



Unlocking Potential

Strategic Growth Prospectus

2025 – 2030

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“We’ve trained 30,000+ technologists over 30 years. Now we’re doubling down to train 15,000 new technologists every year by 2030, along with 10,000 early career upskillers.”

—PLINIO AYALA, President and CEO



Dear Friend,

Since 1995, Per Scholas has provided tuition-free job training for more than 30,000 new technologists from underrepresented communities. More than 80% of our learners have graduated, generating \$2 billion in increased personal earnings and helping employers meet their growing tech talent needs.

Now we're doubling down to train 15,000 new technologists every year by 2030, along with 10,000 early career upskillers.

To achieve this, our 2025-2030 Strategic Growth Plan outlines how we'll scale dramatically while maintaining the exceptional quality of our programs.

We've scaled successfully before — growing to 24 locations nationwide while building strong employer partnerships to ensure our learners gain relevant skills and meaningful jobs.

But we cannot do it alone. To reach this ambitious goal, we need support from partners, employers, and donors who believe in the power of education and economic opportunity.

Together, we can fuel economic mobility, meet employers' tech talent needs, and strengthen entire communities.

Thank you for being part of this journey.

Sincerely,



Plinio Ayala
President and CEO

The tech talent shortage is real – equity is the answer

Employers can't find enough skilled tech workers, while millions of Americans, especially women, Hispanic and Black individuals, are ready to step up. They just need access to training and connections to get there.





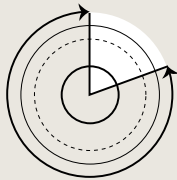
59M

**AMERICANS WORK
FULL-TIME BUT DON'T
EARN A LIVING WAGE**



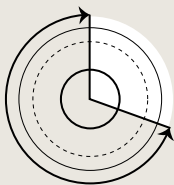
10M

**TECH JOBS AT RISK
OF GOING UNFILLED**



16%

**OF THE TECH WORKFORCE
IS BLACK AND/OR HISPANIC,
COMPARED WITH 33% OF
AMERICANS**



28%

**OF TECH WORKERS ARE
WOMEN, COMPARED WITH
51% OF AMERICANS**

The Per Scholas model: driving success for 30+ years

Since 1995, Per Scholas has been opening doors to thriving careers while helping employers fill critical roles. Our approach is simple but powerful: Focus on the skills businesses need, support learners every step of the way, and deliver results that make a real difference – for everyone.

DEMAND-DRIVEN TRAINING

Tuition-free, full-time immersive training in high-demand technical skills leading to industry-recognized credentials.

BUSINESS PROFESSIONAL SKILLS

20% of training time is focused on professional coaching, including communication, collaboration, and workplace success.

LEARNER SUPPORT

Financial coaching, benefit navigation, and wellness services ensure learners complete their training.

EMPLOYER CONNECTIONS

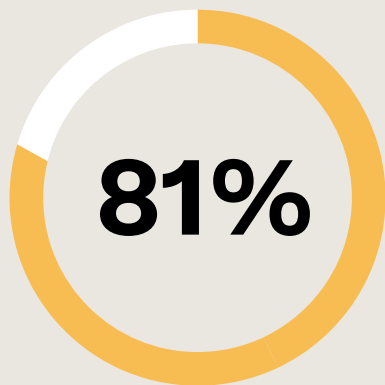
850+ companies hired Per Scholas graduates in 2024.

ALUMNI ADVANCEMENT

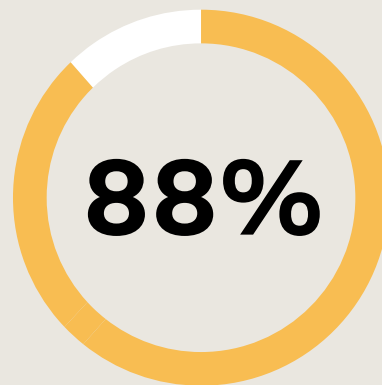
Stackable credentials build pathways toward thriving-wage careers.



