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Samaschool equips people to earn a living wage through independent work.
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.

**MACRO TRENDS**

94% of net employment growth from ‘05-’15 occurred in “alternative work arrangements”.

25 - 35% of workers will be freelancing by 2020.

50% of workers will be freelancing by 2027.

1: Katz and Krueger, 2016
3: Upwork, 2017
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 partnership models designed to integrate with nonprofits, workforce development organizations, community colleges, or 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: Modern 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:

- **Introduction to Freelancing**
  Students learn how freelancing differs from conventional employment, and whether freelancing is a good fit for them.

- **Preparing to Freelancing**
  Students select a freelance work category, and learn about online work platforms, personal branding, and creating a great online work profile.

- **Getting Freelance Work**
  Students learn how to find freelance work (online and offline), assess job quality, avoid scams, and write winning proposals.

- **Managing Life as a Freelancer**
  Students learn how to optimize their weekly schedules, manage their taxes, and create freelance contracts.

- **Succeeding on the Job**
  Students learn how to provide great customer service, manage a project timeline, and stay safe on the job.

- **Career Planning**
  Students learn how to use freelancing to advance towards their career goals.
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.

### Partnership Models

**Instructor-Led**
Our core curriculum delivered on-site at partner locations by an expert Samaschool instructor or partner staff trained by us.

**Instructor-Led Blended**
Our core training program enhanced with state of the art eLearning technology & computer lab sessions that augment the classroom experience.

**Self-Paced**
Our self-paced online course, available anytime, anywhere. Features over 4-hours of interactive eLearning content, exercises, and activities.

**Self-Paced Blended**
Our self-paced online course enhanced with instructor-led activities and coaching. An easy way for partner staff to lead in-person training sessions.
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.

**OUR WORK: Research & Policy**

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

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

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

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

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**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.

- **Convenings**
  - Samaschool actively participates in convening 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
Avg: 30
16 - 24: 51%
25 - 45: 40%
46 - 65: 8.5%
65+: 0.5%

Gender
Female: 34%
Male: 65%
Undisclosed: 1%

Race
Black: 30%
Hispanic: 25%
Asian or Pacific Islander: 25%
Native American: 1%
White: 8%
Undisclosed: 11%

Employment
58% unemployed at start of training
Avg. length of unemployment = 9 months

Annual Household Income
Up to $24,000: 50%
Up to $32,000: 17%
Up to $48,000: 14%
Up to $81,000: 15%
More than $81,000: 4%

Highest Level of Education
High School or below: 42%
Some college - no degree: 30%
College - 2 Year Degree: 9%
College - 4 Year Degree: 17%
Graduate or Professional Degree: 2%

Work Preferences
Schedule:
• I prefer flexibility: 63%
• I prefer having a predictable schedule: 37%

Work Arrangement:
• I prefer working independently: 59%
• I prefer working in teams: 37%

Work Choice:
• I prefer choosing projects that I work on: 73%
• I prefer being given projects: 27%

Independent Work Experience
48% of incoming Samaschool trainees had never heard of popular online work platforms such as TaskRabbit and Care.com
Of those that were familiar with online work platforms, 94% had never performed work through them
MEET KRISTOPHER

New York City

Kristopher was a personal fitness trainer for almost a decade and started to have difficulty finding new clients when the market dropped during the recession. Eventually, he decided to upskill and enrolled in an IT job training program.

Samaschool allowed him to really leverage his newfound vocational skills. Kristopher started doing IT gigs via online platforms such as Field Nation and WorkMarket.

He attributes the experience he gained through those initial gigs to getting his first contract with the NBA as a replay tech analyst, marrying his love of sports with technology.

His first contract led to “second and third call backs” from the NBA, and eventually a full-time offer. Now Kristopher is employed with the NBA and continues to supplement his income with independent work.

“I definitely encourage people to do more gig work, instead of waiting for ‘that job’ to come.

**Services Provided:** IT support

**Average Hourly Rate:** $25

**Share of Annual Income Earned via Independent Work:** 25%
Graduated 546 trainees from instructor-led training and enrolled 237 in online training

Grew partnerships from 8 to 14

Awards: NYC Employment and Training Coalition’s 2017 Workforce Innovation Award, given inaugural #iamstride partner award

First gig economy government pilot with San Francisco Mayor’s Office

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

Presented keynote address at California Workforce Association
RESULTS: Number Trained

In 2017, Samaschool trained 546 through our instructor-led program, our biggest year yet.
OUTCOMES

Samaschool trainees that engage in independent work report earning an average of $21 / hour and $9,000 over the course of 5 months.

When annualized, this suggests average earnings could be as high as $22,000 per year.

$21
average hourly earnings of Samaschool students

Average Gross Hourly Earnings
$16
NYC
$26
SF Bay Area

$22,000
annualized earnings based on 5-month earnings

71%
Average Share of Income From Independent Work
OUTCOMES

Self-reported improvement across core learning objectives.

- Personal Online Brand: 71%
- Professional Communication: 72%
- Time Management: 68%
- Customer Service: 59%
PARTNERS
SUPPORTERS

Adobe

charles SCHWAB

conEdison

Google.org

The Pinkerton Foundation

ROBIN HOOD

SAN FRANCISCO

TIPPING POINT COMMUNITY

WALTER & ELISE HAAS FUND

WINTHROP ROCKEFELLER FOUNDATION
CONTACT

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