



GENERAL CATALOG
VOLUME ONE | 2015-2016

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ABOUT DECODED

The digital economy has created one of the biggest transformations since the industrial revolution. It is a revolution powered by rapidly developing technology; changing the way we consume, connect, work and ultimately how we succeed as a economy.

At Decoded, we believe that everyone needs to be empowered to participate in the digital economy. It is not enough for a group of people within your organization to lead digital transformation initiatives. Everyone needs to play a role, everyone needs to contribute.

We have developed a world class suite of programs designed to upskill non-technical audiences in the core business blocks of digital - code, data, hardware and security. Our programs are designed to contextualize the innovations in technology so that it is clear its implication on business. Our finely crafted, expertly delivered programs are living, breathing programs that are continuously refined to reflect new advancements.

We believe that by understanding the potential of the digital world, and getting hands-on experience with its tools, everyone can harness its power for innovation and disruption.

THE DECODED EXPERIENCE

We provide the ultimate learning experience.

People come to us not just for what we teach, but the way we teach it; carefully crafted course content and the best subject teachers in the world. Our intuitive and interactive programs turn the complex into something clear concise and relevant.

Our focus and dedication to this goal ensures Decoded is the most effective place for digital learning.

Our teaching methods promote the maximum retention of new skills and knowledge. Everyone learns better by doing rather than simply listening. We design practical exercises using our bespoke coding interface to unlock the theory and inspire your own creativity. Our specially designed Decoded notebooks and study guides extend your learning beyond the classroom.

GOVERNANCE

Decoded dba Digital Enlightenment, LLC is led by a Board of Directors. A complete listing of founders and executives can be found in Appendix A.

APPROVALS

Decoded has been granted Licensure by the New York State Education Department, Office of Adult Career and Continuing Education Services, Bureau of Proprietary School Supervision (BPSS).

Decoded: Digital Enlightenment, LLC is not accredited

STAFF

A complete listing of the New York team of Decoded: Digital Enlightenment, LLC can be found in Appendix A.

DISCLOSURE STATEMENT

The student should be aware that some information in the catalog may change. It is recommended that students considering enrollment check with the school director to determine if there is any change from the information provided in the catalog. In addition, a catalog will contain information on the school's teaching personnel and courses/curricula offered. Please be advised that the State Education Department separately licenses all teaching personnel and independently approves all courses and curricula offered. Therefore, it is possible that courses/curricula listed in the school's catalog may not be approved at the time that a student enrolls in the school or the teaching personnel listed in the catalog may have changed. It is again recommended that the student check with the school director to determine if there are any changes in the courses/curricula offered or the teaching personnel listed in the catalog.

HOLIDAYS

Decoded is closed on the following federal holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

FACILITIES AND EQUIPMENT

Decoded is located at:
10 East 34th Street, 2nd Floor
New York, NY 10016
ask-us@decoded.com
917-436-4410

We provide Apple MacBook Air computers with the latest coding software. Our specially designed Decoded notebooks and study guides extend your learning beyond the classroom.

The teacher/student ratio is approximately 1:5 and is designed so that everyone has our attention. We have the very best course teachers. They are bright, passionate and articulate. No one is left behind.

The learning environment is paramount. Our workshops take place in the calm and spacious surrounds of our midtown workplace or in carefully selected spaces around the world. Every element of the learning experience has been considered, even the catering; we provide regular refreshments and a healthy, invigorating lunch to leave you energized.

Decoded's facilities meet ADA accessibility standards.

HOURS OF OPERATION

CLASS HOURS:
Monday - Friday 9am - 6pm

ADMINISTRATION HOURS:
Monday - Friday 9am - 6pm

COURSE DESCRIPTIONS AND KEY TAKEAWAYS

CODE_IN A DAY

Day session (8 hours/1 day)

Code_in a Day is an intensive day-long experience for anyone seeking to understand the digital world. The day is designed around a brief: design, build and launch a multi-platform app that encourages and rewards customer loyalty.

Through this hands-on process you will understand what code is, how it is used and how you can harness your new understanding of it to excel in business. You will learn the roles of different technologies including HTML, CSS and JavaScript on the frontend, and server-side programming languages and databases on the backend. You will gain valuable insight into the design and development process.