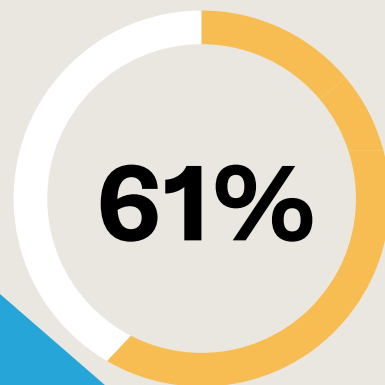
Diverse learners, real impact



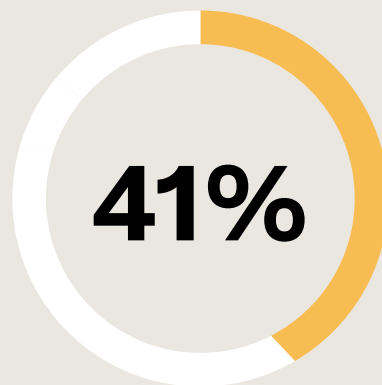
LOW OR MODERATE INCOME



PEOPLE OF COLOR

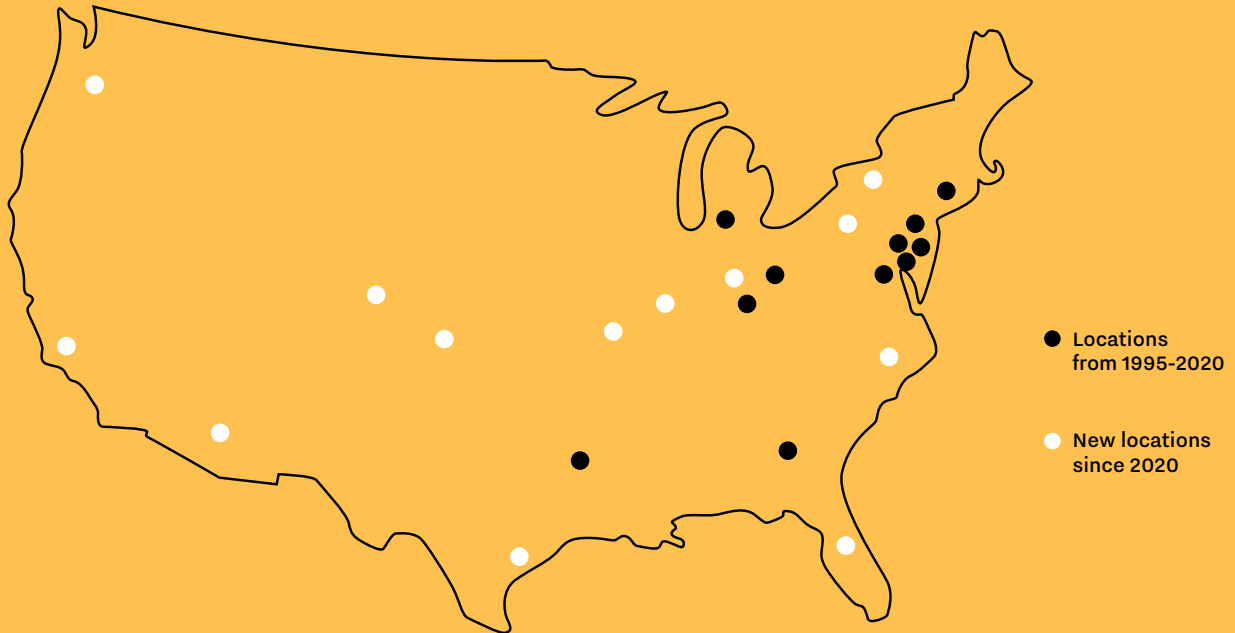


WITHOUT A 4-YEAR DEGREE



WOMEN

Expanding across the nation

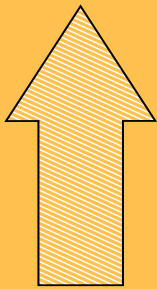


Since 2020, Per Scholas has grown from 11 to 24 locations, enrolling 5,000 immersive learners annually and 2,000 career accelerators in 2024.

