Ambitously Balancing Scale with Real Impact
INNOVATING
WITH IMPACT

NPower has been disrupting generational poverty across the country for more than a decade. Our free and rigorous program has empowered thousands of young adults, women, and military-connected individuals from under-resourced communities with the in-demand skills to launch and thrive in careers in technology.

NPower’s strength in innovation was tested during the 2020 pandemic and we proved that our model can respond to the economic uncertainty and the shifting needs of the individuals and industries we serve.

NPower will continue to stretch the boundaries of innovation with our 2030 strategic plan. With a track record of strong programmatic outcomes and fortified infrastructure and capabilities, NPower will deliberately leverage technology to evolve our training delivery model while maintaining the values and principles that have made our work to date so successful.
Persistent generational poverty

Chronic underemployment

The widening skills gap

NPower addresses three critical problems:

NPower’s program moves citizens from underserved communities facing a lifetime of poverty to self-assured, highly sought after world changers. These personal transformations are the result of extraordinary determination to rewrite the script on these individuals’ lives.”

Matt Horner
Chairman of NPower Board
Executive Vice President
World Wide Technology (WWT)

We remain committed to deep, community-rooted relationships while creating systems-level impact that changes lives and transforms communities.
WHY THE WORK OF NPOWER MATTERS

NPower plays a crucial role in the tech industry by providing training and opportunities for diverse individuals, ensuring they acquire the necessary skills to thrive in the rapidly evolving tech landscape. This helps create a more inclusive and skilled workforce, addressing the industry’s demand for diverse talents.

By 2030, more than 85 million jobs could go unfilled because there aren’t enough skilled people.

50% of jobs require some tech skills.

667,000 new tech jobs expected by 2030*.

NPower aims to fill 5% of new tech jobs by 2030 in our focus areas.

*Bureau of Labor Statistics
TRENDS RELEVANT TO OUR PLANNING

Extensive research, coupled with a comprehensive survey of 100 employer partners has informed our strategic focus.

Labor market
The fast pace of change in technology creates a demand for adaptable professionals, impacting traditional job roles and emphasizing the importance of continuous learning. The competition for talented individuals in the job market will intensify, requiring companies to take proactive measures to attract and retain employees. Hiring strategies based on skills rather than pedigree are taking root and offer employers access to a much larger qualified talent pool while opening doors to opportunity for more job seekers.

Advancement of Automation and AI
Automation and artificial intelligence will change how work gets done at all skill levels and across industries. Job roles throughout the U.S. workforce will be disrupted or restructured, especially vulnerable, low-wage jobs. Adaptability and upskilling will be crucial for navigating these changes and supporting workers at risk of the greatest impact.

Shifting Demographics
America has never been a more diverse country, ranked among dimensions of race, ethnicity, age, gender identification, and other characteristics. Demographers project that by 2060 the Hispanic and Asian populations will roughly double in size, and the multi-racial population could triple as a result of immigration and births.

The Need to Augment Educational Pathways
College is no longer the sole pathway to a career. The traditional pathway of completing a two- or four-year college degree and then moving into a good paying job is not accessible, affordable or available to all.
Increase the number of individuals trained while maintaining strong job placement outcomes and reducing the average cost per student.

- Serve 15,000 students annually by 2030
- Contribute an average of $142 million in annual total wage gains of graduates
- Reduce average cost per student by 50%

As technology changes and employer talent demands evolve, NPW will more rapidly launch new curricula focused on high-demand skills aligned with regional and national labor markets. We also seek to balance employer requirements for more sophisticated skills with the needs of the student populations that NPW is uniquely positioned to serve -- those with non-traditional backgrounds. This will require greater precision in assessing student capabilities, flexibility in our training delivery model, and tailored student supports.

BY 2030, NPW WILL...

How will we do this?

