treehouse™

2016 Press Kit
teamtreehouse.com

Bringing affordable technology
education to people everywhere,
in order to help them achieve their
dreams and change the world.

At Treehouse, we believe that understanding, communicating with and controlling technology is a fundamental skill that everyone should have the opportunity to learn. With this in mind, we offer our community of over 163k+ students across the world a comprehensive resource that helps them to learn the necessary skills to be part of the technology evolution. We also believe in offering each of our students the opportunity to learn the skills they need — whether they have existing, little or no previous experience — to be job ready for the tech industry.

Our team works to fulfill our mission by providing the best technology education online to our students of all ages and backgrounds, in over 190 countries. Furthermore, we don't just educate our students, but also ensure that we provide a learning environment that is consistently valuable, interactive, engaging, and most importantly fun.

Contents

Treehouse at a Glance

We have 163,000+ active students in 190 countries across the world.

We offer hundreds of courses, beginner, intermediate and advanced.

We pride ourselves on providing the most up-to-date content for our students to learn. Each course is delivered by our expert teachers through meticulously crafted videos, quizzes, and code challenges that teach core skills necessary for standing out in the job market of today.

We offer carefully structured Tracks to keep our students on a focused learning path and ensure they reach their learning goal, whether it be to learn a new skill or land a job in a specific area.

Treehouse makes it easy to learn big, through small incremental steps. Our courses are structured to be taken one stage at a time, with most stages being less than 30 minutes. We also provide a flexible learning schedule for our Tracks that can be personalized by each student.

We teach our students how to build real projects. The best way to learn is by getting your hands into some code, on projects that you're passionate about. So with Treehouse and our unique code editor, Workspaces, our students are constantly coding as they learn.

We believe learning should be fun, which is why the learning experience with Treehouse takes place in an engaging and interactive online environment.

Hundreds of business, organizations, schools and community programs use Treehouse Organizations to fuel their successful training programs and keep their workforce sharp. We are a trusted learning resource for companies including, Twitter, Square, Disney,

Our team has grown to over 100 members, located in our office and studio in Orlando, our office and studio in Portland, and remotely across the US.

An Introduction to Treehouse

As members of the Treehouse community, students can learn to build websites, create iPhone and Android apps, build web apps with Ruby on Rails and PHP, learn about user experience, how to start a business, and much more. All of which can be learned online in one comprehensive place.

Through hundreds of courses comprised of video tutorials, quizzes, and code challenges created by expert teachers, students can learn to code in languages like Objective-C, HTML, CSS, PHP, Ruby, Swift, SQL, Python, Java and more.

The Treehouse App

The Treehouse learning experience is delivered to our students via the Treehouse app. All content is accessible via our library and organized into courses by topic and tailored learning Tracks for our students to explore. As students begin to embark on either a course or Track, their progress is also saved in the comprehensive Dashboard. The Dashboard tracks a student's active progress, providing them with a personalized overview of what they're working on.

In addition to all of the learning content within the Treehouse app, there are additional resources that expand on Treehouse learning to optimise our students' learning experience: the Treehouse Community is a valuable place where our students engage and help one another; and the Treehouse iPad and Android apps offers students a mobile learning experience.

Job Readiness

A driving force at Treehouse – as reflected in our mission – is to help our students achieve their dreams and change the world. We believe the best way to accomplish this is to guide our students from having no technology experience all the way through to being fully skilled, confident and job-ready for a career in the tech industry.

Gamification

At Treehouse, we believe that learning should be engaging and fun, which is why the gamification side of Treehouse plays a significant role in how our students learn. As well as our in-depth videos, our projects are divided into stages, and within each stage there are combinations of interactive quizzes and code challenges. Students are also encouraged to rack up points through completing courses, Tracks and engaging in the Community.

The Treehouse Team

Treehouse is the collaborative effort of a unique team of pioneers, who combine collaboration, creativity and a shared passion for technology education to provide our students with the best possible learning experience. Our team of full-time expert teachers provide the highest quality of technology education to our students, each bringing their own in-depth knowledge, expertise and experience to the Treehouse curriculum.