Proven results

8:1

FOR EVERY \$1 INVESTED,
\$8 IN ECONOMIC RETURNS



**SIGNIFICANTLY HIGHER
EARNED INCOME**



**LESS LIKELY TO NEED
GOVERNMENT ASSISTANCE**



**HIGHER LIFE
SATISFACTION**

A measurable impact

85%

GRADUATION RATE

80%

OF GRADUATES ATTAIN JOBS

3X

INCOME POST-TRAINING

\$48K

AVERAGE STARTING WAGE



A strategic growth plan in 4 pillars

01 Launch careers

We will prepare learners for high-growth tech careers with industry-leading training and employer connections.

02 Accelerate careers

We will fast-track career growth for graduates by offering continued learning, upskilling, and professional development.



After training 30,000 technologists over 30 years, Per Scholas is scaling up with a bold plan to expand impact.

Per Scholas graduates in St. Louis, MO, 2024

03 Power businesses

We will connect companies with ready-now tech talent, driving business success through a solid pipeline of skilled professionals.

04 Sustain an agile organization

Invest in artificial intelligence and other new technology, leadership development, DEIB, and core mission support that will drive long-term sustainability and greater impact.

01 Launch careers

Per Scholas is setting ambitious goals for 2030: to triple enrollment to 15,000 new learners annually, with at least 10,000 graduates launching careers in tech each year. We'll achieve this goal by focusing on cost-effective growth strategies that expand our impact in existing markets while forging new pathways to opportunity.

How we'll get it done

Scale high-impact regions

Invest in communities by scaling local markets based on employer demand, with 6 markets growing to 1,000 or more learners each year.

Strategic expansion

Enter five to seven new markets with high demand for tech talent, adding 1,700 learners annually.

THE SATELLITE SOLUTION
Through tech-enabled satellite partnerships with local organizations, we will deliver training to thousands more learners while reducing costs by over 30%.



532

SATELLITE LEARNERS
SINCE 2021



84%

GRADUATION
RATE



80%

JOB
ATTAINMENT



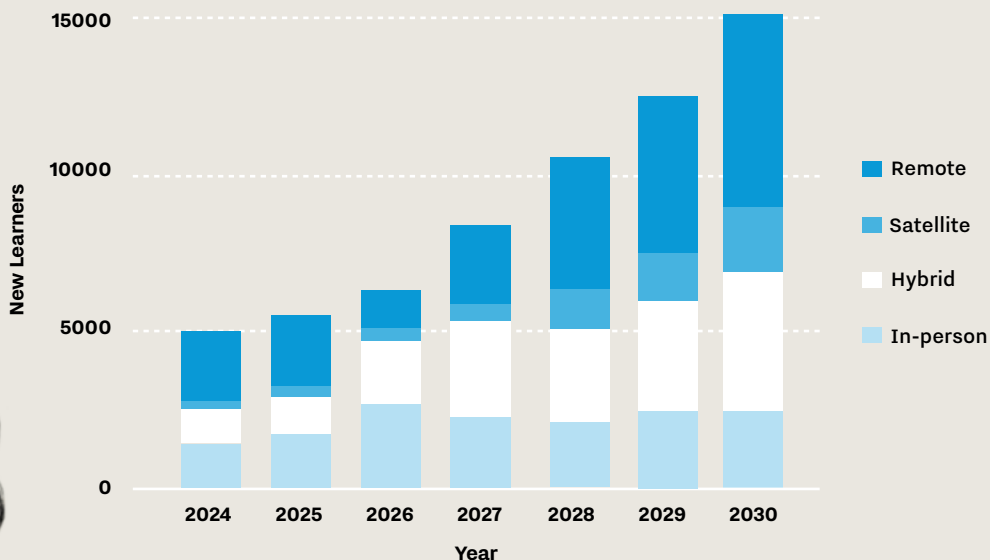
42K

13K

AVERAGE INCOME
INCREASE



New learners projected by 2030



Per Scholas alum, Ayana Dunlap

Ayana Dunlap went from having a job in hospitality to building a high-growth tech career. After being laid off in 2020, she trained at Per Scholas and transitioned into the tech industry. Today, she is Vice President, Operations and Information Technology at the Bank Policy Institute, earning a salary she once thought unattainable.

