organizations across the city.

FEATURED PARTNER:
Chinese-American Planning Council
Brooklyn, New York

Samaschool partnered with the Chinese-American Planning Council to provide students in their hospitality training program with the skills to access and succeed at gig work as a source of transitional and supplemental income.

This largely immigrant and ESL population learned how to find work through apps, communicate across multiple modes of technology, build a digital brand, and gain confidence in acquiring these new types of work.
2016 HIGHLIGHTS
New Partnerships

In 2016, Samaschool established a number of new partnerships, and developed an embedded partnership model that seamlessly integrates our training into partner programming.

We have found that by working closely with our partners to co-develop the curriculum for each cohort, we are able to contextualize our gig economy within the career pathways of our trainees.

This helps trainees immediately understand the relevance of the gig economy to their lives, and has improved uptake and engagement.

FEATURED PARTNER:
The Stride Center
Oakland, CA

At the Stride Center in Oakland, Samaschool offers independent work readiness content as part of the career navigation component of Stride's A+ certification classes for aspiring IT professionals. Our team works hand-in-hand with Stride staff to ensure that students are fully equipped to utilize gig work as a source of work experience as they pursue full-time employment.
2016 HIGHLIGHTS
Samaschool Online

Samaschool Online is our self-paced eLearning course that helps aspiring micro-entrepreneurs around the globe succeed in online work marketplaces.

In 2016, we re-designed the course from the ground up, creating an entirely new version with original video and interactive content.

We enrolled more than 29,000 people in the course, representing more than 50 different countries.

Top geographies:
India (62%), the Philippines (11%), Kenya (9%), the United States (5%)

Largest demographics:
31% identify as Black or Hispanic,
27% identify as Asian or Pacific Islander,
17% identify as White

Employment background:
28% are working full-time in an office
17% are not working
15% are attending school
21% are working part-time
2016 HIGHLIGHTS
Program Re-organization

Kenya
This year, Samaschool Kenya was re-organized as part of Samasource and rebranded “Samasource Digital Basics”.

Despite the rebrand, the program will continue with its original mission to equip low-income people with the digital and professional skills they need to secure and sustain formal employment.


Central Valley California and Arkansas
Samaschool went to the Central Valley and Arkansas in 2013 and 2014, respectively, in order to help low-income rural populations access online freelance work. After two years, we learned that this type of freelance work is not a fit for our target demographic, which struggled to secure work on competitive online marketplaces.

As a result, our Arkansas program was re-organized under Samasource as a new domestic service offering, in which Samasource secures and channels work directly to these communities.
OUTCOMES

Self-reported improvement across core learning objectives.

- Personal Online Brand: 76%
- Professional Communication: 71%
- Time Management: 70%
- Gig Financial Planning: 63%
OUTCOMES

Trainees on average earned between $20-$45 per hour through the independent work that they secured post Samaschool.

On average, 4-months post-graduation, trainees report earning over $1,900 on gig economy platforms.

Those conducting recurring work (3+ contracts), report earning over $2,900.
RESULTS

In 2016, SamaSchool trained 187 through our in-person program enrolled 29,900 online.

* The online training program launched in August of 2015, and the data presented reflects five months of enrollments.
Chih Han Chen was born in Taiwan and came to the United States at the age of 18 to pursue his dream of an American Bachelor’s Degree.

After graduation, Chih faced a difficulty transitioning into the workforce.

“I was very naive by thinking that I was fully equipped to handle anything with my bare minimum college degree. Man, I was wrong.” Chih says, “Without having a clear career goal and a sense of good work habit, I was changing from job to job. Never really having a sense of purpose or satisfaction.”

Then, Chih enrolled in an A+ certification program at one of Samaschool’s nonprofit partners, the Stride Center. Based in Oakland, the Stride Center provides technical instruction, life skills training, professional development, and career coaching to low-income adults.

While at the Stride Center, Chih participated in Samaschool’s gig economy workshop, where he learned to market his technical skills online. The workshop introduced Chih to FieldNation, an online marketplace for IT work, and helped him develop the entrepreneurial skillset and digital marketing know-how to secure work through the platform. Since training, Chih has used FieldNation to secure work from a number of high-profile clients, including Hello-tech and CATININA.

Chih’s ability to navigate this new work terrain emphasizes the need for training programs to prepare students for the technological innovations transforming the workplace. As Chih notes, “All these practical trainings are very valuable to my resume and also enhance my ability to solve the real world problem[s].”
FUNDERS

The California Endowment

JP Morgan Chase & Co.

Small Business Services

TIPPING POINT COMMUNITY

thorn

us bank

Walmart

WORKDAY

WINTHROP ROCKEFELLER FOUNDATION
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