Knowledge

Experience the digital development process from idea inception to project deployment.

Innovation and Creativity

Realize the value of open source culture by seeing how libraries like jQuery and D3.js can be used to create new products quickly and efficiently. Understand what is possible with the technologies of today, and tomorrow.

Activate Talent

Enable internal talent to shine and create new products, even collaborating with your consumers.

Skills

Understand fundamental coding concepts and basic coding skills.

Communication

Understand how prototyping can be a powerful and universal way to gain consensus and buy-in to ideas.

Leadership

Gain the top-level knowledge and skills to help lead digital projects with confidence.

DATA_IN A DAY

Day session (8 hours/1 day)

Big data is changing the way we store, access and process data. Data_in a Day will introduce you to tools that are being developed to cope with the challenges of the future.

We explore how we can derive meaningful insights from raw data, taking you on a journey from conventional statistics and charts, to the exciting frontiers of machine learning and data visualization.

We examine how accessing existing data sources from social networks to open data platforms can personalize your products, services and marketing. As well as demystifying the world of third party monitoring tools, we discuss how your organization can optimize the use of your own data, even making it available to others.

Knowledge

Understand the current landscape of tools and techniques used to process, analyze and visualize data.

Innovation and Creativity

Discover how you can get more from the data at your fingertips. Realize the potential of data-driven creativity.

Talent

See how a more open approach to data can help your organization leverage the talent of the developer community.

Skills

Hands-on experience of scrubbing data and visualizing it.

Communication

Leave empowered to build closer working relationships with data scientists and analysts.

Leadership

Realize how you can use data to personalize your digital properties, drive product development, track real-time trends, and ultimately, increase revenue and drive down costs.

TECH_IN A DAY

Day session (8 hours/1 day)

The pace of change in technology is constantly accelerating. Consumers are embracing mobile, the Internet of Things, wearable technology and more. With these new technologies come exciting new opportunities in every sector, from retail and advertising to government and finance.

Tech_in a Day will give you a fundamental understanding of the tech landscape of today, as well as equip you with the confidence and knowledge to be ready for tomorrow. We will decode the magic behind devices like Oculus Rift, iBeacons and NFC leaving you empowered to harness the opportunities of these new technologies.

Knowledge

Understand the current connected devices landscape: where it came from, where it's going, and how you can play a part.

Innovation and Creativity

Leave inspired by the limitless possibilities offered by open hardware and the internet.

Activate Talent

Discover how your business can prototype new connected products and services.

Skills

Hands-on experience building physical prototypes – building circuits, using sensors, and connecting physical outputs to web APIs.

Communication

Leave empowered to build closer relationships with the technologists in your life.

Leadership

Gain the strategic knowledge to lead your organization into the world of connected devices.

ADMISSION POLICY AND PROCEDURE

ENROLLMENT REQUIREMENTS

Our programs are one day intensive courses on Code, Data and Technology. You must be 18 years or older to attend our programs. We require no educational prerequisites for participation however you must be proficient in English.

COURSE SUPPLIES

Decoded will provide students with an Apple MacBook Air for the day. Students will also receive a take-home notebook that highlights the course content. After the class is completed, each student will have access to our online resources.

ADMISSIONS PROCEDURE

Students can register for available courses by filing an enquiry form online, contacting the Decoded office, and/or by emailing ask-us@decoded.com. A student is officially enrolled when they sign the Enrollment Agreement with a licensed agent. No payment is collected until the Enrollment Agreement is signed.

TRANSFER OF CREDIT

Decoded courses are not credit-bearing. We do not accept hours or credit from other institutions through transfer of credit, challenge examinations, achievement tests, or experiential learning. Courses taken at Decoded are unlikely to count as transfer credit at another institution.

COLLEGE CREDIT DISCLAIMER

Licensed private career schools offer curricula measured in clock hours, not credit hours. Certificates of completion, i.e., school diplomas, are issued to students who meet clock hour requirements. The granting of any college credit to students who participated in and/or completed a program at a licensed private career school is solely at the discretion of the institution of higher education that the student may opt to subsequently attend.

