



## FOR IMMEDIATE RELEASE

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### **Facebook and Claim Academy Reveal Groundbreaking Partnership**

*Launches Facebook Bootcamp to provide needed programmers for local companies*

**[ST. LOUIS, MO, MARCH 26---]** Less than 5 years ago, after winning an Arch Grant, Claim Academy founder Ola Ayeni came to St. Louis with a simple idea to run his company, eateria. While running eateria, he discovered a huge shortage of local developers and decided to launch a coding bootcamp. Yesterday, he revealed a groundbreaking partnership with Facebook.

Claim Academy and Facebook are a natural pair. They both agree that jobs in technology are abundant, yet people lack access to basic education in coding and software development. In the St. Louis area in particular, these jobs are in high demand.

In November 2017, the social media company announced that it would bring its Community Boost program to St. Louis with the goal of partnering with certain businesses to provide deeper digital education. Yesterday, Facebook announced Claim Academy as their Partner to run a Facebook Bootcamp - the first of its kind.

Representatives from the two companies, along with other small businesses selected by Facebook, met at The Globe Building Monday morning to discuss how this partnership benefits local job seekers interested in software development and other roles in tech.

To ensure that this partnership leaves a positive and sustained impact on local job seekers, Facebook is working with Morning Consult to survey the St. Louis region to identify which skills would be most valuable to employers.

Here's what they found.

First, while 93% of job seekers say digital skills are important when looking for jobs, only 12% rate themselves highly in this area. Managers also see gaps in the skills they need to grow their businesses. For example, the majority of managers in St. Louis said that creating a mobile-friendly interface was important to growing their business, but very few saw themselves as proficient.

Now that Claim Academy is alive and thriving, offering 12-week courses in Full Stack Java and .NET/C# programming, one hurdle remains: the cost of the course itself.

From its inception, Claim Academy has offered scholarships to highly qualified students applying to the program. Now, Facebook is granting full tuition scholarships.

Claim Academy firmly believes in putting the needs of their students and interested applicants first. This partnership with Facebook will enable the bootcamp to attract more talent from across the income spectrum, effectively bridging the gap between underserved communities and the tech space.

Ola and his team are very excited to partner in Facebook to fulfill such an important need in this region.

**To learn more, visit - <http://claimacademystl.com/cohort-application.html>**

Claim Academy is a St. Louis-based developer boot camp that offers 12-week classes in Full Stack Java and .NET/C# programming, as well as shorter classes in software development, technology and career development. Claim Academy promises to transform novices into industry ready, software developers/software engineers through rigorous coursework taught in-person by expert instructors. Claim Academy has a 95% placement rate and graduates, make, on average, \$58,000 per year as a starting salary. Claim Academy graduates are currently employed, or are contracted with, some of the area's top companies, including Express Scripts, MasterCard, Scottrade, Centene, Mercy, RGA, Daugherty Business Systems, and others. Claim Academy is an accredited and approved center for workforce development, as designated by the Missouri Workforce Development Board. Because of this designation, Missouri residents can apply for grants for Claim Academy training through several Missouri regional programs. Scholarships, grants and financial aid are available.

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**If you would like more information about this announcement, please call Ola Ayeni at 630-592-8330 or email [ola@claimacademystl.com](mailto:ola@claimacademystl.com).**