92%
SALARY INCREASE

\$125K

“If you take stock of what you’re good at and lean into that, you’ll go far in your career.”

—AYANA DUNLAP,
Per Scholas alum 2020, National Capital Region,
Vice President, Bank Policy Institute

02 Accelerate careers

AI and other advancements are rapidly transforming technology job roles. Per Scholas is here to help technologists go further — earning thriving wages, building new skills, and unlocking the next level of their careers. Through Career Accelerator, we're revolutionizing what's possible for early-stage tech professionals.

Career Accelerator: Elevating 10,000 careers annually by 2030

By 2030, our goal is to enroll 10,000 alumni and other early-career tech workers annually in Career Accelerator. Through upskilling and certifications, participants will achieve an average 10% wage increase within a year, advancing their careers and meeting the evolving needs of employers. This also frees up entry-level jobs for new waves of graduates.

How we'll get it done

BUILD BIG

Expand infrastructure, staff, and technology to deliver Career Accelerator at scale.

EMPLOYERS IN THE LEAD

Pilot sponsorships so companies can fuel the success of their early-career tech workers.

UPSKILL SMARTER

Refine courses and leverage AI innovation to drive maximum impact for learners and employers alike.

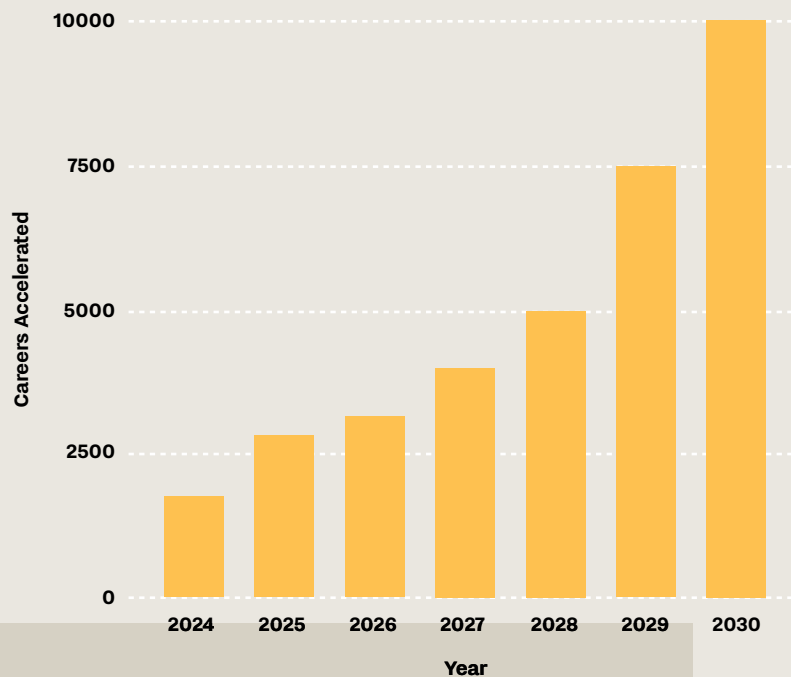
AFFORDABLE FOR ALL

Test tuition options to open doors for non-Per Scholas graduates while sustaining growth.

What is Career Accelerator?

Per Scholas' innovative program for advancing early-stage technologists. Through flexible, career-aligned courses, participants gain certifications, sharpen skills, and increase wages — ensuring long-term success in the tech industry.

Career Accelerator Enrollment Projections



Per Scholas alum, Nico Castro-Arrien

Nico Castro-Arrien landed his first job shortly after graduating from Per Scholas. More recently, as an alum, he's taken advantage of Career Accelerator upskilling to gain additional skills and certifications. Now Nico has been promoted to a Network Operations Center Engineer at WhiteSky Communications, earning nearly twice his pre-training income.

“Now I have options. I have people calling me about jobs. I have ample opportunity.”