Subscriptions

At Treehouse we ensure that we offer our students the most affordable technology education possible, which is why we keep it simple with our two-tier Basic and Pro plans. We also offer special organization rates for companies, non-profits, schools, organizations and businesses interested in expanding their team's skill set.

Library

All Treehouse content is accessible in the Library. Courses cover beginner and intermediate, through to advanced content. With each broken down into bite-size stages to guide students from the initial foundations of the project, through to a final product. We also offer additional Bonus Content to our Pro students, including the Conference Series, interviews with industry experts, teacher Q&As, creative series, and more.

Tracks

Tracks are guided curriculums, comprised of courses, that train our students in large topic areas. Whether a student is interested in learning a new skill or training for a specific role, Tracks are there to keep them focused and ensure they meet their learning goals. From Web Design and PHP Development to iOS Development with Swift and Full-Stack JavaScript, Treehouse Tracks teach students everything they'll need to know to master a new skill.

The Community

A sense of community is essential to the learning experience we offer, which is why one of the most important resources we have in the app is the Treehouse Community. This environment provides a valuable place for our students to not only turn to for help and guidance, but also somewhere for them to engage with the Treehouse team, and interact and work alongside other students.

Aiding the Learning Experience

As well as the extensive content within the Treehouse app, we also offer additional external resources to aid and enhance the learning experience for our students: The Treehouse Blog is our way of sharing the latest web news, trends, tips, and techniques with the community and the Treehouse iPad and Android apps offer our students a mobile learning experience, so they can learn with Treehouse anywhere.

Students

A significant part of learning with Treehouse is the cohesive sense of a community we share across our global network of students, which is encouraged throughout the learning experience. From engagement in the Community to our extended network of our social media community of over 360,000, keeping our students engaged and connected is fundamental to Treehouse learning.

Although our community of over 163,000 students is continuously growing, through the education provided by Treehouse we work to not only change the world of technology education, but also the individual lives of our students. Each student's experience with Treehouse may be unique, but we aspire to have a positive impact on their lives. Whether we help them harness the skills they need to land their dream job, level-up their career or bring an app idea to life, we're here to help our students achieve their dreams and change the world.

The Treehouse App

To start learning with Treehouse, the only software and hardware requirements are a web browser and an Internet connection. With a subscription, students can then log into the Treehouse app, where all our content can be accessed. Within the Library, courses can be filtered or organized by topic, released date or type of content. A more focused learning experience is offered through our Tracks, which are tailored learning curriculums.

In addition, we have our unique tool, Workspaces integrated with Treehouse. Workspaces is an online text editor and development environment. Treehouse Teachers demonstrate concepts using Workspaces in our videos, making it easy for students to use Workspaces to follow along with Treehouse courses. They can also use it to build projects of their own and practice coding.

As a student embarks on a course or Track, their progress is then saved in the comprehensive Dashboard, which tracks an active student's progress and provides them with a personalized overview of what they're working on.

Extending from the library of content, we also offer our students additional resources within the app including the Community, Perks, iPad and Android apps and more, to expand on the Treehouse curriculum and optimise the learning experience.

To hear a little more about how Treehouse works from members of the team, check out this short video.

Job Readiness

A driving force at Treehouse – as reflected in our mission – is to help our students achieve their dreams and change the world. We believe the best way to accomplish this is to guide our students from having no technology experience all the way through to being fully trained, confident and job-ready.

Through our comprehensive courses and Tracks, we take our students step-by-step down a carefully constructed learning path, all the while reinforcing and building on their skills to ensure they're constantly evolving and retaining an understanding of the content. We also believe it's important to ensure students are confident with their new skills and able to apply them to real work projects. Typically we see students accomplish those skills in a period of 6-12 months.

Gamification

From day one at Treehouse, we've believe that learning should be engaging and fun, which is why the gamification side of Treehouse plays a significant role in how our students learn. As well as our in-depth videos, our projects are divided into stages, and within each stage there are combinations of interactive quizzes and code challenges. Students are also encouraged to rack up points through completing courses, Tracks and engaging in the Community.