ACADEMIC POLICIES

HOURS

Academic credit is measured in clock hours. One hour of instructional time is defined as a sixty-minute period.

STANDARDS OF PROGRESS

Decoded measures student progress through attendance of the entire class. Students are graded on a pass/fail basis. To receive a passing grade, students must:

1. Attend 85% of the class.
2. Complete the hands-on exercise.

GRADING SYSTEM

Decoded does not have a cumulative final test or examination required for the completion of any of the courses.

ATTENDANCE

Attendance is taken at the beginning of every class. The teacher takes attendance within the first 15 minutes of the course, again immediately following the lunch break, and finally 15 minutes before the course ends.

Arriving more than 30 minutes late or more without notification is considered disruptive and automatically results in a withdrawal. Refunds are determined in accordance with the Refund Policy.

CERTIFICATE OF COMPLETION

A certificate of completion is issued to each student who has successfully completed a Decoded class.

STUDENT RIGHTS (SEE APPENDIX B)

1. Students have the right to equal opportunity education and non-discrimination based on sex, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status,

sexual orientation or other categories protected by law of the states in which we operate.

2. Students have the right to cancel or withdraw from their course, per Decoded's Withdrawal and Refund Policy.
3. Students have the right to file a grievance, per Decoded's Grievance Procedure.

STUDENT CONDUCT AND DISMISSAL

Decoded aims to provide a learning experience where our students feel comfortable and respected. Students as well as staff are held to a standard of professionalism and must be considerate of everyone in attendance of courses. If a student proves to be disruptive or uncooperative, that student will be immediately asked to leave and any future courses for which he or she has registered along with any prior payments will be forfeited.

Examples of disruption include, but are not limited to, aggression or threats towards other students, teachers, or staff; illegal activities conducted or discussed on or around campus; the failure to observe classroom or campus conduct standards set forth by teachers or staff; or other behavior identified as disruptive to the learning environment of other students by teachers or staff.

Should any members of the media (including bloggers) approach you for comment about Decoded, or your experience at Decoded, you must get approval from your teacher or the Director before participating in any interviews or media opportunities.

EQUAL OPPORTUNITY

Decoded is an Equal Opportunity Employer and Prohibits Discrimination and Harassment of Any Kind: We are committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at Decoded are based on business needs, job requirements and individual qualifications, without regard to race, color, religion or belief, national, social or ethnic origin, sex (including pregnancy), age, physical, mental or sensory disability, HIV Status, sexual orientation, gender identity and/or expression, marital, civil union or domestic partnership status, past or present military service, family medical history or genetic information, family or parental status, or any other status protected by the laws or regulations in the locations where we operate. Decoded will not tolerate discrimination or harassment based on any of these characteristics. Decoded encourages applicants of all ages.

GRIEVANCE PROCEDURE:

Internal

When a concern occurs, the student is asked to discuss the concern directly with his/her teacher who will attempt to resolve the situation. If a resolution does not occur, the student or teacher should provide a written description of the concern to the Director who will investigate the complaint and provide a prompt written response.

Students also receive an email following the course that acknowledges completion and includes a link to provide feedback on their experience with Decoded. This gives them the opportunity to express any feedback they may have.

If a student expresses a concern, the licensed agent will contact them immediately to get a better understanding and resolve the situation. If the complaint regards technical understanding, Decoded will offer a 30 min call to address concern.

Decoded attempts to resolve all complaints within 30 days. The Director's decision is final within Decoded's grievance procedure. Students may also pursue external grievance procedures as described below.

External

Any person who believes he or she has been aggrieved by a violation of the New York Education Law has the right to file a written complaint with the New York State BPSS within two years of the alleged violation or within one year of receiving notification that the student has defaulted on a payment. No complaint may be filed after three years from the date of the alleged violation. The Commissioner shall send to the complainant a form acknowledging the complaint and requesting further information if necessary and shall advise the director of the school that a complaint has been made and, where appropriate, the nature of the complaint. The Commissioner shall within twenty days of receipt of such written complaint commence an investigation of the alleged violation and shall within ninety days of the receipt of such written complaint, issue a written finding. The Commissioner shall furnish such findings to the person who filed the complaint and to the Director of the school cited in the complaint. If the Commissioner finds that there has been a violation of the Education Law, the Commissioner will take appropriate action.