—NICO CASTRO-ARRIEN, Per Scholas alum 2021, NYC Network Operations Center Engineer, WhiteSky Communications

03 Power businesses

Over the next six years, Per Scholas will triple earned revenue by expanding enterprise-level Talent Solutions partnerships, creating impactful opportunities for both businesses and graduates.

How we'll get it done

EXPANDING TALENT SOLUTIONS PRACTICE

We are evolving and growing our employer-facing solutions to maximize revenue and secure high-quality opportunities for graduates.

ACHIEVING THE RIGHT PARTNER MIX

Balancing high-volume and niche hiring partners will allow us to connect employers with skilled graduates efficiently and effectively.

BUILDING COMPREHENSIVE CAREER PATHWAYS

Every training program is linked to clear career tracks, helping graduates plan and achieve long-term success while addressing workforce needs.

IDENTIFYING AND TEACHING FUTURE-PROOF SKILLS

By continuously innovating and introducing courses like Data Center and Salesforce Administrator, along with AI-related content across the board, we will ensure graduates are prepared for emerging roles.

Per Scholas Talent Solutions

Between 2017 and 2024, Per Scholas Talent Solutions earned more than \$59M connecting businesses with job-ready talent through four customized offerings:

Essential

Free placement services for small and medium-sized businesses, strengthening local economies.

Plus

Curated pipelines of alumni with placement guarantees, offering employers access to top talent quickly.

Prime

Fully customized recruiting and training programs tailored to enterprise-level needs.

Apprenticeships

Meeting long-term talent needs with well-designed and cost-effective apprenticeship offerings.

Courses that create careers

Customized Training: Per Scholas partners with employers to design tailored programs, filling critical roles and directly funding nearly 2,000 additional learners since 2017.

KEY COURSES:

IT Support // Software Engineering // Cybersecurity // Cloud DevOps
Salesforce Administrator // Data Center // Analytics

Powering Comcast

Over the past few years, Comcast has evolved from being a philanthropic supporter to a major employer partner and Per Scholas Talent Solutions client. By working together, Comcast is closing tech talent gaps and building the pipeline needed to meet its tech goals and drive innovation.

- Conducted 40+ corporate volunteer events with 700+ volunteers
- Helped launch 7,500+ careers in Comcast markets

“Comcast is partnering with Per Scholas to reskill our junior tech professionals to become Full Stack Java Developers, building our pipeline within our own organization.”

—RICK RIOBOLI,
Executive Vice President,
Chief Technology & Information
Officer, Comcast



04 Sustain an agile organization

Scaling Per Scholas' impact starts with strengthening our own foundation. Over the next five years, we are investing in our people, systems, and operations to reduce costs, improve efficiency, and expand revenue-generating capacity. These efforts ensure we're prepared to lead in a rapidly changing workforce.

How we'll get it done

EMBED DIVERSITY, EQUITY, INCLUSION, AND BELONGING

We'll strengthen our culture by continuing to integrate DEIB principles into every aspect of our operations.

INVEST IN PEOPLE AND LEADERSHIP

We'll enhance staff support, conduct a compensation study, and expand leadership development to empower our team.

Scaling a tech-enabled organization

Per Scholas is making bold tech investments to deliver smarter, faster, and more impactful services for learners and employers alike.

AI THAT DELIVERS

AI-powered tools will drive learner success and match graduates with the right jobs and employers faster than ever.

SYSTEMS UPGRADES

We're upgrading and integrating legacy systems to unlock higher productivity and seamless operations.

ENTERPRISE SOLUTIONS AT SCALE

A new enterprise tech platform will help us meet the needs of large employers with precision and efficiency.



BOLAJI SAIBU, Vice President,
Product & Tech Development, Per Scholas
and Per Scholas alum

Implementation with impact

Over the next six years, Per Scholas will implement a carefully staged plan to expand our impact, while achieving lasting sustainability. Each phase builds on the last, moving from foundational investments to large-scale growth – and ultimately – long-term operational stability.

Implementation Staging

01

2025–2026 BUILD THE FOUNDATION

Invest in staff, infrastructure, and programs, while keeping enrollment steady.

02

2027–2028 ACCELERATE GROWTH

Grow enrollment while boosting efficiency and cutting growth capital reliance.

