

 samaschool

**2018**

Annual Report





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Samaschool equips people to benefit from independent work and advocates for an economy in which all workers thrive.



## MACRO TRENDS

Americans are increasingly turning to freelancing, independent contracting, and gig work to support themselves, advance their careers, and create the lifestyle they desire.

Samaschool is working to ensure that all parts of the workforce training system—including public agencies, job training programs, and community colleges—are equipped to prepare jobseekers to succeed as independent workers.

**25 - 35%** of workers will be freelancing by 2020 <sup>1</sup>

**40%** of employers expect to use more independent workers by 2020. <sup>2</sup>

**50%** of workers will be freelancing by 2027 <sup>3</sup>



## WHY INDEPENDENT WORK?



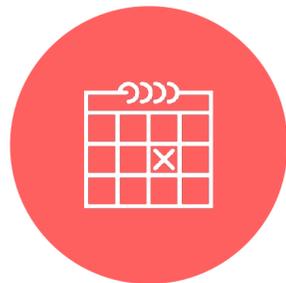
### **Supplemental Income**

Many people use independent work to supplement income from other full or part-time work. Some of these "side giggers" or "moonlighters" save or invest their extra income, while others use it to cover immediate expenses.



### **Career Development**

Many people go through training programs to transition to a new career, but struggle to secure full-time jobs because they lack work experience. Because independent work is easier to secure, it can help people overcome this barrier and build their CVs.



### **Flexible Lifestyle**

School, childcare, errands, etc — many people have commitments that get in the way of a full-time job. Independent work is a great fit for these people, because it provides the flexibility they need to work when and where they want.



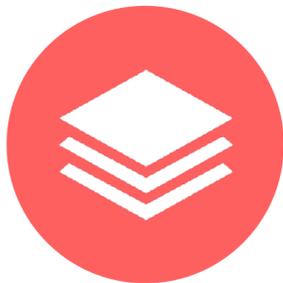
## OUR WORK

Samaschool provides training and advocacy aimed at building an inclusive economy that helps independent workers thrive.



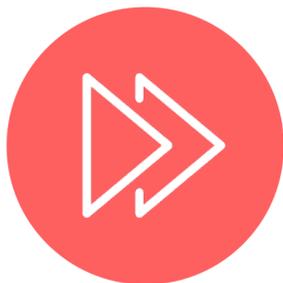
### **Modern Freelance Curriculum**

Our curriculum provides a unique blend of digital & professional soft skills that prepare trainees to succeed as independent workers.



### **Flexible Partnership Model**

We provide flexible delivery options, including on-site training, online courses, and virtual classrooms. Our partners include nonprofits, workforce development organizations, community colleges, and government workforce systems.



### **Research & Policy**

Samaschool performs ongoing research into the needs of independent workers, and shares our findings with policy makers and philanthropic organizations.



# OUR WORK: Adaptable Freelance Curriculum

Successful freelancing requires an entrepreneurial skillset rarely taught in high schools, colleges, or vocational training programs.

Our training solves this problem by serving as a freelance training layer that can be integrated into existing programs. Our curriculum includes the following modules:





# OUR WORK: Flexible Partnership Model

Samaschool serves as a freelance training layer that integrates into our partners' training frameworks.

Our turnkey solution provides an easy way for nonprofits, workforce development organizations, community colleges, and government workforce systems to bring freelance training to their beneficiaries.



### On-Site Training

A Samaschool instructor will provide on-site classroom instruction integrated into your existing programming.

### Online Course

A self-paced online course that trainees can complete remotely, or facilitated by on-site by your staff.

### Virtual Classroom

A Samaschool instructor will deliver an interactive webinar-based course available from any location.

# OUR WORK: Research & Policy

The rise of independent work has exposed shortcomings in existing workforce systems and labor laws, and is forcing policymakers, workforce development organizations, and corporations to reimagine the future of work.

At Samaschool, we conduct original research and convene leaders from a broad range of disciplines to explore ways to build an inclusive economy that helps independent workers thrive.



## Research & Policy Work



### White Papers

We publish easy-to-digest white papers to help people understand the independent work and the gig economy landscape.



### Impact Research

We conduct regular impact surveys of our students and synthesize the results into impact reports and scorecards that we share with the community.



### Discourse

Samaschool actively participates in panels and conferences related to the future of work, workforce development, and the gig economy.



### Local Advisory Councils

We have assembled advisory boards in the SF Bay Area and New York City with leading practitioners, researchers, and industry experts.