- Customize learning modalities and modulate intensity of social supports by aligning training delivery approach with learner needs. We will offer synchronous (place-based) and/or asynchronous training options based on assessments of student capabilities and we will deploy AI-enabled tools to differentially support students.
- Accelerate paths to high-growth careers by offering competency-based on-ramps and off-ramps, including a shorter version of NPW’s gateway “Tech Fundamentals” IT certification training and more intermediate-level upskilling options.
- Expand vendor- and industry-specific skilling pathways, including Green Tech and Healthcare IT, as well as exposure to Generative AI, Low Code/No Code, Cybersecurity, and Cloud Automation.
- Cost-effectively scale through a combination of new regional hubs and spokes, additional SkillBridge military sites, and new asynchronous and hybrid offerings.
- Augment our internal career services in partnership with a growing number of job connection platforms and intermediaries, as well as with national IT services firms, to maintain an 80% placement rate as we scale our number of students placed. Shape emerging systems technology, such as verifiable credentials, to decrease bias in resume screening.
- We will leverage Community Helpdesk to not only increase digital literacy across communities but also source new students and employ apprentices.
Program Delivery Model

% Student Participation

- Place-Based/Synchronous
- Asynchronous
- Hybrid

Students Enrolled by Year

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<th>Year</th>
<th>Students Enrolled</th>
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2024 2025 2026 2027 2028 2029 2030

2024 2030
Strengthen alumni engagement, upskilling and career success
• Alumni achieve an average 30% increase in income within 3 years of graduation

By 2030 NPower alumni will exceed 70,000. With the goal to support our alumni with salary and career growth, we will provide access to upskilling, continued career coaching, mentoring, and leadership development. We will build an active community of next generation diverse tech leaders who remain connected to and supportive of one another, expand their social capital, and take advantage of opportunities for career advancement. Our alumni will contribute to the long-term success and expansion of NPower as ambassadors, donors, employers, and as a national network of thought partners.

How will we do this?
• Engage Alumni through a dynamic, tech-enabled platform that promotes new job opportunities and opportunities for continued upskilling and professional development.
• Foster mentor relationships with at least 50% of Alumni through NPowerMATCH, which connects experienced alumni with recent graduates.
• Leverage partnerships with Higher Ed and other nonprofits to open affordable opportunities for Alumni to complete college degrees and access career-catapulting services.
• Build an NPower Alumni Community that fosters a sense of belonging and empowers Alumni to contribute to the broader NPower mission. Cultivate future ambassadors who support NPower through advocacy, employment, volunteering, and contributions.

Position NPower as an authoritative voice within the workforce development and training fields.
• Engage new intermediary, corporate and nonprofit partners to collectively advance policies and practices for economic mobility
• Publish primary research bi-annually to inform the sector of field based insights and learnings

How will we do this?
• Advance policies that support education, training, and career opportunities for the communities we serve using impact data from surveys and primary research, coalition building, volunteer engagement and media coverage.
• Share the findings from our Randomized Control Trial evaluation (by Lab for Economic Opportunity at Notre Dame) to inform sector practices for scaling outcomes.
• Expand successful partnership collaboratives such as Command Shift Coalition to advance more low to moderate income women into tech careers and NPower’s SkillBridge program to support enlisted military personnel transitioning to civilian careers.
Maintain Financial Sustainability through Earned Income and Diverse Funding Streams.

How will we do this?

- Generate 30% of our operating budget from earned revenue and fee-based services, 25% from government funding, and 25% from regionally based public-private partnerships and philanthropy across 17 markets.
- Raise final 20% of from national philanthropic sources, including major gifts and grants. NPower will prioritize closing gifts and grants from high-net-worth individuals while maintaining its strong track record of winning corporate and private foundation grants.
- Prioritize a more robust fee-for-service revenue stream by offering customized training to incumbent workers at corporations and government agencies as well as to other nonprofits. The ancillary benefit is that curricula NPower customizes for fee-based clients can be re-purposed for the benefit of all NPower students and alumni.

How will we do this?

- Invest in staff development that begins with a consistent on-boarding experience and continues with ongoing training, cross-departmental collaboration, and frequent feedback and coaching. We believe in the importance of pay equity and access to avenues for managing mental health and wellness for all employees.
- Provide career pathways that are transparent, with a competency framework that outlines the skills, knowledge, and behaviors required for each level. Nurture a deep bench of future leadership talent as part of responsible succession planning.
- Foster fluid internal communications that celebrate candid dialogue, inquiry, and active exchanges on our weaknesses and opportunities that keep performance front and center as we grow. Honor employee and team achievements, milestones, successes, and bold and brave thinking.

Be the country’s best, most innovative skills training nonprofit to work for, where employees grow and thrive.