03

2029–2030 SUSTAIN THE IMPACT

Support expanded scale through operating revenue by 2030.

Revenue Projections

What to watch in the numbers

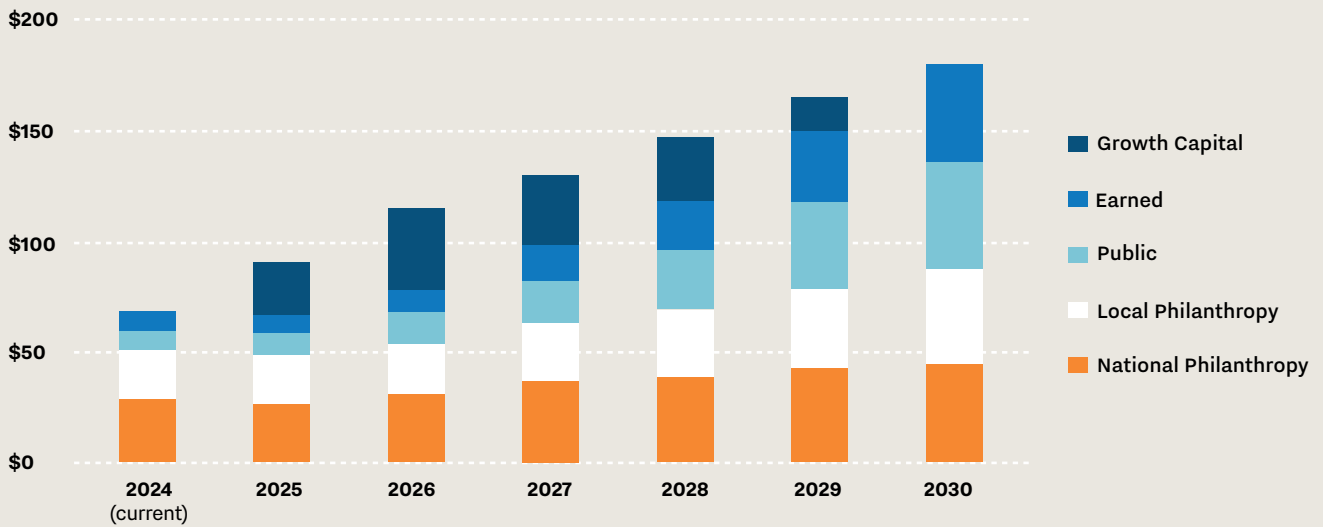
Early growth capital sparks momentum for success.

Philanthropic support steadily grows from national and local sources.

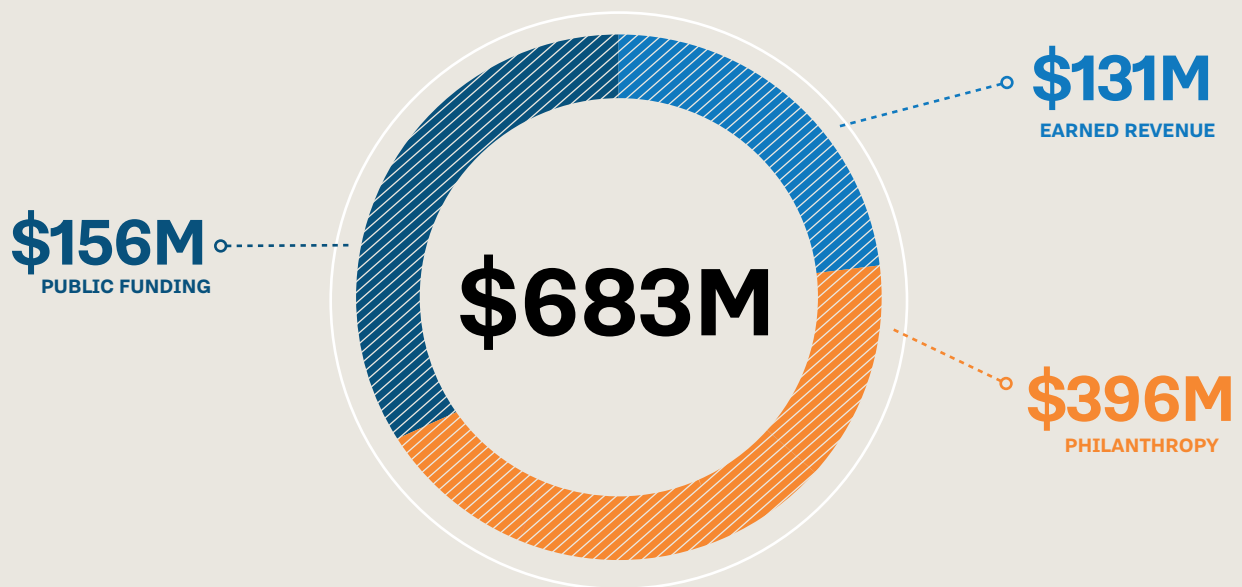
Public funding and earned revenue drive future expansion.