# WHO WE SERVE

## Demographics

**Age**

- 16 - 24: 3%
- 25 - 45: 39%
- 46 - 65: 53%
- 65+: 5%

**Gender**

- Female: 40%
- Male: 59%
- Undisclosed: 1%

**Race**

- Black: 32%
- Asian or Pacific Islander: 21%
- White: 12%
- Other: 29%
- Undisclosed: 6%

## Employment, Income & Education

**Employment**

38% unemployed at start of training

Unemployed for more than 6 months: 62%

**Annual Personal Income**

- Federal Poverty Level or below: 62%
- 2 x Federal Poverty Level: 19%
- 3 x Federal Poverty Level: 8%
- 4 x Federal Poverty Level: 6%
- 4x+ Federal Poverty Level: 5%

**Highest Level of Education**

- High School or lower: 34%
- Associate Degree or lower: 36%
- Bachelor's Degree: 22%
- Master's Degree or higher: 8%

## Work Experience & Preferences

**Work Preferences**

**Schedule:**

- I prefer flexibility: 64%
- I prefer having a predictable schedule: 36%

**Work Arrangement:**

- I prefer working independently: 61%
- I prefer working in teams: 39%

**Work Choice:**

- I prefer choosing projects that I work on: 75%
- I prefer being given projects: 25%

## Independent Work

Prior independent work experience: 20%

Confidence to find and complete independent work after training: 88%



## MEET KAY

New York City

Kay took the Samaschool training for domestic workers at the Consortium for Worker Education in New York and is a professional nanny.

"We get so brainwashed into thinking we must work for other people, and I've done that for decades now. I currently don't have an employer, which opened me up for the possibility of independent work."

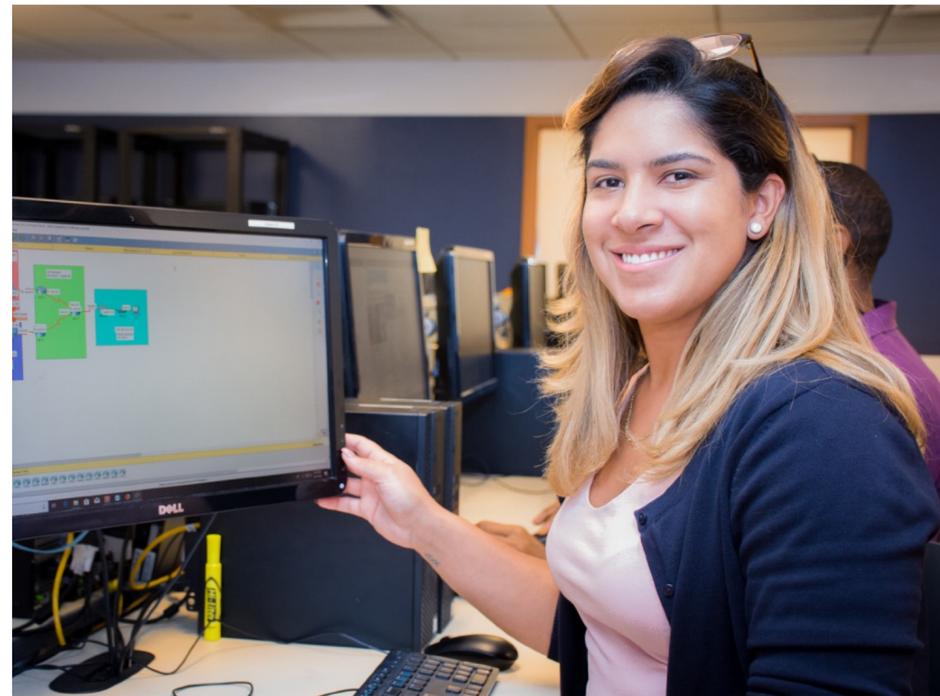
"The Samaschool class taught me that the sky is the limit. I am not limited by how I can produce an income for myself. I have many skills that I never even thought about using before."

"Running my own business has me truly believing in me, in Kay. Not in a job, not in an employer, not in anyone else. I'm responsible and I love it. I never thought in a million years that I was going to be an entrepreneur. But I'm one today."