What first began with badges assigned to content in our library for our students to "unlock" as they go, has since grown into a network of hundreds of potential badges and assigned points. A student's progress is then detailed on their public Treehouse profile. Community standings and leaderboards not only keep our student entertained and engaged, but a little competitiveness keeps everyone motivated.

Our Team of Pioneers

Treehouse is the collaborative effort of a unique team of pioneers, which is why it's important for us to combine collaboration, creativity and a passion for education to provide our students with the best possible experience from the day they join Treehouse and every proceeding day after. Being part of the Treehouse team is a unique experience as part of a quirky, dynamic and talented group of individuals pioneering the web each day to spread technology education across the world.

We share a joint passion for what we do, and our team both in our offices and distributed across the US create an interlocking network, working together to maintain and evolve the Treehouse environment and experience. In our team, every idea is heard and every voice contributes to what makes up Treehouse.

You can meet the men and women who work at Treehouse, and who are out to revolutionize how people learn technology education and shape the future of education here. We're always around and happy to chat, so feel free to reach out to us any time!

Subscriptions

At Treehouse we ensure that we offer our students the most affordable technology education possible, which is why we keep it simple with our dual-tier Basic and Pro subscriptions for individual students. Both plans provide full access to all content in our Library, and Pro includes additional bonus content, including workshops and access to the Conference Series.

We also offer our Organizations Plans, which provides companies with the opportunity to sow the seeds of coding knowledge. Whether it's to keep a team sharp, create internal learning paths for advancement, onboard new hires or nurture the next generation–Treehouse has it covered. For more information visit Treehouse Organizations.

As our students' satisfaction is of the highest importance to us, we offer a free trial to all new students to ensure they're given the opportunity to explore and experience learning with us first.

Library & Treehouse Content

All Treehouse content is organized and browsable in the Library. Courses cover beginner and intermediate, through to advanced content. With each broken down into bite-size stages to guide students from the initial foundations of the project, through to a final product. We also offer additional Bonus Content to our Pro students, including Workshops, interviews with industry experts, teacher Q&As, creative series, and more.

The Pro level membership also grants our students access to the Conference Series. when preparing for a career in the tech industry, we believe there's also plenty of learning opportunities outside of our virtual classroom. One of the most valuable places to stay up-to-date with the latest in the industry is by attending conferences. So we decided to work with some of the top conferences to offer our students exclusive access to recordings of their presentations and talks. Some of the most enlightening ideas come from conference speakers, who supplement our course material with unique perspectives. Students on the Pro plan receive unlimited access to every new conference.

View the Library

Our Growing List of Topics

We currently teach a variety of important languages and skills to help our students sharpen their skills or land an amazing job.

» HTML	» PHP	» Business
» CSS	» WordPress	» Python
» Design	» iOS	» Java
» JavaScript	» Android	» Digital Literacy
» Ruby	» Development Tools	» Game Development

Content Roadmap

Our team constantly works on producing new content for our students to ensure that our content is of the highest quality and up-to-date. No matter what a student is learning, they can consistently feel comfortable knowing that they'll be learning the most relevant, useful and current technology education. The Treehouse Roadmap illustrates upcoming content. As new courses are released frequently, students can anticipate upcoming content and work through stages at their own pace. View the Roadmap.

Tracks

Tracks are guided curriculums that train our students in large topic areas, whether our students are interested in learning a new skill or train for a specific role. From Web Design and PHP Development to iOS Development and Starting a Business, Treehouse Tracks teach students everything they'll need to know to master a new skill.

Tracks guide students towards accomplishing the goals they specifically have in mind when they're learning with us. For example, if a student aspires to become an excellent web designer, we not only want them to be great at CSS or JavaScript, we want to ensure they have the full breadth and depth of skills they need to land and succeed at that dream job they desire.

View all our Tracks

Workspaces

To maintain a cohesive learning experience, Treehouse created our own code editor, Workspaces, which allows our students to practice writing code within the browser. Treehouse Teachers demonstrate concepts using Workspaces in our videos, making it easy for our students to code and follow along.

A student can also start or resume a Workspace from any computer. There's nothing to download and no software to install, so students can launch a Workspace and start or resume coding anytime.

