

# General Assembly

CASE STUDY



ginger

## At a glance

Industry  
Career transition &  
skills training

Student population  
100,000+ global  
alumni

Headquarters  
32 campuses  
across 9 countries

Key challenge  
Providing  
accessible mental  
health support

## By the numbers

20%  
Signup rate

55%  
Active members

4.6 ★  
Average  
satisfaction rating

# Navigating the Stress of a Career Transition

General Assembly offers its students the opportunity to be a part of a global community of learners pursuing the next stage in their careers. The educational organization serves as a leader in training, upskilling and career transitions, specializing in high-demand disciplines such as software engineering, data science and user experience design. General Assembly goes to great lengths to create a supportive and enriching learning environment for their global network of students and alumni. So far, they've had 100,000+ worldwide alumni participate in Immersive or part-time programs, in-person or online. Students come to General Assembly with a wide variety of previous career and education backgrounds—some students have years of experience working in a professional setting while others may be unemployed. No matter their background, General Assembly aims to help each individual student achieve success in their goals.

## The Challenges of Making a Career Transition

General Assembly's programs are fast-paced, immersive, and designed to challenge students in a way that helps them feel prepared for the next step in their career. In addition to taking on an extensive workload, most students are simultaneously balancing personal

to help manage stress or other mental health challenges they may be facing. Additionally, they were looking for a global solution that could be made available to their students outside of the U.S. including Singapore, England, Canada, and Australia.

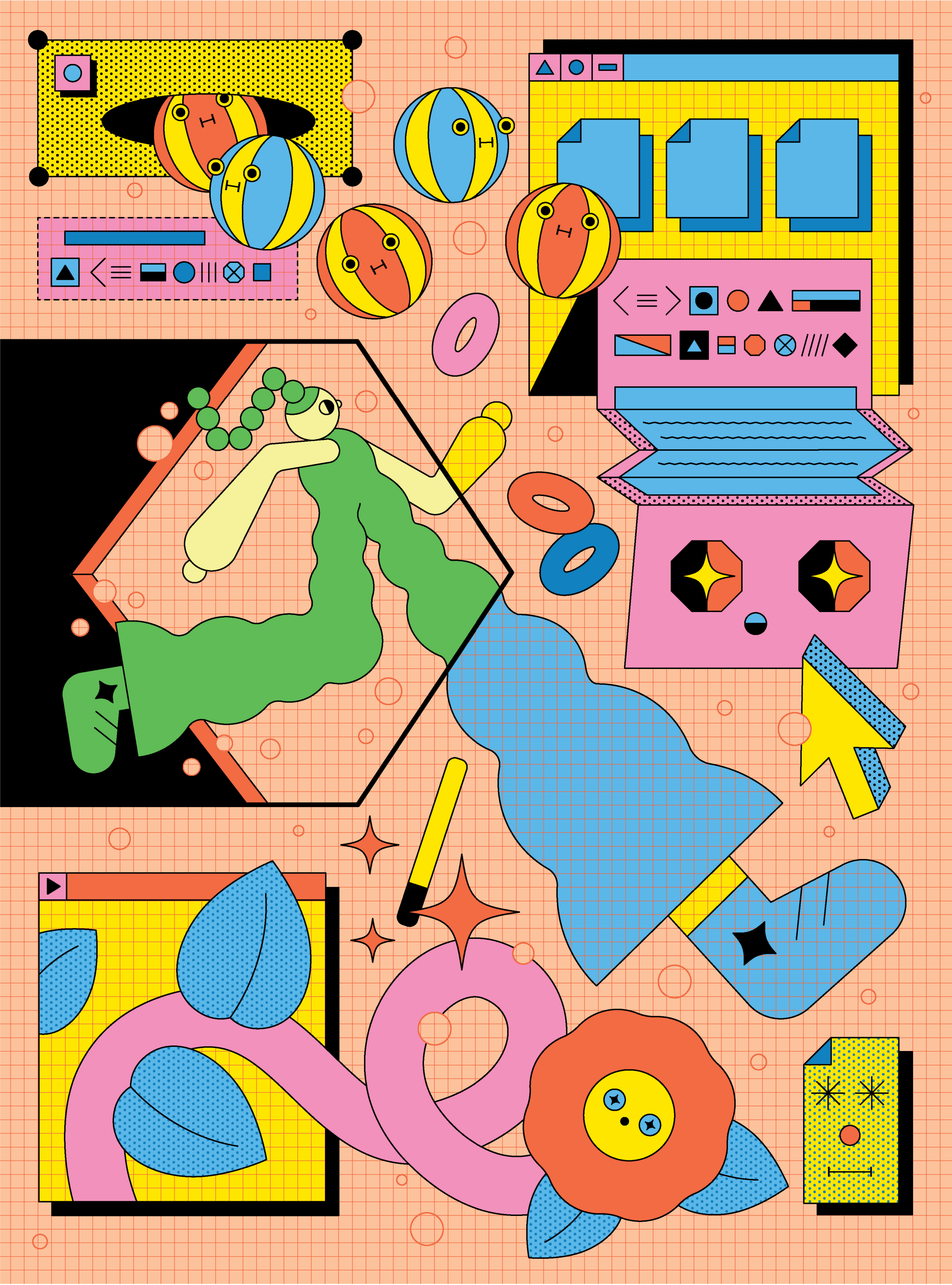
## How General Assembly and Ginger Changed the Story

*People want help, even during the 'good times.' Changing careers is an energizing and exciting moment for our students, but it can also be a stressful time too.*

In partnership with Ginger, General Assembly's full-time student population is empowered with free access to mental healthcare, whenever and wherever they need it. Ginger's team of mental health coaches respond to students in-the-moment, through chat, and if needed, a therapist or psychiatrist is added to their care team for video sessions. General Assembly instructors and student experience representatives now have a resource to recommend for stress, helping them ensure that students are getting the support they need.







“Providing access to mental health coaching through Ginger allows us to be a better support system for our students as they focus on achieving their career goals.”

Hayley Noveck  
Global Lead of Student Success, General Assembly

# Ready when *you* are

Give everyone a shot at their best through Ginger, the world's most advanced mental health system. With care that's data-driven and powered by AI, every Ginger member has access to high-quality mental health support coordinated across our experienced staff of coaches, therapists, and psychiatrists.

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To learn more, email [theteam@ginger.io](mailto:theteam@ginger.io) or visit us at [ginger.io](https://ginger.io)