CANCELLATION & RESCHEDULING:

1. Students may cancel by submitting written notification to the Decoded office within 7 days of signing the enrollment agreement.
2. Decoded will refund the student any money he or she has paid, less the registration fee specified in the Tuition & Fees chart and within 30 days after notice of cancellation is received in accordance with the Refund Policy.
3. Cancellation is effective at the time of notification; if sent by mail, effective by the postage date.
4. Rescheduling:
 - a. If a student is unable to attend a course for which he or she is enrolled, that student can reschedule the course for a different date (subject to availability), provided a written request is submitted not less than 30 days prior to the originally registered course date.
 - b. If the written request is received within less than 30 days from the originally registered course date, Decoded reserves the right to refuse the request and refund the student according to the Refund Policy.

WITHDRAWAL:

5. Students who withdraw from courses at any time after the cancellation period (described above) must notify the Director in writing. Refunds are determined in accordance with the Refund Policy.
6. The failure of a student to immediately notify the School Director in writing of the student's intent to withdraw may delay a refund of tuition to the student pursuant to Section 5002(3) of the Education Law.
7. Students who withdraw due to an emergency, such as personal or family illness or national service, may be re-enrolled into another Decoded course following approval by the Director.

REFUND POLICY

All refunds will be paid within 30 days of withdrawal, less the \$100 nonrefundable registration fee.

MINI REFUND POLICY

1. A student who cancels within 7 days of signing the enrollment agreement but before instruction begins receives all monies returned with the exception of the non-refundable registration fee.
2. Thereafter, a student will be liable for
 - a. the non-refundable registration fee plus
 - b. tuition liability as of the student's last date of physical attendance.
Tuition liability is determined by the percentage of the program offered to the student.

If termination occurs, refunds will be granted based on the amount of the course completed defined by the table below:

Amount of Course Completed	Refund Amount
0%-15%	100%
16%-30%	75%
31%-45%	50%
46%-60%	25%
After 60%	0%

TUITION AND FEES

A \$100 nonrefundable fee is required at the time of registration. A student can only attend a course for which they are registered.

Students can register for available courses by filing an enquiry form online at www.decoded.com, contacting the Decoded office at 917-436-4410, or by emailing ask-us@decoded.com. A student is officially enrolled when they sign the Enrollment Agreement with a licensed agent. No payment is collected until the Enrollment Agreement is signed.

<i>COURSE</i>	<i>REGISTRATION FEE</i>	<i>TUITION</i>	<i>TOTAL COST</i>
Code_in a Day	\$100	\$1395	\$1495
Data_in a Day	\$100	\$1395	\$1495
Tech_in a Day	\$100	\$1900	\$2000

TUITION LIABILITY

Weekly Tuition Liability Chart for:

- CODE_in a Day
- DATA_in a Day

Tuition: \$1,395

Mini		
Amount of Course Completed	Percent Refunded	Money Refunded
0-15%	100%	\$1395
16-30%	75%	\$1046.25
31-45%	50%	\$697.50
46-60%	25%	\$348.75
After 60%	0%	\$0

Weekly Tuition Liability Chart for:

- TECH_in a Day

Tuition: \$1,900

Mini		
Amount of Course Completed	Percent Refunded	Money Refunded
0-15%	100%	\$1900
16-30%	75%	\$1425
31-45%	50%	\$950
46-60%	25%	\$475
After 60%	0%	\$0

FINANCIAL ASSISTANCE

Decoded does not participate in federal or state financial aid programs and we do not provide institutional financing.

LOANS

If a student receives a loan to pay for the educational program, the student will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund. Decoded does not offer institutional loans to its students.

CONSUMER INFORMATION

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. Decoded has never filed a bankruptcy petition, operated as a debtor in possession or had a petition of bankruptcy filed against it under Federal law. Information about Decoded is published in this catalog that contains a description of policies, procedures, and other information about the school. Decoded reserves the right to change any provision of the catalog at any time. Changes to the catalog must be approved and reviewed by the New York Bureau of Proprietary School Supervision. Notice of changes will be communicated in a revised catalog, an addendum or supplement to the catalog, or other written format with an effective date. Students are expected to read and be familiar with the information contained in the catalog, in any revisions, supplements and addenda to the catalog, and with all school policies. By enrolling Decoded, the Student agrees to abide by the terms stated in the catalog and all school policies.