View Workspaces

Teaching Team

At Treehouse, our team of expert teachers come together to provide the highest quality technology education to our students. Each of our teachers brings in-depth knowledge of their field of expertise to the Treehouse curriculum, which combined with real-world experience provides a learning environment unique to Treehouse.

Our Teachers

Andrew Chalkley - Javascript, Dev. Tools

Ben Deitch - Android

Craig Dennis - Java

Zac Gordon - WordPress

Huston Hedinger - JavaScript

Guil Hernandez - CSS

Alena Holligan - PHP

Ben Jakuben - iOS, Android

Joy Kesten - HTML, CSS, JavaScript

Kenneth Love - Python

Dave McFarland - JavaScript

Gabe Nadel - JavaScript?

Hampton Paulk - PHP

Nick Pettit - HTML, CSS, Design

Pasan Premaratne - iOS

Chris Ramacciotti - Java

Our Guest Teachers

Amit Bijlani - iOS, Android

Paul Boag - Business

C.C. Chapman - Business

Fabrio Carneiro - Design

Hampton Catlin - CSS, Ruby

Chris Downer - Design

Jake Fleming - Design

Naomi Freeman - Ruby

Ash Furrow - iOS

Dan Gorgone - Business, Design

Mat Helme - Design

Jim Hoskins - Javascript, Development Tools

Randy Hoyt - PHP

Lis Hubert - Design

Michael Kaiser-Nyman - JavaScript

Allison Grayce Marshall - HTML, CSS, Design

Tommy Morgan - Development Tools

Sarah Parmenter - Design

Jason Seifer - Ruby

Sam Soffes - iOS

Douglass Turner - iOS

Corey Warning - Design

Matt Yow - Design

Chris Zabriskie - Business

View all the Treehouse Teachers

Community

A sense of community is essential to the experience we offer, which is why one of the most important resources we have in the app is the Treehouse Community. This environment provides a valuable place for our students to not only turn to for help and guidance, but also somewhere for them to engage with the Treehouse team, and interact and work alongside other students.

Our Community is designed to bring students together around the topics they choose to learn. Moderators, Teachers, and Treehouse's top students check in to encourage and help the learning process. We also reward our students for participation, so the Community is packed full of amazing features to achieve that. Students can ask and answer questions, up-vote answers, and earn points for being the best answer.

View the Community

Aiding the Learning Experience

As well as offering our students an online environment they can access to learn from anywhere, anytime, we offer additional resources so as to ensure the most valuable, engaging and fun experience possible for our community.

Treehouse Blog

We also know how important it is to keep Treehouse students in touch with the going-ons at Treehouse and up-to-date with the tech industry as a whole. Authored by members of the Treehouse team and other industry experts, the Treehouse Blog is is our way of sharing the latest news, trends, tips, and techniques from the web.

Treehouse Perks

We love our students and want to ensure they not only have the best learning experience, but also the best resources and services available to them. Every Treehouse student, therefore, has exclusive access to our Perks Page where we share deals and discounts to our most recommended resources and services.

Treehouse for Mobile

A valuable addition to the Treehouse learning experience is our iPad App, which is available to download for free from the App Store. All Treehouse content has been adapted and videos, quizzes and code challenges optimized for the iPad. So students can pick up right where you left off and enjoy a mobile learning experience.

In addition, we've also released an Android app so learning with Treehouse on the move is accessible to even more of our community. Our students can watch videos, take quizzes, and complete code challenges directly on their Android tablet or phone.

Student Stories

Through the education provided by Treehouse, we work to not only change the world of technology education, but also the lives of our students. Each student's experience with Treehouse is unique, and we're honored to be able to share some of their stories.