Grow our purpose-driven staff efficiently and with a keen focus on recruiting and retaining the right staff and consistently reinforcing NPower values and cultural norms. We will need new methods for scaling culture and strengthening our operating framework for how we hire and onboard; manage and reward performance; communicate; innovate and arrive at decisions.

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OUR SOLUTION EXPANDED

JOB SEEKERS

Veteran  Women in Tech  Young Adult  Alumni  Transitioning Military

INCLUSIVE ADMISSIONS
Low to moderate income students

CUSTOMIZED ASSESSMENT
Weaving people in, not weeding them out
SYNONYMOUS*
- Foundational training
- Live instruction
- Hands-on labs
- Real time Q&A
- Place-based delivery
- In-person coaching

HYBRID***
- Advanced and intermediate training
- Expanded industry verticals
- Live tutoring

ASYNCHRONOUS**
- Advanced training
  - Self directed
- Digital delivery
- Microlearning
- AI-enhanced
- Simulated labs

TAILORED SERVICES
- Career placement + coaching
- Social + emotional support
- Industry engagement + professional development
- One-on-one mentoring

Thoughtfully-deployed Automation

ONGOING ALUMNI SUPPORT
- Upskilling
- Leadership development
- Career navigation
- Continued wage growth

*Today  **Q2 2024 Pilot  ***Q4 2024 Pilot

Services provided in partnership with nonprofit/higher-ed orgs
Cordeelia was working in retail sales when she realized that her career prospects were limited. She knew she had an interest in technology but never believed in herself enough to pursue it. She came across a profile on LinkedIn and noticed a woman who moved from retail sales to application development at a Fortune 500 company. Cordeelia enrolled in the NPower program, earned industry-recognized certifications, landed a full-time position with Dell Technologies which leverages her sales background and her newly acquired tech skills.

“Technology has a limitless impact on society as we know it. As a result, people will need to be adaptable and keep pace with technology as it advances. Not only would this allow me to continuously push myself, it also provides job security as the world morphs into a more skill-based workforce.”

Cordeelia Clarke
NPower Graduate, Spring 2022, New York Solutions Architect, Dell Technologies
More on-ramps and off-ramps for skills building and job placement

- Begin Intermediate Module
- Begin Apprenticeship or Direct Employment
- Begin Advanced Module
- Earn Credentials, Certifications, & Professional Development
- Begin Apprenticeship or Direct Employment

10 Week Live Instruction with 360 Support Services

Up to 18 Week Part-Time Live or Asynchronous Instruction with 360 Support Services (i.e., Path2TECH)

Up to 18 Week Part-Time Live or Asynchronous Instruction with 360 Support Services

10 Week Full-Time Live Instruction with 360 Support Services (i.e., Skillbridge)
Ultimately NPower wants to:

**Create Seamless Transitions**
from high school, military service, or under/unemployment to high-growth tech careers and/or college degrees and ongoing alumni support, leading to real asset building.

**Expand Learning Pathways**
customized to trainee competencies, aptitude and interests and to local employment market demand.
Advance Systems Change
by advancing credential-based education, inclusive and skills-based hiring and policies for economic mobility.

Build Scale and Sustainability
through innovative recruitment and employment partnerships, and by diversifying fee-based, government and philanthropic funding streams.
MISSION
We create pathways to economic prosperity by launching and advancing digital careers for young adults from underserved communities, low to moderate income women, and military-connected individuals.

VISION
We envision a future with a diverse and inclusive technology workforce and clear pathways where all people can succeed in the digital economy.

PLACE-BASED/SYNCHRONOUS

CURRENT MARKETS
San Jose | Los Angeles, CA
Baltimore, MD
Detroit, MI
St. Louis, MO
Newark, NJ
Brooklyn, NY
Raleigh, NC
Dayton, OH
Dallas/Ft Worth | San Antonio | Houston, TX
Arlington | Norfolk, VA

FUTURE MARKETS
Jacksonville, FL
San Diego, CA
Sacramento, CA
Kansas City, MO
Tulsa, OK
Denver, CO
Salt Lake City, UT

ASYNCHRONOUS/ HYBRID
NATIONAL

*NPower Canada, HQ’d in Toronto, operates several locations across Canada