APPENDIX A: STAFF AND MANAGEMENT

BOARD OF DIRECTORS

Kathryn Parsons
Richard Peters
Steve Henry
Julie Scott-Croxford

OWNERSHIP

Digital Enlightenment LLC d/b/a Decoded is a wholly owned subsidiary of Decoded Ltd, UK. The Guardian Media Group owns 20% of Decoded Ltd.

MANAGEMENT

Elizabeth Lukas, Chief Executive Officer, North America'
Jeffrey Lancaster, Director/Teacher
Carlie Burdette, Agent
Amadeus Stevenson, Teacher

APPENDIX B:

INFORMATION FOR STUDENTS AND STUDENT RIGHTS

Schools are required to give this disclosure pamphlet to individuals interested in enrolling in their school.

WHAT IS THE PURPOSE OF THIS PAMPHLET?

All prospective and enrolled students in a non degree granting proprietary school are required to receive this pamphlet. This pamphlet provides an overview of students' rights with regard to filing a complaint against a school and accessing the tuition reimbursement fund if they are a victim of certain violations by the school. Licensed private career schools which are licensed by the New York State Education Department are required to meet very specific standards under the Education Law and Commissioner's Regulations. These standards are designed to help insure the educational appropriateness of the programs which schools offer. It is important for you to realize that the New York State Education Department's Bureau of Proprietary School Supervision closely monitors and regulates all non-degree granting proprietary schools. The schools are required to have their teachers meet standards in order to be licensed by the Department. Schools are also required to have their curriculum approved by the New York State Education Department, at minimum, every four years, thereby helping to insure that all curriculum offered in the schools are educationally sound. In addition, staff members of the Bureau of Proprietary School Supervision are often in the school buildings monitoring the educational programs being offered. The interest of the New York State Education Department is to ensure that the educational program being offered meets your needs and that your financial investment is protected. The New York State Education Department's Bureau of Proprietary School Supervision wishes you success in your continued efforts to obtain the necessary skill training in order to secure meaningful employment. In addition, Bureau staff will continue to work with all the schools to help insure that a quality educational program is provided to you.

WHO CAN FILE A COMPLAINT?

If you are or were a student or an employee of a Licensed Private Career School in the State of New York and you believe that the school or anyone representing the school has acted unlawfully, you have the right to file a complaint with the New York State Education Department.

WHAT CAN A STUDENT OR EMPLOYEE COMPLAIN ABOUT?

You may make complaints about the conduct of the school, advertising, standards and methods of instruction, equipment, facilities, qualifications of teaching and management personnel, enrollment agreement, methods of collecting tuition and other charges, school license or registration, school and student records, and private school agents.

HOW CAN A COMPLAINT BE FILED BY A STUDENT OR EMPLOYEE?

You should try to resolve your complaint directly with the school unless you believe that the school would penalize you for your complaint. Use the school's internal grievance procedure or discuss your problems with teachers, department heads, or the school director. We suggest that you do so in writing and that you keep copies of all correspondence to the school. However, the school cannot require you to do this before you file a complaint with the New York State Education Department. If you do file a complaint with the Department, please advise the Bureau of any action that you have taken to attempt to resolve your complaint. The steps you must take to file a complaint with the New York State Education Department are:

1. Write to the New York State Education Department at 116 West 32nd Street, 5th Floor, New York, New York 10001, or telephone the Department at (212) 643-4760, requesting an interview for the purpose of filing a written complaint. Bring all relevant documents with you to the interview, including an enrollment agreement, financial aid application, transcripts, etc. An investigator from the Department will meet with you and go through your complaint in detail.
2. If you cannot come for an interview, send a letter or call the office to request a complaint form. You must complete and sign this form and mail it to the office. Please include with it copies of all relevant documents. You should keep the originals. You must file a complaint within two years after the alleged illegal conduct took place. The Bureau cannot investigate any complaint made more than two years after the date of the occurrence.
3. The investigator will attempt to resolve the complaint as quickly as possible and may contact you in the future with follow-up questions. You should provide all information requested as quickly as possible; delay may affect the investigation of your complaint. When appropriate, the investigator will try to negotiate with the school informally. If the Department determines that violations of law have been committed and the school fails to take satisfactory and appropriate action then the Department may proceed with formal disciplinary charges.