Bryan Knight Landed a Life-Changing Career As a UI/UX Engineer For a Startup
Bryan Knight was a father of five working as a lead Concierge for a hotel on the Las Vegas Strip and making $43K as the sole provider for his family. Although he worked full time at his job, Bryan knew that he wanted a significant career change and was determined to find the balance between making a good living and having a passion for what he did. 10 months later, after dedicating his free time to learning with Treehouse, Bryan landed his first job as a UI/UX Engineer. 6 months later, he began working at a local startup where he now develops the UI for a daily fantasy sports application. The work is not only inspiring for Bryan, it also came with a significant salary increase, which in turn meant he could move his family into their dream home. But for Bryan, it's not about the money. He now gets paid to do something he's passionate about, which has given him the opportunity to change his own life and those of his family as well. Read our full interview with Bryan

Since Learning With Treehouse, Sarah Has Propelled Her Career Forward And is Now Joining LinkedIn as a Full-Time Web Developer
In 2012, Sarah was studying graphic design at college, but considering a change of major. Serendipitously, She came across Treehouse and began diving into coding. Inspired by the learning experience, Sarah decided to switch majors to incorporate web design and development. She continued her efforts on expanding and sharpening her web skills on Treehouse and soon gained the confidence she needed to begin propelling her career forward.
Sophomore year, Sarah put her skills into practice as an intern at a design agency. The following year, she landed a web development internship at Adobe. Starting in January 2016 as a graduate, Sarah will begin her first full-time web developer position at LinkedIn. Read our full interview with Sarah

By teaching himself to code, 17-year-old Nick was able to build and launch his own browser extension, Greenhouse

Nick joined Treehouse with the aspiration of developing apps, building websites, and starting his own business. After teaching himself to code with Treehouse, Nick was able to build and launch Greenhouse, a free browser extension for Chrome, Safari, and Firefox that exposes the role money plays in Congress and highlights key election races.
Although still only a junior in high school, Greenhouse gave Nick the opportunity to have an impact on the issue of money-in-politics, something which he is passionate about. Today, Nick continues to learn with Treehouse, expand Greenhouse in his free time, and based on his recent experience and his newly acquired skills, hopes to work towards a job in tech in the future. Read our full interview with Nick

Kelly acquired the skills she needed to pursue her dream career as an Android developer

After mastering the foundations of Android development with Treehouse, Kelly landed a junior position on the QA team at iTriage. After only a few months, Kelly then transitioned onto a feature team as their full-time Android developer. Kelly is now loving her job and still uses Treehouse to stay on top of the constantly changing and evolving Android platform. Read our full interview

Treehouse Community

A significant part of learning with Treehouse is the sense of community we share across our global network of students. The Treehouse Community is an environment where we encourage the community to interact, stay connected, engage, work together and help one another. However, it's also equally as important for us to stay in touch with our students outside of Treehouse, as well as our extended network of Treehouse friends. At present, we have an active and growing social media community of over 360,000.

You can find us on:
  » Twitter
  » Facebook
  » Youtube
  » LinkedIn
  » Google+
  » Instagram

Treehouse in the Press

The Next Web: Tech education startup Treehouse hits $3.6m in revenues, nears 20k active users and nabs book deal

The Oregonian: Treehouse, Portland online education startup, raises $7 million

Portland Business Journal: Funding round has CEO promising hundreds of jobs

The Next Web: Treehouse nabs $7M, passes 25K students and announces plan to teach high schoolers to code

Upstart Business Journal: Treehouse taps funding to teach coding

VentureBeat: Treehouse gets $7M to bring learn-to-code programs to high schools

Oregon Business: Charting the online ed disruption

Mashable: Coding Is the Must-Have Job Skill of the Future

The Next Web: Edtech startup Treehouse turns to gamification to help fuel growth as it passes 35K users

VentureBeat: Learn to code on your iPad with new Treehouse app

VentureBeat: DIY Snapchat clone instructions, courtesy of Treehouse

Wired: Out in the Open: The Site That Teaches You to Code Well Enough to Get a Job

Portland Business Journal: How a Portland CEO is helping 10,000 workers get tech jobs

The New York Times: Ryan Carson of Treehouse, On Why Titles Get in the Way

VentureBeat: Treehouse now teaches noob coders how to get a job

Fast Company: What If Every Weekend Was Three Days Long? At These Companies It Is

Bloomberg: How Tech Helps Launch a Second Career

Downloadable Assets

» Download the Treehouse Logo(s)
» Download images for article usage

Contact Us

If you'd like to get in touch with the Treehouse team, feel free to tweet us at @treehouse or email our support team at help@teamtreehouse.com and we can connect you with anyone on the team. We'd love to hear from you!