# 2018 IN PHOTOS



## 2018 HIGHLIGHTS



Graduated 906 trainees from instructor-led training and enrolled 1152 people in online training



Launched the Digital Workforce Development Initiative in 3 cities, with partners Udemy and Fiverr



Grew national, SFBA, and NYC partnerships from 14 to 32



Met with Advisory Councils members representing government agencies, gig economy companies, higher education, researchers, and gig workers



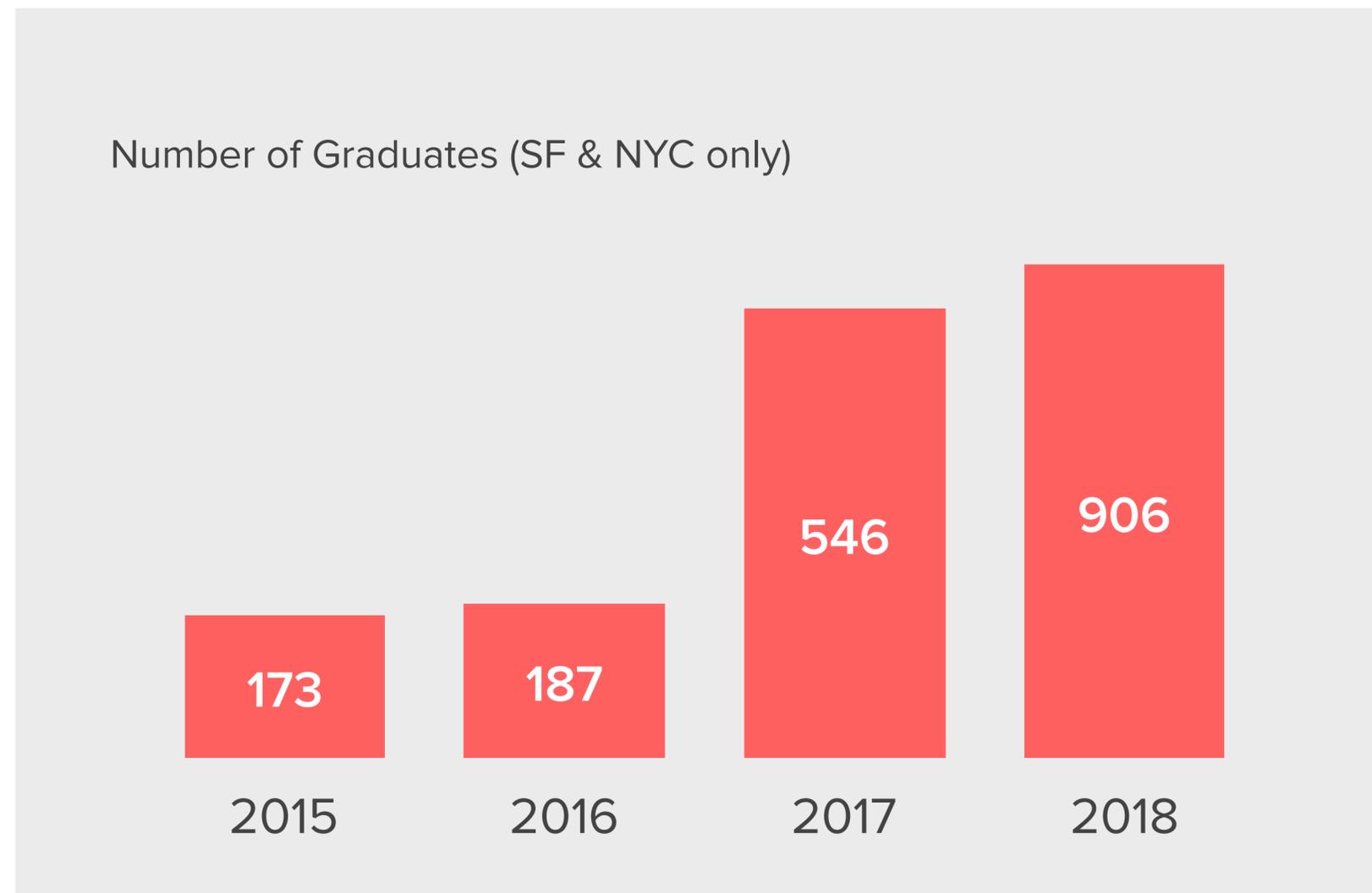
Published a series of three White Papers on the Future of Work, including a Policy Agenda



With grants support, our research team was able to launch their first ever longitudinal alumni study. Stay tuned for the outcomes later this year.