Earned revenue acceleration kicks in with Career Accelerator programs joining Talent Solutions.

Financial growth model overview



Projected operating revenue 2025–2030



The investment: \$135 million

To transform the future of tech talent, we've launched an ambitious \$135M growth capital campaign. This investment will allow us to scale programs, strengthen business partnerships, and create lasting economic impact. Here's how these funds will drive meaningful change:

Our Strategic Growth Priorities

LAUNCH CAREERS — \$75M

We will create cutting-edge training labs, expand learner-focused technology, develop next-generation curricula, and ensure continuous program evaluation.

ADVANCE CAREERS— \$20M

Career Accelerator programs will grow, introducing specialized tech training tracks while providing continuous faculty upskilling to meet evolving industry needs.

POWER BUSINESSES — \$15M

We'll strengthen enterprise account management, enhance market intelligence capabilities, and expand talent solutions that help employers meet increasingly sophisticated talent needs.

SUSTAIN AN AGILE ORGANIZATION — \$25M

Invest in modern operational systems, scale development and marketing efforts, and advance policy advocacy that will drive long-term sustainability and greater impact.

(From left to right and on next page)

ZELL DAVIS, Per Scholas, St. Louis Junior Instructor

CHRIS McCAIN, Per Scholas, St. Louis Technical Instructor

KEISHA MABRY HAYMORE, Per Scholas, St. Louis Managing Director

JADE JOHNSON, Per Scholas, St. Louis Sr. Manager Recruitment & Admissions

GENESIS GLOVER, Per Scholas, St. Louis Sr. Manager Professional Development



\$3B

RETURN ON INVESTMENT

Between 2025 and 2030, new Per Scholas graduates will earn at least \$3 billion more than their baseline pre-training income.

\$67M

MORE TO GO

We're more than halfway to our growth capital goal. Our campaign has already gained incredible momentum thanks to the generosity of our early supporters.

1M

THANK YOU

Your belief in our mission has enabled us to launch innovative programs and lay the foundation for the future of tech-driven economic equity.



Leadership Team

Leadership that's unlocking potential

ORLANDO ROLON,
NYC alum and Class Valedictorian, 2024
IT Helpdesk Specialist, Project Renewal

Together, Per Scholas' Board and Staff are committed to advancing economic equity by equipping the next generation of tech talent and connecting them with leading businesses.

Board of Directors

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Ami Ariel, G-Way Management, LLC
Plinio Ayala, Per Scholas
Dwayne Brown, Accenture
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Ian Shrank
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Apollo Global Management LLC
Sanjay Sood, CDW

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Tamara Johnson, Chief Operating Officer
Pam Kingpetcharat, Chief Financial Officer
Sang Lee, Chief Development Officer
Jasmine Miller, Chief Program Officer
Noah Mitchell, Deputy Chief Program Officer
Brittany Murrey, Executive Vice President,
Talent Solutions
Montreece Smith, Chief People Officer
Kenneth Walker, Executive Vice President,
Diversity, Equity, Inclusion & Culture

For more information, please contact
development@perscholas.org

Please visit perscholas.org/sources for complete information, including sources, about the facts and figures cited in this booklet.