WHAT IS THE TUITION REIMBURSEMENT FUND?

The Tuition Reimbursement Fund is designed to protect the financial interest of students attending non-degree proprietary schools. If a school closes while you are in attendance, prior to the completion of your educational program, then you may be eligible for a refund of all tuition expenses which you have paid. If you drop out of school prior to completion and you file a complaint against the school with the State Education Department, you may be eligible to receive a tuition refund if the State Education Department is able to provide factual support that your complaint is valid and to determine that there was a violation of Education Law or the Commissioner's Regulations as specified in Section 126.17 of the Commissioner's Regulations. To file a claim to the Tuition Reimbursement Fund, you must first file a complaint with the State Education Department at the address included in this pamphlet. The staff of the State Education Department will assist you in the preparation of a tuition reimbursement form (a sample of this form should have been provided to you upon enrollment).

WHAT IS THE TUITION REFUND AND CANCELLATION POLICY?

All schools must have a tuition refund and cancellation policy for each program included in the catalog and in the student enrollment agreement. Read and understand the school's policy regarding tuition refund and cancellation before you sign the enrollment agreement. If you do not understand it, or are confused by the school's explanation, get help before you sign. You may ask for assistance from the Department at the address included in this pamphlet.

WHAT SHOULD STUDENTS KNOW ABOUT "PRIVATE SCHOOL AGENTS?"

Private School Agents are employed by schools for the purpose of recruiting or enrolling students in the school; they are not school counselors. Private school agents cannot require a student to pay a placement or referral fee. Each school agent must be licensed by the New York State Education Department, must have an Agent identification card and must be a salaried employee of the school. School agents who cannot show an Agent Identification Card are breaking the law if they try to interest students in enrolling in a particular school or group of schools. The name(s) of the agent(s) who enrolled a student must appear on that student's enrollment agreement. Therefore, you should write down the name of the agent who talked to you. Each student will be required to confirm the name(s) of the agent(s) when signing the enrollment agreement. A full refund shall be made to any student recruited by an unlicensed private school agent or even by a licensed agent if there is evidence that the agent made fraudulent or improper claims. To find out if you are eligible to receive a refund, you must follow the complaint procedures included in this page.

WHAT SHOULD STUDENTS KNOW ABOUT “GRANTS AND GUARANTEED STUDENT LOANS?”

A grant is awarded to a student based on income eligibility, and it does not need to be repaid (for example, New York State Tuition Assistance Program (TAP) grants or Pell grants provided by the federal government). Guaranteed student loans are low interest loans provided under the Federal Guaranteed Student Loan Program. The decision to apply for such a loan is yours--the school cannot require that you apply for a loan. You should understand that if you pay school tuition with money loaned to you from a lender you are responsible for repaying the loan in full, with interest, in accordance with the terms of the loan agreement. A failure to repay the loan can hurt your credit rating and result in legal action against you. Even if you fail to complete your educational program, you are still responsible for repaying all of the money loaned to you. It is your right to select a lender for a guaranteed student loan. The school cannot require you to apply to a particular lender or lending institution. However, the school can recommend a lender, but if it does, the school must also provide you with a statement about your right and ability to obtain a loan from another lender and the insurance premiums charged on these loans. Read and understand all the information and applications for financial aid grants and loans before signing.

WHERE CAN STUDENTS FILE A COMPLAINT, FILE A CLAIM TO THE TUITION REIMBURSEMENT FUND, OR GET ADDITIONAL INFORMATION?

Contact the New York State Education Department at: New York State Education Department 116 West 32nd Street, 5th Floor New York, New York 10001 Attention: Bureau of Proprietary School Supervision (212) 643-4760 This pamphlet is provided to you by the New York State Education Department (NYSED). The NYSED regulates the operation of Licensed Private Career Schools.