## RESULTS: Number Trained

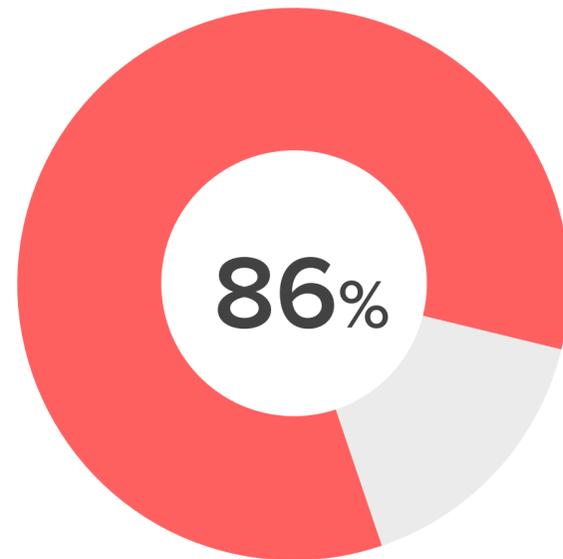
In 2018, Samaschool trained 906 through our on-site training, our biggest year yet.



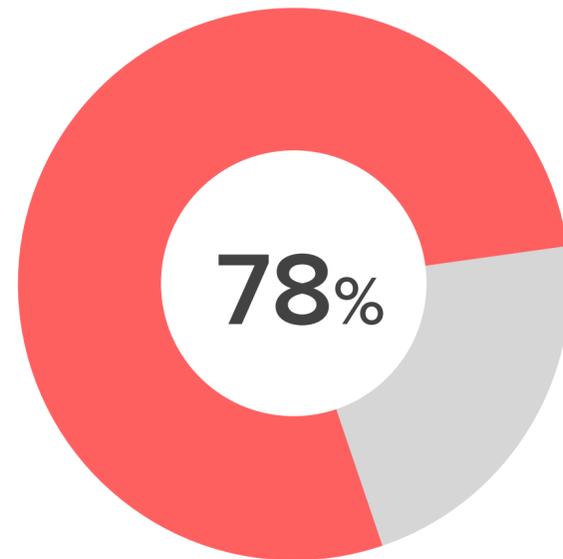


## OUTCOMES

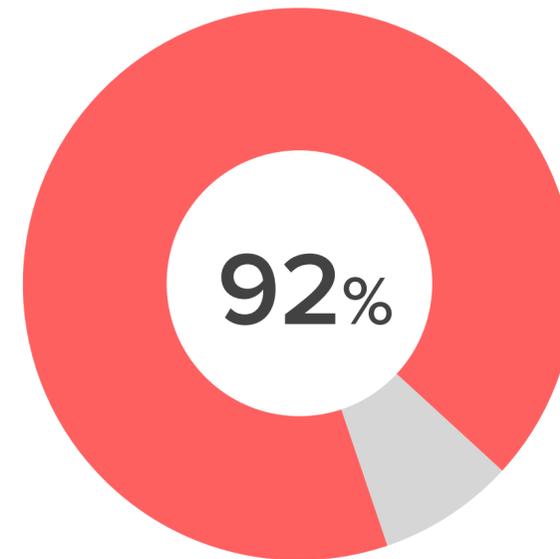
Self-reported improvement across core learning objectives.



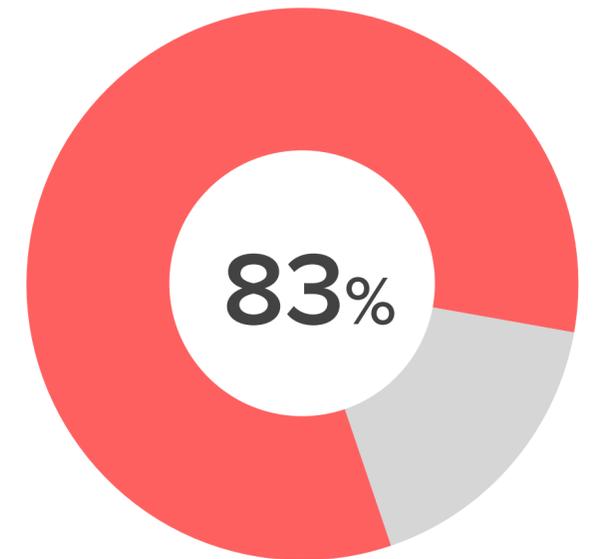
Personal Online  
Brand



Time Management



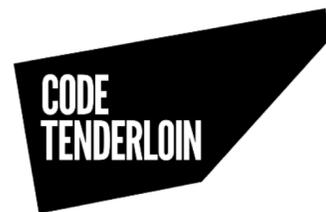
Customer  
Service



Select a  
Freelance Work  
Category



# PARTNERS





# PARTNERS





# SUPPORTERS





# CONTACT

To learn more about our programs, contact:

[info@samaschool.org](mailto:info@samaschool.org)

